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Vmcspecialtypetsupply.com

Specialty Pet Supply & Veterinary Medical Center

Newsletter

VOLUME 1, ISSUE 1

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Our First Newsletter!

We finally did it! Our goal is to send out a periodic newsletter full of information about products, specials, sales, and topics that affect your dog or cat.

This month you will find information about fleas and ticks. With the weather warming up we will be seeing a lot of these pests. This packet includes Frontline Plus, Advantage, and K9 Advantix. How to apply, how often to apply, how to prevent, and what to do if you have an infestation.

There are many myths about these flea and tick products. So with the information provided all your questions will hopefully be answered.



Check out the coupons on the last page for Frontline Plus, Advantage, and K9 Advantix!
Big Savings!!!

We're on the web!!!!

Vmcspecialtypetsupply.com

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Featured Product

Chip's Cookie Cupboard

All cookies in this biscuit bar were not only paw picked by Chip himself, but they are all-natural, corn-free, and some grain-free. All cookies were made in USA or Canada. \$4.99/lb

Dr.'s Note

Dr. Brad Hollstien wants to remind everyone to keep up on your pets' heartworm preventative (i.e. Heartgard or Advantage Multi). With so much rain lately, there will be a lot of mosquitoes. Heartworm larvae are transmitted by infected mosquitoes that bite the dog and deposit heartworm larvae on the dog's skin. The larvae migrate through the tissue and into the bloodstream of the dog where they continue developing. By the time clinical signs of heartworm disease appear, the disease can already be in its advanced stages. So prevention is key. Contact your veterinarian today to discuss a program that works best for you and your pet.

Frontline Plus



**Kills Fleas,
flea eggs
and ticks**

Take good care of your pets. Help keep them healthy and happy by protecting them against fleas and ticks. Start with Frontline Plus– the #1 choice of veterinarians when it comes to combating both fleas and ticks. Frontline is an easy-to-use treatment that is proven effective.

Why Frontline?

- Proven protection. Frontline Plus killed 100% of fleas within 12 hours of application.
- Long lasting: continues to kill fleas and ticks all month long.
- Approved for use on puppies and kittens 8 weeks of age and older and on breeding, pregnant or lactating cats and dogs.
- Waterproof: effective even after swimming, bathing and grooming.

Frontline Plus breaks the flea and tick life cycles to deliver continuous protection to you and your pet.

- When you apply Frontline Plus, fipronil, the active ingredient, is stored in the oil glands under your pet's skin. It is then distributed continuously to the skin and hair of your pet through the hair follicles.
- Frontline Plus is waterproof, however, make sure that you are using a shampoo recommended by your veterinarian. If Frontline Plus is applied after swimming or shampooing, make sure the skin and the hair coat of the dog is completely dry before application. Remember to apply Frontline Plus monthly and year-round, and ensure that you are using the correct application technique.

What to do about Fleas:

Vacuum frequently, especially carpets and other soft coverings where your pet tends to lounge. Don't forget your car.

Wash your pet's bed, blanket, toys and other soft items in the hottest water possible.

Mow the lawn and rake any clippings or leaves.

Things to remember:

Flea pupae are protected by their cocoon. All pupae will have to hatch out and be killed as adult fleas on the pet. It can take several weeks for all pupae to hatch from an infested environment. If undisturbed, pupae can exist for many months in the environment, which is why encouraging them to hatch (allowing your treated pets to roam in their usual haunts– attracting the newly hatched fleas which are killed on the pet) and regular flea treatment are important in helping to rid a home of an infestation.

Treat all your cats and dogs. Some pets can mask the signs of a flea infestation. But if one dog or cat is infested, all pets in the household can be.

Advantage II



Kills Fleas, Flea eggs, and lice

Use Advantage® monthly to kill fleas on your dog quickly. The active ingredient, imidacloprid, acts on the nervous system of the flea to cause paralysis and subsequent death.

Protecting your dog from fleas is important

Part of keeping your dog healthy means year-round flea protection. That’s because flea bites can:

- Lead to skin infections
- Cause discomfort for your dog
- Lead to allergic skin reactions
- May transmit other disease-causing organisms, including tapeworms

Advantage® Topical Solution

Advantage® kills fleas before they lay eggs and kills flea larvae in pet's surroundings following contact with an Advantage® treated pet.

- Kills fleas, which may reduce the risk of secondary problems such as flea allergy dermatitis and tapeworms
- Kills fleas within 12 hours
- Larval flea stages in the pet’s surroundings are killed following contact with an Advantage treated pet.
- Kills lice on dogs
- Is waterproof

Features	Benefits
Kills fleas within 12 hours	Provides relief from biting fleas. Kills fleas before they have a chance to lay eggs.
Kills reinfesting fleas within two hours. One treatment prevents further flea infestations for up to four weeks.	If your pet picks up fleas from another animal or from an infested environment the fleas will be killed.
Larval flea stages in the pet’s surroundings are killed following contact with an Advantage treated pet.	Prevents larvae from reinfesting your pet.
Waterproof and remains effective after a shampoo, although for best results, pets treated with Advantage should be bathed in a non-detergent shampoo.	No need to reapply after weekly swimming or a bath.
Protects from fleas for up to one month.	Convenient, once a month application.
Kills up to 100% of chewing lice on dogs within one week.	Protects for one month.

