



U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg.
Number:

2596-181

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 #146

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.

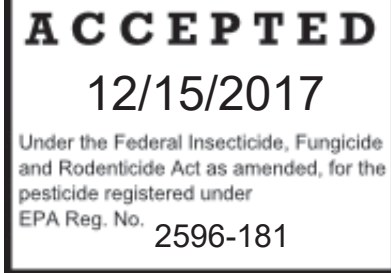
Please note that the record for this product currently contains the following CSFs:

- 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.

Enclosure

Hartz[®] Reference #146
EPA Reg. No.: 2596-181
MASTER LABEL-



12-14-17

{FRONT PANEL}

Hartz[®] Reference # 146

{Note: The font size of the words “Cats” and/or “Kittens” will be at least 75% of the height of the largest letter in the primary brand name to be used.}

Alternate Brand Names

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

{FRONT PANEL – continued}

Hartz ImidaGuard II PRO for Cats [*& or Kittens*]
Hartz ImidaGuard for Cats [*& or Kittens*]
Hartz ImidaGuard MAX for Cats [*& or Kittens*]
Hartz ImidaGuard PLUS for Cats [*& or Kittens*]
Hartz ImidaGuard PRO for Cats [*& or Kittens*]
Hartz ProCare for Cats [*& or Kittens*]
Hartz FirstCare for Cats [*& or Kittens*]

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

| |
|---|
| For use ONLY on Cats 8 weeks and Older and Weighing 2 to 5 lbs. |
|---|

*or Weighing 5 to 9 lbs.
or Weighing Over 9 lbs.*

ACTIVE INGREDIENTS:

Imidacloprid9.10%
Pyriproxyfen0.46%
Other Ingredients. 90.44%
Total100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION: See back panel for First Aid, Precautionary Statements, and Directions for Use.

NET CONTENTS:

{Large clear picture of a cat in appropriate weight range on front panel to be included}

| For use ONLY on Cats 8 weeks and Older and Weighing: | Net Contents |
|--|--|
| 2 to 5 lbs. | Contains 1 tube, each 0.0078 fl. oz. (0.23 ml) |
| 5 to 9 lbs. | Contains 1 tube, each 0.014 fl. oz. (0.4 ml) |
| over 9 lbs. | Contains 1 tube, each 0.027 fl. oz. (0.8 ml) |

{FRONT PANEL – continued}

{2 pack}

| For use ONLY on Cats 8 weeks and Older and Weighing: | Net Contents |
|--|--|
| 2 to 5 lbs. | 0.0156 fl. oz. (0.46 ml), Contains 2 tubes, each 0.0078 fl. oz. (0.23 ml) |
| 5 to 9 lbs. | 0.028 fl. oz. (0.8 ml) Contains 2 tubes, each 0.014 fl. oz. (0.4 ml) |
| over 9 lbs. | 0.054 fl. oz. (1.6 ml) Contains 2 tubes, each 0.027 fl. oz. (0.8 ml) |

{3 pack}

| For use ONLY on Cats 8 weeks and Older and Weighing: | Net Contents |
|--|--|
| 2 to 5 lbs. | 0.0234 fl. oz. (0.69 ml), Contains 3 tubes, each 0.0078 fl. oz. (0.23 ml) |
| 5 to 9 lbs. | 0.042 fl. oz. (1.2 ml) Contains 3 tubes, each 0.014 fl. oz. (0.4 ml) |
| over 9 lbs. | 0.081 fl. oz. (2.4 ml) Contains 3 tubes, each 0.027 fl. oz. (0.8 ml) |

{4 pack}

| For use ONLY on Cats 8 weeks and Older and Weighing: | Net Contents |
|--|---|
| 2 to 5 lbs. | 0.031 fl. oz. (0.92 ml), Contains 4 tubes, each 0.0078 fl. oz. (0.23 ml) |
| 5 to 9 lbs. | 0.056 fl. oz. (1.6 ml), Contains 4 tubes, each 0.014 fl. oz. (0.4 ml) |
| over 9 lbs. | 0.108 fl. oz. (3.2 ml), Contains 4 tubes, each 0.027 fl. oz. (0.8 ml) |

