



U.S. ENVIRONMENTAL PROTECTION AGENCY
 Office of Pesticide Programs
 Registration Division (7505C)
 1200 Pennsylvania Ave., N.W.
 Washington, D.C. 20460

EPA Reg. Number:

773-95

Date of Issuance:

JUL 20 2011

NOTICE OF PESTICIDE:

- Registration
- Reregistration

(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Activyl Tick Plus

Name and Address of Registrant (include ZIP Code):

Intervet Inc.
 566 Morris Avenue
 Summit, New Jersey 07901

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 section 3(c)(7)(A) provided that you:

1. Submit and/or cite all data required for registration/reregistration of your product when the Agency requires all registrants of similar products to submit such data.
2. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, "EPA Reg. No. 773-95."
 - On page 7, revise the optional pesticide claim to read "Controls and prevents flea and tick infestations on dogs (and/or) (puppies) for (four)(4)(weeks)(one)(1)(month). Do not apply more than once a month."

Signature of Approving Official:

John Hebert, Product Manager 07
 Insecticide/Rodenticide Branch, Registration Division (7505P)

Date:

JUL 20 2011

- On page 11, under "Alternate text" revise the sentence that reads "The following has been developed as a tool to help you keep track of every dose" to read "The following has been developed as a tool to help you keep track of every application."
3. Submit Storage stability (830.6317) and corrosion characteristics (830.6320) data within 18 months from the date of this registration notice.
 4. Submit one copy of the revised final printed label for the record before you release the product for shipment.

Other Conditions:

This registration is time-limited and expires two years from the date this product is first released for shipment.

- A. You must provide the Agency with a projected release for shipment date within 30 days of the date of this Notice of Registration. The Agency will calculate the expiration date based on the projected release for shipment date until an actual release for shipment date is provided in writing.
- B. Consider limiting the formulations of each product to one basic confidential statement of formula. The Agency may require this in the future. It is possible that no additional alternate formulations or minor formulation amendments will be approved for this product in the future.
- C. You must submit quarterly enhanced incident reports and quarterly sales information in doses sold for this product for the quarter that begins on *October 1, 2011*.

The quarterly reports are due two months after each quarter ends. Please flag any Confidential Business Information as such. Enhanced incident reporting should be submitted to the Product Manager. Quarterly sales information should be submitted to the Registration Division (7504P), Immediate Office (attn: Ms. Kimberly Nesci).

The following is a list of information that must be included in the quarterly reports for each incident:

- EPA Registration Number
- Product name (brand name)
- Lot #
- Where purchased: internet, store, veterinarian
- Active Ingredient(s)
- Weight range for product

- Date on which incident occurred. (mm/dd/yyyy)
- State in which the incident occurred. (standard 2 letter abbreviation)
- Registrant case #

Species: dog, cat, other (specify)
 Breed: (as reported by pet owner)
 Age: months or years
 Sex: M, F, or neutered
 Weight: pounds

Primary Route of Exposure: dermal, oral, other animal, inhalation, other
 Body System: neurological, dermatological, GI, respiratory, ocular, other
 Major signs noted with separate column for each sign, using standard terminology
 Time to Onset: (hours, days)
 Treated by veterinarian: yes or no
 First time product used: yes or no
 Misuse: use on incorrect species, overdose, too frequent dosing, other (describe)
 Any known precondition
 EPA Severity Code: death, major, moderate, minor
 Outcome: died, recovered, still treated, unknown

D. Along with the enhanced incident reporting, you must submit an analysis of the incidents seen, to include the following details:

