


2517-140

1/13/2011

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 <p align="center"><b>U.S. ENVIRONMENTAL PROTECTION AGENCY</b> Office of Pesticide Programs Registration Division (7504P) 1200 Pennsylvania Ave., N.W. Washington, D.C. 20460</p>	<p>EPA Registration No.  <b>2517-140</b></p>	<p>Date of Issuance:  <b>JAN 13 2011</b></p>
<p align="center"><b>NOTICE OF PESTICIDE:</b></p> <p align="center"> <input checked="" type="checkbox"/> Registration  <input type="checkbox"/> Reregistration         </p> <p align="center">(under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended)</p>	<p>Term of Issuance: <b>Conditional Registration</b> <b>Time-limited: see conditions below</b></p>	
<p>Name of Pesticide Product: <b>Sergeant's Fipronil + Cyphenothrin Squeeze-on for Dogs</b></p>		
<p>Name and Address of Registrant (include ZIP Code): <b>Sergeant's Pet Care Products, Inc.</b> <b>c/o Exponent, Inc.</b> <b>2625 South 158<sup>th</sup> Plaza</b> <b>Omaha, NE 68130</b></p>		
<p><small>Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.</small></p>		
<p>On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.</p> <p>Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.</p> <p>This product is conditionally registered in accordance with FIFRA §3(c)(7)(a) provided that:</p> <ol style="list-style-type: none"> <li>1. This registration is time-limited and expires two years from the date this product is first released for shipment.  You must provide the Agency with a projected release for shipment date within 30 days of the date of this Notice of Registration. The Agency will calculate the expiration date based on the projected release for shipment date until an actual release for shipment date is provided in writing.</li> <li>2. Consider limiting the formulations of each product to one basic confidential statement of formula. The Agency may require this in the future. It is possible that no additional alternate formulations or minor formulation amendments will be approved for this product in the future.</li> <li>3. As a condition of registration for this product, within one year from the date of this registration, you must submit the results of Storage Stability and Corrosion Characteristics studies, corresponding to OCSP Guidelines 830.6317 and 830.6320, respectively, including interim reports made at 0, 3, 6, 9, and 12 month intervals.</li> </ol>		

4. The approval of this registration is contingent on the Agency's review to determine that the study submitted on June 15, 2010, to fulfill OCSP Guideline 830.1800 - Enforcement Analytical Method, is acceptable to support the registration.
5. Within one year of the date on this Notice of Registration, and prior to formulating this product, you must provide the Agency the following:
  - a. The registration number and establishment number of the manufacturing or technical product(s) from which the active ingredient is derived.
  - b. The name and address of the entity from which the manufacturing product(s) was obtained; and
  - c. A copy of the bill of sale for this manufacturing product(s).
6. Within 30 days from the date of this registration, in accordance with FIFRA §3(c)(1)(F) and 3(c)(2)(B), you must submit a copy of all offers to pay compensation and evidence of their delivery, used to support the data required for this product.
7. You must submit quarterly enhanced incident reports and quarterly sales information in doses sold for this product for the quarter that begins on January 1, 2011. The quarterly reports are due two months after each quarter ends.

Please flag any Confidential Business Information as such. Enhanced incident reporting should be submitted to the Product Manager. Quarterly sales information should be submitted to the Registration Division (7504P), Immediate Office (attn: Ms. Kimberly Nesci).

**The following is a list of information that must be included in the quarterly reports for each incident:**

EPA Registration Number  
 Product name (brand name)  
 Lot #

Where purchased: internet, store, veterinarian  
 Active Ingredient(s)  
 Weight range for product

Date on which incident occurred. (mm/dd/yyyy)  
 State in which the incident occurred. (standard 2 letter abbreviation)  
 Registrant case #

Species: dog, cat, other (specify)  
 Breed: (as reported by pet owner)  
 Age: months or years  
 Sex: M, F, or neutered  
 Weight: pounds

Primary Route of Exposure: dermal, oral, other animal, inhalation, other  
 Body System: neurological, dermatological, GI, respiratory, ocular, other  
 Major signs noted with separate column for each sign, using standard terminology  
 Time to Onset: (hours, days)  
 Treated by veterinarian: yes or no

First time product used: yes or no

Misuse: use on incorrect species, overdose, too frequent dosing, other (describe)

