

2517-150

4/25/2012

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U.S. ENVIRONMENTAL PROTECTION AGENCY  
Office of Pesticide Programs  
Registration Division (7505C)  
1200 Pennsylvania Avenue NW  
Washington, D.C. 20460

EPA Reg. Number:  
2517-150

Date of Issuance:  
04/25/2012

Term of Issuance:

Conditional

Name of Pesticide Product:

Sergeant's Fipronil + Cyphenothrin  
(8.2%) + Pyriproxyfen Squeeze-On for  
Dogs

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Sergeant's Pet Care Products, Inc.  
2625 South 158<sup>th</sup> Plaza  
Omaha, NE 68130-1770

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 registered in accordance with FIFRA sec 3(c)(7)(A), contingent on the following:

1. Make the following labeling changes before releasing the product for shipment:
  - a. Revise the EPA Registration Number to read: "EPA Registration No. 2517-150".

Signature of Approving Official:

See page 4

Richard Gebken,  
Product Manager (RM 10)  
Insecticide Branch  
Registration Division (MC 7505P)

Date:

April 25, 2012

- 2. 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", in writing within 30 days of the date of this Notice of Registration (NOR). 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.

- 3. Only one basic confidential statement of formula (CSF) will be on file for this product at any time (i.e., no alternate formulations or minor formulation amendments will be submitted and/or approved for this product, except to allow for alternate sources of any individual inert ingredient).

- 4. You must submit the following data within the timeframe described below:  
*Within sixteen (16) months of the date on this Notice of Registration, provide to the Agency acceptable data packages for Guideline Studies: OPPTS 830.6320 (Corrosion Characteristics) and OPPTS 830.6317 (Storage Stability).*

- 5. You must submit quarterly enhanced incident reports and quarterly sales information in doses sold for this product for the quarter that begins on July 1, 2012.

The quarterly reports are due two months after the end of each quarter. Please flag any Confidential Business Information (CBI) as such. Enhanced incident reporting should be submitted to the Product Manager. Quarterly sales information should be submitted to the Registration Division, Immediate Office (attn: Kimberly Nesci).

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

- EPA Registration Number
- Product name (brand name)
- Lot #
- Where purchased: internet, store, Veterinarian
- Active Ingredient(s)
- Weight range for product
  
- Date on which incident occurred. (mm/dd/yyyy)
- State in which the incident occurred. (standard 2 letter abbreviation)
- Registrant case #
  
- Species: dog, cat, other (specify)
- Breed: (as reported by pet owner)
- Age: months or years
- Sex: M, F, or neutered
- Weight: pounds

Primary Route of Exposure: dermal, oral, other animal, inhalation, other  
 Body System: neurological, dermatological, GI, respiratory, ocular, other Major signs noted with separate column for each sign, using standard terminology  
 Time to Onset: (hours, days)  
 Treated by veterinarian: yes or no  
 First time product used: yes or no  
 Misuse: use on incorrect species, overdose, too frequent dosing, other (describe)  
 Any known precondition  
 EPA Severity Code: death, major, moderate, minor  
 Outcome: died, recovered, still treated, unknown

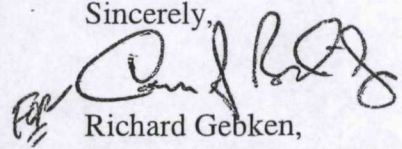
6. Along with the enhanced incident reporting, you must submit an analysis of all incidents seen, to include the following details:
  - a. All minor dermal and ocular irritation reports.
  - b. Summary table for dogs showing number of incidents of each severity code for each route of exposure. Each incident 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.
  - c. A similar summary table for cats (misuse or secondary exposure) showing number of incidents of each severity code for each route of exposure.
  - d. Summary table for dogs and table for cats showing number of incidents that are believed due to secondary exposure (e.g., multi-pet households).
  - e. 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.
  - f. A summary table showing the number of dog incidents for each severity code for each pet weight range on the product label.
  - g. 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.
  - h. Table showing number of incidents for each dog breed.
  - i. Table showing number of incidents in dogs for each clinical sign.
  - j. Table showing number of incidents in dogs for each organ system.
  - k. Report aggregate incidents, but do not combine moderate and minor incidents.
  
