

Fleas : all you need to know and more / Sherley's Ltd.

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Fleas



*There are many types of flea found in this country. However, the most common type you are likely to come across in your home is the cat flea (*Ctenocephalides felis*).*

Although named the "cat" flea, it is also the most common flea to be found on dogs.

Fleas feed on pets, and can cause irritation, allergic reactions and, in severe cases, skin infections - all good reasons for trying your best to prevent them from becoming a problem.

Sherley's, the experts in flea control, have devised a 4-STEP PLAN that, if followed correctly, will resolve a flea problem in the home quickly and effectively.



All you need to know and more!

SHERLEY'S

THE EXPERTS IN PET CARE

using the 4-step plan

Adult fleas spend the majority of their time on your pet, feeding and reproducing. Each female flea can lay up to 30 eggs per day, all of which fall off your animal directly into the carpets, bedding, crevices, under radiators, and so on. The eggs then hatch into maggot-like larvae, which further develop by feeding on organic debris, such as dead skin and flea faeces. These larvae then pupate, and the adult fleas lay dormant in their hard pupal cases awaiting a suitable stimulus to hatch, for example, warmth and vibration from your pet (or even you!) passing by. This whole life cycle may be complete in as little as 15 days if the weather is warm, or as long as 300 days if it is cold.

Traditionally, as fleas need warm, moist conditions to develop, they used to be a seasonal nuisance, namely in the summer. However, with the advent of central heating, people are finding fleas in their homes and on their pets all year round. Even if there are no pets present, and you have just moved into a new home previously occupied by animals, there may be flea pupae lying dormant in the carpets, just waiting to hatch when stimulated by the night conditions.

Please be assured that fleas are not a sign that you or your home are dirty. Anybody could have them in their home. As mentioned earlier, some people are unfortunate enough to come across them when they don't even have any pets!

CLEAR YOUR PET OF FLEAS

STEP 1
Treat your pet with an on-animal flea control product. Sherley's produce a wide range of products, an example of which is Big Red Flea Spray. This product contains an active ingredient that gives both a knockdown effect and a residual effect. Therefore, it will kill any fleas on the animal at the time of spraying, plus give residual control for 7 to 10 days.



Other products in the range include:

- **Sherley's Pump Action Flea Spray for dogs and cats** - this quiet pump action spray is particularly suitable for animals that dislike the hissing sound aerosols make.
- **Sherley's Permethrin Flea Powder for dogs and cats** - simply puff into the coat to kill fleas.
- **Sherley's Insecticidal Dog Shampoo** - kills fleas while cleaning and conditioning the coat.

Always read the label carefully before using an on-animal flea control product.

STEP 2 PROTECT AGAINST REINFESTATION WITH A FLEA COLLAR

Once the initial knockdown treatment has been carried out, re-infestation can be prevented by fitting a flea collar. Flea collars are a very cost-effective way of discouraging fleas, and go on working for up to 4 months.

The Sherley's range of collars includes:

- **Sherley's Felt Flea Collar for Cats** - an attractive soft collar that incorporates an elasticated safety strip. The collar remains active for up to 4 months, and is available in blue, red, or black.



- **Sherley's Plastic Flea Collar for Cats** - a smart-looking collar available in assorted colours (blue, red, yellow, or pink), which incorporates a revolutionary new safety buckle. The collar is waterproof and remains effective for up to 4 months.
- **Sherley's Plastic Flea Collar for dogs** - a larger version of the cat collar, available in blue, red, or brown. This collar is also waterproof and remains effective for up to 4 months.
- **Sherley's Lost & Found Flea Collars** - a flea collar with a difference. Each individual collar has its own unique identity number printed on it which, if registered with Sherley's, can help in locating your pet, should it become lost or injured. Available for both dogs and cats.

AN IMPORTANT POINT TO NOTE

AFTER USING A KNOCKDOWN SPRAY, POWDER, OR SHAMPOO YOU SHOULD WAIT 7 DAYS AFTER THE LAST APPLICATION BEFORE FITTING A FLEA COLLAR. NO TWO FLEA PRODUCTS SHOULD BE USED ON AN ANIMAL AT THE SAME TIME.

Always read the label carefully before fitting a flea collar.

STEP 3 CLEAR YOUR HOUSE OF FLEAS

Vacuuming is a very effective and essential part of flea control. It is advisable to vacuum every area in the home, just to be on the



safe side. You cannot keep an eye on your pets all the time, and they will deposit flea eggs wherever they go! Whilst you have an infestation, it is advisable to vacuum as often as possible.

Routine washing of pet bedding is also very effective as this washes away any eggs, larvae, and pupae present in the material, whilst drowning any adult fleas!

