



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

November 20, 2017

Prince Bamaze
Regulatory Affairs
Sergeant's Pet Care Products Inc.
10077 South 134th St
Omaha, NE 68138

Subject: Label Amendment – Agency Initiated Master Label amendment to address safety mitigation
Product Name: Sergeant's Fipronil + Methoprene Spot-On for Cats
EPA Registration Number: 2517-135
Application Date: 10/02/2017
Decision Number: 534909

Dear Mr. Bamaze:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. 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 18 months from the date of this letter. After 18 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.

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.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance

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with FIFRA section 6. If you have any questions, please contact Helen Hull-Sanders by phone at 703-347-0243, or via email at hull-sanders.helen@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Fertich". The signature is written in a cursive style with a large, looped initial "E".

Elizabeth Fertich
Product Manager 4
Invertebrate & Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

Sergeant's Master Label

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Information in { } is instructional

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FRONT PANEL

CAT SPOT ON FIPRONIL+METHOPRENE

[Optional text appears in brackets – the final product label may include some or all of the optional text on front, back, side or folded label panels. The CRP required text and format will not change from current label.] {Information is instructional}

Sergeant's Fipronil + Methoprene Spot-On for Cats

{Market Label - the word 'Cat' will be 40-75% in height of the largest letter in the primary brand name.}

{Market Label-a large clear picture of a Cat in the appropriate weight range will be on the front panel of the label}

{One of the statements below will appear prominently on the front panel of market label as required}

For use ONLY on cats [&] [and] kittens over 1.5 lbs and over 8 weeks of age

{OR}

Only for cats [&] [and] kittens over 8 weeks of age and over 1.5 lbs

{OR}

Apply ONLY to cats [&][and] kittens over 1.5 lbs and 8 weeks or older {or} over 8 weeks of age

{Text within box designates Vet Only language. All required text on Master Label applies to all type of packaging. The 'Vet Only language' applies additionally to labeling for products sold to Vets.}

{SUBLABEL: FOR USE ONLY BY LICENSED VETERINARIANS ON CATS IN THEIR CONTROL OR UNDER THEIR IMMEDIATE SUPERVISION}

FOR USE ONLY BY LICENSED VETERINARIANS ON CATS IN THEIR CONTROL OR UNDER THEIR IMMEDIATE SUPERVISION

For use in veterinarian clinics, animal shelters, grooming facilities and boarding kennels.
Not for residential use. Do not repackage.

[Ideal for shelter use when under direct supervision of veterinarian]

[Professional Roll Pack]

[Convenient roll pack for in clinic use]

[Convenient roll pack for animal facility use]

[For use only by licensed veterinarians]

ACTIVE INGREDIENTS:

Fipronil..... 9.80%

(S)-methoprene..... 11.80%

OTHER INGREDIENTS:..... 78.40%

TOTAL 100.00%

ACCEPTED

11/20/2017

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under
EPA Reg. No. 2517-135

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

See [Back][Side][Label[s]][Panel[s]] [or][Insert] for First Aid [and] [Additional] Precautionary Statements

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Net Contents: [1][2][3][4][5][6][12][24] tube(s) [vial(s)] each 0.017 fl oz (0.50 mL)

OR {Text within box designates Vet Only language. All required text on Master Label applies to all type of packaging. The 'Vet Only language' applies additionally to labeling for products sold to Vets.}

Net Contents: Thirty-five [35] tubes [vials] each 0.017 fl oz (0.50 mL)
Fifty [50] tubes [vials] each 0.017 fl oz (0.50 mL)
Seventy-five [75] tubes [vials] each 0.017 fl oz (0.50 mL)
One hundred [100] tubes [vials] each 0.017 fl oz (0.50 mL)
One hundred sixty [160] tubes [vials] each 0.017 fl oz (0.50 mL)

{END - FRONT PANEL}

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BACK /SIDE PANEL

CAT SPOT ON FIPRONIL+METHOPRENE

[[Brand name][This product] contains Fipronil and S-Methoprene (insect growth regulator) (IGR) to effectively kill fleas (all stages) and ticks [(including those that may transmit Lyme disease)]. [The active ingredients in [Brand name][this product] feature a sustained release formula developed for fast acting [and long lasting] control of fleas, ticks, [mosquitoes] and chewing lice for [1 month][4 weeks] on cats only.]

