


2596-166

7/9/2012

1/14

 <p style="text-align: center;"><b>ENVIRONMENTAL PROTECTION AGENCY</b></p> <p style="text-align: center;">Office of Pesticide Programs Registration Division (7505P) 1200 Pennsylvania Ave., N.W. Washington, D.C. 20460</p>	EPA Registration No.	Date of Issuance:
	2596-166	July 9, 2012
<p style="text-align: center;"><b>NOTICE OF PESTICIDE:</b></p> <p style="text-align: center;"><input checked="" type="checkbox"/> Registration <input type="checkbox"/> Reregistration</p> <p style="text-align: center;">(under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended)</p>	Term of Issuance:	Name of Pesticide Product:
	<b>Unconditional</b>	
<p><b>Name and Address of Registrant (include ZIP Code):</b></p> <p>The Hartz Mountain Corporation, 400 Plaza Drive, Secaucus, NJ 07094</p>		
<p><b>Note:</b> 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.</p>		
<p>On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.</p> <p>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.</p> <p>This action is taken under the authority of section 3(c)(5) of the Federal Insecticide, Fungicide, and Rodenticide Act, as amended. Registration under this section does not eliminate the need for continual reassessment of pesticides. EPA may require submission of data at any time to maintain the registration of your product.</p>		
<p><b>Terms of Registration</b></p>		
<p>1. EPA has registered the product listed above provided that the following change is made to the label before you release the product for shipment:</p> <ol style="list-style-type: none"> <li>a. Revise the EPA Registration Number to read: "EPA Registration No 2596-166"</li> <li>b. The Net Contents in all locations must be displayed in accordance with the description identified in the Labeling Consistency Committee's clarification. This information may be located at the following Agency web site under miscellaneous <a href="http://www.epa.gov/opp00001/regulating/labels/label_review_faq.htm#miscellaneous">http://www.epa.gov/opp00001/regulating/labels/label_review_faq.htm#miscellaneous</a>. "Regarding listing net contents - Net weight or contents must be stated on a pesticide label in accordance with FIFRA (2)(q)(2)(C)(iii) and 40 CFR 156.10(a)(1)(iii). EPA interpretation of the statutory and regulatory requirements is that the label must state the total weight for the entire contents as sold and distributed. In</li> </ol>		
Signature of Approving Official:	Date:	
Refer to Page 5	July 6, 2012	
<p>Richard J. Gebken, Product Manager (10) Registration Division, Insecticide Branch</p>		



addition, the label may indicate the net weight and quantity of individual units within the carton. For example, "Net Weight 6.25 lbs. (20 - 5oz. packets)." For additional information regarding the Net Weight/Contents statement, please reference Chapter 17 of the Label Review Manual at <http://www.epa.gov/oppfead1/labeling/lrm/chap-17.htm>."

- c. Under the brand name "Hartz® Reference # 131" and any other alternate brand name, add the following statement "**For use ONLY on CATS 8 weeks and older**" The word "CAT" the word "cat" must be the same size as the brand name.
- d. At the end of all alternate brand names containing the word "kittens" add the statement "8 weeks and older."
- e. **Pictures:** Hartz must place large, clear pictures of the appropriate species on the front panel.
- f. Revise the precautionary statements by replacing the sentence: "Harmful if swallowed." with "Harmful if swallowed or absorbed through the skin."
- g. Replace "Wash thoroughly with soap and water after handling." with "Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet."
- h. Replace "Individual sensitivities, while rare, may occur after using any pesticide product." with "Sensitivities may occur after using ANY pesticide product for pets. If signs of sensitivity occur bathe your pet with mild soap and rinse with large amounts of water. If signs continue, consult a veterinarian immediately."
- i. Remove "If signs persist, or become more severe within a few days of application, consult a veterinarian immediately." This statement is incorrect and has been incorporated as part of the sensitivity statement directly above.
- j. Replace "Consult a veterinarian before using on medicated, debilitated or aged animals." with "Consult a veterinarian before using this product on debilitated, aged, pregnant or nursing animals."
- k. Insert the following statement at the end of the First Aid Section:  
"Have product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact the Hotline number 1-800-xxx-xxx for human and veterinary health concerns, emergency medical treatment information or pesticide incidents." The xxx-xxxx must be replaced with a phone number that is available 24/7.
- l. Within the First Aid Statement, revise the "If in Eyes" statements to: "•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." Revise the "If on Skin or Clothing:" statements to: "•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."
- m. Revise the following statement: "DO NOT USE ON RABBITS. DO NOT USE ON OTHER ANIMALS." to: "DO NOT USE ON RABBITS, DOGS, PUPPIES OR OTHER ANIMALS."
- n. Remove "[USE DIRECTIONS HERE] (The application steps below may optionally be numbered or bulleted to clarify the order, depending on the final physical layout of the label)" The statement "USE DIRECTIONS HERE" are confusing, and the subsequent statement is not valid, since the SLUE testing was done using numbers only.
- o. Replace "Repeat every month" with "Reapply once per month."
- p. Within the Storage and Disposal section, revise the text within the "Disposal" section as follows: "Non-refillable container. Do not reuse or refill this container. If empty: 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."
- q. INDIVIDUAL TUBE TEXT: Revise the Individual tube text as follows:  
 Product Name  
 Only for use on cats  
 0.017 fl oz (0.5 mL)  
 Contains fipronil (9.80%) and (S)-Methoprene (8.80%)  
 KEEP OUT OF REACH OF CHILDREN  
 CAUTION  
 See full label for additional directions  
 EPA Reg. No. 2596-16 6,
- r. Remove the word "also" from the marketing claim : "Product Name can also be used for the treatment and control of mosquitoes, and flea, tick and chewing lice infestations on breeding, pregnant and lactating queens."



