



**OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION**

WASHINGTON, D.C. 20460

October 20, 2025

**SENT BY EMAIL**

Eric Smith  
ssavona@pbigordon.com  
PBI/GORDON CORPORATION

Subject: Labeling Notification per Pesticide Registration Notice (PRN) 98-10 - Adding optional marketing statement listing application species in a different format  
Product Name: GORDON'S PERMETHRIN-10 LIVESTOCK AND PREMISE SPRAY  
Admin Number: 2217-853  
EPA Receipt Date: 09/10/2025  
Action Case Number: 00667397

Dear Eric Smith:

The U.S. Environmental Protection Agency is in receipt of your application for notification under Pesticide Registration Notice 98-10 for the above referenced product. The EPA has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The labeling submitted with this application has been stamped "Notification" and will be placed in our records.

Should you wish to add/retain a reference to your company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide, Fungicide, and Rodenticide Act and is subject to review by the EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the 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 EPA find or if it is brought to our attention that a website contains statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

If you have questions, please contact Autumn Metzger via email at [metzger.autumn@epa.gov](mailto:metzger.autumn@epa.gov).

Sincerely,

Elizabeth Ferich, PM 4 IVB1, RD  
Office of Pesticide Programs

## NOTIFICATION

2217-853

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

10/20/2025

PERMETHRIN

GROUP

3A

INSECTICIDE

# GORDON'S® PERMETHRIN 10 LIVESTOCK AND PREMISE SPRAY

## EPA Reg. No. 2217-853

**DO NOT USE ON CATS**

### ACTIVE INGREDIENT:

Permethrin ..... 10.0%

INERT INGREDIENTS: ..... 90.0%

TOTAL ..... 100.00%

Cis/trans ratio: Max. 65% (+/-) trans and min. 35% (+/-) cis.  
Contains petroleum distillates

**KEEP OUT OF REACH OF CHILDREN**

## WARNING

**STOP! READ THE ENTIRE LABEL FIRST. OBSERVE ALL PRECAUTIONS AND FOLLOW DIRECTIONS CAREFULLY.**

See [attached booklet] [inside pages][next panel][back panel] for additional Precautionary Statements and First Aid. [OR] See [attached booklet] [inside pages][next panel][back panel] for complete Precautionary Statements and Directions for Use (including First Aid and Storage and Disposal).

**Net Contents:** \_\_\_\_

**EPA Est. No.** \_\_\_\_

**Company Name and Address:**

PBI/Gordon Corporation  
P.O. Box 860350  
Shawnee, KS 66286



# PRECAUTIONARY STATEMENTS

## Hazards to Humans and Domestic Animals

**WARNING:** Causes skin irritation. Do not get on skin or on clothing. Harmful if inhaled. Avoid breathing vapors or spray mists. Causes moderate eye irritation. Avoid contact with eyes. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals.

## Personal Protective Equipment (PPE)

Some materials that are chemical-resistant to this product are barrier laminate, nitrile rubber, neoprene rubber, and Viton.

Applicators using ULV cold foggers or fog/mist generators in indoor spaces must wear:

- Coveralls over long-sleeved shirt and long pants,
- Chemical-resistant gloves made of barrier laminate, nitrile rubber, neoprene rubber or viton,
- Chemical resistant footwear plus socks, and
- Chemical-resistant headgear, if overhead exposure.

All other mixers, loaders, applicators and other handlers must wear:

- Coveralls worn over short-sleeved shirt and short pants,
- Chemical-resistant footwear plus socks,
- Chemical-resistant gloves made of barrier laminate, nitrile rubber, neoprene rubber or viton,
- Chemical-resistant apron for mixers/loaders, persons cleaning equipment, and persons exposed to the concentrate and for handlers performing animal dip applications.

