



U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg. Number:

11556-119

Date of Issuance:

3/24/16

NOTICE OF PESTICIDE:

Registration
 Reregistration

(under FIFRA, as amended)

Term of Issuance:

Conditional, Time-Limited
Expires: 01/17/17

Name of Pesticide Product:

Advantage 20 Topical Solution

Name and Address of Registrant (include ZIP Code):

Doug Spilker
Bayer HealthCare LLC
Animal Health Division
P.O. Box 390
Shawnee Mission, KS 66201

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:

Sincerely,

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

Date:

3/24/16

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EPA Form 8570-6

2. This registration is time-limited and expires 01/17/17. This date was agreed upon in your letter to the Agency dated 01/07/16 for the purpose of aligning the expiration of these registrations with your other registrations.

3. You must submit quarterly enhanced incident reports and quarterly sales information in doses sold for this product beginning within 3 months of the date the product is first released for shipment, on the first day of the quarter (i.e., January 1, April 1, July 1, or October 1). Please flag any Confidential Business Information as such. Submit enhanced incident reporting and quarterly sales information to the Product Manager's attention. The following is a list of information that must be included in the quarterly reports for each incident:
 - EPA Registration Number
 - Product name (brand name)
 - Lot #
 - Where purchased: internet, store, veterinarian
 - Active Ingredient(s)
 - Weight range for product
 - Date on which incident occurred (mm/dd/yyyy)
 - State in which the incident occurred (standard 2 letter abbreviation)
 - Registrant case #
 - Species: dog, cat, other (specify)
 - Breed: (as reported by pet owner)
 - Age: months or years
 - Sex: M, F, or neutered
 - Weight: pounds
 - Primary Route of Exposure: dermal, oral, other animal, inhalation, other
 - Body System: neurological, dermatological, GI, respiratory, ocular, other
 - Major signs noted with separate column for each sign, using standard terminology
 - Time to Onset: (hours, days)
 - Treated by veterinarian: yes or no
 - First time product used: yes or no
 - Misuse: use on incorrect species, overdose, too frequent dosing, other (describe)
 - Any known precondition
 - EPA Severity Code: death, major, moderate, minor
 - Outcome: died, recovered, still treated, unknown

4. Along with the enhanced incident reporting, you must submit an analysis of the incidents seen, to include the following details:
 - All incidents should be reported including all minor dermal and ocular irritation reports.

- Summary table for dogs showing number of incidents of each severity code for each route of exposure. Each incident should only be reported once. If one incident has several routes of exposure, the order should be ocular > oral > dermal. In other words, an incident with both oral and dermal exposure would be reported as oral exposure, and an incident with both ocular and oral exposure would be reported as ocular exposure.
- A similar summary table for cats (misuse or secondary exposure) showing number of incidents of each severity code for each route of exposure.
- Summary table for cats and table for dogs showing number of incidents that are believed due to secondary exposure (e.g., multi-pet households).
- A summary table for dogs showing number of incidents for each severity code for these age ranges: <3 months, 3-6 months, 6-9 months, 9-12 months, 1 yr, 2 yr, 3 yr, 4 yr, 5 yr, 6 yr, 7 yr, 8 yr, 9 yr, 10 yr, 11 yr, 12 yr, 13 yr, 14 yr, 15 yr, >15 yr.
- A summary table showing the number of dog incidents for each severity code for each pet weight range on the product label, as applicable.
- A summary table for dog weight showing number of incidents for each product weight range. This table should show number of incidents in dogs weighing less than that product weight range, number of incidents in dogs in lower half of weight range, number of incidents in dogs in upper half of weight range, and dogs weighing more than the product weight range, as applicable.
- Table showing number of incidents for each dog breed, where provided.
- Table showing number of incidents in dogs for each clinical sign.
- Table showing number of incidents in dogs for each organ system.
- Report aggregate incidents, but do not combine moderate and minor incidents.

If EPA determines that future mitigation measures are necessary for all pet spot-ons, the Agency will inform registrants. If mitigation measures are necessary, EPA may take regulatory action.

5. You are required to comply with the data requirements described in the GDCI and EDSP Order identified below:
 - a. Imidacloprid GDCI-129099-951
 - b. Imidacloprid EDSP-129099

You must comply with all of the data requirements within the established deadlines. If you have questions about the GDCI or EDSP Order listed above, you may contact the Chemical Review Manager in the Pesticide Reevaluation Division: http://www.epa.gov/oppsrrd1/contacts_prd.htm

6. 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 CSF:

- Basic CSF dated 11/06/08

If you have any questions, please contact Gene Benbow by phone at 703-347-0235, or via email at Benbow.Gene@epa.gov.

Enclosure

Reason To Issue: Update Label

Date: 02/22/2016

Supersedes: 08/20/2012

[Front panel]

Advantage® 20 Topical Solution

Alternate Brand Name: Advantage for Medium Dogs

Note: [The “Medium Dogs” text size will be 75% of the height of the largest letter in the primary brand name.]

Visual image of a dog within the weight range for product.

Once-A-Month Topical Flea and Lice Treatment
For Use Only on Dogs and Puppies 7 Weeks and Older and Weighing 11 to 20 lbs.

