



U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg. Number:

11556-191

Date of Issuance:

7/13/23

NOTICE OF PESTICIDE:

Registration
 Reregistration

(under FIFRA, as amended)

Term of Issuance:

Unconditional, Time-Limited
Expires: 07/13/2028

Name of Pesticide Product:

Seresto Cat

Name and Address of Registrant (include ZIP Code):

Jennifer Schofield
Elanco US Inc.
2500 Innovation Way
Greenfield, IN 46140

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 (FIFRA or the Act).

Registration is in no way to be construed as an endorsement or recommendation of this product by the U.S. Environmental Protection Agency (EPA or 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 section 3(c)(5). 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:

Elizabeth Fertich, Product Manager 4
Invertebrate and Vertebrate Branch 1, Registration Division
(7505T)
Office of Pesticide Programs

Date:

7/13/23

EPA Form 8570-6

2. This registration is time-limited and expires 07/13/2028. Elanco US Inc. may request extension of the time-limited registration, or removal of the expiration date. An amendment request for these changes must be submitted at least one year prior to the expiration date and is subject to EPA Review.
3. Elanco US Inc. must submit annual enhanced incident reports and annual sales information in doses sold for this product in the EPA-developed templates found at <https://www.epa.gov/pesticides/use-standardized-templates-report-pet-spot-incidents-conclusion-pilot-and-implementation>. The data are to be provided no later than the end of the first quarter of the following year (e.g., 2023 data no later than 31 Mar 2024). Please flag any Confidential Business Information as such. Submit enhanced incident reporting and annual sales information to the Product Manager's attention in addition to your regular reporting of incidents through electronic submission.
4. Elanco US Inc. must submit an annual report, similar to a modified Food and Drug Administration (FDA) Annual Periodic Drug Experience Report, which provides an update on stewardship efforts and analysis of safety information collected the preceding year. This additional analysis must be submitted together with Elanco US Inc.'s annual submission of detailed case data (Item #3) and will include:
 - a. Update on execution of stewardship efforts.
 - b. Brief summary of the incidence rates of reports of adverse effects during the preceding year.
 - c. Detailed analysis of any serious adverse effects that have increased in frequency during the preceding year.
 - d. Overall evaluation of the benefit-risk profile of the product, taking into account adverse effect data and any other new or emerging safety information.
5. Elanco US Inc. must develop and implement additional efforts regarding case follow-up, referrals, and necropsies as medically indicated. Annually, Elanco US Inc. must review and update training materials, frequency of training, and technical solutions for the collecting and providing data points related to the pets involved in adverse event (AE) reports for all Elanco US Inc. staff responsible for taking in these data. Elanco US Inc. will, to the fullest extent possible, include the following information for each AE, including:
 - a. Pre-existing medical conditions (e.g., hypothyroidism, diabetes), including previous history of reported condition.
 - b. Medications concomitantly administered.
 - c. Pet's prior experience with the product.
 - d. Patient health statusElanco US Inc. must report on these efforts one year from the registration and has committed to continuing these efforts moving forward.
6. Elanco US Inc. must develop and implement communications initiative to ensure the US veterinary community is informed of risks and benefits associated with use of pesticides in pet products, including Seresto, and the importance of reporting AEs. Those communications shall include, at a minimum:

- a. A discussion of pesticide products in pet health – risks and AE reporting (including phone numbers relevant to reporting for Elanco US Inc.’s products).
- b. A reminder that a Post Approval Experience (PAE) section is now on the label, including reported adverse events as listed below, and the owner is recommended to remove the collar and consult their veterinarian if these symptoms occur.
 - i. AEs in cats are listed in decreasing order of reporting frequency: Application site reactions (hair change, lesions, pruritus, erythema, inflammation, hemorrhage, burns, self-trauma, ulcers), behavioral disorders, lethargy, anorexia, vomiting, alopecia, hyperactivity, skin disorders, vocalization, skin lesion, hypersalivation.
- c. An update on outcomes of EPA’s Seresto review.
- d. Elanco US Inc. will utilize the following items for delivery:
 - i. Submission of an educational article in a veterinary trade publication (e.g., DVM360, Vet Practice News)
 - ii. Submission of information to the Veterinary Information Network (VIN)
 - iii. Letter to pet health Doctors of Veterinary Medicine (DVMs)
 - iv. Email “blast” to drive DVMs to a webpage
 - v. Elanco US Inc. web content with Frequently Asked Questions (FAQs) for the DVMs
 - vi. White paper which can be accessed online or sent out upon request by our pharmacovigilance (PV) call center

