


2517-141

3/23/2011

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	<p align="center">U.S. ENVIRONMENTAL PROTECTION AGENCY Office of Pesticide Programs Registration Division (7504P) 1200 Pennsylvania Ave., N.W. Washington, D.C. 20460</p>	<p>EPA Registration No. 2517-141</p>	<p>Date of Issuance: MAR 23 2011</p>
<p align="center">NOTICE OF PESTICIDE:</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: Conditional Registration Time-limited: see conditions below</p> <hr/> <p>Name of Pesticide Product: Sergeant's Fipronil + Nylar Squeeze-on for Dogs</p>	
<p>Name and Address of Registrant (include ZIP Code):</p> <p>Sergeant's Pet Care Products, Inc. c/o Exponent, Inc. 2625 South 158th Plaza Omaha, NE 68130</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"> 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. 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. 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. 			

4. 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).

5. 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.

6. You must submit quarterly enhanced incident reports and quarterly sales information in doses sold for this product for the quarter that begins on April 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), to the Product Manager's attention.

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

7. 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.

8. 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 March 10, 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:

9. Throughout the entire label, per the Acute Toxicity and Companion Animal Safety review, change “up to 22 lbs” to “4 to 22 lbs” to include the lowest weight range.

10. On page 1 under the header Fleas, revise the following claims to add the underlined words, or

delete struck-out words (because the submitted data do not support these claims), as follows:
 “[~~Research demonstrates that [brand name] kills adult fleas, flea eggs, and flea larvae and prevents pupae for more up to three months.~~]”
 “[Prevents all flea stages, flea eggs, flea pupae, and flea larvae.]”
 “[Kills flea eggs [larvae] prevents pupae for more than [63 days] [9 weeks]]”
 “[Kills Flea for Up to [4 weeks!] [2 months] [~~3 months~~]”

11. On pages 1 and 2 under Multiple Infestations, revise the following claims to add the underlined words, or delete struck-out words, as follows:

“[Kills fleas, ticks, mosquitoes, chewing lice, flea eggs, and larvae ~~and prevents pupae~~]”
 “[Kills Flea Eggs & Flea Larvae for up to ~~more than~~ [63 days], [9 weeks]!”
 “[Kills ~~all stages of the flea life cycle~~]”
 “[Prevents and controls reinfestations of listed pests for up to [1 month] [4 weeks]]”

12. On pages 2 and 3 under All Others, revise the following claims to add the underlined words, or delete struck-out words, as follows:

“[~~Controls flea reinfestation for up to~~ [~~3 months~~] [~~12 weeks~~]]”
 “[~~Free~~] ~~Brochure Inside!~~]”
 “[~~Free~~] ~~Brochure and~~ Calendar Stickers Inside]”
 “[~~Prevents and controls reinfestations of listed pests~~]”
 “[~~Free with purchase~~] [~~Free inside~~] Monthly Application Reminder [Magnet] [~~clip~~] [~~card~~]”

13. On page 3, delete the statement “[Ingredient Statement may be on front or back label]” because the ingredient statement must be placed on the Front Panel.

14. On page 3 in the Ingredients Statement, all Inert ingredients must be identified when electing to list the inert ingredients.

15. 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.

16. On pages 5 and 6 under the Frequency of Application, add the underlined words and delete the struck-out text in the following statement:

“[~~Studies show that~~] [~~brand name~~] kills fleas (~~in as little as 1 hour~~) for up to three months.”
 “[Brand name] kills mosquitoes within 24 hours for up to the first 7 days after treatment, then within 48 hours for up to 28 days].”

17. On page 6 under the Storage and Disposal statement, replace “Container Handling” with “Container Disposal.”

18. On page 6 in the Warranty statement, remove the brackets within the paragraph so that if used, the Warranty statement is present in its entirety.

19. On page 8 under the End-back/side Panel section, delete the “Optional Insert or Package Copy” statement because the Agency has not reviewed the optional insert as part of the labeling for approval.

20. Note that should you wish to add a reference to the company’s website on your label, then the

website becomes labeling under FIFRA and is subject to review by the Agency. If the website content is false or misleading, the product would be deemed misbranded and unlawful to sell or distribute under FIFRA §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 may be referred to the EPA's Office of Enforcement and Compliance Assurance.

21. Revise the EPA Registration Number to read: "EPA Registration No. 2517-141."

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 + Nylar Squeeze-on for Dogs Label, Stamped *Accepted with Comments*

Signature of Approving Official:



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

Date:

MAR 23 2011

Sergeant's® Master Label

10 March 2011

Version 10.1

EPA Reg. No. 2517-~~BLR~~¹⁴¹

Information in [] is optional.

