

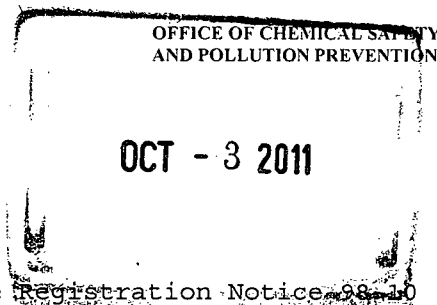
2517-87

10-03-2011

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



Ms. Susan Kane
Sergeant's Pet Care Products, Inc.
2625 South 158th Plaza
Omaha, NE 68130-1770

Subject: Label Notification(s) for Pesticide Registration Notice 98-10

Dear Ms. Kane:

The Agency is in receipt of your Application(s) for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated September 13, 2011 for the following product(s):

**SENTRY Flea & Tick
Squeeze- On for Dogs**

Alternate Brand Name


The Registration Division (RD) has conducted a review of this request for applicability under PR Notice 98-10 and finds that the label change(s) requested falls within the scope of PRN 98-10. The label has been date-stamped "Notification" and will be placed in our records.

**MarketQuest One Drop
Flea & Tick Control
with Nylar Insect
Growth Regulator**

EPA Reg. No. 2517-87

If you have any questions, please contact Linda A. DeLuise at 703-305-5428.

Sincerely,


Richard J. Gebken
Product Manager
Insecticide Branch
Registration Division (7504P)



United States
Environmental Protection Agency
 Washington, DC 20460

Registration
 Amendment
 Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 2517-87	2. EPA Product Manager Richard Gebken	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) MarketQuest One Drop Flea&Tick Control with Nylar Insect G	PM# 10	
5. Name and Address of Applicant (Include ZIP Code) Sergeant's Pet Care Products, Inc. 2625 South 158th Plaza Omaha NE 68130-1770 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: NOTIFICATION EPA Reg. No. _____ Product Name OCT - 3 2011	

Section - II

Amendment - Explain below. Final printed labels in response to Agency letter dated _____

Resubmission in response to Agency letter dated _____ "Me Too" Application.

Notification - Explain below. Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152-46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.
 NOTIFICATION OF ALTRERNAE BRAND NAME PER PR NOTICE 98-10. SENTRY Flea & Tick Squeeze-On for Dogs

Section - III

1. Material This Product Will Be Packaged In:

Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
* Certification must be submitted		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container

3. Location of Net Contents Information
 Label Container

4. Size(s) Retail Container

5. Location of Label Directions
 On label

6. Manner in Which Label is Affixed to Product
 Lithograph Paper glued
 Stenciled Other _____

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)

Name Susan Kane	Title Regulatory Specialist	Telephone No. (Include Area Code) 402-038-7065
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Certification
 I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.

2. Signature
Susan Kane

3. Title
Regulatory Specialist

4. Typed Name
Susan Kane

5. Date
September 13, 2011

6. Date Application Received (Stamped)



Sergeant's Pet Care Products, Inc.

2625 South 158th Plaza • Omaha, NE 68130-1770 • Telephone 402.938.7000 • Fax 402.938.7099 • www.sergeants.com

September 13, 2011

Registration Support Branch
Registration Division (7505P)
Office of Pesticide Programs (NOTF)
US Environmental Protection Agency
One Potomac Yard
2777 Crystal Drive
Arlington, VA 22202

SUBJECT: MarketQuest One Drop Flea & Tick Control with Nylar Insect Growth Regulator
EPA Registration No. 2517-87
Notification to: ABN per PR Notice 98-10

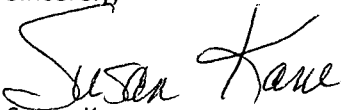
Dear Mr. Gebken,

Sergeant's Pet Care Products, Inc. submits the following administrative documents in support of the Notification to add an alternate brand name.

- Notification (EPA Form 8570-1)
- 2 copies of revised master label

Should you have any questions about this submission, please contact me via phone at 402/938-7065 or email at skane@sergeants.com.

Sincerely,


Susan Kane

Regulatory Specialist
Sergeant's Pet Care Products, Inc.

Enclosures

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Sergeant's Master Label

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13 September 2011 ABN notification
Information in [] is optional.