Elanco US Inc. must report on these efforts one year from the registration and provide a commitment to continuing these efforts moving forward. EPA may make recommendations to improve the outreach efforts after the 1-year review.

7. Elanco US Inc. must evaluate and summarize known characteristics of the release mechanism of the collar including testing performed to assess performance.
 - a. Elanco US Inc. must assess potential modifications of the release mechanism to optimize performance without compromise to collar retention under normal conditions of use.
 - b. Elanco US Inc. must report on these efforts one year from the registration and provide a commitment to continuing these efforts moving forward.
8. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 11556-191.”
9. Submit one copy of the final printed label for the record before you release the product for shipment.
10. If, after formal consultation with the appropriate Service(s), additional modifications are identified in the Service’s Biological Opinion(s) for imidacloprid, EPA will notify Elanco US Inc. in writing consistent with the terms in the Biological Opinion of any necessary required changes. Elanco US Inc. must submit an application for amendment incorporating any required changes, including amended labels, consistent with the timeline specified in EPA’s notification. Alternatively, Elanco US Inc. may respond by submitting a request for voluntary cancellation of

this product. If Elanco US Inc. fails to comply with this term, Elanco US Inc. has agreed in prior written acceptance of these terms that EPA may cancel the registration under an expedited process under FIFRA 6(e).

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 FIFRA 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.

Release of this product for shipment confirms Elanco US Inc.'s acceptance of all terms listed above. If the terms are not complied with, the registration will be subject to cancellation in accordance with FIFRA Section 6, including cancellation under FIFRA 6(e).

A stamped copy of the label is enclosed for your records.

Please note that the record for this product currently contains the following CSFs:

- Basic CSF dated 6/8/2023
- Alternate CSF 1 dated 6/13/2023

If you have any questions, please contact OPP RD Ombudsman at OPP_RD_Ombudsman@epa.gov.

Enclosure

NOTE TO REVIEWER: Braces “{ }” indicate notes to reviewer. Brackets “[]” indicate optional language.

Seresto Cat

{A large, clear picture of a cat in the appropriate weight range for the product will be on the outer container and/or insert.}

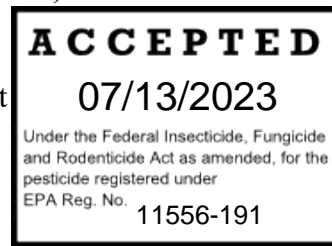
{Language for Collar}

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

{Selected optional label claims bulleted, pictures and pictograms here from pages 6-10}

ACTIVE INGREDIENTS:	% by Weight
Flumethrin*	4.5%
Imidacloprid.....	10.0%
OTHER INGREDIENTS	85.5%
TOTAL	100.0%

*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. TBD

READ THE ENTIRE LABEL BEFORE USE

[USE ONLY ON CATS]

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]][side][panel][insert]] for 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 and/or medical emergencies involving humans or animals call 1-800-255-6826.

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 cat to be fastened around the neck.

