



U.S. ENVIRONMENTAL PROTECTION AGENCY  
 Office of Pesticide Programs  
 Registration Division (7505P)  
 1200 Pennsylvania Ave., N.W.  
 Washington, D.C. 20460

EPA Reg. Number:

2517-142

Date of Issuance:

12/10/17

NOTICE OF PESTICIDE:

Registration  
 Reregistration

(under FIFRA, as amended)

Term of Issuance:

Conditional, Time-Limited  
 Expires: 12/10/2019

Name of Pesticide Product:

Sergeant's Fipronil + Cyphenothrin  
 + Methoprene Squeeze-On for  
 Dogs

Name and Address of Registrant (include ZIP Code):

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

**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.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

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.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Elizabeth Fertich, Product Manager 04  
 IVB1, Registration Division (7505P)

Date:

12/10/17

2. The Agency has found your company to be in compliance with the terms and conditions for the subject product and is extending the two-year registration restriction. This registration is time-limited and expires 12/10/2019.
3. Please note that the product is still subject to all other previously required conditions of registration. Your company is required to adhere to the spot-on label mitigation, and to submit quarterly enhanced incident reports and quarterly sales information as stated in the registration notice dated 03/23/2011.
4. You are required to comply with the data requirements described in the DCI or EDSP Order identified below:
  - a. Fipronil           GDCI-129121-1305  
                          GDCI-129121-1512
  - b. Cyphenothrin GDCI-129013-1102  
                          GDCI-129013-877

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI or EDSP Order listed above, you may contact the Chemical Review Manager in the Pesticide Reevaluation Division:  
<http://iaspub.epa.gov/apex/pesticides/f?p=chemicalsearch:1>

5. Submit one copy of the final printed label for the record before you release the product for shipment.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

Please note that the record for this product currently contains the following CSFs:

- Basic CSF dated 08/01/2016
- Alternate CSF #1 dated 08/01/2016

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Decision No. 534183

If you have any questions, please contact Helen Hull-Sanders by phone at 703-347-0243, or via email at [hull-sanders.helen@epa.gov](mailto:hull-sanders.helen@epa.gov).

Enclosure

# Sergeant's® Master Label

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## FRONT PANEL

## DOG SQUEEZE ON FIPRONIL+CYPHENOTHHRIN+METHOPRENE

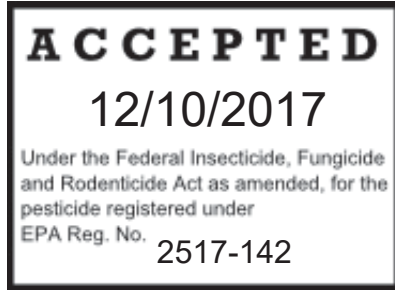
[Optional text appears in brackets – the final product label may include some or all of the optional text on front, back or side label panels. The CRP required text/format will not change.] {Information is instructional}

### Sergeant's Fipronil + Cyphenothrin + Methoprene Squeeze-On for Dogs

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

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

{See end of document for Alternate Brand Names (ABN) and Marketing Claims}



{A minimum of 1.5 cm x 1.5 cm icon as indicated black cat, black text, red circle and line through cat, on white background to ensure easy spotting, in lower right-hand corner of front label panel.}



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

For use ONLY on [Small][Medium][Large][Extra Large] dogs [,][&][and] puppies 12 weeks [of age] or older [,][and][weighing] [5-22], [23-44], [45-88], [89-132] lbs.

**{OR}**

ONLY For [Small][Medium][Large][Extra Large] dogs [,][&][and] puppies 12 weeks [of age] or older [,][and][weighing] [5-22], [23-44], [45-88], [89-132] lbs.

**{OR}**

Apply ONLY to [Small][Medium][Large][Extra Large] dogs [,][&][and] puppies 12 weeks [of age] or older [,][and][weighing] [5-22], [23-44], [45-88], [89-132] lbs.

