



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

February 28, 2025

Noelle Sanfilippo
Regulatory Affairs Specialist
Wellmark International
1501 East Woodfield Road, 200W
Schaumburg, Illinois 60173

Subject: Label Amendment - Registration Review Mitigation for Etofenprox
Product Name: RF2175 CCSO-K FOR CATS
EPA Registration Number: 2724-814
Application Date: May 7, 2024
Decision Number: 595798

Dear Noelle Sanfilippo:

The Agency, in accordance with the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, has completed reviewing all the information submitted with your application to support the Registration Review of the above referenced product in connection with the Etofenprox Interim Decision, and has concluded that your submission is acceptable. The label referred to above, submitted in connection with registration under FIFRA, as amended, is acceptable.

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

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling and must be used at your next label printing. You must submit one copy of the final printed labeling before you release the product for

shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 12 months from the date of this letter. After 12 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

If you have any questions about this letter, please contact DeMariah Koger by phone at (202)-566-2288 or via email at koger.demariah@epa.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Linda Arrington', with a stylized flourish at the end.

Linda Arrington, Branch Chief
Risk Management and Implementation Branch 4
Pesticide Re-Evaluation Division
Office of Pesticide Programs

ENCLOSURE: Stamped label

Text within braces { } denotes notes to reviewer.
Text within brackets [] denotes optional language.
Text within parentheses () is meant to be included on the label
Text within carets < > is not optional, but is replaceable

ETO FENPROX	GROUP	3A	INSECTICIDE
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RF2175 CCSO-K for Cats

Alternate brand name: Kirkland Signature Flea & Tick Control for Cats

{Include "Cat" in product name and Text for "Cat" in the product name must be at least 75% of the size of the largest letter in the Brand Name}

{ A large, clear picture of a cat in the weight range for the product as packaged will appear on the front panel of the label. }

Front Panel - For Use Only on Cats and Kittens 12 weeks of age or older and weighing [5 lbs. and over] [over 2.5 lbs and under 5 lbs] Do not apply to kittens weighing less than [2.5 lbs.][5 lbs.]

[Flea & Deer Tick] [Treatment] [and] [Control]
{FRONT PANEL}

ACTIVE INGREDIENTS:

(S)-Methoprene.....	3.6%
Etofenprox	40.0%
OTHER INGREDIENTS.....	56.4%
Total	100.0%

KEEP OUT OF REACH OF CHILDREN

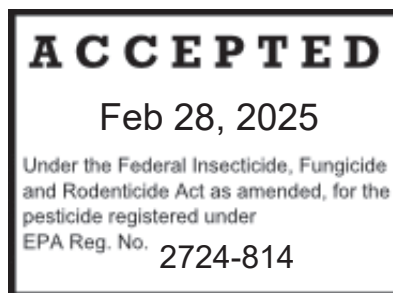
See back panel for First Aid and additional Precautionary Statements

EPA Reg. No. 2724-814 EPA
Est. No.

Net Contents: (1, 3 or 4) : 0.034 fl oz (1.0 mL) [Applicator] [tube] (Cats/Kittens over 2.5 lbs and under 5 lbs) and 12 weeks of age or older/

0.061 fl oz (1.8 mL) [Applicator] [tube] (Cats/Kittens 5 lbs and over) and 12 weeks of age or older.

Lot Number:



{Back Panel}

READ ENTIRE LABEL [AND INSERT(S)] BEFORE USE

USE ONLY ON CATS OR KITTENS 12 WEEKS OF AGE AND OLDER AND [OVER 2.5 LBS AND UNDER 5 LBS][5LBS AND OVER]. DO NOT APPLY TO CATS WEIGHING LESS THAN [5 LBS][2.5 LBS].

[formulated for cats [& kittens]][For use on cats only][Do not use on other animals]

INTRODUCTION:

<RF2175 CCSO-K for Cats> Flea & Tick Control for Cats is a topically applied product specifically formulated for cats to prevent and control flea infestations. This product contains Etofenprox, which kills biting adult fleas, deer ticks and mosquitoes your cat may acquire from its surroundings. This product provides relief from flea infestations for up to 1 month by killing adult fleas on your cat or kitten.

