


2517-142

03-23-2011

1/27

	<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. 2517-142</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 + Cyphenothrin + Methoprene 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>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.</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. <p>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.</p> <ol style="list-style-type: none"> 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 OCSPP Guidelines 830.6317 and 830.6320, respectively, including interim reports made at 0, 3, 6, 9, and 12 month intervals. 			

4. The approval of this registration is contingent on the Agency's review to determine that the study to fulfill OCSPP 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 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

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 March 4, 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. Throughout the entire label, add “starts killing” so that the claims read as follows:

“Starts killing in as little as 1 hour”
“Starts killing in as little as 1 hour.”

11. 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 a minimum dog weight.

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

“~~[Controls flea reinfestation for up to [16 weeks]]~~”
“~~[Research demonstrates that [brand name] kills adult fleas (starts in as little as 1 hour), flea eggs, and flea larvae and prevents pupae for up to four months.]~~”
“~~[[brand name] prevents development of all flea stages for up to four months.]~~”
“[Prevents all flea stages (adult fleas (starts killing in as little as 1 hour), flea eggs, flea pupae and flea larvae)]”
“[Kills flea eggs [larvae] prevents pupae for up to 4 months]”
“[Kills Flea Eggs & Flea Larvae [for 2 months] up to 4 months!]”
“Kills all stages of the flea life cycle”

13. 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 (starts killing in as little as 1 hour), flea eggs, ticks (starts killing in as little as 1 hour), chewing lice & mosquitoes][and prevents development of flea pupae]”
“[Kills fleas (starts killing in as little as 1 hour), ticks (starts killing in as little as 1 hour), mosquitoes, chewing lice, flea eggs, and larvae and prevents pupae]”
“[Kills fleas (starts killing in as little as 1 hour), ticks (starts killing in as little as 1 hour), mosquitoes, flea eggs, and lice]”
“[Kills Fleas (starts killing in as little as 1 hour) and Ticks [and mosquitoes](starts killing in as little as 1 hour) for up to 4 weeks!]”
“~~[Kills Fleas (starts in as little as 1 hour), Ticks (starts in as little as 1 hour), Flea Eggs & Flea Larvae for up to 16 Weeks]~~”
“[Prevents and controls reinfestations of listed pests for up to [1 month] [4 weeks]]”

14. On page 2 under Ticks, revise the following claims to add the underlined words, or delete struck-out words, as follows:

“[Kills ticks (starts killing in as little as 1 hour)]”
“[Kills Ticks (starts killing in as little as 1 hour) for Up to [4 weeks]!]”
“[Kills [all stages of] Deer Ticks (which may vector of Lyme Disease) for up to 4 weeks]”
“[Kills Brown Dog Ticks (starts killing in as little as 1 hour)]”

15. On page 2 under All Others, revise the following claims to add the underlined words, or delete struck-out words, as follows:

~~“[Once a month treatment is recommended]”~~
~~“[[Free] Brochure and Calendar Stickers Inside]”~~
~~“[Prevents and controls reinfestations of listed pests]”~~
~~“[Free with purchase] [Free inside] Monthly Application Reminder [Magnet] [clip]-[card]”~~

16. On page 3 in the Ingredients Statement, all Inert ingredients must be identified when electing to list the inert ingredients.
17. On page 3, delete the optional statement “[Ingredient Statement may be on front or back label]” because the ingredient statement must be placed on the Front Panel.
18. On page 4 under the Back Panel, revise the first sentence to read as follows:

“[brand name] contains fipronil, cyphenothrin, and the insect growth regulator (IGR) (S)-methoprene to effectively kill Fleas [(starts killing in as little as 1 hour)], Ticks [(starts killing in as little as 1 hour)], and kills mosquitoes and chewing lice.”
19. On page 6 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.
20. On page 6 under the Frequency of Application, add the underlined words in the following statements:

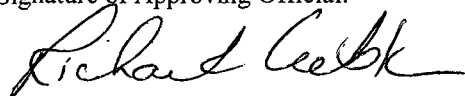
“[Studies show that] [brand name] kills fleas (starts killing in as little as 1 hour) for up to three months. If your pet is at high risk for flea reinfestation [, or in a highly infested environment], apply monthly.”
“[Brand name] kills mosquitoes within 24 hours for up to the first 7 days after treatment, then within 48 hours for up to 28 days.”
21. On page 7 under the Storage and Disposal statement, replace “Container Handling” with “Container Disposal.”
22. On page 7 in the Warranty statement, remove the brackets within the paragraph so that if used, the Warranty statement is present in its entirety.
23. On page 9 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.
24. 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.
25. Revise the EPA Registration Number to read: “EPA Registration No. 2517-142.”

