

— THE #1 —
GUIDE TO
MAINTAIN

A FLEA AND TICK-FREE LIFESTYLE
FOR YOUR PET



PAWLIFE™

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Introduction: A Calmer Way to Think About Fleas & Ticks

A flea is about 243 times smaller than your dog — a grain of sand next to a beach ball. Your pet often can't feel it land, and by the time you notice, it's already had time to settle in.

Fleas and ticks are easier to manage when prevention becomes part of everyday pet care, rather than something you only think about after your pet starts scratching. This guide gives you a simple system: prevent exposure, check regularly, respond early, and keep the environment under control.

It's written for dog and cat parents in many different climates and countries, where the exact parasite species, seasons, regulations, and veterinary recommendations can all vary. Wherever you're reading this from, the underlying approach — prevent, inspect, control, respond — holds up.

The goal

Reduce the opportunities fleas and ticks have to reach your pet, notice problems early, and respond before a small issue becomes a household headache.

The mindset

No single product or habit guarantees zero exposure. It helps to think in layers: your pet, your home, your outdoor environment, and your local parasite risks all play a part.

The four layers

1. Prevent — use a prevention strategy suited to your pet, lifestyle, and region.
2. Inspect — check your pet regularly, especially after outdoor time.
3. Control the environment — clean bedding and shared spaces, and reduce favorable outdoor habitat where practical.
4. Respond early — remove ticks promptly and address flea infestations systematically.

What this guide covers

- Understanding fleas, ticks, and their life cycles — and the myths worth unlearning
- A practical inspection routine for dogs and cats
- What flea and tick warning signs look like, how to respond, and when a situation calls for emergency care
- Cleaning and environmental control for your home and yard
- Species- and life-stage-specific guidance: dogs, cats, puppies, kittens, seniors, and sensitive pets
- Multi-pet households and travel

- A year-round prevention calendar, plus a worksheet to build your own routine
- Natural vs. chemical approaches, how PawLife fits in, and a short glossary and printable log for reference

A note before you begin

- Parasite risks differ by country and region, and product labels and legal requirements also vary.
- Use this guide as general education, and always follow the current instructions for any product you use.
- Contact a veterinarian if your pet is ill, very young, pregnant, nursing, elderly, medicated, or unusually sensitive.

Chapter 1: Understanding Fleas and Ticks

Before you can prevent something, it helps to understand what you're dealing with. Fleas and ticks are different creatures, with different life cycles and different habits — and that shapes how you manage each of them.

Quick comparison

Fleas	Ticks
Tiny insects that feed on blood; six legs	Arachnids related to spiders; eight legs
Jump to reach a host; reproduce very fast once on a pet	Climb and latch on ('questing'); feed slowly over days
Much of an infestation can exist off the pet, in the home	Can be carried indoors by pets after outdoor exposure
Visible as fast-moving specks near the fur	Visible as a small, slow-moving or attached bump

The practical difference: fleas mean thinking about your pet and your home together, because immature flea stages can live in carpets and bedding — controlling an established infestation takes more than removing the adult fleas you can see. Ticks mean thinking about your pet, the outdoor habitat, and regular inspection, since exposure usually happens outdoors and pets can carry ticks inside afterward.

The flea life cycle

The flea you see is only one chapter of the story. The full cycle has four stages:

1. Egg — laid by adult females on the pet, but falls off into carpets, bedding, rugs, and other resting areas within hours.
2. Larva — develops in the environment, away from light, feeding on organic debris (including flea feces).
3. Pupa — protected inside a cocoon that can persist for weeks or months, resisting many cleaning efforts, until conditions suggest a host is nearby.
4. Adult — emerges, seeks a host, feeds, and begins the cycle again almost immediately.

A flea problem is rarely just 'fleas on the dog.' Because the environment can harbor immature stages, effective flea control is usually a process: sanitation, treating the pet, treating the home, and following up — not a single one-and-done step. Moderate-to-severe infestations are widely recognized as taking real time and persistence to fully resolve.