READ ENTIRE LABEL BEFORE EACH USE
USE ONLY ON CATS AND KITTENS OVER 1.5 lbs. AND OVER 8 WEEKS OF AGE.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS. CAUTION. Harmful if swallowed. 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 on cats only. Individual sensitivities, while rare, may occur after using any pesticide product on cats. Certain medications can interact with pesticides. Do not treat your cat with more than one pesticide product at a time. Over dosing your cat can result in serious illness and even death. Consult a veterinarian before using on medicated, debilitated, or aged cats. Can be used on breeding, pregnant, or lactating [cats] [female cats] [queens]. Consult a veterinarian before using on cats with known organ dysfunction.

OR {Text within box designates Vet Only language. All required text on Master Label applies to all type of packaging. The 'Vet Only language' applies additionally to labeling for products sold to Vets.}

HAZARDS TO DOMESTIC ANIMALS. For external use on cats only. Individual sensitivities, while rare, may occur after using any pesticide product on cats. Certain medications can interact with pesticides. Do not treat a cat with more than one pesticide product at a time. Over dosing a cat can result in serious illness and even death. Use caution before using on medicated, debilitated, aged, pregnant, nursing cats or cats with known organ dysfunction. If the cat is exhibiting signs of and/or is being treated for skin dermatitis, use caution before applying any topical flea and tick control product.

FIRST AID

If swallowed:	<ul style="list-style-type: none">• Call a poison control center or a doctor immediately for treatment advice.• Have person sip a glass of water if able to swallow.• Do not induce vomiting unless told to do so by a poison control center or doctor.• Do not give anything by mouth to an unconscious person.
If in eyes:	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing.• Call a poison control center or doctor for treatment advice.

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If on skin:

- Take off contaminated clothing.
- Rinse skin immediately with plenty of water for 15-20 minutes.
- Call a poison control center or doctor for treatment advice.

HOT LINE NUMBER

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-781-4738 for emergency medical treatment information.

DIRECTIONS FOR USE

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

DO NOT ALLOW CHILDREN TO APPLY PRODUCT. To prevent harm to you and your cat, read entire label before each use. Follow all directions and precautionary statements carefully. Cat must be dry at time of application and remain dry for 24 hours after application. Use entire contents of [tube] [vial] on each cat. Separate the treated cat from all other cats and dogs for 24 hours after treatment has been applied.

RESTRICTIONS:

Do not use on rabbits or animals other than cats.

Do not allow your cat to ingest this product.

Do not use on kittens under 8 weeks of age or less than 1.5 lbs.

Do not bathe or allow cat to swim for 24 hours after application.

Do not apply more than one [tube][vial] per treatment for one cat regardless of cat's weight.

{Side Effects box to be located in the lower right hand corner of the back label panel}

Side Effects: Monitor your cat after application. [Some cats may experience temporary startle effects when any product is applied.] Cats may experience [some] temporary irritation at the site of product application such as redness, scratching or other signs of discomfort. If signs of sensitivity occur, bathe your cat with a mild soap and rinse with large amounts of water. If any side effects occur or your cat has unusual reaction to the application, consult your veterinarian or call 1-800-781-4738. Consult your veterinarian before repeating application.

[See Insert inside [or] [Folded Panel(s)/Flap] for information on **How to open** and **How to apply**]

{Referral Statement used only when 'Directions for Use' on outer packaging does not contain information below}

How to open: Remove product tube[vial] from the package. [Separate one tube from the others.] Hold the tube[vial] with notched end pointing up and away from the face and body. Use scissors to cut off the narrow end at the notches along the line.

How to apply: While holding the cat with one hand, use the other hand to apply the solution. Invert the [tube][vial] and use the narrow end to part the cat's hair. Apply contents of one [tube][vial] of [Brand name] [This product] directly to skin as a spot between the shoulder blades. [This allows for a more direct application to the skin]. Hold the cat for a few seconds to give the solution time to be absorbed into the cat's coat. When finished, wrap the [tube][vial] in paper and put into the trash.

