

11556-155

3/16/2012

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U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (H7505C)
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20460

EPA Reg. Number:
11556-155

Date of Issuance:
MAR 16 2012

Term of Issuance:
Unconditional

Name of Pesticide Product:

PNR1427 Insecticide

NOTICE OF PESTICIDE:

☒ Registration
☐ Reregistration

(Under FIFRA as amended)

Name and Address of Registrant (include ZIP Code):

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

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/reregistered 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 **unconditionally** registered in accordance with FIFRA sec. 3(c)(5) for a period of one year from the date of registration. This registration will expire on March 17, 2013.

Once a pesticide is registered, however, it is not regarded as permanently acceptable. Registration does not eliminate the need for continual reassessment of pesticides. If the Agency determines that, at any time, additional data are required to maintain in effect an existing registration, the Agency will require submission of such data under FIFRA section (3).

1. You will make the following label changes before you release the product for shipment:

- a) Revise the EPA Registration Number to read "EPA Reg. No. 11556-155."
- b) Replace the following claim: "For 8-month prevention and treatment of ticks, fleas, and lice on ... etc" with "For 8-month prevention and treatment of ticks and fleas on ... etc". Also replace "Replace the collar after 8 months for (optimal) (continuous) flea, (lice) and tick protection" with "Replace the collar after 8 months for (optimal) (continuous) flea, and tick protection". All claims related to "8 months" must be limited to fleas and ticks only. Other pests are not controlled for that duration.
- c) Claims against lice must be limited to one month.
- d) Tick claims for killing within 6 hours of re-infestation on cats must be removed from the label. Based on the submitted or cited data the claim only is supported for dogs.

Signature of Approving Official:

Richard Gebken
Richard Gebken Product Manager
Insecticide Branch/Registration Division (7505P)

Date:

March 16, 2012

Enclosure

- e) All waterproof claims must be clarified as follows:
 - In order to maintain an eight month control duration, dogs must not be bathed more than once per month.
 - If dogs swim once per month, the control duration must be revised to 5 months.
 - Water exposure (i.e. immersion, bathing, or prolonged exposure to rain) can only be once per month.
- f) On page 2 delete the directions for killing roaches and ants (in the environment”).
- g) All claims related to control of flea larvae in the pet’s environment must be removed or revised to “aids on control” for fleas in the pet’s environment.
- h) All disease claims must be deleted, unless the claim is stated “kills/controls xxx pest that may vector yyy”.
- i) All claims of “breaking the flea life cycle” must be deleted.

2. Please submit three (3) copies of your final printed labeling before releasing the product for shipment. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product bearing amended labeling constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

If you have any questions regarding this action, please contact BeWanda Alexander at www.alexander.bewanda@epa.gov or (703) 305-7460.

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ACCEPTED
with COMMENT
In EPA Letter Dated

MAR 16 2012

Reason To Issue: Propose new registration

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

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Note to Reviewer: Brackets [] and parentheses () denote optional language

PNR1427 Insecticide

Alternate Brand Names: Seresto Small Dog; Seresto Large Dog; Seresto Cat

Optional Language for Small Collar

[For 8-month prevention and treatment of ticks, fleas, and lice on (small) dogs and puppies 7 weeks of age and older and up to [(18 lbs.)(8 kg)] [body weight]]

-or-

[For 8-month prevention and treatment of ticks and fleas on cats and kittens 10 weeks of age and older]

-or-

[For 8-month prevention and treatment of ticks, fleas, and lice on (small) dogs and puppies 7 weeks of age and older and up to [(18 lbs.)(8 kg)] [body weight]] [and/or] prevention and treatment of ticks and fleas on cats and kittens 10 weeks of age and older]

Optional Language for Large Collar:

[For 8-month prevention and treatment of ticks, fleas and lice for 8 months on (large) dogs and puppies 7 weeks of age and older and above [(18 lbs.)(8 kg)] [body weight]]