6
27

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 + Methoprene 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

7
27

Sergeant's® Master Label

4 March 2011

Version 10.1

EPA Reg. No. 2517-RUE

Information in [] is optional.

Page 1 of 10

FRONT PANEL

DOG SQUEEZE ON

FIPRONIL + CYPHENOTHHRIN + METHOPRENE

[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 + Cyphenothrin + Methoprene Squeeze-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.
2517-142**

[ABNs]

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

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

[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]

[•Controls flea reinfestation for up to [16 weeks]]

[•Research demonstrates that [brand name] kills adult fleas (starts in as little as 1 hour), flea eggs, and flea larvae and prevents pupae for up to four months.]

[•[brand name] prevents development of all flea stages for up to four months.]

[•Prevents all flea stages (adult fleas (starts killing in as little as 1 hour), flea eggs, flea pupae and flea larvae)]

[•If dog is a high risk for flea re-infestation a once month application may be needed]

[•Kills flea eggs [larvae] [prevents pupae] for up to 4 months]

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

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

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

[•Triple Action [!]:Fipronil and Cyphenothrin with (S)-methoprene IGR Effectively Breaks the Flea Life Cycle]

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

[•Kills Fleas (starts in as little as 1 hour) up to [4 weeks]!]

[•Kills Flea Eggs & Flea Larvae [for 2 months] [up to 4 months]!]

[•Prevents Flea Eggs From Developing Into Biting Adults]

[•Kills all stages of the flea life cycle]

[Multiple Infestations]

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

[•Kills fleas (starts killing in as little as 1 hour), flea eggs, ticks (starts killing in as little as 1 hour), chewing lice & mosquitoes][and prevents development of flea pupae]

[•Kills Fleas, Ticks and Mosquitoes]

Sergeant's® Master Label

4 March 2011

Version 10.1

EPA Reg. No. 2517-RUE

Information in [] is optional.

Page 2 of 10

8
27

- [•Kills fleas (starts killing in as little as 1 hour), ticks (starts killing in as little as 1 hour), 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 (starts killing in as little as 1 hour), ticks (starts killing in as little as 1 hour), mosquitoes, flea eggs, and lice]
- [•[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,] chewing lice, flea eggs [&] [and] flea larvae]
- [•[4 Week] [Flea and Tick & Treatment]
- [•[Four (4) Week] [Flea, Tick, Mosquito and Chewing Lice Control]
- [•When used monthly [brand name] completely breaks the flea life cycle and controls tick and chewing lice infestations.]
- [•4 week Flea and Tick Treatment!]
- [•Once A Month Flea and Tick Treatment]
- [•Kills Fleas (starts killing in as little as 1 hour) and Ticks [and mosquitoes](starts killing in as little as 1 hour) for up to 4 weeks!]
- ~~[•Kills Fleas (starts in as little as 1 hour), Ticks (starts in as little as 1 hour), Flea Eggs & Flea Larvae for up to 16 Weeks]~~
- [•Prevents and controls reinfestations of listed pests for up to [1 month] [4 weeks]]

[Ticks]

- [•Kills ticks (starts killing in as little as 1 hour)]
- [•Kills ticks including those that may transmit Lyme disease]
- [•Kills Ticks (starts killing in as little as 1 hour) for Up to [4 weeks]!]
- [•Kills [all stages of] Deer Ticks (which may vector of Lyme Disease) for up to 4 weeks]
- [•Kills Ticks (starts in as little as 1 hour)]
- [•Kills Ticks including Deer Ticks for up to 4 weeks]
- [•Kills Brown Dog Ticks (starts killing in as little as 1 hour)]
- [•Kills [Brown], [American,] [and Lone Star] Dog Ticks for up to 4 weeks]
- [•Kills *Rhipicephalus sanguineus* for up to 4 weeks]
- [•Kills American Dog Ticks [*(Dermacentor variabilis)*] 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]
- [•Fast Acting]
- [•Waterproof]
- [•Effective after bathing and exposure to water and sunlight]
- [•Long Lasting]
- ~~[•Once a month treatment is recommended]~~
- [•Apply monthly]
- [•A once monthly application is required [apply monthly to control] [for] 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!]

