

2596-150

1/13/2009

1/15



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

JAN 13 2009

OFFICE OF  
PREVENTION, PESTICIDES AND  
TOXIC SUBSTANCES

Robert Rosenwasser  
The Hartz Mountain Corporation  
400 Plaza Drive  
Secaucus, NJ 07094

Dear Mr. Rosenwasser:

Subject: Hartz Ref 118  
EPA Reg. No. 2596-150  
Submissions dated 7/7/08, 8/13/08 (notification), 10/2/08 (notification), 11/3/08 (notification), 1/6/09 & 1/9/09

The amendment submitted 1/9/09, referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable subject to the comments listed below. One copy of the finished labeling must be submitted prior to releasing the product for shipment.

In accordance with PR Notice 2007-4, add the following statement to the Storage and Disposal statements:

Container disposal: Nonrefillable container. Do not refill or reuse this container.

In accordance with PR Notice 2007-4, the label must bear a batch code.

To avoid misuse, the product names on the tubes must match the names on the outer box.

The following statements are required to be on the front panel. They may not be displaced by marketing claims.

- Product name
- Ingredient Statement
- Keep out of Reach of Children
- Signal Word
- Net Contents

Delete all life cycle claims relating to ticks, as life cycle claims are related to the insect growth regulator, which is not effective against ticks:

Kills (3 stages) of (tick) (the tick) life cycle

Breaks the adult tick life cycle by killing the pre-adult form of this pest  
 Breaks the (flea) (and) (&) (tick) (and) (&)(mosquito) life cycle by killing the pre-adult form of these pests  
 Hartz® Ref. 118 (this product) (alternate brand name) will also break the tick life cycle by killing adult ticks, including the Deer Tick.  
 Hartz® Ref. 118 (this product) (alternate brand name) breaks the tick life cycle by killing the adult ticks including the Deer Tick.

Delete the following enhanced efficacy claims:

(Plus) kills (and) (&) (prevents) flea eggs (and) (&) (flea) larvae (to prevent future infestations) (re-infestation)  
 (Plus) kills flea eggs (and) (&) (flea) larvae (through contact) (to prevent future infestations)(re-infestation)  
 (Plus) Kills (& prevents) (fleas) (and)(&)(ticks) (and)(&) (flea eggs) (and)(&)(flea larvae)  
 (Advanced) flea (and)(&) tick topical treatment [that's (easy) and (convenient) to use]  
 Hartz Ref. 118 (this product) (alternate brand name) ... prevents adult fleas and ticks (adult mosquitoes) plus flea eggs and flea larvae.  
 Dual-Action for immediate and long-lasting effects  
 (This product) contains two (2) (special) (active) ingredients  
 (Plus) Prevents infestation by halting the flea reproductive cycle.  
 Hartz Ref. 118 (alternate brand name) provides relief from flea infestations for (one month)(30 days)(4 weeks) by controlling and preventing fleas on your dog and puppy.  
 Hartz Ref. 118 (this product)(alternate brand name) provides relief from flea and tick infestation (from flea and tick populations) on dogs (and puppies) by controlling and preventing (adult fleas) (ticks) (flea eggs) and (flea larvae)  
 One step to treat and prevent  
 One step to treat existing problem and prevent (future infestations) (re-infestation)  
 Treats (&) (and) Prevents in one step  
 Active ingredient (specifically) targeting flea eggs and flea larvae  
 Hartz® Ref. 118 (this product) (alternate brand name) provides relief from flea infestations for one month (30 days) (4 weeks) by controlling and preventing fleas on your dog or puppy.  
 Hartz® Ref. 118 (this product)(alternate name brand) is specifically designed to kill adult fleas, flea eggs, and larvae, thereby breaking the flea life cycle and making your pet flea-free.  
 Complete your preventative program with products that kills both adult and pre-adult fleas  
 (Complete your defense against fleas with) (two) ingredients targeted at (killing fleas) (breaking the flea life cycle)  
 a powerful effective insecticide which kills adult fleas and ticks (and mosquitoes) and a long-lasting insect growth regulator which prevents flea eggs and flea larvae from maturing into adults  
 (Controls)...the flea life cycle  
 Plus...  
 Stops fleas from multiplying

