



**OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION**

WASHINGTON, D.C. 20460

May 16, 2024

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

Subject: Notification per PRN 98-10 – Add graphics previously approved on label stamped 3/9/2023  
Product Name: Sergeant's Imidacloprid + Permethrin + Pyriproxyfen Squeeze On For Dogs  
EPA Registration Number: 2517-178  
Application Date: 4/12/2024  
Case Number: 606655

Dear Prince Bamaze:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped "NOTIFICATION" and placed in our records.

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 (FIFRA) 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) lists 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 have any questions, please contact Kaitlin Saunders at 202-566-2890 or at [Saunders.Kaitlin@epa.gov](mailto:Saunders.Kaitlin@epa.gov).

Sincerely,

*Kaitlin Saunders* for

Elizabeth Fertich

Product Manager 4

Invertebrate-Vertebrate Branch 1

Registration Division

Office of Pesticide Programs

# Sergeant's® Master Label

12 April 2024 - Notification  
Information in { } is note to reviewer.

Version 24.1  
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EPA Reg. No. 2517-178  
Supersedes EPA SAL 04/11/2024

## Front Panel

## Dogs Squeeze On (Permethrin + Imidacloprid + Pyriproxyfen)

{Text within brackets [ ] is optional / Text within parenthesis ( ) will appear on the label / Text within braces { } is a note to reviewer}

### 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 prominently on appropriate weight band market label on front panel in a box 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] 7 weeks [of age] or older**

{The appropriate weight class of dog will correspond to the appropriate applicator size}

{OR}

**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 applicator size}

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



{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]**

## NOTIFICATION

2517-178

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

05/16/2024

## 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

**KEEP OUT OF REACH OF CHILDREN  
WARNING**

**See Back Panel for Additional Precautionary Statements**

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## NET CONTENTS:

{The word “tube”, “vial” or “applicator” will be used consistently throughout the label.}

### {For Dog Weighing 4-10 lbs.}

1 - 0.014 fl oz (0.4 mL) [tube] [vial] [applicator]  
0.028 fl oz (0.8 mL), 2 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.042 fl oz (1.2 mL), 3 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.056 fl oz (1.6 mL), 4 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.070 fl oz (2.0 mL), 5 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.084 fl oz (2.4 mL), 6 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.098 fl oz (2.8 mL), 7 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.112 fl oz (3.2 mL), 8 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.126 fl oz (3.6 mL), 9 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.140 fl oz (4.0 mL), 10 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.154 fl oz (4.4 mL), 11 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.168 fl oz (4.8 mL), 12 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]  
0.336 fl oz (9.6 mL), 24 - 0.014 fl oz (0.4 mL) [tubes] [vials] [applicators]

### {For Dog Weighing 11-20 lbs.}

1 - 0.034 fl oz (1.0 mL) [tube] [vial] [applicator]  
0.068 fl oz (2.0 mL), 2 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.102 fl oz (3.0 mL), 3 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.136 fl oz (4.0 mL), 4 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.170 fl oz (5.0 mL), 5 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.204 fl oz (6.0 mL), 6 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.238 fl oz (7.0 mL), 7 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.272 fl oz (8.0 mL), 8 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.306 fl oz (9.0 mL), 9 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.340 fl oz (10.0 mL), 10 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.374 fl oz (11.0 mL), 11 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.408 fl oz (12.0 mL), 12 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]  
0.816 fl oz (24.0 mL), 24 - 0.034 fl oz (1.0 mL) [tubes] [vials] [applicators]

