



U.S. ENVIRONMENTAL PROTECTION AGENCY  
 Office of Pesticide Programs  
 Registration Division (H7505C)  
 401 "M" St S W  
 Washington D C 20460

EPA Reg Number  
 270-278

Date of Issuance  
 MAY 1996

Term of Issuance Conditional

Name of Pesticide Product Farnam  
 Purge Plus  
 Insecticide

NOTICE OF PESTICIDE:  
 Registration  
 Reregistration

(under FIFRA as amended)

Name and Address of Registrant (include ZIP Code)

Farnam Companies, Inc.  
 301 West Osborn  
 Phoenix, Arizona 85013-3928

Note Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide Fungicide and Rodenticide Act

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator on his motion may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA sec. 3(c)(7)(A) provided that you:

1. Submit and/or cite all data required for registration/reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.

2. Change the label by revising the EPA Registration Number to read, "EPA Reg. No. 270-278".

3. Submit two copies of the revised final printed label for the record.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records.

Signature of Approving Official

RPK  
 Richard P. Kelgwin, Jr.

Date

MAY 1996

95

spot-on label (full)  
version of: 04/24/96

ACCEPTED  
with COMMENTS  
in EPA Letter Dated

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full label - FRONT PANEL

FARNAM PURGE PLUS INSECTICIDE  
STEP 3  
PLEASANT CITRUS SCENT  
FOR USE ON DOGS

MAY 1996

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act  
as amended, for the pesticide  
registered under EPA Reg. No.

270-278

- BREAKS FLEA LIFE CYCLE!
- KILLS & REPELS FLEAS UP TO 3 TO 4 WEEKS!
- KILLS FLEA EGGS AND LARVAE FOR UP TO 123 DAYS!
- PREVENTS FLEA EGGS FROM DEVELOPING INTO BITING ADULTS FOR UP TO 123 DAYS!
- KILLS AND REPELS MOSQUITOES!
- PROTECTS AGAINST BLOOD FEEDING BY MOSQUITOES (vector of HEARTWORM) UP TO 4 WEEKS!
- KILLS & REPELS TICKS FOR UP TO 4 WEEKS!
- KILLS & REPELS DEER TICKS (vector of LYME DISEASE) FOR UP TO 4 WEEKS!
- KILLS & REPELS BROWN DOG TICKS (Rhipicephalus sanguineus) FOR UP TO 3 TO 4 WEEKS!
- KILLS & REPELS AMERICAN DOG TICKS (Dermacentor variabilis) FOR UP TO 3 TO 4 WEEKS!

ACTIVE INGREDIENTS:

*Permethrin .....	45.0%
**Pyriproxyfen .....	5.0%
INERT INGREDIENTS: .....	50.0%
TOTAL	100.0%

\* (3-phenoxyphenyl) methyl(+)-cis, trans-3-(2,2-dichloroethenyl)-  
2,2-dimethylcyclopropanecarboxylate  
cis/trans ratio: Max 55% (+) cis and min 45% (+) trans

\*\* 2-[1-methyl-2-(4-phenoxyphenoxy) ethoxy] pyridine  
Nylar<sup>®</sup> Registered Trademark of McLaughlin Gormley King and Company

Patent Pending

KEEP OUT OF THE REACH OF CHILDREN  
CAUTION  
SEE BACK PANEL FOR ADDITIONAL  
PRECAUTIONARY STATEMENTS

Net Contents: Two 1.5mL Applicators  
EPA Reg. No.: 270-278

EPA Est. No.:

Manufactured For: Farnam Companies, Inc.  
Phoenix, AZ 85013-3928

(lot number statements as needed)  
Mfg. & Printed in U.S.A. (label revision number) (product number)

spot-on label (full)  
version of: 04/24/96

FARNAM PURGE PLUS INSECTICIDE

PRECAUTIONARY STATEMENTS  
HAZARDS TO HUMANS AND DOMESTIC ANIMALS  
CAUTION

**Hazards to Humans:** Harmful if swallowed or absorbed through the skin. Avoid contact with skin, eyes or clothing. Causes moderate eye irritation. Wash thoroughly with soap and water after handling.

