

270-278

1-7-2005

1/13

(A) **EPA** United States Environmental Protection Agency  
Office of Pesticide Programs (H7505C)  
Washington, DC 20460

Registration  
 Amendment  
 Other

OPP Identifier Number

**Application for Pesticide:**

**Section I**

1. Company/Product Number 270-278	2. EPA Product Manager M. Johnson, Jr.	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Farnam Purge Plus Insecticide	PM# 10	
5. Name and Address of Applicant (Include ZIP Code)  Farnam Companies, Inc. 301 West Osborn Road Phoenix, AZ 85013-3928  <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRT Section 30(3) (b)(I), my product is similar or identical in composition and labeling to:  EPA Reg. No. ___ Product Name ___	

**Section II**

Amendment - Explain below  
 Resubmission in response to Agency letter dated \_\_\_  
 Notification - Explain below.

Final printed labels in response to Agency letter dated \_\_\_  
 "Me Too" Application.  
 Other - explain below.

**NOTIFICATION**  
JAN 07 2005

**Explanation:** Use additional page(s) if necessary. (For Section I and Section II.)  
**ADDITIONAL MARKETING CLAIM:** "PREMIUM PROTECTION FOR LESS!"; change the word "vector" to "carrier" in five places  
This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA

**Section III**

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No.	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal	<input type="checkbox"/> Plastic
				<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
<b>*Certification must be submitted.</b>	If "Yes," Unit Package wgt.	No. per container	If "Yes," Package wgt.	No. per container	<input type="checkbox"/> Other (Specify)___
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) of Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner In Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled Other (___)					

**Section IV**

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)		
Name Cheryl Purcell	Title Regulatory Specialist	Telephone No (Include Area Code) 602-664-1227
<b>Certification</b> I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
Signature 	3. Title Regulatory Specialist	
4. Typed Name Cheryl Purcell	5. Date 12/14/04	

(Front)

FARNAM PURGE PLUS INSECTICIDE



PLEASANT CITRUS SCENT

FLEA & TICK CONTROL FOR DOGS AND PUPPIES OVER 12 WEEKS OF AGE

FOR DOGS [15 lbs and Under][Between 15 & 33 lbs][Between 33 & 66 lbs][66 lbs & Over]

DO NOT USE ON CATS

- 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 (CARRIER of HEARTWORM) UP TO 4 WEEKS!
- KILLS & REPELS TICKS FOR UP TO 4 WEEKS!
- KILLS & REPELS DEER TICKS (CARRIER 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!
- MONTHLY APPLICATION
- MONTHLY FLEA, TICK AND MOSQUITO TREATMENT!
- KILLS AND REPELS FLEAS AND TICKS FOR UP TO A MONTH!
- KILLS AND REPELS ADULT FLEAS FOR UP TO 3 TO 4 WEEKS!
- KILLS FLEA EGGS AND LARVAE [FOR UP TO 4 MONTHS][FOR 123 DAYS]!
- KILLS AND REPELS TICKS FOR UP TO [4 WEEKS][3 TO 4 WEEKS] INCLUDING DEER TICKS (CARRIER of LYME DISEASE), BROWN DOG TICKS & AMERICAN DOG TICKS!
- KILLS AND REPELS [ADULT FLEAS] FOR UP TO 3 TO 4 WEEKS
- PREMIUM PROTECTION FOR LESS!

ACTIVE INGREDIENTS

Permethrin* (CAS #52645-53-1) .....	45.0%
Pyriproxyfen (CAS #95737-68-1) (Nylar®) .....	5.0%
OTHER INGREDIENTS .....	<u>50.0%</u>
<b>TOTAL</b>	<b>100.0%</b>

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

No. 5,942,525 Nylar® is a registered trademark of McLaughlin Gormley King Company

U.S. Patent

KEEP OUT OF REACH OF CHILDREN

CAUTION

DO NOT USE ON CATS

SEE BACK PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS

EPA Reg. No.:270-278

EPA Est No.: XXX-XX-XXX

Net Contents: XX [.03 fl. oz. (1.0 ml)][.05 fl. oz. (1.5 ml)][1 fl. oz. (3.0 ml)] [4.5 ml]Applicator