- [Selected optional label claims bulleted here from pages 9 to 15]
-

ACTIVE INGREDIENT:

Flumethrin; [Cyano(4-fluoro-3-phenoxyphenyl)methyl 3-[2-chloro- 2-(4-chlorophenyl)ethenyl] -2,2-dimethylcyclopropanecarboxylate]*	4.5%
Imidacloprid.	10.0%
OTHER INGREDIENTS	85.5%
Total.	100%

*Trans Z-1/trans Z-2 ratio: max 66% trans Z-1 and min 34% trans Z-2

Net Contents: (X) Collar (s) – XX oz. (XX grams) per collar	
EPA Reg. No. 11556-XXX	EPA Est. No. 11556-TBD

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Manufactured For

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

Made in Germany

READ THE ENTIRE LABEL BEFORE EACH USE

[For small collar: USE ON [(DOGS)(CATS)]]

-or-

[For small collar: USE ON SMALL DOGS and CATS]

-or-

[For large collar: USE ONLY ON DOGS]

DO NOT OPEN UNTIL READY TO USE
DO NOT LET CHILDREN PLAY WITH THIS COLLAR [OR REFLECTORS]

KEEP OUT OF REACH OF CHILDREN
[CHOKING HAZARD - CONTAINS SMALL PARTS]

See [(back panel)(insert)] for additional Product Information and Directions for Use.

HOT LINE NUMBER

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

- For CONSUMER QUESTIONS, call 1-800-255-6826.
- For medical emergencies involving HUMANS, call 1-800-422-9874.
- For medical emergencies involving ANIMALS, call 1-800-422-9874.

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DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.
Do not contaminate feed or food.

HOW TO APPLY

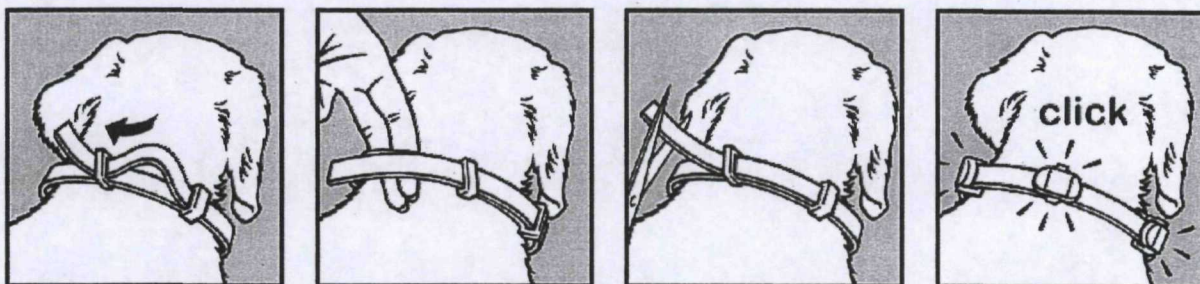
One collar per animal to be fastened around the neck.

Remove collar from protective bag directly before use. Unroll collar and make sure that there are no remnants from the plastic connectors inside the collar. Insert end of the collar through the buckle. Adjust the collar around the animal's neck without tightening it too tight (as a guide, it should be possible to insert 2 fingers between the collar and the neck). Pull excess collar through the loop(s) and cut off any excess length extending beyond (1/one/an) inch (2 cm) beyond the loop(s).

[After application of the collar, three reflector clips may be fixed permanently to the collar to increase the animal's visibility in the dark. Take the clips out of the bag. The clips should be evenly distributed on the non-overlapping part of the collar. The clips are correctly applied when a clicking sound is heard. For safety reasons once the reflectors are fixed to the collar the clasp closes permanently and cannot be re-opened.]