{6 pack}

| For use ONLY on Cats 8 weeks and Older and Weighing: | Net Contents |
|--|---|
| 2 to 5 lbs. | 0.046 fl. oz. (1.38 ml), Contains 6 tubes, each 0.0078 fl. oz. (0.23 ml) |
| 5 to 9 lbs. | 0.084 fl. oz. (2.4 ml), Contains 6 tubes, each 0.014 fl. oz. (0.4 ml) |
| over 9 lbs. | 0.162 fl. oz. (4.8 ml), Contains 6 tubes, each 0.027 fl. oz. (0.8 ml) |

{FRONT PANEL – continued}

{8 pack}

| For use ONLY on Cats 8 weeks and Older and Weighing: | Net Contents |
|--|---|
| 2 to 5 lbs. | 0.0624 fl. oz. (1.84 ml) Contains 8 tubes, each 0.0078 fl. oz. (0.23 ml) |
| 5 to 9 lbs. | 0.112 fl. oz. (3.2 ml) Contains 8 tubes, each 0.014 fl. oz. (0.4 ml) |
| over 9 lbs. | 0.216 fl. oz. (6.4 ml), Contains 8 tubes, each 0.027 fl. oz. (0.8 ml) |

{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. You may also contact 1-800-275-1414 for emergency medical treatment information.

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.

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

HAZARDS TO DOMESTIC ANIMALS

For external use only. Do not apply to cats or kittens under 8 weeks of age or weighing less than [2 lbs.; 5 lbs.; 9 lbs.] Consult your veterinarian before using this product on medicated, debilitated, aged, pregnant or nursing cats. Individual sensitivities may occur after using ANY pesticide product for cats. If signs persist, or become more severe, consult a veterinarian immediately. If your cat is on medication, consult your veterinarian before using this or any other product.

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 CATS OR KITTENS 8 WEEKS AND OLDER WEIGHING [2 to 5 lbs.; 5 to 9 lbs.; Over 9 lbs.]

DO NOT USE ON OTHER ANIMALS

DO NOT EXCEED LABELED DOSAGE AMOUNT FOR CATS

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

DO NOT USE ON CATS WEIGHING LESS THAN 2 LBS. *{This line only required on product labeled for use on cats weighing 2 to 5 lbs.}*

DO NOT APPLY MORE THAN ONE TUBE PER TREATMENT FOR ONE CAT, REGARDLESS OF THE CAT'S WEIGHT.

DO NOT ALLOW CHILDREN TO APPLY PRODUCT.

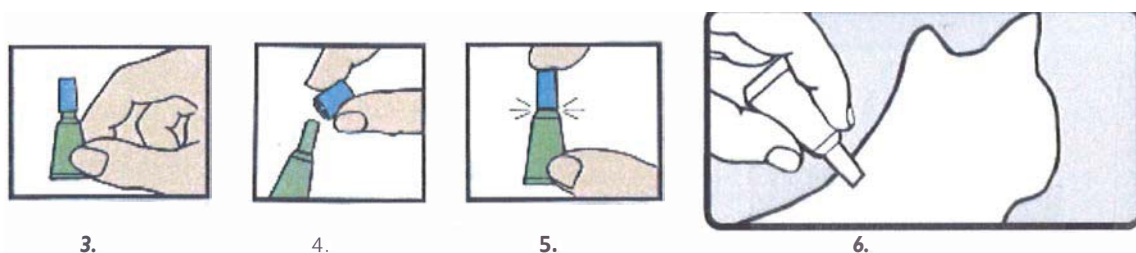
Side Effects (Cats): Monitor your cat after application. Side effects may include signs of skin irritation such as redness, scratching, or other signs of discomfort. Gastrointestinal signs such as hyper salivation, vomiting or diarrhea have also been reported. If these or other side effects (such as lethargy) occur, consult your veterinarian or call, 1-800-275-1414.

