



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

April 5, 2017

Anna McGrath
Regulatory Affairs Specialist
The Hartz Mountain Corporation
400 Plaza Drive
Secaucus, New Jersey 07094-3688

Subject: Notification per PRN 98-10 – Adding marketing icons/ minor deletions
Product Name: HARTZ REFERENCE #132
EPA Registration Number: 2596-167
Application Date: 3/9/2017
Decision Number: 527485

Dear Ms. McGrath:

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 will be 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 and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Angela Hollis at 703-347-0216 or via email at hollis.angela@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Gene Benbow".

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

FRONT PANEL

Hartz® Reference #132

Alternate Brand Names (list at end of document)

[Note: For each brand as packaged, a large, clear picture of a dog in the weight range will be on the front panel of the label.]

ACTIVE INGREDIENTS:

Etofenprox	55.0%
*Piperonyl Butoxide (PBO).....	10.0%
**N-octyl bicycloheptene dicarboximide	1.0%
OTHER INGREDIENTS	<u>34.0%</u>
TOTAL	100.0%

*(butylcarbityl)(6-propylpiperonyl) ether and related compounds
**MGK®264, Insecticide Synergist
MGK® - Registered trademark of McLaughlin Gormley King Company

NOTIFICATION

2596-167

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:

04/05/2017

KEEP OUT OF REACH OF CHILDREN

CAUTION: See back panel for additional precautionary statements.

NET CONTENT: Contains (*number*) tubes, each __fl. oz. (__ml)

For use ONLY on Dogs and Puppies 12 weeks and older weighing:	Net Contents (Each tube)
5 to 14 lbs.	0.031 fl. oz. (0.91 ml)
15 to 30 lbs.	0.066 fl. oz. (1.95 ml)
31 to 60 lbs.	0.132 fl. oz. (3.90 ml)
61 to 150 lbs.	0.220 fl. oz. (6.50 ml)

EPA Reg. No. 2596-167
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

[Cat Warning Icon: A cat prohibition icon will appear on the front panel , lower right corner area. Icon is 1.5 cm x 1.5 cm black image on a yellow background.]



DO NOT USE ON CATS

BACK PANEL

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes, skin 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 OTHER ANIMALS. Do not use on dogs or puppies less than 12 weeks old or weighing less than 5lbs [*or 15 lbs. or 31 lbs. or 61 lbs.*]. 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 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.

HOT LINE NUMBER: Have the product container or label with you when calling a poison control center, doctor or veterinarian, 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.

DIRECTIONS FOR USE

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

IMPORTANT! READ ENTIRE LABEL BEFORE EACH USE

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

DO NOT USE ON DOGS OR PUPPIES WEIGHING LESS THAN 5 LBS [*or 15 lbs. or 31 lbs. or 61 lbs.*].

DO NOT ALLOW YOUR DOG/PUPPY TO INGEST THIS PRODUCT.

DO NOT APPLY MORE THAN ONE TUBE PER TREATMENT.

DO NOT HAVE CONTACT WITH OR ALLOW CHILDREN TO HAVE CONTACT WITH TREATED AREA UNTIL COMPLETELY DRY.

DO NOT USE ON OTHER ANIMALS.

[FOR DOGS WEIGHING 61 TO 150 LBS. LABEL]

DO NOT DOUBLE-DOSE OR APPLY MORE THAN ONE APPLICATOR TO DOGS HEAVIER THAN 150 LBS.

DIRECTIONS FOR USE (continued)

(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]

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 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. (Do not bathe your dog 48 hours prior to application.) Separate treated dog from other (dogs and cats) (pets) for 24 hours after treatment has been applied.

[Option 2a]

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) (glide) from the shoulder blades along the dog's back to the base of the tail. Repeat every month. (Do not bathe your dog 48 hours prior to application.) Separate treated dog from other (dogs and cats) (pets) for 24 hours after treatment has been applied.

[Option 2b]

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) (glide) from the shoulder blades along the dog's back to the base of the tail. Repeat every month. (Do not bathe your dog 48 hours prior to application.) Separate treated dog from other (dogs and cats) (pets) for 24 hours after treatment has been applied.

[Option 3]

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 dog's back at the base of the dog's tail. 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 base of the tail along the dog's back to the shoulder blades. Repeat every month. (Do not bathe your dog 48 hours prior to application.) Separate treated dog from other (dogs and cats) (pets) for 24 hours after treatment has been applied.

[Option 4]

MASTER LABEL

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 at the base of the dog's tail. 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) (glide) from the base of the tail along the dog's back to the shoulder blades. Repeat every month. (Do not bathe your dog 48 hours prior to application.) Separate treated dog from other (dogs and cats) (pets) for 24 hours after treatment has been applied.

