



U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg. Number:

2517-174

Date of Issuance:

2/3/16

NOTICE OF PESTICIDE:

Registration  
 Reregistration

(under FIFRA, as amended)

Term of Issuance:

Conditional, Time-Limited  
Expires: 2/3/18

Name of Pesticide Product:

Sergeant's 9.1% Imidacloprid  
Squeeze On for Dogs

Name and Address of Registrant (include ZIP Code):

Kelly R. Hoskins  
Sergeant's Pet Care Products, Inc.  
10077 South 134th 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:

Venus Eagle, Product Manager 01  
Invertebrate-Vertebrate Branch 3, Registration Division (7505P)

Date:

2/3/16

2. This registration is time-limited and expires 2/3/18.
3. You must submit quarterly enhanced incident reports and quarterly sales information in doses sold for this product beginning within 3 months of the date the product is first released for shipment, on the first day of the quarter (i.e., January 1, April 1, July 1, or October 1). Please flag any Confidential Business Information as such. Submit enhanced incident reporting and quarterly sales information 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
4. 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 cats and table for dogs 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, as applicable.
- 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, as applicable.
- Table showing number of incidents for each dog breed, where provided.
- 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.

If EPA determines that future mitigation measures are necessary for all pet spot-ons, the Agency will inform registrants. If mitigation measures are necessary, EPA may take regulatory action.

5. You are required to comply with the data requirements described in the DCI and EDSP Orders identified below:
  - a. Imidacloprid GDCI-129099-951
  - b. Imidacloprid EDSP-129099

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://www.epa.gov/oppsrrd1/contacts\\_prd.htm](http://www.epa.gov/oppsrrd1/contacts_prd.htm)

6. Make the following label changes before you release the product for shipment:
  - Revise the EPA Registration Number to read, “EPA Reg. No. 2517-174.”
7. 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 12/30/2015

If you have any questions, please contact Rita Kumar by phone at (703) 308-8291, or via email at [kumar.rita@epa.gov](mailto:kumar.rita@epa.gov).

Enclosure: Stamped label

# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 1 of 11

## FRONT PANEL

## Dogs Squeeze On Imidacloprid

[Optional text appears in brackets/parenthesis – the final label may include some or all of the optional text on front, back or side label panels]

### Sergeant's<sup>®</sup> 9.1% Imidacloprid Squeeze On for Dogs

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

{Market Label a large clear picture of a dog in the respective weight range will be on the front panel of the label for the product as packaged.}

**{One of the following statements will appear on appropriate weight band market label on front panel as required per Agency's pet spot-on mitigation measures:}**

For use ONLY on dogs [[&][and] puppies] [weighing] 4 [-][to] 10 lbs. and over 7 weeks [old][of age] {0.4 ml size package}

For use ONLY on dogs [[&][and] puppies] [weighing] 4 [-][to] 10 lbs. and 7 weeks [of age] or older {0.4 ml size package}

For use ONLY on dogs [[&][and] puppies] [weighing] 11 [-][to] 20 lbs. and over 7 weeks [old][of age] {1.0 ml size package}

For use ONLY on dogs [[&][and] puppies] [weighing] 11 [-][to] 20 lbs. and 7 weeks [of age] or older {1.0 ml size package}

For use ONLY on dogs [[&][and] puppies] [weighing] 21 [-][to] 55 lbs. and over 7 weeks [old][of age] {2.5 ml size package}

For use ONLY on dogs [[&][and] puppies] [weighing] 21 [-][to] 55 lbs. and 7 weeks [of age] or older {2.5 ml size package}

For use ONLY on dogs [[&][and] puppies] [weighing] [more than][over][>] 55 lbs. and over 7 weeks [old][of age] {4.0 ml size package}

For use ONLY on dogs [[&][and] puppies] [weighing] [more than][over][>] 55 lbs. and 7 weeks [of age] or older {4.0 ml size package}

ONLY for dogs [[&][and] puppies]] over 7 weeks [old][of age]] and [weighing] 4 [-][to] 10 lbs. {0.4 ml size package}

ONLY for dogs [[&][and] puppies]] 7 weeks [of age] or older and [weighing] 4 [-][to] 10 lbs. {0.4 ml size package}