[<RF2175 CCSO-K for Cats> is a topically applied product specifically formulated for cats and kittens with [containing] [it also contains] an insect growth regulator (IGR)[S-Methoprene][*InfestStop] [to prevent and control flea infestations][to kill fleas before they hatch][which prevents flea eggs from maturing into biting adults] on your cat. It [This product] also contains the flea, deer tick, and mosquito killing agent [Etofenprox][Brand Name], which kills biting adult fleas, deer ticks, and mosquitoes your cat may acquire from its surroundings. A single application of <RF2175 CCSO-K for Cats> will provide egg hatch inhibition for up to 30 days [1 month][4 weeks]. Each package contains enough product for [1][3][4] monthly applications ([30][90][120]days of protection [control]). < RF2175 CCSO-K for Cats> provides relief from flea infestations for up to [1 month] [4 weeks][30 days] by killing adult fleas on your cat or kitten and flea eggs. Adult fleas can live on your cat/kitten while producing vast numbers of eggs, which drop off your cat/kitten and develop in the surrounding environment. < RF2175 CCSO-K for Cats> [is designed to] kill(s) adult fleas and flea eggs, breaking the flea life cycle and providing your cat relief from flea bites at the same time.]

[After application, your cat's skin oils [disperse] carry <RF2175 CCSO-K for Cats> over your cat's body for protection against biting adult fleas and the development of flea eggs. [(product) may stain leather and suede fabrics for (24)(24 to 48) hours after application.] Once adult fleas are evident on your cat, there is likely an infestation of flea eggs and flea larvae in your home. To completely kill the existing flea population, you may need to treat your home and your cat/kitten's bedding (home sprays, foggers), as well as your yard (yard spray/outdoor fogger) with traditional flea products approved for use on cats/kittens, around the home, or in your yard. < RF2175 CCSO-K for Cats> can be used in conjunction with other [Brand] premise products. As with all flea products, [they are] <RF2175 CCSO-K for Cats> is most effective when used as part of a total program aimed at reducing all stages of fleas in the cat's environment. [BRAND Adams, Adams Plus] products [They] are designed to complement each other in an integrated program for flea, deer tick, and mosquito management. To assure proper treatment, we recommend use of [Brand – Adams, Adams Plus] products as directed to treat all pets in the household, as well as the indoor and outdoor home environments.]

DIRECTIONS FOR USE: It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

This product works by application directly to the cat's skin, not to the hair. When applying, manually push aside cat's hair to allow direct application to the skin.

USE RESTRICTIONS:

For indoor use only. Application of product on pets must only be done indoors. Do not use on kittens less than 12 weeks old and less than [2.5 lbs] [5 lbs]. Do not use more than one [applicator][tube] per cat regardless of the cat's weight and do not apply more than once every month. Do not get this product in your cat's eyes or mouth. Do not allow your cat to ingest this product. In multiple cat households, do not allow the cats to groom each other until the product has dried. Do not allow children to apply this product. Do not spread this product by hand over the cat. Do not bathe the cat within the first 24 hours after Spot On [squeeze on] has been applied.

USE ONLY ON CATS AND KITTENS 12 WEEKS OF AGE AND OLDER AND over 2.5

lbs and under 5 lbs/ 5 lbs. and over

[1 mL [0.034 fl oz] dose for use on cats and kittens over 2.5 lbs and under 5 lbs. and 12 weeks of age or older.

1.8 mL [0.061 fl oz] dose for use on cats and kittens 5 lbs. and over & 12 weeks of age or older
{Same size applicators with different fill amounts}

[APPLICATION METHOD]

1. [Bend at perforation and tear off 1st month's [applicator][tube].]
2. Hold [applicator][tube] upright [and bend area of plastic at perforation, tear off and discard.] [Hold [applicator][tube] upright] and snap tip back, away from face and body.
3. Prior to application of the product, gently lift the cat's or kitten's hair coat on the back of the neck at the base of the skull, position the tip of the [applicator] [tube] on the cat's exposed skin and squeeze out the [entire] contents of the [applicator] [tube] onto the cat's skin.
4. . Households with more than one cat should prevent cats from grooming each other until solution has dried. [Although the cat's/kitten's skin and hair oils will [over time] distribute the application over the entire cat/kitten, brushing the cat/kitten 12-24 hours after treatment will help to distribute the material over the skin.]
5. Repeat application once monthly. Do not treat more than once per month.
6. Discard empty applicator as described in STORAGE and DISPOSAL

Monthly treatments are required for control and prevention of fleas.