### {For Dog Weighing 21-55 lbs.}

1 - 0.085 fl oz (2.5 mL) [tube] [vial] [applicator]  
0.170 fl oz (5.0 mL), 2 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
0.255 fl oz (7.5 mL), 3 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
0.340 fl oz (10.0 mL), 4 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
0.425 fl oz (12.5 mL), 5 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
0.510 fl oz (15.0 mL), 6 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
0.595 fl oz (17.5 mL), 7 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
0.680 fl oz (20.0 mL), 8 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
0.765 fl oz (22.5 mL), 9 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
0.850 fl oz (25.0 mL), 10 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
0.935 fl oz (27.5 mL), 11 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
1.020 fl oz (30.0 mL), 12 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]  
2.040 fl oz (60.0 mL), 24 - 0.085 fl oz (2.5 mL) [tubes] [vials] [applicators]

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## {For Dog Weighing over 55 lbs.}

1 - 0.135 fl oz (4.0 mL) [tube] [vial] [applicator]  
0.270 fl oz (8.0 mL), 2 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
0.405 fl oz (12.0 mL), 3 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
0.540 fl oz (16.0 mL), 4 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
0.675 fl oz (20.0 mL), 5 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
0.810 fl oz (24.0 mL), 6 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
0.945 fl oz (28.0 mL), 7 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
1.080 fl oz (32.0 mL), 8 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
1.215 fl oz (36.0 mL), 9 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
1.350 fl oz (40.0 mL), 10 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
1.485 fl oz (44.0 mL), 11 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
1.620 fl oz (48.0 mL), 12 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]  
3.240 fl oz (96.0 mL), 24 - 0.135 fl oz (4.0 mL) [tubes] [vials] [applicators]

{Begin Optional Active Ingredient Reference Statements}

**[[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]**  
**[PetLock Ultra for Dogs]**

**{END - FRONT PANEL}**

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**BACK PANEL/SIDE/INSERT PANEL**

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

**READ ENTIRE LABEL BEFORE EACH USE**  
**USE ONLY ON DOGS AND PUPPIES 7 WEEKS [OF AGE] OR OLDER**  
**AND [WEIGHING] [4-10] [11-20] [21-55] [OVER 55] lbs.**

## 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.** As with any product, consult your veterinarian before using this product on medicated, debilitated, aged, pregnant or nursing dogs. 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 dog is on medication, consult your veterinarian before using this or any other product. This product is not a substitute for prescribed heartworm preventative.

{Side Effects box to be located immediately above the cat warning box on the back-label 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 other side effects (such as lethargy or agitation) occur, consult your veterinarian or call 1-800-781-4738.

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

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



## 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

<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>

## 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.

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## DIRECTIONS FOR USE

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

### RESTRICTIONS:

Do not allow children to apply product  
Do not use on animals other than dogs  
Do not use on puppies under 7 weeks of age or [weighing] less than [4] [11] [21] [55] lbs  
Do not bathe or allow dog to swim for 24 hours after application  
Do not get this product in dogs' eyes or mouth  
Do not treat with more than one pesticide product at a time  
Do not allow your dog to ingest this product  
Do not apply more than one [tube] [vial] [applicator] per treatment for one dog regardless of the dog's weight  
Do not split [tube] [vial] [applicator] between dogs and, use the entire contents of [tube] [vial] [applicator] on each dog. Dog must be dry at time of application and remain dry for 24 hours after application.  
Do not have contact or allow children to have contact with the treated area until completely dry  
Weigh your dog to be sure you are applying the right dose formulated for the weight of your dog  
Separate treated dogs from one another and other animals to avoid chance of ingestion  
Do not reapply for [[four][4] weeks] [30 days] [[1][a] month]  
Application of product on pets must only be done indoors.

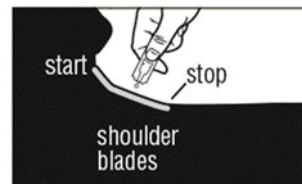
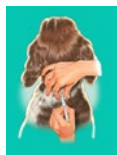
### How to Open:

1. Remove product [tube] [vial] [applicator] [s] from the package.
2. Separate one [tube] [vial] [applicator] from the others. Hold the [tube] [vial] [applicator] 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] over dog and use open end to part dog's hair.
2. Squeeze [tube] [vial] [applicator] 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} [as a [stripe] [line] starting from the back of the neck to a point midway between the neck and tail.]