K9 Advantix



5-Way Repel-and-Kill Pest Protection

K9 Advantix® II provides protection from biting pests. It not only kills ticks, fleas and mosquitoes, it also repels them! It also kills lice and repels nasty biting flies.

DO NOT USE K9 ADVANTIX ON CATS

How K9 Advantix II Works:

K9 Advantix® II combines imidacloprid, permethrin and pyriproxyfen to repel and kill ticks, fleas, and mosquitoes that may cross your dog's path. Imidacloprid and permethrin attack the above parasites' nerve cells at different sites, causing them to become paralyzed and die. Pyriproxyfen, an insect growth regulator, affects the early flea stages to prevent development of the flea to the next stage. When combined, these three compounds repel and kill ticks, fleas and mosquitoes and prevent the development of all flea life stages.

Help prevent ticks from attaching

With K9 Advantix® II, most ticks are repelled and killed before they can attach, which may reduce the risk of transmitting disease-causing organisms to the host.

Repels and kills fleas

K9 Advantix® II offers protection against fleas in ALL stages of development. The active ingredients in K9 Advantix® II break the flea life cycle by:

- Killing fleas on dogs within 12 hours of application
- Killing fleas before they lay eggs
- Killing reinfesting fleas within 2 hours
- Preventing fleas in a treated dog from infesting the home
- Preventing development of fleas, flea eggs, larvae (maggots), and pupae (cocoon)

Repels Mosquitoes

K9 Advantix® II protects your dog from mosquitoes which may reduce the pain, discomfort, itchiness and immune responses caused by mosquito bites.

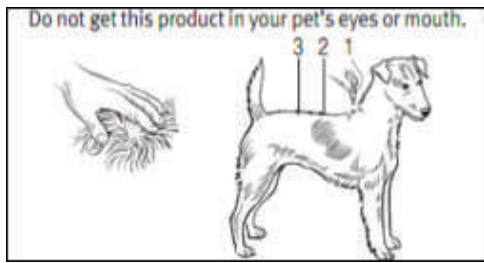
Repels and Prevents Biting Flies From Blood-Feeding

Biting flies can cause severe stress to dogs. K9 Advantix® II tames the nuisance of biting flies by preventing them from blood-feeding on your dog.

Effectively treats chewing lice

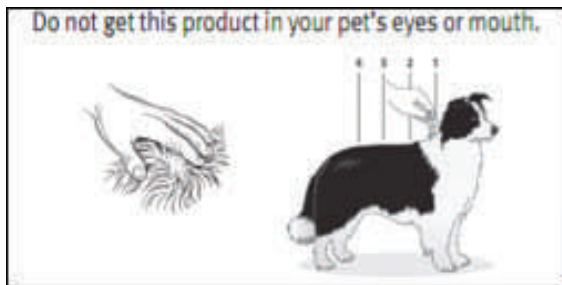
K9 Advantix® II kills up to 100% of chewing lice within one week and may last for up to a month.¹

How to Apply:



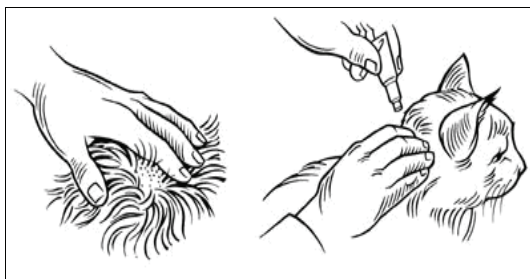
For dogs under 20lbs:

The dog should be standing for easy application. The entire contents of the K9 Advantix® II tube should be applied evenly to two to three spots on the top of the back from the shoulder to the base of the tail. At each spot, part the hair until the skin is visible. Place the tip of the tube on the skin and gently squeeze to expel a portion of the solution on the skin. Do not apply an excessive amount of solution at any one spot that could cause some of the solution to run off the side of the dog.



For dogs over 21lbs:

The dog should be standing for easy application. The entire contents of the K9 Advantix® II tube should be applied evenly to four to six spots on the top of the back from the shoulder to the base of the tail. At each spot, part the hair until the skin is visible. Place the tip of the tube on the skin and gently squeeze to expel a portion of the solution on the skin. Do not apply an excessive amount of solution at any one spot that could cause some of the solution to run off the side of the dog.



For Cats:

Part the hair on the neck at the base of the skull until the skin is visible. Place the tip of the tube on the skin and squeeze the tube to expel the entire contents of the tube directly on the skin. Do not get this product in your pet's eyes or mouth. The product is bitter tasting and salivation may occur for a short time if the cat licks the product immediately after treatment. Treatment at the base of the skull will minimize the opportunity for the cat to lick the product.

For more information, please visit these websites:
www.petparents.com and frontline.us.merial.com



Offer applies to Advantage and K9 Advantix