ONLY for dogs [[&][and] puppies]] over 7 weeks [old][of age]] and [weighing] 11 [-][to] 20 lbs. {1.0 ml size package}

ONLY for dogs [[&][and] puppies]] 7 weeks [of age] or older and [weighing] 11 [-][to] 20 lbs. {1.0 ml size package}

ONLY for dogs [[&][and] puppies]] over 7 weeks [old][of age]] and [weighing] 21 [-][to] 55 lbs. {2.5 ml size package}

ONLY for dogs [[&][and] puppies]] 7 weeks [of age] or older and [weighing] 21 [-][to] 55 lbs. {2.5 ml size package}

ONLY for dogs [[&][and] puppies]] over 7 weeks [old][of age]] and [weighing] [more than] [over][>] 55 lbs. {4.0 ml size package}

ONLY for dogs [[&][and] puppies]] 7 weeks [of age] or older and [weighing] [more than] [over][>] 55 lbs. {4.0 ml size package}

**ACCEPTED**

Feb 03, 2016

Under the Federal Insecticide, Fungicide  
and Rodenticide Act as amended, for the  
pesticide registered under  
EPA Reg. No. 2517-174

[1.5cm x 1.5cm on final]



# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 2 of 11

## ACTIVE INGREDIENT:

Imidacloprid.....9.10%

**OTHER INGREDIENTS:** .....90.90%

**[TOTAL]** .....100.00%]

## KEEP OUT OF REACH OF CHILDREN

### WARNING

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

## NET CONTENT: X fl oz [Y – X fl oz applicators]

[0.014 fl oz (0.4 mL) [tubes][vials][applicators][pipettes]]

[0.034 fl oz (1.0 mL) [tubes][vials][applicators][pipettes]]

[0.085 fl oz (2.5 mL) [tubes][vials][applicators][pipettes]]

[0.135 fl oz (4.0 mL) [tubes][vials][applicators][pipettes]]

## [ABNs]

[SENTRY<sup>®</sup> Vet for Dogs Imidacloprid]

[SENTRY<sup>®</sup> Vet Advanced Flea for Dogs]

[SENTRY<sup>®</sup> Vet FleaGuard for Dogs]

[SENTRY<sup>®</sup> Vet Vantage for Dogs]

[SENTRY<sup>®</sup> Vet Flea Vantage for Dogs]

[SENTRY<sup>®</sup> Advanced for Dogs Imidacloprid]

[SENTRY<sup>®</sup> Advanced FleaGuard for Dogs]

[SENTRY<sup>®</sup> Advanced Vantage for Dogs]

[SENTRY<sup>®</sup> Advanced Flea Vantage for Dogs]

[SENTRY<sup>®</sup> Advanced VetSpot for Dogs]

[PetArmor<sup>®</sup> Vantage for Dogs]

[PetArmor<sup>®</sup> Advant for Dogs]

[PetArmor<sup>®</sup> FleaGuard for Dogs]

[PetArmor<sup>®</sup> Advanced for Dogs]

[PetArmor<sup>®</sup> Flea Vantage for Dogs]

[PetArmor<sup>®</sup> Adv Flea for Dogs]

[PetArmor<sup>®</sup> Adv.Flea for Dogs]

[PetArmor<sup>®</sup> AdVet for Dogs]

## [Begin Optional Active Ingredient Reference Statements]

{Note to Reviewer – the following is an example statement:

Contains imidacloprid, the active ingredient used in Advantage<sup>®</sup> 10 Topical Solution\*

\*[This product is not manufactured by Bayer Healthcare LLC, the makers of Advantage<sup>®</sup> 10 Topical Solution] [OR] [Advantage<sup>®</sup> 10 Topical Solution is a registered trademark of Bayer Healthcare LLC]}

# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 3 of 11

**[Brand Name] [This product] contains [imidacloprid], the active ingredient used in**

*[Advantage<sup>®</sup> 10 Topical Solution] [Advantage<sup>®</sup> for Small Dogs] [Advantage<sup>®</sup> TM 10*

*(Imidacloprid) Topical Solution]*

{OR}

*[Advantage<sup>®</sup> 20 Topical Solution] [Advantage<sup>®</sup> for Medium Dogs] [Advantage<sup>®</sup> TM 20*