Any known precondition

EPA Severity Code: death, major, moderate, minor

Outcome: died, recovered, still treated, unknown

8. Along with the enhanced incident reporting, you must submit an analysis of the incidents seen, to include the following details:
- All incidents should be reported including all minor dermal and ocular irritation reports.
  - Summary table for dogs showing number of incidents of each severity code for each route of exposure. Each incident should only be reported once. If one incident has several routes of exposure, the order should be ocular > oral > dermal. In other words, an incident with both oral and dermal exposure would be reported as oral exposure, and an incident with both ocular and oral exposure would be reported as ocular exposure.
  - A similar summary table for cats (misuse or secondary exposure) showing number of incidents of each severity code for each route of exposure.
  - Summary table for dogs and table for cats showing number of incidents that are believed due to secondary exposure (e.g., multi-pet households).
  - A summary table for dogs showing number of incidents for each severity code for these age ranges: <3 months, 3-6 months, 6-9 months, 9-12 months, 1 yr, 2 yr, 3 yr, 4 yr, 5 yr, 6 yr, 7 yr, 8 yr, 9 yr, 10 yr, 11 yr, 12 yr, 13 yr, 14 yr, 15 yr, >15 yr.
  - A summary table showing the number of dog incidents for each severity code for each pet weight range on the product label.
  - A summary table for dog weight showing number of incidents for each product weight range. This table should show number of incidents in dogs weighing less than that product weight range, number of incidents in dogs in lower half of weight range, number of incidents in dogs in upper half of weight range, and dogs weighing more than the product weight range.
  - Table showing number of incidents for each dog breed.
  - Table showing number of incidents in dogs for each clinical sign.
  - Table showing number of incidents in dogs for each organ system.
  - Report aggregate incidents, but do not combine moderate and minor incidents.
9. You must submit and/or cite all data required for registration of your product under FIFRA §3(c)(5) when the Agency requires all registrants of similar products to submit such data, and submit acceptable responses required for reregistration of your product under FIFRA §4.

All labeling comments below are in reference to the proposed master label, dated January 3, 2011. These comments apply to all submitted draft labeling, including the master label, the color mock-up labels, and the proposed text and graphics for the stickers and magnet:

10. On page 1 under Alternate Brand Names (ABN), delete "Topical" from both ABNs because this word does not specifically describe this product.

11. On page 1 under the header Mosquitoes, revise the following statement by adding the underlined words:

"[[Kills mosquitoes] [within 24 hours for up to the first 7 days after treatment, and within 48 hours for up to 28 days]."

12. On page 1 under the header Fleas, revise the following claims to add the underlined words, or delete struck-out words, as follows:

"[Kills fleas, which may be a source of flea allergy dermatitis] [or, flea bite anemia]-~~and tapeworm infestations~~]"

"[If dog is at high risk of flea reinfestation, apply once a month ~~monthly application may be needed.~~]"

13. Throughout the entire label, including claims, replace "treatment" with "application."

14. On page 1 under Multiple Infestations, delete "[Four [4] Way Protection[!]" because this is an unqualified, nebulous claim.

15. On page 2 under Ticks, revise the third claim as follows:

"[Kills] Deer Ticks [that may transmit Lyme Disease,] for up to [4 weeks]..."

16. On page 2 under Ticks, delete the following struck-out diseases because additional information is needed to substantiate and demonstrate the validity of these efficacy claims:

"[Kills ticks that may transmit Lyme disease, Rocky Mountain Spotted fever, ehrlichiosis, babesiosis, bartonellosis, and anaplasmosis-~~and hepatozoonosis~~]"

17. On page 2 under All Others, delete the following statements:

"[Once a month treatment recommended]"

"[A once monthly application is recommended for chewing lice.]"

18. On page 2 under All Others, "delete "{for cartons with 3 applicators}" since this product can only be packaged in a set of three applicators.

19. On page 3 under the list of claims, delete "Images of the different kinds of bugs killed with a line drawn through each bug" because the Agency needs to review these images as part of the labeling prior to approval.

20. On page 3 under the list of claims, correct the percentage for cyphenothrin to "5.2%."

21. On page 3 under the Warning statement, delete "insert" as an option because the Agency has not

reviewed the optional insert as part of the labeling for approval

- 22. On page 5 in the How to Apply section, correct the reapplication interval from "4 weeks" to "30 days" to be consistent with the interval stated under Frequency of Application.
- 23. On page 6 under the Frequency of Application, add the underlined words and delete the struck-out text in the following statement:  
  
 "[Brand name] kills mosquitoes within 24 hours for up to the first 7 days after application ~~treatment~~, then within 48 hours for up to 28 days]."
- 24. On page 6 under the Frequency of Application for dogs weighing between 23-44 pounds, delete "[Apply two tubes (0.67 mL)(0.023 fl. oz) as a spot on the dog's back between the shoulder blades] [or]" because each application must be made only using one tube, per the child-resistant packaging test data used to support this product.
- 25. On page 6 under the Storage and Disposal statement, replace "Container Handling" with "Container Disposal."
- 26. On pages 7 and 8 under the End-back/side Panel section, delete "Insert Copy" as an option because the Agency has not reviewed the optional insert as part of the labeling for approval.
- 27. Revise the EPA Registration Number to read: "EPA Registration No. 2517-140."

