



U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg.  
Number:

2596-180

Date of Issuance:

12/15/17

NOTICE OF PESTICIDE:

Registration  
 Reregistration

(under FIFRA, as amended)

Term of Issuance:

Conditional, Time-Limited  
Expires: 02/01/2020

Name of Pesticide Product:

Hartz Reference #145

Name and Address of Registrant (include ZIP Code):

Anna McGrath  
Regulatory Affairs Specialist  
The Hartz Mountain Corp  
400 Plaza Drive  
Secaucus, NJ 07094

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Venus Eagle, Product Manager 01  
Invertebrate and Vertebrate Branch 3, Registration Division (7505P)

Date:

12/15/17

2. The Agency has found your company to be in compliance with the terms and conditions for the subject product and is extending the two-year registration restriction. This registration is time-limited and expires 02/01/2020.
3. Please note that the product is still subject to all other previously required conditions of registration. Your company is required to adhere to the spot-on label mitigation, and to submit quarterly enhanced incident reports and quarterly sales information as stated the initial registration notice dated 10/23/2014.
4. You are required to comply with the data requirements described in the DCI identified below:
  - a. Imidacloprid GDCI-129099-951
  - b. Pyriproxyfen GDCI-129032-1299

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI listed above, you may contact the Chemical Review Manager in the Pesticide Reevaluation Division: <http://iaspub.epa.gov/apex/pesticides/f?p=chemicalsearch:1>

5. Submit one copy of the final printed label for the record before you release the product for shipment.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

Please note that the record for this product currently contains the following CSFs:

- Basic CSF dated 7/1/2016

If you have any questions, please contact Marianne Lewis by phone at (703) 308-8043, or via email at [lewis.marianne@epa.gov](mailto:lewis.marianne@epa.gov).

Enclosure

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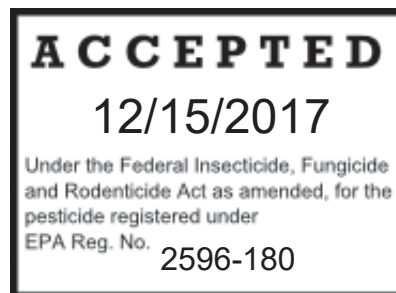
**{FRONT PANEL}**

**Hartz® Reference # 145**

*{The font size of the words “Dogs” and/or “Puppies” will be at least 75% of the height of the largest letter in the primary brand name used.}*

**Alternate Brand Names**

Hartz® Advanced™ Flea Treatment for Dogs  
Hartz® Advanced™ Flea Treatment for Dogs and Puppies  
Advanced™ Flea Treatment for Dogs  
Advanced™ Flea Treatment for Dogs and Puppies  
Hartz First Defense Max for Dogs [& or and Puppies]  
Hartz First Defense Advanced PLUS for Dogs [& or and Puppies]  
Hartz First Defense Advanced PRO for Dogs [& or and Puppies]  
Hartz First Defense Evolution for Dogs [& or and Puppies]  
Hartz First Defense Guardian for Dogs [& or and Puppies]  
Hartz Generic Flea Topical Treatment for Dogs [& or and Puppies]  
Hartz Generic Flea Topical for Dogs [& or and Puppies]  
Hartz First Defense ADVANCED for Dogs [& or and Puppies]  
Hartz ADVANCED for Dogs [& or and Puppies]  
Hartz ADVANCE PRO for Dogs [& or and Puppies]  
Hartz UltraGuard Sentinel MAX for Dogs [& or and Puppies]  
Hartz UltraGuard Sentinel PLUS for Dogs [& or and Puppies]  
Hartz UltraGuard Sentinel PRO for Dogs [& or and Puppies]  
Hartz UltraGuard Defender for Dogs [& or and Puppies]  
Hartz UltraShield for Dogs [& or and Puppies]  
Hartz ImidaShield MAX for Dogs [& or and Puppies]  
Hartz ImidaShield PLUS for Dogs [& or and Puppies]  
Hartz ImidaShield PRO for Dogs [& or and Puppies]  
Hartz ImidaShield II MAX for Dogs [& or and Puppies]  
Hartz ImidaShield II PLUS for Dogs [& or and Puppies]  
Hartz ImidaShield II PRO for Dogs [& or and Puppies]  
Hartz ImidaGuard MAX for Dogs [& or and Puppies]  
Hartz ImidaGuard PLUS for Dogs [& or and Puppies]  
Hartz ImidaGuard PRO for Dogs [& or and Puppies]  
Hartz ImidaGuard II MAX for Dogs [& or and Puppies]  
Hartz ImidaGuard II PLUS for Dogs [& or and Puppies]  
Hartz ImidaGuard II PRO for Dogs [& or and Puppies]  
Hartz ProCare for Dogs [& or and Puppies]  
Hartz FirstCare for Dogs [& or and Puppies]