*(Imidacloprid) Topical Solution]*

{OR}

*[Advantage<sup>®</sup> 55 Topical Solution] [Advantage<sup>®</sup> for Large Dogs] [Advantage<sup>®</sup> 55 (Imidacloprid)*

*Topical Solution]*

{OR}

*[Advantage<sup>®</sup> 100 Topical Solution] [Advantage<sup>®</sup> for Extra Large Dogs] [Advantage<sup>®</sup> 100*

*(Imidacloprid) Topical Solution].*

\*

{Note to reviewer: Text for footnote statement one }

**[\**[Brand Name]*][This product] is not manufactured or distributed by Bayer Healthcare LLC, the makers of**

*[Advantage<sup>®</sup> 10 Topical Solution] [Advantage<sup>®</sup> for Small Dogs] [Advantage<sup>®</sup> TM 10*

*(Imidacloprid) Topical Solution]*

{OR}

*[Advantage<sup>®</sup> 20 Topical Solution] [Advantage<sup>®</sup> for Medium Dogs] [Advantage<sup>®</sup> TM 20*

*(Imidacloprid) Topical Solution]*

{OR}

*[Advantage<sup>®</sup> 55 Topical Solution] [Advantage<sup>®</sup> for Large Dogs] [Advantage<sup>®</sup> 55 (Imidacloprid)*

*Topical Solution]*

{OR}

*[Advantage<sup>®</sup> 100 Topical Solution] [Advantage<sup>®</sup> for Extra Large Dogs] [Advantage<sup>®</sup> 100*

*(Imidacloprid) Topical Solution].]*

{Note to reviewer: Text for footnote statement two }

**[\**[Advantage<sup>®</sup> 10 Topical Solution] [Advantage<sup>®</sup> for Small Dogs] [Advantage<sup>®</sup> TM 10***

*(Imidacloprid) Topical Solution],*

{OR}

*[Advantage<sup>®</sup> 20 Topical Solution] [Advantage<sup>®</sup> for Medium Dogs] [Advantage<sup>®</sup> TM 20*

*(Imidacloprid) Topical Solution],*

{OR}

*[Advantage<sup>®</sup> 55 Topical Solution] [Advantage<sup>®</sup> for Large Dogs] [Advantage<sup>®</sup> 55 (Imidacloprid)*

*Topical Solution],*

{OR}

*[Advantage<sup>®</sup> 100 Topical Solution] [Advantage<sup>®</sup> for Extra Large Dogs] [Advantage<sup>®</sup> 100*

*(Imidacloprid) Topical Solution]*

**is a registered trademark of Bayer Healthcare LLC.]**

**[End Optional Active Ingredient Reference Statements]**

# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 4 of 11

## **[Fleas]**

[Prevents further flea infestation for up to [[four][4] weeks][1 month] with one treatment]

[Prevents further flea infestation for up to [[four][4] weeks][1 month] with one application]

[Brand Name] Prevents flea infestation for [four][4] weeks][1 month]

[Kills fleas within 12 hours [of application] on dogs]

[Kills reinfesting fleas within 2 hours]

[Kills [adult] fleas before they lay eggs]

[[Brand Name][This product] kills fleas and may reduce the incidence of a hypersensitivity skin disorder called flea allergy dermatitis (FAD), which may be caused by the feeding activity of fleas.]

[Use [of Brand Name][of this product] kills fleas and may reduce incidence of flea bite hypersensitivity] [and][or] [flea allergy dermatitis] [FAD]]

[Use [of Brand Name][of this product] kills fleas and may reduce incidence of [flea bite hypersensitivity] [and][or] flea allergy dermatitis [FAD]]

[Monthly treatment [with Brand Name][with this product] kills fleas and may reduce incidence of [flea bite hypersensitivity] [and][or] flea allergy dermatitis [FAD]]

[Monthly treatment [with Brand Name][with this product] kills fleas and may reduce incidence of flea bite hypersensitivity [and][or] [flea allergy dermatitis] [FAD]]

[Apply monthly [for optimal flea control]]

[Apply monthly [to control and prevent fleas]]

[Kills fleas]