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

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

### **FOR USE ONLY BY LICENSED VETERINARIANS ON DOGS IN THEIR CONTROL OR UNDER THEIR IMMEDIATE SUPERVISION**

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

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

[Professional Roll Pack]

[Convenient roll pack for in clinic use]

[Convenient roll pack for animal facility use]

[For use only by licensed veterinarians]

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## ACTIVE INGREDIENTS:

Fipronil.....	9.80%
Cyphenothrin.....	5.20%
(S)-methoprene .....	8.80%
<b>OTHER INGREDIENTS [*]</b> .....	<b>76.20%</b>
<b>TOTAL</b>	<b>100.00%</b>

[\*diethylene glycol monoethyl ether, vitamin E nicotinate]

## KEEP OUT OF REACH OF CHILDREN WARNING

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

### Net Contents:

[1][One][2][Two][3][Three][4][Four][5][Five][6][Six][12][Twelve][24][Twenty-Four]

[1][2][3][4][5][6][12][24][0.023 fl oz (0.67 mL)] [tube(s)][vial(s)]

[1][2][3][4][5][6][12][24][0.045 fl oz (1.34 mL)] [tube(s)][vial(s)]

[1][2][3][4][5][6][12][24][0.091 fl oz (2.68 mL)] [tube(s)][vial(s)]

[1][2][3][4][5][6][12][24][0.136 fl oz (4.02 mL)] [tube(s)][vial(s)]

OR {box only designates Vet Only language}

### Net Contents:

[35][50][75][100][160][0.023 fl oz (0.67 mL)] [tube(s)][vial(s)]

[35][50][75][100][160][0.045 fl oz (1.34 mL)] [tube(s)][vial(s)]

[35][50][75][100][160][0.091 fl oz (2.68 mL)] [tube(s)][vial(s)]

[35][50][75][100][160][0.136 fl oz (4.02 mL)] [tube(s)][vial(s)]

{END – FRONT PANEL}

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**BACK/SIDE PANEL**

**DOG SQUEEZE ON**

**FIPRONIL+CYPHENOTHRIN+METHOPRENE**

[[Brand name]][This product] 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.]

[[Brand name]][This product] contains fipronil, cyphenothrin and the insect growth regulator (IGR) (S)-methoprene to effectively kill fleas [(starts killing in [5][15] minutes)], ticks [(starts killing in [5][15] minutes)], and kills [mosquitoes] [and] chewing lice.]

The active ingredients in [Brand name][this product]feature a sustained release formula developed for fast acting [and long lasting] control of fleas, ticks, [mosquitoes] and chewing lice for 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.**  
**[WEIGHING] [5-22], [23-44], [45-88] [89- 132] lbs.**

## 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 on dogs only. Individual sensitivities, while rare, may occur after using any pesticide product on dogs. Certain medications can interact with pesticides. 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. Consult a veterinarian before using on medicated, debilitated, aged, pregnant or nursing dogs. Consult a veterinarian before using on dogs with known organ dysfunction. If your dog is exhibiting signs of and/or is being treated for skin dermatitis, talk to your veterinarian before applying any topical flea and tick control product. This product is not a substitute for prescribed heartworm preventative.

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

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

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## FIRST AID

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

## HOT LINE NUMBER

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

## 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. Dog must be dry at time of application and remain dry for 24 hours after application. Use entire contents of [tube] [vial] on each dog. Weigh your dog to be sure you are applying the right dose formulated for the weight of your dog. Separate the treated dog from all other dogs and cats for 24 hours after treatment has been applied.

### RESTRICTIONS:

Do not use on cats, rabbits or animals other than dogs.

Do not allow your dog to ingest this product.

Do not use on puppies under 12 weeks of age or less than [5][23][45][89] lbs.

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

Do not apply more than one [tube][vial] to one dog regardless of dog's weight.

Do not reapply for [30 days][4 weeks][one month].

{Side Effects box to be located in the lower right hand corner of the back panel immediately above the "cat prohibition" box.}

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

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{A minimum of 1.5cm x 1.5cm cat prohibition icon and warning text will be in a box in the lower right hand corner of the back panel with black cat + red circle and line through the cat, black text, on white background to ensure easy spotting.}

**DO NOT USE ON CATS - MAY BE FATAL.** Keep cats away from treated dogs for 24 hours. If applied to a cat or ingested by a cat, contact your veterinarian immediately.



[See Insert inside [or] [Folded Panel(s)/Flap] for information on **How to open** and **How to apply**]  
{Referral Statement used only when 'Directions for Use' on outer packaging does not contain information below}

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

**How to apply:** Invert [tube] [vial] over dog and use open end to part dog's hair. Squeeze [tube] [vial] 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.