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

DIRECTIONS FOR USE {*continued*}

[APPLICATION INSTRUCTIONS:]

{**Option 1:** *Visuals Depicting How to Open Applicator Tube and Application to All Cats, when using Applicator Tube pictured below (short cap). The numbers underneath the graphics correspond to the numbers in the How to Apply section below.*}



{*Option 1*}

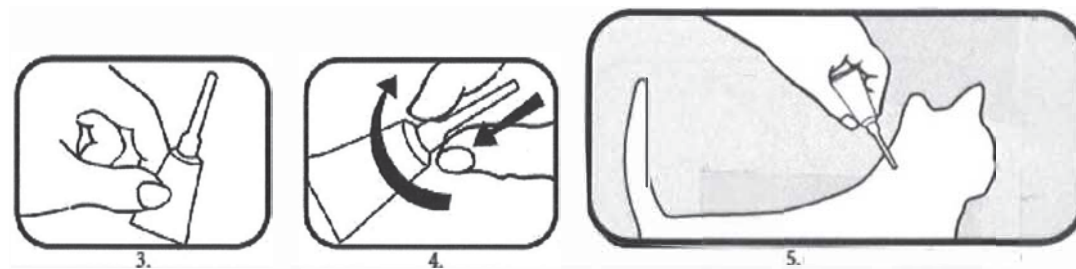
HOW TO APPLY

1. Cat 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. Simply press cap down to break the seal of tube, then remove cap from tube.
6. Part the hair on the neck at the base of the skull until the skin is visible. Place the tip of the tube on the skin and squeeze the tube to expel the entire contents directly on the skin. ***Do not get this product in your pet's eyes, or allow your pet to ingest this product. The product is bitter tasting and salivation may occur for a short time if the pet licks the product immediately after treatment.*** Treatment at the base of the skull will minimize the opportunity for the cat to lick the product. Do not allow the product to run off.
7. Discard empty tube as described in the Storage and Disposal section.
8. In case of severe pest infestation, you are able to retreat your cat earlier than 4 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 cat for 48 hours after product application.

{BACK PANEL - *continued*}

[APPLICATION INSTRUCTIONS:] {*continued*}

- {*Option 2: Visuals Depicting How to Open Applicator Tube and Application to All Cats, when using Applicator Tube pictured below (long, thin dispensing tip). The numbers underneath the graphics correspond to the numbers in the How to Apply section below.*}



{*Option 2*}

HOW TO APPLY

1. Cat 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. Part the hair on the neck at the base of the skull until the skin is visible. Place the tip of the tube on the skin and squeeze the tube to expel the entire contents directly on the skin. ***Do not get this product in your pet's eyes, or allow your pet to ingest this product. The product is bitter tasting and salivation may occur for a short time if the pet licks the product immediately after treatment.*** Treatment at the base of the skull will minimize the opportunity for the cat to lick the product. Do not allow the product to run off.
6. Discard empty tube as described in the Storage and Disposal section.
7. In case of severe pest infestation, you are able to retreat your cat earlier than 4 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 cat for 48 hours after product application.

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

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.

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

EPA Reg. No. 2596-181
EPA Est. No. 2596-OH-1

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.)

{INSTRUCTIONS FOR BLISTER PACK}

*{The following text appears on the Blister Pack, **Option 1**}*

{Insert Product Name}

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

ONLY FOR USE ON CATS AND KITTENS 8 WEEKS OR OLDER WEIGHING 2 to 5 lbs. -
0.0078 fl. oz. (0.23 ml)
or 5 to 9 lbs. - 0.014 fl. oz. (0.4 ml)
or 9 lbs. and Over - 0.027 fl. oz. (0.8 ml)

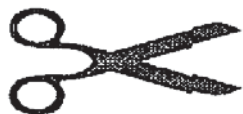
9.10% Imidacloprid
0.46% Pyriproxyfen

KEEP OUT OF REACH OF CHILDREN
CAUTION
Read The Entire Label Before Use

EPA Reg. No. 2596-181
EPA Est. No. 2596-OH-1

{Option 1}

HOW TO OPEN



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.