The successive feeding activity of fleas on cats may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of cats/kittens with this product kills fleas that may cause this condition. a

Adding a Dose Reminder section to appear as follows on the back panel: First

Monthly Application: Month_____Day_____Year_____
Second Monthly Application: Month_____Day_____Year_____ Third
Monthly Application: Month_____Day_____Year_____

[TREATMENT SCHEDULE

Dosage: 1 [applicator][tube] every [30 days][4 weeks][1 month] per cat

Cat's/Kitten's Name	First Treatment Date	Second Treatment Date ([30 Days][4 weeks][1 month] From 1 st)	Third Treatment Date ([30 Days][4 weeks][1 month] From 2nd)

NOTES:_____

REMINDER: I purchased [Brand Name]_____from_____]

{Treatment table can be expanded based on package size, but will not exceed 6 months.}

STORAGE AND DISPOSAL: Pesticide Storage: Store [applicators][tubes] in a cool, dry (preferably locked) area away from children and animals. **Container Handling: If empty:** Do not reuse empty [applicator] [tube]. Place in trash or offer for recycling if available. **If partly filled:** Do not pour or dispose down the drain or sewer. Call your local solid waste agency for local disposal options

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

HAZARDS TO HUMANS: Wash your hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse. Repeated exposure to etofenprox can cause skin irritation.

HAZARDS TO ANIMALS: For External Use on Cats Only. **Do not use on kittens less than 12 weeks old or on kittens weighing less than [2.5 lbs][5 lbs.].** Consult a veterinarian before using this product on debilitated, aged, pregnant or nursing cats. Certain medications can interact with pesticides. Consult a veterinarian before using on medicated cats. This product is not a substitute for a prescribed heartworm preventative. Sensitivities may occur after using ANY pesticide product for cats. If signs of sensitivity occur, bathe your cat/kitten with mild soap and rinse with large amounts of water. If signs continue, please call 1-800-234-2269 or consult a veterinarian immediately.

Due to the bitter taste of the product, oral exposure could result in salivation. Be careful not to get any product in the cat's mouth during application. For multiple cat households, prevent the cats from grooming each other until the product has dried. If the salivation continues or other clinical signs are noted, please call 1-800-234-2269.

FIRST AID

If in eyes

- Hold eye open and rinse slowly and gently with water for 15 to 20 minutes.
- Remove contact lenses, if present, after first 5 minutes, then continue rinsing
- 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 additional information on this pesticide product (including health concerns, medical emergencies or pesticide incidents), you may call 1-800-234-2269 24 hours/day, 7 days/week.

{This box below will appear in lower right hand corner of back panel}

Side Effects: 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 vomiting or diarrhea have also been reported. If these or other side effects occur, consult your veterinarian or Wellmark at 1-800-234-2269.

WARRANTY AND CONDITIONS OF SALE:

Seller warrants that this product conforms to the chemical specifications expressed on the label. To the extent consistent with applicable law, Seller makes no other warranties, and disclaims all other warranties, express or implied, including but not limited to warranties of merchantability and fitness for the intended purpose. To the extent consistent with applicable law, seller's liability for default, breach, or failure under this label shall be limited to the amount of the purchase price. To the extent consistent with applicable law, Seller shall have no liability for consequential damages.

In case of emergency or for product information, call 1-800-234-2269 [or contact your veterinarian if your cat/kitten is experiencing an adverse event].

To learn more about treating current infestations and preventing future outbreaks, please, visit our website: [www.adamspetcare.com]

[For more information, call our experts at 1-800-234-2269 (weekdays, 9am – 5 pm EST)]

For product use information, call 800-234-2269

Wellmark International
1501 East Woodfield Road 200W
Schaumburg, IL 60173
Made in USA

{TEXT FOR LIQUID [APPLICATOR][TUBE] }

<Product name>

Etofenprox 40%, (S)-Methoprene 3.6%

KEEP OUT OF REACH OF CHILDREN

FOR EXTERNAL USE ONLY

READ DIRECTIONS BEFORE USING

EPA Reg. No. 2724-814

Net Contents [0.034 fl oz (1.0 mL)] [0.061 fl oz (1.8 mL)]

Lot Number

For Use Only on Cats/Kittens 12 weeks of age or older and [5 lbs. and over] [over 2.5 lbs and under 5 lbs]

{OPTIONAL TEXT FOR PACKAGE INSERTS}

{OPTIONAL INSERT 1}

Dear Valued [Channel Customer],

Thank you for your purchase of [Product Name]. We are delighted to share with you some great tips on using the product..