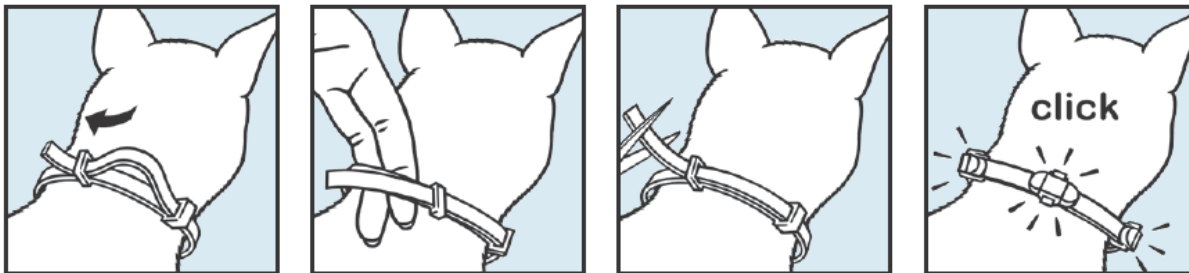
Remove collar from protective bag directly before use. Unroll collar and make sure that there are no remnants from the plastic connectors inside the collar.

{Optional marketing pictures here from pages 9-10}

Insert end of the collar through the buckle. Adjust the collar around the cat's neck without tightening it too tight or leaving it too loose. As a guide, fit 2 fingers comfortably between the collar and the neck. Pull excess collar through the loop(s). Cut collar to a length no greater than [1][one][an] inch (2 cm) beyond the loop(s) unless it is on a growing kitten, where some additional length may be needed for adjustment as the animal grows.

[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 reflector clasp closes permanently and cannot be re-opened.]

{Optional Visuals: 4th picture in series depicting reflector snapping to collar is optional}



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

This collar is designed with a release [system][mechanism]. In the unlikely event of a cat being trapped, the cat's own strength is usually sufficient to widen the collar to allow for quick release.

{Optional marketing pictures pages 9-10}

Replace the collar after 8 months for [[optimal][continuous]] flea and tick protection.

PRODUCT INFORMATION

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

[Seresto Cat][This product][The collar] kills existing fleas on cats 24 hours after initial application of the collar. After 24 hours, any new fleas on the cat 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. Treat the cat's living areas with a product approved for home use [such as the Elanco line of home treatments].

Ticks already on the 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 cat. The prevention of infestations with new ticks starts at 48 hours after application of the collar.

Any new ticks on the cat are [repelled][killed][repelled and/or killed] as quickly as 6 hours after initial 48 hours of application.

In case of loss of collar, a new collar may be applied immediately. 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.

Occasionally scratching may be observed in animals that are not used to wearing collars during the first few days after fitting. Ensure that the collar is not fitted too tightly. Slight hair loss and mild skin reactions from the collar may occur at the application site which usually recover within 1 or 2 weeks without the need for collar removal. For further guidance regarding individual animal sensitivities, see information below.

For external use on cats only. Do not use on other animals. Do not use on kittens under [ten][10] weeks of age. Do not get this product in 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 your animal is on medication, consult your veterinarian before using this or any other product. The following adverse events are based on adverse event reporting. Not all adverse reactions are reported to the EPA. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using this data. The following adverse events in cats are listed in decreasing order of reporting frequency: Application site reactions (hair change, lesions, pruritus (itchy skin), erythema (reddening of the skin), inflammation, hemorrhage, burns, self-trauma, ulcers), behavioral disorders, lethargy, anorexia, vomiting, alopecia, hyperactivity, skin disorders, vocalization, skin lesions, hypersalivation. Remove the collar if these symptoms occur and consult with your veterinarian. Report suspected adverse events by calling Elanco at 1-800-255-6826 or the EPA website at <https://www.epa.gov/pesticide-incidents/report-pesticide-exposure-incidents-affecting-pets-or-domestic-animals>.

The [[patented][sustained][slow][steady][continuous][release][distribution]] technology ensures that both active ingredients are slowly and continuously released from the collar towards the animal. This ensures that concentrations of both active ingredients are present on the cat during the entire

[[protection]][efficacy]] period. The active ingredients spread from the site of direct contact over the skin surface.

