

Mr. Joseph E. Dyer
Farnam Companies, Inc.
301 West Osborn Road
Suite 2000
Phoenix, Arizona 85013

Dear Mr. Dyer:

Subject: Label Amendment
Farnam Purge Insecticide
EPA Registration Number 270-279
Your submission dated June 16, 1997

This amendment referred to above, submitted in connection with registration under FIFRA section 3(c)(7)(a), is acceptable, provided that you:

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

2. Make the labeling changes listed below before you release the product for shipment bearing the amended labeling:

a. Reinstate the statements "Harmful if swallowed or absorbed through the skin. Avoid contact with skin, eyes or clothing." under precautionary statements. A tox category III classification for acute dermal exposure supports the above label language. As indicate in our September 24, 1996 letter this product relied on the acute toxicity data submitted under Ecto Development Corp. product 67505-3.

b. Reinstate the "If On Skin" statement of practical treatment. See above for basis.

c. Reinstate the precaution "Do not use on dogs less than 6 months of age" and delete the 12 week limitation unless you have data to support use on younger animals. If so cite the data. You will also need to submit "Offer to pay compensation for use of data.t Wash Away".

3. Submit two (2) copies of your final printed labeling before you release the product for shipment. Refer to the A-79 enclosure for a further description of final printed labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 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.

Sincerely,

George T. LaRocca
Product Manager (13)
Insecticide-Rodenticide Branch
Registration Division (7505C)

Enclosure

spot-on label (full)
version of: 06/12/97

full label - FRONT PANEL

FARNAM PURGE INSECTICIDE

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

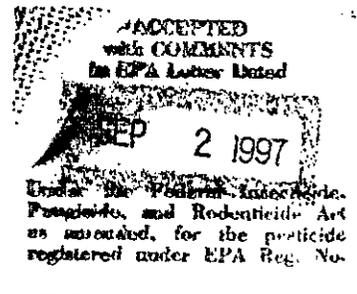
- KILLS & REPELS FLEAS UP TO 3 TO 4 WEEKS!
- KILLS AND REPELS MOSQUITOES!
- PROTECTS AGAINST BLOOD FEEDING BY MOSQUITOES (vector of HEARTWORM) UP TO 4 WEEKS!
- KILLS & REPELS TICKS FOR UP TO 4 WEEKS!
- KILLS & REPELS DEER TICKS (vector of LYME DISEASE) FOR UP TO 4 WEEKS!
- KILLS & REPELS BROWN DOG TICKS (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%
INERT INGREDIENTS.....	55.0%
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

KEEP OUT OF THE REACH OF CHILDREN
CAUTION
DO NOT USE ON CATS
SEE BACK PANEL FOR ADDITIONAL
PRECAUTIONARY STATEMENTS



Net Contents: Two 1.5mL Applicators
EPA Reg. No.: 270-279

EPA Est. No.:

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

IN CASE OF EMERGENCY CALL: 602-285-1660

(lot number statements as needed)

Mfg. & Printed in U.S.A.

(label revision number)

(product; number)

489

spot-on label (full)
version of: 06/12/97

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

FARNAM PURGE 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 recently treated dogs may be at risk of toxic exposure. Certain medications can interact with pesticides. It is advisable to consult a veterinarian before using this product with any other pesticide or drug.

FIRST AID

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 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. 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.

PHYSICAL OR CHEMICAL HAZARDS

DO NOT USE OR STORE NEAR HEAT OR OPEN FLAMES

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: 06/12/97

599
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FARNAM PURGE INSECTICIDE

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. 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.

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

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

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 tab 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: 06/12/97

699
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FARNAM PURGE INSECTICIDE

FARNAM PURGE INSECTICIDE is an effective and easy to use product. FARNAM PURGE INSECTICIDE has demonstrated greater than 92% control of fleas within one day of application. As with all flea and tick control products, FARNAM PURGE 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: 06/12/97

799
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TUBE LABEL (folding card and flat card packaging designs)

FARNAM PURGE INSECTICIDE

PERMETHRIN 45% W/W

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

EPA Reg. No. 270-279

spot-on tab label
version of: 06/12/97

8 9 9

TAB LABEL (folding card and tabbed card packaging designs)

FARNAM PURGE INSECTICIDE

ACTIVE INGREDIENTS

Permethrin: (3-phenoxyphenyl) methyl(±)-cis, trans-3-(2,2-dichloroethenyl)-
2,2-dimethylcyclopropanecarboxylate* 45.0%

* 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. 270-279

999

spot-on outer box label
version of 06/12/97

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

FARNAM PURGE INSECTICIDE

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 Farnam Purge Insecticide for up to four weeks adult flea, tick and mosquito control
- Step 4 - Maintenance treatments with on-animal sprays and powders