{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] [[four][4] weeks] [30 days] [[1][a] month].]

[[Brand Name {or} This product] kills reinfesting fleas within [2][two] hours][two hours] and prevents further infestations of fleas for [[four][4] weeks] [30 days] [1][a] month].]

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

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

## [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 [Brand Name] [this product] kills fleas that may be a source of FAD.]

[[Brand Name] [This product] kills existing fleas on dogs within 12 hours. Reinfesting fleas are killed within 2 hours with protection against further flea infestation lasting [[four] [4] weeks.] [[1][a] month] [30 days].

[Brand Name] [This product] is waterproof and remains effective following a shampoo bath, 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. Do not reuse or refill this container. **If empty:** Offer for recycling if available. **If partly filled:** Do not pour or dispose down-the-drain or sewer. Call your local solid waste agency for local disposal options.

## [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 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, LLC] 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)

[Made in USA With Global Materials]  
[Patent Number: 10172359]

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

{Note to reviewer: When outside the box, coupon will not cover or distract consumer from required text.}

[Distributed by:] [Manufactured by:]  
Sergeant's Pet Care Products, LLC  
P.O. Box 540399  
Omaha, NE 68154-0399

EPA Reg. No. 2517-178  
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 protection from fleas where it needs to be.

## Application Instructions

### How to Open:

1. Remove product [tube] [vial] [applicator] [s] from the package.
2. Separate one [tube] [vial] [applicator] from the others. Hold the [tube] [vial] [applicator] 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] over dog and use open end to part dog's hair.
2. Squeeze [tube] [vial] [applicator] 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} [as a [stripe] [line] starting from the back of the neck to a point midway between the neck and tail.]

Application of product on pets must only be done indoors.

[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]

[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	
	Flea Eggs	

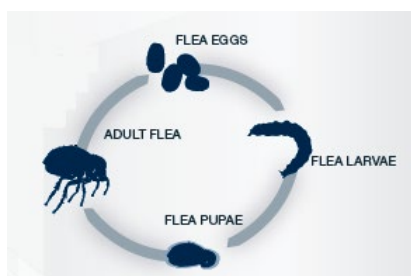
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	Flea Larvae	
	Ticks	
	Deer Ticks	
	Brown Dog Ticks	
	Lone Star Ticks	
	American Dog Ticks	
	Lice	
	Biting Lice	
	Chewing Lice	
	Mosquitoes	
	Biting Flies	



[Flea life cycle diagram] [Flea Life Cycle]

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**\*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}

<b>Brand Name</b> {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}	 KEEP OUT OF REACH OF CHILDREN WARNING Read directions and precautions on package. Use scissors to open. EPA REG. No. 2517-178 {label code}
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{Lot No. is engraved on the crimp portion of the tube} {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

- {1} Kills fleas
- {2} Repels and kills Fleas
- {3} Kills fleas on dogs
- {4} Active against fleas
- {5} Treats Fleas
- {6} Prevents Fleas
- {7} Repels biting flies
- {8} Controls against [irritating] flea bites
- {9} [Brand Name] [this product] Offers protection against fleas
- {10} Prevents and treats flea[s] [infestations]