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FREQUENCY OF APPLICATION

Use [Brand name][this product] monthly for complete control of flea, tick [and] chewing lice [and mosquito] infestations. [Studies show that] [Brand name][this product] kills adult fleas for up to six weeks. Apply monthly if your cat is at high risk for flea reinfestation [, or in a highly infested environment]. Apply monthly to control ticks[,] [mosquitoes] and chewing lice. [Brand name][This product] remains effective, even after bathing, water immersion, or exposure to sunlight. Allow treated area to dry for 24 hours. Do not reapply for [30 days] [4 weeks] [one month]. [[Brand name][This product] can be used on breeding, pregnant and lactating (queens) (female cats).]

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Do not remove tube [vial] from the pack until ready to use. Store in a cool (below 77°F[/][25°C]) dry place inaccessible to children and pets. Do not refrigerate. Protect from direct sunlight.

PESTICIDE DISPOSAL AND CONTAINER HANDLING: If empty: Non-refillable container. Do not reuse or refill this container. 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.

[**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 adequate and must be followed carefully. It is impossible to eliminate all risks associated with the use of this product. Unintended consequences may result because of unknown factors. All such risks shall be assumed by the user or buyer.

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 shall not be liable for indirect, special, incidental or consequential damages. To the extent consistent with applicable law, the exclusive remedy of the user or buyer shall not exceed the purchase price paid.]

[If you have questions or comments about this product, please write: [Sergeant's] [SENTRY] 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)

[BAR CODE AREA]
EPA Reg. No. 2517-135
EPA Est. No. XXXXX-XX-XXX

[Product of (Specific Country). Blended and packaged in U.S.]

[Distributed by:][Manufactured by:]
Sergeant's Pet Care Products, Inc.
Omaha, NE 68138-3710

[Made in USA] [U.S. Patent No. 5,567,429]
[Coupon(s) inside or on outside of box]
{When outside of the box, coupon will not cover or distract consumer from required text}

{END - BACK / SIDE PANEL}

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TUBE/VIAL LABEL

CAT SPOT ON FIPRONIL+METHOPRENE

{Front Label}

{Back Label}

{Brand Name} For Cats over 1.5 lbs \geq 8wks Fipronil 9.8%, (S)-methoprene 11.8% 0.017 fl oz {Lot No.} {label code}	KEEP OUT OF REACH OF CHILDREN CAUTION: Read entire label before each use. Use scissors to open. EPA Reg. No. 2517-135
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{Lot No. is engraved on the crimp portion of the tube} {label code refers to an internal product tracking code}
{EPA Reg No. may be on either the front or back label}

{END – TUBE/VIAL LABEL}

{OPTIONAL INSERT OR FOLDED PANEL/FLAP OF FRONT OF PACKAGING}

READ ENTIRE LABEL BEFORE EACH USE
USE ONLY ON CATS AND KITTENS OVER 1.5 lbs. AND OVER 8 WEEKS OF AGE.

{How to Apply - May contain graphics illustrating product use, e.g., cat with a drop falling onto its neck from a tube [vial] on front, side, or back carton label and/or tube [vial] labeling.}

[[Clip. Part. Squeeze.]

Easier-than-ever tube [vial] lets you *clip* the tip, *part* the fur and *apply* directly to the skin – putting flea and tick protection where it needs to be.]

[Application Instructions] [Directions for Use]

How to Open:

1. Remove product tube(s) [vial(s)] from the package.
2. [Separate one tube [vial] from the others.] Hold the tube[vial] with notched end pointing up and away from the face and body. Use scissors to cut off the narrow end at the notches along the line.

How to Apply:

1. Invert tube [vial] over cat and use open end to part cat's hair.
2. Apply contents of one [tube][vial] of [Brand name] [This product] as a spot between the shoulder blades. Squeeze [tube][vial] firmly to apply all of the solution to the cat's skin.