- All incidents should be reported including all minor dermal and ocular irritation reports.
- Summary table for cats showing number of incidents of each severity code for each route of exposure. Each incident should only be reported once. If one incident has several routes of exposure, the order should be ocular > oral > dermal. In other words, an incident with both oral and dermal exposure would be reported as oral exposure, and an incident with both ocular and oral exposure would be reported as ocular exposure.
- A similar summary table for dogs (misuse or secondary exposure) showing number of incidents of each severity code for each route of exposure.
- Summary table for dogs and table for cats showing number of incidents that are believed due to secondary exposure (e.g., multi-pet households).
- A summary table for cats showing number of incidents for each severity code for these age ranges: <3 months, 3-6 months, 6-9 months, 9-12 months, 1 yr, 2 yr, 3 yr, 4 yr, 5 yr, 6 yr, 7 yr, 8 yr, 9 yr, 10 yr, 11 yr, 12 yr, 13 yr, 14 yr, 15 yr, >15 yr.
- A summary table showing the number of cat incidents for each severity code for each pet weight range on the product label (if applicable).
- A summary table for cat weight showing number of incidents for each product weight range. This table should show number of incidents in cats weighing less than that product weight range, number of incidents in cats in lower half of weight range, number of incidents in cats in upper half of weight range, and cats weighing more than the product weight range (if applicable).
- Table showing number of incidents for each cat breed, where provided.
- Table showing number of incidents in cats for each clinical sign.
- Table showing number of incidents in cats for each organ system.
 - Report aggregate incidents, but do not combine moderate and minor incidents.

If the Agency determines that future mitigation measures are necessary for all pet spot-on products, you will be informed, and be expected to comply. If mitigation measures are necessary, the Agency may take appropriate regulatory actions.

Please note that, should you wish to add/retain a reference to the company's website on your label, the website then becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

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. If you have any questions, please contact Autumn Metzger at 703-305-5314 or metzger.autumn@epa.gov.

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

John Hebert
Product Manager 07
Insecticide-Rodenticide Branch
Registration Division (7505P)

Enclosure

“Master Label for ACTIVYL® Tick Plus”:

This master label includes text for different size packages and application rates specific to pet’s age and body weight.

FRONT PANEL

Activyl® Tick Plus

For Dogs and Puppies

CAT WARNING ICON
Format – same size as marketing icons
Yellow background with black text

Alternate Brand Names:

- Activyl® Tick Plus Spot-On
- Activyl® Tick Plus for Dogs or Puppies
- Activyl® Tick Plus Spot-On for Dogs and Puppies
- Activyl® Tick Plus Spot-On for Dogs or Puppies

Once-A-Month Topical Flea and Tick (Spot-On)(Treatment)(Prevention)(Control) for (dogs)(and)(puppies) 8 weeks and older and

- over (>)(greater than) 11 lb (pounds) and (up to) (less than or equal to) 22 lb (pounds) ONLY
- over (>)(greater than) 22 lb (pounds) and (up to) (less than or equal to) 44 lb (pounds) ONLY
- over(>)(greater than) 44 lb (pounds) and (up to)(less than or equal to) 88 lb (pounds) ONLY
- over(>)(greater than) 88 lb (pounds) and (up to)(less than or equal to) 132 lb (pounds) ONLY
- over(>)(greater than) 132 lb (pounds) ONLY

Active Ingredients:

- Indoxacarb:
(S)-methyl 7-chloro-2,5-dihydro-2-[[[(methoxycarbonyl)[4-trifluoromethoxy]phenyl]amino]-carbonyl]indeno[1,2-e][1,3,4]oxadiazine-4a(3H)-carboxylate.....13.01%
- Permethrin*:
3-(phenoxybenzyl)-methyl-(±) cis, trans-3-(2,2-dichloroethyl)-2,2-Dimethylcyclopropanecarboxylate.....42.50%

Other Ingredients:.....44.49%
Total 100.00%

*cis/trans ratio Min. 35%(±) cis and Max. 65%(±)trans

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

SEE BACK PANEL FOR FIRST AID AND ADDITIONAL PRECAUTIONARY STATEMENTS

**ACCEPTED
With COMMENTS
In EPA Letter Dated:
JUL 20 2011
Under the Federal Insecticide, Fungicide
and Rodenticide Act, As amended, for the
pesticide Registered under EPA Reg. No:**

() Bracket text allows for alternative presentations of the same claim.