[Kills fleas within 12 hours, continues to kill for up to 4 weeks]

[Kills fleas that may cause flea allergy dermatitis, flea bite anemia, and tapeworm infestation]

[Kills fleas, which may be a source of flea allergy dermatitis in 12 hours]

[Active against fleas]

[Kills fleas on [puppies and] dogs]

[[Brand Name] Offers protection against fleas]

[Flea control for puppies and dogs over 7 weeks [old][of age] and 4 lbs]

[Flea control for puppies and dogs 7 weeks [of age] or older and 4 lbs]

[Kills fleas within 12 hours [and prevents further flea infestations for [a][one] [month] [four weeks]]]

## **[All Others]**

[Apply to [dogs and] puppies over 7 weeks old and 4 lbs]

[Apply to [dogs and] puppies 7 weeks or older and 4 lbs]

[SENTRY<sup>®</sup>]

[PetArmor<sup>®</sup>]

[[Sergeant's] Caring For Your Pets Since 1868]

[For use ONLY on dogs]

[Formulated for Dogs and Puppies Over 7 Weeks [Old][of Age] and 4 lbs]

[Formulated for Dogs and Puppies 7 Weeks [of Age] or Older and 4 lbs]

[Dogs and Puppies over 7 weeks [old][of age] and 4 lbs]

[Dogs and Puppies 7 weeks [of age] or older and 4 lbs]

[Use only on puppies over 7 weeks [old][of age][or] 7 weeks [of age] or older and 4 lbs]

[The Only Monthly Flea Protection You Need For Your Dog[s] When Applied Monthly!]



# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 5 of 11

[Convenient]

[Easy application]

[Easy to apply product]

[Easy to Use [Application]]

[One Step Hassle Free Protection!]

[Waterproof]

[Remains effective even after shampooing, swimming, or exposure to sunlight [and][or] rain]

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

[Once a month treatment]

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

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

[For year-round protection, apply [Brand Name][this product] monthly]

[One tube [vial][pipette]] [1 Month Supply]

[Two tubes [vials][pipettes]] [2 Month Supply]

[Three tubes [vials][pipettes]] [3 Month Supply]

[Four tubes [vials][pipettes]] [4 Month Supply]

[Five tubes [vials][pipettes]] [5 Month Supply]

[Six tubes [vials][pipettes]] [6 Month Supply]

[9 tubes [vials][pipettes]] [9 Month Supply]

[12 tubes [vials][pipettes]] [12 Month Supply]

[24 tubes [vials][pipettes]] [24 Month Supply]

[Direct to skin [tube][vial][applicator][pipette]]

[Easy to Use] [tube][vial][applicator][pipette]

[No-mess [open] [tube][vial][applicator][pipette]]

[Clip-tip design [tube][vial][applicator][pipette][!]]

**{END – FRONT PANEL}**

# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 6 of 11

**BACK PANEL/SIDE PANEL**

**Dogs Squeeze On  
Imidacloprid**

[The active ingredient in [Brand name][this product] is [imidacloprid,] formulated for control of fleas on dogs.] [[Brand Name][This product] kills fleas within 12 hours and prevents further flea infestations for [up to] [[4][four] weeks][[1][one] month][30 days].]

**READ ENTIRE LABEL BEFORE EACH USE.  
USE ONLY ON DOGS AND PUPPIES 7 WEEKS OF AGE OR OLDER.**

## PRECAUTIONARY STATEMENTS

**HAZARDS TO HUMANS. WARNING.** Causes substantial but temporary eye injury. Harmful if swallowed. Harmful if absorbed through the skin. Avoid contact with skin. Do not get in eyes or on clothing. Wash hands after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

**HAZARDS TO DOMESTIC ANIMALS. For external use on dogs only.** Individual sensitivities, while rare, may occur after using ANY pesticide product for dogs. 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 this product on medicated, debilitated, aged, pregnant or nursing dogs.