Understanding ticks

Ticks don't jump. Instead, they practice a behavior called 'questing' — climbing to the tip of a blade of grass or a low branch, extending their front legs, and waiting for a passing animal to brush past so they can latch on. Once attached, a tick can feed for several days before dropping off, which gives it time to pass along any pathogens it may carry.

Where ticks are commonly found on pets

Ticks can be hard to spot, especially on long-haired or dark-coated pets. Check these areas closely:

- Inside and around the ears
- Around the eyelids
- Under or around the collar
- Under the front legs
- Between the toes
- Around the back legs and groin
- Around the tail

How they find your pet

Neither fleas nor ticks rely on sight to find a host — they key in on body heat, carbon dioxide, and movement. That's exactly why an outdoor natural repellent works by disrupting those signals, rather than by physically blocking or poisoning the pest after it has already landed.

Chapter 2: Why Fleas and Ticks Matter

It's tempting to think of fleas and ticks as an itchy inconvenience. In reality, the bite itself is rarely the main event — it's what can follow the bite that matters most.

What fleas can lead to

- Flea Allergy Dermatitis (FAD) — some pets are highly sensitive to proteins in flea saliva, and can develop intense itching and skin inflammation from just a few bites.
- Tapeworms — pets can ingest fleas while grooming, and fleas are a common carrier of tapeworm larvae.

- Anemia — in puppies, kittens, and small, elderly, or already-unwell pets, a heavy flea burden can cause a genuine loss of blood over time.
- Secondary skin infections — from constant scratching and biting at irritated skin.

What ticks can lead to

The bite itself is usually minor. The bigger concern is disease transmission, since the longer a tick stays attached, the more time it has to pass on any pathogens it carries. Tick-borne illnesses recognized in dogs — and less commonly cats — include Lyme disease, ehrlichiosis, anaplasmosis, and babesiosis, depending on the region and tick species. In many parts of the world, tick activity and range have been expanding in recent years, which is one reason vets increasingly recommend year-round vigilance rather than a 'summer-only' routine.

After a suspected tick bite, watch for changes in your pet's behavior, appetite, or energy — some signs of tick-borne illness can take days or longer to appear. A tick bite does not guarantee illness; the goal is simply to reduce exposure, inspect regularly, and remove any attached tick promptly.

Dogs vs. cats: the difference that matters most

Cats and dogs are not interchangeable when it comes to flea and tick products. Cats can be extremely sensitive to certain chemical compounds — most notably permethrin, a common ingredient in many dog-specific spot-on treatments — which can be seriously toxic, even fatal, to cats in small amounts. Always ask your veterinarian before applying any tick-prevention product to a cat, and check that any treatment is explicitly labeled safe for cats before use.

Cats also tend to mask discomfort more effectively than dogs. That means a cat with fleas may show much subtler signs than a dog would — making proactive prevention, rather than waiting for obvious symptoms, especially important for cat owners.

Don't assume every itch is fleas

- Allergies, mites, infections, environmental irritants, and other conditions can look similar to flea or tick irritation.
- If your pet is intensely itchy, develops sores, loses substantial hair, becomes weak, or seems unwell, contact a veterinarian rather than guessing.

Chapter 3: Common Myths About Fleas and Ticks

Some of the most common flea and tick mistakes come from ideas that sound reasonable but don't hold up. Here are the ones worth unlearning.