773-95

BACK PANEL

CAT WARNING ICON

Permethrin-, cyphenothrin- and phenothrin-containing products:

DO NOT USE ON CATS - MAY BE FATAL
Keep cats away from treated dogs for 24 hours. If applied or ingested, contact your veterinarian immediately.

Format – same size as marketing icons
Yellow background with black text

DIRECTIONS FOR USE

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

TO PREVENT HARM TO YOU AND YOUR PET, READ ENTIRE LABEL AND DIRECTIONS BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY.

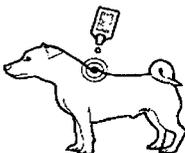
(HOW TO APPLY) Open one foil pouch and remove applicator (tube).



3. Graphics for specific dog sizes represented below – 1 graphic per package size



For dogs over 11 lb up to 22 lb ONLY
(For dogs more than 5.0 kg up to 10 kg)
(0.02 fl.oz.(0.5 mL) size only)



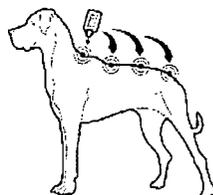
For dogs over 22 lb up to 44 lb ONLY
(For dogs over 10 kg up to 20 kg)
(0.03 fl.oz.(1.0 mL) size only)



For dogs over 44 lb up to 88 lb ONLY
(For dogs over 20 to 40 kg)
(0.07 fl.oz (2.0 mL) size only)



For dogs over 88 lb up to 132 lb ONLY
(For dogs over 40 kg up to 60 kg)
(0.14 fl.oz (4.0 mL) size only)



For dogs over 132 lb ONLY
(For dogs over 60 kg)
(0.20 fl.oz. (6.0 mL) size only)

() Bracket text allows for alternative presentations of the same claim.

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Step 1. Hold applicator (tube) in upright position away from your face and snap tip open by bending it and folding it back on itself.

Step 2. The dog should be standing for easy application. Part the hair and place applicator (tube) tip against the skin between shoulder blades.

Step 3. Squeeze applicator firmly applying entire contents directly to skin. Do not allow runoff.

Use one (1) applicator (tube) per treatment. Reapply every 30 days or as recommended by your veterinarian. When application is complete, follow Pesticide Disposal under Storage and Disposal section below.

(ALTERNATE Step 3 Directions for larger dogs:

Step 3. Apply entire contents of tube evenly to (two)(or)(three)(or)(four) spots on the back from between the shoulder blades to the base of the tail. At each spot, part the hair until skin is visible. Place the tip of the applicator (tube) on the skin and gently squeeze a portion of the solution on the skin. Do not apply an excessive amount of solution at any one spot. Do not allow runoff.)

RESTRICTIONS

- DO NOT USE ON DOGS 11 LB OR LESS (FOR SMALL PACKAGE SIZE).
- DO NOT USE ON CATS or OTHER ANIMALS.
- DO NOT ALLOW CHILDREN TO APPLY PRODUCT.
- DO NOT APPLY MORE THAN ONCE PER MONTH.
- DO NOT ALLOW CONTACT WITH TREATED AREAS (APPLICATION SITES) UNTIL DRY.

FIRST AID	
If in Eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a poison control center or doctor for treatment advice.
If On Skin	<ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15-20 minutes.• Call a poison control center or doctor for treatment advice.
If Swallowed	<ul style="list-style-type: none">• Call a poison control center or doctor immediately for treatment advice.• Have person sip a glass of water if able to swallow.• Do not induce vomiting unless told to by a poison control center or doctor.• Do not give anything to an unconscious person.
HOT LINE NUMBER	
Have the product container or label with you when calling a poison control center or doctor or going for treatment. You may also contact the Rocky Mountain Poison Center at 1-303-595-4869 for emergency medical treatment information.	