{Optional Visual: depiction of release from matrix}

STORAGE AND DISPOSAL

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

Do not use container for food storage or other purposes.

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

Container Disposal: Dispose of pouch and expired collar in trash. Outer container may be recycled or disposed of in trash.

LIMITED WARRANTY, DISCLAIMER, AND LIMITATION OF DAMAGES

By using, buying or handling this product, user and/or buyer accepts the following terms. Subject to the adverse events referred to above, and to the extent consistent with applicable law, Elanco US Inc.'s ("Elanco") sole and exclusive limited warranty is that this product conforms to the chemical description on the label and is reasonably fit for the purposes stated on the label, when used in accordance with the label under normal use conditions. To the extent consistent with applicable law, the above exclusive express limited warranty is void if the product is used contrary to the label. **TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, ELANCO MAKES NO OTHER EXPRESS OR IMPLIED WARRANTY. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, ELANCO DISCLAIMS ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR OTHERWISE, AND DISCLAIMS ANY OTHER EXPRESS WARRANTY.** No agent of Elanco is authorized to make any other warranty, except in writing with a specific reference to this warranty. *To the extent consistent with applicable law, Elanco shall not be liable whatsoever for special, incidental or consequential damages resulting from the use or handling of this product. To the extent consistent with applicable law, the sole and exclusive remedy of the user and/or buyer for any and all losses, injuries, or damages, regardless of the legal theory, shall not exceed the purchase price paid for the product, or the replacement of product.* [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, Elanco excludes liability for any misuse and use other than in combination with the specific collar as described in the packaging insert.] To the extent the above disclaimer of warranties disclaims implied warranties, it may be limited or ineffective if you are a "consumer" and this product is a "consumer product," as those terms are defined by the Magnuson Moss Act, 15 U.S.C. § 2301, in which case the duration of any implied warranties is limited to the earlier of either the applicable statute of limitation or repose, and in no case will any implied warranty extend beyond the term of the Exclusive Express Limited Warranty for the product. To the extent consistent with applicable law, some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

EPA Reg. No. 11556-xxx

Manufactured For:
Elanco US Inc
2500 Innovation Way
Greenfield, IN 46140

Product of [Germany][USA]
Lot [No.]:

Pouch Label

Seresto Cat

{A picture/image of a cat in the appropriate weight range for the products will be on the pouch.}

4.5% flumethrin

10.0% imidacloprid

Do not let children play with this collar [or reflectors].

FOR USE ON CATS

See [outer container][leaflet][insert] for complete label information.

Do not open until ready to use.

{Selected optional label claims bulleted, pictures and pictograms here from pages 6-10}

Elanco US Inc

2500 Innovation Way, Greenfield, IN 46140

EPA Reg. No. 11556-xxx

EPA Est. No. TBD

Lot [No.]:

[Calendar Reminder Sticker]

Seresto Cat

Use[[this][attached][included]] calendar sticker to remind you when your cat is due for its next application.

{Selected optional marketing picture here from pages 9-10}

Replace collar after 8 months

NOTE TO REVIEWER: Braces “{ }” indicate notes to reviewer. Brackets “[]” indicate optional language.