Myth	Reality
“Indoor pets don't need protection.”	Fleas and ticks can hitchhike in on people, other pets, or belongings — indoor-only doesn't mean risk-free.
“I'd see a flea if my pet had one.”	Adult fleas are often outnumbered by hidden eggs, larvae, and pupae in the environment — a pet can be affected before you ever spot a live flea.
“Fleas and ticks are only a summer problem.”	Fleas can survive year-round indoors, and tick activity varies by region — in many climates there's no true 'off season' anymore.
“One treatment instantly ends an infestation.”	Because of the flea life cycle, resolving an established infestation usually takes sustained treatment and cleaning over weeks, not one application.
“Natural products are automatically risk-free.”	'Natural' isn't the same as 'harmless' — match any product to your pet's species and life stage, and use it exactly as directed.
“A dog product is fine for a cat in a smaller amount.”	Some dog-specific ingredients, like permethrin, can be seriously toxic to cats regardless of dose — never repurpose a dog product for a cat.
“Ticks drop from trees onto pets.”	Ticks don't jump or fly — they quest from grass and low vegetation and climb onto a passing host.
“No scratching means no problem.”	Cats especially tend to mask discomfort, and some pets show few visible signs even with an active issue.
“A tick is only dangerous after days attached.”	Longer attachment generally raises risk, but it's best to remove any tick as soon as you find it rather than waiting to see.
“Once symptoms stop, the routine can stop too.”	Environmental life stages can persist after visible symptoms clear — it's worth continuing the routine and following up.

Chapter 4: Your Daily Inspection Routine

Short, repeatable checks are more useful than occasional marathon inspections. Make a quick check part of the routine after walks, hikes, camping trips, or outdoor play — before your pet settles in for the evening.

The 2-minute pet check

1. Hands first — run your hands through the coat and feel for unusual bumps, debris, scabs, or sensitive areas.

2. High-risk zones — check ears, around the eyes, under the collar, between the toes, under the front legs, the belly and groin, and the tail area.
3. Look for flea clues — scratching, licking, chewing, redness, hair loss, or dark specks that may be flea dirt.
4. Look for ticks — part the fur and inspect the skin closely for a small attached bump or a dark or gray object.
5. Check the gear — make sure collars, harnesses, and any attached accessories are secure and not rubbing the skin.

Flea warning signs

- Frequent scratching, licking, biting, or chewing, especially around the tail base, groin, and ears
- Small red bumps, crusts, or scabs on the skin
- Visible hair loss or thinning patches
- Restlessness, especially at night
- Tiny dark, fast-moving specks in the fur near the skin

The flea-comb test

This is the single most reliable way to confirm fleas at home:

1. Run a fine-toothed flea comb through your pet's fur, focusing on the tail base, belly, and neck.
2. Tap or wipe whatever the comb picks up onto a damp white paper towel.
3. Wait a minute. If small dark specks turn a reddish-brown color, that's digested blood — a strong sign of flea activity, even if you never spot a live flea.

Tick warning signs

- A new bump that feels different from the surrounding skin
- A dark, gray, or brown object firmly attached to the skin
- Localized irritation or repeated scratching and rubbing in one spot
- Changes in behavior, appetite, or energy after suspected outdoor exposure

Chapter 5: What To Do When You Find Something

If you find fleas — think 'whole life cycle,' not just the flea you can see

1. Inspect every pet in the household — if one animal has fleas, check all dogs, cats, and other susceptible animals.
2. Treat appropriately — ask your veterinarian which species- and life-stage-appropriate treatment is right for each pet.
3. Clean the home — wash bedding and vacuum carpets, rugs, upholstery, cracks, and room edges.

4. Follow up — flea control often takes repeated attention, since immature stages can persist in the environment for a while.
5. Keep the routine going — continue sanitation and prevention according to product directions and veterinary guidance, even once things look better.

If you find a tick — prompt, careful removal is the priority

A simple removal approach:

- Use fine-tipped tweezers or a tick-removal tool.
- Grasp the tick as close to the skin as practical.
- Pull upward with steady, even pressure — don't twist or jerk.
- Clean the bite area and your hands afterward.
- Dispose of the tick safely.
- Note the date and location of exposure — useful information for your vet if needed, and a good fit for the log in Chapter 22.

Avoid improvised removal methods

- Don't use fire, petroleum products, or household chemicals to try to remove a tick — they can injure your pet and aren't a substitute for proper removal.
- Contact a veterinary professional if the tick is difficult to remove, your pet is very young or medically fragile, or your pet develops concerning symptoms afterward.

Chapter 6: When to Seek Emergency Veterinary Care

Most flea and tick issues are manageable at home with the steps in this guide. But a few situations call for prompt professional care rather than a wait-and-see approach.