7. You must submit and/or cite all data required for registration of your product under FIFRA Section 3(c)(5) when the Agency requires all registrants of similar products to submit such data, and submit acceptable responses required for re-registration (registration review) of your product under FIFRA section 4.

This NOR was issued with the understanding that the labeling for this product (a) is consistent (except for the stated higher % of an active ingredient) with that of the cited me-too product (EPA Reg. Nos. 2517-143); and (b) conforms to the mitigation measures stated in the Agency's letter ("Implementation of Label Changes to Pet Spot-on Products", copy enclosed) of 09/30/2011. Also, if EPA determines that future mitigation measures are necessary for all pet spot-on products, the Agency will inform all registrants concerned. If mitigation measures are necessary, EPA may take regulatory action.

Copy of the finished labeling must be submitted prior to releasing the product for shipment. If you fail to comply with the above stated conditions, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e) and/or automatically expire. Your release for shipment of the product constitutes your acceptance of these conditions.

A copy of your label stamped "Accepted with Comments" is enclosed for your records. If you have any questions concerning this action, please contact me or Dr. B. A. Akinlosotu via (703) 605-0653 or [akinlosotu.bonaventure@epa.gov](mailto:akinlosotu.bonaventure@epa.gov).

Sincerely,



Richard Gebken,  
Product Manager (RM 10)  
Insecticide Branch  
Registration Division (MC 7505P)

Enclosures  
Stamped Label

# Sergeant's® Master Label

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Information in [ ] is optional.

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## FRONT PANEL

## DOG SQUEEZE ON

### FIPRONIL+CYPHENOTHRIN (8.2%)+PYRIPROXYFEN

[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 (8.2%) + Pyriproxyfen Squeeze-On for Dogs

[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]

ACCEPTED  
With COMMENTS  
In EPA Letter Dated:  
APR 25 2012

Under the Federal Insecticide, Fungicide and Rodenticide Act, As amended, for the pesticide Registered under EPA Reg. No:

2517-150

### [Mosquitoes]

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

[•Kills mosquitoes]

### [Chewing Lice]

[•Kills chewing lice]

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

[•Rapid elimination of chewing lice infestations]

### [Fleas]

[•Research demonstrates that [full or partial brand name] kills adult fleas (starts killing in as little as 1 hour), flea eggs, and flea larvae and prevents pupae development for up to [63 days] [9 weeks].]

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

[•Kills flea eggs, [larvae] [and] [prevents pupae development] for up to [63 days][9 weeks]]

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

[•With Pyriproxyfen to Break Flea Life Cycle]

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

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

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

[•Kills Fleas (starts killing in as little as 1 hour) up to [4 weeks]!] [2 months]]

[•Kills Flea Eggs & Flea Larvae [for more than 2 months]]

[•Prevents Flea Eggs From Developing Into Biting Adults]

[•Prevents development of 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 in as little as 1

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- hour), chewing lice & [mosquitoes]]
- [•Kills Fleas, Ticks and [mosquitoes]]
- [•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 development]
- [•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 chewing lice]
- [• [Seven] [7] [Six][6][Five][5] Way [Action] [Effectiveness] [Control] to kill fleas, ticks, [mosquitoes,] chewing lice, flea eggs,[&][and] flea larvae [&] [and] prevent the development of flea pupae]
- [• [Six] [6] [Five][5][Four][4]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 [full or partial 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 (starts killing in as little as 1 hour) for up to 4 weeks!]
- [• Kills Fleas (starts killing in as little as 1 hour), Ticks (starts killing in as little as 1 hour), Flea Eggs & Flea Larvae for up to [63 days] [9 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 (vector of Lyme disease) for up to [4 weeks][1 month][30 days][per application]]
- [•[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!]