[Optional Visuals:

Dog

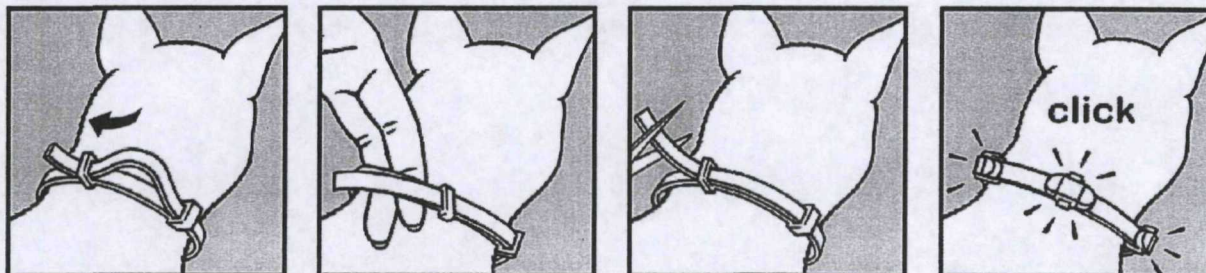


- or -

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Cat



The collar should be worn continuously for the 8 month protection period. Check periodically and adjust fit if necessary, especially when [(puppies)(kittens)] are rapidly growing.

This collar is designed with a safety-closure mechanism. In the unlikely event of a [(dog)(cat)(pet)] being trapped, the [(dog's)(cat's)(pet's)] own strength is sufficient to widen the collar to allow for quick release.

Replace the collar after 8 months for (optimal) (continuous) flea, (lice) and tick protection.

PRODUCT INFORMATION

Kills fleas which may cause flea allergy dermatitis (FAD) or flea bite hypersensitivity (FBH).

[(PNR 1427 Insecticide)(Brandname)(This product)(The collar)] kills existing fleas on [(dogs)(cats)] within 24 hours. Reinfesting fleas are killed within 2 hours with protection against further flea infestation lasting eight (8) months. 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 [(dog's)(cat's)] surroundings are killed following contact with a [(PNR 1427 Insecticide)(brand name)]-treated [(dog)(cat)].

Ticks already on the [(dog)(cat)] prior to treatment may not be killed immediately after collar application and may remain attached and visible. At the time of application remove ticks already on the [(dog)(cat)]. The prevention of infestations with new ticks starts within 48 hours after application of the collar.

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Re-infesting ticks are [(repelled)(killed)(repelled and/or killed)] as quickly as 6 hours.

(Kills lice on dogs.)

Aids in the treatment (and control) of Sarcoptic mange.

[(PNR 1427 Insecticide)(Brand name)(This product)(The collar)] is waterproof and remains effective following a shampoo treatment, swimming or after exposure to rain or sunlight. Under normal conditions, effectiveness lasts for 8 months. In case of loss of collar, a new collar may be applied immediately.

Occasionally slight itching may be observed in animals that are not used to wearing collars in the first few days after fitting. Ensure that the collar is not fitted too tightly. Slight hair loss and mild skin reactions due to the mechanical irritation of the collar may occur at the application site which usually recover within 1 or 2 weeks without the need for collar removal. If you notice any serious effects or other effects not mentioned in this leaflet, please inform your veterinarian.

Do not attach a leash to the collar as this may cause breakage.

Keep the collar in the bag and in the outer packaging until use. As with any pesticide product, do not allow small children to play with the collar (or reflectors,) or to put them into their mouths. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and cold water after fitting the collar. People with sensitivity reactions to the ingredients of the collar should avoid contact with the collar. [Choking hazard. Contains small parts]. Do not place collar [or reflectors] in mouth. Not intended for use on humans.

For external use on [(dogs)(and)(cats)] only. Do not use on other animals. [(Do not use on puppies under seven weeks of age.)(Do not use on kittens under ten (10) weeks of age.)] Do not get this product in [(dog's)(cat's)] eyes or mouth. As with any product, consult your veterinarian before using this product on debilitated, aged, breeding, pregnant, or nursing animals. Individual sensitivities, while rare, may occur after using ANY pesticide product for pets. If signs of sensitivity occur remove collar and bathe your pet with mild soap and rinse with large amounts of water. 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. If your [(dog)(or)(cat)] is experiencing an adverse event, contact your veterinarian and, call 1-800-422-9874.