## User Safety Recommendations

- Users should wash hands before eating, drinking, chewing gum, using tobacco, or using the toilet.
- Users should remove clothing/PPE immediately if pesticide gets inside. Then wash thoroughly and put on clean clothing.
- Users should remove PPE immediately after handling this product. Wash the outside of gloves before removing. As soon as possible, wash thoroughly and change into clean clothing.

## User Safety Requirements

Follow manufacturer's instructions for cleaning/maintaining PPE. If no such instructions for washables exist, use detergent and hot water. Keep and wash PPE separately from other laundry. Discard clothing and other absorbent materials that have been drenched (except as required by directions for use) or heavily contaminated with this product's concentrate. Do not reuse them.



**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.

## First Aid

<b>If on skin or on clothing:</b>	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15 - 20 minutes.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>If in eyes:</b>	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>

<b>If inhaled:</b>	<ul style="list-style-type: none"> <li>• Move person to fresh air.</li> <li>• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible.</li> <li>• Call a poison control center or doctor for further treatment advice.</li> </ul>
<b>If swallowed:</b>	<ul style="list-style-type: none"> <li>• Immediately call a poison control center or doctor.</li> <li>• Do not induce vomiting unless told to do so by a poison control center or doctor.</li> <li>• Do not give <b>any</b> liquid to the person.</li> <li>• Do not give anything by mouth to an unconscious person.</li> </ul>
<p>Have the product container or label with you when calling a poison control center or doctor or going for treatment. For additional information in case of emergency, call toll free 1-877-800-5556.</p> <p><b>Note to Physician and Veterinarians:</b> Contains petroleum distillates. Vomiting may cause aspiration pneumonia.</p>	

### Environmental Hazards

This pesticide is extremely toxic to aquatic organisms, including fish and invertebrates. Do not apply directly to water, or to areas where surface water is present or to intertidal areas below the mean water mark. Do not apply when weather conditions favor drift from treated areas. Drift and runoff from treated areas may be hazardous to aquatic organisms in neighboring areas. Do not contaminate water when disposing of equipment wash waters.

This pesticide is highly toxic to bees exposed to direct treatment on blooming crops or weeds. Do not apply this product or allow it to drift to blooming crops or weeds while bees are actively visiting the treatment area.

### Physical Or Chemical Hazards

Combustible. Do not use or store near heat or open flame. Do not use this product in or on electrical equipment due to the possibility of shock hazard.

## DIRECTIONS FOR USE

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

Shake or stir product thoroughly before using or reusing diluted emulsion. To prepare dilutions, the concentrate should first be stirred or agitated well. Add the required amount of concentrate to water and blend thoroughly. Do not hold dilutions for more than 24 hours.

For both indoor and outdoor use. Application of product on pets (dogs) must only be done indoors.

Do not allow spray treatment to contaminate pasture land, crop land, or water supplies. Do not use on crops used for food, forage or pasture.

Do not allow to enter indoor or outdoor drains. *No permita la entrada a desagües internos o externos.*



[Note to reviewer: Pictogram must at least 0.25 in.<sup>2</sup>. unless this size is greater than 10% of the label size]

## 1. Precautions And Restrictions

### For surface spray:

- Except when applying to livestock and dogs, do not enter or allow others to enter treated area until sprays have dried.

### For space spray:

- Except when applying to livestock and dogs, do not enter or allow others to enter until vapors, mists, and aerosols have dispersed, and the treated area has been thoroughly ventilated.

### Application restrictions:

- Except when applying to livestock and dogs, do not apply this product in a way that will contact workers or other persons, either directly or through drift.
- Except when applying to livestock and dogs, only protected handlers may be in the area during application.
- Do not breathe dust, vapors, or spray mist.
- Do not apply when food is present.
- Do not apply directly into sewers or storm drains, or to any area like a drain or gutter where drainage to sewers, storm drains, water bodies, or aquatic habitat can occur. Do not allow the product to enter any drain during or after application.

