

2517-126

10/13/2009

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

OCT 13 2009

OFFICE OF  
PREVENTION, PESTICIDES AND  
TOXIC SUBSTANCES


Ms. Susan Kane  
Product Registration  
Sergeant's Pet Care Products, Inc.  
2625 South 158<sup>th</sup>. Plaza  
Omaha, NE 68130-1770

SUBJECT: Application for Pesticide Notification (PRN 98-10)  
Request Alternate Brand Name: "MarketQuest One Drop Flea & Tick Control  
with IGR Insect Growth Regulator" and Marketing Claims  
EPA Reg. No. 2517-126  
Application Dated September 8, 2009

Dear Registrant:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated 09/08/09 for the above product. The Registration Division 07(RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action(s) requested fall within the scope of PRN 98-10. The label submitted with the application has been stamped "Notification" and will be placed in our records.

If you have any questions, please call me directly at 703-305-6249 or Owen F. Beeder of my staff at 703-308-8899.

Sincerely,  
  
Linda Arrington  
Notifications & Minor Formulations Team Leader  
Registration Division (7505P)  
Office of Pesticide Programs



United States  
Environmental Protection Agency  
Washington, DC 20460

Registration  
 Amendment  
 Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 2517-126	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 IGR*	PM# 13	
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)(ii), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input checked="" type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application. <b>NOTIFICATION</b>
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below. <b>OCT 13 2009</b>

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 ALT. BRAND NAME, MARKET CLAIMS CLARIFICATION OF EXISTING APPROVED WEIGHT BREEDS AND CLARIFICATION OF WHAT BITREX IS.

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 <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/> On label	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input type="checkbox"/> 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) 402-938-7065
2. Signature 		3. Date Application Received (Stamped) OCT 13 2009
3. Title Regulatory Specialist		
4. Typed Name Susan Kane		
5. Date September 8, 2009		



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 8, 2009

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: SUPRA-QUICK Flea & Tick Mist, EPA No. 2517-126  
Notification per PR Notice 98-10: ABNS and market claims clarification of existing approved weight breeds and clarification of what Bitrex is.

Dear Mr. Gebken:

Sergeant's Pet Care Products, Inc. is submitting administrative documents in support of a Notification per PR Notice 98-10 to add an alternate brand name and market claims clarification of existing approved weight breeds and clarification of what Bitrex is.

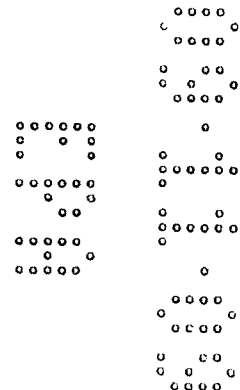
- Notification (EPA Form 8570-1)
- 2 copies of revised master label
- Master Label for MarketQuest EPA Registration No. 73510-5
- Transfer letter from MarketQuest to Sergeant's Pet Care Products, Inc.

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

Sincerely,

Susan Kane  
Regulatory Specialist  
Sergeant's Pet Care Products, Inc.

Enclosures



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# Sergeant's Master Label

8 Sept 2009 notif ABN, minor marketing claims  
Information in [ ] is optional.

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[FRONT PANEL]

## MarketQuest One Drop Flea & Tick Control with IGR\* \*Insect Growth Regulator

[Optional text appears in brackets – the final label may include some or all of the optional text on front, back or side label panels]