Page 3 of 5

- s. Revise the marketing claim as follows: " Provides fast, effective and convenient treatment and control of fleas, ticks, chewing lice and mosquitoes (for cats and kittens **8 weeks or older**)
  - t. Remove the following marketing claim: "Gentle protection for cats (and kittens)" This claim is an implied safety claim, and detracts from other mandatory precautionary label language on the label.
  - u. Remove the marketing claims "Quick drying (formula)", and "Dries quickly" These claims conflict with the statement: "After application, the treated area may appear wet (or) (oily) for up to 24 hours."
  - v. The marketing claim "New (formula)" is allowed for a period of 6 months from the date of this Notice of Registration.
  - w. Remove the following statement: "Spreads with cat's natural skin oils" The Labeling Consistency Committee has deemed this misbranding under 40 CFR 156.10.
  - x. The product comparative claim must adhere to the Labeling Consistency Guidance document located at the following Agency web address: <http://www.epa.gov/pesticides/regulating/labels/pdf/metoo.pdf>.
  - y. Revise the statement "For cats and kittens 8 weeks of age or older." to: "'Only for use on cats and kittens 8 weeks of age or older."
  - z. Revise the following claim: "-Kills fleas that may cause (flea allergy dermatitis)(and)(flea bite anemia) (for) (28 days) (30 days) (1 month) (4 weeks) (~~3 months~~) (on cats) by removing "3 months)"
  - aa. Remove the following claim: "Prevents development of all flea stages for up to 3 months."
  - bb. Remove the following claim: "Kills adult Fleas, Flea Eggs and Larvae (for up to three months)"
  - cc. Revise the following claim: "Kills (Adult) Fleas (~~for up to 3 months~~)" by removing "for up to 3 months"
  - dd. Revise the claim: "Specially formulated for cats and kittens" to: "'Formulated for cats and kittens 8 weeks of age or older."
  - ee. Replace the "(X)" in the following claims: "(X) month supply" and "(X) monthly treatment(s)" with a 3. This is the only package approved by CRP testing, and must be the only package size displayed on the label. Any other package design would require additional Child Resistant Packaging testing.
  - ff. Remove the statements: "Fragrance-free" and "Unscented" Claims about the Absence of an Ingredient: Statements or claims that express the absence of certain ingredients may be misleading statements prohibited by 40 CFR 156.10 (a)(5). These claims are examples of a true statement used in such a way as to give a false and misleading impression to the purchaser.
  - gg. Placement descriptors must be used on any future label submissions indicating the position of all text. (i.e. Front Panel, Insert, Back Panel, etc.). Future submissions will not be accepted unless these placement descriptors are identified on the label at time of submission.
  - hh. Within 30 days of this Notice of Registration, Hartz Mountain Corporation must revise the data matrix in accordance with the Companion Animal Safety Data Evaluation Report (DER) dated August 10, 2011. If the data matrix is not corrected, the claims and statements associated with this DER must be removed. In addition, there are incorrect studies cited in the data matrix for the Acute Toxicity of the product which needs to be corrected in the data matrix.
2. This registration is **time-limited and expires two years from the date this product is first released for shipment**. You must provide the Agency with a projected "release for shipment date", in writing within 30 days of the date of this Notice of Registration. The Agency will calculate the expiration date based on the projected "release for shipment date" until an actual release for shipment date is provided in writing.
  3. Only one basic confidential statement of formula (CSF) will be on file for this product at any time (i.e., no alternate formulations or minor formulation amendments will be submitted and/or approved for this product, except to allow for alternate sources of any individual inert ingredient).
  4. You must submit the following data within the timeframe described below:  
Within sixteen (16) months of the date on this Notice of Registration, provide to the Agency acceptable packages for Storage stability (830.6317) data and corrosion characteristics (830.6320) data. It is recommended that observations should be made at 0, 3, 6,9, and 12 month intervals.).
  5. You must submit quarterly enhanced incident reports and quarterly sales information in doses sold for this product for the quarter that begins on August 1, 2012. The quarterly reports are due two months after the end of each quarter. Please flag any Confidential Business Information CBI) as such. Enhanced incident reporting should be submitted to the Product Manager. Quarterly sales information should be submitted to the Registration Division, Immediate Office (attn: Kimberly Nesci).