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Keep this product in its tightly closed original container, when not in use. Store in a cool, dry (preferably locked) area that is inaccessible to children and animals.

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER HANDLING: Non-refillable container. Do not reuse or refill 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.

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

[Place side effects box above or adjacent to Do Not Use on Cats icon]

Side Effects: Monitor your dog after application. Side effects, although very rare, 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) occur, consult your veterinarian or call 1-800-275-1414.

[Cat Warning Icon: A cat prohibition icon will appear on the back panel, lower right corner area. Icon is 1.5 cm x 1.5 cm black image on a yellow background. The following text will be below or adjacent to the icon.]



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

INDIVIDUAL TUBE TEXT

Insert "Product Name" or ABN

[Product name followed by weight range and age limits of dog for which tube is intended]

[A second weight class designation may be printed on the tube]

For use only on dogs and puppies 12 weeks and older

Hartz® Reference #132

March 9, 2017

EPA Reg. No.: 2596-167

MASTER LABEL

[Active Ingredients:]

Etofenprox 55.0%, PBO10.0%, MGK 264 1.0%

Keep Out of Reach of Children

Caution

Read accompanying label before use

Range of volumes from 0.031 fl. oz. (.91 ml) to 0.220 fl. oz (6.5 ml) depending upon weight of dog

EPA Reg. No. 2596-167

EPA Est. No.

[Note: Cat Warning Icon: A cat prohibition icon will appear on the immediate container that holds the tube(s). Icon is 1.5 cm x 1.5 cm black image on a yellow background.]



OPTIONAL/ALTERNATE LABEL TEXT

Weighing 5 to 14 lbs.

Weighing 15 to 30 lbs.

Weighing 31 to 60 lbs.

Weighing 61 to 150 lbs.

(S) Only (for) (Small) (Dogs) (&) Puppies 5-14 lbs.

(M) Only (for) (Medium) Dogs 15-30 lbs.

(L) Only (for) (Large) Dogs 31-60 lbs.

(XL) Only (for) (Extra Large) Dogs 60-150 lbs.

(Rapidly) (Quickly) eliminates fleas

Kills [(and) (&) Repels] Mosquitoes, **Prevent re-infestation(s)** for (28 days) (30 days) (1 month) (4 weeks)

Kills [(and) (&) Repels] Mosquitoes (before they bite) (for) (28 days) (30 days) (1 month) (4 weeks)

Kills Mosquitoes (for) (28 days) (30 days) (1 month) (4 weeks)

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

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

Kills Ticks (for) (28 days) (30 days) (1 month) (4 weeks)

Kills Brown Dog Ticks (for) (28 days) (30 days) (1 month) (4 weeks)

Kills Deer Ticks (that may carry Lyme disease) (for) (28 days) (30 days) (1 month) (4 weeks)(on dogs)

Kills all biting stages of ticks

Kills adult (brown dog) ticks, nymphs and larvae

MASTER LABEL

Kills Fleas, (and Ticks)

Kills Fleas, Ticks (through contact) (for) (28 days) (30 days) (1 month) (4 weeks)

Kills Fleas, Brown Dog Ticks, Deer Ticks (through contact) (for) (28 days) (30 days) (1 month) (4 weeks)

Kills Fleas, Ticks, (after contact) (for) (28 days) (30 days) (1 month) (4 weeks)

Kills Fleas, Brown Dog Ticks, Deer Ticks (after contact) (for) (28 days) (30 days) (1 month) (4 weeks)

Repels Mosquitoes (before they bite) (for) (28 days) (1 month) (4 weeks)

Repels Mosquitoes that may transmit West Nile virus (for) (28 days) (1 month) (4 weeks) (on dogs)

Repels Mosquitoes that may transmit heartworm (for) (28 days) (1 month) (4 weeks) (on dogs)

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 weeks) Flea and Tick (Prevention) (Treatment) (Control) (Solution)

Gentle protection for dogs (and puppies)

Quick drying formula

Dries quickly

Quick drying

Stays on and doesn't rub off

Spreads with dog's natural skin oils

Kills fleas in as little as 15 minutes

Kills fleas in 15 minutes

Kills fleas in 15 minutes and lasts for 30 days (1 month) (4 weeks)

Kills fleas within 15 minutes

Starts killing fleas within 15 minutes

Starts killing fleas within 15 minutes and lasts for 30 days (1 month) (4 weeks)

Stops fleas from biting in as little as 15 minutes

Stops fleas from biting in as little as 15 minutes and lasts for 30 days (1 month) (4 weeks)