Possible allergic or product reaction

- Facial swelling or hives
- Sudden vomiting or excessive drooling
- Tremors or trouble walking normally
- Difficulty breathing
- Collapse or extreme weakness shortly after a bite or after using a new product

Signs of significant blood loss

Especially in puppies, kittens, and small or elderly pets, a heavy flea burden can cause real blood loss over time. Watch for:

- Pale gums
- Unusual lethargy or weakness
- Rapid or labored breathing
- Cold-feeling paws or ears

In the days or weeks after a tick bite

Contact your vet if your pet develops:

- Fever
- Lameness or joint swelling
- Loss of appetite
- Unusual lethargy
- Sudden hind-leg weakness that seems to worsen over hours

A note on tick paralysis

- In some regions — parts of Australia most notably — certain tick species produce a toxin that can cause a rare but serious condition called tick paralysis, with weakness that starts in the hind legs and can progress quickly.
- This is different from tick-borne infections and needs urgent veterinary attention. If you're in or traveling to a region where this is a known risk, ask your vet how to recognize it early.

If your vet prescribes an oral medication

Many effective prescription flea/tick chewables belong to a drug class called isoxazolines. They work well for most pets, but have been associated with rare neurologic side effects, such as tremors or seizures, in some animals. Mention any seizure history or neurological condition to your vet before starting one.

When in doubt

- This chapter is general education, not a diagnostic checklist.
- If something feels off, don't wait to see if it resolves on its own — call your veterinarian or an emergency animal hospital.

Chapter 7: Protecting Your Home and Yard

The weekly home reset

- Vacuum carpets, rugs, upholstery, pet beds, and room edges.

- Wash pet bedding and frequently used blankets on a hot cycle.
- Pay extra attention to your pet's favorite sleeping and resting spots.
- Keep clutter under control — fewer hiding spots for eggs and larvae.
- Empty the vacuum canister or dispose of the bag outside right away, since eggs and larvae can survive inside it.

If fleas are already established in the home, coordinate pet treatment and environmental cleaning together — treating only the pet while eggs and larvae remain in the carpet is one of the most common reasons an infestation seems to 'come back.' For a significant infestation, consider professional pest-control advice.

Protecting the yard

Flea-friendly conditions	Tick-friendly conditions
Shaded, humid areas of the yard	Brush, leaf litter, and tall vegetation
Overgrown or overwatered grass	Wooded edges bordering the lawn
Leaf litter and yard debris	Areas frequented by wildlife

Where practical: keep grass mowed short, clear leaf litter and brush piles, and create separation between lawns and dense wooded or brushy areas — a strip of wood chips or gravel can help.

Reduce wildlife attraction

- Store pet food securely.
- Keep trash and compost tightly covered.
- Reduce brush piles and clutter near the home.
- Limit your pets' contact with stray or wild animals.

Yard management reduces exposure — it can't guarantee a completely tick- or flea-free property.

Chapter 8: Prevention for Dogs

Dogs often encounter parasites through parks, walks, gardens, hiking, daycare, boarding, and contact with wildlife or other animals. Build the routine around your dog's actual lifestyle rather than a generic checklist.

- A post-outdoor tick check after every walk, hike, or park visit
- Regular coat and skin inspection as part of normal handling
- Clean, regularly washed bedding
- Flea-comb checks when risk is elevated (warm months, recent boarding or daycare, travel)

- A veterinary review of local flea, tick, and heartworm risks for your area
- Products matched to your dog's species, age, weight, and current label directions

PawLife and the dog routine

- PawLife should be used as an external botanical repellent-support tag.
- Keep the tag attached as directed, and continue regular inspections and any veterinary-recommended prevention alongside it.

Chapter 9: Prevention for Cats

Cats deserve species-specific care — their risks, sensitivities, and typical exposure look different from dogs'.