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FRONT PANEL

**DOG SQUEEZE ON
FIPRONIL+NYLAR**

[Option-text appears in brackets-the final product label may include some or all of the optional text on front, back or side panels. The CRP required text will not change.]

Sergeant's Fipronil + Nylar Squeeze-On for Dogs

[ABNs]

[(Sergeant's®) (Sentry®) FRONTIER GOLD (Spot On) for dogs]

[(Sergeant's®) (Sentry®) Ectoadvance™ (Spot On) for dogs]

**ACCEPTED
with COMMENTS
In EPA Letter Dated:**

MAR 23 2011

**Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under EPA Reg. No.
2517-141**

[Apply to puppies over 12 weeks old]

[Apply to puppies 12 weeks or older]

[Mosquitoes]

[•Kills mosquitoes] [within 24 hours for up to 7 days] [and within 48 hours for up to 28 days]

[•Kills mosquitoes]

[Fleas]

~~[•Research demonstrates that [brand name] kills adult fleas, flea eggs, and flea larvae and prevents pupae for up to three months.]~~

[•[brand name] prevents development of all flea stages for up to [63 days] [9 weeks].]

[•Prevents all flea stages (adult fleas, flea eggs, ~~flea pupae~~ and flea larvae)]

[• If dog is at high risk for flea reinfestation a once a month application may be needed]

[•Kills flea eggs [larvae] ~~[prevents pupae]~~ for more than [63 days][9 weeks]]

[•With Nylar® Insect Growth Regulator which Breaks the Flea Life Cycle]

[•With Nylar® to Break Flea Life Cycle]

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

[•Dual Action [!]: Fipronil with Nylar® IGR Effectively Breaks the Flea Life Cycle]

[•Dual Action [!]: Effectively Breaks the Flea Life Cycle[!]]

[•Kills Fleas for Up to [4 weeks!] [2 months] ~~[3 months]]~~

[Multiple Infestations]

[•Flea & Tick Control for Dogs & Puppies 12 Weeks Old and Older]

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

[•Kills fleas, ticks, mosquitoes, chewing lice, flea eggs, and larvae ~~and prevents pupae~~]

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

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

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

[•[4 Week] [Flea and Tick & Treatment]]

[• [Seven] [7] Way [Action] [Effectiveness] [Control] to kill fleas, ticks, [mosquitoes,] chewing lice, flea eggs, flea larvae [&] [and] prevent the development of flea pupae]]

[• [Six] [6] Way [Action] [Effectiveness] [Control] to kill fleas, ticks, [mosquitoes,]

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Information in [] is optional.

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- chewing lice, flea eggs [&] [and] flea larvae]
- [•[Four (4) Week] [Flea, Tick, Mosquito and Chewing Lice Control]
- [•Kills Flea Eggs & Flea Larvae for up to more than [63 days], [9 weeks]!]]
- [•Prevents Flea Eggs From Developing Into Biting Adults]
- [•Kills all stages of the flea life cycle]
- [•Kills Fleas, Ticks, Flea Eggs & Flea Larvae for up to 4 Weeks]
- [•4 week Flea and Tick Treatment!]
- [Once A Month Flea and Tick Treatment]
- [•Kills Fleas and Ticks for up to 4 weeks!]
- [•When used monthly [brand name] completely breaks the flea life cycle and controls tick and chewing lice infestations.]
- [•Prevents and controls reinfestations of listed pests for up to [1 month] [4 weeks]]

[Ticks]

- [•Kills ticks including those that may transmit Lyme disease]
- [•Kills American Dog Ticks [(*Dermacentor variabilis*)] for up to 4 weeks!]
- [•Kills Ticks for Up to [4 weeks]!]
- [•Kills [all stages of] Deer Ticks (vector of Lyme Disease) for up to 4 weeks]
- [•Kills Ticks (Including Deer Ticks) for up to 4 weeks]
- [•Kills [Brown], [American,] [and Lone Star]Dog Ticks for up to 4 weeks]
- [•Kills *Rhipicephalus sanguineus* for up to 4 weeks]

[All Others]