## [All Others]

- [•For Dogs and Puppies 12 weeks of age or older]
- [•For Dogs [4- 22 lbs], [23-44 lbs], [45-88 lbs], [89-132 lbs]
- [•Fast Acting]
- [•Waterproof]
- [•Long Lasting]
- [•If dog is at high risk for flea reinfestation a once month application may be needed]
- [•Apply Monthly]
- [•Controls mites that may cause sarcoptic mange]
- [•Best if used year round!]
- [•(ICON Showing 4 Week Protection)]

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- [•4 Week Dose!]
- [•1 Month Dose!]
- [•Easy to Use Application]
- [•One Application][Two Applications][Three Applications][Four Applications][Five Applications][Six Applications][Twelve Applications][Twenty-Four Applications] and/or [1 Month Supply][Two 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]
- [•Specially Formulated for Dogs and Puppies Over 12 Weeks]
- [•[Free] Calendar Stickers Inside!]
- [•Patented Technology]
- [•Apply once every [4 weeks]!]
- [•[Free with purchase] [Free inside] Monthly Application Reminder [Magnet]]
- [•Effective after bathing and exposure to water and sunlight][•Fiponil (9.8%) + cyphenothrin (8.2%) + [pyrproxifen] (2.0%)]
- [•US and Foreign patents pending]
- [•Lift [here] for more information]
- [•For year round protection, apply (full or partial brand name) monthly]
- [Full or Partial Brand Name] is a trademark of [Company Name]
- [•[1][2][3][4][5][6][12][24] Applications]

[For use ONLY on dogs] [&][and][puppies]

- [4-][to] 22 lbs]
- [23-][to]44 lbs]
- [45-][to]88 lbs]
- [89-][to]132 lbs]
- [over 12 weeks of age]

[For Dogs & Puppies (12 weeks or older and) 4 [-][to] 22 lbs.]

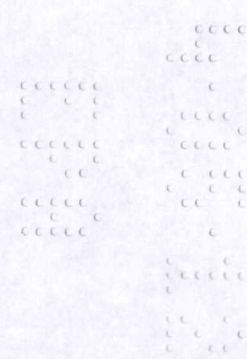
[For Dogs 23[-][to]44 lbs.]

[For Dogs 45[-][to]88 lbs.]

[For Dogs 89[-][to]132 lbs.]

### ACTIVE INGREDIENTS:

Fipronil.....	9.8%
Cyphenothin.....	8.2%
Pyriproxifen .....	2.0%
<b>OTHER INGREDIENTS[*]:</b> .....	<b>80.0%</b>
<b>TOTAL:</b>	<b>100.0%</b>



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

**KEEP OUT OF REACH OF CHILDREN  
CAUTION**

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

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## NET CONTENTS:

[1][One][2][Two][3][Three][4][Four][5][Five][6][Six][12][Twelve][24][Twenty-Four] 0.023 fl oz (0.67 mL) applicators

[1][One][2][Two][3][Three][4][Four][5][Five][6][Six][12][Twelve][24][Twenty-Four] 0.045 fl oz (1.34 mL) applicators

[1][One][2][Two][3][Three][4][Four][5][Five][6][Six][12][Twelve][24][Twenty-Four] 0.091 fl oz (2.68 mL) applicators

[1][One][2][Two][3][Three][4][Four][5][Five][6][Six][12][Twelve][24][Twenty-Four] 0.136 fl oz (4.02 mL) applicators

## BACK PANEL

## DOG SQUEEZE ON

**FIPRONIL+CYPHENOTHIN (8.2%) + PYRIPROXYFEN**

### [BACK/SIDE CARTON LABEL - MASTER LABEL]

[full or partial brand name] contains Fipronil, Cyphenothin and the insect growth regulator (IGR) Pyriproxyfen to effectively kill fleas [(starts killing in as little as 1 hour)], ticks [(starts killing in as little as 1 hour)], and kills flea eggs, flea larvae, [mosquitoes] and chewing lice. The active ingredients in [full or partial 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. CAUTION.** Causes moderate eye irritation. Do not get in eyes or on clothing. Harmful if swallowed. Harmful if absorbed through skin. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

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

### FIRST AID

<b>If In Eyes</b>	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li> <li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> <li>• Call a poison control center or doctor for further treatment advice.</li> </ul>
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<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 call 1-800-781-4738.	
<b>NOTE TO PHYSICIAN OR VETERINARIAN</b> Treat patient symptomatically	

## DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

**DO NOT ALLOW CHILDREN TO APPLY PRODUCT.** TO PREVENT HARM TO YOU AND YOUR DOG, READ ENTIRE LABEL BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. FOR EXTERNAL USE ON DOGS ONLY. DO NOT USE ON RABBITS. DO NOT USE ON OTHER ANIMALS.