Indoor cats

- Inspect bedding and favorite resting spots regularly.
- Check your cat after visitors, travel, or any contact with outdoor animals.
- Don't assume indoor-only means zero parasite exposure — pests can hitchhike in on people, other pets, or belongings.
- Discuss flea prevention with your veterinarian even for a fully indoor cat.

Outdoor and indoor/outdoor cats

- Inspect the coat and skin regularly, especially after time outside.
- Pay close attention to the ears, neck, legs, and toes.
- Discuss local tick and flea risks with your veterinarian.
- Use only products specifically labeled and formulated for cats.

Cat safety — please read

- Cats can be extremely sensitive to certain chemicals, including permethrin, which is common in many dog-specific products.
- Always ask a veterinarian before applying any tick- or flea-prevention product to a cat, and never use a dog-only product on a cat.

Chapter 10: Puppies, Kittens, Seniors & Sensitive Pets

Life stage and health status can change the right prevention strategy — what's appropriate for a healthy adult dog isn't automatically appropriate for a tiny kitten or a frail senior.

Puppies and kittens

Never guess at age or weight requirements. Use only products labeled for the animal's specific life stage, and ask your veterinarian when you're unsure. PawLife is designed for pets 8 weeks and older.

Seniors and sensitive pets

Discuss prevention with your veterinarian if your pet is elderly, ill, pregnant, nursing, medicated, or has previously reacted to a parasite product. If a new product ever causes an unusual reaction — irritation, excessive scratching at the application site, lethargy, or anything that seems off — stop use and seek professional advice (see Chapter 6).

Chapter 11: The Multi-Pet Household

One untreated pet can keep a flea problem moving through the whole household — fleas don't respect a 'one pet at a time' policy.

If fleas appear in a multi-pet home

- Inspect every dog and cat in the household, not just the one showing symptoms.
- Ask your vet which products are appropriate for each individual pet and species.
- Wash all shared bedding.
- Vacuum common resting areas thoroughly.
- Coordinate treatment and cleaning across all pets at the same time.
- Follow up rather than stopping as soon as you see the first improvement.

The cat rule

- Never assume a dog flea or tick product is safe for a cat — always match products to the correct species, life stage, and weight.

Chapter 12: Important Do's and Don'ts

Do

- Inspect your pet regularly, even when you don't suspect a problem.
- Remove any attached tick promptly and carefully.
- Clean bedding and shared spaces on a regular schedule.
- Follow current product labels exactly as written.
- Choose products matched to species, age, weight, and health status.

- Ask your veterinarian about parasite risks specific to your region.
- Treat the home and every pet together, not one animal in isolation.
- Keep protection going year-round rather than just in warmer months.
- Introduce any new pet to your prevention routine right away.
- Mention any seizure history to your vet before starting a prescription oral flea/tick medication (see Chapter 6).

Don't

- Don't use a dog-specific flea or tick product on a cat. Many dog spot-on treatments contain concentrated permethrin, which can be seriously toxic — even fatal — to cats.
- Don't assume 'natural' automatically means risk-free — use any product, natural or otherwise, exactly as directed.
- Don't stack multiple flea or tick products without professional guidance, since some combinations can cause adverse reactions.
- Don't apply household pesticides directly to your pet.
- Don't use fire, petroleum products, or household chemicals to remove a tick.
- Don't assume an indoor-only pet is automatically safe from exposure.
- Don't ignore a single flea or tick sighting as a one-off — if you saw one, there are often more you haven't seen yet.
- Don't stop treatment the moment symptoms clear up — the environmental life cycle can continue for weeks afterward.
- Don't wait for obvious symptoms in cats, who are especially good at masking discomfort.

Chapter 13: Travel and Outdoor Adventures

A change of location can mean a change in parasite exposure — new region, new climate, new risks.

Before you leave

- Research parasite risks at your destination.
- Ask your veterinarian whether your prevention routine should change for the trip.
- Pack a flea comb and a tick-removal tool.
- Bring your current prevention products and their instructions.
- Make sure collars and identification are secure.

During the trip

- Inspect your pet after hikes, camping, tall grass, and brush.