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{11} Controls existing infestations by killing adult fleas  
{12} Controls existing flea infestation by killing adult fleas  
{13} Repels and kills fleas before they lay eggs  
{14} For the prevention and treatment of Flea Infestations  
{15} Prevents reinfestations by killing adult fleas before they lay eggs  
{16} Kills fleas even if your dog gets wet  
{17} Use monthly for control of fleas  
{18} Controls fleas, which can serve as an intermediate tapeworm host  
{19} Repels, and [inhibits] [prevents] blood-feeding by biting flies  
{20} [prevents] [inhibits] blood-feeding by biting flies  
{21} Repels [annoying] [bothersome] [nuisance] biting flies  
{22} Inhibits [annoying] [bothersome] [nuisance] biting flies  
{23} Kills reinfesting fleas within 2 hours [and protects against further infestation]  
{24} Kills fleas within 12 hours [of application] [on dogs]  
{25} Kills fleas within 12 hours, continues to kill for 4 weeks  
{26} Kills fleas on dogs within 12 hours and continues to prevent infestations for [[1][a] month] [[four] [4] weeks] [30 days]  
{27} Kills fleas within 12 hours on dogs [and prevents further infestations for [[4][four] weeks] [[1][a] month] [30 days]  
{28} One treatment prevents further flea infestations for [[1][a] month] [[four] [4] weeks] [30 days]  
{29} Prevents further flea infestation for [[four][4] weeks] [[1] [a] month] [30 days] with one [treatment] [application].  
{30} [Brand Name] [this product] Prevents further flea infestation for [[four][4] weeks] [[1][a] month] [30 days]  
{31} Once per month topical flea treatment for dogs  
{32} Once-a-month topical treatment for fleas on dogs  
{33} Prevents flea reinfestations for [30 days] [[1][a] month] [[four][4] weeks]  
{34} Prevents further flea infestations on dogs for [30 days] [[1][a] month] [[four][4] weeks]  
{35} Apply monthly [for effective flea control]  
{36} Apply monthly [to control and prevent fleas]  
{37} Monthly topical flea treatment for dogs  
{38} Monthly treatments are required for optimal control and prevention of fleas  
{39} The Protection From Fleas You Need For Your Dog [s] When Applied Monthly!  
{40} [Once per month] [Monthly] topical flea treatment for dogs 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] [lbs] [pounds] {weight range depends upon appropriate ml/fl oz package size}  
{41} Once-a-month topical treatment for fleas on dogs 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] [lbs] [pounds] {weight range depends upon appropriate ml/fl oz package size}  
{42} Kills fleas on dogs and puppies 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] [pounds] [lbs] {weight range depends upon appropriate ml/fl oz package size}  
{43} [Brand Name] [This product] is for the treatment and prevention of fleas on dogs  
{44} Flea control for puppies and dogs 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] [lbs][pounds] {weight range depends upon appropriate ml/fl oz package size}  
{45} Flea control for puppies and dog 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] [lbs][pounds]] {weight range depends upon appropriate ml/fl oz package size}  
{46} [Brand Name] [This product] is for the treatment and prevention of fleas on dogs 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] [lbs][pounds] {weight range depends upon appropriate ml/fl oz package size}  
{47} Kills fleas, which may be a source of flea allergy dermatitis within 12 hours  
{48} Kills fleas that may cause flea allergy dermatitis, flea bite anemia, and tapeworm infestation  
{49} Use of [Brand Name] [this product] kills fleas that may cause flea bite hypersensitivity [and] [or] [flea allergy dermatitis] [FAD]  
{50} Monthly treatment with [Brand Name] [this product] kills fleas that may cause [flea bite hypersensitivity] [and][or] flea allergy dermatitis [FAD]

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{51} Monthly treatment with [Brand Name] [this product] kills fleas that may cause flea bite hypersensitivity [and][or] [flea allergy dermatitis] [FAD]  
{52} Treatment with [Brand Name] [this product] kills fleas that may cause Flea Allergic Dermatitis [FAD]  
{53} [Brand Name] [This product] kills fleas that may cause a hypersensitivity skin disorder called flea allergy dermatitis (FAD), which may be caused by the feeding activity of fleas on dogs.]