- [•For Dogs and Puppies 12 weeks of age or older]
- [•For Dogs [~~up~~ 4 to 22 lbs], [23-44 lbs], [45-88 lbs], [89-132 lbs]
- [•Controls flea reinfestation for up to [~~3 months~~] [12 weeks]]
- [•Fast Acting]
- [•Waterproof]
- [•Long Lasting]
- [•Apply monthly]
- [•A once monthly application is required for chewing lice.]
- [Apply monthly to control chewing lice.]
- [•Rapid elimination of chewing lice infestations]
- [•Controls mites that may cause sarcoptic mange]
- [•Three Applications] and/or [3 Month Supply] or [12 Week Supply]]
- [•Best if used year round!]
- [•(ICON Showing 4 Week Protection)]
- [•4 Week Dose!]
- [•1 Month Dose!]
- [•Easy to Use Application]
- [•Specially Formulated for Dogs and Puppies over 12 weeks old]
- [•[Free] Calendar Stickers Inside!]
- [•[Free] Brochure Inside!]
- [•[Free] Brochure and Calendar Stickers Inside]
- [•Patented Technology]
- [•Apply once every [4 weeks] [month]!]
- [•Effective after bathing and exposure to water and sunlight]

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- ~~•Prevents and controls reinfestations of listed pests~~
- ~~•[Free with purchase] [Free inside] Monthly Application Reminder [Magnet] [clip] [card]~~
- ~~•3 applications~~
- Fiponil (9.8%) + [pyrproxifen][Nylar[®]] (2.0%)
- US and Foreign patents pending
- Lift [here] for more information
- For year round protection, apply (brand name) monthly

[3 Applications]

[For use ONLY on dogs]

~~Up~~ 4 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)] [and] ~~{up to}~~ 4 to 22 lbs.]

[For Dogs 23-44 lbs.]

[For Dogs 45-88 lbs.]

[For Dogs 89-132 lbs.]

[] - Denotes Optional Statements and/or Images that May be Used on Front, Back or Side Label Panels

~~[Ingredient Statement may be on front or back label]~~

ACTIVE INGREDIENTS:

Fipronil.....	9.8%
Pyriproxyfen	2.0%
OTHER INGREDIENTS *:	<u>88.2%</u>
TOTAL:	100.0%

[*diethylene glycol monoethyl ether]

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

KEEP OUT OF REACH OF CHILDREN

WARNING

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

NET CONTENTS:

- Contains (3) [0.023 fl oz] [0.67 ml] applicators
- Contains (3) [0.045 fl oz] [1.34 ml] applicators
- Contains (3) [0.091 fl oz] [2.68 ml] applicators
- Contains (3) [0.136 fl oz] [4.02 ml] applicators

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FRONT PANEL

**DOG SQUEEZE ON
FIPRONIL+NYLAR**

[BACK/SIDE CARTON LABEL - MASTER LABEL]

[brand name] contains fipronil and the insect growth regulator (IGR) Nylar® to effectively kill fleas, ticks [(including those that may transmit Lyme Disease)], and kill[s] flea eggs, flea larvae, 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 [1 month] [[4] [four] weeks] on 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

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 eye. • Call a poison control center or doctor for further treatment advice.
If On Skin Or Clothing	<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.
If Swallowed	<ul style="list-style-type: none"> • Call a poison control center or 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.

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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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. 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. **Best if used year round.** 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. Repeat application may be made if necessary, but do not apply more often than once every 30 days-4 weeks.

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



FREQUENCY OF APPLICATION

Use [brand name] monthly for complete control of flea, tick [and] chewing lice [and to kill mosquitoes] [infestations]. ~~[Studies show that] [brand name] kills fleas for up to three months.~~ If your pet is at high risk for flea reinfestation [, or in a highly infested environment], apply

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monthly. Apply monthly to control ticks, mosquitoes and chewing lice. [Brand name] kills mosquitoes within 24 hours for up to 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 .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 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] [from the back of the neck to a point midway between the neck and tail].

For Dogs Weighing 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] [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 DISPOSAL 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 Consumer Response, P.O. Box 540399, Omaha, NE 68154-0399.]

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In Case of Emergency, call: 1-800-781-4738 [For more information] [Visit us at:] [www.sergeants.com]
Non-Emergency call 1-800-224-PETS (7387) [Made in USA]

Distributed by:

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

[BAR CODE AREA]

[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

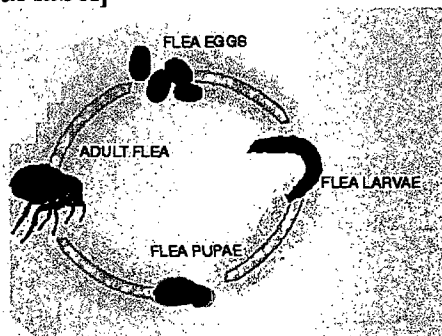
1. Remove product tubes [vial] from the package.
2. Separate one tube from the others. Holding the tube [vial] with notched end pointing up and away from the face and body, cut off the narrow end at the notches with scissors.