- A. Apply the full product in a single spot on the cat's back between the shoulder blades. Applying the material in a single spot is intended to reduce the potential for oral exposure via self-grooming activity. For complete instructions on application, please read the entire package label.
- B. [Product Name] contains sesame oil as a coat conditioner. The sesame oil helps the product to spread over the cat's fur and acts as a coat conditioner as well. After the product has dried, you may brush through your cat's fur with a cat brush or comb for distribution of the product and coat conditioning sesame oil.
- C. Sensitivities may occur after the use of any topically applied product. A cat's skin is a complex organ, and your cat's skin may be generally sensitive to topical products. If you have questions about best results or if your cat experiences a reaction after application, please call 1-888-987-4110 to talk to a product specialist.
- D. Cats are inclined to self groom, especially after an application of any dermal product. This is a normal activity. For multiple cat households, prevent the cats from grooming each other until the product has dried.
- E. Although self-grooming is a normal activity, it is possible for cats to have oral exposure to [Product Name] as a result of self-grooming. Due to the taste, oral exposure could result in salivation, which can be a cat's normal response to a bad taste. If you are concerned about salivation or other responses by your cat, please call 1-888-987-4110 to talk to a product specialist.
- F. Treatment of fleas on your cat does not address the 95-99% of the flea population that lives in your house and yard. So even after your cat is treated with [Product Name] and adult fleas are killed, flea eggs may continue to hatch in your home for up to two months. Treat your yard and home for fleas with treatments that contain an Insect Growth Regulator, which kills flea eggs. Over time, treatment of your cat and its environment will eliminate fleas from your home.

{OPTIONAL INSERT/CARD 2}

STOP. Please read this insert/card and the entire instructions before using this product.

[Brand Name] wants the best for your cat, and we are pleased to share with you some great tips for using the product.

- Use [Product Name] only as directed.
- Brush your cat's coat 24 hours after application.
- Apply away from furniture and carpeting.
- Consult a veterinarian before using if your cat is aged, pregnant, nursing, or taking other medication.

{Optional Marketing Claims}

{General/Protection claims}

1 mL [0.034 fl oz] for cats [kittens] over 2.5 lbs and under 5 lbs. and 12 weeks of age or older; 1.8 mL [0.061 fl oz] for cats/kittens 5 lbs. and over & 12 weeks of age or older.

For use only on cats/kittens [weighing] [over 2.5 lbs and under 5 lbs.][5 lbs. and over] & 12 weeks of age or older.

Only For use on cats/kittens weighing [5 lbs and over][over 2.5 lbs and under 5 lbs] & 12 weeks of age or older.

[Flea & deer tick] treatment for cats [& kittens]

[formula for cats/kittens][flea prevention and treatment formulated for use only

on [all] cats and kittens [12 weeks of age and older]. [over 2.5 lbs and under 5 lbs.][5 lbs. and over]

Spot On® [Topical][Non-systemic] treatment for [cats]

Flea, Deer Tick, and Mosquito Treatment [Control][Prevention][Relief] for Cats & Kittens

5 in 1 Control [Protection][Treatment] (Fleas, Flea Eggs, Flea Larvae Deer Ticks, and Mosquitoes)

[1 month][monthly][4 weeks][30 days][protection for your cat from fleas, deer ticks, & flea eggs][

[Monthly][4 week][30 day] treatment for [fleas, flea eggs, & deer ticks]

Flea [and deer tick][and mosquito] control for your cat/kitten

A smart approach to flea control

[Brand] Provides a [smart] approach to flea, deer tick, and mosquito control

Keeps fleas, deer ticks, and mosquitoes under control

Spot On® [Plus] Insect Control [Treatment and Prevention]

A flea control program

Controls flea, deer tick, and mosquito problems [on your cat/kitten]

Provide your cat/kitten protection from with fleas, deer ticks, and mosquitoes,

Direct on-animal protection from fleas, deer ticks, and mosquitoes

Provides relief [protection] from fleas, deer ticks, and mosquitoes

Once-[a-month][every 4 weeks][every 30 days] [topical][Spot On] protection from fleas, and deer ticks,

Reapply [monthly][every 4 weeks][every 30 days] [Suitable for year-round use]