- ...preventing future outbreaks
- ...for pinpoint application
- ...contains an effective insecticide
- ... a long lasting insect growth regulator
- ...for exact application
- ...spreads over the dog's complete body (from head to tail)

Delete the following comparative claims:

- (Exclusive)
- Special formula for dogs (and puppies)
- Specially formulated for dogs (and puppies)
- special (active) ingredients
- The first (active) ingredient, phenothrin, is specifically designed to kill adult fleas, ticks, and mosquitoes. The second (active) ingredient, (S)-methoprene, is designed to kill flea eggs and larvae.
- ...for improved application

Delete the following claims, which require you to submit or cite efficacy data:

- (Kills) (and) (&) (Repels) Fleas (and) (&) Ticks through contact
- Kills through contact
- Kills fleas that may transmit tapeworm
- Water Resistant
- (Controls)... fleas (and) (&) ticks round-the-clock for (30 days) (one month) (4weeks)
- Controls ... tick infestations
- ...Kills and repels mosquitoes (which may carry canine heartworms.)

Delete the following implied safety claims:

- Protect your pet
- (Plus) Kills fleas (and) (&) ticks and (continues to protect against) (prevents) pre-adult fleas from (changing) (growing) (developing) into biting adults
- (Provides)(X Months)(X Days)(X Weeks) Protection
- (Plus) protects against pre-adult fleas
- stopping their ability to mature (and infest your home)
- This combination provides your pet with complete protection.
- 4 in 1™ (protection)
- 5 in 1™ (protection)
- Monthly protection against (fleas) (ticks) (mosquitoes) (flea eggs) (and)(&)(flea larvae)
- ...for protection against fleas, ticks, mosquitoes, flea eggs, and larvae.
- Apply as a stripe for head to tail (total body) flea and tick (and mosquito) protection (control)

Delete the following claims which detract from the precautionary statements and directions for use:

- (Convenient) (and)(&) (easy) to use
- Convenient (easy to use) applicator
- Easy (simple) to (use) (handle) (apply)

- ...for easy application
- ...easily penetrates fur

Delete the following claims which suggest that the product is new, when it has been registered since 2000.

(New)

Delete the following claim which is false and misleading as fleas on average lay 25 eggs.

Fleas spend virtually all their life on your pet and they product a large number of eggs, which drop off the pet and develop in the environment.

(Adult fleas spend virtually all of their time on your pet, but they produce large numbers of eggs which drop off the pet and develop in the environment.)

Adult fleas can live on your pet while also producing vast numbers of eggs, which drop off your pet and develop in the surrounding environment.

Delete the following claim or modify it to refer user to the Storage and Disposal section of the label:

Disposable applicator

Move the following claims to a section entitled "Use Restrictions" in the Directions for Use, and delete the statement "for best results"

~~(For best results)~~ wait 48 hours after applying before bathing your dog.

~~(For best results)~~ do not bathe your dog for 48 hours after application.

May stain leather and suede fabrics for (24) (24 to 48) hours after application.

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 Assurance. As an alternative, you may refer consumers to the company's phone number or email address.

Changes in package size must be submitted as an amendment and not as a notification, as they may affect both efficacy and margins of exposure for the treated dog.

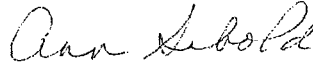
Please note that a notice of availability of EPA's reregistration eligibility document (RED) for products containing phenothrin was published in the Federal Register on March 14, 2008. Additional data and/or labeling changes may be required for products containing phenothrin. For more information, see the following website:

<http://www.epa.gov/pesticides/reregistration/status.htm>.

5  
/15

If you have questions, please call Richard Gebken at 703 305-6701.

Sincerely,



*for* Richard Gebken  
Product Manager 10  
Insecticide Branch  
Registration Division (7505P)

cc: Linda Arrington

1/6  
15

# Hartz® Reference 118

## Alternate Brand Names

Hartz® InControl™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing) (4 to 15 lbs.)  
 Hartz® InControl™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing) (16 to 30 lbs.)  
 Hartz® InControl™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing) (31 to 60 lbs.)  
 Hartz® InControl™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing) (over 60 lbs.)