9
27

Sergeant's® Master Label

4 March 2011

Version 10.1

EPA Reg. No. 2517-RUE

Information in [] is optional.

Page 3 of 10

- [•(ICON Showing 4 Week Protection)]
- [•1 Month Dose!]
- [•Easy to Use Application]
- [•Specially Formulated for Dogs and Puppies Over 12 Weeks]
- [•[Free] Calendar Stickers Inside!]
- [•[Free] Brochure and Calendar Stickers Inside]
- [•Apply once every [4 weeks]!]
- [•[Free with purchase] [Free inside] Monthly Application Reminder [Magnet] ~~[clip]~~
~~[card]~~]
- [•Effective after bathing and exposure to water and sunlight]
- ~~[•Prevents and controls reinfestations of listed pests]~~
- ~~[•[Free with purchase] [Free inside] Monthly Application Reminder [Magnet] [clip]
[card]]~~
- [•3 applications]
- [•Fiponil (9.8%) + cyphenothrin (5.2%) + s-methoprene (8.8%)]
- [•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) up 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%
Cyphenothrin.....	5.2%
(S)-methoprene	8.8%
OTHER INGREDIENTS*:	76.2%
TOTAL:	100.0%

[*diethylene glycol monoethyl ether]

Sergeant's[®] Master Label

10
27

4 March 2011

Version 10.1

EPA Reg. No. 2517-RUE

Information in [] is optional.

Page 4 of 10

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

BACK PANEL **DOG SQUEEZE ON**
FIPRONIL + CYPHENOTHHRIN + METHOPRENE

[BACK/SIDE CARTON LABEL - MASTER LABEL]

[brand name] contains fipronil, cyphenothrin, and the insect growth regulator (IGR) (S)-methoprene to effectively kill Fleas [(starts killing in as little as 1 hour)], Ticks [(starts killing in as little as 1 hour)], 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 [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.

11
27

Sergeant's® Master Label

4 March 2011

Version 10.1

EPA Reg. No. 2517-RUE

Information in [] is optional.

Page 5 of 10

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"> • Immediately call a poison control center or doctor. • Do not induce vomiting unless told to do so by a poison control center or doctor. • Have person sip a glass of water if able to do so. • 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	

BACK PANEL **DOG SQUEEZE ON**
FIPRONIL-CYPHENOTHEN- METHOPRENE

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 pet 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.

12
27

Sergeant's® Master Label

4 March 2011

Version 10.1

EPA Reg. No. 2517-RUE

Information in [] is optional.

Page 6 of 10

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 (starts killing in as little as 1 hour) for up to three months. If your pet is at high risk for flea reinfestation [, or in a highly infested environment], apply 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.

Sergeant's® Master Label

4 March 2011

Version 10.1

EPA Reg. No. 2517-RUE

Information in [] is optional.

Page 7 of 10

BACK PANEL

DOG SQUEEZE ON

FIPRONIL+CYPHENOTHIRIN+METHOPRENE

For Dogs Weighing up 4 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 blades]
[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 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 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.]

13
27

14
27

Sergeant's® Master Label

4 March 2011

Version 10.1

EPA Reg. No. 2517-RUE

Information in [] is optional.

Page 8 of 10

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.

[BAR CODE AREA]

P.O. Box 540399

Omaha, NE 68154-0399

EPA Reg. No. 2517-RUE

EPA Est. No. XXXXX-XX-XXX

[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.]

[{Outer Packaging}]

[Application Instructions] [Directions for Use]

How to open

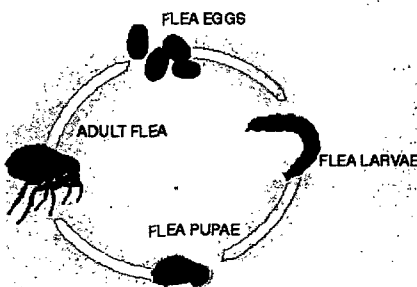
1. Remove product tubes [vial] from the package.
2. Separate one tube from the others. Holding the tube [vial] with notched end pointing up and away from the face and body, cut off the narrow end at the notches with scissors.