**{FRONT PANEL – continued }**

*{Each of the above brands will be packaged in the weight classes designated below:}*

For use ONLY on Dogs [and Puppies] 7 weeks and older weighing 3 - 10 lbs.

*or weighing 11 - 20 lbs.  
 or weighing 21 - 55 lbs.  
 or weighing over 55 lbs.*

**ACTIVE INGREDIENTS:**

Imidacloprid .....9.10%  
 Pyriproxyfen .....0.46%  
 Other Ingredients. ....90.44%  
 Total .....100.00%

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION:** See back panel for First Aid, Precautionary Statements and Directions for Use.  
*{Large clear picture of dog in appropriate breed/weight class on front panel of product to be included.}*

**NET CONTENTS:**

<b>For use ONLY on Dogs and Puppies 7 weeks and older Weighing:</b>	<b>Net Contents</b>
3 to 10 lbs.	Contains 1 tube, each 0.014 fl. oz. (0.4 ml)
11 to 20 lbs.	Contains 1 tube, each 0.034 fl. oz. (1.0 ml)
21 to 55 lbs.	Contains 1 tube, each 0.084 fl. oz. (2.5 ml)
Over 55 lbs.	Contains 1 tube, each 0.135 fl. oz. (4.0 ml)
<b>For use ONLY on Dogs and Puppies 7 weeks and older Weighing:</b>	<b>Net Contents</b>
3 to 10 lbs.	0.028 fl. oz. (0.8 ml), Contains 2 tubes, each 0.014 fl. oz. (0.4 ml)
11 to 20 lbs.	0.068 fl. oz. (2.0 ml), Contains 2 tubes, each 0.034 fl. oz. (1.0 ml)
21 to 55 lbs.	0.168 fl. oz. (5.0 ml), Contains 2 tubes, each 0.084 fl. oz. (2.5 ml)
Over 55 lbs.	0.270 fl. oz. (8.0 ml), Contains 2 tubes, each 0.135 fl. oz. (4.0 ml)

**{FRONT PANEL - continued}**

**NET CONTENTS - continued**

<b>For use ONLY on Dogs and Puppies 7 weeks and older Weighing:</b>	<b>Net Contents</b>
3 to 10 lbs.	0.042 fl. oz. (1.2 ml), Contains 3 tubes, each 0.014 fl. oz. (0.4 ml)
11 to 20 lbs.	0.102 fl. oz. (3.0 ml), Contains 3 tubes, each 0.034 fl. oz. (1.0 ml)
21 to 55 lbs.	0.252 fl. oz. (7.5 ml), Contains 3 tubes, each 0.084 fl. oz. (2.5 ml)
Over 55 lbs.	0.405 fl. oz. (12.0 ml), Contains 3 tubes, each 0.135 fl. oz. (4.0 ml)
<b>For use ONLY on Dogs and Puppies 7 weeks and older Weighing:</b>	<b>Net Contents</b>
3 to 10 lbs.	0.056 fl. oz. (1.6 ml), Contains 4 tubes, each 0.014 fl. oz. (0.4 ml)
11 to 20 lbs.	0.136 fl. oz. (4.0 ml), Contains 4 tubes, each 0.034 fl. oz. (1.0 ml)
21 to 55 lbs.	0.336 fl. oz. (10.0 ml), Contains 4 tubes, each 0.084 fl. oz. (2.5 ml)
Over 55 lbs.	0.540 fl. oz. (16.0 ml), Contains 4 tubes, each 0.135 fl. oz. (4.0 ml)
<b>For use ONLY on Dogs and Puppies 7 weeks and older Weighing:</b>	<b>Net Contents</b>
3 to 10 lbs.	0.084 fl. oz. (2.4 ml), Contains 6 tubes, each 0.014 fl. oz. (0.4 ml)
11 to 20 lbs.	0.204 fl. oz. (4.0 ml), Contains 6 tubes, each 0.034 fl. oz. (1.0 ml)
21 to 55 lbs.	0.504 fl. oz. (15.0 ml), Contains 6 tubes, each 0.084 fl. oz. (2.5 ml)
Over 55 lbs.	0.810 fl. oz. (24.0 ml), Contains 6 tubes, each 0.135 fl. oz. (4.0 ml)
<b>For use ONLY on Dogs and Puppies 7 weeks and older Weighing:</b>	<b>Net Contents:</b>
3 - 10 lbs.	0.098 fl. oz. [2.8 mL], Contains 7 tubes, each 0.014 fl. oz. [0.4 ml]
11 - 20 lbs.	0.238 fl. oz. [6 mL], Contains 7 tubes, each 0.034 fl. oz. [1.0 ml]
21 - 55 lbs.	0.588 fl. oz. [17.5 mL], Contains 7 tubes, each 0.084 fl. oz. [2.5 ml]
Over 55 lbs.	.945 fl. oz. [28 mL], Contains 7 tubes, each 0.135 fl. oz. [4.0 ml]