DO NOT USE ON CATS. May be toxic and potentially fatal if applied to or ingested by cats. FOR EXTERNAL USE ON DOGS ONLY. Do not use on puppies under 12 weeks of age. Do not use on puppies under 12 weeks of age. Use entire contents of tube [vial] on each dog. [Do not split one tube between dogs.] 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.**

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[{Outer Packaging}]

**How to open:** Remove product tube[s] [vial] from the package. [Separate one tube 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 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][30 days].

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



## BACK PANEL

## DOG SQUEEZE ON

### FIPRONIL+CYPHENOTHIRIN (8.2%)+PYRIPROXYFEN

**For Dogs Weighing 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 [on][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[-][to]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[on][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[-][to]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][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 89[-][to]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][to] the dog's back between the shoulder blades] [from the back of the neck to a point midway between the neck and tail].

## FREQUENCY OF APPLICATION

Use [full or partial brand name] monthly for complete control of flea, tick [and] chewing lice [and to kill mosquitoes] [infestations]. [full or partial brand name] kills fleas (starts killing in as little as 1 hour) for up to two 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. [[Full or partial 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.] [Full or partial 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 [4 weeks][30 days].

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Information in [ ] is optional.

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## 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.

## [WARRANTY

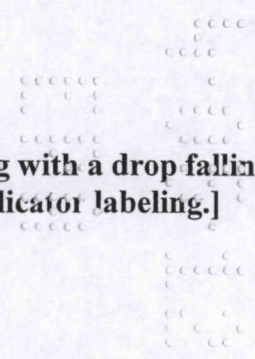
Read the entire Directions for Use and Warranty before using this Product. By using this product, user or buyer accepts the following warranty. The directions for use of this product are believed to adequate and must be followed carefully. It is impossible to eliminate all risks associated with the use 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.]

In Case of Emergency, call: 1-800-781-4738  
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-new  
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.]**

[{Outer Packaging}]

[Application Instructions] [Directions for Use]

### How to open

1. Remove product tube[s] [vial] from the package.
2. [Separate one tube 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.

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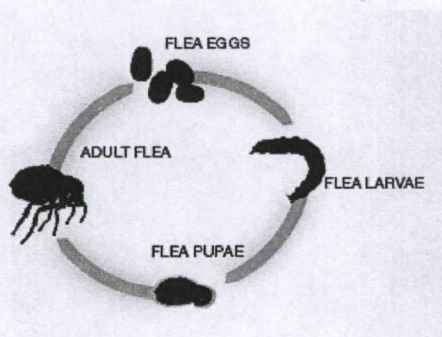
### How to apply:

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 [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.]

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

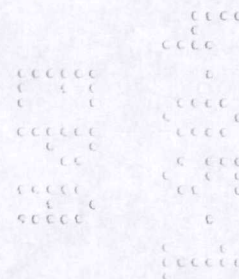


[Flea life cycle diagram] [Flea Life Cycle][Sample coloring and layout may be different on final label]



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

- [1] Read the label completely and follow directions
- [2] Weigh your pet
- [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 to avoid chance of ingestion
- [6] Do NOT split tubes between pets[and use the ENTIRE tube contents]]



[Full or partial brand name]

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

[For year-round protection, apply [Full or partial brand name] monthly.]

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

[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>][E:ghth][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)

[calendar stickers with full or partial brand name]

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

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

130413

# Sergeant's® Master Label

29 Feb 2012 Application





















Version 12.1

EPA Reg. No. 2517-RLN

Information in [ ] is optional.

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[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 [Full or partial 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 anywhere on finished label]  
{END}

### TUBE / VIAL LABEL

#### Front Label

#### Back Label

<p>{Brand Name}  DO NOT USE ON CATS</p> <p>Fipronil 9.8% w/w, Cyphenothrin 8.2% w/w, Pyriproxyfen 2.0% 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 CAUTION: Read directions and precautions before using. Use scissors to open. EPA REG. No. 2517-new {label code}</p>
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