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PET PREFERENCE: One in five UK adults would rather share a bed with their pet than their partner

- More than half (52%) of British dog owners let their pets sleep in their bed – almost a third (30%) of which do so every night
 - One in ten dog and cat owners don't treat their pet for fleas
- 15% of pet owners wouldn't be able to recognise a flea on their pet and more than half (57%) don't know what a flea egg looks like
- FRONTLINE® Plus encourages pet owners to 'take a closer look' at the issue of flea egg infestations ahead of the flea season

A national poll by popular flea and tick treatment brand FRONTLINE® Plus reveals that more than half (52%) of British dog owners let their furry friends sleep on their bed with them, with almost a third (30%) doing so every night.

It seems many of us even prefer our pets to our partners: one in five (18%) would rather share a bed with our four-legged friends than their significant other - rising to nearly a quarter (23%) of women, in comparison to one in ten (10%) men - and almost two fifths (38%) would rather cuddle up on a sofa with their pet than partner.

In addition to highlighting an obvious desire to be close to our pets, the survey reveals we have our eyes wide shut when it comes to the hidden life of fleas and their eggs. 95% of pet owners are not aware that a single flea can lay up to 50 eggs a day, which fall off their pet into the home, before hatching out and causing infestations. And, despite the fact more than half (54%) of our pets have had fleas – almost half (46%) of which have had them up to five times - one in ten (9%) pet owners still don't feel they need to apply treatment.

Of those who do treat their pets, only half (48%*) say they use a treatment that tackles flea eggs as well as fleas despite 95% of a flea problem lying in their home in the form of eggs, and other premature life stages.

Worryingly, some pet owners wouldn't even know if their pet had fleas: 15% admit they wouldn't be able to recognise a flea if they saw one on their pet and more than half (57%) don't know what a flea egg looks like.

Top reasons pet owners don't treat their pet for fleas and their eggs:

- I don't believe my pet will get fleas – 39%
- My home is too clean to have flea eggs in it – 12%
- I haven't heard of flea eggs being an issue – 7%
- I didn't know I had to treat for fleas and their eggs – 6%

Vet of the Year 2016 and TV vet, Marc Abraham, said: *"While the research shows we all dearly love our pets, it also reveals some misconceptions when it comes to flea treatment –*



like the 12% who believe they won't have flea eggs in the home if it is clean, which is not necessarily the case."

"Your pet can pick up fleas from a range of places and bring them into the home, where they multiply. 95% of pet owners don't know how many eggs a flea can lay in a day which can fall off, hatch and infest the home – when in fact a single flea can lay up to 50 a day! It's important to break the flea life cycle in multiple ways to avoid an infestation - and that means protecting your pet and their home environment by using a flea treatment that tackles fleas and their eggs – as this is a year round problem."

Marc Abraham will be joining FRONTLINE Plus on their stand at this year's Crufts, where he will be taking part in an exclusive Q&A on 10th March to answer any questions pet owners have around the issue of fleas, flea eggs and general pet health.

John Toole, Head of Marketing, FRONTLINE®, said: *"Fleas can cause real distress to both pets and their owners. Using treatment to prevent fleas and their eggs is a great way to avoid this, as it can take months to get rid of a flea infestation once it has developed, with the majority of the problem lurking within the home in the form of flea eggs and other premature life stages. We want to make sure pet owners are prepared before spring, as this is when the issue of fleas starts to intensify."*

To help prevent fleas and flea egg infestations in the home, leading pet and pharmacy retailers across the UK are promoting numerous offers on FRONTLINE Plus during March and April.

ENDS

#TAKEACLOSERLOOK

FRONTLINE Plus will be at Crufts (8-11 March 2018) and hosting a special Q&A for attendees with Vet of the Year, Marc Abraham on 10th March. Visit us in the Discover Dogs arena.

For further information or images please contact: Frontline@3MonkeysZeno.com, 020 7009 3100

About FRONTLINE® Plus

Most flea products only kill fleas living on the pet. FRONTLINE Plus is the most advanced formulation within the FRONTLINE range of flea and tick treatments. It not only kills fleas, but also stops their eggs from hatching and infesting your home.

FRONTLINE Plus contains fipronil and (S)-methoprene. UK: NFA-VPS. Further information available in the SPC or from Merial Animal Health Ltd, CM19 5TG, UK. FRONTLINE is a registered trademark of Merial. ©2018 Merial Animal Health Ltd. All rights reserved. Merial is now part of the Boehringer Ingelheim Group of Companies. Use Medicines Responsibly

About Merial On January 1st, 2017, Merial became part of the Boehringer Ingelheim group. As the second largest animal health business in the world, Boehringer Ingelheim is committed to making the industry even better at improving animal health. With more than 10,000 employees worldwide, Boehringer Ingelheim Animal Health has products available in more than 150 markets and a global presence in 99 countries. For more information about Boehringer Ingelheim Animal Health, visit: www.boehringer-ingelheim.com/animal-health/overview.



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Note to Editors

Consumer research conducted by Opinium between 2 – 5 February 2018 among 2000 UK adult pet owners. *Consumer research conducted by Atomik Jan 2018 among 2000 UK adults