**{FRONT PANEL** – *continued*}

<b>For use ONLY on Dogs and Puppies 7 weeks and older Weighing:</b>	<b>Net Contents:</b>
3 - 10 lbs.	0.112 fl. oz. [3.2 mL], Contains 8 tubes, each 0.014 fl. oz. [0.4 ml]
11 - 20 lbs.	0.272 fl. oz. [8 mL], Contains 8 tubes, each 0.034 fl. oz. [1.0 ml]
21 - 55 lbs.	0.672 fl. oz. [20 mL], Contains 8 tubes, each 0.084 fl. oz. [2.5 ml]
Over 55 lbs.	1.08 fl. oz. [32 mL], Contains 8 tubes, each 0.135 fl. oz. [4.0 ml]

DO NOT USE ON CATS



*{1.5 x 1.5 cm black on yellow background}*

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**{BACK PANEL}**

**FIRST AID**

**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:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

**IF ON SKIN OR CLOTHING:** 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.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For medical emergencies or consumer questions call 1-800-275-1414.

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS**

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

**HAZARDS TO DOMESTIC ANIMALS**

**For external use only.** Do not use on dogs or puppies under 7 weeks of age or weighing less than [3 lbs; 11lbs.; 21 lbs.; 55 lbs.] Consult your veterinarian before using this product on medicated, debilitated, aged, pregnant or nursing dogs. Individual sensitivities 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.

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**{BACK PANEL }** - *continued*

## **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.

### **READ ENTIRE LABEL BEFORE EACH USE**

#### **RESTRICTIONS**

**USE ONLY ON DOGS OR ON PUPPIES 7 WEEKS OF AGE OR OLDER WEIGHING [3 to 10 lbs.; 11 to 20 lbs.; 21 to 55 lbs.; Over 55 lbs.]**

**DO NOT USE ON DOGS WEIGHING LESS THAN 3 LBS.**

**DO NOT USE ON OTHER ANIMALS.**

**DO NOT EXCEED LABELED DOSAGE AMOUNT FOR DOGS.**

**DO NOT APPLY MORE THAN ONE (1) TUBE PER TREATMENT FOR ONE DOG, REGARDLESS OF THE DOG'S WEIGHT.**

**DO NOT ALLOW CHILDREN TO APPLY PRODUCT.**

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

**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) occur, consult your veterinarian or call 1-800-275-1414.



*{1.5 x 1.5 cm black on yellow background}*

**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 immediately.



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**{BACK PANEL}** - continued

[APPLICATION INSTRUCTIONS:]

[OPTION 1:]

{Visuals depicting how to apply product to animal are **optional**. The numbers **underneath** the graphics correspond to the numbers in the How to Apply section below.}



7.



8.