[Month][4 week][30 day] sticker for home calendar

[Monthly][4 week][30 day] application for effective protection

When it comes to fleas and deer ticks, there's no room for compromise [Brand Name]

[Satisfaction guaranteed or your money back]

[Money back guarantee]

{Kills/Repels/Controls claims}

[Actively] Kills [Controls] [adult] fleas, deer ticks, [larvae], and flea eggs for [up to][4 weeks][1 month][30 days][per application]

[Actively] Kills [fleas][deer ticks][flea eggs][larvae][&][and][mosquitoes][by contact]Kills [and/or Repels] mosquitoes [for up to 30 days][4 weeks][1 month][by contact]

[Protects for up to [Four/4] Weeks][One month][30 days]

[Four/4 Week][30 day][1 month][Flea] [Deer Tick][Mosquito] Treatment]

[1 month][monthly][4 week][30 day]protection from [fleas, deer ticks, & flea eggs]

Controls fleas, deer ticks, and mosquitoes & prevents flea reinfestations [Kills

deer ticks] (for up to [1 month][4 weeks][30 days]) [per application]

Starts working on contact

Protects your [cat][kitten] from fleas, deer ticks, and mosquitoes (which may transmit heartworm disease) controls fleas, deer ticks, and mosquitoes

Kills [Controls] deer ticks that may transmit [Lyme disease][and Cytauxzoonosis] for up to [1 month][4 weeks][30 days]

Protect your [cat/kitten] from [against] deer ticks that may transmit Lyme disease

Kills [and repels] mosquitoes [that may transmit heartworm disease]

Prevents mosquitoes from feeding on cats

Kills fleas that may cause flea allergy dermatitis, flea bite anemia, and tapeworm infestation

Preventative treatment for fleas that may cause flea allergy dermatitis, flea bite anemia, and

tapeworm infestation

Controls fleas, deer ticks, and mosquitoes that cause highly irritating [insect] bites

{All text below represents one label statement with any selected line}

[Protect your family and cat/kitten from:]

[When your cat has fleas and deer ticks, your family and cat/kitten may be exposed to:]

Fleas that may cause:

Flea allergy dermatitis

Tapeworm infestation

{Flea egg/life cycle claims}

[Plus][Contains][With] PRECOR® [vIGRen®][S-Methoprene][*InfestStop™], an insect growth regulator for flea control

Contains [Features][*InfestStop™] an Insect Growth Regulator (IGR) to inhibit the development of flea eggs

Flea control for cats with [PRECOR®][vIGRen®] [*InfestStop™] Insect Growth Regulator (IGR)

[(S)-Methoprene][*InfestStop™] Insect Growth Regulator (IGR) interrupts the development of the flea life cycle [at the egg stage]

[(S)-Methoprene][*InfestStop™] Insect Growth Regulator (IGR) prevents the development of flea eggs into adult fleas and [inhibits the development of flea eggs into adult fleas]

Controlling flea reproduction is the first step in controlling flea populations on your cat/kitten

[(S)-Methoprene][*InfestStop™] Insect Growth Regulator (IGR) prevents flea reinfestation on your cat/kitten

Flea treatment and preventative with an [insecticide] adulticide and [*InfestStop™] Insect Growth Regulator (IGR)

[With [S-Methoprene][*InfestStop™] Insect Growth Regulator [IGR] to Break Flea Life Cycle]

[Contains [*InfestStop™] an Insect Growth Regulator (IGR) to kill flea eggs and prevent flea development for [1 month][30 days][4 weeks]

[Controls flea reinfestation on cats for [1 month][30 days][4 weeks] Kills [Controls] flea eggs for up to [30 days][1 month][4 weeks][per application]

Kills flea eggs, , for up to [30 days][1 month][4 weeks]

[Kills][Prevents][Keeps] flea eggs from hatching for up to [30 days][1 month][4 weeks]

Prevents flea eggs from developing into biting adults for up to [30 days][1 month][4 weeks][per application]

An effective flea topical [A Spot On®] product that kills adult fleas and halts the development of flea eggs [immature stages in the flea life cycle]

Kills [flea] eggs before they hatch into biting adults

Prevents re-infestation for up to [1 month][30 days][4

weeks] Kills hatching [developing] flea eggs

Interrupts normal flea development [Stops][Interrupts] the flea life cycle

Breaks the flea life cycle for up to [1 month][4 weeks][30 days]

