



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

OFFICE OF  
PREVENTION, PESTICIDES AND  
TOXIC SUBSTANCES

JUN 25 1998

F. T. McNamara  
Bayer Corporation  
Agricultural Division, Animal Health  
P.O. Box 390  
Shawnee Mission, KS 66201-0390

Subject: Advantage 9 for Cats  
EPA Reg. No. 11556-116

Advantage 18 for Cats  
EPA Reg. No. 11556-118

Advantage 10 for Dogs  
EPA Reg. No. 11556-117

Advantage 20 for Dogs  
EPA Reg. No. 11556-119

Advantage 55 for Dogs  
EPA Reg. No. 11556-120

Advantage 100 for Dogs  
EPA Reg. No. 11556-122

Revised Labels  
Received at EPA June 18, 1998

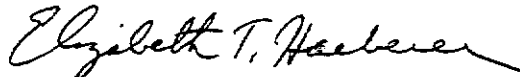
Dear Mr. McNamara,

The subject labels have been reviewed and will be acceptable if the following claim modification is made on each of the labels. Delete "The successive feeding activities.....reduces the incidents of this condition." The following statement may be used as a replacement:

**"The successive feeding activities of fleas on pets may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of pets with Advantage rapidly kills fleas and may reduce the incidence of this condition."**

Two copies of each final printed label should be submitted to the Agency prior to shipment of the products. Stamped copies of the subject labels are enclosed for your files.

Sincerely,



Elizabeth T. Haebeler  
Insecticide - Rodenticide Branch  
Registration Division (7505C)

Enclosures

3/4

Four color process  
Match pantone 349  
& varnish

Size: 68/18/112 mm

For Small Dogs and Puppies  
7 Weeks and Older and Under 10 lbs.

68/18/112

effective



fast

READ ENTIRE LABEL  
BEFORE EACH USE

• Convenient, easy to apply

**advantage**

(imidacloprid)  
Topical Solution

• Kills fleas within 12 hours

Once-a-month topical flea  
treatment for dogs and  
puppies 7 weeks and older  
and under 10 lbs.

- Available only through licensed  
practicing veterinarians
- Kills fleas within 12 hours
- Prevents reinfestation for  
at least 4 weeks
- Convenient, easy to apply

Name:

**advantage**

Once-a-month topical flea  
treatment for dogs and  
puppies 7 weeks and older  
and under 10 lbs.

10

For the Prevention and Treatment of Flea Infestations on Dogs

- Available only through licensed practicing veterinarians
- Kills 98-100% of the fleas on dogs within 12 hours
- One treatment prevents further flea infestation for at least four weeks
- Kills fleas before they lay eggs

Active Ingredient	% By Weight
Imidacloprid, 1-[(6-chloro-3-pyridinyl) methyl]-N-nitro-2-imidazolidinimine	9.1%
Inert Ingredients	90.9%
Total	100.0%

KEEP OUT OF REACH OF CHILDREN

**WARNING**

See Below for First Aid and Precautionary Statements.  
For Directions for Use and other labeling, see supplemental labeling inside.

**Precautionary Statements**

**Hazards to Humans**

Causes eye irritation. Harmful if swallowed. Do not get in eyes or on clothing.  
Avoid contact with skin. Wash hands thoroughly with soap and warm water after  
handling. Keep out of reach of children. Do not contaminate feed or food.

**Hazards to Domestic Animals**

For external use only. Do not use on puppies under seven weeks of age.  
As with any product, consult your veterinarian before using this product on  
debilitated, aged, pregnant or nursing animals. Individual sensitivities, while  
rare, may occur after using ANY pesticide product for pets. If signs persist, or  
become more severe, consult a veterinarian immediately. If your animal is on  
medication, consult your veterinarian before using this or any other product.  
Call 1-800-255-6826 for 24 hour assistance.

**First Aid**

If in eyes: Hold eyelids open and flush with plenty  
of water. Get medical attention if irritation persists.  
If swallowed: Call a physician or Poison Control Center.  
If on skin: Wash with plenty of soap and water.  
To Physicians: Treat the patient symptomatically.



0 854283 7  
0320 A3

Manufactured for Bayer Corporation,  
Agriculture Division, Iowa Health,  
Shannon, Missouri, Kansas 64201 USA

Four 0.4 mL Tubes  
Made in Germany EPA Est. 11556-DEU-1 EPA Reg. No. 11554-117

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Lot No.:

**ACCEPTED**  
with **COMMENTS**  
In EPA Letter Dated:

JUN 25 1998

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act,  
as amended, for the pesticide  
registered under EPA Reg. No.  
11556-117

**RECEIVED**

JUN 16 1998

LABEL COORDINATION

# advantage®

(imidacloprid)  
Topical Solution

10

4/4

Once-a-month topical flea treatment for dogs and puppies  
7 weeks and older and under 10 lbs.