{Optional/Alternative Marketing Claims}

General Claims

1. Two active ingredients provide dual action against ticks and fleas [on cats]
2. For use on cats and kittens 10 weeks of age and older
3. [Effective][Long-lasting][protection] against ticks and fleas for 8 months
4. Tick, [and] flea [prevention][control][and] treatment for kittens 10 weeks of age or older
5. Tick and flea treatment for cats and kittens 10 weeks of age and older
6. [Seresto Cat][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]
7. Kills [and repels] ticks and kills fleas [for 8 months]
8. Reliable 8-month protection against ticks, and fleas on cats [and kittens]
9. [Dual][2-way] protection against ticks and fleas
10. For external use on cats
11. For cats and kittens
12. Fully effective 48 hours after initial application of collar
13. Protects against ticks and fleas for 8 months
14. 8-month protection [against ticks and fleas] {[against ticks and fleas] will be used in close proximity to “8-month protection”}
15. [8-month] [[protector band][pet collar][collar]]
16. [Kills][Protects] against ticks and fleas for 8 months
17. [Make sure to] replace [the] collar after 8 months [for year-round tick and flea [control][prevention]]
18. Fragrance-free
19. Odorless
20. No [noticeable] odor
21. Non-greasy
22. Easy to use
23. [[Easy][convenient]] [[to use][to apply]]
24. [[Graphite][Gray][Red][Yellow]] collar [color]
25. [Adjustable][convenient][easy-to-apply] collar
26. [Light] reflectors for added visibility [in the evening and at night]
27. [Three][3][visibility] reflector clips [included][for added pet visibility]
28. [Snap-on] reflectors [included] for added [night-time][pet][visibility]
29. One collar per cat [to be fastened around the neck]
30. Contains one collar
31. Sustained release technology for long-lasting flea and tick control for 8 months
32. [Elanco’s][Seresto’s] patented polymer matrix system ensures that both active ingredients are continuously released, protecting pets from nose to tail.
33. [Elanco’s][Seresto’s] patented polymer matrix technology ensures that both active ingredients are slowly released, protecting pets from nose to tail.
34. [Elanco’s][Seresto’s] patented polymer matrix technology ensures that both active ingredients are slowly and continuously released.
35. The collar’s patented polymer matrix technology ensures that both active ingredients are slowly and continuously released.
36. Patented [Elanco][Seresto] polymer matrix: Effective flea and tick control for 8 continuous months.

37. Patented [Elanco][Seresto] polymer matrix: Dependable flea and tick control for 8 continuous months.
38. Patented [Elanco][Seresto] polymer matrix: Long lasting flea and tick control for 8 continuous months.
39. Patented [Elanco][Seresto] polymer matrix: Reliable flea and tick control for 8 continuous months.
40. Continuous release technology ensures that both active ingredients are slowly released over time.
41. Slow-release technology ensures that both active ingredients are continuously released over time.
42. Steady release technology ensures that both active ingredients are slowly and continuously released over time.
43. Sustained release technology ensures that both active ingredients are slowly and continuously distributed over time.
44. Extended-release technology ensures that both active ingredients are slowly and continuously distributed over time.
45. Continuous release technology: Effective flea and tick control for 8 [continuous] months
46. Slow-release technology: Dependable flea and tick control for 8 [continuous] months
47. Steady release technology: Long-lasting flea and tick control for 8 [continuous] months
48. Sustained release technology: Reliable flea and tick control for 8 [continuous] months
49. Extended-release technology: Long-lasting flea and tick control for 8 [continuous] months
50. Slow-Release Effect: Active ingredients stored inside the polymer matrix gradually release over 8 [continuous] months
51. Slow-Release Collar: Active ingredients stored inside the polymer matrix gradually release over 8 [continuous] months
52. Slow-Release Protection: Active ingredients stored inside the polymer matrix gradually release over 8 [continuous] months
53. Extended Release: Active ingredients stored inside the polymer matrix gradually release over 8 [continuous] months
54. Extended-Release Collar: Active ingredients stored inside the polymer matrix gradually release over 8 [continuous] months
55. Continuous release of active ingredients over 8 [continuous] months
56. Extended release of active ingredients over 8 [continuous] months
57. Steady release of active ingredients over 8 [continuous] months
58. Steady distribution of active ingredients over 8 [continuous] months
59. [Long lasting][Continuous] flea and tick protection over 8 [continuous] months
60. 8-month flea and tick protection
61. 8 months of continuous flea and tick protection
62. Contains [Elanco's][Seresto's] patented polymer matrix [system][technology].
63. Contains [Elanco's][Seresto's] patented polymer matrix [collar][technology]
64. Extended-release technology
65. Continuous release technology
66. Steady release technology
67. Slow-release technology
68. No activation needed
69. Use[[this][attached][included]] calendar sticker to remind you when your cat is due for its next application.
70. [Sustained][Slow] release technology for effective flea and tick control for 8 months.
71. [Extended][Continuous] release technology for reliable flea and tick control for 8 months.
72. [Extended][Continuous] release technology for long lasting flea and tick control for 8 months.