Manufactured For: Farnam Companies, Inc.  
Phoenix, Arizona 85013-3997

IN CASE OF EMERGENCY CALL:602-285-1660  
(lot number statements as needed) Mfg. & Printed in U.S.A. (label revision number)  
(product #)

(Back)

READ ENTIRE LABEL BEFORE EACH USE  
USE ONLY ON DOGS OVER 12 WEEKS OF AGE  
DO NOT USE ON CATS

FARNAM PURGE PLUS INSECTICIDE  
PRECAUTIONARY STATEMENTS  
HAZARDS TO HUMANS AND DOMESTIC ANIMALS

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

Hazards to Domestic Animals: FOR EXTERNAL USE ON DOGS ONLY. Do not use on puppies under 12 weeks of age. Consult a veterinarian before using this product on debilitated, aged, medicated, pregnant, or nursing dogs. 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 treated dogs may be at risk of serious harmful effect. Certain medications can interact with pesticides. It is advisable to consult a veterinarian before using this product with any other pesticide or drug.

<b>FIRST AID</b>	
<b>IF SWALLOWED</b>	<ol style="list-style-type: none"> <li>1. Call a poison control center or doctor immediately for treatment advice.</li> <li>2. Have person sip a glass of water if able to swallow.</li> <li>3. Do not induce vomiting unless told to do so by the poison control center or doctor.</li> <li>4. Do not give anything by mouth to an unconscious person.</li> </ol>
<b>IF IN EYES:</b>	<ol style="list-style-type: none"> <li>1. Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li> <li>2. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> <li>3. Call a poison control center or doctor for treatment advice.</li> </ol>
<p><b>[HOT LINE NUMBER]</b>            [You may contact 1-602-285-1660 for emergency medical treatment information.]            [In case of emergency or for product information, call (602) 285-1660, Monday-Friday,            7:00 AM - 3:45 PM MST.]</p>	
<p>Have the product container or label with you when calling a Poison Control Center or doctor, or going for treatment.</p>	

**Adverse Reactions:** Some animals may be sensitive to ingredients in this product. Reactions in dogs may include skin sensitivity. Dogs may show lethargy, increased pruritus (itchiness), erythema (redness), rash and hair discoloration or hair loss at the application site. Observe the dog following treatment. Sensitivity may occur after using ANY pesticide product on pets. If signs of sensitivity occur bathe your dog with a mild, non-insecticidal shampoo and rinse with large amounts of water. If signs continue, consult a veterinarian immediately.

#### 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.



DIRECTIONS FOR USE

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

DO NOT USE ON CATS or animals other than dogs. May be toxic and potentially fatal if applied to or ingested by cats. Do not get this product in your dog's eyes or mouth. Repeat applications may be made if necessary, but do not apply more often than once every 3 weeks, except to reapply after shampooing the dog.

HOW TO APPLY:

1. Remove product tube from package.
2. Holding tube with notched end pointing up and away from face and body, snap or cut off narrow end at notches.
3. Invert tube over dog and use open end to part dog's hair.
4. Squeeze tube firmly to apply all of the solution to the dog's skin.

[For Dogs Weighing 15 lbs and Under (1.0 ml applicator tubes)]

5. Apply one tube (1.0 ml) as a spot or stripe to the dog's back between the shoulder blades.]

[For Dogs Weighing Between 15 and 33 lbs (1.5 ml applicator tubes)]

5. Apply one tube (1.5 ml) as a spot or stripe to the dog's back between the shoulder blades.]

[For Dogs Weighing Between 33 and 66 lbs (1.5 ml applicator tubes)]

5. Apply one tube (1.5 ml) as a spot or stripe to the dog's back between the shoulder blades and apply a second tube (1.5 ml) as a spot or stripe to the dog's back directly in front of the base of the tail.

OR

[(3.0 ml applicator tubes)]

Apply the entire tube (3.0 ml) as a continuous stripe on the dog's back starting between the shoulder blades and ending directly in front of the base of the tail or apply approximately half of the tube (1.5 ml) as a spot or stripe to the dog's back between the shoulder blades and apply the rest of the tube's contents (1.5 ml) as a spot or stripe to the dog's back directly in front of the base of the tail.

**[For Dogs Weighing 66 lbs and Over (1.5 ml applicator tubes)]**

5. Apply one tube (1.5 ml) as a stripe to the dog's back between the shoulder blades and apply a second tube (1.5 ml) continuing the stripe down the center of the dog's back and apply a third tube (1.5 ml) to the dog's back directly in front of the base of the tail.]