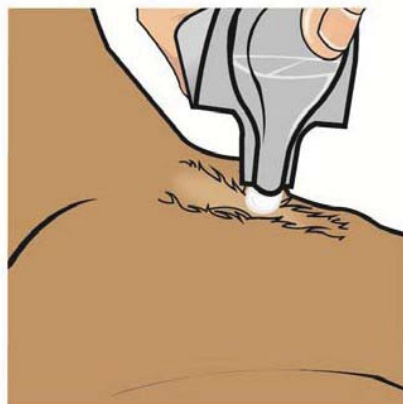
**HOW TO APPLY**

1. Dog should be dry prior to application and remain dry for 24 hours after application.
2. Remove one applicator tube from the package.
3. Hold applicator tube in an upright position **facing away from you and your pet's face and eyes**. Pull cap off tube.
4. Turn the cap around and place other end of cap back on tube.
5. Twist cap to break seal, then remove cap from tube.
6. The dog should be standing for easy application.
7. Part the hair on the dog's back, between the shoulder blades, until the skin is visible.
8. Place the tip of the tube on the skin and squeeze the tube to expel the entire contents directly on the skin.
9. **Do not get this product in your dog's eyes or allow your dog to ingest this product.** Do not allow the product to run off.
10. Discard empty tube as described in the Storage and Disposal section.
11. In case of severe pest infestations, you are able to retreat your dog earlier than (4) four weeks. If infestation is severe at the initiation of treatment, once a week treatment is permitted, not to exceed 4 weeks. After pest control has been successful, please return to a monthly retreatment schedule.
12. Do not bathe dog for 48 hours after product application.

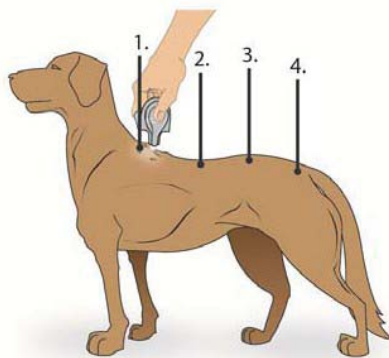
**{BACK PANEL}** - continued

**[OPTION 2]**

{Visuals depicting how to open applicator tube and application to animal are **optional**. The numbers underneath the graphics correspond to the numbers in the How to Apply section below.}



6.



7.

**[HOW TO APPLY]**

1. Dog should be dry prior to application and remain dry for 24 hours after application.
2. Remove one applicator tube from the package.
3. Hold applicator tube in an upright position **facing away from you and your pet's face and eyes**.
4. Twist cap to break seal, then remove cap from tube.
5. The dog should be standing for easy application.
6. Part the hair on the dog's back, between the shoulder blades, until the skin is visible.
7. Apply the entire contents of the tube evenly to three or four spots on the top of the back from the shoulder to the base of the tail. At each spot, part the hair until the skin is visible. Place the tip of the tube on the skin and gently squeeze to expel a portion of the solution on the skin. Do not apply an excessive amount of solution at any one spot that could cause some of the solution to run off the side of the dog. **Do not get this product in your dog's eyes or allow your dog to ingest this product.**
8. Discard empty tube as described in the Storage and Disposal section.
9. In case of severe pest infestations, you are able to retreat your dog earlier than (4) four weeks. If infestation is severe at the initiation of treatment, once a week treatment is permitted, not to exceed 4 weeks. After pest control has been successful, please return to a monthly retreatment schedule.
10. Do not bathe dog for 48 hours after product application.

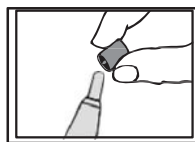
**{BACK PANEL}** - *continued*

**[OPTION 3]**

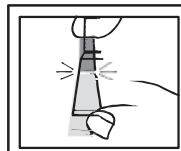
*{Visuals depicting how to open applicator tube and application to animal. The numbers underneath the graphics correspond to the numbers in the How to Apply section below.}*



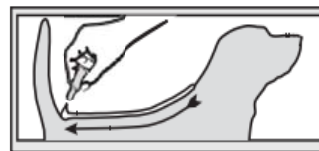
3.



4.



5.



6.