## Ticks Marketing Claims

{54} Kills Ticks  
{55} Treats Ticks  
{56} Prevents Ticks  
{59} Repels and kills Ticks  
{60} 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 four weeks

## Mosquitoes Marketing Claims

{61} Repels and kills Mosquitos  
{62} Repels and kills mosquitoes [for four weeks]  
{63} Repels and kills mosquitoes often before they have a chance to take a blood meal  
{64} Reduces blood-feeding by mosquitoes  
{65} Kills and repels mosquitoes

## Lice Marketing Claims

{66} Kills Lice  
{67} Kills [biting] [chewing] lice  
{68} Controls existing [biting] [chewing] lice infestations  
{69} Kills [biting] [chewing] lice and prevents further infestations  
{70} Provides effective control of [biting] [chewing] lice [infestations]  
{71} Treats, prevents and controls [biting] [chewing] lice [infestations]  
{72} For treatment and prevention of [biting] [chewing] lice [infestations]  
{73} For treatment and prevention of infestations with [biting] [chewing] lice

## IGR Marketing Claims

{74} Kills flea eggs  
{75} Controls existing flea eggs  
{76} Prevents flea eggs from hatching  
{77} Prevents flea eggs from developing into [biting] adult fleas  
{78} Prevents the development of flea eggs into [biting] adult fleas  
{79} [Brand Name] [This product] contains Pyriproxyfen [PPF] [an insect growth regulator (IGR)] to kill flea eggs [and protect against reinfestation]  
{80} Prevents flea eggs [and flea larvae] from developing into [biting] adult fleas  
{81} Prevents development of fleas, flea eggs, pupae and larvae for [[1] [a] month] [[four] [4] weeks] [30days]  
{82} Kills [flea eggs and] flea larvae  
{83} Kills flea eggs and flea larvae for [[four] [4] weeks] [[1][a] month] [30 days]  
{84} Controls existing flea eggs and fleas and prevents future infestations for [[four] [4] weeks] [[1][a] month] [30 days]  
{85} Monthly treatment controls existing flea eggs and fleas and prevents future infestations  
{86} Kills multi-stages of fleas  
{87} Kills multiple flea life stages  
{88} Breaks the flea life cycle  
{89} Effectively breaks the flea life cycle  
{90} Targets multi-stages of flea lifecycle

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{91} Controls multi-stages of flea lifecycle  
{92} Repels and kills all [life] stages of fleas  
{93} Prevents development of all flea stages [for [1][a] month] [[four] [4] weeks] [30 days]  
{94} Provides multi-stage flea control  
{95} Prevents multi-stages of the flea life cycle from developing  
{96} Effectively targets all [life] stages of flea  
{97} Effectively targets all [life] stages of ticks  
{98} [Brand Name] [this product] contains [an][the] [insect growth regulator] [IGR] [, Pyriproxyfen], in addition to Imidacloprid, and permethrin  
{99} [Brand Name] [this product] contains [Imidacloprid], [permethrin] and [an/the] [insect growth regulator] [IGR] [Pyriproxyfen]

## COMBO Marketing Claims

{100} Kills fleas before eggs can be laid  
{101} Treats ticks, fleas [and mosquitoes]  
{102} Prevents ticks, fleas [and mosquitoes]  
{103} Repels and kills ticks, fleas [and mosquitoes]  
{104} Flea Adulticide, larvicide and ovicide  
{105} [Brand Name] [This product] is a flea ovicide, larvicide, and adulticide  
{106} Kills flea eggs, larvae, and [adult] fleas  
{107} Kills [adult] fleas, flea eggs, and flea larvae  
{108} Kills [adult] fleas, flea eggs and flea larvae for [[four] [4] weeks] [[1][a] month] [30 days]  
{109} Kills [adult] fleas, larvae, and eggs [, providing three-way protection]  
{110} 3-way protection from fleas [!] Kills adults, larvae and eggs  
{111} 3-way protection from fleas [!] [Kills] [controls] adults, larvae, and eggs  
{112} 5-way protection against fleas, ticks, biting flies, mosquitoes, and lice  
{113} Topical prevention and treatment of ticks, fleas, mosquitoes, biting flies, and lice for monthly use  
{114} [Brand Name] [This product is indicated for the prevention and treatment of fleas, ticks, biting flies, mosquitoes, and lice on dogs 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] [lbs][pounds]

