



**OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION**

WASHINGTON, D.C. 20460

May 23, 2024

Karen VanLare  
Senior Regulatory Manager  
Virbac AH, Inc.  
PO Box 162059  
Fort Worth, TX 76161

Subject: Label Amendment - Registration Review Mitigation for Permethrin and  
Pyriproxyfen  
Product Name: Effitix Plus Topical Solution for Dogs  
EPA Registration Number: 2382-192  
Application Dates: 2/17/2022 and 5/16/2024  
Decision Numbers: 582041 and 595868

Dear Karen VanLare:

The Agency, in accordance with the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, has completed reviewing all the information submitted with your application to support the Registration Review of the above referenced product in connection with the Permethrin and Pyriproxyfen Interim Decisions and has concluded that your submission is acceptable. The label referred to above, submitted in connection with registration under FIFRA, as amended, is acceptable.

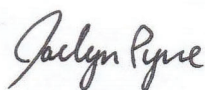
Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide, Fungicide, and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded 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.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling and must be used at your next label printing. You must

submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 12 months from the date of this letter. After 12 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

If you have any questions about this letter, please contact Carolyn Smith by email at [smith.carolyn@epa.gov](mailto:smith.carolyn@epa.gov).

Sincerely,

A handwritten signature in black ink that reads "Jaclyn Pyne". The signature is written in a cursive, flowing style.

Jaclyn Pyne, Team Leader  
Risk Management and Implementation Branch 3  
Pesticide Re-Evaluation Division  
Office of Pesticide Programs

ENCLOSURE: Stamped label

**Master Label**

(Optional text appears in brackets. Packaging always contains a package insert.)

Front Panel and Insert [Back Panel] [Side Panel]



# EFFITIX<sup>®</sup> Plus

## Topical Solution for Dogs

{Note to reviewer: font size of Dogs will be 40% of the size of the largest letter in the brand name on the front panel}

{Note to reviewer: the word "only" will be used when referring to dog size and age placed in a box prominently on the front panel}

{Note to the reviewer: A large, clear picture of a dog in the appropriate weight range for the product as packaged will be included on the front panel}

**FOR USE ONLY ON DOGS [AND] [&] PUPPIES 8 WEEKS OLD OR OLDER WEIGHING [5 TO [-] 10.9][11 TO [-] 22.9][23 TO [-] 44.9][45 TO [-] 88.9][89 TO [-] 132] LBS**

**ACTIVE INGREDIENTS**

Fipronil.....	6.0%
Permethrin* .....	44.8%
Pyriproxyfen.....	1.8%
<b>OTHER INGREDIENTS.....</b>	<b>47.4%</b>
<b>TOTAL.....</b>	<b>100.0%</b>

\* cis/trans ratio: maximum 55% (±) cis and minimum 45% (±) trans

### KEEP OUT OF REACH OF CHILDREN

### CAUTION

**Front Panel-** See Back Panel for First Aid and Additional Precautionary Statements

See Insert for Directions for Use

(OR)

See Back Panel for First Aid, Additional Precautionary Statements and Directions for Use

**Front Panel** (Note to reviewer: A 1.5 cm x 1.5 cm cat prohibition icon in a box will be located in the lower right hand corner of the front panel in yellow with black images.)

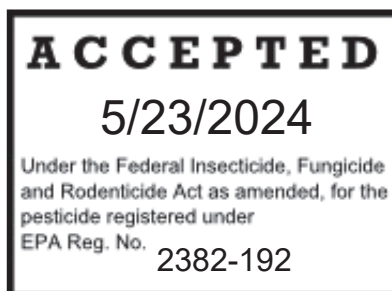
**Front Panel**

3 Applicators

[Net Contents:] [0.051][0.102][0.204][0.405][0.609] fl oz ([1.5][3.0][6.0][12.0][18.0] mL), Total; each applicator [0.017][0.034][0.068][0.135][0.203] fl oz ([0.5][1.0][2.0][4.0][6.0] mL)

**Back Panel and Insert**

**READ ENTIRE LABEL BEFORE EACH USE**  
**PRECAUTIONARY STATEMENTS**  
**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**



