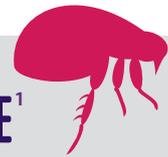




Fleas can carry serious diseases and parasites, and the flea lifecycle is long. Monthly treatments may leave gaps in protection.

BRAVECTO® is the single-dose solution to eliminate fleas from the home.^{2,3}



FLEA LIFECYCLE¹

< 10 DAYS

By the time you see adult fleas, it's already too late to prevent infestation. The fleas have already laid eggs around your home.

≈ 10 DAYS

The flea eggs hatch as larvae, burrowing into your carpets, down cracks in floorboards and under furniture, unaffected by some monthly treatments.

< 2 MONTHS

Adult fleas emerge from their cocoons, ready to feed on your pet. By this time, your single monthly treatment has lost its effect.

11 DAYS BUT CAN BE MONTHS

Larvae turn into pupae, which stay well protected in a cocoon until they emerge as fleas.



DRIVING FLEAS TO EXTINCTION CAN TAKE NEARLY THREE MONTHS

Ask about protection that lasts just as long

*BRAVECTO [prescribing information]. Madison, NJ: MSD Animal Health; 2014.

1. Silverman et al. Influence of temperature and humidity on survival and development of cat flea, *Ctenocephalides felis* (Siphonaptera: Pulicidae). *J Med Entomol.* 18:78-83 (1981).
2. Williams et al. Fluralaner, a novel isoxazoline, prevents flea (*Ctenocephalides felis*) reproduction in vitro and in a simulated home environment. *Parasites & Vectors* 7:275 2014.
3. Dryden et al. Evaluation of fluralaner and afoxolaner treatments to control flea populations, reduce pruritus and minimize dermatologic lesions in naturally infested dogs in private residences in west central. Florida USA *Parasites & Vectors* 9:365 2016.