**{For cartons containing 0.67 ml (0.023 fl. oz.) [tube] [vial] (s)}**

**Only For Dogs Weighing 5-[to] 22 lbs. Do not apply to dogs less than 5 lbs.**

**[including small dogs and puppies, only 12 weeks or older]**

Apply one [tube] [vial] (0.67 ml) (0.023 fl. oz.) [directly to skin] [from the back of the neck to a point midway between the neck and tail] [as a spot [on][to] the dog's back between the shoulder blades][as a [stripe][line] starting [at the middle of the back][at a midway point between the neck and tail] and ending [at a spot] between the shoulder blades.][This allows for a more direct application to the skin.]

**{For cartons containing 1.34 ml (0.045 fl. oz.) [tube] [vial] (s)}**

**Only For Dogs Weighing Between 23-[to]44 lbs. Do not apply to dogs less than 23 lbs.**

Apply one [tube] [vial] (1.34 ml) (0.045 fl. oz.) [directly to skin] [from the back of the neck to a point midway between the neck and tail] [as a spot [on][to] the dog's back between the shoulder blades][as a [stripe][line] starting [at the middle of the back][at a midway point between the neck and tail] and ending [at a spot] between the shoulder blades.][This allows for a more direct application to the skin.]

**{For cartons containing 2.68 ml (0.091 fl. oz.) [tube] [vial] (s)}**

**Only For Dogs Weighing Between 45-[to]88 lbs. Do not apply to dogs less than 45 lbs.**

Apply one [tube] [vial] (2.68 ml)(0.091 fl. oz.) [directly to skin] [from the back of the neck to a point midway between the neck and tail] [as a spot [on][to] the dog's back between the shoulder blades][as a [stripe][line] starting [at the middle of the back][at a midway point between the neck and tail] and ending [at a spot] between the shoulder blades.][This allows for a more direct application to the skin.]

**{For cartons containing 4.02 ml (0.136 fl. oz.) [tube] [vial] (s)}**

**Only For Dogs Weighing 89-[to]132 lbs. Do not apply to dogs weighing less than 89 lbs.**

**Do not use two [tubes] [vials] on dogs greater than 132 lbs.**

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



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blades][as a [stripe][line] starting [at the middle of the back][at a midway point between the neck and tail] and ending [at a spot] between the shoulder blades.][This allows for a more direct application to the skin.]

## FREQUENCY OF APPLICATION

Use [Brand name][this product] monthly for complete control of flea, tick [and] chewing lice [and to kill [mosquitoes]] [infestations]. [Studies show that] [Brand name] [this product] kills fleas [(starts killing)[starts to kill] in as little as [5][15][minutes][1 hour]] for up to three months. If your dog 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] [This product] kills [mosquitoes] within 48 hours for up to 28 days.] [Brand name][This product] remains effective, even after bathing, water immersion, or exposure to sunlight. Allow treated area to dry thoroughly. Do not reapply for [30 days] [4 weeks] [one month].

## STORAGE AND DISPOSAL

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

**PESTICIDE DISPOSAL AND CONTAINER HANDLING: If empty:** Non-refillable container. Do not reuse or refill this container. Offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

## [WARRANTY

Read the entire Directions for Use and Warranty before using this Product. By using this product, user or buyer accepts the following warranty. The directions for use of this product are believed to adequate and must be followed carefully. It is impossible to eliminate all risks associated with the use of this product. Unintended consequences may result because of unknown factors. All such risks shall be assumed by the user or buyer. Sergeant's is committed to providing high quality products. To the extent consistent with applicable law, Sergeant's makes no warranties, express or implied, of merchantability or of fitness for a particular purpose or otherwise, that extend beyond statements on this label. To the extent consistent with applicable law, Sergeant's, the manufacturer, or the Seller shall not be liable for indirect, special, incidental or consequential damages. To the extent consistent with applicable law, the exclusive remedy of the user or buyer shall not exceed the purchase price paid.]