<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. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>If Swallowed</b>	<ul style="list-style-type: none"><li>• Call a poison control center or doctor immediately for treatment advice.</li><li>• Have person sip a glass of water if able to swallow.</li><li>• Do not induce vomiting unless told to do so by the poison control center or doctor.</li><li>• Do not give anything by mouth to an unconscious person.</li></ul>
<b>If on Skin or Clothing</b>	<ul style="list-style-type: none"><li>• 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.</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. You may also contact 1-800-781-4738 for emergency medical treatment information.	
<b>NOTE TO PHYSICIAN</b>	
Treat the patient symptomatically.	

# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 7 of 11

## DIRECTIONS FOR USE

**It is a violation of Federal law to use this product in a manner inconsistent with its labeling. TO PREVENT HARM TO YOU AND YOUR DOG, READ ENTIRE LABEL BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY.**

### Restrictions:

- **DO NOT ALLOW CHILDREN TO APPLY PRODUCT.**
- Do not use on animals other than dogs.
- Do not allow your dog to ingest this product.
- Do not reapply for [[four][4] weeks][30 days].
- Do not use on puppies under 7 weeks of age or less than 4 [11] [21] [55] lbs.
- Use entire contents of tube[vial][applicator][pipette] on each dog. Do not split one tube[vial][applicator][pipette] between two dogs. Do not use multiple tube[vial][applicator][pipette]s on one 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.
- Do not have contact or allow children to have contact with the treated area until completely dry.

{Side Effects box to be located on label above the cat prohibition icon/text all on the lower right hand side of the back panel}

**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 these or other side effects occur, consult your veterinarian or call 1-800-781-4738. If your dog has an unusual reaction to the initial application, consult a veterinarian before repeating application. The most common signs of incidental 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.



[1.5 cm x 1.5 cm on final or as indicated]

**DO NOT USE ON CATS.** Keep cats away from treated dogs for 24 hours. Contact your veterinarian if applied to a cat or ingested by a cat.

# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 8 of 11

{OUTER PACKAGING}

## How to Open:

1. Remove product tube[s][vial[s]][applicator[s]][pipette[s]] from the package.
2. Separate one tube[vial][applicator][pipette] from the others. Hold the tube[vial][applicator][pipette] 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:

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

**{For cartons containing 0.4 mL (0.014 fl oz) applicator tubes}**

**Only For Dogs Weighing [4] [-][to] 10 lbs. Do not apply to dogs weighing less than 4 lbs.**

**[including small dogs and puppies, only 7 weeks or older]** Apply one

tube[vial][applicator][pipette] 0.4 mL (0.014 fl oz) directly to skin [either] [as a spot [on] [to] the dog's back between the shoulder blades] [or] [as a [stripe][line] starting from the back of the neck to a point midway between the neck and tail].

**{For cartons containing 1.0 mL (0.034 fl oz) applicator tube}**

**Only For Dogs Weighing 11 [-][to] 20 lbs. Do not apply to dogs weighing less than 11 lbs.**

Apply one tube[vial][applicator][pipette] 1.0 mL (0.034 fl oz) directly to skin [either] [as a spot [on] [to] the dog's back between the shoulder blades] [or] [as a [stripe][line] starting from the back of the neck to a point midway between the neck and tail].

**{For cartons containing 2.5 mL (0.085 fl oz) applicator tube}**

**Only For Dogs Weighing 21 [-][to] 55 lbs. Do not apply to dogs weighing less than 21 lbs.**

Apply one tube[vial][applicator][pipette] 2.5 mL (0.085 fl oz) directly to skin [either] [as a spot [on] [to] the dog's back between the shoulder blades] [or] [as a [stripe][line] starting from the back of the neck to a point midway between the neck and tail].

**{For cartons containing 4.0 mL (0.135 fl oz) applicator tube}**

**Only For Dogs Weighing 55 lbs. or greater. Do not apply to dogs weighing less than 55 lbs.**

**Do not use more than one [tube][vial][applicator][pipette] on dogs greater than 55 lbs.**

Apply one tube[vial][applicator][pipette] 4.0 mL (0.135 fl oz) directly to skin [either] [as a spot [on] [to] the dog's back between the shoulder blades] [or] [as a [stripe][line] starting from the back of the neck to a point midway between the neck and tail].

## FREQUENCY OF APPLICATION

[Use [Brand Name {or} this product] monthly for control of flea[s] [infestations].]