**Hazards to Domestic Animals:** For external use on adult dogs only. Do not use on dogs less than 6 months of age. Do not use on sick, aged, medicated, pregnant, or nursing pets without consulting a veterinarian. Consult a veterinarian before using on dogs with known organ dysfunction. **DO NOT USE ON CATS** or animals other than dogs. Cats which actively groom or engage in close physical contact with recently treated dogs may be at risk of toxic exposure. It is advisable to consult a veterinarian before using this product with any other pesticide or drug.

STATEMENT OF PRACTICAL TREATMENT

**If Swallowed:** Call a physician or Poison Control Center. Drink 1 or 2 glasses of water and induce vomiting by touching back of throat with finger or, if available, by administration of syrup of ipecac. **DO NOT INDUCE VOMITING OR GIVE ANYTHING BY MOUTH TO AN UNCONSCIOUS PERSON.**

**If On Skin:** Remove contaminated clothing and wash with plenty of soap and water. Get medical attention.

**If In Eyes:** Flush eyes with plenty of water. Call a physician if irritation persists.

**Adverse Reactions:** Some animals may be sensitive to ingredients in this product. Reactions in dogs may include skin sensitivity. Dogs may show lethargy, increased pruritis (itchiness), erythema (redness), rash and hair discoloration or hair loss at the application site. Observe the dog following treatment. If sensitivity to the product occurs, discontinue use and bathe the dog with a mild, non-insecticidal shampoo. Seek Veterinary advice.

ENVIRONMENTAL HAZARDS

This product is extremely toxic to fish. Do not add directly to water. Do not contaminate water when disposing of product or packaging.

spot-on label (full)  
version of: 04/24/96

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## FARNAM PURGE PLUS INSECTICIDE

### DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Read entire label before using. **DO NOT USE ON CATS** or animals other than dogs. Do not get this product in your pet's eyes or mouth. Repeat applications may be made if necessary, but do not apply more often than once every 3 weeks. Do not use this product in or on electrical equipment due to the possibility of shock hazard.

**For Dogs Weighing Less Than 33 pounds:** Apply one tube (1.5 mL) of FARNAM PURGE PLUS INSECTICIDE solution to the dog's back between the shoulder blades.

**For Dogs Weighing More Than 33 pounds:** Apply one tube (1.5 mL) of FARNAM PURGE PLUS INSECTICIDE solution to the dog's back between the shoulder blades and apply a second tube (1.5 mL) to the dog's back directly in front of the base of the tail.

### HOW TO APPLY:

**FOR FOLDING CARD OR TABBED CARD UNIT-DOSE PACKAGING:** Remove product tab by tearing along perforation. Holding tab with tube end pointed up and away from face and body, cut along dotted line. Invert tab over dog and use narrow end of card to part dog's hair. Squeeze tube firmly to apply all of the solution to the dog's skin. Wrap and put in trash.

**FOR FLAT CARD (doubled) UNIT-DOSE PACKAGING:** Separate cards along the perforated line. Holding separated card by its wide end with narrow end pointed up and away from face and body, cut along dotted line. Invert card over dog and use narrow end of the card to part dog's hair. Squeeze tube firmly to apply all of the solution to the dog's skin. Wrap card and put in trash.

**\*\* FOR MULTI-DOSE PACKAGING:** Withdraw 1.5 mL of solution at a time. Apply entire given dose directly to the skin at the indicated locations.

**\*\* FOR DROPPER BOTTLE MULTI-DOSE PACKAGING:** Insert dropper tube into insecticide solution, squeeze bulb and then release to fill tube barrel to 1.5 mL line. Position dropper tube end in dog's hair next to skin and squeeze bulb to apply all of the solution to the dog's skin.

