THE FIGHT AGAINST FLEAS: PET OWNERS ADMIT THEY’RE LOSING THE BATTLE

It’s news that may have you itching to take action – despite the UK being a nation of pet lovers, the flea situation is getting worse across the country.

New research out today (23 April 2013) shows that for nine in ten dog and cat owners, the flea problem in the UK is showing no improvement with a third finding it nearly ‘impossible’ to combat.

More than half said they or a member of their family may have been bitten by a flea, while one in eight have been confronted by a guest after being bitten in their home.

A fifth have refused to let friends into their home because they’re worried about the state of the flea situation, while one in ten have had to replace their carpets and furniture in a bid to control the problem.

The survey among 1,000 pet owners also showed that a third have found fleas on their furniture, clothes and even on their own body.

According to the survey results, 50 per cent of pet owners only treat their pets for the problem, ignoring their carpets and soft furnishings.

The research by Pets at Home was conducted to launch National Flea Month in May and raise awareness of the importance of treating for fleas on a regular basis to prevent fleas breeding on pets and in the home.

Maeve Moorcroft MVB MRCVS, head of pets at Pets at Home, said: “For every flea you see on your pet, there will be roughly 95 in your home at various stages of development, hidden in carpets, soft furnishings and even your own clothes. Rather worryingly, one flea can become 1,000 in just 21
days. Fleas aren’t always easy to see – they’re fast-moving, just 2mm long and dark brown so don’t just wait until you see your pet scratching or even when you get bitten, treat preventatively. Every four weeks for cats and six weeks for dogs is ideal.”

As part of National Flea Month, Pets at Home is promoting its flea fighting force, an army of more than 1,300 flea and worm advisors across its 344 stores, each fully trained and qualified to provide advice and prescribe vet-approved treatments. They will even weigh customers’ pets for free in store to ensure the correct dosage is given.

Advice is available in every store, is completely free and no appointment necessary. Just ask in-store for more details or visit www.petsathome.com

Flea Treatment Stats:

- Half of pet owners have experienced fleas in the last two years
- The majority of pet owners only treat for fleas 2 – 3 times per year
- One in ten believe you should only treat when you see a flea in the home
- Only a third treat both the home and the pet

-Ends-

For more information please contact Pets at Home PR team on 0161 236 2277 or prpets@havasww.com

Notes to Editors:

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 more than 340 Pets at Home stores across the UK. Log onto www.petsathome.com to find your nearest store and for further information

Pets at Home are proud winners of The Sunday Times Top 25 Best Big Companies to Work for in 2013.