() Bracket text allows for alternative presentations of the same claim.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS

CAUTION. Causes moderate eye irritation. Harmful if swallowed. Harmful if absorbed through skin. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

HAZARDS TO DOMESTIC ANIMALS

For external use on dogs and puppies only. Do not use on puppies under 8 weeks of age. Consult a veterinarian before using this product on debilitated, aged, and medicated animals. Do not use on pregnant or nursing animals. Individual sensitivities, while rare, may occur after using any pesticide product. If signs of sensitivity occur bathe your pet with mild soap and rinse with large amounts of water. If signs continue, consult a veterinarian immediately. Certain medications can interact with pesticides. Consult a veterinarian before using on medicated animals.

DO NOT USE ON CATS. May be toxic or potentially fatal if applied to or ingested by cats. Accidental application to cats and/or grooming a recently treated dog may result in tremors and/or uncoordinated muscle movements. If this occurs, immediate veterinary care should be provided. Cats which actively groom or engage in close physical contact with recently treated dogs may be at risk of serious harmful effect.

PHYSICAL OR CHEMICAL HAZARDS

Flammable. Keep away from heat and open flame.

STORAGE AND DISPOSAL

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

Pesticide Storage: Store in a cool, dry place inaccessible to children and pets.

Pesticide Disposal: 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.

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

EPA Reg. No. 773-OL
EPA Est. No. 6175-LA-1

Net Contents: X applicator(s), each 0.02 fl.oz. (0.5 mL) {Total X fl.oz (X ml)}
X applicator(s), each 0.03 fl.oz. (1.0 mL) {Total X fl.oz (X ml)}
X applicator(s), each 0.07 fl.oz. (2.0 mL) {Total X fl.oz (X ml)}
X applicator(s), each 0.14 fl.oz. (4.0 mL) {Total X fl.oz (X ml)}
X applicator(s), each 0.20 fl.oz. (6.0 mL) {Total X fl.oz (X ml)}

Made in the USA

Intervet Inc. Summit, NJ
Copyright XXXX, All rights reserved. xxxxxxxx Rev. xx/xxxx

(Volume varies with size of animal for which package is intended and number of applicators per package. Product may be packaged in 1, 3, 4, 6, or 12 applicators per package. Total volume will correspond to number of applicators)

() Bracket text allows for alternative presentations of the same claim.

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APPLICATOR/BLISTER LABELING

Activyl® Tick Plus

Cat Warning Icon or DO NOT USE ON CATS

For Dogs (and)
For Puppies 8 weeks and older (and)
For Dogs (and) (or) Puppies 8 weeks and older (and)

- over (>)(greater than) 11 lb (pounds) and (up to) (less than or equal to) 22 lb (pounds) ONLY
- over (>)(greater than) 22 lb (pounds) and (up to) (less than or equal to) 44 lb (pounds) ONLY
- over(>)(greater than) 44 lb (pounds) and (up to)(less than or equal to) 88 lb (pounds) ONLY
- over(>)(greater than) 88 lb (pounds) and (up to)(less than or equal to) 132 lb (pounds) ONLY
- over(>)(greater than) 132 lb (pounds) ONLY

Indoxacarb.....	13.01%
Permethrin.....	42.50%

**KEEP OUT OF REACH OF CHILDREN
CAUTION
READ ENTIRE LABEL BEFORE USE**

- 0.02 fl.oz. (0.5 mL) or
- 0.03 fl.oz. (1.0 mL) or
- 0.07 fl.oz. (2.0 mL) or
- 0.14 fl.oz. (4.0 mL) or
- 0.20 fl.oz. (6.0 mL)

EPA Reg. No. 773-OL
EPA Est. No. 6175-LA-1

Intervet Inc.

Lot No:

() Bracket text allows for alternative presentations of the same claim.