If the Agency determines that future mitigation measures are necessary for all pet spot-on products, you will be informed, and be expected to comply. If mitigation measures are necessary, the Agency may take appropriate regulatory actions. Two copies of the finished labeling must be submitted prior to releasing the product for shipment. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A copy of your label stamped "Accepted with Comments" is enclosed for your records. Please contact Rosanna Louie-Juzwiak at (703) 308-0037 with any questions.

Enclosure: Sergeant's Fipronil + Cyphenothrin Squeeze-on for Dogs Label, Stamped *Accepted with Comments*

Signature of Approving Official:



Richard Gebken, Product Manager (10)  
Registration Division, Insecticide Branch

Date:

JAN 13 2011



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[Use [brand name] monthly to control Ticks (starts killing in as little as 1 hour) and chewing lice]

**FRONT PANEL**

**DOG SQUEEZE ON  
FIPRONIL + CYPHENOTHRIIN**

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

[Starts killing fleas and ticks in as little as 1 hour] [and continues to kill for a month]

[Flea & Tick Control for Dogs & Puppies 12 weeks old and older]

## [Ticks]

[Kills Ticks (starts killing in as little as 1 hour) including those that may transmit Lyme disease]

[Kills ticks (starts killing in as little as 1 hour) for Up to [4 weeks] [1 month] [30 days]!]

[Kills] Deer Ticks [that] [transmit Lyme Disease,] for up to [4 weeks] [1 month] [30 days]]

[Kills Ticks (starts killing in as little as 1 hour)]

[Kills Deer Ticks for up to [4 weeks] [1 month] [30 days]]

[Kills [Brown Dog Ticks] [(*Rhipicephalus sanguineus*)], [American Dog Ticks,] [and Lone Star Ticks] (in as little as 1 hour) [and deer ticks] for up to [4 weeks] [1 month] [30 days]]

[Kills [Brown Dog Ticks], [(*Rhipicephalus sanguineus*)] (starts killing in as little as 1 hour) for up to [4 weeks] [1 month] [30 days]]

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

[Prevents and controls reinfestation of listed pests for [30 days][1 month]]

[Kills ticks that may transmit Lyme disease, Rocky Mountain Spotted fever, ehrlichiosis, babesiosis, bartonellosis, anaplasmosis and hepatolozoonosis]

## [All Others]

[For Dogs and Puppies 12 weeks of age or older]

[Controls mites that may cause sarcoptic mange]

[For Dogs [up to 22 lbs], [23-44 lbs], [45-88 lbs], [89-132 lbs]]

[Fast Acting] [Long Lasting]

[Remains effective, even after bathing, water immersion, or exposure to sunlight]

[Easy to Use [Application]]

[Once a month treatment recommended]

[A once monthly application is recommended for chewing lice.]

[Rapidly eliminates infestations of chewing lice]

[Three Applications ~~{for cartons with 3 applicators}~~] and/or [3 Month Supply] or [12 Week Supply]

[Best if used year round!]

[(ICON Showing [4 week] [1 month] [30 day] Protection)]

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

[Specially Formulated for Dogs and Puppies 12 weeks of age or older]

[[Free] Calendar Stickers Inside!]

[Monthly application reminder card inside]

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

[Waterproof]

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[Can be used on puppies 12 weeks of age and older]  
[[Convenient spot treatment][Convenient][to use]]

**FRONT PANEL**

**DOG SQUEEZE ON  
FIPRONIL + CYPHENOTHHRIN**

[Fipronil (9.8%) + Cyphenothrin (5.0%)]  
[Lift [here] for more information]  
[For year-round protection, apply **[Brand name]** monthly]  
[Images of the different kinds of bugs killed with a line drawn through each bug]  
[[Free with purchase] [Free inside] Monthly Application Reminder [Magnet][inside]]  
[U.S. and Foreign Patents Pending]

[[3] Applications]  
[For use ONLY on dogs]  
    [Up to 22 lbs]  
    [23-44 lbs]  
    [45-88 lbs]  
    [89-132 lbs]  
    [over 12 weeks of age]

**[For Dogs & Puppies 12 weeks or older] [and] [up to] 22 lbs.]**  
**[For Dogs 23-44 lbs.]**  
**[For Dogs 45-88 lbs.]**  
**[For Dogs 89-132 lbs.]**

**ACTIVE INGREDIENTS:**

Fipronil .....	9.80%
Cyphenothrin .....	5.20%
<b>OTHER INGREDIENTS[*]: .....</b>	<b>85.0%</b>
<b>TOTAL</b>	<b>100.00%</b>

[\*Diethylene glycol monoethyl ether, Vitamin E nicotinate]