## Read entire label before each use

For the Prevention and Treatment of Flea Infestations on Dogs

- Available only through licensed practicing veterinarians
- Kills 98-100% of the fleas on dogs within 12 hours
- One treatment prevents further flea infestation for at least four weeks
- Kills fleas before they lay eggs

### Active Ingredient

Imidacloprid: 1-[6-Chloro-3-pyridinyl] methyl-N-nitro-2-imidazolidinimine

### Inert Ingredients

Total

By Weight

9.1%

90.9%

100.0%

## KEEP OUT OF REACH OF CHILDREN WARNING

See below for First Aid and Precautionary Statements

### Precautionary Statements

#### Hazards to Humans

Causes eye irritation. Harmful if swallowed. Do not get in eyes or on clothing. Avoid contact with skin. Wash hands thoroughly with soap and warm water after handling. Keep out of reach of children. Do not contaminate feed or food.

#### Hazards to Domestic Animals

For external use only. Do not use on puppies under seven weeks of age. As with any product, consult your veterinarian before using this product on debilitated, aged, pregnant or nursing animals. Individual sensitivities, while rare, may occur after using ANY pesticide product for pets. If signs persist, or become more severe, consult a veterinarian immediately. If your animal is on medication, consult your veterinarian before using this or any other product. Call 1-800-255-6826 for 24 hour assistance.

### First Aid

If in eyes: Hold eyes as open and flush with plenty of water. Get medical attention if irritation persists.

If swallowed: Call a physician or Poison Control Center.

If on skin: Wash with plenty of soap and water.

To Physician: Treat the patient symptomatically.

### Directions for Use

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

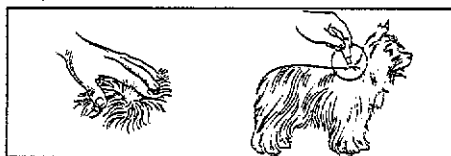
### How to Apply

1. Use only on dogs. Do not use on other animals.
2. Remove one applicator tube from the package.



3. Hold applicator tube in an upright position. 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. Part the hair on the dog's back between the shoulder blades, until the skin is visible. Place the tip of the tube on the

skin and squeeze the tube twice to expel the entire contents directly on the skin. Do not get this product in your pet's eyes or mouth.



7. Discard empty tube as described in Storage and Disposal. The successive feeding activity of fleas on pets frequently elicits a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of pets with Advantage® rapidly kills fleas and reduces the incidence of this condition.

Advantage® kills 98-100% of the existing fleas on pets within 12 hours. Reinfesting fleas are killed within 2 hours with protection against further flea infestation lasting at least four (4) weeks. Pre-existing pupae in the environment may continue to emerge for six (6) weeks or longer depending upon the climatic conditions.

Larval flea stages in the pet's surroundings are killed following contact with an Advantage® treated pet.

Advantage® remains efficacious following a shampoo treatment, swimming or after exposure to rain or sunlight.

Monthly treatments are required for optimal control and prevention of fleas.

If re-treatment becomes necessary earlier than four weeks, do not re-treat more than once weekly.

### Storage and Disposal

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

Storage: Store in a cool, dry place.

Pesticide Disposal: Securely wrap original container in several layers of newspaper and discard in trash.

Container Disposal: Do not reuse empty container. Wrap container and put in trash.

### Limited Warranty and Limitation of Damages

Bayer Corporation, Agriculture Division, Animal Health warrants that this material conforms to the chemical description on the label. BAYER CORPORATION MAKES NO OTHER EXPRESS OR IMPLIED WARRANTY, INCLUDING ANY OTHER EXPRESS OR IMPLIED WARRANTY OF FITNESS OR MERCHANTABILITY, and no agent of Bayer Corporation is authorized to do so except in writing with a specific reference to this warranty. Any damages arising from a breach of this warranty shall be limited to direct damages and shall not include consequential commercial damages such as loss of profits or values, etc.

Bayer

Manufactured for Bayer Corporation,  
Agriculture Division, Animal Health,  
Shawnee Mission, Kansas 66201 USA

0320, R4  
EPA Est. 11556-DEU-1  
EPA Reg. No. 11556-117

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