



U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg. Number:

2517-178

Date of Issuance:

6/15/17

NOTICE OF PESTICIDE:

Registration
 Reregistration

(under FIFRA, as amended)

Term of Issuance:

Conditional, Time-Limited
Expires: 06/15/2019

Name of Pesticide Product:

Sergeant's Imidacloprid +
Permethrin + Pyriproxyfen Squeeze
On for Dogs

Name and Address of Registrant (include ZIP Code):

Sergeant's Pet Care Products, Inc.
10077 South 134th Street
Omaha, NE 68138

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:

Sincerely,

Gene Benbow, Acting Product Manager 4
Invertebrate & Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

Date:

6/15/17

2. This registration is time-limited and expires 06/15/2019.
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 DCIs identified below:
 - a. Permethrin GDCI-109701-1252
 - b. Imidacloprid GDCI-129099-951
 - c. Pyriproxyfen GDCI-129032-1299

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCIs listed above, you may contact the Chemical Review Manager in the Pesticide Reevaluation Division:

<http://iaspub.epa.gov/apex/pesticides/f?p=chemicalsearch:1>

6. The data requirements for storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) are not satisfied. A one year study is required to satisfy these data requirements. You have 18 months from the date of registration to provide these data.
7. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, "EPA Reg. No. 2517-178."
8. 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 8/31/2016

If you have any questions, please contact Autumn Metzger at 703-919-7453, or Metzger.autumn@epa.gov.

Sergeant's® Master Label

14 June 2017

Version 16.1

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Information in { } is note to reviewer.

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Front panel

Dogs Squeeze On Permethrin + Imidacloprid + Pyriproxyfen

[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 Imidacloprid + Permethrin + Pyriproxyfen 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.][11 [-][to] 20 lbs.][21 [-][to] 55 lbs.][[more than][over][>] 55 lbs.] and over 7 weeks [old] [of age] {The appropriate weight class of dog will correspond to the appropriate pipette size}

For use ONLY on dogs [[&][and] puppies] [weighing] [4 [-][to] 10 lbs.] [11 [-][to] 20 lbs.][21 [-][to] 55 lbs.][[more than][over][>] 55 lbs.] and 7 weeks [of age] or older {The appropriate weight class of dog will correspond to the appropriate pipette size}

ONLY for dogs [[&][and] puppies]] over 7 weeks [old][of age]] and [weighing] [4 [-][to] 10 lbs.] [11 [-][to] 20 lbs.][21 [-][to] 55 lbs.][[more than][over][>] 55 lbs.] {The appropriate weight class of dog will correspond to the appropriate pipette size}

ONLY for dogs [[&][and] puppies]] 7 weeks [of age] or older and [weighing] [4 [-][to] 10 lbs.] [11 [-][to] 20 lbs.][21 [-][to] 55 lbs.][[more than][over][>] 55 lbs.] {The appropriate weight class of dog will correspond to the appropriate pipette size}

[1.5cm x 1.5cm on final as indicated][Lower right-hand corner front panel]{black cat/black text/red circle and line through cat/white background/ensure easy viewing on label}



{following text will be in addition to the above required language}

Small Dogs 4-10 lbs {only for use on label for 4-10 lbs and 7 weeks or older product}

Medium Dogs 11-20 lbs {only for use on label for 11-20 lbs and 7 weeks or older product}

Large Dogs 21-55 lbs {only for use on label for 21-55 lbs and 7 weeks or older product}

Extra Large Dogs >55 lbs {only for use on label for >55 lbs and 7 weeks or older product}

[Small][Medium][Large][Extra Large]

ACTIVE INGREDIENTS:

Imidacloprid	8.80%
Permethrin*	44.00%
Pyriproxyfen	0.44%

OTHER INGREDIENTS: 46.76%

[TOTAL] 100.00%

*cis/trans ratio: Max 55% (+) cis and min 45% (+) trans

ACCEPTED

06/15/2017

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. 2517-178

**KEEP OUT OF REACH OF CHILDREN
WARNING**

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**See [Back][or][Insert][Side][Label[s]][Panel[s]] for Additional Precautionary Statements
[For Directions for Use, Storage and Disposal, and First Aid, see package insert inside.]**

