

Sergeant's Pet Care Products Showcases Novel Flea and Tick Products at Global Pet Expo

ORLANDO, Fla., March 12, 2014 /PRNewswire/ -- Committed to its mission of helping dogs live happier, healthier lives, Sergeant's Pet Care Products, Inc., a leader in the pet supplies industry, unveiled two innovative over-the-counter flea and tick products at the 2014 Global Pet Expo: PetArmor® Plus IGR for fleas and ticks and FastCaps® (nitenpyram) for fleas.



"Protecting your dog from fleas and ticks is an important part of responsible pet care," said Caryn Stichler, VP of marketing for Sergeant's Pet Care Products. "Fleas and ticks cause distress for pets and, more importantly, they cause disease that can affect humans as well."

The fleas and ticks on your pet are only a small percentage of the number in the animal's environment. Fleas and their eggs can live outside in grass, soil and crevices in sidewalks and live inside in rugs and carpets, floor cracks and bedding.

Fleas and ticks multiply at an alarming rate and can threaten human health as well. Fleas can transmit tapeworms while ticks can carry the bacteria that cause Lyme disease. Getting control of these pests is vital and the solutions are easier than ever with PetArmor Plus IGR and FastCaps, available at grocery, mass and drug retailers.

PetArmor Plus IGR

PetArmor Plus IGR contains fipronil, the No. 1 veterinarian-recommended active ingredient used in FRONTLINE® brand products* and kills adult fleas, ticks and chewing lice. The product also contains Novaluron, an Insect Growth Regulator (IGR) that kills flea eggs and stops the reinfestation cycle.

PetArmor Plus IGR costs less than FRONTLINE® Plus*, which uses (s)-methoprene as its Insect Growth Regulator.

FastCaps

New from the makers of PetArmor, FastCaps (nitenpyram) is the only fast-acting and effective oral medication for the treatment of flea infestations available at grocery, mass and drug retailers. Containing nitenpyram, the same veterinarian-recommended active ingredient found in Capstar® (nitenpyram), FastCaps begins working in 30 minutes to kill adult fleas on your pet**.

Oral tablets provide protection that can't rub or wash off. FastCaps for dogs and cats are available this spring.

To learn more about PetArmor Plus IGR and FastCaps, visit sergeants.com.

**PetArmor[®] Plus IGR is not manufactured or distributed by Merial. FRONTLINE[®] is a registered trademark of Merial. FRONTLINE[®] Plus for dogs contains Fipronil 9.8% and (s)-methoprene 8.8%. PetArmor[®] Plus IGR for dogs contains Fipronil 9.8% and Novaluron 20%. FRONTLINE[®] brand products may contain additional active ingredients. Pricing comparison based on retail price survey of FRONTLINE[®] Plus and MSRP of PetArmor[®] Plus IGR. Data on file.*

***Capstar is a registered trademark of Novartis.*

About Sergeant's Pet Care Products

Sergeant's Pet Care Products, Inc., is one of America's most trusted brands and manufacturers of pet supplies. As part of Perrigo Company plc, a leading global manufacturer of over-the-counter healthcare products, Sergeant's brings effective, in-demand flea and tick treatments, health and well-being solutions, and treats for dogs and cats to grocery, mass, dollar, drug, club, and pet specialty retailers. For more information, visit Sergeant's website at sergeants.com. To be a part of the ongoing conversation about pet health, join Sergeant's social media community, Pet Health Central at facebook.com/phcfans and blog.sergeants.com.



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