

Are the Over The Counter Flea Products at Wal-Mart just as good as the “expensive” stuff ?

Over the counter flea products by Hartz and other companies are widely available at Wal-Mart and other stores and are very attractively priced. The product is craftily packaged and marketed to be a “look alike” for Frontline, Advantage, Revolution, and Sentinel.

We do not recommend the “look alike” for the following reasons:

❖ **THEY ARE NOT THE SAME THING.**

Frontline (fipronil), Advantage (imidacloprid), Revolution (selemectin), and Sentinel (milbemycin/lufenuron) are newer products that are still under the original copyright and generics are *not* available yet. If you read the ingredient list the products are very different. Most of the OTC products are Permethrin or Pyrethrin products. These are the same ingredients that were in the old flea shampoos. They did not work very well as a dip, and they are certainly not going to work any better if you just put them in one spot (a tactic to make it seem like you are using Frontline or Advantage).

❖ **THEY ARE NOT AS EFFECTIVE.**

The reason that the companies have packaged and marketed these types of products to be “look alike” is because they lost their market share in flea control products when Frontline, Advantage, and the other newer products came out. The reason was simple – the new products **WORK** and the old products did not and still **DO NOT WORK** very well. There may be some minimal killing of fleas when the product is initially applied, but the residual effect is very poor and within a few days your pet is again a great host for fleas.

❖ **THEY ARE NOT AS SAFE.**

One of the unfortunate effects of concentrating the old permethrin/pyrethrin and Organo-phosphate products to make them look like the new products is that the products become more toxic when they are concentrated and put in one spot. Veterinary journals and poison control centers have been documenting many cases of toxicity with these products, and we have seen several pets in our practice having side effects from these products. Especially in cats, the concentrated permethrin and OP products can be very dangerous and several deaths have been reported. In contrast, Frontline, Advantage, Revolution, and Sentinel are very safe products.

FOR JUST A FEW DOLLARS A MONTH, THE PRODUCTS WE USE AND RECOMMEND ARE BOTH *EFFECTIVE* AND *SAFE* FOR YOUR PET.