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EPA SAL 13 February 2004

FRONT PANEL

DOG SQUEEZE ON
Permethrin & Pyriproxyfen

MarketQuest One Drop Flea & Tick Control with NyLar® Insect Growth Regulator

- [(ABN) Sergeant's Squeeze-On for Dogs and Puppies]
- [(ABN) SentryPro Squeeze-On Flea & Tick Control for Dogs]
- [(ABN) SENTRY Flea & Tick Squeeze-On for Dogs]

• DO NOT USE ON CATS [Box/Icon with Cat Image and Cross-Out]
FOR DOGS [15 lbs and Under][Between 15 & 33 lbs][Between 33 & 66 lbs][66 lbs & Over]



Optional Marketing Statements

- CITRUS SCENT
- FLEA AND TICK CONTROL FOR DOGS AND PUPPIES 3 MONTHS [12 WEEKS] OF AGE & ON
- BREAKS FLEA LIFE CYCLE!
- KILLS AND REPELS FLEAS UP TO 3 TO 4 WEEKS [PER APPLICATION]!
- KILLS FLEA EGGS AND LARVAE FOR UP TO 123 DAYS [PER APPLICATION]!
- PREVENTS FLEA EGGS FROM DEVELOPING INTO BITING ADULTS FOR UP TO 123 DAYS [PER APPLICATION]!
- KILLS AND REPELS MOSQUITOES!
- PROTECTS AGAINST BLOOD FEEDING BY MOSQUITOES (vector of HEARTWORM) UP TO 4 WEEKS [PER APPLICATION]!
- KILLS AND REPELS TICKS FOR UP TO 4 WEEKS [PER APPLICATION]!
- KILLS AND REPELS DEER TICKS (vector of LYME DISEASE) FOR UP TO 4 WEEKS [PER APPLICATION]!
- KILLS AND REPELS BROWN DOG TICKS (*Rhipicephalus sanguineus*) FOR UP TO 3 TO 4 WEEKS [PER APPLICATION]!
- KILLS AND REPELS AMERICAN DOG TICKS (*Dermacentor variabilis*) FOR UP TO 3 TO 4 WEEKS [PER APPLICATION]!
- MONTHLY APPLICATION
- MONTHLY FLEA, TICK AND MOSQUITO TREATMENT!
- KILLS AND REPELS FLEAS AND TICKS FOR UP TO A MONTH [PER APPLICATION]!
- KILLS AND REPELS ADULT FLEAS FOR UP TO 3 TO 4 WEEKS [PER APPLICATION]!
- KILLS FLEA EGGS AND LARVAE [FOR UP TO 4 MONTHS][FOR 123 DAYS][PER APPLICATION]!
- KILLS AND REPELS TICKS FOR UP TO [4 WEEKS][3 TO 4 WEEKS] [PER APPLICATION] INCLUDING DEER TICKS (vector of LYME DISEASE), BROWN DOG TICKS & AMERICAN DOG TICKS!
- KILLS AND REPELS [ADULT FLEAS] FOR UP TO 3 TO 4 WEEKS [PER APPLICATION]!
- 3 [4] [5] [6] [9] [12] MONTH SUPPLY [APPLICATIONS]
- Do Not Use On Cats (repeated on front panel)

NOTIFICATION
OCT - 3 2011

[Use of the following marketing claims as applicable to the specific size packaging]

For Dogs Between 15 [33] and 33 [66] LBS.

For Dogs Weighing 15 LBS. and under [or less]; For Dogs Weighing Less Than 15 LBS.

For Dogs Weighing 66 LBS. and over [or more]; For Dogs Weighing More Than 66 LBS.

33% MORE FREE!

Bonus 33% MORE FREE!

ACTIVE INGREDIENTS:

Permethrin* (CAS# 52645-53-1) 45.0%

Pyriproxyfen (CAS# 95737-68-1) (Nylar®)..... 1.9%

OTHER INGREDIENTS: 53.1%

TOTAL 100.0%

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

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

KEEP OUT OF REACH OF CHILDREN

CAUTION

See [Back][or][Side] Label Panel[s] for Additional Precautionary Statements

NET CONTENTS:

XX [1.0 mL (.03 fl oz)] [1.5 mL (.05 fl oz)] [3.0 mL (.1 fl oz)] [4.5 mL (.0152 fl oz)] Applicator(s)

[CONTENTS: XX X.X mL Applicators (Total X.XX fl oz)]

Sergeant's Master Label

13 September 2011 ABN notification
Information in [] is optional.

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BACK PANEL

DOG SQUEEZE ON
Permethrin & Pyriproxyfen

{Product Name}

READ ENTIRE LABEL BEFORE EACH USE.

USE ONLY ON DOGS 3 MONTHS [12 WEEKS] OF AGE OR OLDER.