Hartz® InControl Advanced™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing) (4 to 15 lbs.)  
 Hartz® InControl Advanced™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing) (16 to 30 lbs.)  
 Hartz® InControl Advanced™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing) (31 to 60 lbs.)  
 Hartz® InControl Advanced™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing) (over 60 lbs.)

Hartz® UltraGuard Pro® Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing 4 to 15 lbs.)  
 Hartz® UltraGuard Pro® Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing 16 to 30 lbs.)  
 Hartz® UltraGuard Pro® Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing 31 to 60 lbs.)  
 Hartz® UltraGuard Pro® Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing > 60 lbs.)

Hartz® UltraGuard Plus™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing 4 to 15 lbs.)  
 Hartz® UltraGuard Plus™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing 16 to 30 lbs.)  
 Hartz® UltraGuard Plus™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing 31 to 60 lbs.)  
 Hartz® UltraGuard Plus™ Flea & Tick Drops for Dogs (&) (and) (Puppies) (Weighing > 60 lbs.)

Hartz® UltraGuard Pro® Flea & Tick Drops (with Pro-cision Flo™ Applicator) for Dogs (&) (and) Puppies] (Weighing 4 to 15 lbs.)  
 Hartz® UltraGuard Pro® Flea & Tick Drops (with Pro-cision Flo™ Applicator) for Dogs (&) (and) Puppies] (Weighing 16 to 30 lbs.)  
 Hartz® UltraGuard Pro® Flea & Tick Drops (with Pro-cision Flo™ Applicator) for Dogs (&) (and) Puppies] (Weighing 31 to 60 lbs.)  
 Hartz® UltraGuard Pro® Flea & Tick Drops (with Pro-cision Flo™ Applicator) for Dogs (&) (and) Puppies] (Weighing >60 lbs.)

Hartz® UltraGuard Plus™ Flea & Tick Drops with (Pro-cision Flo™ Applicator) for Dogs (&) (and) Puppies (Weighing 4 to 15 lbs.)  
 Hartz® UltraGuard Plus™ Flea & Tick Drops with (Pro-cision Flo™ Applicator) for Dogs (&) (and) Puppies (Weighing 16 to 30 lbs.)  
 Hartz® UltraGuard Plus™ Flea & Tick Drops with (Pro-cision Flo™ Applicator) for Dogs (&) (and) Puppies (Weighing 31 to 60 lbs.)  
 Hartz® UltraGuard Plus™ Flea & Tick Drops with (Pro-cision Flo™ Applicator) for Dogs (&) (and) Puppies (Weighing >60 lbs.)

ACCEPTED  
 with COMMENTS  
 In EPA Letter Dated:  
**JAN 13 2009**

Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the pesticide registered under EPA Reg. No. 2596-150

**MASTER LABEL BASED ON 9/04/07 EPA STAMPED APPROVED LABEL**

**ACTIVE INGREDIENTS**

Phenothrin.....85.7%

(S) – Methoprene.....2.3%

**OTHER INGREDIENTS** .....12.0%

**TOTAL** .....100.0%

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION:** See (back) (side) panel for (ingredients and) additional precautionary statements.

**NET CONTENTS** Contains (number) tubes, each \_\_fl. oz. (\_\_ml)

[*Note: Multiple packages containing from 1 tube to X tubes – each tube contains fl. oz. (\_\_ml)*]

<b>For Dogs and Puppies Weighing:</b>	<b>Net Contents (Each tube)</b>
4 to 15 lbs.	0.04 fl. oz. (1.1 ml)
16 to 30 lbs.	0.04 fl. oz. (1.3 ml)
31 to 60 lbs.	0.14 fl. oz. (4.1 ml)
> 60 lbs.	0.20 fl. oz. (5.9 ml)

EPA Reg. No. 2596-150

EPA Est. No. 2596-NJ-1

Hartz® and other trademarks are trademarks of The Hartz Mountain Corporation

Made (in the U.S.A.) by

The Hartz Mountain Corporation

400 Plaza Drive

Secaucus, NJ 07094 (U.S.A.)

**READ ENTIRE LABEL BEFORE EACH USE**

**USE ONLY ON DOGS OR ON PUPPIES 12 WEEKS OF AGE OR OLDER**

**DO NOT USE ON DOGS OR PUPPIES WEIGHING 4 LBS. OR LESS.**

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS**

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco.

