

2517-139

1/16/2014

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

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

January 16, 2014

Kelly R. Hoskins  
Sergeant's Pet Care Products, Inc.  
10077 South 134<sup>th</sup> Street  
Omaha, NE 68138-3710

Subject: Amendment: Adding Marketing Claims  
Sergeant's® Bifenthrin Shampoo for Dogs  
EPA Reg. No. 2517-139  
Your Submission Dated July 24, 2013

Dear Ms. Hoskins :

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable. A stamped copy of the label is enclosed for your records.

If you have any questions regarding this action, please contact BeWanda Alexander at [Alexander.bewanda@epa.gov](mailto:Alexander.bewanda@epa.gov) or (703) 305-7460.

Sincerely,

A handwritten signature in black ink that reads "BeWanda Alexander" followed by a flourish.

Richard Gebken  
Product Manager Team 10  
Insecticide Branch  
Registration Division (7505P)

Enclosure

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# Sergeant's® Master Label

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Information in [ ] is optional.

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**FRONT PANEL**

**DOG SHAMPOO**  
**Bifenthrin Shampoo**

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

## Sergeant's® Bifenthrin Shampoo for Dogs



### [ABNs]

- [SENTRY® Fiproguard® Flea and Tick Shampoo for Dogs]
- [Sergeant's® Pronyl OTC® Flea and Tick Shampoo for Dogs]
- [SENTRY® Fiproguard® Flea and Tick Shampoo for Dogs<sub>II</sub>]
- [Sergeant's® Pronyl OTC® Flea and Tick Shampoo for Dogs<sub>II</sub>]
- [SENTRY® Fiproguard®<sub>II</sub> Flea and Tick Shampoo for Dogs]
- [Sergeant's® Pronyl OTC®<sub>II</sub> Flea and Tick Shampoo for Dogs]
- [Sergeant's® Skip-Flea® [Flea] and Tick Shampoo for Dogs]
- [SENTRY® Flea and Tick Shampoo for Dogs]
- [SENTRY® XFT Flea and Tick Shampoo for Dogs]
- [Sergeant's® Bansect® Flea and Tick Shampoo for Dogs]
- [Sentry® Value Flea & Tick Shampoo for Dogs]
- [[Sergeant's®] Pet Armor Shampoo]
- [[SENTRY®] Pet Armor Shampoo]

- [Apply to puppies over 12 weeks old]
- [Apply to puppies 12 weeks or older]

### [Optional Marketing Claims]

- [Kills adult fleas for [15 days][2 weeks]]
- [Kills fleas for [15 days] [2 weeks]]
- [Active against fleas]
- [Active against ticks]
- [Controls fleas]
- [Controls ticks]
- [Kills ticks for [up to] [7 days] [1 week]]
- [[Kills adult Fleas [for][ up to] [15 days] [2 weeks]]
- [Kills Fleas [for [15 days] [2 weeks]], Ticks [for [7 days] [1 week]]
- [Cleans, deodorizes and conditions]
- [Repels and prevents blood feeding by mosquitoes for [up to] 2 weeks]
- [Repels mosquitoes [for] [up to] [15 days] [2 weeks]]
- [Prevents blood feeding by mosquitoes for [up to] [15 days][2 weeks]]
- [Kills ticks that may carry Lyme disease]
- [Kills [black-legged (or) deer] ticks, lone star ticks, and brown dog ticks]
- [Kills brown dog ticks [Rhipicephalus sanguineus] for [up to] [15 days][2 weeks] [which may carry Rocky Mountain spotted fever]
- [Kills fleas, source of flea allergy dermatitis [,flea bite anemia] and tapeworm infestations]
- [Kills [Fleas] [and] [Ticks] [for] [and continues to kill][7 days][1 week]]
- [7 day protection]
- [15 day flea protection]
- [Original Formula]
- [pH Balanced For Dog's Coat]
- [Cleans][Deodorizes] [Conditions]
- [Kills Fleas for [up to] [[15 days] [2 weeks]!]