## All Other Marketing Claims

{115} [Begins] [Starts] working through contact  
{116} For use on dogs and puppies 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] [lbs][pounds]  
{117} Apply to dogs [and puppies] 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] lbs[pounds] {weight range depends upon appropriate ml/fl oz package size}  
{118} Formulated for Dogs and Puppies 7 Weeks [of Age] or older and [4-10] [11-20] [21-55] [over 55] lbs[pounds] {weight range depends upon appropriate ml/fl oz package size}  
{119} Dogs and Puppies 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] lbs[pounds] {weight range depends upon appropriate ml/fl oz package size}  
{120} Can be used on puppies 7 weeks [of age] or older and [4-10] [11-20] [21-55] [over 55] lbs[pounds]] {weight range depends upon appropriate ml/fl oz package size}  
  
{121} Convenient  
{122} Easy application  
{123} Easy to apply product  
{124} Easy to Use [Application]  
{125} One Step Hassle Free Protection!  
{126} Convenient, easy to apply topical solution  
{127} Fragrance free  
{128} Waterproof  
{129} Remains effective even after the dog swims

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{130} Remains effective after bathing and/or swimming  
{131} Remains effective following swimming and/or shampooing  
{132} Remains effective after exposure to rain or sunlight  
{133} Remains effective, even after [bathing,][shampooing,] water immersion, or exposure to [sunlight  
[and][or] rain]  
{134} Once a month treatment  
{135} Apply once every [[four] [4] weeks] [[1] month]] [30 days] [!]  
{136} [[four][4] Week] [[1] Month] [30 Day] Dose [!]  
{137} Once a month topical flea treatment for dogs 7 weeks [of age] or older and [4-10] [11-20] [21-55]  
[over 55] [lbs][pounds]

{138} A single topical application remains effective for [[1][a] month] [[four] [4] weeks] [30 days]

One [tube] [vials] [applicators]	[1 Month Supply]
Two [tube] [vials] [applicators] pack	[2 Month Supply]
Three [tube] [vials] [applicators] pack	[3 Month Supply]
Four [tube] [vials] [applicators] pack	[4 Month Supply]
Five [tube] [vials] [applicators] pack	[5 Month Supply]
Six [tube] [vials] [applicators] pack	[6 Month Supply]
9 [tube] [vials] [applicators] pack	[9 Month Supply]
12 [tube] [vials] [applicators] pack	[12 Month Supply]
24 [tube] [vials] [applicators] pack	[24 Month Supply]
Direct to skin [tube] [vial] [applicator]	
Easy to Use [tube] [vial] [applicator]	
No-mess [open] [tube] [vial] [applicator]	
Clip-tip design [tube] [vial] [applicator] [!]	

## {Consumer Value Marketing Claims}

{Note to Reviewer: Buying a larger pack reduces the price, therefore the cost effective without the addition of extra applicators; Combinations of “x” and “y” will correspond to the Net Contents; All applicators will be included inside the carton.}

[Coupon Inside] [Save Now!] [Value Size] [Value pack] [Club Size] [Bonus Size] [Club Pack] [Great Value] [Better Value] [Bonus Pack] [Bonus Buy] [[1][2][4][6][7][8][9][X] pack] [Twin Pack] [Try Now, Save Later!] [Z% Free] [(x) + (x) bonus pack!] [free sample]	[Sample size] [Sample-Not for (re)sale] [Buy more and save!] [Buy X Get Y Free] [Buy 3[4] get 1 free] [(x)% (More) (Free)!] [25 [33]% more free] [(x) Dose(s) Free!] [(x) Month(s) Free!] [(x) Tube(s) Free!] [(x) Applicator(s) Free!] [(x) Application(s) Free!] [33% More Free]
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[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 [and flea eggs] on dogs.] [[Brand Name] [This product] kills fleas within 12 hours and prevents further flea infestations for [[4][four]weeks] [[1][one] month] [30 days].]