**HAZARDS TO DOMESTIC ANIMALS**

**DO NOT USE ON CATS OR KITTENS.** Do not use on puppies less than 12 weeks old. Do not use this product on debilitated, aged, medicated, pregnant or nursing animals or on animals known to be sensitive to pesticide products without first consulting a

**MASTER LABEL BASED ON 9/04/07 EPA STAMPED APPROVED LABEL**

veterinarian. Sensitivity, such as slight transitory redness of the skin at the site of application, may occur after using ANY pesticide product for pets. If signs of sensitivity occur, bathe your pet with mild soap, rinse with large amounts of water, and consult a veterinarian immediately.

**ENVIRONMENTAL HAZARDS**

This product is toxic to fish.

**FIRST AID**

**If in eyes:** • 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. • You may also contact 1-800-275-1414 for emergency medical treatment information. • Have the product container or label with you when calling for advice or going for treatment.

**DIRECTIONS FOR USE**

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

(The application steps below may optionally be numbered or bulleted to clarify the order, depending on the final physical layout of the label)

[There are 4 closure options for the tube. The first represents the currently used cap. The following 3 closure options are proposed for use with this product.]

[Note: New text for opening new closures (option #1, #2 and #3) is highlighted.]

[Current cap]

Remove one applicator tube from the package and hold in an upright position (pointed away from your face). (Pull off cap. Turn the cap around and place on top of tube. Simply press cap down to break the seal of the tube. Remove cap carefully.) (Hold bottom of tube with one hand. With the other hand, snap cap off.)

Position the tip of the tube on the dog's back between the shoulder blades. Use the tip of the tube to part the dog's hair so that the product will be applied at skin level. Begin squeezing out the contents of the tube to form a stripe as you move from the shoulder blades along the dog's back to the base of the tail. Repeat every month.

[New optional cap #1]

Remove one applicator tube from the package and hold in an upright position pointed away from your face. Twist dispensing tip clockwise about ½ turn while pushing down to break the tube's seal. Do not remove the dispensing tip.

Position the dispensing tip on the dog's back between the shoulder blades. Use the dispensing tip of the tube to part the dog's hair so that the product will be applied at skin level. Begin squeezing out the contents of the tube to form a stripe as you move from the shoulder blades along the dog's back to the base of the tail. Repeat every month.



9/15

[New optional cap #2]

Remove one applicator tube from the package and hold in an upright position pointed away from your face. Squeeze the middle of the dispensing tip at the grooved pad to break the inner seal.

Position the dispensing tip of the tube on the dog's back between the shoulder blades. Use the tip of the tube to part the dog's hair so that the product will be applied at skin level. Begin squeezing out the contents of the tube to form a stripe as you move from the shoulder blades along the dog's back to the base of the tail. Repeat every month.

[New optional cap #3]

Remove one applicator tube from the package and hold in an upright position pointed away from your face. Twist dispensing tip clockwise about 1/2 turn until you feel it click into place. Push down to break the tube's seal. Do not remove the dispensing tip.

Position the dispensing tip of the tube on the dog's back between the shoulder blades. Use the tip of the tube to part the dog's hair so that the product will be applied at skin level. Begin squeezing out the contents of the tube to form a stripe as you move from the shoulder blades along the dog's back to the base of the tail. Repeat every month

**STORAGE AND DISPOSAL**

Do not contaminate water, food, or feed by storage and disposal. Store in a cool, dry place. **If empty:** Do not reuse the container. Place in trash or 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.

**INDIVIDUAL TUBE TEXT**

Hartz® InControl™ Flea & Tick Drops for Dogs (& (and) (Puppies)

Hartz® InControl Advanced™ Flea & Tick Drops for Dogs (& (and) (Puppies)

Hartz® UltraGuard Pro® Flea & Tick Drops for Dogs (& (and) (Puppies)

Hartz® UltraGuard Plus™ Flea & Tick Drops for Dogs (& (and) (Puppies)

Hartz® UltraGuard Pro® Flea & Tick Drops (with Pro-cision Flo™ Applicator) for Dogs (& (and) (Puppies)

