

Advantage® II: Don't Give Fleas a Biting Chance

About fleas:

A flea can only cause a little itching, right?

Unfortunately, there can be more to a flea bite than just a little itching. A flea bite can cause your cat discomfort, and constant scratching can lead to permanent hair loss or other skin issues.^{1,2} They can also cause anemia and secondary allergic reactions (such as flea allergy dermatitis), and they can transmit tapeworms and diseases such as Bartonella (cat scratch disease).^{1,2,3}

But I only see one flea; can a single flea really do that much damage?

It's probably more than just one flea. In fact, immature flea life stages (flea eggs, larvae and pupae), which live in the cat's environment, consist of around 95 percent of the infestation and can be almost invisible to the naked eye. Even so, a single flea can bite 400 times a day!¹ Adult fleas begin feeding immediately when they land on a cat, and female fleas produce eggs within 20 to 24 hours of their first blood meal; in fact, they can produce 40 to 50 eggs per day.³

I have an indoor cat. Do I need to worry about fleas?

Yes. Fleas can be brought into the home by you or other pets without you even realizing it. Additionally, the minute you let your cat outside, she potentially is exposed to fleas, even if she is on a leash. Fleas in the pupa stage remain dormant until conditions are appropriate for development⁴ and infest pets after hatching; so you may not notice them until it's too late and the adult flea has hatched. That's why it is important to prevent fleas on all cats. Fleas are also hardy in their immature stages and can survive challenging conditions.² The Companion Animal Parasite Council recommends providing pets with year-round flea control.⁵

My cat isn't scratching – does that mean she doesn't have fleas?

Cats may not itch or scratch, but may still be affected by fleas.⁶ Additionally, what may look like normal nibbling could actually be cats reacting to irritating fleas.⁷ Here's one way to determine if your cat may have fleas: brush your cat with a flea brush over a piece of paper, and then put the dirt that comes off onto a wet towel. If any of the dirt turns red, this may indicate the presence of flea feces on your cat, meaning your cat likely has fleas.³

Advantage® II for cats – The Flea Specialist:

- Advantage® II kills through contact, so fleas don't have to bite your cat to die
- Advantage® II contains pyriproxyfen, an insect growth regulator that, in combination with imidacloprid, kills all flea life stages, effectively treating existing infestations and preventing further infestations
- Advantage® II kills fleas within 12 hours of application, and kills reinfesting fleas within 2 hours
- A single application of Advantage® II stops biting fleas up to one month

- Advantage® II is fragrance free and can be used on cats and kittens age 8 weeks and older.
- Veterinarians have recommended imidacloprid, one of the active ingredients in Advantage® II, to fight fleas for more than 14 years. Bayer is the only animal health company to monitor the susceptibility of fleas to an active ingredient (imidacloprid) and publish the findings. This means you can feel confident that Advantage® II will continue to work as well as ever.

Further information about Advantage® II for cats is available at CatMythBusters.com.

References

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3. Companion Animal Parasite Council. Fleas. Available Online: <http://www.capcvet.org/capc-recommendations/fleas/>. Accessed April 26, 2012.
4. Doctors Foster and Smith. Flea & Tick Control FAQs. Available Online: <http://www.drsfostersmith.com/pic/article.cfm?aid=318>. Accessed May 15, 2012.
5. Companion Animal Parasite Council. Current Guidelines. Available Online <http://www.capcvet.org/capc-recommendations/capc-general-guidelines>. Accessed April 26, 2012.
6. Doctors Foster and Smith. Does my pet have to scratch before I know he has fleas? Available Online: http://www.drsfostersmith.com/Articles/flea_faq.cfm#answer_2. Accessed April 26, 2012.
7. Companion Animal Parasite Council. Cat Owners: Fleas. Available at <http://www.petsandparasites.org/cat-owners/fleas/>. Accessed April 26, 2012.