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

In Case of Emergency, call: 1-800-781-4738  
Non-Emergency call 1-800-224-PETS (7387)

[Coupon(s) inside or on outside of box]  
{When outside of the box, coupon will not cover or distract consumer from required text}

[Distributed by:][Manufactured by:]  
[Made in USA]

[BAR CODE AREA][Lot code]

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[ConsumerCare Experts from PetArmor]

[Help with application and treatment question is available at 1-800-224-PETS (7387)]

**{END BACK/SIDE PANEL}**


**TUBE / VIAL LABEL**

**DOG SQUEEZE ON  
FIPRONIL+CYPHENOTHRIN+METHOPRENE**

{Front Label}

{Icon as indicated}

{Back Label}

<p><b>{Brand Name} For Dogs</b> [5-22],[23-44],[45-88],[89-132] lbs <math>\geq</math>12 wks</p> <p>Fipronil 9.8%, Cyphenothrin 5.2%, (S)-methoprene 8.8% 0.023 fl oz (<b>or</b>) 0.045 fl oz (<b>or</b>) 0.091 fl oz (<b>or</b>) 0.136 fl oz</p>		<p>KEEP OUT OF REACH OF CHILDREN WARNING: Read entire label before use. Use scissors to open. EPA Reg. No. 2517-142 [Lot code] [label code]</p>
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{Lot No. is engraved on the crimp portion of the tube} {label code refers to an internal product tracking code}  
{EPA Reg. No. may be on either the front or back label}

**{END – TUBE/VIAL LABEL}**

**INSERT OR FOLDED PANEL/  
FLAP OF FRONT OF PACKAGING**

**DOG SQUEEZE ON  
FIPRONIL+CYPHENOTHRIN+METHOPRENE**

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

**READ ENTIRE LABEL BEFORE EACH USE.  
USE ONLY ON DOGS [AND] [PUPPIES] OVER 12 WEEKS OF AGE.  
[WEIGHING] [5-22], [23-44], [45-88] [89- 132] lbs.**

**[[Clip. Part. Squeeze.]**

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

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

**[How to Open:**

1. Remove product tube [vial] from the package.
2. [Separate one tube from the others.] Hold the tube [vial] with notched end pointing up

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and away from the face and body. Use scissors to cut off the narrow end at the notches along the line.]

## [How to Apply:

1. Invert [tube] [vial] over dog and use open end to part dog's hair.
2. Squeeze [tube] [vial] firmly to apply all of the solution to the dog's skin [as a spot [on]][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.]

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

- [1] Read the label completely and follow directions
- [2] Weigh your dog
- [3] Do NOT use Dog products on Cats
- [4] Do NOT treat with more than one pesticide product at a time
- [5] Separate animals after [treatment][application] to avoid chance of ingestion
- [6] Do NOT split [tube] [vial] (s) between pets[and use the ENTIRE [tube] [vial] contents]

<b>FIRST AID</b>	
<b>If In Eyes</b>	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for further treatment advice.</li></ul>
<b>If On Skin Or Clothing</b>	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>If Swallowed</b>	<ul style="list-style-type: none"><li>• Immediately call a poison control center or doctor.</li><li>• Do not induce vomiting unless told to do so by a poison control center or doctor.</li><li>• Have person sip a glass of water if able to do so.</li><li>• Do not give anything by mouth to an unconscious person.</li></ul>
<b>HOT LINE NUMBER</b>	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. [For more information on this pesticide product (including health concerns, medical emergencies or pesticide incidents)], you may also call 1-800-781-4738 [for emergency medical treatment information.]	
<b>NOTE TO PHYSICIAN OR VETERINARIAN</b>	
Treat patient symptomatically	

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

{For cartons containing 0.67 ml (0.023 fl. oz.) [tube] [vial] (s)}

**Only For Dogs Weighing 5-[to] 22 lbs. Do not apply to dogs less than 5 lbs.**

**[including small dogs and puppies, only 12 weeks or older]**

Apply one [tube] [vial] (0.67 ml) (0.023 fl. oz.) [directly to skin] [from the back of the neck to a point midway between the neck and tail] [as a spot [on]][to] the dog's back between the shoulder

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blades][as a [stripe][line] starting [at the middle of the back][at a midway point between the neck and tail] and ending [at a spot] between the shoulder blades.][This allows for a more direct application to the skin.]