### When used in dairy barns or facilities:

- Close milk bulk tank lids to prevent contamination from spray and from dead or falling insects. Remove or cover milking utensils before application. Wash teats of animals before milking.
- Not for broadcast use on indoor surfaces.
- Not for use in outdoor residential misting systems.
- Not for use in commercial animal premise automatic misting systems.

### All outdoor applications must be limited to spot or crack-and-crevice treatments only, except for the following permitted uses:

1. Applications to pervious surfaces such as soil, lawn, turf, and other vegetation;
  2. Perimeter band treatments of 7 feet wide or less from the base of a man-made structure to pervious surfaces (e.g., soil, mulch, or lawn);
  3. Applications to underside of eaves, soffits, doors, or windows permanently protected from rainfall by a covering, overhand, awning, or other structure;
  4. Applications around potential exterior pest entry points into man-made structures such as doorways and windows, when limited to a band not to exceed one inch;
  5. Applications vertical surfaces such as (such as the side of a man-made structure), directly above impervious surfaces (e.g., driveways, sidewalks, etc.) up to 2 feet above ground level;
  6. Applications to vertical surfaces directly above pervious surfaces, such as soil, lawn, turf, mulch or other vegetation, only if the pervious surface does not drain into ditches, storm drains, gutters, or surface waters.
- Spot treatments must not exceed two square feet in size (for example, 2ft. by 1ft. or 4 ft. by 0.5 ft.).
  - Treat surfaces to ensure thorough coverage but avoid runoff.
  - Do not apply the product into fish pools, ponds, streams, or lakes.
  - Do not apply directly to impervious horizontal surfaces such as sidewalks, driveways, and patios except as a spot or crack-and-crevice treatment.
  - Do not apply or irrigate to the point of run-off.
  - Do not make applications during rain.
  - Avoid making applications when rainfall is expected before the product has sufficient time to dry (minimum 4 hours). Rainfall within 24 hours after application may cause unintended runoff of pesticide application.
  - To treat insects harbored in voids and crack-and-crevices, applications must be made in such a manner to limit dripping and avoid runoff onto untreated structural surfaces and plants.
  - For soil or foliar applications, do not apply by ground within 25 feet of lakes, reservoirs, rivers, permanent streams, marshes or natural ponds, estuaries and commercial fish farm ponds.
  - Not for use in outdoor residential misting systems.

## 2. Animal Premises -- Surface Spray

**Application sites:** Farm Premises (Barns, Dairies, Loafing Sheds, Milking Parlors, Feed Lots, Stables, Paddocks, Poultry and Livestock Housing).

Application interval: 2 weeks as needed.

Table 1. Directions for Animal Premises -- Surface Spray			
Pests Controlled	Use Directions	Dilutions Rate (parts product to parts water)	Spray Preparation
Horse Flies, Stable Flies, Lesser House Flies and Other Manure Breeding Flies; Fleas; Lice; Mites; Ticks (including Deer Tick).  Aids In Control of Cockroaches, Mosquitoes, Spiders.	<b>Initial clean up of severe insect infestation:</b> Use 1 gallon of spray solution per 750 to 1,000 sq.ft.	1:19	<u>Amount Product per Water Volume</u> 6.7 fl.oz. 1.0 gal 8.0 fl.oz. 1.2 gal 16 fl.oz. (1pt) 2.4 gal 32 fl.oz. (1qt) 4.8 gal 1 gallon 19.0 gal
	<b>Normal infestations:</b> Use 1 gallon of spray solution per 750 to 1,000 sq.ft.	1:100	<u>Amount Product per Water Volume</u> 1.33 fl.oz. 1.0 gal 8.0 fl.oz. 6.25 gal 16 fl.oz. (1pt) 12.5 gal 32 fl.oz. (1qt) 25.0 gal 1 gallon 100.0 gal

## 3. Animal Premises -- Space Spray

**Application sites:** Cattle Barns, Horse Barns, Swine Houses, Kennels, Milking Parlors, Milk Rooms, Dairies, Poultry Houses, Feed Lots, Stables, and Paddocks.