OR

[(4.5 ml applicator tube)]

5. Apply the entire tube (4.5 ml) as a continuous stripe on the dog's back starting between the shoulder blades and ending directly in front of the base of the tail or apply approximately half of the tube (2.25 ml) as a spot or stripe to the dog's back between the shoulder blades and apply the rest of the tube's contents (2.25 ml) as a spot or stripe to the dog's back directly in front of the base of the tail.

**STORAGE AND DISPOSAL**

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

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

Disposal: If empty: Do not reuse this container. Place in trash or offer for recycling if available.

If partly filled: Call your local solid waste agency or 1-800-CLEANUP for disposal instructions. Never place unused product down any indoor or outdoor drain.

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 [4 months][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.

OR

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 [4 months][123 days]. FARNAM PURGE PLUS INSECTICIDE kills and repels Deer Ticks (carrier of Lyme Disease), Brown Dog Ticks, and American Dog Ticks for up to

[3 to 4 weeks][4 weeks]. FARNAM PURGE PLUS INSECTICIDE also kills and repels mosquitoes and protects against blood feeding by mosquitoes (carrier of heartworm) for up to 4 weeks.

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.



OPTIONAL LANGUAGE:

HOW TO APPLY:

[FOR SARAN TUBES IN BLISTER CARD:] Remove product tube from package. Holding tube with notched end pointing up and away from face and body, snap or cut off narrow end at notches. Invert tube over dog and use open end to part dog's hair. Squeeze tube firmly to apply all of the solution to the dog's skin. Wrap tube and put in trash.

OR

[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.]

OR

[FOR FLAT CARD UNIT DOSE PACKAGING:] [[For push pin type applicator] Remove one product tube from card. With cap end pointed up and away from face and body, depress cap to pierce tube end. Carefully remove cap, invert tube over dog, and with tube in close to dog's skin, squeeze tube to apply product. Wrap empty tube and put in trash.]

OR

[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.]

OR

[FOR BLISTER CARD WITH TRI-LAYER TUBES:] [Remove product tube(s) from package. Fold along perforation between tubes and tear off one (or more) tube(s). [Return unused tubes to package.] Holding tube with notched end pointing up and away from face and body, snap off [or cut] narrow end at notches. Invert tube over dog and use open end to part dog's hair. Squeeze tube firmly to apply all of the solution to the dog's skin.]



[\*\* FOR MULTI-DOSE PACKAGING: Withdraw 1.0 ml (1.5 ml)(3.0 ml)(4.5 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 1.0 ml (1.5 ml)(3.0 ml)(4.5 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 as indicated for dog's size.]

[\*\* FOR SALE TO VETERINARIANS ONLY]



TUBE LABEL (folding card and flat card packaging designs)  
FARNAM PURGE PLUS INSECTICIDE



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

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

EPA Reg. No. 270-278

TAB LABEL (folding card and tabbed card packaging designs)

FARNAM PURGE PLUS INSECTICIDE



ACTIVE INGREDIENTS

Permethrin (CAS #52645-53-1) .....	45.0%
Pyriproxyfen (CAS #95737-68-1) (Nylar®) .....	5.0%

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

EPA Reg. No. 270-278



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 fleas for up to 4 months preventing them from reaching the biting adult stage.

- Nylar - Registered Trademark of McLaughlin Gormley King and Company

PICTURE OF FLEA LIFE CYCLE HERE

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 Spot-On for up to four weeks' adult flea and tick control.
- Step 4 - Maintenance treatments with on-animal sprays and powders.





Farnam Companies, Inc.  
301 W. Osborn Road  
Phoenix, AZ 85013  
602/664-1227

December 14, 2004

George T. LaRocca  
7505C  
USEPA Headquarters  
Ariel Rios Building  
1200 Pennsylvania Avenue, N.W.  
Washington, DC 20460

Re: EPA Reg. No. 270-278

Dear Mr. LaRocca:

I have enclosed a notification of an additional marketing claim as well as a word change (as shown in the highlighted copy of the attached label).

Sincerely,

A handwritten signature in cursive script that reads "Cheri Purcell".

Cheri Purcell  
Regulatory Specialist

/clp

Enclosure