- Keep pet bedding as clean as the trip allows.
- Check your own clothing and gear for ticks too.
- Avoid dense vegetation when it's practical to do so.

After you return

- Perform a thorough, unhurried pet check.
- Wash bedding used during travel.
- Remove any ticks found right away.
- Note any unusual symptoms or exposures for your records — and your vet, if needed.

Chapter 14: Building a Year-Round Routine

Make parasite prevention boring. Boring, repeatable habits beat occasional bursts of vigilance.

Frequency	Focus	What to do
Daily / after outdoors	Quick checks	Coat check, high-risk tick zones, unusual scratching, collar/harness check
Weekly	Home & grooming	Wash bedding, vacuum resting areas, flea-comb pass, brush and inspect
Monthly	Routine review	Review prevention schedule, check product instructions, note lifestyle changes
Seasonally	Regional risk	Review local parasite activity, adjust outdoor habits, ask your vet if prevention should change

Fleas can survive year-round in favorable indoor conditions, while tick activity varies widely by species and geography. Your calendar should follow your own local risk — not a single universal 'flea season.'

If you're reading this outside North America or Europe

- Southern Hemisphere 'summer' and 'winter' fall in different months — apply the same seasonal logic to your own local calendar rather than the months named in most guides.
- In consistently warm or humid climates, fleas and ticks can be a year-round concern regardless of the month, so let local conditions and your vet's guidance set the schedule.

Chapter 15: Build Your Own Routine

Use this page to sketch out a routine that actually fits your household. There are no wrong answers here — the goal is a plan you'll stick to, not a perfect one.

About my pet(s)

Pet name(s), species, and age: _____

Indoor, outdoor, or both: _____

Typical activities (walks, hikes, dog parks, boarding...):

Other pets in the household: _____

My local climate / higher-risk season: _____

My routine

My daily check will happen: _____

My weekly home-cleaning day is: _____

Prevention product(s) I'm using: _____

My vet's name and phone number: _____

PawLife tag attached on / next replacement due:

Tip

- Revisit this page every few months, or any time your pet's routine, location, or health changes.

Chapter 16: Natural vs. Chemical Prevention — The Big Picture

There are broadly two families of flea and tick prevention: chemical treatments (spot-ons, oral medications, and chemical collars) and natural repellents (typically essential-oil based, worn or applied externally).

Chemical treatments are often designed to kill pests after they've bitten, or to disrupt their nervous systems on contact. They can be effective, but some pet parents prefer to avoid synthetic pesticides where possible — especially in homes with young children, multiple pets, or pets with known sensitivities.

Natural, essential-oil-based repellents take a different approach: rather than killing on contact, they aim to interfere with how a pest detects a host in the first place — its ability to sense heat and carbon dioxide from a distance — so the goal is to prevent the bite rather than treat it afterward.

Neither approach is inherently 'better' in every situation — the right choice depends on your pet's health, your region's specific risks, and your own preferences. Many households combine the two: for

example, a vet-prescribed treatment for a known high-risk disease season, paired with a natural repellent and strong household habits the rest of the year. Whatever you choose, consistency is what actually makes a routine work — and remember that 'natural' doesn't automatically mean risk-free, so any product should still be used exactly as directed.

Chapter 17: Introducing PawLife

Many dog parents using PawLife have reported a happier, healthier, less-itchy dog within a matter of weeks of adding it to their routine.

PawLife is a 12-month flea & tick tag designed to offer external botanical repellent support against fleas, ticks, lice, and mosquitoes — clipped onto any collar or harness in seconds, for dogs and cats alike.

Where PawLife fits — please read

- PawLife is positioned as a repellent-support product — not as a treatment for an established infestation, and not as a guarantee against every bite or disease.
- If your pet already has fleas, address the infestation and its environment directly (see Chapter 5). If a tick is attached, remove it promptly. If your pet is sick, seek veterinary care.
- Think of it as one consistent layer alongside inspection, cleaning, and veterinary guidance — not a replacement for any of them.