How to apply:

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.]



[Flea life cycle diagram] [Flea Life Cycle][Sample coloring and layout may be different on final label]



[Look at the Label (Look at the Label icon) 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

Sergeant's[®] Master Label

10 March 2011

Version 10.1

EPA Reg. No. 2517-RUR

Information in [] is optional.

Page 8 of 9

- 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.]



Adult Flea



Adult Flea



flea eggs



flea eggs



flea larvae



flea larvae



flea pupae



flea pupae



ticks



ticks



Brown Dog Tick



Brown Dog Tick



Deer Tick



Deer Tick



American Dog Tick



American Dog Tick



chewing lice



chewing lice



Lone Star Tick



Lone Star Tick



mosquitoes



mosquitoes

[Optional graphics above may or may not appear on finished label]

~~{END - OPTIONAL INSERT OR PACKAGE COPY}~~

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Information in [] is optional.

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TUBE/VIAL LABEL

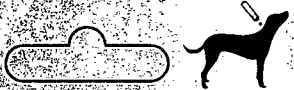
Front Label

Back Label

<p>{Brand Name}  DO NOT USE ON CATS</p> <p>For Dogs [up to X lbs.] [X-Y lbs.] Fipronil 9.8% w/w, Pyriproxyfen 2.0% w/w Dog 0.023 fl oz (or) 0.045 fl oz (or) 0.091 fl oz (or) 0.136 fl oz {label code}</p>	<p>KEEP OUT OF REACH OF CHILDREN</p> <p>WARNING: Read directions and precautions before using. Use scissors to open.</p> <p>EPA REG. No. 2517-RUR {label code}</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

2517-141 MAR 23 2011

Brand X[™] 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

If In Eyes	- 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 eye. - Call a poison control center or doctor for further treatment advice.
If On Skin Or Clothing	- 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.
If Swallowed	- Call a poison control center or 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.

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. 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. Best if used year round. 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. 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.

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. Repeat application may be made if necessary, but do not apply more often than once every 4 weeks.

FREQUENCY OF APPLICATION

Use Brand X[™] monthly for complete control of flea, tick and chewing lice infestations. Studies show that Brand X[™] kills adult fleas for up to three months. If your pet is at high risk for flea reinfestation, apply monthly. Apply monthly to control ticks, mosquitoes, and chewing lice. Brand X[™] kills mosquitoes within 24 hours for the first 7 days after treatment, then within 48 hours for up to 28 days. Brand X[™] 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) as a spot to the dog's back between the shoulder blades.

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-RUR
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 ACR8

for dogs
Brand X[™]

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

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

Brand X[™]
for dogs

For use ONLY on dogs

Up to 22 lbs
over 12 weeks of age

3 Applications
SENTRY.

Brand X[™] for dogs



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

- Controls mites that may cause sarcoptic mange
- Waterproof

ACTIVE INGREDIENTS:

Fipronil	9.80%
Pyriproxyfen	2.00%
OTHER INGREDIENTS*	88.20%
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 0.023 fl oz
(0.67 mL) applicators



Brand X[™]
for dogs

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.

EPA Reg # 2517-RUR



2517-141

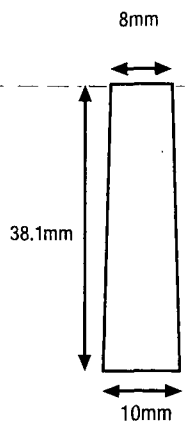
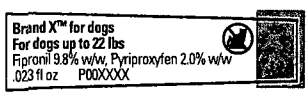
MAR 23 2011




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16/25

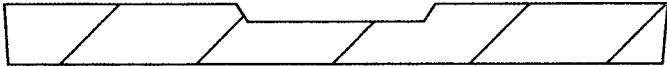
Front

White tube / Black text on a white label / Colored Strip



PROJECT NAME & PROJECT NUMBER	DATE	DRAFT#	DIMENSIONS	UPC CODE	PART#
Brand X for Dogs up to 22LBs T-Label	14MAR11	3		UPC 0 73091 XXXXX X	P00XXXX
ART INSTRUCTION FOR THE PRINTER					
		Printer/Vendor:		Date sent:	
BLACK	PMS 165	Additional Notes:			
Labels adhere to White Tubes					
					

2517-141 MAR 23 2011



3
Applications

SENTRY.