The patented Bayer polymer matrix system ensures that both active [(substances) (ingredients)] are slowly and continuously released in low concentrations from the collar towards the animal. This avoids peak concentrations and ensures that concentrations of both

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active [(substances)(ingredients)] are present in the [(cat's)(and/or)(dog's)] haircoat during the entire [(protection)(efficacy)] period. The active [(substances)(ingredients)] spread from the site of direct contact over the entire skin surface.

[INSERT DIAGRAM THAT DEPICTS RELEASE FROM MATRIX.]

STORAGE AND DISPOSAL

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

Pesticide Storage: Store in original unopened container in a cool, dry place that is inaccessible to children.

Container Disposal: Dispose of container, pouch and expired collar in trash.

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. To the extent consistent with applicable law 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. [The reflector clips contained herein are only meant to be used in combination with the specific collar and have been tested only for such use and purpose. To the extent consistent with applicable law, Bayer excludes liability for any misuse and use other than in combination with the specific collar as described in the packaging leaflet.]

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Pouch Label

[(PNR 1427 Insecticide)(Brand name)]

10.0% imidacloprid

4.5% flumethrin

Do not let children play with this collar (or reflectors).

FOR USE ON (CATS)(DOGS)(CATS & DOGS)

See (outer container/leaflet) for complete label information.

Do not open until ready to use.

BAYER

EPA Reg. No. 11556-XXXX

EPA Est. No. 11556-TBD

Lot No. 0000000

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Note to Reviewer: Brackets [] and parentheses () denote optional language

Optional/Alternative Marketing Claims – Dogs

General Claims - Dogs

- Two active [(substances)(ingredients)] provide dual action against ticks, fleas, and lice (on dogs)
- For use on dogs and puppies 7 weeks of age and older
- Tick, (and) flea (and lice) (prevention)(control)(and) treatment for dogs 7 weeks of age or older
- [(PNR 1427)(Brand name)(This product)] is indicated for the prevention and treatment of ticks, fleas and lice on dogs and puppies (7 weeks of age and older)
- [Effective][Long-lasting] [protection] for 8 months
- Kills (and repels) ticks, (and) kills fleas (and lice)(for 8 months)
- Reliable 8-month protection against ticks, fleas, and lice on dogs (and puppies)
- [3-way] protection against fleas, ticks and lice
- 8-month protection against ticks, fleas and lice
- For (small) dogs up to [(18 lbs.)(8 kg)] [body weight]
- For (large) dogs above [(18 lbs.)(8 kg)] [body weight]
- For external use on dogs
- For [(small dogs and puppies)(large dogs)]
- Fully effective within 48 hours after initial application of collar

Tick Claims - Dogs

- Repels and kills ticks, including [(Deer)(Black-legged)] ticks, (*Ixodes scapularis*) (vector of Lyme disease and anaplasmosis), American dog ticks, (*Dermacentor variabilis*) (vector of Rocky Mountain spotted fever and ehrlichiosis), Brown dog ticks, (*Rhipicephalus sanguineus*) (vector of ehrlichiosis, anaplasmosis, bartonellosis, babesiosis, canine hemoplasmosis, and Rocky Mountain spotted fever), and Lone Star ticks (*Amblyomma americanum*) (vector of ehrlichiosis) for 8 months
- Treatment with [(PNR 1427)(brand name)(this product)(the collar)] kills ticks that may transmit Anaplasmosis (*Anaplasma phagocytophilum*), Bartonellosis (*Bartonella vinsonii*, *Bartonella spp.*), Babesiosis (*Babesia canis*, *B. gibsoni*), Borreliosis (*Borrelia burgdorferi*), canine hemoplasmosis (*Mycoplasma haemocanis*), Ehrlichiosis (*Ehrlichia canis*, *E. chaffeensis*, *E. ewingii*), Hepatozoonosis (*Hepatozoon canis* and *H. americanum*), and Rickettsiosis (*Rickettsia rickettsii*) [which are types of (canine) vector borne diseases]
- Efficacy against ticks (by repelling and killing) that may transmit Anaplasmosis (*Anaplasma phagocytophilum*), Bartonellosis (*Bartonella vinsonii*, *Bartonella spp.*),

