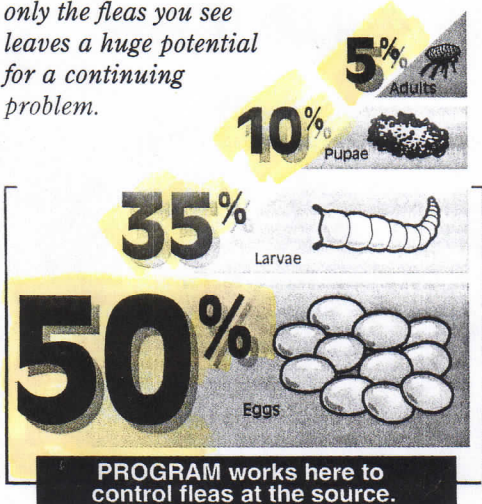


## The fleas you see are only a small part of the problem.

As discomfoting as they may be, the adult fleas you see represent only about 5% of the total infestation present in your home. About 10 times that, or 50% of the total population exist in the egg stage, approximately 35% more at the larvae stage, and 10% at the pupae stage, all waiting to develop. *Treating only the fleas you see leaves a huge potential for a continuing problem.*



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## How a flea infestation happens.

There are daily opportunities for your pets to encounter fleas. They can be picked up anywhere that other pets frequent. Adult fleas are able to reproduce as soon as they take a blood meal, and spend most of their time on your pet, feeding and reproducing. The female lays as many as 10 to 15 eggs a day which drop off all around your home — in carpets, upholstery, around baseboards, pets' bedding, shady, moist outdoor areas, anywhere your pet has been.

The adults die after 7 to 14 days, but they'll be replaced by those building up in the home.

## Ready to hatch.

In a few days, eggs hatch into tiny larvae which feed on particles of food and other debris. Larvae develop in your pets' environment, both indoors and outdoors. In as little as two weeks if

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## Fleas are a common problem!

With daily opportunities for pets to encounter fleas, it is no small wonder that at some time in its life, every pet will be troubled with fleas. It's a fact of life, no matter how clean your home is! However, it's important to keep these troublesome episodes to a minimum.

Fleas feed on your pet's blood, causing irritation, allergic reactions, and in severe cases, skin infections — all good reasons for taking steps to prevent and control fleas.

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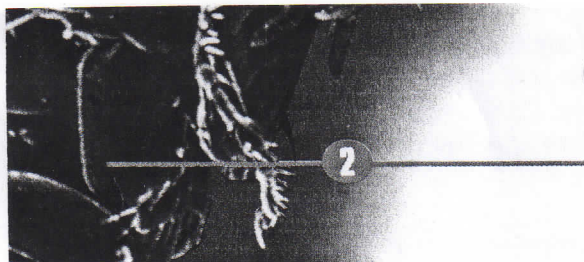
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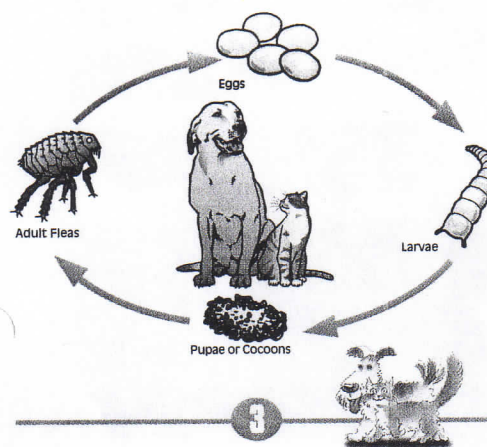


## How do I know if my pet has fleas?

Fleas are small (1 to 2 mm long) and move quickly through your pet's coat, so they're hard to detect. One of the best places to look for them is around the base of the tail. However, you're most likely to see small black specks of dried blood which the flea excretes at regular intervals.

If your pet starts scratching, check for fleas, because they're the most common cause of skin problems in dogs and cats.

## The Flea Life Cycle





conditions are favourable, larvae develop into pupae or cocoons in which the adult fleas develop.

Cocoons can survive for over a year if not disturbed. Carpet fibres, etc. can form a "canopy" over cocoons, further protecting them from insecticides. The flea inside is protected until stimulated into hatching by increased temperature, vibration and carbon dioxide levels (conditions brought about by the presence of pets). Once they emerge, new adults use their prodigious leaping ability to jump onto a passing pet and continue the infestation.

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### **Prevent fleas all year round.**

Fleas like warmth and breed quickest in summer. As temperatures rise in the spring, small numbers of fleas hatch from the cocoon and jump onto your pet. These small numbers usually go unnoticed, but they breed rapidly. Within a few weeks, large numbers build up in your home reaching a peak in late summer. However, with our warm indoor climates, fleas can be a problem at any time of year — including winter.