

# TALKING TO PET OWNERS



**BRAVECTO**<sup>®</sup>  
*injectable*

## HOW TO SHIFT CLIENT BEHAVIOUR IN FAVOUR OF YEAR-ROUND COMPLIANCE



### **Many pet owners underestimate the threat of fleas and ticks during colder months and therefore discontinue protection.**

- A heated home provides an ideal environment for fleas all year round with 95% of the life cycle living in the environment<sup>1</sup>
- For every five fleas seen, there are 95 eggs, larvae or pupae hiding elsewhere<sup>1</sup>
- 90% of ticks in the UK are *Ixodes ricinus* which can be found questing from 5-7°C<sup>2</sup>



### **Parasite infestations are often addressed reactively rather than through a preventative approach.**

You can deepen your relationship with pet owners and spare them the financial and emotional burden of treating parasite infestations and vector-borne disease by emphasising the importance of parasite protection to ensure long-term health and welfare.



### **Pet owners are busy and sometimes life just gets in the way. This can lead to missed protection and a lack of compliance.**

Pet owners look to you for guidance to help understand the parasite control options available and a solution best tailored to their pet's needs. A proactive recommendation can give them the knowledge and confidence to follow your advice.



### **Without specific advice from you, pet owners will seek information elsewhere (often online).**

Talking to pet owners about the need for year-round protection and the easiest way to achieve long-lasting efficacy can help ensure that your patients will receive the full protection they deserve.

Talk to your **MSD Animal Health** representative  
if you need additional support.



# BREAK THE ICE BY DISCUSSING THESE COMMON PET OWNER QUESTIONS

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## How do dogs get fleas and ticks?

Whether they live in cities, suburbs, mountains or near the coast, dogs of all lifestyles can be exposed to fleas and ticks. Fleas live and multiply wherever our pets like to spend time. In our homes, their immature larvae and pupae will hide in carpets and soft-furnishings. Most ticks live outside and climb up vegetation waiting to attach to our pets as they cannot jump. Whilst ticks prefer to be outside the imported brown dog tick (*Rhipicephalus sanguineus*) may infest homes.



## Why are fleas and ticks harmful to my pet?

Fleas and ticks are more than just a nuisance, they cause allergic reactions such as flea allergic dermatitis and they can spread serious disease to pets and owners.



## What health problems can fleas and ticks cause?

Fleas can cause problems such as tapeworm infestations, skin allergies and skin infections. Heavy infestations of fleas can lead to severe blood loss and anaemia. This can be serious, or even fatal with young, geriatric and chronically ill dogs most at risk. Ticks can transmit diseases to both pets and pet owners including babesiosis, Lyme disease, louping Ill and tick-borne encephalitis.



## Is it true that fleas and ticks are only a problem in the summer?

No, fleas and ticks can pose a year-round risk for pets. Our winters are milder and the most common UK ticks are active outdoors from around 5°C, whilst fleas thrive in our warm homes over winter. Climate change means parasite risks are more widespread and more likely year-round, presenting a greater threat to pets and humans.<sup>3,4</sup>



## Why do flea bites make my dog itch?

Fleas and their bites irritate the skin and many dogs develop an allergy to flea saliva. This triggers allergic dermatitis which leads to intense itching, skin lesions and potentially infection.

**MSD Animal Health is here to support you and the pet owners in your practice. Direct pet owners to MyPet.com for information about parasites and pet protection, and discover tools to support your discussions with pet owners at [uk.bravovets.com](https://uk.bravovets.com)**



References: **1.** Abdullah *et al.* Parasites & Vectors. 2019; 12:71 **2.** Probst JA, Springer A, Strube C. Year-round tick exposure of dogs and cats in Germany and Austria: results from a tick collection study. Parasites & Vectors, 2023;16:70. doi:10.1186/s13071-023-05693-5. **3.** European Scientific Counsel Companion Animal Parasites. Control of ectoparasites in dogs and cats: ESCCAP Guideline 03 Seventh edition. January 2022. Accessed 8 March 2023. [https://www.esccap.org/uploads/docs/eiw2uedg\\_0720\\_ESCCAP\\_GL3\\_\\_English\\_v18\\_1p.pdf](https://www.esccap.org/uploads/docs/eiw2uedg_0720_ESCCAP_GL3__English_v18_1p.pdf) **4.** Tropical Council for Companion Animal Parasites. TroCCAP guidelines for the control of ectoparasites of dogs and cats in the tropics: First edition. January 2022. Accessed 8 March 2023. <https://www.troccap.com/2017press/wp-content/uploads/2022/01/TroCCAP-Canine-Feline-Ecto-Guidelines-English-v1.pdf>

BRAVECTO<sup>®</sup> injectable (BRAVECTO<sup>®</sup> 150 mg/ml powder and solvent for suspension for injection for dogs) has a 12-months duration of efficacy against flea and tick species indicated on the SPC and contains fluralaner. **POM-V**  
Further advice should be sought from the medicine prescriber. For more information, refer to the SPC, datasheet or package leaflet.  
Prescription decisions are for the person issuing the prescription alone.

**Use medicines responsibly.**

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