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

- EPA Registration Number
- Product name (brand name)
- Lot#
- Where purchased: internet, store, Veterinarian
- Active Ingredient(s)



- Weight range for product
- Date on which incident occurred, (mm/dd/yyyy)
- State in which the incident occurred, (standard 2 letter abbreviation)
- Registrant case #
- Species: dog, cat, other (specify)
- Breed: (as reported by pet owner)
- Age: months or years
- Sex: M, F, or neutered
- Weight: pounds
- Primary Route of Exposure: dermal, oral, other animal, inhalation, other
- Body System: neurological, dermatological, GI, respiratory, ocular, other Major signs noted with separate column for each sign, using standard terminology
- Time to Onset: (hours, days)
- Treated by veterinarian: yes or no
- First time product used: yes or no
- Misuse: use on incorrect species, overdose, too frequent dosing, other (describe)
- Any known precondition
- EPA Severity Code: death, major, moderate, minor
- Outcome: died, recovered, still treated, unknown

6. Along with the enhanced incident reporting, you must submit an analysis of all incidents seen, to include the following details:
  - a. All minor dermal and ocular irritation reports.
  - b. Summary table for dogs showing number of incidents of each severity code for each route of exposure. Each incident should only be reported once. If one incident has several routes of exposure, the order should be ocular > oral > dermal. In other words, an incident with both oral and dermal exposure would be reported as oral exposure, and an incident with both ocular and oral exposure would be reported as ocular exposure.
  - c. A similar summary table for cats (misuse or secondary exposure) showing number of incidents of each severity code for each route of exposure.
  - d. Summary table for dogs and table for cats showing number of incidents that are believed due to secondary exposure (e.g., multi-pet households).
  - e. A summary table for dogs showing number of incidents for each severity code for these age ranges: <3 months, 3-6 months, 6-9 months, 9-12 months, 1 yr, 2 yr, 3 yr, 4 yr, 5 yr, 6 yr, 7 yr, 8 yr, 9 yr, 10 yr, 11 yr, 12 yr, 13 yr, 14 yr, 15 yr, >15 yr.
  - f. A summary table showing the number of dog incidents for each severity code for each pet weight range on the product label.
  - g. A summary table for dog weight showing number of incidents for each product weight range. This table should show number of incidents in dogs weighing less than that product weight range, number of incidents in dogs in lower half of weight range, number of incidents in dogs in upper half of weight range, and dogs weighing more than the product weight range.
  - h. Table showing number of incidents for each dog breed.
  - i. Table showing number of incidents in dogs for each clinical sign.
  - j. Table showing number of incidents in dogs for each organ system.
  - k. Report aggregate incidents, but do not combine moderate and minor incidents.
7. If EPA determines that future mitigation measures are necessary for all pet spot-on products, the Agency will inform all registrants concerned. If mitigation measures are necessary, EPA may take regulatory action.
8. Hartz Mountain Corporation must adequately address all of the mitigation actions identified in the Agency's *Generic Pet Spot-On Mitigation Plan* available at the following internet site within 60 days following the date of this Notice of Registration: <http://www.epa.gov/pesticides/health/spot-on-meetings.html>.

