

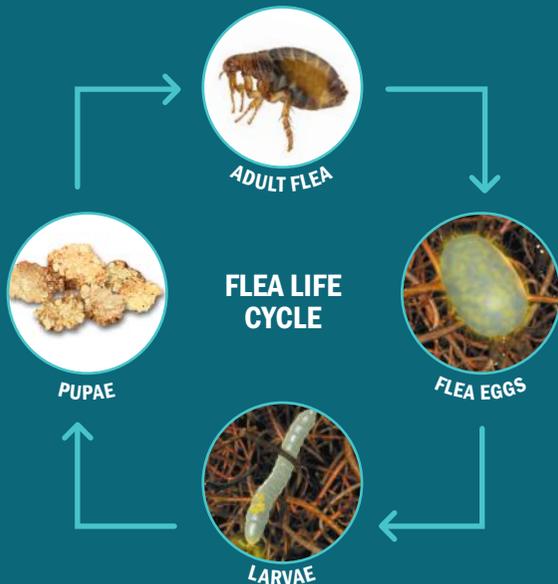
# FLEAS

**A FLEA SEEN ON YOUR DOG IS JUST THE TIP OF THE ICEBERG**

**10 FEMALES CAN LAY UP TO 15,000 EGGS IN A MONTH!<sup>1</sup>**

Fleas are the most common of all external parasites found on dogs. An infestation of fleas is both unpleasant and potentially dangerous for dogs and their owners. Flea bites cause intense itching, which may lead to a rash, inflammation and hair loss. Fleas may also carry infectious agents that they can transmit to dogs and even to people.

Everyone in a flea-infested dog's environment, including children, could be at risk. Fleas are so tiny, which means they are often difficult to detect, and removing them can be more difficult than you think. It's likely you will have an infestation before you even see a flea. A single female can lay up to 50 eggs per day, so in one month 10 females can lay up to 15,000 eggs!<sup>1</sup> Your pet then spreads flea eggs everywhere they go, making it harder to resolve the problem. Regular prevention is the best way to ensure your home remains flea free.



# TICKS

**TICKS CAN TRANSMIT POTENTIALLY DEVASTATING DISEASES TO BOTH YOU AND YOUR PETS**

Hedgehog, Sheep, Marsh and Brown Dog ticks make up 99% of ticks that can affect dogs in the UK.<sup>2</sup>



Wherever you live in the UK, there is a risk that your dog could pick up ticks. Ticks can be found in long grass, parks, meadows, woodlands and kennels. Often they will attach to your dog's skin where the coat is thin, such as around the ears, or close to the ground, such as on the paws. Ticks are tiny, often a similar size to a poppy seed and it is not until they have fed and grown larger that we might notice them.

During feeding, ticks can transmit disease, including Lyme disease, anaplasmosis, babesiosis, tick-borne encephalitis and ehrlichiosis. These can be a serious risk to your dog's health and can even be fatal.

## LYME DISEASE

Did you know ticks can transmit Lyme disease which can affect your dogs, cats and also YOU?

**TICKS ARE TINY AND CAN PUT YOU, YOUR FAMILY AND YOUR DOG AT RISK**

# INTESTINAL WORMS

**ROUNDWORMS ARE ONE OF THE MOST IMPORTANT PARASITES AFFECTING DOGS AND CATS.<sup>3</sup>**

*Toxocara canis* is a roundworm which has the potential to cause a disease called toxocarosis.

**WHY WORRY ABOUT TOXOCARA CANIS?**



## IT'S COMMON

25% of dogs have *Toxocara* eggs in their fur.<sup>4</sup>

## IT'S ZONOTIC

This means people can become infected as a result of accidentally ingesting infective *Toxocara* eggs.



## IT'S SERIOUS

If people ingest infective *Toxocara canis* eggs they can develop toxocarosis which can be serious and lead to organ damage and potentially cause blindness.

The European Scientific Counsel for Companion Animal Parasites (ESCCAP) recommend treating dogs for roundworm every month to help prevent them shedding eggs, so that both your dog and your family are protected.<sup>5</sup> This is particularly important for dogs who:

- live with young children or immunocompromised individuals
- are allowed to roam
- eat other dogs' faeces
- eat raw meat
- work as professional dogs (e.g. guide, therapy, rescue or police dogs)

1. Wright, J and Elsheikha, H. (2014) Flea Infestations: Epidemiology, treatment and Control. The Veterinary Nurse 5(5) pp.261-289.