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Babesiosis (*Babesia canis*, *B. gibsoni*), Borreliosis (*Borrelia burgdorferi*), canine hemoplasmosis (*Mycoplasma haemocanis*), Ehrlichiosis (*Ehrlichia canis*, *E. chaffeensis*, and *E. ewingii*), Hepatozoonosis (*Hepatozoon canis* and *H. americanum*), and Rickettsiosis (*Rickettsia rickettsii*) [which are types of (canine) vector borne diseases]

- Kills [(Deer)(Black-legged)] ticks (, which may carry Lyme disease and Anaplasmosis)
- Kills American dog ticks (, which may carry Rocky Mountain spotted fever and Ehrlichiosis)
- Kills all [(life)(blood feeding)] stages of ticks
- Kills tick adults, larvae, and nymphs
- Kills ticks within 48 hours of (initial) application
- Prevents tick infestations within 48 hours after (initial) application
- [(Kills)(Repels)] ticks in 6 hours after (initial) efficacy has been obtained
- Re-infesting ticks are [(repelled)(killed)(repelled and/or killed)] as quickly as 6 hours
- Protects against all types of ticks (attacking dogs)
- Protects your (dog)(and/or)(puppy) from all types of ticks (for 8 months)
- Easy, effective [(treatment and prevention)(control)] of ticks, (and) fleas (,and lice)

Flea Claims - Dogs

- (Rapidly/Quickly)] Kills fleas on dogs within [24] hours and continues to prevent infestations for 8 months
- Kills fleas before they lay eggs
- Reinfesting fleas are killed within 2 hours with protection against further flea infestation lasting 8 months
- Larval flea stages in the dog's surroundings are killed following contact with a [(PNR 1427)(brand name)] -treated dog, (which will aid in environmental control)
- Prevents, treats, and controls flea larvae in the dog's immediate surroundings
- Prevents, treats, and controls adult and larval stages of the flea
- Protects your (dog)(and/or)(puppy) from fleas (for 8 months)
- For the treatment and prevention of flea infestations [on your dog (and in your dog's immediate surroundings)]
- One treatment prevents further flea infestations (on dogs) for 8 months
- Controls existing flea infestations by killing adult fleas
- Prevents reinfestations by killing adult fleas before they lay eggs
- Prevents fleas on treated dogs from infesting (reinfesting) your home
- Treatment with [(PNR 1427)(brand name)(this product)(the collar)] kills fleas and may reduce the incidence of [flea allergy dermatitis (FAD)][flea bite hypersensitivity (FBH)][flea bite dermatitis (FBD)]
- For prevention and treatment of flea infestation(s) for 8 months

- [8-month] prevention and treatment of cat fleas (*Ctenocephalides felis*), dog fleas (*Ctenocephalides canis*) and human fleas (*Pulex irritans*) on dogs
- Kills cat fleas (*Ctenocephalides felis*), dog fleas (*Ctenocephalides canis*) and human fleas (*Pulex irritans*) on dogs
- Treatment with [(PNR 1427)(brand name)(this product)(the collar)] kills fleas and may reduce the (risk/incidence) of tapeworm infections (*Dipylidium caninum*), Bartonellosis (*Bartonella vinsonii*, *Bartonella spp.*), and Rickettsiosis (*Rickettsia felis*) [,which are types of (canine) vector borne diseases]
- Efficacy against fleas that may transmit tapeworm infections (*Dipylidium caninum*), Bartonellosis (*Bartonella vinsonii*, *Bartonella spp.*), and Rickettsiosis (*Rickettsia felis*) [,which are types of (canine) vector borne diseases]
- Breaks the flea life cycle
- Stops fleas from feeding by (their) paralysis and death
- Kills fleas that may cause anemia in dogs