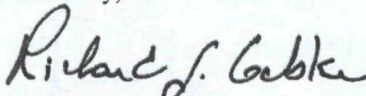


You must submit and/or cite all data required for registration of your product under FIFRA Section 3(c)(5) when the Agency requires all registrants of similar products to submit such data, and submit acceptable responses required for registration review of your product under FIFRA.

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

A copy of your label stamped "Accepted with Comments" is enclosed for your records. If you have any questions concerning this action, please contact me Richard J. Gebken at (703) 305-6701 or [gebken.richard@epa.gov](mailto:gebken.richard@epa.gov).

Sincerely,



Richard Gebken  
Product Manager 10  
Insecticide Branch  
Registration Division (7505C)

Enclosure



# Hartz® Reference # 131

## Alternate Brand Names

- Hartz® UltraGuard Plus® Flea (and) (& Tick Topical Treatment for Cats (& Kittens)
- Hartz® UltraGuard Pro® Flea (and) (& Tick Topical Treatment for Cats (& Kittens)
- Hartz® UltraGuard Max™ Flea (and) (& Tick Topical Treatment for Cats (& Kittens)
  
- Hartz® InControl Advanced® Flea (and) (& Tick Topical Treatment for Cats (& Kittens)
- Hartz® InControl Max™ Flea (and) (& Tick Topical Treatment for Cats (& Kittens)
  
- Revo™ Advanced™ Flea (and) (& Tick Topical Treatment for Cats (& Kittens)
  
- Hartz® Revo Advanced™ Flea (and) (& Tick Topical Treatment for Cats (& Kittens)
  
- Hartz® Pro Force™ Dual Action Topical Treatment for Cats (& Kittens)
- Hartz® FieldForce™ Dual Action Topical Treatment for Cats (& Kittens)
- Hartz® First Defense™ Dual Action Topical Treatment for Cats (& Kittens)
  
- Hartz® Pro Force™ for Cats (& Kittens)
- Hartz® FieldForce™ for Cats (& Kittens)
- Hartz® First Defense™ for Cats (& Kittens)
- Hartz® UltraGuard Plus® Flea (and) (& Tick Topical Solution for Cats (& Kittens)
- Hartz® UltraGuard Pro® Flea (and) (& Tick Topical Solution for Cats (& Kittens)
- Hartz® UltraGuard Max™ Flea (and) (& Tick Topical Solution for Cats (& Kittens)
- Hartz® InControl Advanced® Flea (and) (& Tick Topical Solution for Cats (& Kittens)
- Hartz® InControl Max™ Flea (and) (& Tick Topical Solution for Cats (& Kittens)
- Revo Advanced™ Flea (and) (& Tick Topical Solution for Cats (& Kittens)
- Hartz® Revo Advanced™ Flea (and) (& Tick Topical Solution for Cats (& Kittens)
- Hartz® Pro Force™ Dual Action Topical Solution for Cats (& Kittens)
- Hartz® FieldForce™ Dual Action Topical Solution for Cats (& Kittens)
- Hartz® First Defense™ Dual Action Topical Solution for Cats (& Kittens)
- FieldForce™ Dual Action Topical Treatment for Cats (& Kittens)
- First Defense™ Dual Action Topical Treatment for Cats (& Kittens)
- FieldForce™ for Cats (& Kittens)
- First Defense™ for Cats (& Kittens)
- FieldForce™ Dual Action Topical Solution for Cats (& Kittens)
- First Defense™ Dual Action Topical Solution for Cats (& Kittens)

ACCL. EL  
with COMMENTS  
In EPA Letter Dated:  
JUL - 9 2012  
Under the Federal Insecticide,  
Fungicide, and Rodenticide Act,  
as amended, for the pesticide  
registered under EPA Reg. No.  
2596-166

### ACTIVE INGREDIENTS:

Fipronil.....	9.80%
(S)-Methoprene.....	11.80%
<b>OTHER INGREDIENTS</b> .....	<b>78.40%</b>
<b>TOTAL</b> .....	<b>100.00%</b>



---

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION:** See back panel for additional precautionary statements.