## HAZARDS TO HUMANS

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

## HAZARDS TO DOMESTIC ANIMALS

**For external use ONLY on dogs.** Do not use on dogs or puppies less than 8 weeks of age, weighing less than [5][11][23][45][89] lbs. Individual sensitivities, while rare, may occur after using ANY pesticide product. Dogs may experience some temporary irritation at the site of product application. If signs of sensitivity occur, bathe your dog with mild soap or shampoo and rinse with large amounts of water. If signs continue, contact a veterinarian immediately. If your dog has an unusual reaction to the initial application, consult a veterinarian before repeating application. Certain medications can interact with pesticides. Consult a veterinarian before using on medicated, debilitated, aged, pregnant or nursing dogs, or dogs known to be sensitive to pesticide products. This product is not a substitute for prescribed heartworm preventative.

## FIRST AID

<b>IF SWALLOWED</b>	<ul style="list-style-type: none"><li>• Call a poison control center or doctor immediately for treatment advice.</li><li>• Have person sip a glass of water if able to swallow.</li><li>• Do not induce vomiting unless told to do so by a poison control center or doctor.</li><li>• Do not give anything by mouth to an unconscious person.</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 ON SKIN OR 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>

Have product container or label with you when calling a poison control center or doctor, or going for treatment. For additional information on this pesticide product (including human and veterinary health concerns, medical emergencies or pesticide incidents), you may call 1-800-338-3659, twenty-four (24) hours per day, seven (7) days per week.

(Note to reviewer: A box labeled "Side Effects" will be placed immediately above the cat warning box on the back panel.)

Side Effects: Monitor your dog after application. Side effects may include signs of skin irritation such as redness, scratching, or other signs of discomfort. Gastrointestinal signs such as vomiting or diarrhea have also been reported. If these or other side effects occur, consult your veterinarian or contact Virbac at 1-800-338-3659.

**Back Panel-** Lower right hand corner. (Note to reviewer: A 1.5 cm x 1.5 cm cat prohibition icon and warning text box will be located at the lower right hand corner of the back panel in yellow with black images and text.) **Insert-** front page



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

**Insert [Back Panel]**

## DIRECTIONS FOR USE

It is a violation of Federal law to use this product in any manner inconsistent with its labelling. **FOR EXTERNAL USE ONLY ON DOGS AND PUPPIES.** For use ONLY on DOGS and PUPPIES 8 weeks old or older weighing at least [5][11][23][45][89] lbs. TO PREVENT HARM TO YOU AND YOUR DOG, READ ENTIRE LABEL AND DIRECTIONS BEFORE EACH USE. FOLLOW ALL DIRECTIONS

AND PRECAUTIONARY STATEMENTS CAREFULLY. Weigh your dog to be sure you are applying the right dose formulated for the weight of your dog. Overdosing your dog can result in serious illness. If your dog is exhibiting signs of and/or is being treated for skin problems, talk to your veterinarian before applying any topical flea and tick control product.

## RESTRICTIONS

- Do not use on dogs or puppies less than 8 weeks of age or weighing less than [5][11][23][45][89] lbs.
- Do not allow children to apply product.
- DO NOT USE ON CATS OR RABBITS.
- DO NOT USE ON OTHER ANIMALS.
- Do not allow your dog to ingest this product.
- Do not split applicators between dogs.
- Do not apply more than one applicator to one dog per treatment regardless of the dog's weight.
- Do not apply more often than once a [per] month.
- Do not allow contact with treated area until completely dry.
- Do not bathe your dog within the first 24 hours after the product has been applied.
- Separate treated dog from any cats in the household until the product is dry (for 24 hours).
- Application of product on pets must only be done indoors.
- Follow proper disposal procedures.

To repel and kill fleas, ticks, and mosquitoes; to kill flea eggs, and larvae, lice, and aids in the control *Sarcoptes* mites; to repel and reduce blood-feeding by biting flies; apply as follows:

## APPLICATION DIRECTIONS

1. Remove one applicator from packaging. Hold applicator upright and remove cap.
2. Invert cap and place other end back onto applicator tip. Push cap down to break seal. Remove cap prior to treatment application.
3. Part dog's hair until skin is visible. Place applicator tip directly against exposed skin.