DO NOT USE ON CATS

PRECAUTIONARY STATEMENTS **HAZARDS TO DOMESTIC ANIMALS**

CAUTION FOR EXTERNAL USE ON DOGS ONLY. Do not use on puppies under 3 months [12 weeks] of age. Consult a veterinarian before using this product on debilitated, aged, medicated, pregnant, or nursing dogs. **DO NOT USE ON CATS** or animals other than dogs. Cats that actively groom or engage in close physical contact with treated dogs may be at risk of serious harmful effects. Sensitivities may occur after using ANY pesticide product on pets. If signs of sensitivity occur bathe your dog with a mild soap and rinse with large amounts of water. If signs continue, consult a veterinarian immediately. Signs of sensitivity to this product include skin sensitivity, increased itchiness, redness, rash, hair discoloration or hair loss at application site. Dogs may also show "lethargy".

Environmental Hazards: This product is extremely toxic to fish and aquatic organisms. Do not apply directly to any body of water. Treated dogs should not be allowed to go swimming for 12 hours following treatment.

PHYSICAL OR CHEMICAL HAZARDS: Do not use or store near heat or open flame.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **DO NOT USE ON CATS** or animals other than dogs. **May be toxic and potentially fatal if applied to or ingested by cats.**

Do not get this product in your dog's eyes or mouth. Repeat applications may be made if necessary, but do not apply more often than once every 4 weeks.

[For Dogs Weighing 15 lbs. and Under: {(1.0 mL) (.034 fl. oz.) applicator tubes} Apply one tube (1.0 mL) (.034 fl. oz.) of this product as a spot or stripe to the dog's back between the shoulder blades.]

[For Dogs Weighing Between 15 and 33 lbs. {1.5 mL (.051 fl. oz.) applicator tubes} Apply one tube (1.5 mL) (.051 fl. oz.) of this product as a spot or stripe to the dog's back between the shoulder blades.]

[For Dogs Weighing Between 33 and 66 lbs. {1.5 mL (.051 fl. oz.) applicator tubes}
Apply one tube 1.5 mL (.051 fl. oz.) of this product as a spot or stripe to the dog's back between the shoulder blades and apply a second tube 1.5 mL (.051 fl. oz.) as a spot or stripe to the dog's back directly in front of the base of the tail.]

OR

{3.0 mL applicator tube} [Apply approximately half of the tube (1.5 mL) (.051 fl. oz.) of this product as a spot or stripe to the dog's back between the shoulder blades and apply the rest of the tube's contents (1.5 mL) (.051 fl. oz.) as a spot or stripe to the dog's back directly in front of the base of the tail.]

Sergeant's Master Label

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Information in [] is optional.

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OR

[Apply the entire tube (3.0 mL) (.0101 fl. oz.) as a continuous stripe on (to) the dog's back starting between the shoulder blades and ending directly in front of the base of the tail.]

[For Dogs Weighing 66 lbs. and Over: {1.5 mL (.051 fl. oz.) applicator tubes} Apply one tube (1.5 mL) (.051 fl. oz.) of this product as a stripe to the dog's back between the shoulder blades and apply a second tube (1.5 mL) (.051 fl. oz.) continuing the stripe down the center of the dog's back and apply a third tube (1.5 mL) (.051 fl. oz.) to the dog's back directly in front of the base of the tail.]

OR

{4.5 mL (0.152 fl. oz) applicator tube} [(4.5 mL) (0.152 fl. oz.) applicator tubes] Apply approximately half of the tube (2.25 mL) (.076 fl. oz.) of this product as a spot or stripe to the dog's back between the shoulder blades and apply the rest of the tube's contents (2.25 mL) (.076 fl. oz.) as a spot or stripe to the dog's back directly in front of the base of the tail.]

OR

[Apply the entire tube (4.5 mL) (0.152 fl. oz.) as a continuous stripe on (to) the dog's back starting between the shoulder blades and ending directly in front of the base of the tail.]

HOW TO APPLY:

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

OR

[FOR FLAT CARD (doubled) UNIT-DOSE PACKAGING: Separate cards along the perforated line. Holding separated card by its wide end with narrow end pointing up and away from face and body, cut along dotted line. Invert card over dog and use narrow end of the card to part dog's hair. Squeeze tube firmly to apply all of the solution to the dog's skin. Wrap card and put in trash.]

OR

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

OR

[FOR FOLDING CARD OR TABBED CARD UNIT-DOSE PACKAGING: Remove product tab by tearing along perforation. Holding tab with tube end pointed up and away from face and body, cut along dotted line. Invert tab over dog and use narrow end of card to part dog's hair. Squeeze tube firmly to apply all of the solution to the dog's skin.]