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]]

{Begin Optional Active Ingredient Reference Statements}

[Compare to K9 Advantix[®] II active ingredients*]

[[Brand Name] [This product] contains [the] [same] [the] [active] ingredients [Imidacloprid, pyriproxyfen and permethrin,] used in

[K9 Advantix[®] II][K9 Advantix[®] II Small Dog] [K9 Advantix[®] II Medium Dog] [K9 Advantix[®] II Large Dog] [K9 Advantix[®] II Extra Large Dog]]*

[[Brand Name] [This product] contains Imidacloprid, pyriproxyfen and permethrin, the active ingredients used in

[K9 Advantix[®] II][K9 Advantix[®] II Small Dog] [K9 Advantix[®] II Medium Dog] [K9 Advantix[®] II Large Dog] [K9 Advantix[®] II Extra Large Dog]]*

{Note to reviewer: Text for footnote statement one}

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

[K9 Advantix[®] II][K9 Advantix[®] II Small Dog] [K9 Advantix[®] II Medium Dog] [K9 Advantix[®] II Large Dog] [K9 Advantix[®] II Extra Large Dog]]

{Note to reviewer: Text for footnote statement two}

***[K9 Advantix[®] II][K9 Advantix[®] II Small Dog] [K9 Advantix[®] II Medium Dog] [K9 Advantix[®] II Large Dog] [K9 Advantix[®] II Extra Large Dog]**

is a registered trademark of Bayer Healthcare LLC.]

{End Optional Active Ingredient Reference Statements}

[ABNs]

[AdvanceGuard Ticks² for Dogs]

[SENTRY[®] AdvanceGuard Ticks² for Dogs]

[Advanced Ticks 2 for Dogs]

[PetArmor[®] Advanced Ticks 2 for Dogs]

[DogMD Maximum Defense[™] Advanced Ticks 2 for Dogs]

[DogMD Advanced Ticks 2 for Dogs]

{END - FRONT PANEL}

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BACK PANEL/SIDE/INSERT PANEL

**Dogs Squeeze On
Imidacloprid + Permethrin + Pyriproxyfen**

**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. Do not get in eyes or on skin or clothing. Harmful if swallowed. Harmful if absorbed through skin. Avoid contact with skin. Wash thoroughly with soap and warm 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. Do not use on animals other than dogs. Do not use on puppies under seven weeks of age or weighing less than [4] [11] [21] [55] lbs. Do not get this product in dogs' eyes or mouth. As with any product, consult your veterinarian before using this product on medicated, debilitated, aged, pregnant or nursing animals. Individual sensitivities, while rare, may occur after using ANY pesticide product for dogs. If signs persist, or become more severe, consult a veterinarian immediately. If your animal is on medication, consult your veterinarian before using this or any other product.

{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. Side effects may include signs of skin irritation such as redness, scratching, or other signs of discomfort. Gastrointestinal signs such as vomiting or diarrhea have also been reported. If these or others side effects (such as lethargy or agitation) occur, consult your veterinarian or call 1-800-781-4738.

[1.5 cm x 1.5 cm on final or as indicated] [Lower right-hand corner back panel]

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.



ENVIRONMENTAL HAZARDS

This pesticide is extremely toxic to aquatic organisms, including fish and invertebrates. Do not add directly to water. Do not contaminate water when disposing of product or packaging.

FIRST AID

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

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HOT LINE NUMBER

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.

NOTE TO PHYSICIAN

Treat the 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 contaminate feed or food.

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 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 two [tube][vial][applicator][pipette]s 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].

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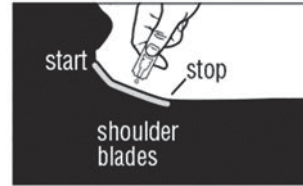
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[How to Apply - May contain graphics illustrating product use, e.g., dog with a drop falling onto its neck from a vial on front, side, or back carton label and/or applicator labeling. Refer to following optional graphics.]