{Note to reviewer: there will be a separate insert for each SKU. The appropriate application directions and image (3a, 3b or 3c) will be included for the corresponding weight range of the dog.}

- 3a. **For use only on toy dogs and puppies 8 weeks old or older weighing 5 to [-] 10.9 lbs-** Deposit entire contents by squeezing the entire applicator contents onto dog's skin, at a single site, between the shoulder blades as shown in diagram 3a.
- 3a. **For use only on small dogs and puppies 8 weeks old or older weighing 11 to [-] 22.9 lbs-** Deposit entire contents by squeezing the entire applicator contents onto dog's skin, at a single site, between the shoulder blades as shown in diagram 3a.
- 3b. **For use only on medium dogs and puppies 8 weeks old or older weighing 23 to [-] 44.9 lbs-** Apply the product evenly to three spots on the dog's back, starting between the shoulder blades and continuing on to the second and third spots as shown in diagram 3b, squeezing the applicator until empty.
- 3b. **For use only on large dogs and puppies 8 weeks old or older weighing 45 to [-] 88.9 lbs-** Apply the product evenly to three spots on the dog's back, starting between the shoulder blades and continuing on to the second and third spots as shown in diagram 3b, squeezing the applicator until empty.
- 3c. **For use only on extra-large dogs and puppies 8 weeks old or older weighing 89 to [-] 132 lbs-** Apply the product evenly to four spots on the dog's back, starting between the shoulder blades and continuing on to the second, third and fourth spots as shown in diagram 3c, squeezing the applicator until empty.

Ensure that EFFITIX® PLUS Topical Solution for Dogs is not applied superficially on dog's hair. Dog must be dry at time of application and remain dry at least 24 hours after application.



## Insert

### FREQUENCY OF APPLICATION

Fleas, flea eggs, preventing development of flea pupae, flea larvae, ticks, and lice infestations can be controlled with monthly application of EFFITIX® PLUS Topical Solution for Dogs. Biting flies and mosquitoes are also repelled [by EFFITIX PLUS Topical Solution for Dogs].

**Fleas:** [EFFITIX PLUS Topical Solution for Dogs] [can kill] [starts killing] [Kills] adult fleas within 6 hours and kills adult fleas, flea eggs and flea larvae. Apply monthly to control fleas that may cause flea allergy dermatitis (FAD).

**Ticks:** [EFFITIX PLUS Topical Solution for Dogs] [can kill] [Kills] ticks for a month. Apply monthly to control ticks.

**Lice:** [EFFITIX PLUS Topical Solution for Dogs] [can kill] [Kills] biting and chewing lice for a month. Apply monthly to control lice.

**Sarcoptes Mites:** Apply Monthly [EFFITIX PLUS Topical Solution for Dogs] to aid in the control of *Sarcoptes* mites that may cause sarcoptic mange.

**Biting flies and Mosquitoes:** When applied monthly, [EFFITIX PLUS Topical Solution for Dogs] reduces blood-feeding by and repels biting flies and mosquitoes for [a] [one] month. Kills mosquitoes for [a] [one] month.

## Back Panel or Bottom Panel and Insert

**STORAGE AND DISPOSAL** Do not contaminate water, food, or feed by storage and disposal. **PESTICIDE STORAGE:** Keep this product in its tightly closed original container. Store in a cool, dry (preferably locked) area that is inaccessible to children and animals. **PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling. **If partly filled:** Do not pour or dispose down-the-drain or sewer. Call your local solid waste Agency for local disposal options.

## [Back Panel] [Bottom Panel] [Insert]

### [LIMITED WARRANTY AND DISCLAIMER

VIRBAC warrants this product only if it is used, stored and handled in accordance with the label instructions. The buyers and users are solely responsible for all risks of use and handling of this product when such use and handling are contrary to or differ from the label instructions. To the extent permitted by applicable law, any damages arising from a breach of this warranty shall be limited to direct damages only and shall not include any type of consequential damages.]

