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Pfizer Animal Health Encourages Pet Owners to Consult Their Veterinarian for Safe, Effective Flea-and-Tick Control Recommendations

NEW YORK, March 23, 2010 – Because pet owners may be even more confused this spring about how to safely use topical flea-and-tick control treatments, Pfizer Animal Health is encouraging pet owners to consult with their veterinarian, instead of attempting to manage flea-and-tick control on their own.

This month, the U.S. Environmental Protection Agency (EPA) announced new actions to increase the safety of dozens of spot-on pesticide products that the EPA regulates for pet flea-and-tick control. Pfizer Animal Health strongly supports the EPA recommendations. But not all topical flea-and-tick control products for pets are pesticides. The U.S. Food and Drug Administration (FDA) also regulates and advocates safe use of topical medicines for pet flea-and-tick control.

“It can be confusing, which is why consulting a veterinarian is so important,” said George Fennell, Vice President, Companion Animal Division, Pfizer Animal Health. “Cats are especially at risk from any owner confusion this spring about flea-and-tick control product choice or safety. Veterinary visits are down as cat owners manage their spending. And yet the cat population is on the rise.”

“There’s a risk of increasing parasite burdens and other serious problems in cats including heartworm disease,” said Michael D. Wallace, DVM, Group Director of Veterinary Operations, Pfizer Animal Health. “Additionally, it is vital that products developed for cats are utilized and dosed according to the product’s label to minimize risks of adverse responses.”

“Veterinarians should fundamentally be at the center of all healthcare decisions for pets,” Fennell said. “They’re the experts to effectively diagnose, recommend appropriate treatments or preventive care strategies, and give pet owners real peace-of-mind. More than ever before, our pets need the special advocacy and care that only veterinarians can provide.”

About Pfizer Animal Health

Pfizer Animal Health, a business of Pfizer Inc., is a world leader in discovering and developing innovative animal prescription medicines and vaccines, investing an estimated \$300 million annually. For more information on how Pfizer Animal Health helps dogs and cats live longer, healthier lives, visit www.PfizerAH.com.

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