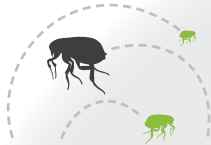




**1** **Not knowing where fleas come from.** Pet owners often don't understand what an infestation is. They don't know that every flea on their pet came from a site of infestation (home, yard, park).

**2** **Thinking that fleas jump from one pet to another.** Once fleas jump onto a dog or cat, they live their entire lives on that animal.



**3** **Not realizing that neighborhood pets, and feral and wild animals visit their yards and deposit flea eggs.**

**4** **Thinking indoor cats don't get fleas.** But people can bring "hitchhiker" fleas into the home, and there you go—Fluffy's got fleas.



**5** **Worrying that fleas in their house equal a dirty home (which can be a huge communication hurdle).** No, we don't think you're dirty.

# TOP 10 BARRIERS to successfully preventing fleas

Take 20 minutes in your next team meeting to discuss each of these barriers to flea prevention with your team—and make a plan for better client communication about these pesky parasites.

**6** **Not knowing how flea prevention products work.** Pet owners expect to never see fleas on their pets if they are treated. They think flea-control products repel fleas and they think all fleas are killed in minutes.



**7** **Not understanding the life cycle**—that it takes three to eight weeks, or longer, for all stages of flea development to be exhausted. Pet owners expect a flea infestation to resolve within days of beginning treatment. But they may see more fleas on their pets, even after treatment.

**8** **Thinking that putting pets outside will help the problem.** Except without the pets to feed on, the fleas may attack the owners.



**9** **Believing that treating the yard with insecticides should solve the problem.** But adult fleas don't live free in the environment. It is the eggs, larvae, and pupae that form the environmental infestation. Treating the yard may be helpful, but it is a small part of the solution.

**10** **Thinking that once a flea problem is solved they can stop treating their pets.** Pet owners don't understand that flea infestations are present in the yard, neighborhood, parks, etc., and their pets will pick up fleas and re-establish infestations in the home.