{INSTRUCTIONS FOR BLISTER PACK - continued}

*{The following text appears on the Blister Pack, **Option 2**}*

{Insert Product Name}

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

ONLY FOR USE ON CATS AND KITTENS 8 WEEKS OR OLDER WEIGHING 2 to 5 lbs. -
0.0078 fl. oz. (0.23 ml)
or 5 to 9 lbs. - 0.014 fl. oz. (0.4 ml)
or 9 lbs. and Over - 0.027 fl. oz. (0.8 ml)

9.10% Imidacloprid
0.46% Pyriproxyfen

KEEP OUT OF REACH OF CHILDREN

CAUTION

Read The Entire Label Before Use

EPA Reg. No. 2596-181
EPA Est. No. 2596-OH-1

{Option 2}

HOW TO OPEN

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

{INDIVIDUAL TUBE TEXT}

{Insert Product Name}

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

ONLY FOR USE ON CATS AND KITTENS 8 WEEKS OR OLDER WEIGHING 2 to 5 lbs. -
0.0078 fl. oz. (0.23 ml)
or 5 to 9 lbs. - 0.014 fl. oz. (0.4 ml)
or 9 lbs. and Over - 0.027 fl. oz. (0.8 ml)

9.10% Imidacloprid
0.46% Pyriproxyfen

KEEP OUT OF REACH OF CHILDREN
CAUTION
Read The Entire Label Before Use

EPA Reg. No. 2596-181
EPA Est. No. 2596-OH-1

{Lot number is heat stamped in tube crimp – required on each tube crimp. Lot number also appears on bottom flap of outer package.}

{OPTIONAL/ALTERNATE LABEL MARKETING CLAIMS}

- For use on cats and kittens 8 weeks of age and older weighing [2 to 5 lbs; 5 to 9 lbs; over 9 lbs]
- {Insert Product Name} contains Imidacloprid, [and an/the] [insect growth regulator] [IGR] [Pyriproxyfen]
- A single topical application remains effective for up to [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 prevention and treatment for cats 8 weeks of age or older weighing [2 to 5 lbs; 5 to 9 lbs; over 9 lbs]
- {Insert Product Name} is for the prevention and treatment of fleas on cats 8 weeks of age and older weighing [2 to 5 lbs; 5 to 9 lbs; over 9 lbs] for [4 weeks] [1 month] [30 days]
- For the prevention and treatment of flea infestations on cats for [4 weeks] [1 month] [30 days]
- One treatment prevents reinfestation on cats for up to [4 weeks] [1 month] [30 days]

