



where pets come first

### **PETS AT HOME PROVIDES FLEA ADVICE**

May is National Flea Month and Pets at Home is offering customers free expert advice to help keep their pets and homes parasite free.

As Britain experienced the warmest April since records began, the high temperatures are ideal conditions for fleas as they thrive in humid climates with just one single female flea producing up to 50 eggs each day and over 100,000 in her lifetime if left untreated.

Even worse, over half the country's pet owners will be unaware that their dog or cat is suffering from the problem.

Maeve Moorcroft, head of pets at Pets at Home, said: "May is usually the time of year when pets are likely to start being affected by fleas as the weather gets warmer.

"Fleas love warmer climates. However, with the heat wave we've been having recently, fleas are out and about a lot earlier this year.

"We've seen a lot more customers coming into our stores for advice on the best flea and worming treatments for their pets than we'd normally expect for this time of year."

Prevention is better than cure as it won't just be the pet that is affected. Fleas not only live on your pet but also in its environment.

Maeve added: "When you see fleas on your cat or dog or even the animal scratching, the chances are that there will be hundreds more in your home at various stages of development, hidden in carpets, soft furnishings and pet bedding!"

Unfortunately, it's not always easy to identify when your pet has fleas as the signs are not always obvious, but they're fast moving dark brown insects about

2mm long and if you've been bitten around your own ankles, that's indicative of fleas in the home and, most probably, on your animals.

Pet owners should check out the options that provide fast acting, long lasting protection against fleas and ticks.

Maeve said: "If you're concerned about fleas, I'd urge you to come into one of our stores and ask our experts advice on flea and worm prevention. Particularly useful for new pet owners, who may be nervous about using spot-on treatments for the first time.

"Our qualified advisors can dispense leading licensed flea and tick treatments such as Frontline® Spot On and Fiprolin and worming treatments like Drontal and Plerion."

Pet owners should also be aware that Dipylidium Caninum, the most common type of tapeworm, uses the flea for part of its lifecycle.

Maeve concludes: "That's why when keeping your pet up to date against worm infection it's also important to maintain effective flea protection too to ensure maximum benefit."

In order to accurately dispense flea treatment it is important to know the correct weight of your pet. Pets at Home offers free weight checks in-store so that qualified advisors can confirm the right strength of flea treatment for your dog.

For more information, consult one of our qualified advisors. To find your nearest store go to [www.petsathome.com](http://www.petsathome.com).

### **Ends**

For further information please contact Claire Boyd at Euro RSCG PR on 0161 236 2277 or [claire.boyd@eurorscg.com](mailto:claire.boyd@eurorscg.com)

### **NOTE TO EDITORS:**

Pets at Home has a number of products for treating your pet and eradicating fleas from the home and your pet, including Fiprolin, Frontline and Drontal.

Pets at Home offers great products, tips and advice to keep your pet happy and healthy. From specialist pet food to toys and training aids, there is everything a pet owner could wish for and more.

There are over 280 Pets at Home stores across the UK. To find your nearest store and for further information log onto [www.petsathome.com](http://www.petsathome.com)

Winner of Speciality Retailer of the Year and Employer of the Year at the Retail Week Awards 2010.