Stops fleas from biting in 15 minutes

Stops fleas from biting in 15 minutes and lasts for 30 days (1 month) (4 weeks)

Stops fleas from biting within 15 minutes

Stops fleas from biting within 15 minutes and lasts for 30 days (1 month) (4 weeks)

Kills fleas for 30 days (1 month) (4 weeks)

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

Easy spot on topical applicator

Kills 95% of fleas in 8 hours (of initial application)

Kills 99% of fleas in 12 hours (of initial application)

Kills fleas before they have a chance to lay eggs

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

NON-PESTICIDE RELATED CLAIMS AND OTHER OPTIONAL TEXT

1st dose, 2nd dose, 3rd dose (Xth dose)

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

X-pack

X-tubes

Value pack

X month supply

X monthly treatment(s)

[Six month limited claims with “Free” and “Bonus” type terms below]

Buy X Get Y Free

Z % Free

(x)% (More) (Free)!

(x) Month(s) Free!

Bonus Pack

(x) Tube(s) Free!

(x) Day(s) (Free)!

(x) Day(s) of treatment- Free!

(x) Applicator(s) Free!

(x) Dose(s) Free!

Save Now!

Club Size

Value Size

Club Pack

Great Value

Better Value

Fragrance-free

Unscented

Fresh (scent) (fragrance)

Powder (scent) (fragrance)

Pleasant (scent) (fragrance)

Spring Fresh Scent

Advanced Pro-Glide® Applicator

Convenient (easy to use) applicator

X Pro-cision Flo® Applicator(s)

X Pro-Glide™ Applicator(s)

(Pro-cision Flo® Applicator) (Now) (featuring the angled)

(Pro-Glide™ Applicator) easily gets through dog’s fur, for gentle on-skin application

(Pro-cision Flo® Applicator) (Now) (featuring the angled)

(Pro-Glide™ Applicator) quickly gets through dog’s fur, for on-skin application

MASTER LABEL

(Pro-cision Flo® Applicator) (Now) (featuring the angled)
(Pro-Glide™ Applicator) easily penetrates dog’s fur, for gentle on-skin application
(Pro-cision Flo® Applicator) (Now) (featuring the angled)
(Pro-Glide™ Applicator) quickly penetrates dog’s fur, for on-skin application

New Pro- Glide™ Applicator (*To be used only for the first 6 months*)

Pro-Glide™ Applicator gently glides through the dog’s fur
Pro-Glide™ Applicator easily gets through dog’s fur to minimize (oily) residue
Pro-Glide™ Applicator easily penetrates dog’s fur to minimize (oily) residue
Pro-Glide™ Applicator features rounded edges for gentle on-skin application
Pro-Glide™ Applicator glides smoothly through the dog’s fur
Pro-Glide™ Applicator features an angled tip to help guide the application
Easy to use Pro-Glide™ Applicator
Direct to your dog’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 dog 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 _____
- Third Dose _____
- Xth Dose _____

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

(OPTIONAL MARKETING ICONS)



Adult Fleas



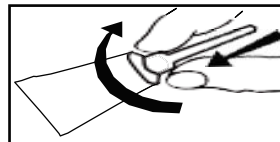
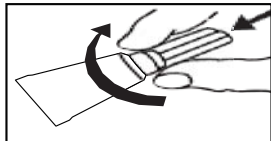
Tick Larvae and Nymphs

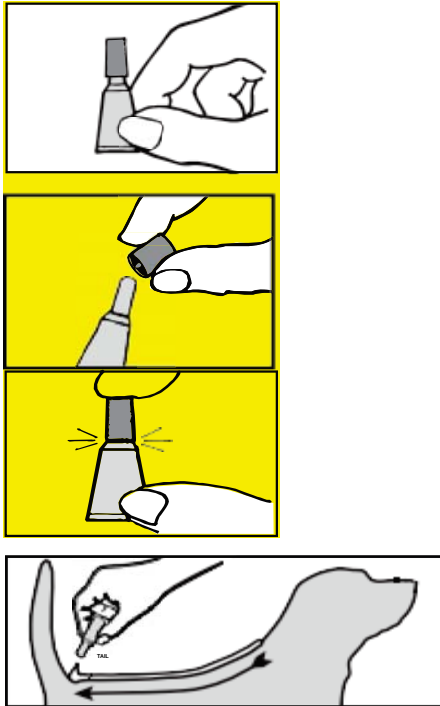
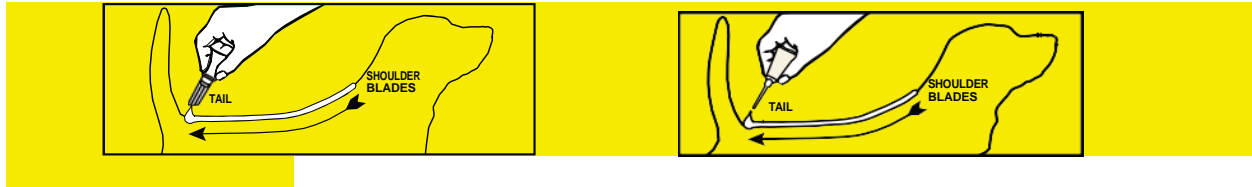