**[How supplied:** For easy and convenient application, EFFITIX® PLUS Topical Solution for Dogs is available in sizes for toy dogs and puppies :: 8 weeks old or older weighing 5 to 10.9 lbs (0.017 fl oz)/(0.5 mL), small dogs and puppies :: 8 weeks old or older weighing 11 to 22.9 lbs (0.034 fl oz)/(1.0 mL), medium dogs and puppies :: 8 weeks old or older weighing 23-44.9 lbs (0.068 fl oz)/(2.0 mL), large dogs and puppies :: 8 weeks old or older weighing 45-88.9 lbs (0.135 fl oz)/(4.0 mL), and extra-large dogs and puppies :: 8 weeks old or older weighing 89-132 lbs (0.203 fl oz)/(6.0 mL).]

**Insert**

[Detachable calendar monthly application reminder stickers with illustration of dog or puppy]

**Back Panel and Insert**

EPA Reg. No. 2382-192

EPA Est. No. [2382-FRA-1] [47420-DEU-1]

Virbac AH, Inc.

PO Box 162059

Fort Worth, TX 76161

1-800-338-3659

Made in France

[Questions or comments? Call: 1-800-338-3659]

**Foil of Blister package**

EFFITIX® Plus Topical Solution for Dogs

For use only on dogs & puppies: :: 8 wks and[&] [5 to[-] 10.9][11 to[-] 22.9][23 to[-] 44.9][45 to[-] 88.9][89 to[-] 132] lbs

[0.017 fl oz (0.5 mL)] [0.034 fl oz (1.0 mL)] [0.068 fl oz (2.0 mL)] [0.135 fl oz (4.0 mL)] [0.203 fl oz (6.0 mL)]

Contains fipronil (6.0%), permethrin (44.8%), [and] [&] pyriproxyfen (1.8%)

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

See full label for additional directions

**DO NOT USE ON CATS**



EPA Reg. No. 2382-192

(A cat prohibition icon will be  
on the foil of blister)

**Applicator**

EFFITIX® Plus Topical Solution for Dogs

For use only on dogs & puppies: ::8 wks and[&] [5 to[-] 10.9][11 to[-] 22.9][23 to[-] 44.9][45 to[-] 88.9][89 to[-] 132] lbs

[0.017 fl oz (0.5 mL)] [0.034 fl oz (1.0 mL)] [0.068 fl oz (2.0 mL)] [0.135 fl oz (4.0 mL)] [0.203 fl oz (6.0 mL)]

Contains fipronil (6.0%), permethrin (44.8%), [and] [&] pyriproxyfen (1.8%)

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

See full label for additional directions

**DO NOT USE ON CATS**



EPA Reg. No. 2382-192

EPA Est. No. [2382-FRA-1]

(A cat prohibition icon will be  
on the applicator)

**OPTIONAL MARKETING CLAIMS- ALTERNATE VARIATIONS APPEAR IN BRACKETS**

(The final label may include some or all of the optional text within each claim.)

**Multiple infestations**

- [For] [convenient], [quick-acting within 6 hours], [long-lasting for one month], [effective] control of [fleas], [flea eggs], [prevents development of pupae], [flea larvae], [ticks], [mosquitoes], [and] [lice]