Application interval: Daily as needed.

Table 2. Directions for Animal Premises -- Space Spray			
Pests Controlled	Use Directions	Dilutions Rate (parts product to parts water)	Spray Preparation
Flies, Mosquitoes, Gnats.	<b>Fog or Fine Mist:</b> Direct the spray toward the ceiling and upper corners until the area is filled with mist. Use about 2 fl.oz. per 1,000 sq.ft. of space. Close doors and windows before spraying and keep closed for 10 to 15 minutes. Vacate the treated area and ventilate before reoccupying.	1:19	<u>Amount Product per Water Volume</u> 6.7 fl.oz. 1.0 gal 8.0 fl.oz. 1.2 gal 16 fl.oz. (1pt) 2.4 gal 32 fl.oz. (1qt) 4.8 gal 1 gallon 19.0 gal

## 4. Dairy or Beef Cattle, Horses, Sheep, and Goats

**Table 3. Directions for Dairy or Beef Cattle, Horses, Sheep, and Goats**

<b>Pests Controlled</b>	<b>Use Directions</b>	<b>Dilutions Rate (parts product to parts water)</b>	<b>Spray Preparation</b>
Horn Flies, House Flies, and Mosquitoes	Spray to cover entire animal. Spray lactating dairy cows only after milking is completed. Repeat treatment at 5 to 12 days for small populations or as needed for large populations.	1:100	<u>Amount Product per Water Volume</u> 1.33 fl.oz. 1.0 gal 8.0 fl.oz. 6.25 gal 16 fl.oz. (1pt) 12.5 gal 32 fl.oz. (1qt) 25.0 gal 1 gallon 100.0 gal
Stable Flies, Horse Flies and Deer Flies.	Apply a quart of spray solution per adult animal as a whole body treatment. Repeat treatment daily as needed.	1:100	<u>Amount Product per Water Volume</u> 1.33 fl.oz. 1.0 gal 8.0 fl.oz. 6.25 gal 16 fl.oz. (1pt.) 12.5 gal 32 fl.oz. (1qt.) 25.0 gal 1 gallon 100.0 gal
Horn Flies, Face Flies, Stable Flies and Ear Ticks.	For spot treatments with hand-operated sprayers that deliver large droplets. Apply to the face of animal in the morning before release to pasture. Mix in organic oil, mineral oil or vegetable oil or dilute in water. Apply 1/2 fl.oz. of spray solution per ear or 2 to 4 fl.oz. of spray solution on face or 12 to 16 fl.oz. of spray solution along backline. Repeat treatment daily as needed.	1:64	<u>Amount Product per Oil or Water</u> 2.0 fl.oz. 1.0 gal 4.0 fl.oz. 2.0 gal 6.0 fl.oz. 3.0 gal 8.0 fl.oz. 4.0 gal
Horn Flies, Face Flies, Stable Flies and Ear Ticks.	Back rubber or self oiler using organic oil, mineral oil or fuel oil. Recharge backrubber as needed.	1:80	<u>Amount Product per Oil Volume</u> 8.0 fl.oz. 5 gal 16 fl.oz. (1pt) 10 gal 32 fl.oz. (1qt) 20 gal
Sheep keds	Wet all portions of the body by dipping or spraying. Adjust the spray pressure to allow the spray solution to penetrate the wool. Treat at a rate sufficient to wet the animal.	1:100	<u>Amount Product per Water Volume</u> 1.33 fl.oz. 1.0 gal 8.0 fl.oz. 6.25 gal 16 fl.oz. (1pt) 12.5 gal 32 fl.oz. (1qt) 25.0 gal 1 gallon 100.0 gal