In conjunction with the above, household flea treatment should be carried out as well. Again, there are many different products available, to suit all needs. Sherley's produce the following:

- **Flea Buster** - Sherley's product for the new millennium - a white odourless powder that you simply brush into the pile of the carpet, which amazingly gives control for a whole year!
- **Flego** - an aerosol spray that contains cyromazine, an insect growth regulator. When used as recommended, the product prevents the larval stage of the flea from progressing to

the pupal stage, therefore breaking the life cycle. Flego has a residual action of up to 6 months.

- **Defest II** - an easy-to-use spray that kills fleas and other crawling insects around the home for up to 3 months.
- **Rug-de-Bug** - a pleasantly scented insecticidal carpet freshener. Simply sprinkle on and vacuum up to control fleas and odours around the home.

Always read the label carefully before using a household flea control product.

WORM YOUR PET

STEP 4
Fleas are carriers for tapeworms. When the flea is in its larval stage, and feeding on organic debris, it can also ingest tapeworm eggs. The flea larva develops into a pupa, and then into an adult flea as described before. However, whilst this is happening the worm egg will have hatched out into an immature worm within the flea. When your pet grooms itself it may inadvertently swallow the flea, the exoskeleton of which is broken down by stomach acids. This allows the immature worm to be released into the gut of your pet, where it attaches itself and proceeds to feed and reproduce.

It is therefore vitally important to worm your pet. Government guidelines now suggest worming every three months with a suitable wormer. Sherley's produce a wide range of wormers for both dogs and cats. The following control roundworm as well as tapeworms:

- **One Dose Wormer for dogs** - Sherley's award-winning product that is convenient and highly effective against tapeworm and roundworm. The product comes in 4 different pack sizes to suit all breeds of dogs.

AN IMPORTANT POINT TO NOTE

BEFORE USING ANY ANIMAL MEDICINE YOU MUST FIRST READ ALL THE INSTRUCTIONS THOROUGHLY. THE BEST WAY TO TACKLE A PROBLEM IS TO FOLLOW THE RECOMMENDATIONS MADE. AFTER ALL, RECOMMENDATIONS ON LICENSED MEDICINES COULD NOT BE MADE IF THEY WERE NOT PROVEN TO WORK EFFECTIVELY.

In general, the vast majority of a flea infestation will be eliminated quickly. However, an important point to note is that with heavy infestations it may take a little time for all the pupae present in the house to hatch, and you may still see a few fleas for several weeks after using an environmental product. As soon as the flea comes into contact with the product, though, it will be killed.

If you find that you are still seeing fleas on your animal after following the above, it may be that they are coming from an outside source, for example, a hedgehog, other dogs and cats, or an outside shed or kennel. Once on the animal, however, the fleas will encounter the residual compound and will die within 24 hours. If you suspect an outside source, it is important to try to detect it and eliminate it if at all possible.

By being a little patient and being thorough, you will find that your little intruders will eventually disappear. Remember, however, that flea problems do not disappear overnight!



frequently asked questions

Sherley's, the experts in pet care, have years and years of experience sorting out flea problems, and a few of the most frequently asked questions are listed below. If you find that your particular question is not answered, please feel free to contact Sherley's on the Freephone Fleaphone 0800 413689.

"What are the most common fleas found on dogs and cats?"

The flea you are most likely to come across is the cat flea (*Ctenocephalides felis*). The dog flea (*Ctenocephalides canis*) is actually rarely found on dogs in the UK.

"How do I know if my pet has fleas?"

The first indication will probably be your pet scratching. Fleas are very small (1-2 mm long) and move quickly through your pet's coat making them hard to detect. However, you are likely to see the "flea dirt" - the small black specks of dried blood that the flea excretes at regular intervals. To check that these specks are flea dirt, stand your pet on a piece of damp newspaper and comb through. The specks will fall onto the paper and absorb the moisture, forming little pink halos (of blood) around them.

"What is this flea life cycle I hear so much about?"

A flea infestation does not mean you just have fleas on your pets. The life cycle of the flea consists of 4 stages, 3 of which are contained in your carpets and soft furnishings around the home. The only part of the cycle you will see though is adult fleas on the animal. The eggs, larvae, and pupae are very tiny and difficult to detect.

"Where has my pet caught these fleas from?"

Rubbing against another flea-ridden animal is one possibility, but it is more likely that a flea hatching from a pupa, perhaps from a small existing infestation in your carpet, has jumped on. In warm summer conditions fleas can live and pupate outside in the garden, so there is little escape!

"How long does a flea live for?"

This answer depends on the circumstances. An adult flea, which is waiting to hatch from the protective case of the pupa, can survive for many months. However, once out of the pupal case the flea must generally find a host animal quickly. In cooler, humid parts of the house it could survive longer.