**KEEP OUT OF REACH OF CHILDREN  
WARNING**

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

**NET CONTENTS:**      [3] [three] 0.023 fl oz (0.67 mL) applicators  
                                 [3] [three] 0.045 fl oz (1.34 mL) applicators  
                                 [3] [three] 0.091 fl oz (2.68 mL) applicators  
                                 [3] [three] 0.136 fl oz (4.02 mL) applicators

**{END - FRONT PANEL}**



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**BACK-PANEL**

**DOG-SQUEEZE-ON**

**FIPRONIL+CYPHENOTHIRIN**

[[**Brand name**] contains Fipronil and Cyphenothrin to effectively kill Fleas [(starts killing in as little as 1 hour)], Ticks [(starts killing in as little as 1 hour)] [(including those that may transmit Lyme Disease)], and kills mosquitoes and chewing lice.] [The active ingredients in [**brand name**] feature a sustained release formula developed for fast acting [and long lasting] control of fleas, ticks mosquitoes and chewing lice for up to 30 days on dogs.]



**READ ENTIRE LABEL BEFORE EACH USE.**

**USE ONLY ON DOGS AND PUPPIES OVER 12 WEEKS OF AGE.**

[[**Brand name**] for dogs provides four way protection that kills fleas, ticks, mosquitoes and chewing lice. Controls mites that may cause sarcoptic mange. Kills deer ticks that transmit Lyme disease. Kills brown dog ticks, American dog ticks, and lone star ticks.]

### PRECAUTIONARY STATEMENTS

**HAZARDS TO HUMANS. WARNING.** Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Harmful if swallowed. Harmful if absorbed through skin. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

**HAZARDS TO DOMESTIC ANIMALS.** For external use only. Do not use on puppies under 12 weeks of age. Individual sensitivities, while rare, may occur after using any pesticide product. [Some dogs may experience temporary startle effects when any product is applied.] Dogs may experience some temporary irritation at the site of product application. If signs persist, or become more severe within a few days of application, consult a veterinarian immediately. If your dog has an unusual reaction to the initial application, consult a veterinarian before repeating treatment. Certain medications can interact with pesticides. Consult a veterinarian before using on medicated, pregnant, nursing, debilitated or aged dogs. Call 1-800-781-4738 for 24-hour assistance.

### FIRST AID

<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 further 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>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>

### HOT LINE NUMBER

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For more information on this pesticide product (including health concerns, medical emergencies or pesticide incidents), you may call 1-800-781-4738.

### NOTE TO PHYSICIAN OR VETERINARIAN

Treat patient symptomatically

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**BACK PANEL**

**DOG SQUEEZE ON  
FIPRONIL + CYPHENOTHIRIN**

## 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 DOG, READ ENTIRE LABEL [AND ENCLOSED DIRECTIONS] BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. FOR EXTERNAL USE ON DOGS ONLY. DO NOT USE ON RABBITS. DO NOT USE ON OTHER ANIMALS.

**DO NOT USE ON CATS.** May be toxic and potentially fatal if applied to or ingested by cats. **FOR EXTERNAL USE ON DOGS ONLY.** Do not use on puppies under 12 weeks of age. [Do not split tubes between dogs.] [Do not use multiple tubes on one dog.] Weigh your dog to be sure you are applying the right dose formulated for the weight of your dog. Do not treat your dog with more than one pesticide product at a time. Over dosing your dog can result in serious illness and even death. Certain medications can interact with pesticides. Consult a veterinarian before using this product on debilitated, aged, medicated, pregnant, or nursing dogs. Consult a veterinarian before using on dogs with known organ dysfunction. **DO NOT USE ON CATS** or animals other than dogs. Separate the treated dog from all other dogs and cats for 24 hours after treatment has been applied. Cats and dogs that actively groom or engage in close physical contact with treated dog may be at risk of serious harmful effects. The most common signs of ingestion are excessive salivation and foaming at the mouth. If these symptoms occur immediately feed your dog and continue to monitor your dog for the next 24 hours. If symptoms persist call 1-800-781-4738 to talk to a veterinarian. Cats exhibiting these same symptoms from ingestion should be taken to the veterinarian immediately. If your dog is exhibiting signs of and/or are being treated for skin dermatitis, talk to your vet before applying any topical flea and tick control product.

**Sensitivities may occur after using ANY pesticide product on dogs. Dogs may experience some temporary irritation at the site of product application. 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 by calling 1-800-781-4738.**

{Outer Packaging}

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

**How to apply:** 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, as directed below. Do not apply more often than once every 4 weeks.