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) [Easy] 6 Step [Spot On] [Squeeze-On] [Topical] Checklist

- Read the label completely and follow directions

Sergeant's® Master Label

15
27

4 March 2011

Version 10.1

EPA Reg. No. 2517-RUE

Information in [] is optional.

Page 9 of 10

- 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.]



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}~~

16
27

Sergeant's[®] Master Label

4 March 2011

Version 10.1

EPA Reg. No. 2517-RUE


Information in [] is optional.

Page 10 of 10

TUBE/VIAL LABEL

Front Label

Back Label

<p>{Brand Name}  DO NOT USE ON CATS</p> <p>Fipronil 9.8% w/w, Cyphenothrin 5.2% w/w, (S)-methoprene 8.8% w/w 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 WARNING: Read directions and precautions before using. Use scissors to open. EPA REG. No. 2517-RUE {label code}</p>
---	--

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

Brand Y™
for dogs

3 Applications

SENTRY

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

Brand Y™ for dogs

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

Controls mites that may cause sarcoptic mange

Waterproof

ACTIVE INGREDIENTS:

Fipronil..... 9.80%

Cyphenothrin..... 5.20%

(S)-methoprene..... 8.80%

OTHER INGREDIENTS*:..... 76.40%

TOTAL:..... 100.00%

*Diethylene Glycol Monoethyl Ether,
Vitamin E Nicotinate

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.



**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

EPA Reg # 2517-RUE



Brand Y™ for dogs

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

Brand Y™
for dogs

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



PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS, WARNINGS: 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 stinging 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	<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.
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: Insert 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 Y™ monthly for complete control of flea, tick and chewing lice infestations. Studies show that Brand Y™ 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 Y™ kills mosquitoes within 24 hours for the first 7 days after treatment, then within 48 hours for up to 28 days. Brand Y™ 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) if you have questions or comments about this product, as a spot to the dog's back between the shoulder blades.

Please write: SENTRY Consumer Response,

P.O. Box 540399, Omaha, NE 68154-0399.

Distributed by: Sargent's Pet Care Products, Inc.,

P.O. Box 540399, Omaha, NE 68154-0399.

EPA Reg. No. 2517-RUE

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)

PROXXXX ACRB



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

Brand Y™ for dogs

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

Controls mites that may cause sarcoptic mange

Waterproof

ACTIVE INGREDIENTS:

Fipronil..... 9.80%

Cyphenothrin..... 5.20%

(S)-methoprene..... 8.80%

OTHER INGREDIENTS*:..... 76.40%

TOTAL:..... 100.00%

*Diethylene Glycol Monoethyl Ether,
Vitamin E Nicotinate

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.



**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

EPA Reg # 2517-RUE

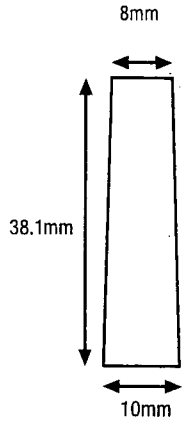
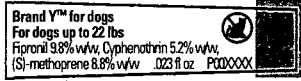





5/12

18
27

Front

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



PROJECT NAME & PROJECT NUMBER	DATE	DRAFT#	DIMENSIONS	UPC CODE	PART#
Brand Y for Dogs up to 22lbs T-Label	14MAR11	2		UPC 0 73091 XXXXX X	PO0XXXX
ART INSTRUCTION FOR THE PRINTER			Printer/Vendor: _____ Date sent: _____		
 BLACK	 PMS 165	Additional Notes:			
Labels adhere to White Tubes					

2517-142 MAR 23 2011

19
27

For use ONLY on dogs

23-44 lbs
over 12 weeks of age

3 Applications

SENTRY.