**{For cartons containing 1.34 ml (0.045 fl. oz.) [tube] [vial] (s)}**

**Only For Dogs Weighing Between 23[-][to]44 lbs. Do not apply to dogs less than 23 lbs.**

Apply one [tube] [vial] (1.34 ml) (0.045 fl. oz.) [directly to skin] [from the back of the neck to a point midway between the neck and tail] [as a spot [on][to] the dog's back between the shoulder blades][as a [stripe][line] starting [at the middle of the back][at a midway point between the neck and tail] and ending [at a spot] between the shoulder blades.][This allows for a more direct application to the skin.]

**{For cartons containing 2.68 ml (0.091 fl. oz.) [tube] [vial] (s)}**

**Only For Dogs Weighing Between 45[-][to]88 lbs. Do not apply to dogs less than 45 lbs.**

Apply one [tube] [vial] (2.68 ml) (0.091 fl. oz.) [directly to skin] [from the back of the neck to a point midway between the neck and tail] [as a spot [on][to] the dog's back between the shoulder blades][as a [stripe][line] starting [at the middle of the back][at a midway point between the neck and tail] and ending [at a spot] between the shoulder blades.][This allows for a more direct application to the skin.]

**{For cartons containing 4.02 ml (0.136 fl. oz.) [tube] [vial] (s)}**

**Only For Dogs Weighing 89[-][to]132 lbs. Do not apply to dogs weighing less than 89 lbs.**

**Do not use two [tubes] [vials] on dogs greater than 132 lbs.**

Apply one [tube] [vial] (4.02 ml)(0.136 fl. oz.) [directly to skin] [from the back of the neck to a point midway between the neck and tail] [as a spot [on][to] the dog's back between the shoulder blades][as a [stripe][line] starting [at the middle of the back][at a midway point between the neck and tail] and ending [at a spot] between the shoulder blades.][This allows for a more direct application to the skin.]

## FREQUENCY OF APPLICATION

Use [Brand name][this product] monthly for complete control of flea, tick [and] chewing lice [and to kill [mosquitoes]] [infestations]. [Studies show that] [Brand name][this product] kills fleas [(starts killing)[starts to kill] in as little as [5][15][minutes][1 hour]] for up to three months. If your dog 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][This product] 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][This product] remains effective, even after bathing, water immersion, or exposure to sunlight. Allow treated area to dry thoroughly. Do not reapply for [30 days] [4 weeks] [one month].

**[Brand name]**

[1][2][3][4][5][6][12][24][Month [Treatment] [Application] Tracker] [Carecard]

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

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

[First] [1st] [Second] [2nd] [Third] [3rd][Fourth][4<sup>th</sup>][Fifth] [5<sup>th</sup>][Sixth][6<sup>th</sup>][Seventh] [7<sup>th</sup>][Eight] [8<sup>th</sup>][Ninth][9<sup>th</sup>][Tenth][10<sup>th</sup>] [Eleventh][11<sup>th</sup>][Twelfth][12<sup>th</sup>][Dose] [Treatment] [Application]

(Empty blank for owner to fill in date)(Date: MM/DD/YY)

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[Application Date] [Date of Application]  
[calendar stickers with **[Brand name]**]

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

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

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

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

{END - INSERT OR FOLDED PANEL/FLAP}

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





























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

{END OF OPTIONAL GRAPHICS}

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## [ABNs]

[Sergeant's® FRONTIER GOLD Spot On for Dogs]  
[Sergeant's® FRONTIER GOLD for Dogs]  
[PetArmor® Max II for Dogs]  
[Sergeant's® PetArmor® Max II for Dogs]  
[PetArmor® Pro Advanced II for Dogs]  
[Sergeant's® PetArmor® Pro Advanced II for Dogs]  
[PetArmor® Pro Advanced Ticks II for Dogs]  
[Sergeant's® PetArmor® Pro Advanced Ticks II for Dogs]  
[PetArmor® Tri [-] Action for Dogs]  
[PetArmor® Triple [-] Action for Dogs]  
[PetArmor® Tri [-] Shield for Dogs]  
[PetArmor® Tri [-] Guard for Dogs]  
[SENTRY® Tri [-] Action for Dogs]  
[SENTRY® Triple [-] Action for Dogs]  
[SENTRY® Tri [-] Shield for Dogs]  
[SENTRY® Tri [-] Guard for Dogs]  
[PetArmor 3 for Dogs]  
[PetArmor III for Dogs]  
[PetArmor Gold for Dogs]  
[SENTRY 3 for Dogs]  
[SENTRY III for Dogs]  
[SENTRY Gold for Dogs]

