

Pasha the Cat Pens Open Letter to Cat Owners

By Pasha Diamond

Dear Humans,

Mysteries and myths about cats are lurking behind every litter box. And our coy and guarded nature has only helped to perpetuate them. The number of saucers of milk I've had to turn down because of my lactose-intolerance only goes to show how well engrained cat myths have become.

Now to the matter at paw! There is one cat health myth that I've been itching to talk to you about: the myth that flea infestations aren't a big deal.

We all know a *sophisti-cat* like me would never be caught dead with fleas in his fur—think of the gossip!—but social stigma aside, fleas can be a serious problem.

One flea alone can bite 400 times per day!¹ So just imagine the potential increase in scratching that flea bites can cause. But there is an even more sinister side to fleas; their bites can result in serious illnesses like anemia and Bartonella (cat scratch disease).^{1,2,3}

You may think, “What does Pasha know about fleas? He roams around his penthouse all day and goes to the finest groomers.” True, as an “indoor cat,” I should have nothing to worry about, but any time cats spend outdoors—even daily, brief strolls down Park Avenue—puts cats at risk for fleas.

Privileged cats like me who live the pampered indoor lifestyle 100 percent of the time are also at risk because of cats who come calling. It makes me shudder to think of the filthy situations my fellow felines get into outdoors—and the pests they might unknowingly carry into my plush pad. After all, there's more to the phrase—“Look what the cat dragged in!”—than meets the eye, since fleas can be about the size of a pinhead.⁴

Lest I've alarmed you too much, rest assured there is a simple solution: treat me and my fellow feline friends with a flea preventive once-a-month, 12-months-a-year. And not to be picky, but I'd choose Advantage® II for cats, since it kills through contact so fleas don't have to bite to die. After all, I don't need another photo op or *paw-tograph* session ruined because I'm seen scratching in all the wrong places!

Fighting fleas and dispelling myths is all in a day's work for me. For more cat myths that Wendy Diamond and I have *kiboshed* visit: www.CatMythBusters.com.

Sincerely,



Pasha

Pasha Diamond is the beloved Russian blue cat of Wendy Diamond, one of America's foremost pet lifestyle experts. As the "Cat Myth Busters," Wendy and Pasha have teamed up with Bayer's Advantage® II for cats to put the kibosh on common cat myths. To learn more visit: www.CatMythBusters.com.

References

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