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FOIL POUCH LABELING

DO NOT REMOVE APPLICATOR (TUBE) UNTIL READY TO USE

Activyl® Tick Plus

Cat Warning Icon

For Dogs (and)
For Puppies 8 weeks and older (and)
For Dogs (and) (or) Puppies 8 weeks and older (and)

over (>)(greater than) 11 lb (pounds) and (up to) (less than or equal to) 22 lb (pounds) ONLY

over (>)(greater than) 22 lb (pounds) and (up to) (less than or equal to) 44 lb (pounds) ONLY

over(>)(greater than) 44 lb (pounds) and (up to)(less than or equal to) 88 lb (pounds) ONLY

over(>)(greater than) 88 lb (pounds) and (up to)(less than or equal to) 132 lb (pounds) ONLY

over(>)(greater than) 132 lb (pounds) ONLY

Indoxacarb.....13.01%
Permethrin.....42.50%

KEEP OUT OF REACH OF CHILDREN
CAUTION
READ ENTIRE LABEL BEFORE USE

0.02 fl.oz. (0.5 mL) or
0.03 fl.oz. (1.0 mL) or
0.07 fl.oz. (2.0 mL) or
0.14 fl.oz. (4.0 mL) or
0.20 fl.oz. (6.0 mL)

EPA Reg. No. 773-OL
EPA Est. No. 6175-LA-1

Intervet Inc.

Lot No:

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OPTIONAL PESTICIDE CLAIMS – FRONT, BACK and/or SIDE PANELS

1. Kills fleas that may cause bartonellosis or transmit tapeworm.
2. Kills fleas that may cause (flea allergy dermatitis) (FAD).
3. Kills fleas that may cause flea allergy dermatitis, bartonellosis or transmit tapeworm.
4. (Activyl® Tick Plus) (alternate brand name) provides control of vectors which may transmit disease.
5. (Activyl® Tick Plus) (alternate brand name) kills fleas that (may cause anemia) (may transmit tapeworms).
6. The successive feeding activity of fleas on dogs may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of dogs with (Activyl® Tick Plus) (alternate brand name) kills fleas.
7. For the (prevention)(and)(treatment) of flea and tick infestations on (dogs)(and)(puppies) 8 weeks and older for (four)(4)(weeks) (one)(1)(month).
8. Once monthly application is recommended. Do not apply more than once a month.
9. Prevents and controls re-infestations. Pesticidal. Excellent flea mortality.
10. Controls and prevents flea and tick infestations year round (with monthly applications).
11. (Prevents) (and) (protects) against (re-)infestation (of fleas and ticks) for (four)(4)(weeks).
12. (Prevents) (and) (protects) against (re-)infestation (of fleas and ticks) for (one)(1)(month).
13. One treatment prevents (flea) (and) (tick) (infestations) (on)((dogs)(and)(puppies) 8 weeks and older for (four)(4)(weeks) for (one)(1)(month).
14. Protects (your dog) (and/or) (puppy) 8 weeks and older from (fleas) (and) (ticks) for (four)(4)(weeks) (one)(1)(month).
15. Provides ongoing protection against fleas and ticks for (four)(4)(weeks) (one)(1)(month).
16. Monthly treatment recommended for optimal (control)(and)(prevention)(of fleas and ticks) (on your) (dog)(and)(puppy) 8 weeks and older.
17. Effective monthly (control) (prevention)(and)(treatment) of (fleas) (and)(tick) (on) (dogs)(and)(puppies) 8 weeks and older.
18. Kills ticks and fleas for (four)(4)(weeks) (one)(1)(month)
19. (Flea) (and) (tick) (control) (prevention)(and)(treatment) formulated for (dogs)(and)(puppies) 8 weeks and older
20. (Controls)(Treatment against)(Protects against) (by) fleas and ticks.

() Bracket text allows for alternative presentations of the same claim.