[Optional drawings that may or may not appear on finished label]



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**BACK PANEL**

**DOG SQUEEZE ON**

**FIPRONIL+CYPHENOTHIRIN**

## FREQUENCY OF APPLICATION

Use [brand name] monthly for complete control of flea, tick [and] chewing lice [and mosquito] [infestations]. [Studies show that] [brand name] kills adult fleas (starts killing in as little as 1 hour) for up to three months. Apply monthly if your pet is at high risk for flea reinfestation [, or in a highly infested environment]. Apply monthly to control ticks, mosquitoes and chewing lice. [Brand name] kills mosquitoes within 24 hours for the first 7 days after treatment, then within 48 hours for up to 28 days. [Brand name] remains effective, even after bathing, water immersion, or exposure to sunlight. Allow treated area to dry thoroughly. Do not reapply for 30 days.

### For Dogs Weighing up to 22 lbs. [including small dogs and puppies, 12 weeks or older]:

{For cartons containing 0.67 mL (0.023 fl oz) applicator tubes}

Apply one tube (.67 mL)(0.023 fl oz) [as a spot to the dog's back between the shoulder blades] [from the back of the neck to a point midway between the neck and tail].

### For Dogs Weighing [Between] 23-44 lbs.

{For cartons containing 1.34 mL (0.045 fl oz) applicator tube}

~~[Apply two tubes (0.67 mL)(0.023 fl oz) as a spot on the dog's back between the shoulder blades]~~  
[or] [Apply one tube (1.34 mL)(0.045 fl oz)] [as a spot to the dog's back between the shoulder blades.] [from the back of the neck to a point midway between the neck and tail].

### For Dogs Weighing [Between] 45-88 lbs.

{For cartons containing 2.68 mL (0.091 fl oz) applicator tube}

Apply one tube (2.68 mL)(0.091 fl oz) [as a spot on the dog's back between the shoulder blades] [from the back of the neck to a point midway between the neck and tail].

### For Dogs Weighing [Between] 89-132 lbs.

{For cartons containing 4.02 mL (0.136 fl oz) applicator tube}

Apply one tube (4.02 mL)(0.136 fl oz) [as a spot on the dog's back between the shoulder blades] [from the back of the neck to a point midway between the neck and tail].

## STORAGE AND DISPOSAL

**PESTICIDE STORAGE:** Do not remove tube 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.

**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

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**BACK PANEL**

**DOG SQUEEZE ON  
FIPRONIL + CYPHENOTHHRIN**

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)

[Coupon(s) inside or on outside of box]  
[Made in USA]

Distributed by:

Sergeant's Pet Care Products, Inc.  
P.O. Box 540399  
Omaha, NE 68154-0399  
EPA Reg. No. 2517-XX  
EPA Est. No. XXXXX-XX-XXX

[BAR CODE AREA]

**{END - BACK / SIDE PANEL}**

**OPTIONAL OUTER PACKAGING OR INSERT COPY**

**DOG SQUEEZE ON  
FIPRONIL + CYPHENOTHHRIN**

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

**[Application Instructions] [Directions for Use]**

**How to open**

1. Remove product tubes [vial] from the package.
2. Separate one tube from the others. Holding the tube [vial] with notched end pointing up and away from the face and body, cut off the narrow end at the notches with scissors.

**How to apply** [Optional drawings that may or may not appear on finished label]

1. Invert tube over dog and use open end to part dog's hair.
2. Squeeze tube firmly to apply all of the solution to the dog's skin [as a spot to the dog's back between the shoulder blades.] [or] [from the back of the neck to a point midway between the neck and tail.]



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**OPTIONAL OUTER PACKAGING OR INSERT COPY** **DOG SQUEEZE ON**  
**FIPRONIL + CYPHENOTHHRIN**

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

- Read the label completely and follow directions
- Weigh your pet
- Do NOT use dog products on cats
- Do NOT treat with more than one pesticide product at a time
- Separate animals after treatment to avoid chance of ingestion
- Do NOT split tubes between pets]

### [Brand name]

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

[For year-round protection, apply [Brand name] monthly.]

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

[First] [1st] [Second] [2nd] [Third] [3rd]

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

[calendar stickers with brand name]

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

[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]. 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 PACKAGE COPY}

**TUBE/VIAL LABEL** **DOG SQUEEZE ON**  
**FIPRONIL + CYPHENOTHHRIN**

Front Label

Back Label

<p>{Brand Name}[cat graphic with line through]          For dogs [up to X lbs][X-Y lbs]          Fipronil 9.8% w/w, Cyphenothrin 5.2% w/w          0.67 mL (or) 1.34 mL (or) 2.68 mL (or) 4.02 mL          {label code}</p>	<p>KEEP OUT OF REACH OF CHILDREN          WARNING: Read directions and precautions          before using. Use scissors to open.          EPA REG. No. 2517-XX {label code}</p>
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14/20

