

11556-150

2 / 11 / 2014

1 / 13

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



FEB 11 2014

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Douglas Spilker, Ph.D
Bayer HealthCare LLC, Animal Health Division
P.O. Box 390
Shawnee Mission, KS 66201-0390

Subject: Amendment to add configurations for 2 and 3-count packaging
EPA Registration Nos./Product name:
11556-150, Advantage II Kitten ✓
11556-151, Advantage II Small Cat
11556-152, Advantage II Large Cat
Submissions dated: 11/1/2013

Dear Dr. Spilker:

The labeling referred to above submitted in connection with the Federal Insecticide, Fungicide and Rodenticide, as amended are acceptable.


Please be aware that should you wish to add/retain a reference to a website on your label, then 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 may be referred to the EPA's Office of Enforcement and Compliance Assurance.

The website "www.petparents.com," listed on the above labels was reviewed. It was noted that the labels for these products, approved on 10/25/2012 were not the ones posted online. Although the Agency provides 18 months from the acceptable date stamp to use the new labels, it is certainly acceptable to add the labels earlier to your website. In any case please ensure the website is updated with the appropriate labels within the 18 months from the Agency's acceptance.

A stamped copy of the labeling is enclosed for your records. If you have any questions regarding this label, please contact Autumn Metzger at (703) 305-5314.

Sincerely,

A handwritten signature in black ink, appearing to read "Venus Eagle", with a long horizontal flourish extending to the right.

Venus Eagle
Product Manager 01
Insecticide-Rodenticide Branch
Registration Division (7505P)

3/13

Reason To Issue: Revise Net Contents.

Date: 11/01/13

Supersedes: 08/09/13

NOTE TO REVIEWER: [(Brackets and parentheses indicate alternate language)]

[Front Panel]

ACCEPTED
FEB 11 2014

Advantage® II Kitten

Under the Federal Insecticide, Fungicide,
and Rodenticide Act, as amended, for the
pesticide registered under:

Alternate Brand Names:

- [ExpertCare Flea Protection Kitten]
- [ExpertCare Topical Flea Protection Kitten]
- [ExpertCare Kitten Flea Protection]
- [ExpertCare Kitten Topical Flea Protection]

EPA. Reg. No: 11556-150

Once-A-Month Topical Flea Prevention and Treatment for Cats
For Use ONLY on Cats 8 Weeks and Older and Weighing 2 – 5 lbs.

[Selected optional claims bulleted here from page 10 and/or 11]

-
-
-
-

<u>Active Ingredients</u>	<u>% By Weight</u>
Imidacloprid	9.10%
Pyriproxyfen	0.46%
Other Ingredients	<u>90.44%</u>
Total	100.00%

EPA Est. No. 11556-XXX-X

EPA Reg No. 11556-150

KEEP OUT OF REACH OF CHILDREN

CAUTION

4/
13

Reason To Issue: Revise Net Contents.

Date: 11/01/13

Supersedes: 08/09/13

See back panel for Precautionary Statements.

For Directions for Use, Storage and Disposal, and First Aid see package insert inside.

[Back Panel]

Advantage® II Kitten

Once-A-Month Topical Flea Prevention and Treatment for Cats
For Use ONLY on Cats 8 Weeks and Older and Weighing 2 - 5 lbs.

READ THE ENTIRE LABEL BEFORE EACH USE

For the Prevention and Treatment of Flea Infestations

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. Keep out of reach of children. Do not contaminate feed or food.

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. As with any product, consult your veterinarian before using this product on debilitated, aged, pregnant or nursing cats. Individual sensitivities, while rare, 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.

Side Effects: Monitor your cat after application. Side effects, although very rare, may include signs of skin irritation such as redness, scratching, or other signs of discomfort. Gastrointestinal signs such as hypersalivation, 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.

For consumer questions call 1-800-255-6826.

For medical emergencies call 1-800-422-9874.

RESTRICTIONS:

- Use only on cats or kittens 8 weeks and older. Do not apply to cats or kittens weighing less than 2 lbs. Do not use on other animals.