READ THE ENTIRE LABEL BEFORE EACH USE

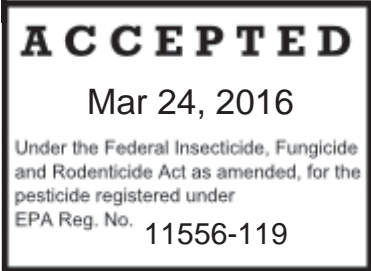
For the Prevention and Treatment of Flea and Lice Infestations on Dogs

[Selected option claims]

- One treatment prevents further flea infestation for at least four (4) weeks
- Kills fleas on dogs within 12 hours
- Kills fleas before they lay eggs
- Convenient, easy to apply
- Kills [(biting) (chewing)] lice
- For treatment and prevention of [(biting) (chewing)] lice [infestations]
- Controls existing [(biting) (chewing)] lice infestations
- Dual protection (against fleas and lice)
- Treats, prevents and controls [(biting) (chewing)] lice [infestations]
- Provides effective control of [(biting) (chewing)] lice [infestations]
- Kills [(biting) (chewing)] lice and prevents further infestations
- For treatment and prevention of infestations with [(biting) (chewing)] lice
- Waterproof
- Fragrance free

	% By Weight
ACTIVE INGREDIENT:	
Imidacloprid	9.1%
OTHER INGREDIENTS:	90.9%
Total	100.0%
EPA Est. No. 11556-XXX-X	EPA Reg. No. 11556-119

- See Back Panel for First Aid and Precautionary Statements.
- For Directions For Use, and Storage and Disposal (instructions), see supplemental labeling inside.



Icon size 1.5cm x 1.5cm



DO NOT USE ON CATS

[Icon Size 1.5 cm X 1.5 cm, Background yellow with black text]

KEEP OUT OF REACH OF CHILDREN

WARNING

[Back Panel]

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS

WARNING: Causes substantial but temporary eye injury. Do not get in eyes or on clothing. 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.

FIRST AID	
IF IN EYES:	<ul style="list-style-type: none"> • 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 SWALLOWED:	<ul style="list-style-type: none"> • 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 the poison control center or doctor. • Do not give anything by mouth to an unconscious person.
IF ON SKIN OR CLOTHING:	<ul style="list-style-type: none"> • 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.
HOT LINE NUMBER	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For medical emergencies call 1-800-422-9874. For customer questions call 1-800-255-6826.	
NOTE TO PHYSICIAN	
Treat the patient symptomatically.	

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 dogs. Individual sensitivities 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. For consumer questions call 1-800-255-6826. For medical emergencies call 1-800-422-9874.

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 1-800-422-9874.

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.

Icon size 1.5cm x 1.5 cm



RESTRICTIONS:

- Use only on dogs 7 weeks and older and weighing 11 to 20 lbs. Do not use on other animals.
- Do not apply more than one (1) tube per treatment.
- Do not have contact or allow children to have contact with treated area until completely dry.

Net Contents: [X] Tube(s) each 0.034 fl. oz. (1.0 mL)
[Sample – Not for (Re)Sale]

Manufactured For
Bayer HealthCare LLC
Animal Health Division
P.O. Box 390
Shawnee Mission, Kansas 66201 USA

Made in Germany

[Back Panel and/or insert]

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. Remove one applicator tube from the package.
2. Hold applicator tube in an upright position facing away from you and your pet's face and eyes. Pull cap off tube.

[Visuals Depicting How to Open Applicator Tube]

3. Turn the cap around and place other end of cap back on tube.
4. Twist cap to break seal, then remove cap from tube.
5. 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 to *expel the entire contents directly on the skin. 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.

[Visuals Depicting Application To Animal]

6. Discard empty tube as described in Storage and Disposal.
7. In case of severe flea infestation, retreatment may be necessary earlier than four weeks. Do not retreat more often than once every seven days. After flea control is attained, return to a monthly retreatment schedule.

PRODUCT INFORMATION

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

Reason To Issue: Update Label

Date: 02/22/2016

Supersedes: 08/20/2012

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

Advantage is waterproof and remains effective following a shampoo treatment, swimming or after exposure to rain or sunlight.

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

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:** Nonrefillable 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 1-800-422-9874 for disposal instructions. Never place unused product down any indoor or outdoor drain.

LIMITED WARRANTY AND LIMITATION OF DAMAGES

Bayer HealthCare LLC, Animal Health Division warrants that this material conforms to the chemical description on the label. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, BAYER MAKES NO OTHER EXPRESS OR IMPLIED WARRANTY, INCLUDING ANY OTHER EXPRESS OR IMPLIED WARRANTY OF FITNESS OR MERCHANTABILITY, and no agent of Bayer 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.

Reason To Issue: Update Label

Date: 02/22/2016
Supersedes: 08/20/2012

[Label on Individual Tube]

Advantage® 20

9.1% Imidacloprid

0.034 fl. oz. (1.0 mL)

EPA Reg. No. 11556-119

Keep Out of Reach of Children

WARNING

Read The Entire Label Before Use

BAYER

Lot No. 0000000

Reason To Issue: Update Label

Date: 02/22/2016

Supersedes: 08/20/2012

[Label on blister card; one card containing 1, 2, 3, 4, 5 or 6 tubes]

Advantage® 20
Topical Solution

For external use only on dogs and puppies 7 weeks and older and weighing 11 to 20 lbs.

9.1% Imidacloprid

See leaflet for complete information

[X] - 0.034 fl. oz. (1.0 mL)

[THIS UNIT NOT FOR RETAIL SALE]

EPA Reg. No. 11556-119

BAYER