[[Studies show that] [Brand Name][This product] kills fleas within 12 hours of application and [lasts {or} protects] [for [up to] [[four][4] weeks][30 days][one month].]

[[Brand Name {or} This product] kills reinfesting fleas within [2][two] hours and prevents further infestations of fleas [for [up to] [[four][4] weeks][30 days][one month]].]

[If your dog is at high risk for flea reinfestation [, or in a highly infested environment], apply monthly.]

# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

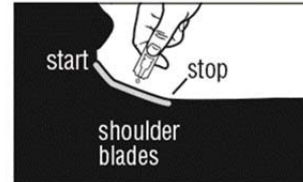
Page 9 of 11

[Apply monthly for optimal flea control.]

[[Brand Name {or} This product] is waterproof and remains effective, even after bathing, swimming, or exposure to sunlight [and][or] [rain].]

[Allow treated area to dry thoroughly.]

[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. Refer to following optional graphics.]



## STORAGE AND DISPOSAL

**PESTICIDE STORAGE:** Do not remove [tube][vial][applicator][pipette] from the pack until ready to use. Store only in original container in a cool [(below 77°F/[25°C])], dry area 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][SENTRY][PetArmor<sup>®</sup>] Consumer Response, P.O. Box 540399, Omaha, NE 68154-0399.]

[Satisfaction Guaranteed][If you are not satisfied, we will make it right with a replacement or refund.]

In Case of Emergency, call: 1-800-781-4738

Non-Emergency, call: 1-800-224-PETS (7387)

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

[Made in USA With Global Materials]

[Distributed by:] [Manufactured by:]

Sergeant's Pet Care Products, Inc.

Omaha, NE 68138-3710

{END - BACK PANEL/SIDE PANEL}

EPA Reg. No. 2517-RTU

EPA Est. No. XXXXX-XX-XX

[BAR CODE AREA]

# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 10 of 11

**{START – ADDITIONAL OPTIONAL PACKAGE COPY OR FOLDED PANEL/FLAP OF FRONT OF PACKAGE OR INSERT}**

## [Clip. Part. Squeeze.]

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

## [Application Instructions]

### How to Open:

1. Remove product tube[s][vial[s]][applicator[s]][pipette[s]] from the package.
2. Separate one tube[vial][applicator][pipette] from the others. Hold the tube[vial][applicator][pipette] 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:

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

[Look at the Label [Easy] 6 Step [Easy] [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][applicator][pipette] between dogs[and use the ENTIRE tube[vial][applicator][pipette] contents]

## [Brand Name][This product]

[Monthly reminder card]

[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 (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>][Eighth][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)

[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]



# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 11 of 11





[33% More Free]

[Bonus Size]

[Buy 3 get 1 free]

[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.]

[Each optional graphic below may or may not appear anywhere on the finished label]

	Adult Flea	
	Fleas	



**DO NOT USE ON CATS**



{non-mandatory optional graphics that may be used in addition to the EPA mandatory icon requirements that currently appear on the label.}

\*Refund or replacement of product {text footnote to satisfaction guaranteed graphic}



{END – ADDITIONAL OPTIONAL PACKAGE COPY OR FOLDED PANEL/FLAP OF FRONT OF PACKAGE OR INSERT}

# Sergeant's<sup>®</sup> Master Label

15 January 2016

Version 15.1

EPA Reg. No. 2517-RTU

Information in [ ] is optional.

Information in { } is note to reviewer.

Page 12 of 11

## TUBE/VIAL LABEL

**Dogs Squeeze On  
Imidacloprid**

{ Front Label }

{ Back Label }

<p>[ <b>Brand Name</b> (for dogs)] X-Y lbs. <math>\geq</math>7 wks Imidacloprid 9.10% 0.014 fl oz (<b>or</b>) 0.034 fl oz (<b>or</b>) 0.085 fl oz (<b>or</b>) 0.135 fl oz {label code}</p>	 <p>KEEP OUT OF REACH OF CHILDREN WARNING: Read directions and precautions on packaging. Use scissors to open. EPA REG. No. 2517-RTU {label code}</p>
--	--

{EPA REG No may be on either the front or back label}

{label code refers to Sergeant's product code number assigned to each product}

**{END – TUBE/VIAL LABEL}**