

# FRONTLINE<sup>®</sup> MEANS THE END OF THE LINE FOR FLEAS AND TICKS.

## Killer Formulation

- **LASTING** – Maintains efficacy through day 30.
- **EFFECTIVE** – Kills adult fleas, flea larvae, flea eggs and 4 species of ticks.
- **FAST** – FRONTLINE Gold for Dogs starts killing fleas in just 30 minutes on dogs.<sup>1\*</sup>
- **THREEFOLD PROTECTION** – Fipronil – Kills fleas and ticks while (S)-methoprene AND pyriproxyfen prevent the development of all flea stages for up to 3 months.

\*When infested 48 hours after application.



**FRONTLINE<sup>®</sup>**  
GOLD FOR CATS



**FRONTLINE<sup>®</sup>**  
GOLD FOR DOGS

**Sound  
Byte**

FRONTLINE Gold is marketed by Merial. Merial is now part of Boehringer Ingelheim.

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FLG18SOUNDBYTE (2-18).

<sup>1</sup> Data on file.

<sup>2</sup> US Pet Ownership & Demographics Sourcebook. American Veterinary Medical Association 2012.

<sup>3</sup> Data on file at IDEXX Laboratories, Inc. Westbrook, Maine USA.



# ONE UNPROTECTED PET IS ALL IT TAKES.

Where there's one untreated pet in a multi-pet household, a much bigger problem can be lurking.

Many pet owners don't realize that an untreated cat can ruin their flea control efforts. The truth is, fleas only need one unprotected host in order to live, thrive and go on to infest a home.

## SAYING "YES" TO FRONTLINE GOLD

**REALITY CHECK** – A common reason flea control fails is because there is an untreated pet in the home.



## THE FACTS ON CATS



**36.4%**

of dog-owning households also own a cat.<sup>2</sup>



**85%**

of cat owners who came into the vet clinic left without purchasing a parasiticide.<sup>3\*</sup>

*Untreated cats in the home can lead to a severe flea infestation - even if all other pets in the home are treated.*

## WIN. WIN. WIN.

## OUR GOALS FOR YOUR PRACTICE ARE TO HELP:

### PROTECT MORE PETS

FRONTLINE Gold brand products provide fast-acting, long-lasting protection.

**Regular use of FRONTLINE Gold for Dogs on your clients' dogs and FRONTLINE Gold for Cats on your clients' cats may reduce flea infestations in the home. For best results, use as part of a comprehensive flea treatment plan, which includes coordinated treatment of the home, yard and pet.**

### CLIENT SATISFACTION

Dog and cat owners who purchase an appropriate FRONTLINE Gold brand product for all pets in the home help reduce their pets' chance of a new flea infestation.

\* 2014-2016; flea and tick control product and heartworm preventive.

# Sound CHECK-OFF & ECHO NOTES Byte

## Start an Effective Team to Pet Owner Conversation

Ms. Jones, a common reason flea control fails is because there is an unprotected pet at home.

The truth is, fleas only need one unprotected host in order to live, thrive and go on to infest a home. Do you have any cats at home and are they also protected?

### State the Solution

Regular use of FRONTLINE Gold for Dogs on your dog and FRONTLINE Gold for Cats on your cat may reduce flea infestations in the home. For best results, use as part of a comprehensive flea treatment plan, which includes coordinated treatment of the home, yard and pet.

### Make Your Recommendation

Ms. Jones, I believe using an appropriate FRONTLINE Gold brand product on all pets in your home will provide the protection your pets need against fleas and ticks. Do you have any questions?