Lice & Other Efficacy Claims - Dogs

- Kills [(biting) (chewing)] lice
- For treatment and prevention of [(biting) (chewing)] lice (infestations)
- Controls existing [(biting) (chewing)] lice infestations
- 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 of [(biting) (chewing)] lice
- Aids in the treatment (and control) of Sarcoptic mange

Optional/Alternative Marketing Claims – Cats

General Claims - Cats

- Two active [(substances)(ingredients)] provide dual action against ticks and fleas (on cats)
- For use on cats and kittens 10 weeks of age and older
- [Effective][Long-lasting] [protection] for 8 months
- Tick, (and) flea (prevention)(control)(and) treatment for kittens 10 weeks of age or older
- Tick and flea treatment for cats and kittens 10 weeks of age and older
- [(PNR 1427)(Brand name) (The collar)(This product)] is indicated for the prevention and treatment of ticks and fleas on cats and kittens (10 weeks of age and older)
- Kills (and repels) ticks and kills fleas (for 8 months)
- (Reliable) (8-month) protection against ticks and fleas [on cats (and kittens)]
- [Dual] [2-way] protection against ticks and fleas

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- For external use on cats
- For cats and kittens
- Fully effective within 48 hours after initial application of collar

Tick Claims - Cats

- Repels and kills ticks, including [(Deer)(Black-legged)] ticks, (*Ixodes scapularis*) (vector of Lyme disease and anaplasmosis), American dog ticks (*Dermacentor variabilis*) (vector of Rocky Mountain spotted fever, cytauxzoonosis, and ehrlichiosis), Brown dog ticks, (*Rhipicephalus sanguineus*) (vector of ehrlichiosis, anaplasmosis, babesiosis, and Rocky Mountain spotted fever), and Lone Star ticks (*Amblyomma americanum*) (vector of cytauxzoonosis and ehrlichiosis) (for 8 months)
- Treatment with [(PNR 1427)(brand name)(this product)(the collar)] kills ticks that may transmit Anaplasmosis (*Anaplasma phagocytophilum*), Babesiosis (*Babesia canis*, *B. spp.*), Borreliosis (*Borrelia burgdorferi*), Ehrlichiosis (*Ehrlichia canis*, *E. spp.*), Cytauxzoonosis (*Cytauxzoon felis*), and Rickettsiosis (*Rickettsia rickettsii*) [which are types of (cat) vector borne diseases]
- Efficacy against ticks (by repelling and killing) that may transmit Anaplasmosis (*Anaplasma phagocytophilum*), Babesiosis (*Babesia canis*, *B. spp.*), Borreliosis (*Borrelia burgdorferi*), Ehrlichiosis (*Ehrlichia canis*, *E. spp.*), Cytauxzoonosis (*Cytauxzoon felis*), and Rickettsiosis (*Rickettsia rickettsii*) [which are types of (cat) vector borne diseases]
- Kills [(Deer)(Black-legged)] ticks (, which may carry Lyme disease)
- Kills American dog ticks (, which may carry Rocky Mountain spotted fever)
- Kills all (life) (blood feeding) stages of ticks
- Kills tick adults, larvae, and nymphs
- Kills ticks within 48 hours of (intital) application
- Prevents tick infestations within 48 hours after (initial) application
- [(Kills)(Repels)] ticks in 6 hours after (intital) efficacy has been obtained
- Re-infesting ticks are [(repelled)(killed)(repelled and/or killed)] as quickly as 6 hours
- Protects against all types of ticks (attacking cats)
- Protects your (cat)(and/or)(kitten) from all types of ticks (for 8 months)
- Easy, effective [(treatment and prevention)(control)] of ticks and fleas

Flea Claims - Cats

- (Rapidly/Quickly) Kills fleas on cats within [24] hours and continues to prevent infestations (for 8 months)
- Kills and repels fleas before they lay eggs