**[HOW TO APPLY]**

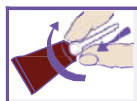
1. Dog should be dry prior to application and remain dry for 24 hours after application.
2. Remove one applicator tube from the package.
3. Hold applicator tube in an upright position **facing away from you and your pet's face and eyes**. The dog should be standing for easy application.
4. Pull off cap. Turn the cap around and place on top of the tube.
5. Simply press cap down to break the seal of the tube. Remove cap carefully.
6. 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.
7. Repeat every month. (Do not bathe your dog 48 hours prior to application.)
8. Separate treated dog from other (dogs and cats) (pets) for 24 hours after treatment has been applied.
9. In case of severe pest infestations, you are able to retreat your dog earlier than (4) four weeks. If infestation is severe at the initiation of treatment, once a week treatment is permitted, not to exceed 4 weeks. After pest control has been successful, please return to a monthly retreatment schedule.
10. Do not bathe dog for 48 hours after product application.

**{BACK PANEL}** - *continued*

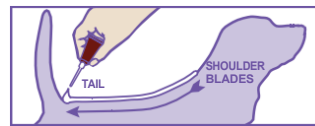
{**OPTION 4:** *Visuals Depicting How to Open Applicator Tube and Application to Animal. The numbers underneath the graphics correspond to the numbers in the How to Apply section below.*}



2.



3.



4.

**[HOW TO APPLY]**

1. Dog should be dry prior to application and remain dry for 24 hours after application.
2. Remove one applicator tube from the package and hold in an upright position **pointed away from your face**.
3. Twist dispensing tip clockwise about ½ turn while pushing down to break the tube's seal. Do not remove the dispensing tip.
4. 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.
5. Repeat every month. (Do not bathe your dog 48 hours prior to application.)
6. Separate treated dog from other (dogs and cats) (pets) for 24 hours after treatment has been applied.
7. In case of severe pest infestations, you are able to retreat your dog earlier than (4) four weeks. If infestation is severe at the initiation of treatment, once a week treatment is permitted, not to exceed 4 weeks. After pest control has been successful, please return to a monthly retreatment schedule.
8. Do not bathe dog for 48 hours after product application.

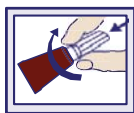
**{BACK PANEL}** - continued

**[OPTION 5]**

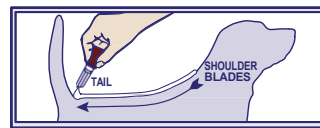
{Visuals depicting how to open applicator tube and application to animal. The numbers underneath the graphics correspond to the numbers in the How to Apply section below.}



3.



4.



5.

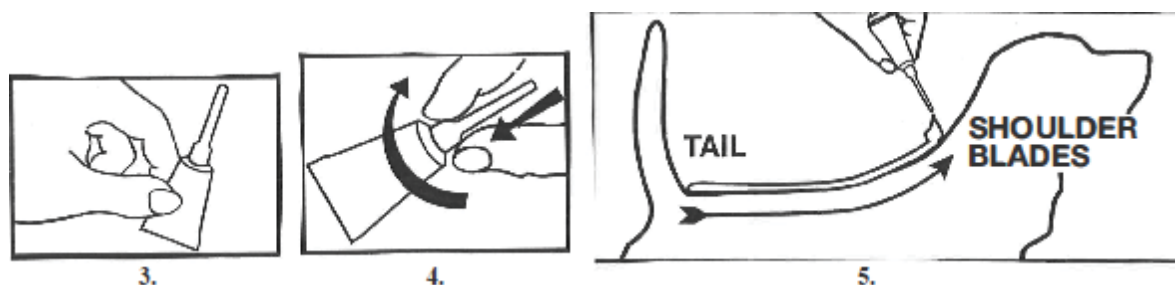
**[HOW TO APPLY]**

1. Dog should be dry prior to application and remain dry for 24 hours after application.
2. Remove one applicator tube from the package.
3. Hold applicator tube in an upright position **facing away from you and your pet's face and eyes.**
4. Twist dispensing tip clockwise about ½ turn while pushing down to break the tube's seal. Do not remove the dispensing tip.
5. The dog should be standing for easy application. 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 tale.
6. Repeat every month. Do not bathe your dog 48 hours prior to application.
7. Separate treated dog from other pets for 24 hours after treatment has been applied.
8. In case of severe pest infestations, you are able to retreat your dog earlier than (4) four weeks. If infestation is severe at the initiation of treatment, once a week treatment is permitted, not to exceed 4 weeks. After pest control has been successful, please return to a monthly retreatment schedule.
9. Do not bathe dog for 48 hours after product application.

