



U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg. Number:

11556-192

Date of Issuance:

6/26/25

NOTICE OF PESTICIDE:

☒ Registration  
☐ Reregistration  
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Advantage Collar for Dogs

Name and Address of Registrant (include ZIP Code):

Elanco US Inc.  
2500 Innovation Way  
PO Box 708  
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).

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.

*Continues page 2*

Signature of Approving Official:

Jacquelyn Herrick Product Manager 03  
Invertebrate-Vertebrate Branch 1  
Registration Division (7505T)

Date:

6/26/25

EPA Form 8570-6

2. You are required to comply with the data requirements described in the generic data call-in (GDCI) identified below:

- a. Deltamethrin GDCI-097805-1100
- b. Deltamethrin GDCI-0907805-899

You must comply with all of the data requirements within the established deadlines. If you have questions about the GDCI listed above, you may contact the Chemical Review Manager in the Pesticide Re-Evaluation Division: <http://iaspub.epa.gov/apex/pesticides/f?p=chemicalsearch:1>

3. The data requirements for storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) are not satisfied. You have 18 months from the date of registration to provide these data.
4. Make the following label changes before you release the product for shipment:
  - Revise the EPA Registration Number to read, "EPA Reg. No. 11556-192."
5. 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 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) lists 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.

The record for this product currently contains the following CSF(s):

- Basic CSF dated 06/28/2024
- Alternate CSFs 1-5 dated 06/28/2024

If you have any questions, please contact Laura Rademacher at [Rademacher.Laura@epa.gov](mailto:Rademacher.Laura@epa.gov).

Enclosure

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

**{Front Panel}**

Only for [dogs] [&] [puppies] [12][twelve] weeks of age & older  
{A large, clear picture of a dog in the appropriate age range for product. See page 12.}

**Advantage<sup>®</sup> Collar  
[for Dogs] [Dog]**

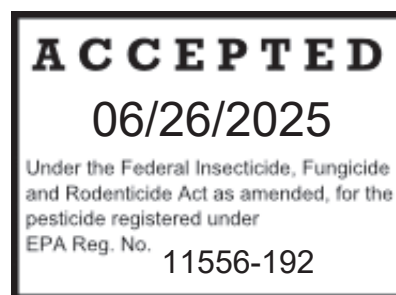
{Alternate Brand Names are listed at end of document.}

{“For Dogs” or “Dog” text size will be 40% to 75% of the height of the largest letter in the primary brand name. “For Dogs” or “Dog” is a qualifier and not part of brand name.}

[Collar that kills and repels fleas and ticks and repels mosquitoes\* providing [4] [four] months of continuous protection for dogs and puppies over 12 weeks of age.  
\*excluding California]

**ACTIVE INGREDIENTS**

Deltamethrin.....4.0%  
Pyriproxyfen.....1.0%  
Other Ingredients.....95.0%  
TOTAL.....100.0%



EPA Reg. No. 11556-192      EPA Est. No. XXX  
{EPA Reg. No. and EPA Est. No. to appear on either front or back panel}

Lot No.  
{Lot No. to appear on any panel (front, side, top, or bottom) of outer container}

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

**DO NOT USE ON CATS**

See back panel [inside booklet] [insert] [leaflet] for First Aid [and Precautionary Statements]. For Directions for Use and Storage and Disposal [instructions], see [insert] [leaflet] [back panel].

Net Contents:[1][2][3][4][5][6][8][9][10][12] Collar[s] [each] 1.1 oz [(30 g)]  
{one of the above Net Content quantities will be used based on the number of collars in carton}

**{Back Panel}**

**Advantage® Collar  
[for Dogs] [Dog]**

{“For Dogs” or “Dog” text size will be 40% to 75% of the height of the largest letter in the primary brand name. “For Dogs” or “Dog” is a qualifier and not part of brand name.}

**READ THE ENTIRE LABEL BEFORE EACH USE  
DO NOT LET CHILDREN PLAY WITH THIS COLLAR  
DO NOT USE ON CATS**

{Selected optional marketing claims from pages 7-12.}

Advantage® Collar [for Dogs][Dog] keeps your dog protected against fleas[, flea eggs\*] and ticks [and mosquitoes\*].] [Advantage® Collar [for Dogs][Dog] prevents new flea infestations by preventing fleas from developing into biting adults.] [It kills fleas so they can’t multiply and prevents new fleas from developing into biting adults, preventing new flea infestations.] [[Each] collar provides continuous protection for [4] [four] months and is [simple] [easy] to use on [any] [small] [medium] [large] [size] [all] dog [dogs] 12 weeks of age and older: just slide and secure into place, then cut off the excess length.]]  
\*excluding California

**DIRECTIONS FOR USE**

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

Do not use on puppies under 12 weeks. Do not use on cats. One collar per dog to be fastened around the neck. Do not open protective pouch until ready to use. Do not let children play with this collar.

