

**Sherley's guide to flea control : flea-free guarantee only from Sherley's : using the 4 step plan / Sherley's Ltd.**

**Contributors**

Sherley's Ltd.

**Publication/Creation**

Haverhill : Sherley's, [ca.2000]

**Persistent URL**

<https://wellcomecollection.org/works/p2zcxu44>

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**wellcome  
collection**

Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>



**Step 4: Worm your pet**

When de Morgan wrote:

*'Great fleas have little fleas upon their back to bite them and little fleas have smaller fleas and so on ad infinitum'* he was quite close to the

truth, because fleas do not always visit alone, but may bring tapeworms with them!

Thus, our final step is to worm your pet to ensure that he or she is free from all unwanted visitors! Use a Multiwormer or One Dose Wormer. Always read the product label carefully before treating your pet for worms.



**Remember Steps 1, 3 and 4 can be done on the same day. Step 2 may be carried out seven days later. Always read the labels of any product you buy.**

**Any questions before you start?**

Please call our Fleaphone Hotline FREEPHONE 0800 917 4418.

**What happens next?**

The products start to work almost immediately and if you have only a light flea infestation you may well find yourself clear within a couple of days. However, very often the population of fleas may have been much greater than you thought and you may continue to see occasional fleas for several weeks before they are brought fully under control.

**What about this Guarantee?**

The Sherley's flea control range is the result of years of research and testing, and you can have total confidence in its ability to control fleas.

To qualify for our Guarantee, you must buy one of the products shown in each of the four steps, on the same day. Record the dates of use on the Guarantee Card below.

If one month after treatment you still have a flea\* problem, and have followed the 4 Step Plan, our team of experts will fully investigate your problem. Should we be unable to solve it, we will refund the cost of the four products used.

In this event, please send the completed Guarantee Card, along with your till receipt, to:

Sherley's Limited, FREEPOST CL 4386, Haverhill, Suffolk, CB9 9YA.

\* Dog and cat fleas.  
(*Ctenocephalides felis* and *Ctenocephalides canis*)

**GUARANTEE CARD**

Name: .....

Address: .....

Products Purchased: ..... Date Used: .....

Step 1 : .....

Step 2 : .....

Step 3 : .....

Step 4 : .....

Where Purchased: .....

.....

.....

**ONLY VALID IF TILL RECEIPT ATTACHED  
Your statutory rights are not affected  
by this Guarantee**



# GUIDE TO FLEA CONTROL



# USING THE 4 STEP PLAN

FLEA-FREE GUARANTEE

FLEA-FREE GUARANTEE

FLEA-FREE GUARANTEE

**GUIDE TO FLEA CONTROL**

Sherley's have been experts in flea control for many years and are very aware of how unpleasant these itchy little parasites can be to both you and your pets. To achieve the best possible control, we suggest you follow a four step plan.

**This is guaranteed to work - or your money back.**

**So you think your pet may have fleas?**

We really wouldn't be surprised - millions of pets do! And it doesn't mean that you, your house, or your pet are dirty. It just means that you are yet another of their victims. With the recent run of warm summers, fleas are very much on the increase, and your home comforts like central heating and carpets suit them down to the ground!

**What should you do?**

**DON'T PANIC!!!** Millions of flea problems have been solved using Sherley's. It is time to turn the tables and declare war on your unwanted guests!

**Why Sherley's Four Step Plan?**

Very simply, because we guarantee it will work, or we will refund your money.

- 1** Clear your pet of fleas
- 2** Protect against reinfestation with a flea collar
- 3** Clear the house of fleas
- 4** Worm your pet

Let's explain each of these steps in detail.....

**Step 1: Clear your pet of fleas**  
 This means getting rid of the adult fleas on your dog or cat as soon as possible, using a 'knockdown' product.  
 If your pet already has a heavy infestation, it may be necessary to repeat this treatment.  
 Always read the label carefully before using the product.



For heavy infestations, we recommend Sherley's Big Red Flea Spray, which kills adult fleas fast, giving your pet relief from further bites, and continues to control fleas on your pet for a week after treatment.

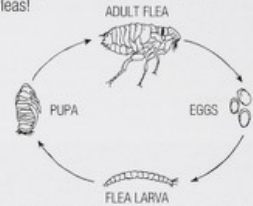
**Step 2: Protect against reinfestation with a flea collar**  
 Having got rid of the fleas on your pet, the last thing you want is for them to come back! Flea collars are a very cost-effective way of discouraging them, and can work for up to 4 months.



Please note that after using a 'knockdown' spray, powder, or shampoo on your animal you should wait seven days after the last application before fitting a flea collar. No two flea products should be used on-animal at the same time. Always read the label carefully before fitting your collar.

**Step 3: Clear your house of fleas**  
 You have now got the fleas on the run, but Step 3 is the most critical, because 90% of the infestation is not on the animal.

This is because the fleas that have been living on your pet are likely to have been laying 30 flea eggs per day each. These eggs will have fallen off, and could be anywhere in your house. They have the potential to hatch into tiny maggot-like larvae, which will live in your carpets until they pupate and turn back into adult fleas!



So, if you miss out Step 3, and don't treat your house, you could have hundreds of fleas back in just a few days! Remember to treat all rooms that your pet is allowed into.



There are four different Sherley's household flea control products to choose from, ranging from Rug-de-Bug (7 days control) to Defest II (3 months control) to Flego (6 months control), to Flea Buster (one year's control).

**A USEFUL HINT!**  
**Regular vacuuming also helps reduce flea numbers- remember to empty the bag outside!**  
**Also try washing your pets bedding as this is helpful too.**

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