Once on the host (and remember that the adult flea lives

permanently on the pet) the flea has a relatively short life. It is surprising how efficient an animal is at removing fleas by grooming - particularly cats - and most of the fleas will normally only live 7 - 10 days on the pet.

"Why have the last few years been so bad for fleas?"

Essentially we have had very good climatic conditions for fleas to breed. Warm humid summers and mild wet autumns have meant large numbers of fleas building up during the summer. This, in turn, has meant large numbers of the stages of the flea life cycle building up over winter in the home - predominantly as the pupal stages. This means a lot of fleas ready to hatch in the spring!

"What should I do if I find some fleas in my home?"

Don't panic! There is plenty of help at hand, either from your local pet shop or Sherley's direct, who you can call on the Freephone Fleaphone 0800 413689. Our team of experts are waiting to assist you, and talk you through the basics of flea control, which are as follows:

1. Treat your pet with a product to kill any existing fleas
2. Fit a flea collar
3. Treat the house with a long-lasting environmental product
4. Treat for tapeworm

"How long does it take for the fleas to be killed?"

This depends on the product used, for example:

- Flea Collars - approximately 24 hours.
- Big Red Flea Spray - virtually instantly if caught by a direct spray, within 24 hours by the residual action of an indirect spray.
- Flego - within a few hours of a direct spray. The residual action will kill the larvae when they reach a certain stage of development.

"I've used your products but I'm still seeing fleas on my pet."

The single biggest cause for this is that the instructions on the product have not been followed properly. Double check what you have done, and compare it with what you should have done. If you need more advice feel free to contact Sherley's direct.

"I've used your products properly according to the instructions but I'm still seeing fleas on my pet."

If the products have been used correctly then the most

likely explanation is that there is a reservoir of fleas somewhere, either in the carpets, or from an outside source, for instance a flea-ridden hedgehog in the garden that is constantly reinfesting the pet. The flea products will be working - it's just that they take approximately 24 hours to kill fleas, and each day new fleas are jumping on. Persevere!

"The flea killers I bought have not worked!"

Very, very unlikely. All Sherley's products are subjected to stringent licensing conditions by the UK Government to ensure that:

- (a) They work
- (b) They are safe to use on the animal
- (c) They are safe for the owner to apply to the animal

It takes several years testing before the Government grants these licences so you can be sure the quality and efficacy are good!

"Are these chemicals that are in these flea killers going to be harmful to my pet/family/myself?"

As mentioned above, products that hold a licence (appearing as PL, Vm, or HSE on the packaging) have been rigorously tested to cover all such aspects. If the product did not come up to standard in any of these areas it would not be issued with a licence. ALL LICENSED PRODUCTS ARE SAFE WHEN USED ACCORDING TO THE LABEL RECOMMENDATIONS!

"Is it safe for me to use these products whilst I am pregnant?"

Yes. Do ensure that you use the product according to the label recommendations, as mentioned above. If you are unsure please contact Sherley's direct.

"Do you sell flea products for rabbits?"

No, few pet rabbits catch fleas, so testing the products is not justified. The best advice is to take the pet out of the hutch, destroy the bedding, spray the hutch floor with an environmental product, for example, Flego, then put in fresh bedding and brush the pet with a flea comb.

"How can I avoid fleas next year?"

You can't stop the occasional flea jumping onto your pet but you can prevent this developing into a flea infestation by fitting a flea collar, and using an environmental product such as Flea Buster or Flego all year round.

"I'm still not sure about all this. Is there someone I can talk to?"

YES! Call Sherley's on the Freephone Fleaphone 0800 413689. Our team of experts are waiting to assist you.

SHERLEY'S FLEA-FREE GUARANTEE

If you are not completely satisfied with the results of the 4-Step Plan, Sherley's offer full customer service, along with a money-back guarantee.

To qualify for the Guarantee, please note the following:

Purchase the appropriate Sherley's products from each of the Steps 1 to 4, from the same pet shop, on the same day.

When paying ask your shop keeper to provide you with a Flea Free Guarantee leaflet, and ensure that the shop details are completed on the Guarantee card where indicated and a receipt is attached as proof of purchase.

Use the products according to the label recommendations, taking note of any precautions and/or special instructions.

If, after 4 weeks, you are not completely satisfied with the Plan, please send your paperwork to Sherley's direct, whose team of experts will endeavour to solve your problem, or refund your money in full.

Please note, your Statutory Rights are not affected by this Guarantee

If you have any queries on flea control, or any other aspect of pet care, contact your local pet shop, Veterinary Surgeon, or feel free to contact Sherley's direct.

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THE EXPERTS IN PET CARE

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