# EctoAdvance™

## Front Tube Labels

## Back Tube Labels

EctoAdvance™ for dogs  
For dogs up to 22 lbs  
Fipronil 9.8% w/w, Cyphenothrin 5.2% w/w  
0.67 mL P00XXXX

KEEP OUT OF REACH OF CHILDREN  
WARNING: Read directions and precautions  
before using. Use scissors to open.  
EPA Reg. No. 2517-XX P00XXXX

EctoAdvance™ for dogs  
For dogs 23-44 lbs  
Fipronil 9.8% w/w, Cyphenothrin 5.2% w/w  
1.34 mL P00XXXX

EctoAdvance™ for dogs  
For dogs 45-88 lbs  
Fipronil 9.8% w/w, Cyphenothrin 5.2% w/w  
2.68 mL P00XXXX

EctoAdvance™ for dogs  
For dogs 89-132 lbs  
Fipronil 9.8% w/w, Cyphenothrin 5.2% w/w  
4.02 mL P00XXXX

Received 7 JAN 2011

# EctoAdvance<sup>™</sup> for dogs



READ ENTIRE LABEL BEFORE EACH USE. USE ONLY ON DOGS AND PUPPIES OVER 12 WEEKS OF AGE.

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS. WARNING.** Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Harmful if swallowed. Harmful if absorbed through skin. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

**HAZARDS TO DOMESTIC ANIMALS.** For external use only. Do not use on puppies under 12 weeks of age. Individual sensitivities, while rare, may occur after using any pesticide product. Some dogs may experience temporary startle effects when any product is applied. Dogs may experience some temporary irritation at the site of product application. If signs persist, or become more severe within a few days of application, consult a veterinarian immediately. If your dog has an unusual reaction to the initial application, consult a veterinarian before repeating treatment. Certain medications can interact with pesticides. Consult a veterinarian before using on medicated, pregnant, nursing, debilitated or aged dogs. Call 1-800-781-4738 for 24-hour assistance.

**FIRST AID**

<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 further 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>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>

**HOTLINE NUMBER**

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For more information on this pesticide product (including health concerns, medical emergencies or pesticide incidents), you may call 1-800-781-4738.

**NOTE TO PHYSICIAN OR VETERINARIAN**  
Treat patient symptomatically.

**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 DOG. READ ENTIRE LABEL BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. FOR EXTERNAL USE ON DOGS ONLY. DO NOT USE ON RABBITS. DO NOT USE ON OTHER ANIMALS.**

**DO NOT USE ON CATS.** May be toxic and potentially fatal if applied to or ingested by cats. **FOR EXTERNAL USE ON DOGS ONLY.** Do not use on puppies under 12 weeks of age. Do not split tubes between dogs. Do not use multiple tubes on one dog. Weigh your dog to be sure you are applying the right dose formulated for the weight of your dog. Do not treat your dog with more than one pesticide product at a time. Over dosing your dog can result in serious illness and even death. Certain medications can interact with pesticides. Consult a veterinarian before using this product on debilitated, aged, medicated, pregnant, or nursing dogs. Consult a veterinarian before using on dogs with known organ dysfunction. **DO NOT USE ON CATS** or animals other than dogs. Separate the treated dog from all other dogs and cats for 24 hours after treatment has been applied. Cats and dogs that actively groom or engage in close physical contact with treated dog may be at risk of serious harmful effects. The most common signs of ingestion are excessive salivation and foaming at the mouth. If these symptoms occur immediately feed your dog and continue to monitor your dog for the next 24 hours. If symptoms persist call 1-800-781-4738 to talk to a veterinarian. Cats exhibiting these same symptoms from ingestion should be taken to the veterinarian immediately. If your dog is exhibiting signs of and/or is being treated for skin dermatitis, talk to your vet before applying any topical flea and tick control product.

Sensitivities may occur after using ANY pesticide product on dogs. Some dogs may experience temporary startle effects when any product is applied. 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 by calling 1-800-781-4738.

**HOW TO OPEN:** Remove product tubes from the package. Separate one tube from the others. Holding the tube with notched end pointing up and away from the face and body, cut off the narrow end at the notches with scissors.

**HOW TO APPLY:** 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, as directed below. Do not apply more often than once every 4 weeks.

**FREQUENCY OF APPLICATION:** Use EctoAdvance<sup>™</sup> monthly for complete control of flea, tick, chewing lice and mosquito infestations. Studies show that EctoAdvance<sup>™</sup> kills adult fleas for up to three months. Apply monthly if your dog is at high risk for flea reinfestation. Apply monthly to control ticks, mosquitoes and chewing lice. EctoAdvance<sup>™</sup> kills mosquitoes within 24 hours for the first 7 days after treatment, then within 48 hours for up to 28 days. EctoAdvance<sup>™</sup> remains effective even after bathing, water immersion, or exposure to sunlight. Allow treated area to dry thoroughly. Do not reapply for 30 days.