**NET CONTENTS:** Contains (*number*) tubes, each \_\_ fl. oz. ( \_\_ ml)

EPA Reg. No. 2596-RAA  
EPA Est. No.

Hartz® and other trademarks are trademarks of The Hartz Mountain Corporation.  
Made by The Hartz Mountain Corporation, 400 Plaza Drive, Secaucus, NJ 07094 (U.S.A.)

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS. CAUTION.**

Harmful if swallowed. Causes eye irritation. Avoid contact with skin, eyes or clothing. Wash thoroughly with soap and water after handling.

**HAZARDS TO DOMESTIC ANIMALS.**

For external use only. Do not use on kittens under 8 weeks of age. Individual sensitivities, while rare, may occur after using any pesticide product. Pets may experience some temporary irritation at the site of product application. If signs persist, or become more severe within a few days of application, consult a veterinarian immediately. Certain medications can interact with pesticides. Consult a veterinarian before using on medicated, debilitated or aged animals. Call 1-800-275-1414 for 24-hour assistance.

**PHYSICAL OR CHEMICAL HAZARDS**

**COMBUSTIBLE:** Do not use or store near heat or open flame.

**FIRST AID**

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For additional information on this pesticide product (including health concerns, medical emergencies or pesticide incidents, you may call 1-800-275-1414.

**IF SWALLOWED:** 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 a poison control center or doctor. Do not give anything by mouth to an unconscious person.



---

**IF IN EYES:** Flush eyes with plenty of water. Call a doctor if irritation persists.

**IF ON SKIN OR CLOTHING:** Wash with plenty of soap and water. Get medical attention if irritation persists.

**DIRECTIONS FOR USE**

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. Do not allow children to apply product. TO PREVENT HARM TO YOU AND YOUR PET READ ENTIRE LABEL AND DIRECTIONS BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. USE ON CATS ONLY. DO NOT USE ON RABBITS. DO NOT USE ON OTHER ANIMALS.

To kill fleas, all stages of brown dog ticks, American dog ticks, lone star ticks, and deer ticks [which may carry Lyme disease], chewing lice and mosquitoes, apply to cats and kittens [8 weeks or older] as follows:

**[USE DIRECTIONS HERE]**

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

[Option 1 capped tube]

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. Position the tip of the tube on the cat's back between the shoulder blades. Use the tip of the tube to part the cat's hair so that the product will be applied at skin level. (Do not bathe your cat 48 hours prior to application.) Squeeze applicator, applying entire contents in a single spot on the animal's skin. Separate treated cat from other (dogs and cats) (pets) for 24 hours after treatment has been applied. Repeat every month.

[Option 2 applicator tube]

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 cat's back between the shoulder blades. Use the dispensing tip of the tube to part the cat's hair so that the product will be applied at skin level. (Do not bathe your cat 48 hours prior to application.) Squeeze applicator, applying entire contents in a single spot on the animal's skin. Separate treated cat from other (dogs and cats) (pets) for 24 hours after treatment has been applied. Repeat every month.



PRODUCT NAME contains Fipronil and the insect growth regulatory (IGR) (S)-Methoprene. PRODUCT NAME effectively targets all stages of fleas. Fipronil collects in the oils of the skin and hair follicles, and continues to be released from hair follicles onto the skin and coat, resulting in long-lasting activity against fleas, ticks, chewing lice and mosquitoes.

PRODUCT NAME can also be used for the treatment and control of mosquitoes, and flea, tick and chewing lice infestations on breeding, pregnant and lactating queens.

#### **FREQUENCY OF APPLICATION**

When used monthly, PRODUCT NAME completely breaks the flea life cycle and controls tick and chewing lice infestations. Research demonstrates that PRODUCT NAME kills adult fleas, flea eggs, and flea larvae for up to six weeks. PRODUCT NAME also prevents development of all flea stages for up to six weeks. PRODUCT NAME kills ticks for a least one month. A once monthly application is recommended where tick control is needed. Although PRODUCT NAME can control fleas for up to six weeks, if there is a high risk of reinfestation or if the pet has fleas which may cause flea allergy dermatitis, a once monthly application may be needed.