**{BACK PANEL}** – *continued*

**[OPTION 6]**

{Visuals depicting how to open applicator tube and application to animal. The numbers underneath the graphics correspond to the numbers in the How to Apply section below.}



**[HOW TO APPLY]**

1. Dog should be dry prior to application and remain dry for 24 hours after application.
2. Remove one applicator tube from the package.
3. Hold applicator tube in an upright position **facing away from you and your pet's face and eyes**.
4. Twist dispensing tip clockwise about  $\frac{1}{2}$  turn while pushing down to break the tube's seal. Do not remove the dispensing tip.
5. The dog should be standing for easy application. Part the hair at the base of the tail so skin is visible. Place the tip of the tube on the skin, and begin applying the (product)(product name) in a continuous line from the base of tail along the center of the back moving forward to the shoulder blades, until tube is empty.
6. Repeat every month. (Do not bathe your dog 48 hours prior to application.)
7. Separate treated dog from other (dogs and cats) (pets) for 24 hours after treatment has been applied.
8. In case of severe pest infestations, you are able to retreat your dog earlier than (4) four weeks. If infestation is severe at the initiation of treatment, once a week treatment is permitted, not to exceed 4 weeks. After pest control has been successful, please return to a monthly retreatment schedule.
9. Do not bathe dog for 48 hours after product application.

**STORAGE AND DISPOSAL**

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

**PESTICIDE STORAGE:** Store in a cool, dry place inaccessible to children and pets.

**PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Non-refillable container. **If empty:** Do not reuse or refill this container. Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency or 1-800-275-1414 for disposal instructions. Never place unused product down any indoor or outdoor drain.

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**{BACK PANEL}** - *continued*

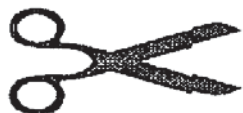
For more information call our (flea) experts at 1-800-275-1414 (weekdays, 9 am – 5 pm E.S.T.)

EPA Reg. No. 2596-180  
EPA Est. No. 2596-OH-1

Hartz<sup>®</sup> 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.)

**{INSTRUCTIONS FOR BLISTER PACK}**

HOW TO OPEN



{OPTION 1:}

1. Being careful not to cut close to the blister cavities, take scissors and cut along dotted line.
2. Peel off the [foil] [paper] from the individual blister cavity, and take out the tube.
3. Follow application instructions.
4. Repeat steps 1 and 2 for each tube.

{OPTION 2:}

1. Separate [foil] [paper] from corner of blister package.
2. Peel back [foil] [paper] and take out the tube.

**INDIVIDUAL TUBE TEXT**

*{Product Name}*

*{The appropriate size and fill volume will be correctly used on each applicable dog's weight category.}*

Only for Use on Dogs and Puppies 7 Weeks or Older Weighing *{insert text with weight and fill volume from a line immediately below}*

3 to 10 lbs. - 0.014 fl. oz. (0.4 ml)  
11 to 20 lbs. - 0.034 fl. oz. (1.0 ml)  
21 to 55 lbs. - 0.084 fl. oz. (2.5 ml)  
Over 55 lbs. - 0.135 fl. oz. (4.0 ml)

9.10% Imidacloprid  
0.46% Pyriproxyfen

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**INDIVIDUAL TUBE TEXT** - *continued*

KEEP OUT OF REACH OF CHILDREN

CAUTION

Read the Entire Label before Use

EPA Reg. No. 2596-180

EPA Est. No. 2596-OH-1

(Lot No. is heat stamped in tube crimp- required number)

**OPTIONAL/ALTERNATE LABEL MARKETING CLAIMS**

For use on dogs and puppies 7 weeks of age and older weighing [3 to 10 lbs; 11 to 20 lbs; 21 to 55 lbs; over 55 lbs]

(Product Name) contains Imidacloprid and (an/the) insect growth regulator *or* IGR *or* Pyriproxyfen  
A single topical application remains effective for [4 weeks] [1 month]