**For Dogs Weighing Up to 22 lbs.:** Apply one tube (0.67 mL)(0.023 fl oz) from the back of the neck to a point midway between the neck and tail.

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

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

EPA Reg. No. 2517-XX  
EPA Est. No. 2517-TN-1

U.S. and Foreign Patents Pending Made in USA  
In Case of Emergency, call: 1-800-781-4738  
Non-Emergency call 1-800-224-PETS (7387)

P000000 RRRRA

For use ONLY on dogs  
Up to **22** lbs  
over 12 weeks of age

# EctoAdvance<sup>™</sup> for dogs

For use ONLY on dogs

**3** Applications

**SENTRY.**

Up to **22** lbs  
over 12 weeks of age

# EctoAdvance<sup>™</sup> for dogs

EctoAdvance<sup>™</sup>  
for dogs

Up to **22** lbs  
over 12 weeks of age  
For use ONLY on dogs



- KILLS**
- fleas
  - ticks
  - chewing lice
  - mosquitoes

- Controls mites that may cause sarcoptic mange
- Waterproof

**ACTIVE INGREDIENTS**

Flipronil.....	9.80%
Cyphenothrin.....	5.20%
<b>OTHER INGREDIENTS*</b> .....	<b>85.00%</b>
<b>TOTAL</b> .....	<b>100.00%</b>

\*Diethylene Glycol Monoethyl Ether, Vitamin E Nicotinate

**KEEP OUT OF REACH OF CHILDREN  
WARNING**

See Back Label Panel for Additional Precautionary Statements

Net Contents: Three 0.023 fl oz  
(0.67 mL) applicators



**STORAGE AND DISPOSAL**

**PESTICIDE STORAGE:** Do not remove tube 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.  
**CONTAINER DISPOSAL:** 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.

EctoAdvance<sup>™</sup>  
for dogs

Received 7 JAN 2011 2517-RUN

EPA Reg # 2517-XX



15720

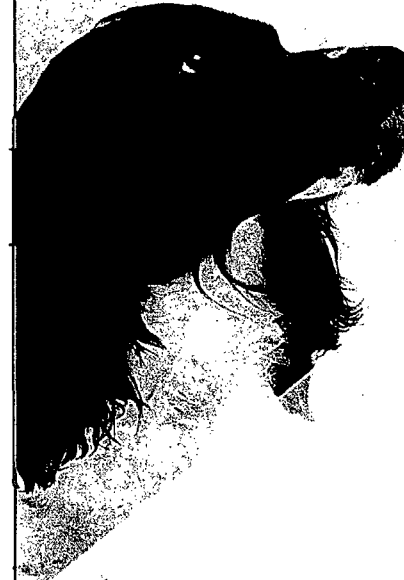
3 Applications

SENTRY.





For use ONLY on dogs


23 - 44 lbs  
over 12 weeks of age


# EctoAdvance™ for dogs



## KILLS

-  fleas
-  ticks
-  chewing lice
-  mosquitoes

 Controls mites that may cause sarcoptic mange

 Waterproof

### ACTIVE INGREDIENTS

Fipronil..... 9.80%

Cyphenothrin..... 5.20%

**OTHER INGREDIENTS\*** ..... 85.00%

**TOTAL** ..... 100.00%

\*Diethylene Glycol Monoethyl Ether,  
Vitamin E Nicotinate

KEEP OUT OF REACH OF CHILDREN

## WARNING

See Back Label Panel for Additional Precautionary Statements

Net Contents: Three 0.045 fl oz  
(1.34 mL) applicators



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16/90



3 Applications

SENTRY.





For use ONLY on dogs


45 - 88 lbs  
over 12 weeks of age


# EctoAdvance™ for dogs



## KILLS

-  fleas
-  ticks
-  chewing lice
-  mosquitoes

 Controls mites that may cause sarcoptic mange

 Waterproof

### ACTIVE INGREDIENTS

Fipronil..... 9.80%

Cyphenothrin..... 5.20%

OTHER INGREDIENTS\*..... 85.00%

TOTAL 100.00%

\*Diethylene Glycol Monoethyl Ether,  
Vitamin E Nicotinate

KEEP OUT OF REACH OF CHILDREN

## WARNING

See Back Label Panel for Additional Precautionary Statements

Net Contents: Three 0.091 fl oz  
(2.68 mL) applicators



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3 Applications

SENTRY.