- Applied topically on a monthly basis, [EFFITIX® PLUS Topical Solution for Dogs] repels and kills fleas, ticks and mosquitoes; kills flea eggs, flea larvae, lice, aids in the control *Sarcoptes* mites, and repels and reduces blood-feeding by biting flies and mosquitoes.
- Applied topically on a monthly basis, [EFFITIX® PLUS Topical Solution for Dogs] repels and kills fleas, ticks and mosquitoes, kills flea eggs, flea larvae, lice, aids in the control of *Sarcoptes* mites that may cause sarcoptic mange, and repels and reduces blood-feeding by biting flies and mosquitoes.
- EFFITIX® PLUS Topical Solution for Dogs contains the active ingredients fipronil, permethrin, and pyriproxyfen which control infestations caused by fleas, flea eggs, prevents development of pupae, flea larvae, ticks and lice; repel [against] biting flies, and repel and kill mosquitoes.
- Kills fleas, flea eggs, flea larvae, ticks, [lice and] mosquitoes [and lice]; repels biting flies and mosquitoes
- Repels and kills [adult] fleas[,] [and] ticks[,] [and] [mosquitoes]
- Repels fleas, ticks, mosquitoes and biting flies
- Kills fleas, ticks, mosquitoes and lice
- For the control and prevention of flea, flea egg, prevents development of pupae, flea larvae, [and lice] infestations
- Flea, flea egg, prevents development of pupae, flea larvae, tick, [biting] [and] [chewing] lice infestations can be controlled with monthly application[s] of EFFITIX® PLUS Topical Solution for Dogs]. Biting flies and mosquitoes are [also] repelled [by EFFITIX® PLUS Topical Solution for Dogs].
- Effective monthly application against fleas, flea eggs, prevents development of pupae, flea larvae, ticks and mosquitoes
- Kills fleas, flea eggs, flea larvae, ticks and mosquitoes for [one] [a] month
- Apply monthly for control and prevention of fleas, flea eggs, prevents development of pupae, flea larvae, ticks and mosquitoes
- Long-lasting; one month [flea], [flea egg], [prevents development of pupae], [flea larvae], [tick] [and] [mosquito] [control for your dog]
- EFFITIX® PLUS Topical Solution for Dogs is indicated for the [prevention] [and] [control] of [fleas], [flea eggs], [prevents development of pupae], [flea larvae], [ticks], [biting flies], [mosquitoes], [and] [lice] on dogs and puppies 8 weeks old or older weighing [5 to<-] 10.9][11 to<-] 22.9][23 to<-] 44.9][45 to<-] 88.9][89 to<-] 132] lbs.
- Kills the vectors that may transmit [Lyme disease], [Rocky Mountain spotted fever], [babesiosis], [anaplasmosis], [ehrlichiosis], [hepatzoonosis] [and] [heartworm disease].
- Kills fleas, flea eggs, flea larvae, ticks, mosquitoes, lice, and aids in the control *Sarcoptes* mites
- Kills fleas, flea eggs, flea larvae, ticks, mosquitoes, lice, and aids in the control *Sarcoptes* mites that may cause sarcoptic mange
- Kills and repels fleas, ticks, and mosquitoes.
- Remains effective for a [one] month for fleas, flea eggs, flea larvae, ticks, mosquitoes and biting flies
- Reduces existing infestations and prevents establishment of new infestations of fleas and ticks
- Reinfestation of fleas, ticks and mosquitoes, [biting, chewing] lice and biting flies is prevented for a [one] month

#### Fleas

- Kills newly emerged adult fleas prior to egg laying
- Fleas, flea eggs, and flea larvae on the dog are killed following contact with EFFITIX® PLUS Topical Solution for Dogs
- Prevents all flea stages from developing [(adult fleas, flea eggs, prevents development of pupae and flea larvae)]
- Prevents development of all flea stages (flea eggs, prevents development of pupae and flea larvae)
- Dual Action: fipronil and permethrin to kill adult fleas and pyriproxyfen to kill flea eggs and flea larvae
- With pyriproxyfen (IGR)\* to break [the] flea life cycle \*insect growth regulator
- Kills fleas [within 6 hours] that may transmit bartonellosis, [tularemia] [and tapeworm]
- Kills fleas [within 6 hours] that may transmit the following diseases: bartonellosis, [tularemia] [and tapeworm infestations]
- Kills fleas [within 6 hours] that may transmit the following diseases: bartonellosis and tularemia
- Rapid (within 6 hours) kill of fleas is important in the prevention of the following diseases: bartonellosis and tularemia
- Acts to kill fleas that may transmit the following disease: bartonellosis and tularemia
- Kills fleas that may serve as an intermediate host for tapeworms [*Dipylidium caninum*]
- Kills fleas that may serve as an intermediate host for cystic tapeworms
- Kills fleas that may serve as hosts for life cycle intermediates of tapeworms
- Kills [adult] fleas [within 6 hours] that may cause Flea Allergy Dermatitis [(FAD)] [or] [flea-bite anemia]
- Fleas do not have to bite to die
- Controls [highly] [irritating] [annoying] [flea] bites
- EFFITIX® PLUS Topical Solution for Dogs rapidly (within 6 hours) kills fleas that may cause FAD [Flea Allergy Dermatitis]
- EFFITIX® PLUS Topical Solution for Dogs kills fleas that may cause of Flea Allergy Dermatitis [(FAD)]
- Kills fleas which [that] may cause flea-bite anemia
- Effective monthly application against fleas, flea eggs, prevents development of pupae, and flea larvae
- Effective monthly control of fleas, flea eggs, prevents development of pupae, and flea larvae
- Kills adult fleas for one month
- Prevents flea eggs from hatching or developing into larvae or adult stages
- Kills adult fleas, flea eggs, and flea larvae
- [Kills] [and] [repels] fleas
- [Repels] [and] [kills] fleas
- Kills fleas, flea eggs, and flea larvae
- EFFITIX® PLUS Topical Solution for Dogs kills fleas, flea eggs, prevents development of pupae, and flea larvae on your dog
- EFFITIX® PLUS Topical Solution for Dogs is indicated for the prevention and control of fleas, flea eggs, prevents development of pupae, and flea larvae on dogs and puppies 8 weeks old or older weighing [5 to<-] 10.9][11 to<-] 22.9][23 to<-] 44.9][45 to<-] 88.9][89 to<-] 132] lbs.
- Apply monthly [all year] for control and prevention of fleas, flea eggs, prevents development of pupae, and flea larvae
- Provides ongoing protection against fleas and the following diseases: [bartonellosis], [tularemia] [and] [tapeworm infestations] they may transmit for one month
- Reduces existing flea infestations by rapidly (within 6 hours) killing adult fleas, flea eggs, and flea larvae
- Kills fleas before they lay eggs