[Look at the Label (Look at the Label icon) [Easy] 6 Step [Easy] [Spot On] [Squeeze-On] [Topical] Checklist]

- [1] Read the label completely and follow directions
- [2] Weigh [your] cat
- [3] Do NOT treat with more than one pesticide product at a time
- [4] Separate treated cats from other pets after [treatment] [application] to avoid chance of ingestion
- [5] Do NOT split tubes [vials] between cats] [and use the ENTIRE tube [vial] contents]

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FIRST AID

If swallowed:	<ul style="list-style-type: none">• Call a poison control center or a doctor immediately for treatment advice.• Have person sip a glass of water if able to swallow.• Do not induce vomiting unless told to do so by a poison control center or doctor.• Do not give anything by mouth to an unconscious person.
If in eyes:	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing.• Call a poison control center or doctor for treatment advice.
If on skin:	<ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15-20 minutes.• Call a poison control center or doctor for treatment advice.

HOT LINE NUMBER

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-781-4738 for emergency medical treatment information.

[Brand Name]

[Monthly reminder card]

[3 Month [Treatment] [Application] Tracker][Carecard]

[For year round protection apply [Brand name][This product] monthly.]

[Cat's Name (Empty blank for owner to fill in name)]

[Cat's Weight (Empty blank for owner to fill in name)]

[First][1st][Second][2nd][Third][3rd][Fourth][4th][Fifth][5th][Sixth][6th][Seventh][7th][Eighth][8th][Ninth][9th][Tenth][10th][Eleventh][11th][Twelfth][12th]

[Dose] [Treatment] [Application](Empty blank for owner to fill in date)(Date: MM/DD/YY)

[Application date][Date of Application]

[calendar stickers with [Brand name][This product]

[Place stickers on your calendar as a reminder to reapply [Brand name][This product] in 30 days.]

[Place sticker on your calendar or [refrigerator] to remind yourself to apply [Brand name][this product] to your cat]

[Monthly Application Reminder Magnet (image of reminder magnet)]

[Enclosed for your convenience is an application reminder magnet. Push the (reset) button, and the reminder light will blink twice. The reminder tag is now set for 30 days. At the end of 30 days the reminder light will blink, reminding you to reapply [Brand name][This product]. Press the button once and the blinking light will stop. Press the button again and this will reset the timer for another 30 days.]

{END – OPTIONAL INSERT OR FOLDED PANEL/FLAP}



























Sergeant's Master Label

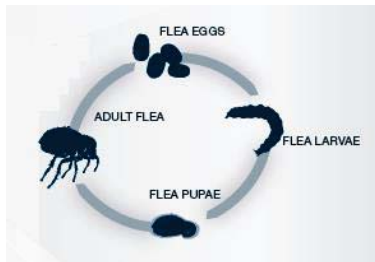
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{Optional graphics below may or may not appear anywhere on finished label}

	Adult Flea	
	Fleas	
	Flea eggs	
	Flea Larvae	
	Flea Pupae	
	Ticks	
	Brown Dog Tick	
	Deer Tick	
	American Dog Tick	
	Chewing Lice	
	Lone Star Tick	
	Mosquitoes	
	Mite	



LIMITED WARRANTY TO CONSUMERS
Good Housekeeping
Promises
REPLACEMENT OR REFUND IF DEFECTIVE



[Flea life cycle diagram] [Flea Life Cycle]

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**MADE IN THE
USA**



**MADE IN THE
USA**
WITH GLOBAL MATERIALS



[Waterproof]

[ABNs:]

[Sergeant's® Frontier Gold Plus Spot On for Cats]

[Sergeant's® Frontier Gold Plus for Cats]

[Sentry® Frontier Gold Plus Spot On for Cats]

[Sentry® Frontier Gold Plus for Cats]

[Sergeant's® Ectoadvance Plus Spot On for Cats]

[Sergeant's® Ectoadvance Plus for Cats]

[Sentry® Ectoadvance Plus Spot On for Cats]

[Sentry® Ectoadvance Plus for Cats]

[Sentry® Proline Plus Spot On for Cats]

[Sentry® Proline Plus for Cats]

[SENTRY® FIPROGUARD™ PLUS for Cats]

[FIPROGUARD™ PLUS for Cats]

[Sergeant's® PRONYL OTC™ PLUS for Cats]

[PRONYL OTC™ PLUS for Cats]

[Sergeant's® AdvanSpot Plus Spot On for Cats]

[Sergeant's® AdvanSpot Plus for Cats]