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- Reinfesting fleas are killed within 2 hours with protection against further flea infestation (lasting 8 months)
- Larval flea stages in the cat's surroundings are killed following contact with a [(PNR 1427)(brand name)(collar)] -treated cat (which will aid in environmental control)
- Prevents, treats, and controls flea larvae in the cat's immediate surroundings
- Prevents, treats, and controls adult and larval stage of the flea
- Protects your (cat)(and/or)(kitten) from fleas (for 8 months)
- For the treatment and prevention of flea infestations on your cat (and in your cat's immediate surroundings)
- One treatment prevents further flea infestations (for 8 months)
- Controls existing flea infestations by killing adult fleas
- Prevents reinfestations by killing adult fleas before they lay eggs
- Treatment with [(PNR 1427)(brand name)(the collar)(this product)] kills fleas and may reduce the incidence of [flea allergy dermatitis (FAD)][flea bite hypersensitivity (FBH)][flea bite dermatitis (FBD)]
- For prevention and treatment of flea infestation(s) for 8 months
- [8-month] prevention and treatment of cat fleas (*Ctenocephalides felis*), dog fleas (*Ctenocephalides canis*) and human fleas (*Pulex irritans*) on cats
- Treatment with [(PNR 1427)(brand name) (the collar)(this product)] kills fleas that may transmit Bartonellosis (*Bartonella henselae*), tapeworm infections (*Dipylidium caninum*), Feline infectious anemia (*Mycoplasma spp.*), and Rickettsiosis (*Rickettsia felis*)
- Efficacy against fleas that may transmit Bartonellosis (*Bartonella henselae*), tapeworm infections (*Dipylidium caninum*), Feline infectious anemia (*Mycoplasma spp.*), and Rickettsiosis (*Rickettsia felis*)
- Breaks the flea life cycle
- Stops fleas from feeding by (their) paralysis and death
- Kills fleas that may cause anemia in cats

Other Efficacy Claims - Cats

- Aids in the treatment (and control) of Sarcoptic mange

Optional/Alternative Marketing Claims – General

- Protects for 8 months
- (8-month) [(protector band)(pet collar)(collar)]
- [(Kills)(Protects)] for 8 months
- (Make sure to) replace (the) collar after 8 months [for year-round (control)(prevention)]
- Remains effective after bathing or swimming

- Remains effective following shampooing, swimming or after rain
- [(Wetness)(Moisture)] does not reduce the collar's effectiveness
- No need to remove (the) collar while bathing pet
- No need to remove collar when (your) pet goes swimming or [(gets bathed)(bathing)]
- Waterproof
- Water resistant
- Fragrance-free
- Odorless
- No (noticeable) odor
- Non-greasy
- Easy to use
- (Easy)(convenient)(to use)(to apply)
- [(Graphite)(Gray)][Red][Yellow][(collar)(color)]
- (Adjustable)(convenient)(easy-to-apply) collar
- (Light) reflectors for added visibility (in the evening and at night)
- (Three) (3) (visibility) reflectors (included)
- (Snap-on) reflectors (included) for added (night-time)(pet)(visibility)
- One collar per animal (to be fastened around the neck)
- Contains one collar
- [(Patented)(Bayer)(technology) (polymer)(matrix)(system)] ensures that both active [(substances)(ingredients)] are (slowly) (and continuously) released (in low concentrations).
- (Patented) (Bayer) (Polymer) Matrix: [(effective)(dependable)(long-lasting)] (flea and tick) control (for 8 months)
- (Depot effect:) [Active (substances)(ingredients)] stored inside the polymer matrix and gradually released over time]
- [(Continuous)(Even distribution)(Steady)] release) of active [(substances)(ingredients)] (over 8 months)
- (Continuous) protection (over 8 months)
- Contains [(Patented)(Bayer) (polymer)(matrix)(system)]

Optional/Alternative Marketing Claims – Combined label for small collar for use on small dogs and cats

- For external use on small dogs and cats only