73. Steady release technology for dependable flea and tick control for 8 months.

Tick Claims

74. Repels and kills ticks for 8 months, including [[Deer][Black-legged]] ticks, [*Ixodes scapularis*][that may transmit Lyme disease and anaplasmosis], American dog ticks [*Dermacentor variabilis*][that may transmit Rocky Mountain spotted fever, cytauxzoonosis, and ehrlichiosis], Brown dog ticks, [*Rhipicephalus sanguineus*][that may transmit ehrlichiosis, anaplasmosis, babesiosis, and Rocky Mountain spotted fever], and Lone Star ticks [*Amblyomma americanum*][that may transmit cytauxzoonosis and ehrlichiosis]
75. Treatment with [Seresto Cat][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]
76. 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]
77. Kills [[Deer][Black-legged]] ticks[, that may transmit Lyme disease]
78. Kills American dog ticks [,that may transmit Rocky Mountain spotted fever]
79. Kills all [life][blood feeding] stages of ticks
80. Kills tick adults, larvae, and nymphs
81. Kills existing ticks at 48 hours of [initial] application
82. Prevents new tick infestations 48 hours after [initial] application
83. 48 hours after [initial] application, any new ticks are [repelled][killed][repelled and/or killed] in as quickly as 6 hours
84. Protects against ticks [on your cat]
85. Protects your [cat][and/or][kitten] from ticks [for 8 months]
86. Easy, effective [treatment and prevention][control] of ticks and fleas

Flea Claims

87. [[Rapidly][Quickly]] Kills fleas on cats 24 hours after [initial] application and continues to prevent infestations for 8 months
88. Kills and repels fleas before they lay eggs
89. Kills adult fleas and flea larvae
90. Kills flea larvae
91. After 24 hours of [initial] application, any new fleas are killed within 2 hours with protection against further flea infestation lasting 8 months
92. Protects your [cat][and/or][kitten] from fleas [for 8 months]
93. For the treatment and prevention of flea infestations on your cat
94. One treatment prevents further flea infestations on cats for 8 months
95. Controls existing flea infestations by killing adult fleas
96. Prevents reinfestations by killing adult fleas before they lay eggs
97. Treatment with [Seresto Cat][the collar][this product] kills fleas which may cause flea allergy dermatitis (FAD) or flea bite hypersensitivity (FBH)
98. For prevention and treatment of flea infestation(s) for 8 months
99. [8-month] prevention and treatment of cat fleas [*Ctenocephalides felis*] and dog fleas [*Ctenocephalides canis*] on cats
100. Treatment with [Seresto Cat][the collar][this product] kills fleas that may transmit Bartonellosis [*Bartonella henselae*], tapeworm infections [*Dipylidium caninum*], Feline infectious anemia [*Mycoplasma spp.*], and Rickettsiosis [*Rickettsia feli*][,which are types of [cat] vector borne diseases]

- 101. Efficacy against fleas that may transmit Bartonellosis [*Bartonella henselae*], tapeworm infections [*Dipylidium caninum*], Feline infectious anemia [*Mycoplasma spp*], and Rickettsiosis [*Rickettsia felis*], which are types of [cat] vector borne diseases]
- 102. Kills fleas that may cause flea bite anemia [in cats]
- 103. Kills fleas which may be a source of flea allergy dermatitis (FAD) [in cats]