Hartz® UltraGuard Plus™ Flea & Tick Drops (with Pro-cision Flo™ Applicator) for Dogs (& (and) (Puppies)

[Product name will be followed by weight of dog for which tube is intended]

[Active Ingredients:]

Phenothrin .....85.7%

(S) – Methoprene .....2.3%

*Range of volumes from 0.04 fl. oz. (1.1 ml) to 0.20 fl. oz (5.9 ml) depending upon size of dog*

*[Note: Multiple packages containing from 1 tube to X tubes – each tube contains fl. oz. ( \_\_\_ml)]*

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION:**

Read accompanying label before use

EPA Reg. No. 2596-150

EPA Est. No. 2596-NJ-1

The Hartz Mountain Corp.

**OPTIONAL/ALTERNATE LABEL TEXT**

(Kills) (and) (&) (Repels) Fleas (and) (&) Ticks for (up to) (30 days) (1 month)

(Kills) (and) (&) (Repels) Fleas (and) (&) Ticks through contact for (up to) (30 days) (1 month)

Kills (fleas) (ticks) (mosquitoes) (flea eggs) (&) (and) (flea larvae) (for up to 30 days)

(Plus) kills (and) (&) (prevents) flea eggs (and) (&) (flea) larvae (to prevent future infestations) (re-infestation)

(Plus) kills flea eggs (and) (&) (flea) larvae (through contact) (to prevent future infestations) (re-infestation)

(Plus) Kills (& prevents) (fleas) (and) (&) (ticks) (and) (&) (flea eggs) (and) (&) (flea larvae)

Prevents flea eggs from hatching (for 30 days) (1 month) (4 weeks)

Starts killing through contact

Kills through contact

(Advanced) flea (and) (&) tick topical treatment [that's (easy) and (convenient) to use]

Flea egg and (&) (flea) larvae treatment

Contains an insect growth regulator

Kills hatching flea eggs

Kills mosquitoes

Contains an adulticide

Flea and tick control

Protect your pet

Flea and tick (and mosquito) topical treatment

(Controls) (Breaks) the flea life cycle

Kills pre-adult stages of the flea life cycle

(One product) kills fleas (and) (&) ticks plus flea eggs and (&) (flea) larvae

Kills all stages of the flea life cycle

Breaks the adult tick life cycle by killing the pre-adult form of this pest

Breaks the (flea) (and) (&) (tick) (and) (&) (mosquito) life cycle by killing the pre-adult form of these pests

Kills (and repels) fleas which may cause (flea bite anemia) (and) (or) (flea allergy dermatitis)

Kills fleas that may transmit tapeworm

(Controls) (Kills) fleas (and) (&) ticks round-the-clock for (30 days) (one month) (4 weeks)

Prevents mosquitoes from feeding on dogs for up to (one month) (4 weeks) (30 days) (per application)

**MASTER LABEL BASED ON 9/04/07 EPA STAMPED APPROVED LABEL**

Dual-Action for immediate and long-lasting effects

(This product) contains two (2) (special) (active) ingredients

(Plus) Kills (keeps killing) pre-adult flea stages (too)

(Plus) Kills (fleas) (and) (&) (ticks) and pre-adult fleas (before they grow into biting adults)

(Plus) Kills fleas (and) (&) ticks and (continues to protect against) (prevents) pre-adult fleas from (changing) (growing) (developing) into biting adults

(Plus) Prevents infestation by halting the flea reproductive cycle.

(Plus) halts the flea life cycle by killing flea eggs (and flea larvae)

One step to treat and prevent

One step to treat existing problem and prevent (future infestations) (re-infestation)

Treats (&) (and) Prevents in one step

(Plus) Prevents Fleas Eggs (and flea larvae) from hatching [for (one month) (30 days) (4 weeks)]

(Plus) Kills flea eggs (and flea larvae), preventing future outbreaks

(Plus) Kills (flea eggs) (and flea larvae) before they (can) hatch

(Plus) Stops fleas from multiplying

(Plus) protects against pre-adult fleas

Kills (3 stages) of (tick) (the tick) life cycle

A single female flea can lay (and average of) 25 eggs per day (on average)

Complete your preventative program with products that kills both adult and pre-adult fleas

(Complete your defense against fleas with) (two) ingredients targeted at (killing fleas) (breaking the flea life cycle)

Active ingredient (specifically) targeting flea eggs and flea larvae—stopping their ability to mature (and infest your home)

Controls flea (and) (&) tick infestations (on dogs)

Flea (and)(&) tick control

(Plus) kills (adult ticks) (larvae) (and) (&) (nymphs)

Kills (pre-adult) ticks

Kills (3 stages) of (ticks) (the tick) life cycle

(Plus) kills (adult ticks) (larvae) (and) (&) (nymphs)

Kills (pre-adult) ticks

Once fleas are (visible)(apparent) on your pet, there is already an infestation in your home.