[Sentry® AdvanSpot Plus Spot On for Cats]

[Sentry® AdvanSpot Plus for Cats]

[PetArmor® Plus for cats]

[Sergeant's® PetArmor® Plus for cats]

[Optional marketing statements below may appear anywhere on the market label]

[Mosquitoes]

[Kills mosquitoes] [and within 48 hours for up to 28 days]

[Chewing Lice]

[Kills chewing lice]

[Rapid elimination of chewing lice infestation]

[Fast Action against chewing lice infestations]

[Adult Fleas]

[Kills adult fleas [for up to six weeks]]

[Kills Fleas [Up to [4] [6] weeks]!]

[Kills fleas which may be a source of flea allergy dermatitis] [or flea bite anemia]

[Ticks]

[Kills ticks including those that may transmit Lyme disease]

[Kills Ticks for Up to [4 weeks] [1 month] [30 days]!]

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[Kills Deer Ticks (that may carry Lyme disease) for up to [4 weeks] [1 month] [30 days]]

[Kills [brown dog ticks], [(*Rhipicephalus sanguineus*)] [American dog ticks,] [and] [lone star ticks][,][and deer ticks] [for up to [4 weeks] [1 month] [30 days]]]

[Kills American Dog Ticks [(*Dermacentor variabilis*)] for up to [4 weeks] [1 month] [30 days]!]

[Multiple Infestations]

[Flea [&] [and] Tick Control for Cats [&] [and] Kittens 8 weeks old and older [and] over 1.5 lbs]

[Kills fleas, flea eggs, ticks, chewing lice [&] [and] [mosquitoes]

[Kills fleas, ticks, [mosquitoes,] chewing lice, flea eggs, [and] flea larvae [and prevents the development of flea pupae]]

[Breaks the Flea Life Cycle]

[Monthly flea, tick, [mosquito] and chewing lice protection]

[Kills fleas, ticks, [mosquitoes,] flea eggs, and chewing lice]

[[Seven] [7] [Six] [6] Way [Action] [Effectiveness] [Control] kills fleas, ticks, [mosquitoes,] chewing lice, flea eggs, flea larvae and prevents the development of flea pupae]

[[Six] [6] [Five] [5] Way [Action] [Effectiveness] [Control] kills fleas, ticks, [mosquitoes,] chewing lice, flea eggs & flea larvae]

[[4 week] [1 month] [30 day] Flea [and] [&] Tick [Application] [Treatment]!]

[[Four (4) Week] [1 month] [Flea, Tick, [Mosquito] and Chewing Lice Control]

[Use [Brand name][this product] monthly to break the flea life cycle.]

[[Four (4) Week] [1 month] [30 day] [Flea, Tick and Chewing Lice Control]

[Use [Brand name][This product] monthly to control ticks and chewing lice]

[Monthly flea, tick, [mosquito,] flea egg, flea larvae and chewing lice protection.]

[[4 week] [1 month] [30 day] Flea and Tick Treatment!]

[Once A Month Flea, Tick, [Mosquitoes] [and] [Chewing Lice][Application] [Treatment]]

[Kills Fleas and Ticks for up to [4 weeks] [1 month] [30 days]!]

[Kills Fleas, Ticks, Flea Eggs & Flea Larvae for up to [4 Weeks] [1 month] [30 days]]

[Brand name][This product provides convenient and effective flea, tick, [and] chewing lice [and] [mosquito] control for cats and kittens over 8 weeks of age [and] over 1.5 lbs]

[Controls reinfestation of fleas for up to six weeks]

[Flea Eggs and Larvae]

[Controls flea reinfestation [for up to six weeks]]

[Kills adult fleas, flea eggs, flea larvae, and prevents the development of pupae [for up to six weeks]]

[Kills all stages of the flea (adult fleas, flea eggs, flea larvae and prevents the development of flea pupae)]

[If cat is at high risk for flea reinfestation apply once a month]

[Kills flea eggs [larvae] [and prevents the development of pupae] for up to six weeks]

[With (S)-methoprene [Insect Growth Regulator] [IGR] which Breaks the Flea Life Cycle]

[With (S)-methoprene to Break Flea Life Cycle]

[With [Insect Growth Regulator] [IGR] to Break Flea Life Cycle]

[Dual Action [!]: Fipronil with (S)-methoprene [insect growth regulator] [IGR] Effectively Breaks the Flea Life Cycle]

[Kills Flea Eggs & Flea Larvae [for up to six weeks]!]