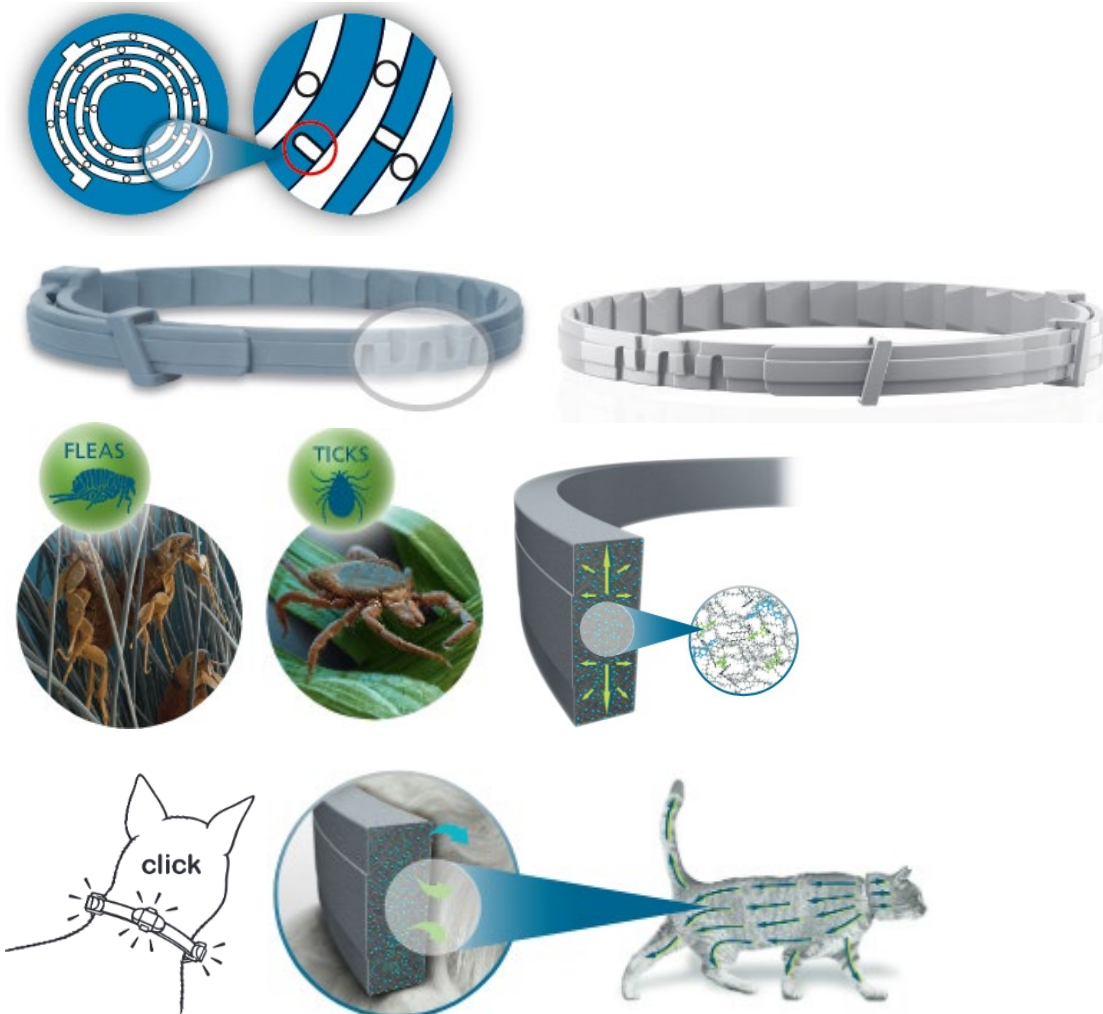
Flea & Tick Claims

- 104. REPELS AND kills fleas and ticks [on cats]
- 105. REPELS AND kills fleas and ticks on cats and kittens 10 weeks of age and older

{Optional marketing pictures and pictograms}



{Representative cat; each carton may have a representative picture of a cat in that weight range}





Fleas



Ticks



Flea Larvae



Mobius Loop on outer container

Fe



Package