**ACCEPTED**  
JAN 16 2014

Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the pesticide Registered under EPA Reg. No. 2517-139

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[Kills Fleas & Ticks While Grooming Your Dog]

[[Sergeant's]Caring For Your Pets since 1868]

[[Specific fragrance noted here] Scent]

[Kills Fleas and Ticks [on Dogs]]

## ACTIVE INGREDIENTS:

Bifenthrin.....0.05%

OTHER INGREDIENTS: .....99.95%

[TOTAL 100.00%]

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

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

**NET CONTENT: XXX fl oz (XXX mL)**

**BACK PANEL**

**DOG SHAMPOO**  
**Bifenthrin Shampoo**

**READ ENTIRE LABEL BEFORE EACH USE.**

**USE ONLY ON DOGS.**

[Kills fleas for [up to] [15 days] [2 weeks] [and] ticks for [up to] [7 days][1 week]]

[Kills fleas and ticks]

[Kills the ticks that may carry Lyme disease]

[pH balanced for [pet's][dog's] coat]

[Cleans [and] [deodorizes][and][conditions]]

[Repels mosquitoes and prevents blood feeding for [up to] [15 days] [2 weeks]]

## IMPORTANT CONSUMER INFORMATION

[[PRODUCT NAME] [This product] kills fleas [for [15 days][2 weeks]] and ticks [for [7 days][1 week]], [and repels and prevents blood feeding by mosquitoes [for up to [15 days] [2 weeks]]]while it cleans and deodorizes in one easy and convenient step. This rich, conditioning, non-staining formula contains a highly effective flea and tick killing ingredient combined with an excellent pH balanced shampoo.]

## PRECAUTIONARY STATEMENTS

**HAZARDS TO HUMANS. CAUTION:** Causes moderate eye irritation. Avoid contact with skin, eyes or clothing. Wash thoroughly with soap and water after handling, and before eating, drinking, and chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

**HAZARDS TO DOMESTIC ANIMALS. FOR EXTERNAL USE ON DOGS ONLY.** Do not use on puppies under 12 weeks of age. Do not treat your dog with more than one pesticide product at a time. Consult a veterinarian before using this product on debilitated, aged, medicated, pregnant or nursing dogs. Sensitivities may occur after using ANY pesticide product for dogs. 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 by calling 1-800-781-4783. **DO NOT USE ON CATS.**

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<b>FIRST AID</b>	
<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>
<b>HOT LINE NUMBER</b>	
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.** Weigh and determine your dog's body weight. Do not use on puppies under 12 weeks of age. Wet dog's coat thoroughly. [Use the reference table below as a guide to determine the amount of **[PRODUCT NAME]** [This product] [shampoo] to use on your dog.] [Use ½ oz of **[PRODUCT NAME]** [This product] [shampoo] for every 7 pounds of dog body weight.] A volume of ½ fl oz is equivalent to 1 Tablespoon (tbsp.) of shampoo. For a typical 10 lb. dog, apply 1.0 fl oz or 2 Tablespoons (tbsp.) of shampoo to the dog. Starting at the head and working back, work up a lather with this quick lathering formula, being sure that the lather is worked thoroughly into dog's coat down to the skin. Allow lather to stand [ten] [10] minutes, then rinse completely and towel dry. Kills fleas and ticks and continues to kill fleas for up to [15 days] [2 weeks] and ticks for [7 days][1 week]. To maintain maximum effectiveness, repeat (or reapply) every [15 days] [2 weeks].

[Optional table]

Use ½ fl oz of <b>[PRODUCT NAME]</b> [This product] [shampoo] for every 7 pounds of dog body weight (lbs).		
Amount of shampoo		Dog's body weight in pounds (lb)
fluid ounces	(tablespoons)	
½ fl oz	(1 tbsp)	Up to 7 lb
1 fl oz	(2 tbsp)	Over 7 lbs to 14 lbs
2 fl oz	(4 tbsp)	Over 14 lbs to 28 lbs
3 fl oz	(6 tbsp)	Over 28 lbs to 42 lbs
4 fl oz	(8 tbsp)	Over 42 lbs to 56 lbs
5 fl oz	(10 tbsp)	Over 56 lbs to 70 lbs
6 fl oz	(12 tbsp)	Over 70 lbs to 84 lbs
7 fl oz	(14 tbsp)	Over 84 lbs to 98 lbs
8 fl oz	(16 tbsp)	Over 98 lbs to 112 lbs
9 fl oz	(18 tbsp)	Over 112 lbs To 126 lbs
10 fl oz	(20 tbsp)	Over 126 lbs to 140 lbs

## STORAGE AND DISPOSAL.

**PESTICIDE STORAGE:** Store only in original container in a cool, dry area inaccessible to children and pets and away from heat and 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.

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## [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) [Made in USA]

[Distributed by:] [Manufactured by:]  
Sergeant's Pet Care Products, Inc.  
Omaha, NE 68138-3710  
EPA Reg. No. 2517-139  
EPA Est. No. XXXXX-XX-XX  
[lot, date & label code] [UPC CODE]

## [END - BACK / SIDE PANEL]

[Each optional graphic below may or may not appear anywhere on the label]



fleas



ticks



mosquitoes



fleas



ticks



mosquitoes



Adult Flea