[Prevents Flea Eggs From Developing Into Biting Adults]

[All Others]

{ Active ingredients comparison statement will appear on same label panel as the corresponding disclaimer indicated with a * }

[Fipronil (9.8%) + (S)-methoprene (11.8%)]

[Contains the same active ingredient(s) used in [FRONTLINE® Plus for Cats (or any approved ABN)].*]]

[Compare to [FRONTLINE® Plus for Cats (or any approved ABN)], contains the same active ingredient(s).*]

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[Compare to [FRONTLINE® Plus for Cats (or any approved ABN)], contains the same active ingredients fipronil and (S)-Methoprene.*]

[[Brand Name] [products] [This product] contain(s) fipronil and (S)-Methoprene, the same active ingredients used in [FRONTLINE® Plus for Cats (or any approved ABN)].*]

[[Brand Name] [products] [This product] contain(s) fipronil and (S)-Methoprene, compared to the same active ingredient(s) used in [FRONTLINE® Plus for Cats (or any approved ABN)].*]

[[*][Brand Name][This product] is not manufactured or distributed by [Merial®] [Company name], the makers of [FRONTLINE® Plus for Cats (or any approved ABN)].]

[[Brand Name][This product][Frontline®] is a registered trademark of [Merial®] [Company name].]

[For Cats and Kittens over 1.5 lbs and 8 weeks of age or older]

[Can be used on cats and kittens over 1.5 lbs and 8 weeks of age and older]

[Formulated for Cats and Kittens over 1.5 lbs and Over 8 Weeks Old]

[Fast Acting] [Long Lasting]

[Easy to Use [Application]]

[Best if used year round!]

[Apply monthly][Once a month treatment]

[Apply once every [4 weeks] [month] [30 days]!]

[4 Week Dose!] [1 Month Dose!] [30 Day Dose!]

[One Application][Two Applications][Three Applications][Four Applications][Five Applications][Six Applications][Twelve Applications][24 Applications] and/or [1 Month Supply][2 Month Supply][3 Month Supply][4 Month Supply][5 Month Supply][6 Month Supply][12 Month Supply][24 Month Supply] or [4 Week Supply][8 Week Supply][12 Week Supply][16 Week Supply][20 Week Supply][24 Week Supply][48 Week Supply][52 Week Supply]

[Waterproof][Effective even after bathing]

[Effective after bathing and exposure to water and sunlight]

[Can be used on breeding, pregnant and lactating [queens], [female] [cats]]

[[Free] Calendar Stickers Inside!]

[Monthly application reminder inside]

[[Free with purchase] [Free inside] Monthly Application Reminder [Magnet] [clip] [inside]]

[[1][2][3][4][5][6][12][24] Applications]

[Stops and prevents infestation of listed pests for [4 weeks] [1 month]]

[Lift [here] for more information]

[Direct to skin [tube][vial]

[Easy to Use] [tube][vial]

[Clean cut [open] [tube][vial]

[No-mess [open] [tube][vial]

[Clip-tip design [tube][vial][!]]

[Satisfaction Guaranteed. If you are not satisfied, we will make it right with a replacement or refund.]

[If you are not satisfied, we will make it right with a replacement or refund.]

{note to reviewer: X&Y is based on the number of tubes/vials or %. When additional [tube][vial] is provided, the extra tube or vial will not cover or distract consumer from required text.}

[Save Now!] [Buy more and save!]

[Value Size] [Club Size][Bonus Size]

[Great Value][Better Value][Club Pack] [Bonus Pack]

[(x) + (x) bonus pack!][Buy X Get Y Free][Buy 3 get 1 free][x)% (More) (Free)!]

[33% more free][x) Dose(s) Free!][x) Day(s) (Free)!][x) Month(s) Free!]

[(x) Day(s) of treatment- Free!][x) Tube(s) Free!] [(x) Application(s) Free!]