## 5. Swine

**Table 4. Directions for Swine**

<b>Pests Controlled</b>	<b>Use Directions</b>	<b>Dilutions Rate (parts product to parts water)</b>	<b>Spray Preparation</b>
Mange Mites	Spray or dip animals. Retreat after 14 days, spraying walls and floor and space bedding to kill late hatching, developing stages. Do not ship swine for slaughter within 5 days of last treatment.	1:400	<u>Amount Product per Water Volume</u> 1.0 fl.oz. 3.1 gal 8.0 fl.oz. 25 gal 16 fl.oz. (1pt) 50 gal 32 fl.oz. (1qt) 100 gal 1 gallon 400 gal
Blow Flies, Flies, Mosquitoes, Hog Lice, Fleas, Ticks, Including Deer Tick.	Spray or dip animals. Apply 1 pint of spray solution per pig, especially around ears. Do not ship swine for slaughter within 5 days of last treatment.	1:400	<u>Amount Product per Water Volume</u> 1.0 fl.oz. 3.1 gal 8.0 fl.oz. 25 gal 16 fl.oz. (1pt) 50 gal 32 fl.oz. (1qt) 100 gal 1 gallon 400 gal



## 6. Poultry

**Table 5. Directions for Poultry**

Pests Controlled	Use Directions	Dilutions Rate (parts product to parts water)	Spray Preparation
Poultry Mites, Northern Fowl Mites, Lice	Use a fine mist to deliver 0.5 fl.oz. of spray solution per bird, or 1 gallon of spray solution per 100 birds. Spray roosts, walls and nests or cages.	<b>1:200</b>	<u>Amount Product per Water Volume</u> 8.0 fl.oz. 12.5 gal 16 fl.oz. (1pt) 25 gal 32 fl.oz. (1qt) 50 gal 1 gallon 200 gal

## 7. Dog Premises -- Surface Spray

**Application sites:** Dog premises: Dog Houses

**Table 6. Directions for Dog Premises -- Surface Spray**

Pests Controlled	Use Directions	Dilutions Rate (parts product to parts water)	Spray Preparation
Fleas, Flies, Ticks, Lice Mange (adult and larvae).	<b>Surface spray:</b> Timing and frequency of applications should be based on pest populations reaching nuisance levels, but accompanying manure removal and sanitation practices should precede sprays. Do not spray feed, food or water. Repeat at 2 week intervals as needed.	<b>1:100</b>	<u>Amount Product per Water Volume</u> 1.33 fl.oz. 1.0 gal 8.0 fl.oz. 6.25 gal 16 fl.oz. (1pt) 12.5 gal 32 fl.oz. (1qt) 25.0 gal 1 gallon 100.0 gal

## 8. Dogs -- Direct Application

**Table 7. Directions for Dogs -- Direct Application**

Pests Controlled	Use Directions	Dilutions Rate (parts product to parts water)	Spray Preparation
Fleas; Ticks, Including Deer Ticks; Lice; Mange	Do not treat puppies less than 12 weeks old. Thoroughly wet the animal by dipping, sponging or spraying. Allow animal to dry without rinsing or toweling. Do not repeat treatment for 7 days. Consult a veterinarian before using this product on debilitated, aged, pregnant, medicated or nursing animals. Sensitivities may occur after using ANY pesticide product for pets. 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.	<b>1:200</b>	<u>Amount Product per Water Volume</u> 0.65 fl. oz. 1.0 gal 1.0 fl. oz. 1.5 gal 8.0 fl.oz. 12.5 gal 16 fl.oz. (1pt) 25 gal 32 fl.oz. (1qt) 50 gal 1 gallon 200 gal

## STORAGE AND DISPOSAL

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

**PESTICIDE STORAGE:** Store upright at room temperature. Avoid exposure to extreme temperatures.



**PESTICIDE DISPOSAL:** Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility. Do not pour or dispose down-the-drain or sewer. Call your local solid waste agency for local disposal options.

**[For Plastic Containers – Nonrefillable with capacities equal to or less than 5 gallons:]**

**CONTAINER HANDLING:** Nonrefillable container. Do not reuse or refill this container.

Triple rinse container (or equivalent) promptly after emptying.

