

New Dog & Cat Dewormers

Help Meet Demand In DIY Pet Care

• BY SUZANNE QUIGLEY •

A recent online article in *The Wall Street Journal* shared this tidbit. In the past year, roughly half of the 1,000 pet owners surveyed by consumer-insights platform Zappi actively took steps to reduce pet-care costs. A little over a quarter skipped or delayed a pet's vet visit or routine medication on purpose to save money, and 49% opted for at-home grooming instead of paying a professional.¹

Given rising prices, pet owners scrambling to provide for their beloved furry family members are turning to do-it-yourself (DIY) pet care, an economical alternative for owners unwilling to sacrifice their pets' health.

What does DIY pet care look like? One owner in the WSJ article transformed her bathroom into a mini spa for her Golden Retriever! A bit extreme? Perhaps, but it illustrates the lengths pet parents will go to for their pets.

At a more practical level, DIY care allows owners to maintain their pets' deworming and vaccination schedules, which is critical. The American Veterinary Medical Association states that vaccinations and deworming are essential to wellness care. They aid in preventing life-threatening diseases that, left unchecked, can be expensive to treat.

Worm Facts

Many folks don't realize that their pet can have worms and show no symptoms. For example, hookworms and whipworms require a stool sample to confirm the presence of eggs.

Other internal parasites, such as tapeworms or roundworms, may be visible on the pet or may appear in vomit or stool. Gross? Absolutely, but that visual will serve as a reminder to owners to continue deworming!

Additional signs that a dog or cat may have worms include diarrhea - possibly with blood, weight loss, a bloated belly, and a general poor appearance.

Internal parasites are transmitted in multiple ways.

Puppies can get worms from their mother in utero or from nursing. Many puppies are born with microscopically tiny roundworms, or ascarid larvae, in their tissues.²

Nursing kittens often contract worms from their mom, which is why the deworming of kittens begins at a young age.³

Contact with infected stool, contaminated soil, or eating infected prey animals also transmits parasites.

And yes, worms can be passed between dogs and cats. In the case of tapeworms, fleas are the transmission culprits.

FDA-Approved Durvet Dog Worm Tabs™ and Feline Tape Tabs™

In response to the rise in DIY care, Durvet has added two new dog and cat dewormer products.

Durvet **Dog Worm Tabs™** and **Feline Tape Tabs™** are FDA-approved and developed to provide the best and broadest treatment against internal parasites without a prescription.

- **Dog Worm Tabs™** (praziquantel/pyrantel pamoate/febantel) are chewables that effectively remove common tapeworms (*Dipylidium caninum* and *Taenia pisiformis*), hookworms (*Ancylostoma caninum* and *Uncinaria stenocephala*), roundworms (*Toxocara canis* and *Toxascaris leonina*), and whipworms (*Trichuris vulpis*). Feed these chewables as a treat or disguise with a bit of food.
- **Feline Tape Tabs™** (praziquantel tablets) rid cats and kittens (over six weeks in age) of common tapeworms (*Dipylidium caninum* and *Taenia taeniaeformis*). Small tablets make oral administration easy, or crumble them and mix with food.

FDA approval assures these products are effective and safe, and budget-conscious

owners will appreciate their economy. These factors drive customer loyalty, repeat sales, and a bigger bottom line while establishing your store as a trusted source of quality pet products.

Fleas transmit tapeworms, and ticks carry disease, so cross-promoting flea and tick care and grooming products offer pets additional protection while increasing sales. And customers will love the convenience of one-stop shopping.

Durvet's compact product packaging is easy to display and stock if shelf space is tight. Turnover will be quicker since deworming is a regular need, and the products are reasonably priced.

These new FDA-approved, non-prescription additions to Durvet's line of dewormers can help small dealer stores meet the growing demand for DIY pet care solutions. You'll feel good about improving pets' health while building customer loyalty and sales.



DISCOVER MORE:

Scan for Parasite 101, product education, videos and more!

www.DewormYourPet.com



¹ Rachel Wolfe, "Pets Don't Get Inflation, But They Are Feeling Its Effects," *The Wall Street Journal*, Feb. 16, 2023, <https://www.wsj.com/articles/pet-food-costs-inflation-toys-treats-f0ade222>

² Hector Joy, DVM, "How To Get Rid Of Worms In Dogs," PetMD by Chewy, Nov. 23, 2020, https://www.petmd.com/dog/general-health/evr_dg_intestinal_worms_in_dogs#dogs-catch-worms

³ "The Kitten Owner's Guide To Worming," Your Pet & You, <https://yourpetandyou.elanco.com/us/parasites/intestinal-worms/guide-to-deworming-kittens>