**NOTIFICATION**

DO NOT USE ON CATS

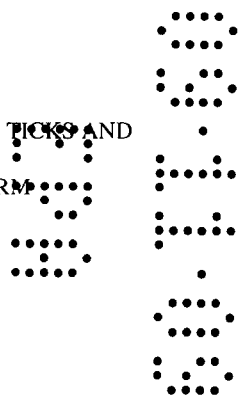
OCT 13 2009

- {ABN: Sergeant's Flea & Tick Squeeze-On for dogs}



### Optional Marketing Statements

- CITRUS SCENT
- FLEA AND TICK CONTROL FOR DOGS AND PUPPIES 3 MONTHS [12 WEEKS] OF AGE & OLDER
- KILLS AND REPELS [ADULT] FLEAS [FOR] UP TO 5 WEEKS [PER APPLICATION]!
- KILLS, REPELS AND PREVENTS RE-INFESTATION OF FLEAS FOR UP TO 5 WEEKS!
- KILLS AND REPELS TICKS FOR UP TO 6 WEEKS [PER APPLICATION]!
- KILLS AND REPELS BROWN DOG TICKS (*Rhipicephalus sanguineus*) FOR UP TO 6 WEEKS [PER APPLICATION]!
- MONTHLY FLEA, TICK, LICE & MITE APPLICATION [TREATMENT]!
- KILLS AND REPELS MOSQUITOES [ON DOGS]
- KILLS AND REPELS FLEAS AND TICKS FOR UP TO 5 WEEKS [PER APPLICATION]!
- 3 [4] [5] [6] [9] [12] MONTH SUPPLY [APPLICATIONS]
- CONTAINS BITREX (A Bittering Agent) (to reduce chance of ingestion)
- TRIPLE PEST PROTECTION AGAINST
  - FLEAS
  - TICKS
  - MOSQUITOES
- FLEA, TICK & MOSQUITO TREATMENT
- KILLS MOSQUITOES THAT MAY VECTOR HEARTWORM
- FIVE [5] - IN - ONE [1] PEST PROTECTION
  - FLEAS
  - TICKS
  - MOSQUITOES
  - LICE
  - MITES
- KILLS FLEAS, TICKS, MOSQUITOES, LICE & MITES ON DOGS
- REPELS & KILLS TICKS ON DOGS
- KILLS AND REPELS THE DEER TICK (A VECTOR OF LYME DISEASE) FOR UP TO 6 WEEKS!
- KILLS AND REPELS TICKS INCLUDING THE BROWN DOG TICK AND DEER TICK (A VECTOR OF LYME DISEASE) FOR UP TO 6 WEEKS.
- BREAKS FLEA LIFE CYCLE!
- KILLS AND REPELS ADULT FLEAS FOR UP TO 5 WEEKS [PER APPLICATION]!
- STOPS FLEA EGGS FROM HATCHING!
- CONTROLS REINFESTATION!
- KILLS, REPELS AND PREVENTS REINFESTATION OF TICKS, INCLUDING BROWN DOG TICKS AND *IXODES SPP.* WHICH MAY BE VECTORS OF LYME DISEASE, FOR UP TO 6 WEEKS.
- PROTECTS AGAINST BLOOD FEEDING MOSQUITOES THAT MAY VECTOR HEARTWORM
- KILLS FLEA EGGS & LARVAE
- PREVENTS FLEA EGGS FROM DEVELOPING INTO BITING ADULTS



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# Sergeant's Master Label

8 Sept 2009 notif ABN, minor marketing claims  
Information in [ ] is optional.

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## [FRONT PANEL]

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

- For Dogs Weighing 15 LBS. and under [or less]; For Dogs Weighing Less Than 15 LBS.
- For Dogs Between 15 [33] and 33 [66] LBS.
- For Dogs Weighing 66 LBS. and over [or more]; For Dogs Weighing More Than 66 LBS.
- For dogs weighing between 33 lbs & 66 lbs
- For dogs 33 lbs & under

### ACTIVE INGREDIENTS

Permethrin\* (CAS #52645-53-1)..... 45.0%  
 S-Methoprene (CAS #65733-16-6)..... 1.2%

OTHER INGREDIENTS ..... 53.8%

TOTAL 100.0%

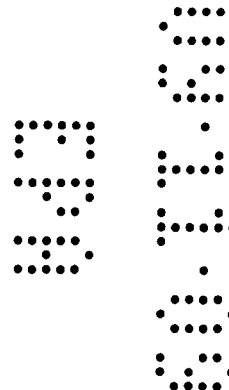
\*Cis/trans ratio: Max 55% (±) cis and min 45% (±) trans

### Keep Out of Reach of Children CAUTION

See back/side/other panel(s) for additional Precautionary Statements and First Aid.

NET [WEIGHT] [CONTENTS]      XXX oz (XXX mL)

[THREE][FOUR][SIX][TWELVE] (0.051 fl oz) 1.5 mL Tubes  
 [THREE][FOUR][SIX][TWELVE] (0.101 fl oz) 3.0 mL Tubes  
 [THREE][FOUR][SIX][TWELVE] (0.200 fl oz) 6.0 mL Tubes



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## [BACK/SIDE/OTHER PANEL(S)]

**READ ENTIRE LABEL BEFORE EACH USE. USE ONLY ON DOGS 3 MONTHS [12 WEEKS] OF AGE & 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 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 effect. Sensitivities may occur after use with ANY pesticide product for pets. If signs of sensitivity occur, bathe your dog with 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 the 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:** Combustible! 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 33 lbs and Under:** (1.5 ml applicator tubes) Apply one tube (1.5ml) of this product as a spot or stripe to the dog's back between the shoulder blades.]

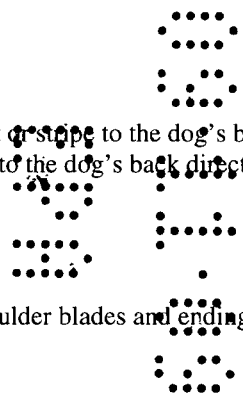
**[For Dogs Weighing Between 33 and 66 lbs:** (1.5 ml applicator tubes) Apply one tube (1.5 ml) of this product as a spot or stripe to the dog's back between the shoulder blades and apply a second tube (1.5 ml) as a spot or stripe to the dog's back directly in front of the base of the tail.]

OR

[(3.0 ml applicator tubes) Apply approximately half of the tube (1.5 ml) 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) as a spot or stripe to the dog's back directly in front of the base of the tail.]