Adult Ticks



Tick Larvae and Nymphs





Additional Brand Names:

Hartz® UltraGuard® Topical Flea & Tick Prevention [for Dogs [(&) (and) Puppies]

Hartz® UltraGuard® Topical Flea & Tick Treatment [for Dogs [(&) (and) Puppies]

Hartz® UltraGuard® Topical Flea & Tick Control [for Dogs [(&) (and) Puppies]

Hartz® UltraGuard® Topical Flea & Tick Solution [for Dogs [(&) (and) Puppies]

Field & Stream® Flea & Tick Treatment [for Dogs (and) (&) Puppies]

Field & Stream® by Hartz® Flea & Tick Treatment [for Dogs (and) (&) Puppies]

Hartz® Presents Field & Stream® Flea & Tick Treatment [for Dogs (and) (&) Puppies]

Hartz® Revo® Topical Flea & Tick Prevention [for Dogs [(&) (and) Puppies]

Hartz® Revo® Topical Flea & Tick Prevention [for Dogs [(&) (and) Puppies]

Hartz® Revo® Topical Flea & Tick Control [for Dogs [(&) (and) Puppies]

Hartz® Revo® Topical Flea & Tick Solution [for Dogs [(&) (and) Puppies]

Hartz® Revo360® Topical Flea & Tick Prevention [for Dogs [(&) (and) Puppies]

MASTER LABEL

Hartz® Revo360® Topical Flea & Tick Treatment [for Dogs (& and) Puppies]

Hartz® Revo360® Topical Flea & Tick Control [for Dogs (& and) Puppies]

Hartz® Revo360® Topical Flea & Tick Solution [for Dogs (& and) Puppies]

Revo® Topical Flea & Tick Prevention [for Dogs (& and) Puppies]

Revo® Topical Flea & Tick Treatment [for Dogs (& and) Puppies]

Revo® Topical Flea & Tick Control [for Dogs (& and) Puppies]

Revo® Topical Flea & Tick Solution [for Dogs (& and) Puppies]

Revo360® Topical Flea & Tick Prevention [for Dogs (& and) Puppies]

Revo360® Topical Flea & Tick Treatment [for Dogs (& and) Puppies]

Revo360® Topical Flea & Tick Control [for Dogs (& and) Puppies]

Revo360® Topical Flea & Tick Solution [for Dogs (& and) Puppies]

Revo® Topical Drops [for Dogs (& and) Puppies]

Revo360® Topical Drops [for Dogs (& and) Puppies]

Hartz® Revo® Topical Drops [for Dogs (& and) Puppies]

Hartz® Revo360® Topical Drops [for Dogs (& and) Puppies]

Hartz® Pro Force™ Topical Solution for Dogs (& Puppies)

Pro Force™ Topical Solution for Dogs (& Puppies)

Hartz® Pro Force™ Topical Solution for Dogs (& Puppies)

Pro Force™ Topical Solution for Dogs (& Puppies)

Hartz® FieldForce™ Topical Solution for Dogs (& Puppies)

FieldForce™ Topical Solution for Dogs (& Puppies)

Hartz® FieldForce™ Topical Solution for Dogs (& Puppies)

FieldForce™ Topical Solution for Dogs (& Puppies)

Hartz® First Defense™ Topical Solution for Dogs (& Puppies)

First Defense™ Topical Solution for Dogs (& Puppies)

Hartz® First Defense™ Topical Solution for Dogs (& Puppies)

First Defense™ Topical Solution for Dogs (& Puppies)

[Each of the above brands will be packaged in the weight classes designated below:]

For use ONLY on dogs 12 weeks and older, weighing 5 to 14 lbs.

For use ONLY on dogs 12 weeks and older, weighing 15 to 30 lbs.

For use ONLY on dogs 12 weeks and older, weighing 31 to 60 lbs.

For use ONLY on dogs 12 weeks and older, weighing 61 to 150 lbs.