Remove collar from protective bag directly before use. Dust [will][may] form on collar during storage. Do not get dust in mouth or eyes. Unroll collar and place [collar] around dog’s neck. Insert end of the collar through the buckle. Adjust the collar around the dog’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 length to no greater than [1][one][an] inch beyond the loop(s) unless it is on a growing puppy where additional length may be needed for adjustment as the dog grows. Wash hands after [placing collar on dog][handling collar].

Wipe collar with a damp paper towel or disposable cloth prior to applying to remove dust on collar. Do not get dust in mouth or eyes.

The collar should be worn continuously for the [4 month] protection period. Check periodically and adjust fit if necessary, especially when puppies are rapidly growing.

Replace the collar after [4][four] months for [optimal][continuous] flea, tick and mosquito protection.

**PRECAUTIONARY STATEMENTS  
HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

**CAUTION**

Harmful if swallowed or absorbed through skin. Causes moderate eye irritation. Avoid contact with skin, eyes, or clothing. Wash thoroughly with soap and water after handling.

Consult a veterinarian before using this product on debilitated, aged, pregnant, medicated, or nursing animals. Sensitivities may occur after using ANY pesticide products for pets. If signs of sensitivity occur, remove collar and bathe your dog with mild soap and rinse with large amounts of water. If signs continue, consult a veterinarian immediately.

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 occur, consult your veterinarian.

This collar is intended for use only as an insecticide and is not to be taken internally by humans or animals.

FIRST AID	
<b>IF SWALLOWED:</b>	<ul style="list-style-type: none"><li>• Call a poison control center or doctor immediately for treatment advice.</li><li>• Have person sip a glass of water if able to swallow.</li><li>• Do not induce vomiting unless told to do so by the poison control center or doctor.</li><li>• Do not give anything to an unconscious person.</li></ul>
<b>IF ON SKIN OR CLOTHING:</b>	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15 – 20 minutes.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>IF IN EYES:</b>	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15- 20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
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 the poison control center at 1-800-222-1222.	

**SIDE EFFECTS:**

Monitor your dog after application. Side effects may include signs of application site reactions such as application site hair loss, hair change (greasy, clumping or matting) or redness, inflammation and itching. Other side effects such as inactivity, vomiting and inappetence have also been reported. If these or any other side effects occur, consult your veterinarian, your dog's healthcare expert. For technical assistance or to report a side effect, call Elanco at 1-888-545-5973.

[Sample – NOT for Retail Sale [or [Re]Sale]]

Manufactured for:  
Elanco US Inc.  
450 Elanco Circle  
Indianapolis, IN 46221  
[Product of Germany]

[Placeholder for QR code for Bilingual Labeling]

**{Insert/Leaflet}**

## **Advantage® Collar**

### **[For Dogs][Dog]**

{“For Dogs” or “Dog” text size will be 40% to 75% of the height of the largest letter in the primary brand name. “For Dogs” or “Dog” is a qualifier and not part of brand name.}

#### **READ THE ENTIRE LABEL BEFORE EACH USE**

#### **DO NOT USE ON CATS**

#### **DO NOT LET CHILDREN PLAY WITH THIS COLLAR**

#### **CAUTION**

{Selected optional marketing claims, pictures, and/or pictograms from pages 7-12.}

#### **ACTIVE INGREDIENTS**

Deltamethrin.....4.0%

Pyriproxyfen.....1.0%

Other Ingredients.....95.0%

TOTAL.....100.0%

<b>FIRST AID</b>	
<b>IF SWALLOWED:</b>	<ul style="list-style-type: none"><li>• Call a poison control center or doctor immediately for treatment advice.</li><li>• Have person sip a glass of water if able to swallow.</li><li>• Do not induce vomiting unless told to do so by the poison control center or doctor.</li><li>• Do not give anything to an unconscious person.</li></ul>
<b>IF ON SKIN OR CLOTHING:</b>	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15 – 20 minutes.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>IF IN EYES:</b>	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15- 20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>HOT LINE NUMBER</b>	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For medical emergencies, call the poison control center at 1-800-222-1222.	

#### **PRECAUTIONARY STATEMENTS**

#### **HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

#### **CAUTION**

Harmful if swallowed or absorbed through skin. Causes moderate eye irritation. Avoid contact with skin, eyes, or clothing. Wash thoroughly with soap and water after handling.

Consult a veterinarian before using this product on debilitated, aged, pregnant, medicated, or nursing animals. Sensitivities may occur after using ANY pesticide products for pets. If signs of sensitivity occur, remove collar and bathe your dog with mild soap and rinse with large amounts of water. If signs continue, consult a veterinarian immediately.

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 occur, consult your veterinarian.

This collar is intended for use only as an insecticide and is not to be taken internally by humans or animals.

