



## Smarter Pet Health

### Advecta™ II Launches at Target Stores Nationwide

March 17, 2016

*Target Launches Affordable NEW Flea Prevention Products*

EAGLE, ID, March 17, 2016 — Advecta II, a new affordable and easy-to-use flea solution for dogs and cats, is now available at Target and other stores nationwide.

Advecta II comes in a 4-month supply and offers better value compared to a leading brand with the same two active ingredients: Imidacloprid and Pyriproxyfen. Not only does it effectively break the flea life-cycle stages (flea eggs, flea larvae, adult fleas) but it also stops existing chewing lice infestations.

#### **Advecta II for Dogs: (MSRP: \$24.99 for 4-month supply)**

- Contains the same active ingredients used in Advantage® II\*
- Available for small, medium, large and x-large dogs (3-55+ lbs.)
- Fast-acting, long-lasting spot-on treatment
- Kills fleas, flea eggs and flea larvae for up to 4 weeks
- Prevents future flea infestations in the home
- Waterproof and fragrance-free formula
- Kills existing fleas on dogs within 12 hours

#### **Advecta II for Cats: (MSRP: \$24.99 for 4-month supply)**

- Contains the same active ingredients used in Advantage® II\*
- Available for cats 5 to 9 lbs. and cats weighing over 9 lbs.
- Once a month topical flea prevention and treatment for cats 8 weeks or older
- Kills fleas, flea eggs and flea larvae for up to 4 weeks
- Prevents future flea infestations in the home
- Fragrance-free formula

Depending on the season and where a pet owner lives, fleas can be a big problem. Unfortunately, in warmer climates, fleas can be a year-long concern. While some colder areas have a few months to rest easy, fleas are never far from finding their next home. What's more is that these small pests are nothing more than a pain and concern for the pet owner and dog or cat.

"Our pets deserve to be happy and healthy. Advecta II provides relief for pet parents who are looking for an effective and easy-to-use solution that treats and prevents fleas," said Glen Moore, Vice President of Marketing at PetIQ™, maker of Advecta II. "Finding a flea product that is affordable and provides the same quality as other leading brands is now possible with Advecta II."

#### **About Advecta™**

Understanding the health risks associated with fleas is very important in order to ensure that each dog and cat is safe all season long. The mission of Advecta™ is to keep your pet healthy by providing a fast-acting and long lasting solution to treat and protect your pet from fleas, flea eggs and larvae, and chewing lice. For more information, please visit: [www.advecta2.com](http://www.advecta2.com).