FREQUENCY OF APPLICATION

[Use [Brand Name {or} this product] monthly for control of flea[s] [infestations].] [[Studies show that] [Brand Name {or} 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][two hours] and prevents further infestations of fleas [for [up to] [[four][4] weeks][30 days][one month]].]

[[Brand Name {or} This product] [targets multiple flea life stages] [and] [kills flea eggs and larvae before they develop into biting adults].]

[[Brand Name {or} This product] breaks the flea life cycle by killing flea eggs, flea larvae, and adult fleas.]

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

[PRODUCT INFORMATION]

[The successive feeding activity of fleas on dogs may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of dogs with this product [or ABN] rapidly kills fleas and may reduce the incidence of this condition.

This product [or ABN] kills existing fleas on dogs within 12 hours. Reinfesting fleas are killed within 2 hours with protection against further flea infestation lasting at least four (4) weeks. Pre-existing pupae in the environment may continue to emerge for six (6) weeks or longer depending upon the climatic conditions.

This product [or ABN] is waterproof and remains effective following a shampoo treatment, swimming or after exposure to rain or sunlight.

Monthly treatments are required for optimal control and prevention of fleas and ticks.]

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

PESTICIDE STORAGE: store in a cool, dry place. Protect from freezing.

PESTICIDE DISPOSAL AND CONTAINER HANDLING: Non-refillable container. **If empty:** 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.

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[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, Inc.] 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

EPA Reg. No. 2517-RTI
EPA Est. No. XXXXX-XX-XX
[BAR CODE AREA]

{END - BACK/SIDE PANEL}

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{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 {or} 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][4th][Fifth][5th][Sixth][6th][Seventh][7th][Eighth]

[8th][Ninth][9th][Tenth][10th][Eleventh][11th][Twelfth][12th]

[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]

[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.]

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

	Adult Flea	
	Fleas	
	Flea Eggs	
	Flea Larvae	
	Flea Pupae	
	Ticks	
	Deer Ticks	
	Brown Dog Ticks	
	Lone Star Ticks	
	American Dog Ticks	
	Lice	
	Biting Lice	
	Chewing Lice	
	Mosquitoes	
	Biting Flies	



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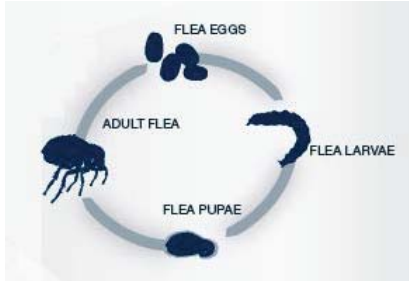
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[Flea life cycle diagram] [Flea Life Cycle]



{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}

TUBE/VIAL LABEL

Dogs Squeeze On
Imidacloprid + Pyriproxyfen + Permethrin

{Front Label}

{Back Label}

<p>Brand Name {for dogs} 4-10[11-20][21-55][>55] lbs. ≥7 wks Imidacloprid 8.8%, Permethrin 44%, Pyriproxyfen 0.44% 0.014 fl oz (or) 0.034 fl oz (or) 0.085 fl oz (or) 0.135 fl oz {label code}</p>	 <p>KEEP OUT OF REACH OF CHILDREN WARNING Read directions and precautions on package. Use scissors to open. EPA REG. No. 2517-RTI {label code}</p>
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{EPA REG No may be on either the front or back label}

{Label code refers to Sergeant's product code number assignment to each product}

{END – TUBE/VIAL LABEL}

[Optional marketing statements below may or may not appear anywhere on the finished label]

[Flea/Flies Marketing Claims]

- [Kills fleas]
- [Repels and kills Fleas]
- [Kills fleas on dogs]
- [Active against fleas]
- [Treats Fleas]