OR

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



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

OR

[(6.0 ml applicator tubes) Apply approximately half of the tube (3.0 ml) 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 (3.0 ml) as a spot or stripe to the dog's back directly in front of the base of the tail.]

OR

[Apply the entire tube (6.0 ml) as a continuous stripe on 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 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 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.]

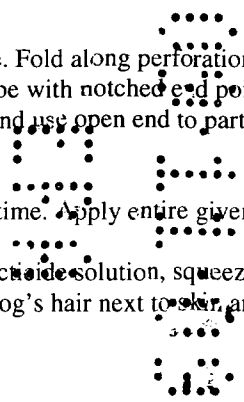
OR

**[FOR BLISTER CARD WITH TRI-LAYER TUBES:** Remove product tube(s) from 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 (1.5 ml)(3.0 ml)(6.0 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 (1.5ml)(3.0 ml)(6.0 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]**



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## STORAGE AND DISPOSAL

**Pesticide Storage:** Store in a cool, dry place. Protect from freezing.

**Pesticide Disposal:** *If partly filled:* Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

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

MarketQuest One Drop Flea & Tick Control with IGR 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, and prevents reinfestations for up to 5 weeks. MarketQuest One Drop Flea & Tick Control with IGR kills and repels ticks for up to 6 weeks, and kills mosquitoes, lice and mites on dogs. As with all flea and tick control products, MarketQuest One Drop Flea & Tick Control with IGR should be used as part of a program aimed at reducing flea populations in the dog's environment (bedding, carpets, kennel, yard). Consult your veterinarian, entomologist, or retailer for program recommendations.

## NOTICE OF WARRANTY

TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, MARKETQUEST, INC. MAKES NO WARRANTY OF MERCHANTABILITY, FITNESS FOR ANY PARTICULAR PURPOSE, OR OTHERWISE, EXPRESSED OR IMPLIED, CONCERNING THIS PRODUCT OR ITS USES WHICH EXTEND BEYOND THE USE OF THE PRODUCT UNDER NORMAL CONDITIONS IN ACCORDANCE WITH THE STATEMENTS MADE ON THIS LABEL.

[Lot no. to be added at production]

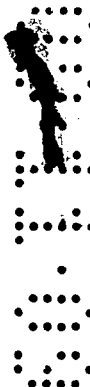
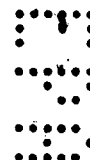
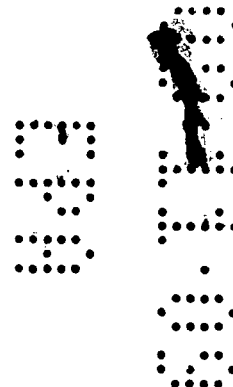
[Sergeant's Pet Care Products, Inc. is committed to providing high quality products. If you have questions or comments about this product, please write: Sergeant's Consumer Response, P.O. Box 540399, Omaha, NE 68154-0399.]

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

[For more information] [Visit us at:] [www.sergeants.com](http://www.sergeants.com)  
Made in USA

Distributed by:  
Sergeant's Pet Care Products, Inc.  
PO Box 540399  
Omaha, NE 68154-0399

EPA Reg. No. 2517-126  
EPA Est. No.  
(date & label code)





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TUBE LABEL (folding card and flat card packaging designs)

MARKETQUEST ONE DROP FLEA & TICK CONTROL WITH IGR

PERMETHRIN 45.0% W/W  
S-METHOPRENE 1.2% W/W

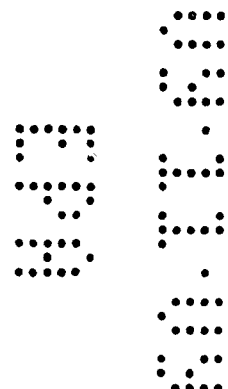


**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

READ DIRECTIONS AND  
PRECAUTIONS BEFORE USING

EPA Reg. No. 2517-126



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**TAB LABEL** (folding card and tabbed card packaging designs)

**MARKETQUEST ONE DROP FLEA & TICK CONTROL WITH IGR**

## ACTIVE INGREDIENTS

Permethrin (CAS #52645-53-1).....	45.0%
S-Methoprene (CAS #65733-16-6).....	1.2%



**KEEP OUT OF REACH OF CHILDREN**

### CAUTION

SEE MAIN LABEL FOR ADDITIONAL  
PRECAUTIONS, FIRST AID AND INSTRUCTIONS FOR USE

EPA Reg. No. 2517-126

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

**MARKETQUEST ONE DROP FLEA & TICK CONTROL WITH IGR\***

\*Insect Growth Regulator (S-methoprene) inhibits development of the immature stages of the fleas preventing them from reaching the biting adult stage.

(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 MarketQuest One Drop Flea & Tick Control with IGR for flea, tick, mosquito, lice and mite control.
- Step 4- Maintenance treatments with on-animal sprays and powders.

