

TOP 10 *flea myths*



Think you know about fleas' impact on pets? Test your knowledge with these common myths.

Myth 1: A few fleas are no big deal.

REALITY: You've heard the expression "breeding like rabbits"? Well, rabbits have nothing on fleas—a few fleas can turn into a massive infestation in a hurry. And if your pet is sensitive to flea antigen, even one or two bites can make him very uncomfortable. Your pet deserves to be completely free of fleas.

Myth 2: Pets need flea preventive only a few months out of the year.

REALITY: In many warm, humid areas, fleas thrive year round. Even in more seasonal climates, a warm spring or fall can extend the flea season to nine or 10 months of the year. Plus, fleas can survive on your pet and inside anywhere! Year-round flea control is best for your pet.

Myth 3: I've never seen a flea on my pet, so she doesn't need flea control.

REALITY: You may be in flea denial. Just because you don't see fleas doesn't mean they aren't there. Your veterinarian can use a special comb to detect fleas and their waste, so ask her to do this if she hasn't already. Even if your pet's clean, she can pick up fleas at any time, so it's a good idea to protect her.

Myth 4: I can get good flea products at the pet store.

REALITY: Over-the-counter flea control products are not as potent and therefore not as effective as the prescription products you can get from your veterinarian. Some are even toxic, especially if administered incorrectly. Your pet's doctor can prescribe the best product for your pet and his lifestyle (does he swim? hunt rodents?) and show you exactly how to apply it.

Myth 5: Once I treat my pet and the fleas go away, my work is done.

REALITY: One of the biggest mistakes pet owners make is to stop giving a flea product after the fleas go away. But you need to provide continuous control for this reason: Pets can become ultra sensitive to fleas if they're intermittently exposed. If you notice fleas, treat them, and three months later they come back and you treat them again, your pet is more likely to develop flea allergy dermatitis—a condition that causes itchiness, lesions, and hair loss. Don't let the fleas come back at all, and your pet is at a much lower risk for flea allergy.

Myth 6: I only need to treat my one flea-ridden pet, not the other pets in my household.

REALITY: All of the pets in your household need to be treated—especially the cats (fleas' favorite host) and even the guinea pig. Some pets are more sensitive to fleas than others, so if you only treat the pet that's scratching and has fleas, she's likely to be reinfested by other pets in the house that also have fleas but aren't giving you any itchy signals.

Myth 7: I can't afford to give a flea preventive monthly.

REALITY: Can you afford to change the oil in your car to keep it running smoothly and help cut down on expensive repairs? Providing preventive health measures for your pet is the same approach. Compared to the stress and cost of treating flea-related illnesses—and possibly paying someone to decontaminate your home—monthly control is a low-cost alternative. If you can't afford to pay for a year's worth at a time, ask your veterinarian about setting up a realistic program, such as having a three-month supply mailed to you.

Myth 8: My pet stays in the back yard, so he won't pick up fleas.

REALITY: Your yard is constantly being visited by wildlife such as raccoons and opossums, as well as other neighborhood pets (cats are notorious roamers). These animals can spread fleas and flea eggs, which can infest your pet when he goes outside.

Myth 9: All flea preventives protect pets from fleas only.

REALITY: Flea products are often combined with agents that control other parasites as well, helping protect your pets from additional diseases—some of which can be transmitted to you. So keeping pets on flea control is best for the whole family.

Myth 10: Flea products are toxic.

REALITY: Unlike "natural" products, prescription flea control agents have been extensively tested and approved by the FDA. Your veterinarian and the members of his hospital team use these products on their own pets, and they can answer any questions you have about safety.

Why your home is a **FLEA MAGNET**

When it comes to fleas, your pet is most likely to become a target if it comes into contact with an infested area or environment. Read on for reasons your home makes an ideal environment for fleas to flourish—and what you can do about it.

Outside the home

For successful reproduction, fleas select protected, shady, undisturbed areas, for example:

- ✦ Porches
- ✦ Decks
- ✦ Stairs
- ✦ And around doghouses

Inside the home

Inside the home, fleas thrive.

They will go from egg to adult:

- ✦ In pet beds
- ✦ Under furniture
- ✦ Buried deep in carpets

PLUS, they can survive a wide range of temperatures, so even winter is no guarantee you have seen the last of fleas. Without the ideal temperature, early flea stages lay dormant, delaying the emergence of adult fleas—anywhere from two weeks to just under six months. Fleas will do just fine in microenvironments around the home, where temperature and humidity are elevated.

What you can do:

Your veterinary team can offer advice on how you can eliminate microenvironments. Here's how you might start:



Eliminate weeds and brush piles



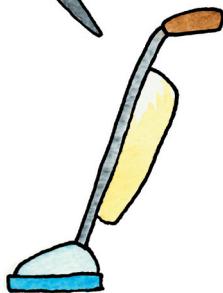
Keep rodents away from your home



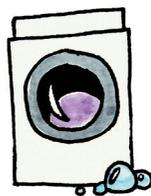
Treat your yard with outdoor products



Routinely cut your grass



Vacuum regularly (under furniture, too)



Wash bedding—yours and Fido's—routinely



Keep baseboards and other hidden areas clean

By learning more and listening to your veterinary team, you and your pet will be able to enjoy quality time together—**flea-free.**

SOURCE: Julie Legred, CVT, board member of the Companion Animal Parasite Council