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[Prevents Fleas]
[Repels biting flies]
[Controls against [irritating] flea bites]
[[Brand Name] Offers protection against fleas]
[Prevents and treats flea[s] [infestations]]
[Controls existing infestations by killing adult fleas]
[Controls existing flea infestation by killing adult fleas]
[Repels and kills fleas before they lay eggs]
[For the prevention and treatment of Flea Infestations]
[Prevents reinfestations by killing adult fleas before they lay eggs]
[Kills fleas even if your dog gets wet]
[May be used year-round for control of fleas]
[Controls fleas, which can serve as an intermediate tapeworm host]
[Repels, and inhibits blood-feeding by biting flies]
[Repels, and prevents blood-feeding by biting flies]
[[prevents](inhibits)] blood-feeding by biting flies]
[Repels [(annoying)(bothersome)(nuisance)] biting flies]
[Inhibits [(annoying)(bothersome)(nuisance)] biting flies]
[Kills reinfesting fleas within 2 hours [and protects against further infestation]]
[Kills fleas within 12 hours [of application][on dogs]]
[Kills fleas within 12 hours, continues to kill for 4 weeks]
[Kills fleas on dogs within 12 hours and continues to prevent infestations for [(a month) (four (4) weeks)]]
[Kills fleas within 12 hours on dogs [and prevents further infestations for [up to] [[4][four] weeks][[1][one][a] month]]
[One treatment prevents further flea infestations for [(a month) (four (4) weeks)]]
[Prevents further flea infestation for [[four][4] weeks][1 month] with one treatment]
[Prevents further flea infestation for [[four][4] weeks][1 month] with one application]
[[Brand Name] Prevents further flea infestation for [[four][4] weeks][1 month]]
[Once per month topical flea treatment for dogs]
[Once-a-month topical treatment for fleas on dogs]
[Prevents flea reinfestations for 30 days [1 month]]
[Prevents further flea infestations on dogs for 30 days [1 month]]
[Apply monthly [for effective flea control]]
[Apply monthly [to control and prevent fleas]]
[Monthly topical flea treatment for dogs]
[Monthly treatments are required for optimal control and prevention of fleas]
[The Only Flea Protection You Need For Your Dog[s] When Applied Monthly!]
[[Once per month][Monthly] topical flea treatment for dogs over 7 weeks [old][of age] and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]] { weight range depends upon appropriate ml/fl oz package size}
[[Once per month][Monthly] topical flea treatment for dogs 7 weeks [of age] or older and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]] { weight range depends upon appropriate ml/fl oz package size}
[Once-a-month topical treatment for fleas on dogs 7 weeks [of age] or older and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]] { weight range depends upon appropriate ml/fl oz package size}
[Kills fleas on dogs and puppies 7 weeks or older and 4-10 or 11-20 or 21-55 or over 55 pounds [lbs]] { weight range depends upon appropriate ml/fl oz package size}
[[Brand Name][This product] is for the treatment and prevention of fleas on dogs]
[Flea control for puppies and dogs over 7 weeks [old][of age] and 4-10 or 11-20 or 21-55 or over 55

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lbs[pounds]] { weight range depends upon appropriate ml/fl oz package size }

[Flea control for puppies and dog 7 weeks [of age] or older] and 4-10 or 11-20 or 21-55 or over 55

lbs[pounds]] { weight range depends upon appropriate ml/fl oz package size }

[[Brand Name][This product] is for the treatment and prevention of fleas on dogs over 7 weeks

[old][of age] and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]] { weight range depends upon

appropriate ml/fl oz package size }

[[Brand Name][This product] is for the treatment and prevention of fleas on dogs 7 weeks [of age]

or older and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]] { weight range depends upon

appropriate ml/fl oz package size }

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

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

[[Use of Brand Name][Use of this product] kills fleas and may reduce incidence of flea bite

hypersensitivity] [and][or] [flea allergy dermatitis] [FAD]]

[[Use of Brand Name][Use 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]]

[Treatment with this product [or ABN] rapidly kills fleas and may reduce the incidence of Flea

Allergic Dermatitis [FAD]]

[[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 on dogs.]

