



Simple monthly applications of Advantage® kill fleas. Use this chart to keep track of your cat's Advantage flea protection schedule, or join the Advantage Community at www.nofleas.ca to sign-up for your free monthly email reminder to apply your Advantage.

Advantage® is available in 4-packs and 6-packs.

For more information about Advantage flea protection:

- Talk to your veterinarian
- Call Bayer at 1-888-NO-FLEA-6 (1-888-663-5326)
- Visit www.nofleas.ca and the Advantage Community

Fast-acting. Long-lasting. Advantage.



Bayer Parasite Solutions provides you and your veterinarian with a wide range of products to protect your pet.

Bayer Inc.
Animal Health Division
77 Belfield Road
Toronto, Ontario M9W 1G6
Phone: 1-888-663-5326
www.animalhealth.bayer.ca
www.nofleas.ca



Talk to your veterinarian today about

Advantage® flea protection.

Works fast.

Works without fleas biting.

Works on contact.

Advantage®
Flea Protection



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The big, bad flea

Fleas are one of the most common and irritating parasites affecting cats. They love warm humid conditions and survive by biting your pet.

Fleas have a simple life cycle. Adults live up to 100 days, biting to feed on blood and produce eggs. Eggs drop off your cat to the ground or carpet, hatch into adults and the cycle continues.



1 Adult – the most irritating stage because adults bite pets to survive on their blood

2 Egg Stage – eggs drop off pets into the environment, including your home

3 Larval Stage – worm-like larvae are free living, able to easily move around and hide

4 Cocoon Stage – cocoons survive for months, hatching into adults when conditions are favourable

Advantage® flea protection kills adult fleas fast, on contact. After using Advantage you may see adult fleas briefly – after they’ve hatched and just before Advantage wipes them out.

For more information visit www.nofleas.ca

More than just a pain

Imagine a mosquito bite that keeps on itching. That’s what flea bites feel like for your cat. And if you don’t kill adult fleas, the biting just continues.

Untreated flea bites can also lead to:

- Secondary skin irritations
- Tapeworms
- Anemia (low level of red blood cells)
- Flea Allergy Dermatitis (FAD)

FAD is an allergic reaction that results when fleas inject irritating substances into the skin, in exchange for the blood they suck out. FAD causes cats to chew, lick and scratch to the point of causing open sores and potentially serious skin infections.



Advantage® is best for adult fleas

Advantage is a simple way to protect your cat from flea bites and your home from flea infestations.

- Kills adult fleas just by touching them
- No biting required to get rid of fleas
- Works fast so there’s less chance for fleas to bite

Fleas don’t have to bite for Advantage to work



Comfort first

Advantage® is all about comfort – for your cat and you. It protects cats from flea bites that can be painful and irritating, and other problems that come from too much scratching. And you won’t have to worry about dealing with a nasty flea infestation in your home.



Advantage kills adult fleas fast

How Advantage works

Advantage kills adult fleas, breaking the life cycle and getting rid of adult pests before they lay eggs on your pet or in your home.

- Excellent way to prevent fleas before they become a problem
- Also works as a fast and effective treatment for pets already infested with fleas

When to use

Flea protection requires monthly applications of Advantage.

- Begin in spring, several weeks before the start of flea season
- Continue until several consecutive nights of frost
- In some areas of the country (British Columbia), flea season may last all year long
- Advantage can be safely used on pregnant and nursing cats

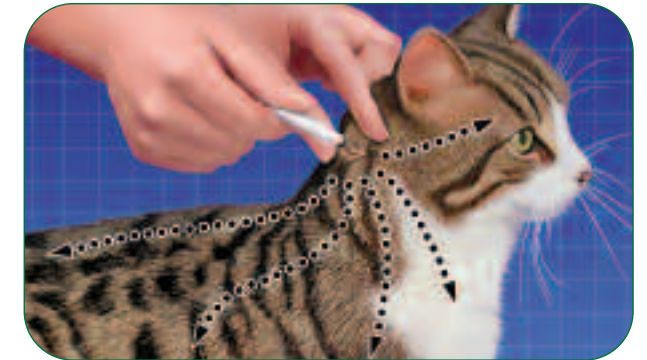


Advantage kills fleas on contact

How to apply Advantage®

Advantage comes in a pre-measured applicator tube. Once applied, Advantage spreads on the surface of the skin to provide whole body flea protection.

For kittens and cats



- Apply the entire contents of one tube onto the skin at the base of the skull
- Apply high enough so your cat can’t reach it to lick it off

Application tips

Keep these tips in mind when using Advantage – to get the best flea protection and comfort you can for your cat.

- Use the entire content of each tube, each month, ideally on the same day each month
- Place Advantage reminder stickers provided on your calendar
- Apply directly on skin (see “How to apply”)
- Always part cat’s hair before applying
- Keep pets off furniture and hardwood floors until Advantage dries
- If you shampoo your cat regularly, apply Advantage after shampooing