OR

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Information in [] is optional.

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

[** FOR MULTI-DOSE PACKAGING: Withdraw (1.0 ml) (1.5 ml)(3.0 ml)(4.5 ml) of solution at a time. Apply entire given dose directly to the skin at the indicated locations.]

[** FOR DROPPER BOTTLE MULTI-DOSE PACKAGING: Insert dropper tube into insecticide solution, squeeze bulb and then release to fill tube barrel to (1.0 ml) (1.5ml)(3.0 ml)(4.5 ml) line. Position dropper tube end in dog's hair next to skin and squeeze bulb to apply all of the solution to the dog's skin as indicated for dog's size.]

[** FOR SALE TO VETERINARIANS ONLY]

(INSERT DIAGRAM(S) THAT DEPICTS APPLICATION OF PRODUCT ON THE DOG)

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Do not remove tube from the pack until ready to use. Store in a cool (below 25° C), dry place out of reach of children. Do not refrigerate. Protect from direct sunlight.

PESTICIDE DISPOSAL AND CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

Product Name is an effective and easy to use product. This product has demonstrated greater than 92% control of fleas within one day of application. It prevents eggs from fleas on treated dogs from developing into biting adults for up to [4 months][123 days]. As with all flea and tick control products, **Product Name** should be used as part of a program aimed at reducing flea populations in the dog's environment (bedding, carpets, kennel, yard). Consult your veterinarian, entomologist, or retailer for program recommendations.

OR

Product Name is an effective and easy to use product. This product has demonstrated greater than 92% control of fleas within one day of application. It prevents eggs from fleas on treated dogs from developing into biting adults for up to [4 months][123 days]. **Product Name** kills and repels Deer Ticks (vector of Lyme Disease), Brown Dog Ticks, and American Dog Ticks for up to [3 to 4 weeks][4 weeks]. This product also kills and repels mosquitoes and protects against blood feeding by mosquitoes (vector of heartworm) for up to 4 weeks.

[WARRANTY

Read the entire Directions for Use and Warranty before using this Product. By using this product, user or buyer accepts the following warranty. [[The directions for use of this product are believed to be adequate and must be followed carefully. However, it is impossible to eliminate all risks inherently associated with the use of this product. Unintended consequences may result because of such factors as weather conditions, presence or absence of other materials, or the manner of application, all of which are beyond the control of Sergeant's.]
Sergeant's is committed to providing high quality products. To the extent consistent with applicable law, Sergeant's makes no warranties, express or implied, of merchantability or of fitness for a particular purpose or otherwise, that extend beyond statements on this label. To the extent consistent with applicable law, Sergeant's, the manufacturer, or the Seller disclaims any liability whatsoever for special, incidental, or consequential damages resulting from the use of this product. To the extent consistent with applicable law, the exclusive remedy of the user or buyer shall not exceed the purchase price paid.]

Sergeant's Master Label

13 September 2011 ABN notification
Information in [] is optional.

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[If you have questions or comments about this product, please write: Sergeant's Consumer Response, P.O. Box 540399, Omaha, NE 68154-0399.]

Visit us at www.sergeants.com

In Case of an Emergency, call: 1-800-781-4738
Non-Emergency call 1-800-224-PETS (7387)

Made in USA
Distributed by:
Sergeant's Pet Care Products, Inc.
P.O. Box 540399
Omaha, NE 68154-0399
END - BACK / SIDE PANEL

EPA Reg. No. 2517-87
EPA Est. No. XXXXX
{label code}

TUBE / VIAL LABEL

Front Label

{Product Name}
[Box/Icon with Cat Image & Cross-Out],
Permethrin45.0% W/W
Pyriproxyfen1.9% W/W
1.0 mL (or) 1.5 mL (or) 3.0 mL (or) 4.5 mL {label code}

Back Label

KEEP OUT OF REACH OF CHILDREN
CAUTION: Read directions and precautions before
using.
EPA REG. No. 2517-87 {label code}

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

{Product Name}

[*Nylar inhibits development of the immature stages of the fleas for up to 4 months preventing them from reaching the biting adult stage.]

- [Nylar – Registered Trademark of McLaughlin Gormley King and Company]

(picture of flea life cycle here)

4 STEPS FOR COMPLETE FLEA CONTROL

- Step 1- Shampoo or dip your dog.
- Step 2- Treat indoor and outdoor premise with indoor and outdoor sprays, foggers and powders labeled for flea control.
- Step 3- Apply **Product Name** for up to four weeks adult flea and tick control.
- Step 4- Maintenance treatments with on-animal sprays and powders.