21. Monthly treatments are recommended for optimal (control) (and) (prevention) of (flea)(and)(tick) (infestations). Do not apply more than once a month.
22. Killing fleas and ticks is important in the prevention of disease transmission by these insects and the parasites (vectors) they may carry
23. After application, spreads over the dog's body to provide (full body) (allover) protection against fleas and ticks
24. Contains permethrin, an effective insecticide/acaricide that provides efficacy against ticks
25. Kills ticks that may transmit Lyme disease, Rocky Mountain spotted fever, babesiosis, ehrlichiosis and bartonellosis.
26. Kills ticks that including those that may (cause) (transmit) Lyme disease, Rocky Mountain spotted fever, babesiosis, ehrlichiosis, anaplasmosis, tularemia and Southern tick-associated rash illness (STARI).
27. Kills Brown Dog ticks (*Rhipicephalus sanguineus*) (that may transmit ehrlichiosis, Rocky Mountain spotted fever and babesiosis) American dog ticks (*Dermacentor variabilis*) (that may transmit Rocky Mountain spotted fever), Deer ticks (*Ixodes scapularis*) (that may transmit Lyme disease) and Lone Star ticks (*Amblyomma americanum*) (that may transmit ehrlichiosis, rickettsiosis - Rocky Mountain spotted fever and Southern tick-associated rash illness (STARI) and tularemia (for one month)
28. Kills ticks that may transmit (Lyme Disease) (babesiosis) (ehrlichiosis) (Rocky Mountain spotted fever) (anaplasmosis).
29. Kills ticks that may cause tick paralysis.
30. (Fleas)(and)(Ticks) can be a year-round problem!
31. (Activyl® Tick Plus) can be used year-round.
32. Monthly use breaks flea life cycle
33. Provides relief from biting fleas
34. Stops flea feeding, followed (closely) by paralysis and death.
35. (Activyl® Tick Plus)(Alternate brand name)(This product) Remains effective against fleas and ticks even after (swimming) (water immersion), (or) (exposure to rain) (or) (sunlight).
36. (Activyl® Tick Plus)(Alternate brand name)(This product) remains efficacious following (swimming) (and) (or) (exposure to rain) (or) (sunlight).
37. For optimum treatment (control) and prevention of flea and tick infestations, year round treatment is recommended.
38. (Prevents)(annoying)(bothersome)(nuisance) (blood-feeding) (by)(biting fleas)(by) (killing)(and) (biting fleas) for (up to)(four)(4)(weeks)(one)(1)(month). Prevents flea larval development.
39. Larval flea stages in (the pet's) (your dog's) surroundings are killed following contact with (Activyl® Tick Plus)(Alternate brand name) treated pets.

() Bracket text allows for alternative presentations of the same claim.

ALTERNATE MARKETING TEXT

1. (Activyl® Tick Plus)(Alternate brand name)(This product) is highly effective in killing fleas for four weeks. After ingestion, enzymes of susceptible insects metabolize indoxacarb into its paralyzing and lethal metabolite. This process is known as bioactivation. The product is convenient and easy to apply.
2. Intended to be sold by veterinarians.
3. Intended to be dispensed (and)(or) sold through (by) licensed veterinarians and to their clients for pets under a direct vet-client-patient relationship.
4. Product availability intended through licensed veterinarians.
5. Indoxacarb (an active)(in Activyl® Tick Plus)(in brand name)(in this product) blocks the channels that regulate the flow of sodium through the insect's nervous system.
6. Through the metabolic activation process (bioactivation), the insect's enzymes remove the carbomethoxy group, converting indoxacarb (an active in) (Activyl® Tick Plus) (brand name) to the more insecticidally active compound.
7. Indoxacarb is an active ingredient from the oxadiazine chemical class.
8. (Activyl® Tick Plus)(Alternate brand name)(This product)(It) may also be used to (control)(prevent) infestation on flea-free (dogs)(and)(or)(puppies 8 weeks and older) taken into a flea-contaminated environment.
9. (Indoxacarb is a) voltage-dependent sodium channel blocker.
10. Permethrin is a synthetic pyrethroid.
11. Permethrin is a voltage-dependent sodium channel blocker.
12. Permethrin is an adulticide
13. (Reapplication at monthly intervals) (Monthly reapplications) may be appropriate depending upon (the level of flea challenge) (and) (animal sensitivities)(i.e., flea allergy dermatitis).
14. X (applicators)(monthly doses) (applications)(treatments)
15. (Long Lasting) (Effective) (Protection) for 1 month (30 days) (Specifically) formulated for dogs (and)(puppies 8 weeks and older)
16. (Convenient)(Easy)(to apply)(to use) (spot-on) (topical) (application)(treatment).
17. Fragrance free
18. No noticeable odor