With a monthly application of PRODUCT NAME kills mosquitoes within 24 hours for up to 14 days and within 48 hours for up to 28 days.

PRODUCT NAME remains effective even after bathing, water immersion, or exposure to sunlight. Avoid contact with treated area until dry. Do not reapply PRODUCT NAME for 30 days.

#### **STORAGE AND DISPOSAL**

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

**STORAGE.** Store unused product in original container, out of reach of children and animals.

**PESTICIDE DISPOSAL.** If partly filled: Call your local solid waste agency or 1-800-CLEANUP for disposal instructions. Never place unused product down any indoor or outdoor drain.

**CONTAINER DISPOSAL.** If empty: Do not reuse this container. Place in trash or offer for recycling if available.

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

#### **INDIVIDUAL TUBE TEXT**



---

Product Name

Active Ingredients:

Fipronil 9.8%, (S)-Methoprene 11.8%

Keep Out of Reach of Children

Caution

Read accompanying label before use

EPA Reg. No. 2596-RAA

EPA Est. No.

Product Name can also be used for the treatment and control of mosquitoes, and flea, tick and chewing lice infestations on breeding, pregnant and lactating queens.

Product Name contains Fipronil and the insect growth regulator (IGR) (S)-Methoprene. Product Name effectively targets all stages of fleas. Fipronil collects in the oils of the skin and hair follicles, and continues to be released from hair follicles onto the skin and coat, resulting in long-lasting activity against fleas, ticks, chewing lice and mosquitoes.

Stops and prevents infestations

Kills adult fleas, flea eggs, and flea larvae

Prevents all flea stages (eggs, larvae, pupae) from developing

Kills fleas which may cause flea allergy dermatitis

Kills all stages of Deer Ticks (which may carry Lyme disease), Brown Dog Ticks, American Dog Ticks, and Lone Star Ticks

Kills mosquitoes

Prevents and controls reinfestations

Rapidly eliminates infestations with chewing lice

Can also be used on breeding, pregnant and lactating queens

Fast-acting

Long-lasting

Waterproof

Convenient to use

[Adult Fleas]

Kills Fleas (that may transmit tapeworms) (for) (28 days) (30 days) (1 month) (4 weeks) (on cats)

Kills (Adult) Fleas (for up to 3 months)

Kills fleas that may cause (flea allergy dermatitis) (and) (flea bite anemia) (for) (28 days) (30 days) (1 month) (4 weeks) (3 months) (on cats)

Kills newly emerged adult Fleas before they lay eggs

If there is a high risk for flea reinfestation, a once a month application may be needed



11/14

Stops existing infestations  
Prevents establishment of new infestations

[Flea Eggs]

Kills Flea Eggs (and Flea Larvae) (for) (28 days) (30 days) (1 month) (4 weeks)  
Prevents Flea Eggs from hatching

[Ticks]

Kills Ticks (for) (28 days) (30 days) (1 month) (4 weeks)  
Kills (all stages of) Brown Dog Ticks, American Dog Ticks, Lone Star Ticks and Deer Ticks (for) (28 days) (30 days) (1 month) (4 weeks)  
Kills (all stages of) Deer Ticks (that may carry Lyme disease) (for) (28 days) (30 days) (1 month) (4 weeks) (on cats)  
Kills all biting stages of ticks  
Kills adult (brown dog) (deer) ticks, nymphs and larvae  
Kills Ticks including those that may transmit Lyme disease

[Lice & Mange]

Rapidly eliminates chewing lice infestations  
Aids in Control of sarcoptic mange infestations

[Multiple]

Kills Fleas, Ticks, Flea eggs, Chewing Lice, (Flea larvae)  
Kills Fleas, Ticks, Flea eggs, (Flea larvae) (through contact) (for) (28 days) (30 days) (1 month) (4 weeks)  
Kills Fleas, Ticks, Flea Eggs, (Flea larvae), (Chewing lice) (through contact) (for) (28 days) (30 days) (1 month) (4 weeks)  
Kills Fleas, Ticks, Flea eggs, (Flea larvae) (after contact) (for) (28 days) (30 days) (1 month) (4 weeks)  
Prevents development of all flea stages for up to 3 months.  
Kills adult Fleas, Flea Eggs and Larvae (for up to three months)