[Ticks Marketing Claims]

[Kills Ticks]

[Treats Ticks]

[Prevents Ticks]

[Repels and kills Ticks]

[Repels and kills ticks including Deer ticks (vector of Lyme disease), American dog ticks (vector of

Rocky Mountain spotted fever), Brown dog ticks (vector of Ehrlichiosis), and Lone Star ticks

(vector of Ehrlichiosis), for up to four weeks]

[Mosquitoes Marketing Claims]

[Repels and kills Mosquitos]

[Repels and kills mosquitoes [for up to four weeks]

[Repels and kills mosquitoes often before they have a chance to take a blood meal]

[(Prevents blood-feeding by) (kills and repels)] mosquitoes]

[Lice Marketing Claims]

[Kills Lice]

[Kills [(biting)(chewing) lice]

[Controls existing [(biting)(chewing)] lice infestations]

[Kills [(biting)(chewing)] lice and prevents further infestations]

[Provides effective control of [(biting)(chewing) lice [infestations]]

[Treats, prevents and controls [(biting)(chewing) lice [infestations]]

[For treatment and prevention of [(biting)(chewing) lice [infestations]]

[For treatment and prevention of infestations with [(biting) (chewing)] lice]

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[IGR Marketing Claims]

[Kills flea eggs]

[Controls existing flea eggs]

[Prevents flea eggs from hatching]

[Prevents flea eggs from developing into [biting] adult fleas]

[Prevents the development of flea eggs into [biting] adult fleas]

[[Brand Name][This product] contains Pyriproxyfen [PPF] [an insect growth regulator (IGR)] to kill flea eggs [and protect against reinfestation]]

[Prevents flea eggs [and flea larvae] from developing into [(biting)(adult)] fleas]

[Prevents development of fleas, flea eggs, pupae and larvae [for (a month)(four (4) weeks)]]

[Kills [flea eggs and] flea larvae]

[Kills flea eggs and flea larvae for up to four [4] weeks][1 month]]

[Controls existing flea eggs and fleas and prevents future infestations for 30 days [1 month]]

[Monthly treatment controls existing flea eggs and fleas and prevents future infestations]

[Kills multi-stages of fleas]

[Kills multiple flea life stages]

[Breaks the flea life cycle]

[Effectively breaks the flea life cycle]

[Targets multi-stages of flea lifecycle]

[Controls multi-stages of flea lifecycle]

[Repels and kills all [life] stages of fleas]

[Prevents development of all flea stages [for (a month)(four (4) weeks)]]

[Provides multi-stage flea control]

[Prevents multi-stages of the flea life cycle from developing]

[Effectively targets all [life] stages of [flea] and [ticks]]

[Brand Name] contains [an][the] [insect growth regulator] [IGR] [, Pyriproxyfen] [, in addition to Imidacloprid, and permethrin]

[This product [or ABN] contains [Imidacloprid], [permethrin] and [an/the] [insect growth regulator] [IGR] [Pyriproxyfen]

[COMBO Marketing Claims]

[Kills fleas before eggs can be laid]

[Treats ticks, fleas [and mosquitoes]]

[Prevents ticks, fleas [and mosquitoes]]

[Repels and kills ticks, fleas [and mosquitoes]]

[Flea Adulticide, larvicide and ovicide]

[[Brand Name][This product] is a flea ovicide, larvicide, and adulticide]

[Kills flea eggs, larvae, and [adult] fleas]

[Kills [adult] fleas, flea eggs, and flea larvae]

[Kills [adult] fleas, flea eggs and flea larvae for up to four [4] weeks][1 month]]

[Kills [adult] fleas, larvae, and eggs [, providing three-way protection]]

[3-way flea protection kills adults, larvae and eggs]

[3-way flea protection ([kills] [controls] adults, larvae, and eggs)]

[5-way protection (against fleas, ticks, biting flies, mosquitoes, and lice)]

[Topical prevention and treatment of ticks, fleas, mosquitoes, biting flies, and lice for monthly use.]