() Bracket text allows for alternative presentations of the same claim.

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19. Questions (or)(comments) call (1-800-Tel. Number)(or)(Tel. No.)
 20. For more information call (1-800- Tel. Number)(or Tel. No.)For emergencies call (1-800- Tel. Number)(or)(Tel. No.)
 21. If you have any questions, call Merck Animal Health Technical Services at (1-800- Tel. Number)(or)(Tel. No.)
 22. New (**for first 6-months only from date of registration – refers to product only**)
 23. Shampooing decreases efficacy.
 24. Flea and tick control for today's ectoparasite challenges.
 25. (Manufacturer) (Satisfaction) Guaranteed

() Bracket text allows for alternative presentations of the same claim.

NEXT DOSE STICKERS/ TREATMENT REMINDER (prototype)

CAT WARNING ICON
Format – same size as marketing icons
Yellow background with black text

Use these handy stickers to help remember when your pet’s next application is due. When you use the last tube in this package, call your veterinarian immediately to order more (product) (Activyl® Tick Plus)(alternate brand name).

Attach these (stickers)(reminders) to your (wall)(desk) calendar (daily planner) on the days of the first application, and on the same date for each of the remaining months.

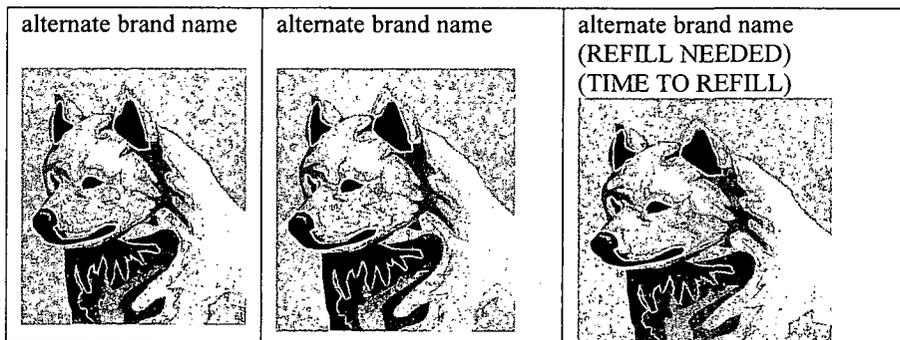
Alternate text

It may be hard to remember when your (dog’s) (and/or) (puppy’s) 8 weeks and older next application is due. The following has been developed as a tool to help you keep track of every dose. When you use the last tube in this package, call your veterinarian immediately to order more (product) (Activyl® Tick Plus)(alternate brand name).

Attach these (stickers)(reminders) to your (wall)(desk) calendar (daily planner) on the days of the first application, and on the same date for each of the remaining months.

STICKER PROTOTYPE:

Picture of dog may vary. Up to 12 sticker count consistent with package



CARD Prototype:

PET’S NAME
PRODUCT: (preprinted alternate brand name)
DATE OF 1st APPLICATION:
DATE OF 2nd APPLICATION:
DATE OF 3rd APPLICATION

() Bracket text allows for alternative presentations of the same claim.