- Reduces existing flea infestations by killing adult fleas, flea eggs, and flea larvae
- Prevents reinfestations by killing adult fleas (before they lay eggs)
- Treatment [with EFFITIX® PLUS Topical Solution for Dogs] rapidly(within 6 hours) kills fleas which may cause flea allergic dermatitis [(FAD)] or flea bite hypersensitivity
- Controls fleas
- Provides protection against fleas
- Use flea [prevention] year-round for protection against fleas

#### Ticks

- **Ticks:** [EFFITIX® PLUS Topical Solution for Dogs] [can kill] [Kills] ticks for [a][one] month. [Apply monthly to control ticks.]
- Kills and repels all stages of Brown dog ticks, American dog ticks, Lone Star ticks, and Deer ticks [that may transmit Lyme disease, Rocky Mountain Spotted Fever, babesiosis, ehrlichiosis and anaplasmosis]
- Kills ticks including Deer ticks [that may transmit Lyme disease and anaplasmosis], American dog ticks [that may transmit Rocky Mountain Spotted Fever], Brown dog ticks [that may transmit ehrlichiosis], and Lone Star ticks [that may transmit hepatozoonosis] for one month
- Kills ticks including Deer ticks [that may transmit Lyme disease and anaplasmosis], American dog ticks [that may transmit Rocky Mountain Spotted Fever], and Brown dog ticks [that may transmit ehrlichiosis] for one month.
- Kills Brown dog ticks [*Rhipicephalus spp.*], American dog ticks [*Dermacentor variabilis*], Deer ticks [*Ixodes spp.*] and Lone Star ticks [*Amblyomma americanum*] for one month.
- Kills Lone Star ticks (*Amblyomma americanum*) for one month.
- Effective monthly application against ticks
- [Kills] [and] [repels] all stages of the Deer tick[that may transmit Lyme disease]
- [Repels] [and] [kills] ticks

#### Mosquitoes and biting flies

- Kills mosquitoes
- Kills mosquitoes for [a] [one] month
- Repels and reduces blood-feeding by biting flies and mosquitoes
- **Biting flies and mosquitoes:** When applied monthly, [EFFITIX® PLUS Topical Solution for Dogs] [reduces blood-feeding by] [and] [repels] biting flies and mosquitoes for [a] [one] month
- Repels and kills mosquitoes for one month
- Reduces blood-feeding by mosquitoes
- Repels and reduces blood-feeding by biting flies
- [Reduces blood-feeding by] [Kills and repels] mosquitoes
- Repels biting flies
- Repels [[annoying][bothersome][nuisance]] biting flies
- Reduces [[annoying][bothersome ][nuisance]] biting flies
- [Prevents][reduces] blood-feeding by biting flies
- Kills mosquitoes that may transmit heartworm disease
- Repels and kills mosquitos [*Culex spp.*, *Ochlerotatus spp.*, *Aedes spp.*] which [that] may vector [transmit] heartworm [*Dirofilaria immitis*] [disease] for one month