For use ONLY on dogs


23 - 44 lbs
over 12 weeks of age


Brand XTM for dogs



KILLS

-  fleas
-  flea eggs
-  ticks
-  chewing lice
-  mosquitoes

 Controls mites that may cause sarcoptic mange

 Waterproof

ACTIVE INGREDIENTS:

Fipronil 9.80%

Pyriproxyfen 2.00%

OTHER INGREDIENTS* 88.20%

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



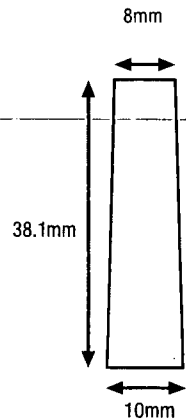
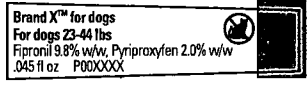
2517-141 MAR 23 2011




19/25

18/25

Front

White tube / Black text on a white label / Colored Strip



PROJECT NAME & PROJECT NUMBER	DATE	DRAFT#	DIMENSIONS	UPC CODE	PART#
Brand X for Dogs 23-44 LBs T-Label	15MAR11	1		UPC 0 73091 XXXXX X	P00XXXX
ART INSTRUCTION FOR THE PRINTER					
 BLACK		 PMS 363		Printer/Vendor:	Date sent:
Additional Notes:					
Labels adhere to White Tubes					
 Sercant's Pet Care Products, Inc.					

2517-141 MAR 23 2011

3 Applications

For use ONLY on dogs






SENTRY.


45-88 lbs
over 12 weeks of age


Brand XTM for dogs



KILLS

-  fleas
-  flea eggs
-  ticks
-  chewing lice
-  mosquitoes

 Controls mites that may cause sarcoptic mange

 Waterproof

ACTIVE INGREDIENTS:

Fipronil	9.80%
Pyriproxyfen	2.00%
OTHER INGREDIENTS*	88.20%
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



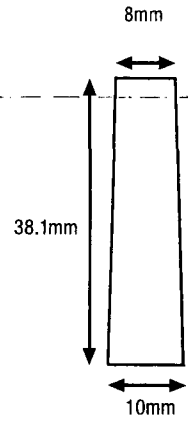
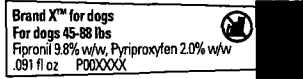
2517-141 MAR 23 2011



19/25

20/25

Front

White tube / Black text on a white label / Colored Strip



PROJECT NAME & PROJECT NUMBER	DATE	DRAFT#	DIMENSIONS	UPC CODE	PART#
Brand X for Dogs 45-88LBs T-Label	15MAR11	1		UPC 0 73091 XXXXX X	POOXXXX
ART INSTRUCTION FOR THE PRINTER			Printer/Vendor: _____ Date sent: _____		
 BLACK PMS 200			Additional Notes: _____		
Labels adhere to White Tubes					

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MAR 23 2011

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MAR 23 2011

3 Applications

SENTRY.






For use ONLY on dogs


89-132 lbs
over 12 weeks of age


Brand XTM for dogs



KILLS

-  fleas
-  flea eggs
-  ticks
-  chewing lice
-  mosquitoes

 Controls mites that may cause sarcoptic mange

 Waterproof

ACTIVE INGREDIENTS:

Fipronil 9.80%

Pyriproxyfen 2.00%

OTHER INGREDIENTS* 88.20%

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 0.136 fl oz
(4.02 mL) applicators

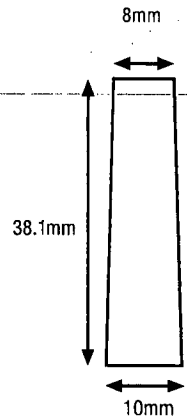
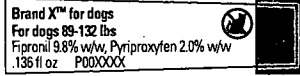





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Front

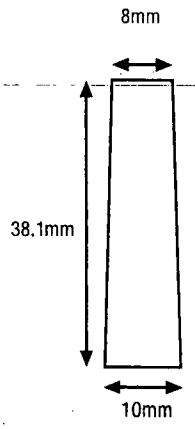
White tube / Black text on a white label / Colored Strip





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Brand X for Dogs 89-132LBs T-Label	15MAR11	1		UPC 0 73091 XXXXX X	P003174
ART INSTRUCTION FOR THE PRINTER			Printer/Vendor: _____ Date sent: _____		
 			Additional Notes: _____		
Labels adhere to White Tubes					

2517-141 MAR 23 201




Back Tube Label



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

PROJECT NAME & PROJECT NUMBER	DATE	DRAFT#	DIMENSIONS	UPC CODE	PART#
Brand X Back Tube Label	15MAR11	1			PO0XXXX
ART INSTRUCTION FOR THE PRINTER					
 BLACK		Printer/Vendor:		Date sent:	
Additional Notes:					
Labels adhere to White Tubes					
					



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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