How it works

Most flea and tick products wait for the bite, then act on what's already attached. PawLife is designed to work earlier than that. Inside the tag's sealed capsule is a concentrated blend of natural essential oils, released gradually through PawLife's SteadyRelease design. The idea isn't to make the scent unpleasant to a pest — it's to interfere with the heat and carbon-dioxide cues fleas and ticks rely on to find a host, so they're less likely to land in the first place.

What's inside

PawLife's signature blend combines six botanical essential oils:

- Pure Citronella — bright and naturally aromatic
- Wild Cedarwood — rich, warm, and woody
- Lemongrass — crisp and naturally citrusy
- Mountain Peppermint — cool and unmistakably fresh
- Botanical Geranium — floral and earthy
- Wild Rosemary — herbaceous and aromatic

Together, they form a carefully balanced external repellent blend, with no synthetic pesticides.

Key features

Feature	What it means for you
Lasts up to 12 months	One tag is designed to cover a full year of everyday support.
100% natural ingredients	No synthetic pesticides in the formula.
Weatherproof + SteadyRelease	Designed to keep working through rain, swimming, and baths.
Fits any collar or harness	Clips on in seconds — no tools needed.

Chapter 18: PawLife Use Checklist

Turn the product into a habit, not a forgotten accessory.

How to attach your PawLife tag

1. Choose a collar or harness your pet already wears comfortably and securely.
2. Clip or thread the tag onto a sturdy attachment point, such as the D-ring, following the current product instructions.
3. Position the tag so it sits close to the collar rather than dangling loosely, so it's less likely to catch on things.
4. Double-check that the collar or harness itself fits snugly enough that it can't slip off — this matters especially for narrow-headed breeds.
5. Note the attachment date somewhere handy — your phone, a calendar, or the log in Chapter 22.

Before attaching

- Read the current product instructions.
- Confirm your pet is within the labeled age and life-stage guidance.
- Use a secure, appropriately fitted collar or harness.
- Check the skin and coat for any existing irritation first.

During use

- Keep the tag attached according to the current directions.
- Check the tag and its attachment periodically.
- Continue your regular flea and tick inspections — the tag is a layer, not a replacement for checking.
- Watch for skin irritation or any unusual reaction, and stop use if one occurs.

If you already have an infestation

- Address the infestation directly, as covered in Chapter 5.
- Treat all affected pets appropriately, with veterinary guidance if needed.
- Clean the environment — bedding, carpets, and shared spaces.
- Continue follow-up until the issue is fully resolved.

Chapter 19: Frequently Asked Questions

Is PawLife for dogs only?

No — PawLife is offered for both dogs and cats. Always follow the current species-specific directions on the packaging, and check with your vet before using any new product on a cat.

How long does the tag last?

It's designed to last up to 12 months. Follow the current package directions for exact replacement timing.

Can my pet get wet or go swimming with it on?

Yes — thanks to the weatherproof casing and SteadyRelease design, it's built to keep working through baths, rain, and swimming. Always check current product instructions for extended water exposure.

Does PawLife treat an existing infestation?

No. PawLife is a repellent-support product, not a treatment. If fleas are already established, address the pet and the environment directly using the steps in Chapter 5, with veterinary guidance as needed.

Does it protect against heartworm?

Mosquitoes are the main way heartworm spreads, and PawLife is designed to help repel mosquitoes before they bite — but no flea/tick tag should be treated as a complete heartworm-prevention program. Talk to your vet about dedicated heartworm prevention.

Can children touch or play with the tag?

It's an animal-care product, not a toy. Keep it away from mouths and eyes, and out of children's reach when not in use.

Is it safe for puppies and senior dogs?

PawLife is designed for use for dogs and cats 8 weeks and older, including senior pets.

Chapter 20: A Quick Glossary of Terms

A few terms that come up throughout this guide and on product labels generally.