**\*\* FOR SALE TO VETERINARIANS ONLY**

### STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

**Storage:** Store in cool, dry place. Protect from freezing.

**Pesticide Disposal:** Securely wrap original container in several layers of newspaper and discard in trash.

**Container Disposal:** Do not reuse empty container. Wrap container and put in trash.

spot-on label (full)  
version of: 04/24/96

**FARNAM PURGE PLUS INSECTICIDE**

FARNAM PURGE PLUS INSECTICIDE is an effective and easy to use product. FARNAM PURGE PLUS INSECTICIDE has demonstrated greater than 92% control of fleas within one day of application. FARNAM PURGE PLUS INSECTICIDE prevents eggs from fleas on treated dogs from developing into biting adults for up to 123 days. As with all flea and tick control products, FARNAM PURGE PLUS INSECTICIDE should be used as part of a program aimed at reducing flea populations in the dog's environment (bedding, carpets, kennel, yard). Consult your veterinarian, entomologist, or retailer for program recommendations.

**NOTICE OF WARRANTY**

FARNAM COMPANIES, INC. MAKES NO WARRANTY OF MERCHANTABILITY, FITNESS FOR ANY PARTICULAR PURPOSE, OR OTHERWISE, EXPRESSED OR IMPLIED CONCERNING THIS PRODUCT OR ITS USES WHICH EXTEND BEYOND THE USE OF THE PRODUCT UNDER NORMAL CONDITIONS IN ACCORDANCE WITH THE STATEMENTS MADE ON THIS LABEL.

spot-on tube label  
version of: 04/24/96

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TUBE LABEL (folding card and flat card packaging designs)

FARNAM PURGE PLUS INSECTICIDE

PERMETHRIN 45% W/W  
PYRIPROXYFEN 5% W/W

KEEP OUT OF THE REACH OF CHILDREN  
READ DIRECTIONS AND  
PRECAUTIONS BEFORE USING

EPA Reg. No. 270-278

spot-on tube label  
version of: 04/24/96

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TAB LABEL (folding card and tabbed card packaging designs)

FARNAM PURGE PLUS INSECTICIDE

ACTIVE INGREDIENTS

Permethrin: (3-phenoxyphenyl) methyl(±)-cis, trans-3-(2,2-dichloroethenyl)-  
2,2-dimethylcyclopropanecarboxylate\* ..... 45.0%  
Pyriproxyfen: 2-[1-methyl-2-(4-phenoxyphenoxy) ethoxy] pyridine..... 5.0%

\* cis/trans ratio: Max 55% (±) cis and min 45% (±) trans.

KEEP OUT OF THE REACH OF CHILDREN  
SEE MAIN LABEL FOR ADDITIONAL  
PRECAUTIONS AND INSTRUCTIONS FOR USE

EPA Reg. No. 270-278

spot-on outer box label  
version of: 04/24/96

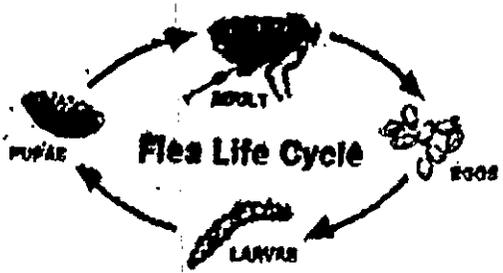
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OUTER BOX LABEL (Contains the following labeling plus full product label)

FARNAM PURGE PLUS INSECTICIDE

BIOLAR (\*NYLAR) inhibits development of the immature stages of the flea for up to 4 months preventing them from reaching the biting adult stage.

\* Nylar<sup>®</sup> Registered Trademark of McLaughlin Gormley King and Company



As part of a complete flea control program.  
Use Bio Flea Halt! Outdoor Yard Spray Concentrate, and Bio Flea Halt! Carpet Powder or Carpet Spray with Biolar Insect Growth Regulator, along with on-animal flea & tick products.

4 STEPS FOR  
COMPLETE FLEA CONTROL

- Step 1 - Shampoo or dip your dog
- Step 2 - Treat indoor and outdoor premise with Bio Flea Halt! indoor and outdoor sprays, foggers and powders
- Step 3 - Apply Bio Flea Halt! Spot-On for up to four weeks adult flea and tick control
- Step 4 - Maintenance treatments with on-animal sprays and powders