5/
13

Reason To Issue: Revise Net Contents.

Date: 11/01/13

Supersedes: 08/09/13

- 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: [1, 2, 3, 4 or 6] Tube(s), each 0.0078 fl. oz. (0.23 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

6/13

Reason To Issue: Revise Net Contents.

Date: 11/01/13

Supersedes: 08/09/13

[Back Panel and/or Insert]

Advantage® II Kitten

Once-A-Month Topical Flea Prevention and Treatment for Cats
For Use ONLY on Cats 8 Weeks and Older and Weighing 2 - 5 lbs.

READ THE ENTIRE LABEL BEFORE EACH USE
For the Prevention and Treatment of Flea Infestations

DIRECTIONS FOR USE

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



HOW TO OPEN

[OPTION 1: INSTRUCTIONS FOR BLISTER PACK]

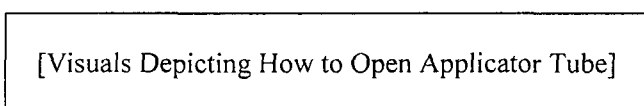
1. Being careful not to cut close to the blister cavities, take scissors and cut off one section of the card containing a single tube.
2. Take the separated section, and cut into the blister cavity across the small side, close to the cap of the tube.
3. Peel off the foil, and take out the tube.
4. Repeat steps 1 to 3 for each tube.

[OPTION 2: INSTRUCTIONS FOR POUCH PACK]

1. Be sure tube is at bottom of pouch.
2. Using scissors, cut the pouch across the top and remove tube.

HOW TO APPLY

1. Remove one applicator tube from the package. See "HOW TO OPEN" section.
2. Hold applicator tube in an upright position facing away from you and your pet's face and eyes. Pull cap off tube.



3. Turn the cap around and place other end of cap back on tube.

Reason To Issue: Revise Net Contents.

Date: 11/01/13

Supersedes: 08/09/13

4. Twist cap to break seal, then remove cap from tube.
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 cat's eyes, or allow your cat to ingest this product. The product is bitter tasting and salivation may occur for a short time if the cat 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.

[Visuals Depicting Application to Animal]

6. Discard empty tube as described in Storage and Disposal.
7. Under normal conditions this product is effective for a month. However, in case of severe flea infestation, retreatment may be necessary earlier than four (4) weeks. Do not retreat more often than once every fourteen (14) days. After flea control is attained, return to a monthly retreatment schedule.

PRODUCT INFORMATION

The successive feeding activity of fleas on cats frequently elicits a hypersensitivity skin disorder known as flea allergy dermatitis (FAD) or flea bite hypersensitivity. Treatment of cats with Advantage® II Kitten kills fleas and may reduce the incidence of this condition.

Advantage® II Kitten kills the existing fleas on cats 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.

Fleas, eggs and larvae in the cat's surroundings are killed following contact with an Advantage® II Kitten treated cat. Advantage® II Kitten provides multi-stage flea control effectively breaking all flea life-cycle stages for lasting control of flea populations.

Advantage® II Kitten kills adult fleas quickly, within 12 hours, inhibits the development of immature flea life stages and prevents them from reaching the biting adult stage.

Advantage® II Kitten is waterproof and remains effective following a shampoo treatment or after exposure to rain or sunlight.

Apply monthly treatments for optimal control and prevention of fleas.

8/
13

Reason To Issue: Revise Net Contents.

Date: 11/01/13

Supersedes: 08/09/13

KEEP OUT OF REACH OF CHILDREN

CAUTION

**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. Keep out of reach of children. Do not contaminate feed or food.

FIRST AID	
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 to an unconscious person.
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 On Skin	<ul style="list-style-type: none"> • Wash with plenty of soap and water.
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 apply to cats or kittens under 8 weeks of age or weighing less than 2 lbs. As with any product, consult your veterinarian before using this product on debilitated, aged, pregnant or nursing cats. Individual sensitivities, while rare, 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.