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

- Kills fleas and continues to prevent reinfestation on cats for up to [four weeks] [a month] [30 days]
- Stops existing flea infestations on cats for [4 weeks] [1 month] [30 days] by killing adult fleas.
- Effectively breaks the flea life cycle on cats for [4 weeks] [1 month] [30 days]
- [Kills] [Controls] multiple life stages of fleas on cats for [4 weeks] [1 month] [30 days]
- Comprehensive flea prevention and treatment on cats for [4 weeks] [1 month] [30 days]
- 2-way protection against fleas [kills and controls adult fleas and eggs] on cats for [4 weeks] [1 month] [30 days]
- Treatment of cats with [Product Name] kills fleas for [4 weeks] [1 month] [30 days] that may cause flea allergy dermatitis [FAD] [or flea bite hypersensitivity]
- Flea adulticide and ovicide
- Kills flea eggs on cats for [4 weeks] [1 month] [30 days]
- {Insert Product Name} may be used year-round for flea [prevention] [protection] on cats
- Prevents [establishment of] reinfestation on cats
- Controls flea problems on cats for [4 weeks] [1 month] [30 days]
- Provides protection against fleas on cats for [4 weeks] [1 month] [30 days]
- Contains an insect growth regulator (IGR) to kill flea eggs on cats for [4 weeks] [1 month] [30 days]
- Monthly use of [Product Name] on cats kills fleas for [4 weeks] [1 month] [30 days] that may cause [flea allergy dermatitis] [flea bite hypersensitivity]
- Controls existing flea infestations on your cat and prevents reinfestation for [4 weeks] [1 month] [30 days]
- Prevents fleas on treated cats from reinfesting for [4 weeks] [1 month] [30 days]
- Fragrance-free
- Kills fleas (and flea eggs) on cats [for] [4 weeks] *or* [1 month] *or* [30 days]
- Stays on cat and doesn't rub off for 1 month
- Kills fleas on cats for 30 days [1 month] [4 weeks]
- Prevents reinfestation on cats for [4 weeks] [1 month] [30 days]
- Effective and convenient topical treatment
- [With] patented applicator
- Easy spot on topical applicator
- Remains effective on cats for [4 weeks] [1 month] [30 days] even after bathing or water immersion.
- {Insert Product Name} remains effective on cats for [4 weeks] [1 month] [30 days] even after bathing or water immersion.

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

- Contains Imidacloprid and Pyriproxyfen, the active ingredients used in [Bayer Advantage® II] [Advantage® II]
- Contains the [same] active ingredients used in [Bayer Advantage® II] [Advantage® II]
- Contains Imidacloprid and Pyriproxyfen, the active ingredients used in [Bayer Advantage® II] [Advantage® II]
- Only for cats and kittens 8 weeks of age or older weighing [2 to 5 lbs; 5 to 9 lbs; over 9 lbs]
- For cats and kittens 8 weeks of age or older weighing [2 to 5 lbs; 5 to 9 lbs; over 9 lbs]

{NON-PESTICIDE RELATED CLAIMS AND OTHER OPTIONAL MARKETING CLAIMS}

- 1st dose, 2nd dose, 3rd dose, 4th dose, 5th dose, 6th dose, 7th dose, 8th dose
- First month, second month, third month, fourth month, fifth month, sixth month, seventh month
- Value pack
- [1] [2] [3] [4] [6] [8] month supply
- [2] [3] [4] [6] [8] monthly treatment[s]
- Apply monthly [every 30 days]
- Convenient [easy to use] applicator
- [2] [3] [4] [6] [8] Pro-cision Flo® Applicator[s] [included]
- [2] [3] [4] [6] [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 cat's skin
- Easy [simple] to use [handle] [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

{NON-PESTICIDE RELATED CLAIMS AND OTHER MARKETING CLAIMS – *continued*}

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 cat or kitten and number of tubes in package. See Net Contents statements in front section of Master Label for all Value Pack #2 tube configurations.

- 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 _____

- Reminder Stickers
- The first time you treat your cat, [place the first month sticker on your calendar.] [peel off a sticker and place it on your calendar that day.] Apply (Brand name) monthly, every 30 days. Use these calendar stickers to remind you when your cat 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)
Apply (ninth month) (Brand name) (Repurchase)

- For information call our experts at 1-800-275-1414
- Manufactured for: [Company name and address]

{NON-PESTICIDE RELATED CLAIMS AND OTHER MARKETING CLAIMS – *continued*}

- [Product Name] is not manufactured by or distributed by Bayer.
- Advantage® II is a registered trademark of Bayer Healthcare LLC
- From the company with over 90 years [of] experience caring for pets
- From the company with over 90 years [of] experience devoted to pets
- From the company with over 90 years [of] experience dedicated to pets
- From the company 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

{OPTIONAL MARKETING ICONS}



Adult Fleas



Flea Eggs



Flea Larvae