Hartz Ref. 118 (alternate brand name) provides relief from flea infestations for (one month)(30 days)(4 weeks) by controlling and preventing fleas on your dog and puppy.

Hartz Ref. 118 (alternate brand name) contains an effective insecticide which kills adult fleas, ticks and mosquitoes and a long lasting insect growth regulator which prevents flea eggs and larvae from maturing into adults.

After application, through its natural movement, you pet's skin and hair oils carry Hartz Ref. 118 (alternate brand name) over the pet's body for protection against fleas, ticks,

mosquitoes, flea eggs, and larvae.

Special formula for dogs (and puppies)

Specially formulated for dogs (and puppies)

For use on dogs and puppies 12 weeks of age or older only

For dogs and puppies at least 12 weeks old.

For dogs and puppies over 4 lbs.



[The above graphic will be used to depict “do not use on cats” language]

Hartz Ref. 118 (this product)(alternate brand name) provides relief from flea and tick infestation (from flea and tick populations) on dogs (and puppies) by controlling and preventing (adult fleas) (ticks) (flea eggs) and (flea larvae)

Apply as a stripe for head to tail (total body) flea and tick (and mosquito) protection (control)

(Why use Hartz® Ref. 118 (this product)(alternate name brand)?) Hartz® Ref. 118 (this product) (alternate name brand) contains two (2) special (active) ingredients. The first (active) ingredient, phenothrin, is specifically designed to kill adult fleas, ticks, and mosquitoes. The second (active) ingredient, (S)-methoprene, is designed to kill flea eggs and larvae. This combination provides your pet with complete protection. Why is it important to kill flea eggs and flea larvae? Fleas spend virtually all their life on your pet and they produce a large number of eggs, which drop off the pet and develop in the environment. Once you see fleas on your pet, there is already an infestation of pre-adult flea stages in your home. Hartz® Ref. 118 (this product)(alternate name brand) is specifically designed to kill adult fleas, flea eggs, and larvae, thereby breaking the flea life cycle and making your pet flea-free.

Hartz® Ref. 118 (this product) (alternate brand name) is a monthly treatment that controls flea and tick infestations. Hartz Ref. 118 (this product) (alternate brand name) kills and prevents adult fleas and ticks (adult mosquitoes) plus flea eggs and flea larvae. It also repels and kills mosquitoes.

Hartz® Ref. 118 (alternate brand name) contains [(both) (an insecticide to kill adult fleas and ticks) (and mosquitoes) and an insect growth regulator (IGR) to kill flea eggs before they hatch] [a powerful effective insecticide which kills adult fleas and ticks (and mosquitoes) and a long-lasting insect growth regulator which prevents flea eggs and flea larvae from maturing into adults]

(Adult fleas spend virtually all of their time on your pet, but they produce large numbers of eggs which drop off the pet and develop in the environment.) [Once fleas are apparent on your pet, there is already an infestation of their pre-adult stages in your home. Hartz® Ref. 118 (this product) (alternate brand name) is designed to kill both the adult flea (and adult mosquito) and flea eggs and flea larvae, thereby breaking the flea (and adult mosquito) life cycle.] [Hartz® Ref. 118 (this product) (alternate brand name) will also break the tick life cycle by killing adult ticks, including the Deer Tick.