- **Flea dirt** — digested blood excreted by fleas; small dark specks that turn reddish-brown when dampened.
- **Questing** — the way ticks find a host: climbing vegetation and waiting with legs extended, rather than jumping or flying.
- **Flea Allergy Dermatitis (FAD)** — an allergic skin reaction to proteins in flea saliva, causing intense itching from even a few bites.
- **Spot-on treatment** — a topical flea/tick product applied to a small area of skin, usually between the shoulder blades.
- **Oral chewable** — a flea/tick medication given by mouth, often monthly, usually available by prescription.
- **Isoxazoline** — a class of prescription flea/tick medications; effective, but worth discussing with your vet if your pet has a seizure history (see Chapter 6).
- **Repellent** — a product designed to discourage pests from landing or biting, rather than killing them on contact.
- **Host-seeking** — the behavior fleas and ticks use to locate a nearby animal to feed on, usually triggered by heat, carbon dioxide, and movement.
- **Tick paralysis** — a rare but serious condition from toxins in certain ticks' saliva, causing progressive weakness; needs urgent veterinary care.
- **Anemia** — a shortage of red blood cells, which can result from a heavy, prolonged flea burden, especially in small or young pets.
- **SteadyRelease** — PawLife's term for the gradual, weatherproof release of its essential-oil blend over the tag's stated lifespan.

Chapter 21: Quick-Reference Checklists

Keep a copy of this page with your pet-care supplies.

2-minute daily check

- ☐ Ears
- ☐ Eyes and eyelids
- ☐ Collar area
- ☐ Front legs
- ☐ Between toes
- ☐ Belly and groin
- ☐ Tail

- ☐ Any new bumps or unusual itching?

If fleas are found

- ☐ Inspect every pet
- ☐ Use appropriate, vet-guided treatment
- ☐ Wash bedding
- ☐ Vacuum resting areas
- ☐ Address the home environment
- ☐ Follow up

If a tick is found

- ☐ Remove promptly with tweezers or a tick tool
- ☐ Clean the area
- ☐ Dispose of the tick safely
- ☐ Record the exposure if useful
- ☐ Monitor your pet
- ☐ Call your vet if illness develops

PawLife routine

- ☐ Attached as directed
- ☐ Fitted securely
- ☐ Pet checked regularly
- ☐ Tag condition checked
- ☐ Replacement date noted

Chapter 22: Your Pet's Flea & Tick Log

Photocopy, print, or recreate this page to keep a simple record. It's handy for spotting patterns over time, and useful information to have on hand if you ever need to loop in your vet.

Date	Pet	What I found	Action taken

Date	Pet	What I found	Action taken

Chapter 23: Final Reminder

Good parasite care isn't about fear — it's about having a plan.

PREVENT → CHECK → CLEAN → RESPOND → REPEAT

Fleas and ticks are part of an ongoing environment shaped by climate, geography, wildlife, travel, your pet's lifestyle, and household habits. The best routine is the one you can actually keep up with — a bit of grooming, a clean home, a well-kept yard, and reliable, year-round attention working quietly in the background.

PawLife can be one convenient layer of botanical repellent support within that routine. Use it according to its instructions, keep checking your pet, and remember that established infestations and illness need appropriate veterinary or professional care.

Save this rule

- If something looks unusual, your pet is persistently itchy, a tick is attached, or your pet becomes sick: don't guess. Get professional advice.

Thank you for being a PawLife customer — here's to a calmer, happier, itch-free home for everyone in it.

A Note on Sources

This guide reflects general, widely available veterinary and public-health guidance on flea and tick prevention in pets, including the kind of information published by public health and regulatory bodies such as the U.S. Centers for Disease Control and Prevention (CDC) and the U.S. Food and Drug Administration (FDA) on topics like tick checks, flea life cycles, and species-appropriate product use — alongside PawLife's own current product information.

Guidance, regulations, and product details can change over time and can vary meaningfully by country. Always check current official sources for your region and the current packaging of any product you use for the most accurate, up-to-date information.

Please remember

- This guide is educational information for pet owners. It is not veterinary advice and does not diagnose, treat, cure, or prevent disease.
- Product claims and instructions should always be checked against the current label and applicable local requirements.