Side Effects: Monitor your cat after application. Side effects, although very rare, may include signs of skin irritation such as redness, scratching, or other signs of discomfort. Gastrointestinal signs such as hypersalivation, 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.

9/
13

Reason To Issue: Revise Net Contents.

Date: 11/01/13

Supersedes: 08/09/13

For medical emergencies call 1-800-422-9874.

RESTRICTIONS:

- Use only on cats or kittens 8 weeks and older. Do not apply to cats or kittens weighing less than 2 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.

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.

For more information visit www.petparents.com

10/
13

Reason To Issue: Revise Net Contents.

Date: 11/01/13

Supersedes: 08/09/13

[Label on Individual Tube]

Advantage® II Kitten

9.10% Imidacloprid

0.46% Pyriproxyfen

0.0078 fl. oz. (0.23 mL)

EPA Reg. No. 11556-150

Keep Out of Reach of Children

CAUTION

Read The Entire Label Before Use

BAYER

Lot No. 0000000

11/13

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Supersedes: 08/09/13

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

[OPTION 2: Label on pouch containing 1 tube]

[Additional label text for OPTION 2: THIS UNIT NOT FOR RETAIL SALE]

Advantage[®] II Kitten

For external use only on cats and kittens 8 weeks and older and weighing 2 -5 lbs.

9.10% Imidacloprid

0.46% Pyriproxyfen

[1, 2, 3, 4 or 6] - 0.0078 fl. oz. (0.23 mL) Tube(s)

EPA Reg. No. 11556-150

BAYER

12/
13

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NOTE TO REVIEWER: [(Brackets and parentheses indicate alternate language)]

OPTIONAL MARKETING CLAIMS [Appearing on any panel]

- For use on cats and kittens 8 weeks of age and older
- Advantage II contains [imidacloprid], [and an/the] [insect growth regulator] [IGR] [pyriproxyfen]
- A single topical application remains effective for up to [4 weeks] [a 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
- Advantage II is indicated for the prevention and treatment of fleas on cats 8 weeks of age and older
- For the prevention and treatment of flea infestations
- One treatment prevents further flea infestations for up to [4 weeks] [a month]
- Kills fleas on cats within [12] hours and continues to prevent infestations for up to [four weeks] [a month]
- Kills fleas before they lay eggs
- Larval flea stages in the cat's environment are killed following contact with an Advantage II treated cat
- Kills larval stages of fleas following contact with an Advantage II treated cat
- Kills fleas within [12] hours of application
- Stops existing flea infestations by killing adult fleas
- Prevents reinfestations by killing adult fleas before they lay eggs
- Reinfesting fleas are killed within 2 hours with protection against further flea infestation
- [Prevents] [Stops] flea eggs from hatching [into biting adults]
- Effectively breaks the flea life cycle
- [Kills] [Controls] all flea life stages
- Comprehensive flea prevention and treatment
- 3-way flea protection ([kills] [controls]) adults, larvae, and eggs
- [Prevents] [Stops] flea eggs from developing into [(biting) (adult)] fleas
- Treatment with Advantage II kills fleas and may reduce the incidence of flea allergic dermatitis [FAD] or flea bite hypersensitivity
- Flea adulticide, larvicide, and oocide
- Kills flea eggs
- Controls flea problems
- Provides flea protection
- Controls existing fleas and flea eggs plus [and] [prevents] future flea infestations
- Advantage II may be used year-round for flea [prevention][protection]

13/
13

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Supersedes: 08/09/13

- Contains an insect growth regulator (IGR) to kill flea eggs and prevent re-infestation
- Monthly use of Advantage II kills fleas and may prevent ([flea allergy dermatitis][flea bite hypersensitivity])
- Controls existing flea infestations on your cat and prevents further infestations
- Prevents fleas on treated cats from infesting (reinfesting)
- Remains effective after bathing
- Remains effective following shampooing
- Waterproof
- Remains effective after exposure to rain or sunlight
- Fragrance-free
- In child-resistant packaging
- Starts working through contact