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

## [Mosquitoes]

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

## [Chewing Lice]

[Kills chewing lice]

[Starts Rapid elimination of chewing lice infestations]

[A once monthly application is required][Apply monthly to control][for] chewing lice]

## [Fleas]

[Kills fleas]

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

[Kills newly emerged adult fleas [(starts killing in as little as [5][15][minutes][1 hour])] before they lay eggs]

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

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

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

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

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[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 (!) Effective at all flea stages: adult fleas, flea eggs, and flea larvae. [Breaks the Flea Life Cycle] (!)]

[Kills fleas [(starts killing in as little as 1 hour)] [up to 4 weeks] [1 month][30 days]!]

[Kills Flea Eggs & Flea Larvae [for 2 months]]

[Prevents Flea Eggs From Developing Into Biting Adults]

[Starts killing fleas in [just] [5][15] [minutes][1 hour] [after application]]

[Starts to kill fleas in [just] [5][15] [minutes][1 hour] [after application]]

[Starts to Kill Fleas Quickly(!)]

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

## [Multiple Infestations]

[Starts killing fleas and ticks in [just] [5][15] [minutes][1 hour] [after application]]

[Starts to kill fleas and ticks in [just] [5][15] [minutes][1 hour] [after application]]

[Kills fleas and ticks [after application]]

[Quickly kills fleas and ticks]

[Kills chewing lice and controls mites that may cause sarcoptic mange]

[Controls mites, a leading cause of sarcoptic mange]

[Flea & Tick Control for [[Small] Dogs [&] [and] Puppies 5-22 lbs.] [[Medium] Dogs 23-44 lbs.] [[Large] Dogs 45-88 lbs.] [[Extra Large] Dogs 89-132 lbs.] 12 weeks [old] and older]

[Kills fleas [(starts killing in as little as [5][15] [minutes][1 hour])], flea eggs, ticks [(starts killing in as little as [5][15] [minutes][1 hour])], [&]chewing lice [& mosquitoes]] [and prevents development of flea pupae]

[Kills Fleas, [and] Ticks [and mosquitoes]]

[Kills fleas [(starts killing in as little as [5][15] [minutes][1 hour])], ticks [(starts killing in as little as [5][15] [minutes][1 hour])], [mosquitoes], chewing lice, flea eggs, and larvae]

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

[Kills fleas [(starts killing in as little as [5][15] [minutes][1 hour])], ticks [(starts killing in as little as [5][15] [minutes][1 hour])], [mosquitoes], flea eggs, and lice]

[7 [Seven]; 6 [Six]; 5 [Five] Way [Action] [Effectiveness] [Control] to kill fleas, ticks, [mosquitoes,] chewing lice, flea eggs, [&][and] flea larvae [&] [and] [prevent the development of flea pupae]]

[ 6 [Six]; 5 [Five]; 4 [Four] Way [Action] [Effectiveness] [Control] to kill fleas, ticks, [mosquitoes,] chewing lice, [&][and] 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] [this product] 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 [5][15] [minutes][1 hour]) and Ticks (starts killing in as little as [5][15] [minutes][1 hour]) [and mosquitoes] for up to 4 weeks!]

[Prevents and controls reinfestations of listed pests for up to [1 month] [4 weeks]]



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## [Ticks]

[Kills ticks]

[Starts killing ticks in [just] [5] [15] [minutes] [1 hour] [after application]

[Starts to kill ticks in [just] [5] [15] [minutes] [1 hour] [after application]

[Starts to Kill Ticks Quickly[!]]