#### Lice and Mites

- **Lice:** [EFFITIX® PLUS Topical Solution for Dogs] [can kill] [Kills] [biting] [and] [chewing] lice for [a] [one] month. Apply monthly to control lice.
- **Sarcoptes Mites:** Apply monthly [EFFITIX® PLUS Topical Solution for Dogs] to aid in the control *Sarcoptes* mites [infestations] that may cause sarcoptic mange.
- **Sarcoptes Mites:** [EFFITIX® PLUS Topical Solution for Dogs] aids in the control *Sarcoptes* mites
- EFFITIX® PLUS Topical Solution for Dogs aids in the control *Sarcoptes* mites that may cause sarcoptic mange.
- [When applied monthly], [EFFITIX® PLUS Topical Solution for Dogs] aids in the control of *Sarcoptes* mites infestations.
- Aids in the control of *Sarcoptes* mites that may cause a sarcoptic mange infestation.
- Kills chewing and biting lice
- [Also] Kills lice and aids in the control *Sarcoptes* mites that may cause sarcoptic mange
- [Also] Kills lice and aids in the control *Sarcoptes* mites that may cause a sarcoptic mange infestation
- Controls existing chewing/biting lice infestations
- Kills [biting] [chewing] lice
- For control and prevention of [biting] [chewing] lice [infestations]
- Stops existing [biting] [chewing] lice infestations
- Prevents and controls [biting] [chewing] lice [infestations]
- Provides effective control of [biting] [chewing] lice [infestations]
- Kills [biting] [chewing] lice and prevents further infestations
- For control and prevention of [infestation][with] [biting] [chewing] lice

#### Others

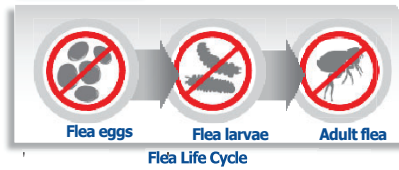
- DO NOT USE ON CATS AS IT MAY BE FATAL.
- Easy and convenient application
- Convenient topical treatment for dogs
- Quick onset of activity (within six hours)
- Persistent efficacy through one month
- Prevents [re]infestation for one month
- Once monthly application
- Quick drying, non-greasy
- [Convenient] [to use] Easy [to apply] spot-on [topical] application



- Fragrance [Odor] free
- No noticeable odors
- Single application lasts one month
- Easy to use applicator makes treatment simple [trouble-free] [smooth]
- Convenient, easy to apply topical solution
- Convenient, easy to apply and fragrance free topical solution
- Starts working on contact
- Quick-acting (within 6 hours), long-lasting (one month)
- [In] child-resistant packaging
- Convenient [to use], easy to apply [topical solution]
- EFFITIX® PLUS Topical Solution for Dogs remains effective after [bathing], [shampooing], [water immersion], or [sunlight exposure].
- Waterproof [remains effective after [bathing] [and] [swimming] for [a] [one] month
- Remains effective after exposure to sunlight
- Remains effective even after bathing, water immersion, or exposure to rain or sunlight
- Remains effective even after bathing [and swimming]
- Remains effective after exposure to rain and/or sunlight
- Still works after bathing, swimming or exposure to sunlight
- Maintains residual efficacy after bathing and swimming
- Remains effective after bathing [and swimming] [for a month] [for one month]
- Waterproof
- For dogs that enjoy the outdoors
- For indoor and outdoor dogs
- Convenient topical treatment for dogs who enjoy the outdoors
- Formulated for dogs that love the outdoors
- For dogs that enjoy the outdoors
- Illustration of flea life cycle
- Illustration of flea
- Illustration of tick
- Illustration of mosquito
- Illustration of *Sarcoptes* mite (The illustration of the mite will be labeled as *Sarcoptes* mite and will not include a slash through it)
- Picture or illustration of a dog or puppy in weight range of product as packaged
- Picture or illustration of the Virbac logo



Chewing Lice



Fleas



Mosquitos



Ticks



*Sarcoptes mites*



Biting Flies