Kills Fleas, Brown Dog Ticks, Deer Ticks, Flea Eggs, (Flea larvae) (after contact) (for) (28 days) (30 days) (1 month) (4 weeks)  
Controls Flea and Tick infestations (on cats) (for) (28 days) (30 days) (1 month) (4 weeks)  
Provides fast, effective and convenient treatment and control of fleas, ticks, chewing lice and mosquitoes (for cats and kittens)

Helps prevent re-infestation of fleas and ticks (for) (28 days) (30 days) (1 month) (4 weeks)  
Helps prevent flea and tick re-infestation (for) (28 days) (30 days) (1 month) (4 weeks)  
Kills flea eggs and flea larvae to help prevent future re-infestations  
Kills all stages of the flea life cycle  
Breaks the flea life cycle  
Prevents all flea stages (eggs, larvae, pupae) from developing



12/14

[Mosquitoes]

Kills mosquitoes within 24 hours for up to 7 days, and within 48 hours for up to 28 days.  
Kills Mosquitoes that may transmit West Nile virus (for) (28 days)(1 month) (4 weeks)(on cats)  
Kills Mosquitoes that may transmit heartworm (for) (28 days)(1 month) (4 weeks)(on cats)

Controls flea and tick infestations

Once-a month Flea and Tick (Prevention) (Treatment) (Control) (Solution)  
Monthly Flea and Tick (Prevention) (Treatment) (Control) (Solution)  
(28 day) (30 day) (1 month) (4 week) Flea and Tick (Prevention) (Treatment) (Control) (Solution)  
Prevents flea eggs from developing into biting adults (for) (up to) (30 days) (1 month) (4 weeks)  
Gentle protection for cats (and kittens)  
Quick drying (formula)  
Dries quickly  
Stays on and doesn't rub off  
Spreads with cat's natural skin oils  
Kills fleas for 30 days (1 month) (4 weeks)  
Stops and prevents infestations  
Prevents re-infestation  
Prevents and controls re-infestation(s)  
Rapidly eliminates fleas  
Fast acting  
Long lasting  
Effective and convenient topical treatment  
Kills fleas (and ticks) through (after) contact  
(With) patented applicator  
(With) patent pending applicator  
Waterproof  
Easy spot on topical applicator  
Do not reapply product for 30 days  
Remains effective even after bathing, water immersion, or exposure to sunlight  
(Product Name) remains effective even after bathing, water immersion, or exposure to sunlight.  
Avoid contact with treated area until dry.  
Can also be used on breeding, pregnant and lactating queens  
Convenient to use  
Contains Fipronil and the insect growth regulator (IGR) (S)-Methoprene. (product name) effectively targets all stages of fleas. Fipronil collects in the oils of the skin and hair follicles; and continues to be released from hair follicles onto the skin and coat, resulting in long-lasting activity against fleas, ticks and chewing lice.

New (Formula) (*claim to be removed after 6 months*)

Contains Fipronil and (S)-Methoprene (, the active ingredients used in Frontline Plus®). (Brand name) is not manufactured by or distributed by Merial. Frontline Plus® is a registered trademark of Merial.



Compare to Frontline Plus®

For cats and kittens 8 weeks of age or older  
Specially formulated for cats and kittens

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

- 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)
- X-pack
- X-tubes
- Value pack
- X month supply
- X monthly treatment(s)
- Fragrance-free
- Unscented
- Fresh (scent) (fragrance)
- Powder (scent) (fragrance)
- Pleasant (scent) (fragrance)
- Spring Fresh Scent
- Convenient (easy to use) applicator
- X Pro-cision Flo® Applicator(s)
- With Pro-cision Flo® Applicator

Featuring Pro-cision Flo® Applicator (for easy application )

- Direct to your cat's skin
- Easy (simple) to use (handle) (apply)
- (Featuring the) (with) EZC™ tube
- (Featuring the) (with) EZ2C™ tube
- (Featuring the) (with) EZView™ tube
- (Featuring the) (with) EZView™ tube
- (Featuring the) (with) Clearview™ tube
- (Featuring the) (with) Clearview™ tube

(Clearview™) (EZC™) (EZ2C™) (EZView™) tube (visually) ensures all product has been dispensed

(Clearview™) (EZC™) (EZ2C™) (EZView™) tubes give you the assurance all the product has been applied

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

You may bathe your cat 48 hours after application

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

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