Controls[Kills][Lasts][Works][Protects] flea infestations for up to [1 month][4 weeks]

One-two punch controls fleas and flea eggs

Controls existing fleas and flea eggs, plus [and][prevents] future flea infestations

Plus kills flea eggs and larvae to prevent future infestations

***(S)-Methoprene {Must occur on same panel wherever InfestStop™ is used}**

{Application claims}

[#] pack [# days] [#] doses [1//3//4] months supply {# = 1, 3 or 4}

One [applicator][tube] gives [1 month][4 weeks] of protection

[Pre-measured][Convenient][and][&][No mess][easy][simple] to [use][handle][apply] disposable [applicator] [tube]

Convenient [and effective], once-a-month [liquid][topical][Spot On®] solution

Practical solution

Simple choice [flea & deer tick control]

A [One] simple application provides your cat/kitten with protection for up to [1 month]

Apply to one spot for head to tail (total body) [protection] [control] against fleas

Apply to 1 spot - spreads over the cat's [entire] body [from head to tail] through skin oils

Spreads [over time] with cat's movement (skin and hair oils)

[Plus] Contains a coat conditioner

[Once][One] [Monthly][4 week][30 day] Application

Easy to use [once] [monthly][4 week][30 day] application [liquid] prevents [and controls] fleas [& deer ticks] on cats

Reapply [Repeat] [once] [monthly][every 4 weeks][every 30 days]

Repeat [treatment] every [month] [4 weeks][30 days]

{Applicator claims}

Unique Applicator [tube] Shape [Design]

Unique shape [only for cats & kittens 5 lbs and over][only for cats & kittens over 2.5 lbs and under 5 lbs] and 12 weeks of age or older

Pet Specifix® Applicator Accu-Tip DispenserPro-cision Flo™ [Applicators] [tubes]

[Exclusive][Pinpoint][Applicator][tube] for [pinpoint][exact][direct][easy][direct to skin] application

For pinpoint accuracy

Helps provide accurate dosing

Direct to your cat's skin

Easily penetrates hair

The [Pro-cision Flo™][exclusive] [applicator] [tube][easily penetrates hair][fur][coat] for [improved][direct] application [directly to your cat's skin]

Easy to apply [identify][use] applicator [tube]

The right choice [applicator][tube] for the right cat/kitten

Make [Select] the right choice [applicator][tube][shape]

Choice [selection] is simple

Easy choice

Simple choice delivery system

Easy to use [applicator] [tube] [provides direct on-animal protection]

Longer [Applicator] [tube][tip] for easy application [to long-haired cats]

Longer [tube] [applicator][tip] is ideal for long-haired [cats/kittens]

A more confident, secure application

EZ-squeeze [Easy squeeze] [tube] [applicator][shape]

{Product Claims}

Odorless

Clean fresh scent

Effective Control [Relief][Prevention]

Starts working by contact

Dual-action {adulticide and IGR}

[Flea prevention] Helps stop itching and scratching [from flea bites]

{Brand claims}

We (Brand) put(s) your cat(s) first

Brand...putting (your cat) first

Smarter Cat Care

Brand – caring & committed Brand makes the choice simple

[Satisfaction guaranteed or your money back][Money-back guarantee]

{Prevention claims}

Preventing fleas and deer ticks from infesting your cat is much easier than treating an existing problem

Flea prevention on cats has never been easier

preventative, offering protection against fleas Prevents flea, deer tick,

and mosquito infestations on cats

Prevents flea recurrence on cats

Control flea infestations on cats by preventing them

Flea prevention on cats is the best flea control strategy

Quick (within 24 hours) and sure flea, deer tick, and mosquito prevention for cats

A quick and sure way to avert a flea problem is to [prevent it] use a preventative

It is far easier to prevent fleas on cats than to control them

Flea control involves [requires] preventative measures [for your cat][and][for your home]

[][Year-round][Flea Treatment][Preventative]

Use a flea preventative year-round (to prevent painful bites, itching and scratching, discomfort

{Thermoform claims}

[disposable] [liquid dispensing] [tube][applicator]

[brand name][disposable][liquid dispensing] [tube][applicator] tip [helps][to] spread out liquid [on your][cat/kitten]

Unique [applicator][tube] with flow control [no

mess][application][tube]

{Promotional Package Copy}

One month [dose] free

One free month supply [dose]

included Bonus pack