Convenient, easy-to-apply topical solution

Convenient, easy-to-apply [and fragrance free] [monthly] [topical solution]

Once a month topical flea treatment for dogs 7 weeks of age or older weighing [3 to 10 lbs; 11 to 20 lbs; 21 to 55 lbs; over 55 lbs]

(Product Name) is for the prevention and treatment of fleas on dogs 7 weeks of age and older weighing [3 to 10 lbs; 11 to 20 lbs; 21 to 55 lbs; over 55 lbs]

For the treatment and prevention of flea (and lice) infestations on dogs and puppies

One treatment prevents re-infestations for [4 weeks] [1 month] [30 days] on dogs and puppies

Kills larval stage of fleas

Kills existing flea infestations by killing adult fleas on dogs (and puppies)

Prevents (Stops) flea eggs from hatching (or developing) (into biting adults)

Effectively breaks the flea life cycle

Effectively targets multiple life stages of fleas on dogs (and puppies)

(Kills) (Controls) multiple flea life stages on dogs and puppies

3-way protection against fleas [(kills) or (controls)] adults, larvae, and eggs

(Prevents) (Stops) flea eggs (and flea larvae) from developing into (biting) (adult) fleas Treatment with (Product Name) kills fleas which may cause flea allergic dermatitis (FAD) (or flea bite hypersensitivity)



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**OPTIONAL/ALTERNATE LABEL MARKETING CLAIMS** - *continued*

Flea adulticide, larvicide, and ovicide

Kills flea eggs

(Controls)(and)(Provides) protection against fleas on dogs and puppies

Controls existing fleas and flea eggs on dogs and puppies

Starts working through contact

Use flea prevention (protection) year-round

Year-Round Prevention when used on a monthly basis

Contains an insect growth regulator (IGR) to kill flea eggs for (30 days)(1 month)(4 weeks)

Monthly use of (Product Name) kills fleas which may cause ([flea allergy dermatitis] [flea bite hypersensitivity])

Multi-stage flea control for dogs and puppies

Kills fleas which may serve as intermediate hosts for tapeworms

Kills [(biting) (chewing)] lice

For treatment and prevention of (biting) (chewing) lice infestations on dogs (on dogs and puppies)

For the Prevention and Treatment of Flea and Lice Infestations on Dogs and Puppies

Kills existing (biting) (chewing) lice infestations on dogs

Dual protection against fleas and lice

Treats, prevents and controls (biting) (chewing) lice (infestations) on dogs

Provides effective control of (biting) (chewing) lice (infestations) on dogs

Kills (biting)(chewing) lice and prevents re-infestations for (30 days) (1 month) (4 weeks)

For treatment and prevention of infestations with (biting) (chewing) lice on dogs

Remains effective after (bathing and/or swimming)(bathing)(swimming)

Remains effective following (swimming and/or shampooing)(swimming)(shampooing)

Waterproof

Remains effective after exposure to rain

Prevents re-infestations for (30 days) (1 month) (4 weeks) after application

Prevents multiple flea stages (eggs, larvae) from developing on dogs and puppies

Kills fleas, flea eggs, larvae for (30 days) (1 month) (4 weeks)

Stays on and doesn't rub off for (30 days) (1 month) (4 weeks)

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

Prevents (infestation) (and) (re-infestation) for (30 days) (1 month) (4 weeks)

Prevents and controls re-infestation (re-infestations) for (30 days) (1 month) (4 weeks)

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**OPTIONAL/ALTERNATE LABEL MARKETING CLAIMS** - *continued*

Long lasting - (1 month) (30 days) (4 weeks)

Effective and convenient topical treatment

(With) patented applicator

Remains effective after bathing

Remains effective after exposure to water

Easy spot on topical applicator

Remains effective even after bathing and water immersion

(Product Name) remains effective even after bathing and water immersion

Contains Imidacloprid and Pyriproxyfen, the active ingredients used in Bayer Advantage<sup>®</sup> II

Contains Imidacloprid and Pyriproxyfen, the active ingredients used in Advantage<sup>®</sup> II

Contains the (same) active ingredients used in (Bayer Advantage<sup>®</sup> II) *or* (Advantage<sup>®</sup> II)

Contains Imidacloprid and Pyriproxyfen, the active ingredients used in (Bayer Advantage<sup>®</sup> II)  
*or* (Advantage<sup>®</sup> II)

Only for dogs and puppies 7 weeks of age or older weighing [3 to 10 lbs.; 11 to 20 lbs.; 21 to 55 lbs.;  
Over 55 lbs.]