For use ONLY on dogs

89-132 lbs  
over 12 weeks of age


# EctoAdvance™ for dogs



## KILLS

-  fleas
-  ticks
-  chewing lice
-  mosquitoes

 Controls mites that may cause sarcoptic mange

 Waterproof

### ACTIVE INGREDIENTS

Fipronil.....	9.80%
Cyphenothrin.....	5.20%
<b>OTHER INGREDIENTS*</b> .....	<b>85.00%</b>
<b>TOTAL</b>	<b>100.00%</b>

\*Diethylene Glycol Monoethyl Ether, Vitamin E Nicotinate

KEEP OUT OF REACH OF CHILDREN

### WARNING

See Back Label Panel for Additional Precautionary Statements




Net Contents: Three 0.136 fl oz  
(4.02 mL) applicators



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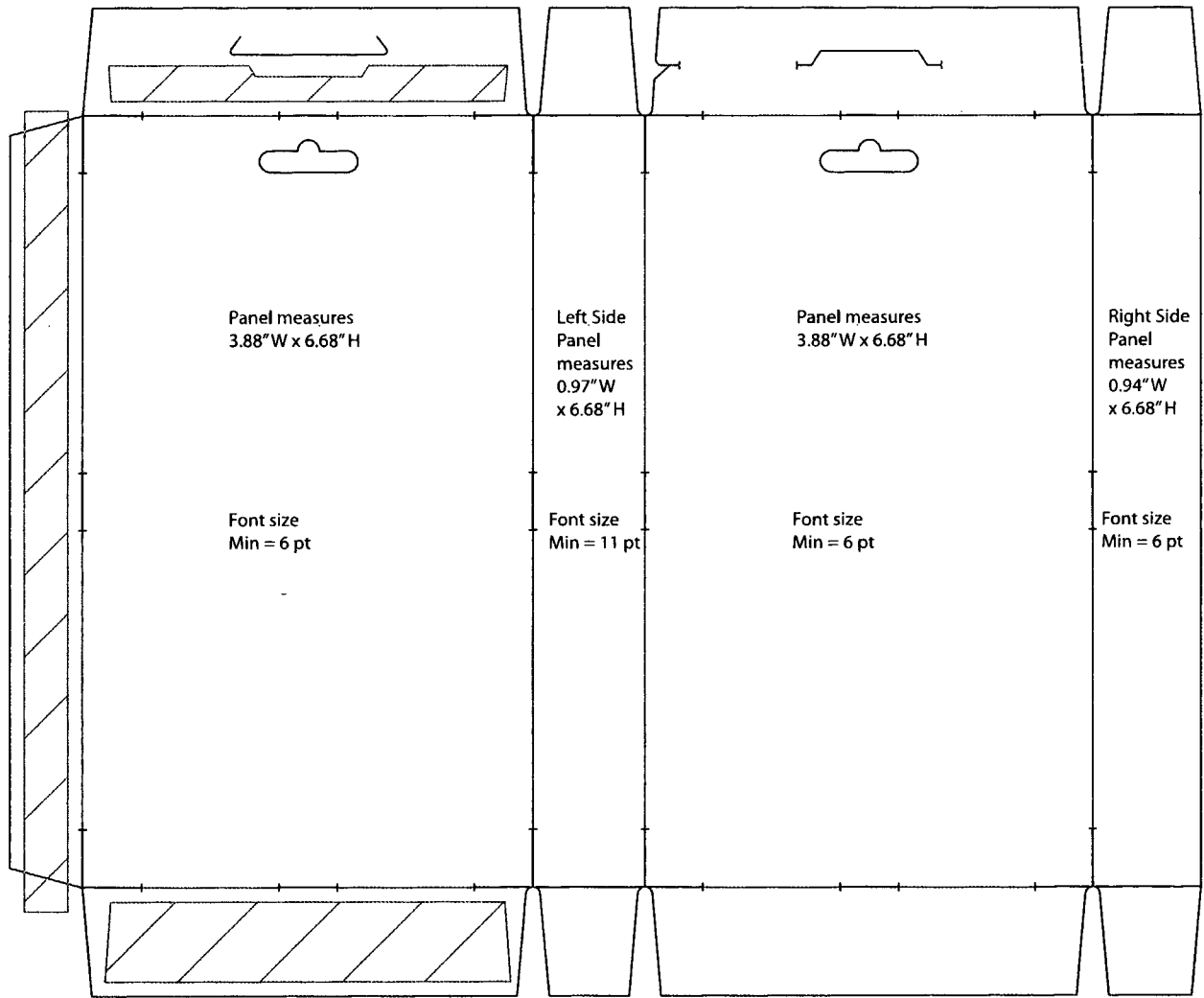


PROJECT NAME & PROJECT NUMBER	DATE	DRAFT#	DIMENSIONS	UPC CODE	PART#
Pawprint Sticker	02NOV10	1		UPC 0 73091 XXXXX X	P00XXX
ART INSTRUCTION FOR THE PRINTER			Printer/Vendor:	Date sent:	
			Additional Notes:		
BLACK	PMS 2738				
					

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02/01

02/02



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