Triple rinse as follows: Empty the remaining contents into application equipment or a mix tank and drain for 10 seconds after the flow begins to drip. Fill the container 1/4 full with water and recap. Shake for 10 seconds. Pour rinsate into application equipment or a mix tank or store rinsate for later use or disposal. Drain for 10 seconds after the flow begins to drip. Repeat this procedure two more times.

Then offer for recycling, if available, or puncture and dispose of in a sanitary landfill, or by incineration, or, if allowed by state and local authorities, by burning. If burned, stay out of smoke.

**[For Plastic Containers – Nonrefillable with capacities greater than 5 gallons:]**

**CONTAINER HANDLING:** Nonrefillable container. Do not reuse or refill this container.

Triple rinse container (or equivalent) promptly after emptying.

Triple rinse as follows: Empty the remaining contents into application equipment or a mix tank. Fill the container 1/4 full with water. Replace and tighten closures. Tip container on its side and roll it back and forth, ensuring at least one complete revolution, for 30 seconds. Stand the container on its end and tip it back and forth several times. Turn the container over onto its other end and tip it back and forth several times. Empty the rinsate into application equipment or a mix tank or store rinsate for later use or disposal. Repeat this procedure two more times.

Then offer for recycling, if available, or puncture and dispose of in a sanitary landfill, or by incineration, or, if allowed by state and local authorities, by burning. If burned, stay out of smoke.

**[For Refillable Containers:]**

**CONTAINER HANDLING:** Refillable container. Refill this container with pesticide only. Do not reuse this container for any other purpose.

Container cleaning: Cleaning the container before final disposal is the responsibility of the person disposing of the container. Cleaning before refilling is the responsibility of the refiller.

To clean the container before final disposal, empty the remaining contents from this container into application equipment or a mix tank. Fill the container about 10 percent full with water. Agitate vigorously or recirculate water with the pump for 2 minutes. Pour or pump rinsate into application equipment or rinsate collection system. Repeat this rinsing procedure two more times.

## **LIMITED WARRANTY AND DISCLAIMER**

The manufacturer warrants only that the chemical composition of this product conforms to the ingredient statement given on the label, and that the product is reasonably suited for the labeled use when applied according to the Directions for Use.

TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, THE MANUFACTURER NEITHER MAKES NOR INTENDS ANY OTHER EXPRESS OR IMPLIED WARRANTIES, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, WHICH ARE EXPRESSLY





DISCLAIMED. This limited warranty does not extend to the use of the product inconsistent with label instructions, warnings or cautions. Any damages arising from a breach of the manufacturer's warranty shall be limited to direct damages, and shall not include indirect or consequential damages such as loss of profits or values, except as otherwise provided by law.

The terms of this Limited Warranty and Disclaimer cannot be varied by any written or verbal statements or agreements. No employee or agent of the seller is authorized to vary or exceed the terms of this Limited Warranty and Disclaimer in any manner.

## **APPENDIX**

### **1. Advertising claims that may be presented on container labeling, advertisements, brochures, and other marketing/sales promotional materials:**

- For Use On Livestock: Cattle (Beef and Dairy), Goats, Sheep, Swine, Horses and Poultry.
- For Use On: Cattle (beef and dairy), goats, sheep, swine, horses, dogs and poultry
- A Broad Spectrum Multi-Use Insecticide
- For questions or comments call toll-free 800.884.3179 Mon. – Fri. 8:00 a.m. – 4:30 p.m. CST or visit GordonsUSA.com

<b>Graphics Optionally Used on Outward Facing Label Panels</b>	
	Optional illustration to depict use on horses and cattle
	Optional illustration to depict use on outdoor premises
	Optional illustration to depict use on livestock
	Optional illustration to depict use on barns

## **DOCUMENT CONTROL INFORMATION**

**1. Unique Label Identifier:** 002217-00853.20250910.notif-proposed-highlighted

**2. Reason for Issue:** Ad Claim