Brand YTM for dogs



KILLS

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

Controls mites that may cause sarcoptic mange

Waterproof

ACTIVE INGREDIENTS:

Fipronil	9.80%
Cyphenothrin	5.20%
(S)-methoprene	8.80%
OTHER INGREDIENTS*	76.40%
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**



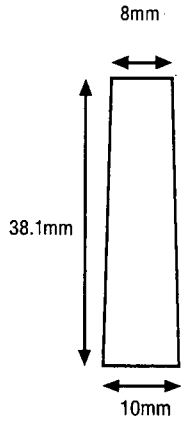
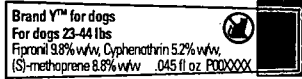
2517-142




MAR 23 2011

20
27

Front

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



PROJECT NAME & PROJECT NUMBER	DATE	DRAFT#	DIMENSIONS	UPC CODE	PART#
Brand Y Dogs 23-44 LBs T-Label	15MAR11	1		UPC 0 73091 XXXXX X	P00XXXX
ART INSTRUCTION FOR THE PRINTER			Printer/Vendor:	Date sent:	
			Additional Notes:		
BLACK	PMS 363				
Labels adhere to White Tubes					
					

2517-142

MAR 23 2011

2/27

For use ONLY on dogs

45 - 88 lbs
over 12 weeks of age






3
Applications



SENTRY.

BrandY™ for dogs



KILLS

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

-  Controls mites that may cause sarcoptic mange
-  Waterproof

ACTIVE INGREDIENTS:

Fipronil 9.80%
 Cyphenothrin 5.20%
 (S)-methoprene 8.80%

OTHER INGREDIENTS* 76.40%
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



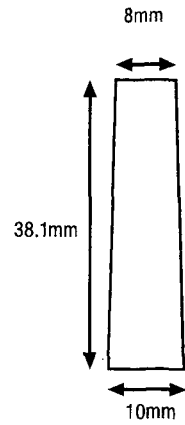
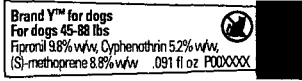
2517-142



MAR 23 2011

22
27

Front

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



PROJECT NAME & PROJECT NUMBER	DATE	DRAFT#	DIMENSIONS	UPC CODE	PART#
BRAND Y for Dogs 45-88LBs T-Label	15MAR11	1		UPC 0 73091 XXXXX X	P00XXXX
ART INSTRUCTION FOR THE PRINTER			Printer/Vendor: _____ Date sent: _____		
 BLACK PMS 200			Additional Notes: _____		
Labels adhere to White Tubes					

2517-142

MAR 23 2011

300 Applications

SENTRY

For use ONLY on dogs

89-132 lbs
over 12 weeks of age

BrandYTM for dogs



KILLS

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

Controls mites that may
cause sarcoptic mange

• Waterproof

ACTIVE INGREDIENTS:

Fipronil	9.80%
Cyphenothrin	5.20%
(S)-methoprene	8.80%
OTHER INGREDIENTS*	76.40%
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



2577-142

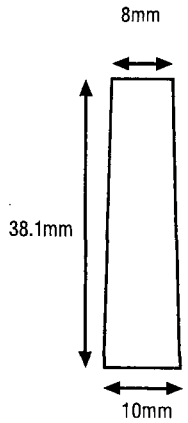
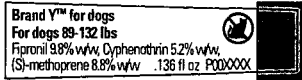
MAR 23 2011




23
27

24
27

Front

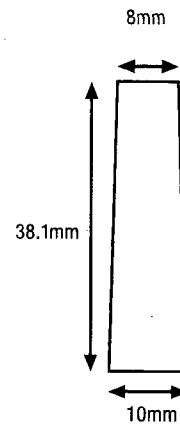
White tube / Black text on a white label / Colored Strip





PROJECT NAME & PROJECT NUMBER	DATE	DRAFT#	DIMENSIONS	UPC CODE	PART#
BRAND Y for Dogs 89-132Lbs T-Label	15MAR11	1	.	UPC 0 73091 XXXXX X	PO0XXXX
ART INSTRUCTION FOR THE PRINTER			Printer/Vendor: _____ Date sent: _____		
 BLACK			 PMS 2945		
			Additional Notes: _____		
Labels adhere to White Tubes					
					

25
27

Back Tube Label



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

PROJECT NAME & PROJECT NUMBER	DATE	DRAFT#	DIMENSIONS	UPC CODE	PART#
Brand Y Back Tube Label	15MAR11	1			P00XXXX
ART INSTRUCTION FOR THE PRINTER			Printer/Vendor: Date sent:		
 BLACK			Additional Notes:		
Labels adhere to White Tubes					
					




2517-142 MAR 23 2011



[Brand Name]

27
27



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: _____		
 BLACK	 PMS 2738	Additional Notes: _____			
					

2517-142

MAR 23 2011