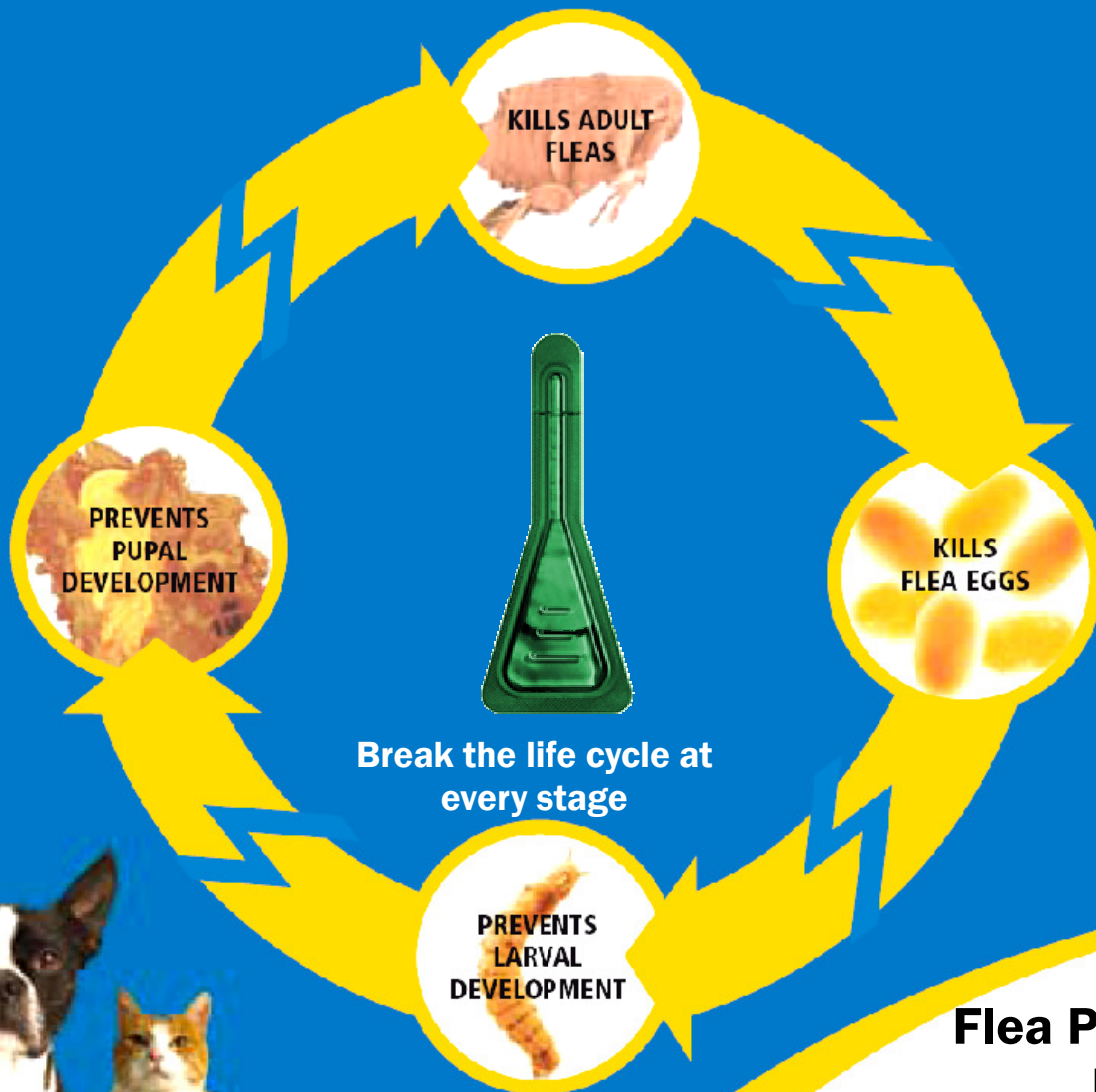


TO BEAT THE FLEAS, BREAK THE LIFE CYCLE.

Your pets pick up newly hatched fleas from infested environments such as a park, garden, under the house and even other people's houses. Fleas lay eggs on your pet, which then fall off and hatch in your home environment. Larvae develop into pupae then a new adult flea will emerge.



Flea Population Dynamics

- The adult fleas on your pet are **5%** of the whole flea population—only the tip of the infestation iceberg
- Immature stages (eggs, larvae, pupae) of the flea in the environment represent **95%** of the flea population.