[This product [or ABN] is indicated for the prevention and treatment of fleas, ticks, biting flies, mosquitoes, and lice on dogs 7 weeks of age and older]

[All Other Marketing Claims]

[(Begins/Starts) working through contact]

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[For use on dogs and puppies 7 weeks of age and older.]
[Apply to [dogs and] puppies over 7 weeks old and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]]
{ weight range depends upon appropriate ml/fl oz package size }
[Apply to [dogs and] puppies 7 weeks or older and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]]
{ weight range depends upon appropriate ml/fl oz package size }
[Formulated for Dogs and Puppies Over 7 Weeks [Old][of Age] and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]] { weight range depends upon appropriate ml/fl oz package size }
[Formulated for Dogs and Puppies 7 Weeks [of Age] or Older and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]] { weight range depends upon appropriate ml/fl oz package size }
[Dogs and Puppies over 7 weeks [old][of age] [or] 7 weeks [of age] or older and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]] { weight range depends upon appropriate ml/fl oz package size }
[Can be used on puppies over 7 weeks [old][of age] [or] 7 weeks [of age] or older and 4-10 or 11-20 or 21-55 or over 55 lbs[pounds]] { weight range depends upon appropriate ml/fl oz package size }

[Convenient]

[Easy application]

[Easy to apply product]

[Easy to Use [Application]]

[One Step Hassle Free Protection!]

[Convenient, easy to apply topical solution]

[Fragrance free]

[Waterproof]

[Remains effective even after the dog swims]

[Remains effective after bathing and/or swimming]

[Remains effective following swimming and/or shampooing]

[Remains effective after exposure to rain or sunlight]

[Remains effective, even after [bathing,][shampooing,] 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!]

[Once a month topical flea treatment for dogs 7 weeks of age or older]

[A single topical application remains effective for [(a month) (four (4) weeks)]]

[One tube [vials][applicators][pipettes]] [1 Month Supply]

[Two tube [vials][applicators][pipettes][pack]] [2 Month Supply]

[Three tube [vials][applicators][pipettes][pack]] [3 Month Supply]

[Four tube [vials][applicators][pipettes][pack]] [4 Month Supply]

[Five tube [vials][applicators][pipettes][pack]] [5 Month Supply]

[Six tube [vials][applicators][pipettes][pack]] [6 Month Supply]

[9 tube [vials][applicators][pipettes][pack]] [9 Month Supply]

[12 tube [vials][applicators][pipettes][pack]] [12 Month Supply]

[24 tube [vials][applicators][pipettes][pack]] [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][!]]

[Consumer Value Marketing Claims]

[Coupon Inside]

[Sample size]

[Save Now!]

[Sample-Not for (re)sale]

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[Value Size]	[Buy more and save!]
[Value pack]	[Buy X Get Y Free]
[Club Size]	[Buy 3[4] get 1 free]
[Bonus Size]	[(x)% (More) (Free)!]
[Club Pack]	[25 [33]% more free]
[Great Value]	[(x) Dose(s) Free!]
[Better Value]	[(x) Day(s) (Free)!]
[Bonus Pack]	[(x) Month(s) Free!]
[Bonus Buy]	[(x) Day(s) of treatment- Free!]
[[1][2][4][6][7][8][9][X] pack]	[(x) Tube(s) Free!]
[Twin Pack]	[(x) Applicator(s) Free!]
[Try Now, Save Later!]	[(x) Application(s) Free!]
[Z% Free]	[33% More Free]
[(x) + (x) bonus pack!]	[[New!] {only for use for 6 months from date of registration}]
[free sample]	

[Topical prevention and treatment of ticks, fleas, mosquitoes, biting flies, and lice for monthly use.]

[For the prevention and treatment of ticks, fleas, mosquitoes, biting flies, and lice on dogs.]

[The active ingredients in [Brand name][this product] are imidacloprid and pyriproxyfen. This product is formulated to control fleas [, flea eggs, and flea larvae] 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].]