2. Abdullah, S., Helps, C., Tasker, S., Newbury, H. and Wall, R. (2016) Ticks infesting domestic dogs in the UK: a large-scale surveillance programme Parasites & Vectors 9:391 <https://doi.org/10.1186/s13071-016-1673-4>

3. Traversa (2012) Pet roundworms and hookworms : A continuous need for global worming parasites and vectors 5 (91)

4. Wolfe A, Wright I.P. (2004). Parasitic nematode eggs in fur samples from dogs. Vet Record 154:408.

5. ESCCAP Guidelines Worm Control in Dogs and Cats 3rd Edition July 2017 Available At: [https://www.esccap.org/uploads/docs/0x0o7jda\\_ESCCAP\\_Guideline\\_01\\_Third\\_Edition\\_July\\_2017](https://www.esccap.org/uploads/docs/0x0o7jda_ESCCAP_Guideline_01_Third_Edition_July_2017).

# LUNGWORM

## WHAT ARE THE SYMPTOMS OF LUNGWORM?

Symptoms can vary hugely from coughing and breathing problems, to difficulty or reluctance to exercise, and in the worst cases it can even be fatal. This type of lungworm thankfully poses no risk to humans.

## WHICH DOGS ARE AT RISK OF LUNGWORM?

Lungworm is becoming more prevalent around the UK and affecting more dogs<sup>6,7</sup>. It is most common in the south of the UK, but is being reported widely across the rest of the country.

Lungworm infects dogs when they eat infected slugs or snails or when they ingest the slime from an infected slug or snail. As a result, anything the snail or slug has crawled over is a risk, including grass, toys and bowls which a dog may lick or eat.

## HOW DO I PREVENT LUNGWORM?

It is recommended to administer a parasiticide product monthly that prevents lungworm disease. This is particularly important for dogs living in prevalent areas of lungworm disease and also any dogs that are particularly exposed, including those that eat grass, slugs or snails.



\*Terms and conditions apply to the Lungworm Satisfaction Guarantee - please speak to your vet  
6. Kirk et al (2014) *Angiostrongylus vasorum* in Great Britain: a nationwide postal questionnaire survey of veterinary practices Vet Record doi: 10.1136/vr.102196  
7. Taylor et al (2015) Increased prevalence and geographic spread of the cardiopulmonary nematode *Angiostrongylus vasorum* in fox populations in Great Britain Parasitology (2015), 142, 1190-1195.

# PROTECT YOUR DOG

## WHEN CHOOSING A PRODUCT, YOU SHOULD CONSIDER ONE THAT:



### IS PERSISTENT

Provides persistent flea and tick killing activity for the full duration



### IS CONVENIENT

Is easy to administer to your pet at easy to remember intervals



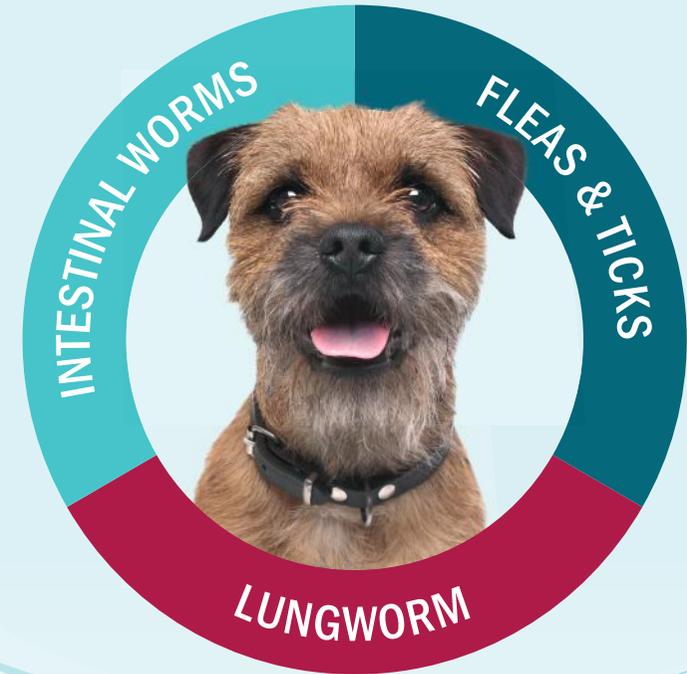
### IS TARGETED

Covers the monthly threats your dog may come into contact with

**PARASITES TRANSMIT POTENTIALLY DEVASTATING DISEASES, WHICH CAN AFFECT YOU AND YOUR PETS**

**ASK YOUR VET TODAY**  
ABOUT PREVENTING PARASITES IN AN EASY WAY

# PROTECT YOUR DOG FROM KEY PARASITES\*



Hookworms



Roundworms



Lungworm



Fleas



Ticks

**ASK YOUR VET TODAY**  
FOR A CONVENIENT MONTHLY CHEW

\*Affecting dogs in the UK

Brought to you by Zoetis, the manufacturers of

**Simparica TRIO**  
*sarolaner/moxidectin/pyrantel*