[Kills ticks including those that may transmit Lyme disease]

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

[Kills [all stages of] deer ticks (which may vector Lyme disease) for up to [4 weeks][1 month][30 days][per application]]

[Kills Ticks (starts killing 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 [5] [15] [minutes] [1 hour])]]

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

[Kills *Rhipicephalus sanguineus* for up to 4 weeks]

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

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

## [All Others]

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

[Fiponil (9.8%) + cyphenothrin (5.2%) + s-methoprene (8.8%)]

Compare to FRONTLINE® Tritak™ for Dogs, contains the same active ingredients\*

[Contains the same active ingredient(s) used in [FRONTLINE® Tritak™ for Dogs (or any approved ABN)].\*]

[Compare to [FRONTLINE® Tritak™ for Dogs (or any approved ABN)], contains the same active ingredients fipronil, cyphenothrin and (S)-Methoprene.\*]

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

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

[\*This product is not manufactured or distributed by Merial, the makers of FRONTLINE® Tritak™ for Dogs. FRONTLINE® is a registered trademark, and ™Tritak is a trademark, of Merial.]

[Only for Dogs and Puppies [5-22 lbs], [23-44 lbs], [45-88 lbs], [89-132 lbs]]12 weeks [of age] or older]

[Formulated Only for [Small Dogs 5-22 lbs. [Medium Dogs 23-44 lbs.] [Large Dogs 45-88 lbs.]

[Extra Large Dogs 89-132 lbs.] 12 Weeks [of age] or older]

[Extra Small][XS][Small][S][Medium][M][Large][L][Extra Large][XL]

[Starts Acting Fast]

[Starts to kill [Fleas][Ticks] Fast [!]]

[Long Lasting] [Protection]

[Waterproof]

[Effective after bathing and exposure to water and sunlight]

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[Apply monthly] [Apply once every 4 weeks!]  
[1 Month Dose!] [4 Week Dose!]  
[Regular use of (**Brand Name**) protects your dog and may help reduce fleas [and ticks] infestation in your home]  
[Reapply (Brand name) every 4 weeks for ticks and fleas [control]]  
[If in heavy flea or tick exposed areas you can reapply every 4 weeks]  
[It's important to protect your dog consistently]  
[Find a time on your calendar that works each month]  
[Text][Email][Visit][xxxx][xxxx] to sign up for monthly flea and tick application reminders]  
[Controls mites that may cause sarcoptic mange]  
[One Application][Two Applications][Three Applications][Four Applications][Five Applications][Six Applications][12 Applications][24 Applications] and/or [1 Month Supply][2 Month Supply][3 Month Supply][Four Month Supply][Five Month Supply][6 Month Supply][12 Month Supply][24 Month Supply] or [4 Week Supply][8 Week Supply][12 Week Supply][16 Week Supply][20 Week Supply][24 Week Supply][48 Week Supply][52 Week Supply][104 Week Supply]  
[Best if used year round!]  
[For year round protection, apply (full or partial brand name) monthly]  
[(ICON Showing 4 Week Protection)]  
[Easy to Use Application]  
[[Free] Calendar Stickers Inside[!]]  
[[Free with purchase] [Free inside] Monthly Application Reminder [Magnet]]  
[[1][2][3][4][5][6][12][24] applications] [Dose(s)] [Treatment]]  
[US and Foreign patents pending]  
[Lift [here] for more information]  
[Brand Name is a trademark of Company Name]  
[Direct to skin [tube][vial][s]  
[Easy to Use] [tube][vial][s]  
[Clean cut [open] [tube][vial][s]  
[No-mess [open] [tube][vial][s]  
[Clip-tip design [tube][vial][s][!]]  
[Satisfaction Guaranteed. If you are not satisfied, we will make it right with a replacement or refund.] [If you are not satisfied, we will make it right with a replacement or refund.]  
[Does the idea of fleas and ticks make your skin crawl? Yes?! Us, too. Use (**Brand Name**) [topical] to keep these ugly, creepy pests from attacking your beloved, squeezable furbaby.]

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

[Save Now!]	[Buy X Get Y Free]
[Value Size]	[Buy 3 get 1 free]
[Club Size]	[(x)% (More) (Free)!]
[Bonus Size]	[(x) Dose(s) Free!]
[Club Pack]	[(x) Day(s) (Free)!]
[Great Value]	[(x) Month(s) Free!]
[Better Value]	[(x) Day(s) of treatment- Free!]
[Bonus Pack]	[(x) Tube(s) Free!]
[(x) + (x) bonus pack!]	[(x) Application(s) Free!]
[Buy more and save!]	