Formulated for dogs and puppies 7 weeks of age or older weighing [3 to 10 lbs.; 11 to 20 lbs.; 21 to  
55 lbs.; Over 55 lbs.]

Kills fleas on dogs within (12) hours of application

Kills fleas on dogs within (12) hours and continues to prevent infestations for (four weeks) (1 month)  
(30 days)

1<sup>st</sup> dose, 2<sup>nd</sup> dose, 3<sup>rd</sup> dose, 4<sup>th</sup> dose, 5<sup>th</sup> dose, 6<sup>th</sup> dose, 7<sup>th</sup> dose 8<sup>th</sup> dose

First month, second month, third month, fourth month, fifth month, sixth month, seventh month,  
eighth month

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

Value Pack {Optional Value Packs may be one of the following configurations:

1. 2 Packages, each Package containing 2, 4, 6, 7, or 8 tubes. Packaged side by side, with no part of back or front labels to be covered or unreadable.
2. 2 Packages, each Package containing 2, 4, 6, 7, or 8 tubes. Packages are wrapped together, with all mandatory front panel and back panel labeling to be clearly displayed.

Total Net Contents shown on Value Pack #2 is based on weight of dog or puppy and number of tubes in package. See Net Contents statements in front section of Master Label for all Value Pack #2 tube configurations.}

(1) or (2) or (3) or (4) or (6) or (7) or (8) month supply

(1) or (2) or (3) or (4) or (6) or (7) or (8) monthly treatment(s)

Apply monthly (every 30 days)

Convenient (easy to use) applicator

(1) or (2) or (3) or (4) or (6) or (7) or (8) Pro-cision Flo® Applicator(s) (included)

(1) or (2) or (3) or (4) or (6) or (7) or (8) Pro-glide® Applicator(s) (included)

Pro-cision Flo® Applicator

Pro-Glide® Applicator

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

Direct to your dog's skin

Easy (Simple) to use (to handle) (to apply)

Made in the U.S.A

Convenient to use

Easy to hold applicator, (with no drip and no splash)

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

You may bathe your dog 4 days 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 \_\_\_\_\_  
Fourth Dose \_\_\_\_\_  
Fifth Dose \_\_\_\_\_  
Sixth Dose \_\_\_\_\_  
Seventh Dose \_\_\_\_\_  
Eighth Dose \_\_\_\_\_

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

*continued*

**Reminder Stickers**

The first time you treat your dog, place the first month sticker on your calendar.

The first time you treat your dog, peel off a sticker and place it on your calendar that day.

The first time you treat your dog, apply (Brand name) monthly, every 30 days.

Use these calendar stickers to remind you when your dog is due for the next application.

Apply (first month) (Brand name)

Apply (second month) (Brand name)

Apply (third month) (Brand name) (Repurchase)

Apply (fourth month) (Brand name) (Repurchase)

Apply (fifth month) (Brand name)

Apply (sixth month) (Brand name) (Repurchase)

Apply (seventh month) (Brand name) (Repurchase)

Apply (eighth month) (Brand name) (Repurchase)

For information call our experts at 1-800-275-1414

Manufactured for: [Company name and address]

[Product Name] is not manufactured by or distributed by Bayer.

Bayer Advantage<sup>®</sup> is a registered trademark of Bayer

Advantage<sup>®</sup> II is a registered trademark of Bayer Healthcare LLC.

From the brand with over 90 years [of] experience caring for pets

From the brand with over 90 years [of] experience devoted to pets

From the brand with over 90 years [of] experience dedicated to pets

From the brand with over 90 years of commitment to pets

Hartz, the brand with over 90 years [of] experience [caring for pets] *or* [devoted to pets] *or* [dedicated to pets]

Caring for Pets [for] over 90 years

Serving Pets [for] over 90 years

Helping Pets [for] over 90 years

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**OPTIONAL MARKETING ICONS**



Adult Fleas



Flea Eggs



Flea Larvae



Chewing Lice