Hartz® Ref. 118 (this product) (alternate brand name) provides relief from flea infestations for one month (30 days) (4 weeks) by controlling and preventing fleas on your dog or puppy. Adult fleas can live on your pet while also producing vast numbers of eggs, which drop off your pet and develop in the surrounding environment. Hartz® Ref. 118 (this product) (alternate brand name) kills the adult flea, (and) its eggs and larvae, thereby breaking the flea life cycle. Hartz® Ref. 118 (this product) (alternate brand name) breaks the tick life cycle by killing the adult ticks including the Deer Tick. Hartz® Ref. 118 (this product) (alternate brand name) also kills and repels mosquitoes, (which may carry canine heartworms.)

Controls flea and tick infestations

One tube gives (provides) (30 days) (one month) (4 weeks) protection

Hartz® UltraGuard (alternate brand name) flea and tick products are most effective when used as part of a total program aimed at reducing fleas and ticks (in the dog's environment)

### **NON-PESTICIDE RELATED CLAIMS AND OTHER OPTIONAL TEXT**

(Patent pending)

(X) Pro-cision Flo™ Applicator(s)

(New) (Exclusive) (Pro-cision Flo™ Applicator) (Applicator) for pinpoint application

(New) (Exclusive) (Pro-cision Flo™ Applicator) (Pinpoint Applicator) (Applicator) for pinpoint application

(New) (Exclusive) (Pro-cision Flo™ Applicator) (Applicator) for exact application

(New) (Exclusive) (Pro-cision Flo™ Applicator) (Applicator) for (direct-to-skin) (direct to skin) application

(New) (Exclusive) (Pro-cision Flo™ Applicator) (Applicator) for direct application

(New) (Exclusive) (Pro-cision Flo™ Applicator) (Applicator) for easy application

(New) (Exclusive) (Pro-cision Flo™ Applicator) easily penetrates fur (coat) for improved application (directly to your dog's skin.)

(Exclusive) (new) applicator (easily penetrates fur) (coat) for direct application

(Exclusive) (new) applicator (easily penetrates fur) (coat) for direct application

(Exclusive) (new) applicator (easily penetrates fur) (coat) for application directly to your dog's skin

**MASTER LABEL BASED ON 9/04/07 EPA STAMPED APPROVED LABEL**

Direct to your dog's skin

For Dogs and Puppies (weighing) (4-15 lbs.) (16-30 lbs.) (31-60 lbs.) (> 60 lbs.)

(Convenient) (and)(&) (easy) to use

This product contains three (four) monthly doses (one monthly dose), each X (fl. oz.) (cc)

Monthly protection against (fleas) (ticks) (mosquitoes) (flea eggs) (and)(&)(flea larvae)

1<sup>st</sup> dose, 2<sup>nd</sup> dose, 3<sup>rd</sup> dose (X<sup>th</sup> dose)

First month, second month, third month (Xth month)

Triple pack

X-pack

X-tubes

Value pack

X monthly treatments

4 in 1™ (protection)

5 in 1™ (protection)

(Provides)(X Months)(X Days)(X Weeks) Protection

Fresh (scent) (fragrance)

Powder (scent) (fragrance)

Pleasant (scent) (fragrance)

Convenient (easy to use) applicator

Easy (simple) to (use) (handle) (apply)

Spreads naturally with dog's (movement) (skin and hair oils)

Apply as a stripe—spreads over the dog's complete body (from head to tail) through the natural motion of the animal

After application, the treated area may appear wet or oily for up to 24 hours

No mess

Disposable applicator

To help remind you when you last applied treatment, simply write in the date when each dose is

applied:

First Dose \_\_\_\_\_

Second Dose \_\_\_\_\_

Third Dose \_\_\_\_\_

Xth Dose \_\_\_\_\_

(For best results) wait 48 hours after applying before bathing your dog.

(For best results) do not bathe your dog for 48 hours after application.

Water Resistant

May stain leather and suede fabrics for (24) (24 to 48) hours after application.

Hartz® and other trademarks are trademarks of The Hartz Mountain Corporation

VISIT (OUR)(WEBSITE)

(www.hartz.com)(www.hartzultraguard.com)(www.hartzincontrol.com)

Hartz recommends that you visit your veterinarian twice a year.

Hartz® Reference No. 118

1/9/09

EPA Reg. No.: 2596-150

**MASTER LABEL BASED ON 9/04/07 EPA STAMPED APPROVED LABEL**

For more information call our experts at 1-800-275-1414 (weekdays, 9 am – 5 pm E.S.T.)

15  
/  
15