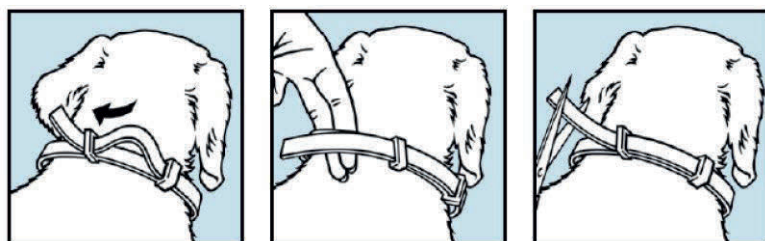
## DIRECTIONS FOR USE

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

Do not use on puppies under 12 weeks. Do not use on cats. One collar per dog to be fastened around the neck. Do not open protective pouch until ready to use. Do not let children play with this collar.

Remove collar from protective bag directly before use. Dust [will][may] form on collar during storage. [Do not get dust in mouth or eyes.] Unroll collar and place [collar] around dog's neck. Insert end of the collar through the buckle. Adjust the collar around the dog'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 length to no greater than [1][one][an] inch beyond the loop(s) unless it is on a growing puppy where additional length may be needed for adjustment as the dog grows. Wash hands after [placing collar on dog][handling collar].

{Optional visuals}



Wipe collar with a damp paper towel or disposable cloth prior to applying to remove dust on collar. Do not get dust in mouth or eyes.

The collar should be worn continuously for the [4 month] protection period. Check periodically and adjust fit if necessary, especially when puppies are rapidly growing.

Replace the collar after [4][four] months for [optimal][continuous] flea, tick and mosquito protection.

## PRODUCT INFORMATION

Advantage® Collar [for Dogs][Dog] kills fleas, ticks for [4][four] months and repels mosquitoes for [4][four] months. Advantage Collar [for Dogs][Dog] is a sustained release system [containing deltamethrin and pyriproxyfen]. This collar has the effect of simultaneous control of fleas and ticks, including ticks that may transmit Rocky Mountain spotted fever]. Use Advantage® Collar [for Dogs][Dog] year round for most effective control. To protect continuously against fleas, ticks and mosquitoes, replace collar every [4][four] months.

Advantage® Collar [for Dogs][Dog], containing deltamethrin insecticide and pyriproxyfen, an insect growth regulator (IGR), has been [specially] formulated using [features] insecticide-release technology. Collar will kill ticks for [4][four] months. Collar will kill ticks including brown dog tick (*Rhipicephalus sanguineus*), American dog tick (*Dermacentor variabilis*), and deer ticks (*Ixodes scapularis* and *Ixodes pacificus*) which may transmit Lyme disease. The collar will sterilize adult fleas and will sterilize [and kill] flea eggs\*. [This collar should be worn for continuous protection for [4][four] months.] [Replace a new collar every [4] [four] months.]

\*excluding California



### 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 pouch, outer carton, and expired collar 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 inherent risks 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. 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.

Manufactured for:

Elanco US Inc

450 Elanco Circle

Indianapolis, IN 46221

[Product of Germany]

EPA Reg. No. 11556-192

[EPA Est. No. XXX]



**{Pouch Label}**

**Advantage Collar  
[for Dogs][Dog]**

[{A picture/image of a dog in the appropriate age range for the product may be on the pouch. See page 12.}]

4.0% deltamethrin  
1.0% pyriproxyfen

[{Selected optional label claims bulleted, pictures and pictograms from pages 7-12}.]  
[1.1 oz [(30 g)]]

EPA Reg. No. 11556-192 [EPA Est. No. TBD]

KEEP OUT OF REACH OF CHILDREN  
CAUTION  
DO NOT USE ON CATS  
DO NOT LET CHILDREN PLAY WITH THIS COLLAR

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

Do not open until ready to use. [Read The Entire Label Before Use]

Remove collar from protective bag directly before use. [Dust][powder][residue] may form on collar during storage [and may be wiped off before use.] [Wash hands after use.]

ELANCO

Lot No.

**{Optional marketing claims appearing on any location:}**

**Fleas**

1. Kills Fleas for [4][four] months
2. Kills fleas that may cause anemia
3. Kills fleas that may transmit bartonellosis
4. Kills fleas that may transmit tapeworms
5. Kills [adult] fleas that may cause [Flea Allergy Dermatitis (FAD)][and][flea bite dermatitis]
6. Kills fleas
7. Kills fleas that may transmit anaplasmosis
8. Kills [adult] fleas which may cause flea bite anemia
9. Kills [adult] fleas which may transmit tapeworms
10. Kills fleas for [4 months] [120 days]
11. Kills fleas which may be a source of Flea Allergy Dermatitis [FAD]] [(and) flea bite anemia] [(and) tapeworm]
12. Kills adult fleas (before they lay eggs)
13. Flea (control) (prevention) for dogs (& puppies)
14. Contains an Insect Growth Regulator (IGR)
15. Long Lasting Protection against fleas and ticks for [4][four] months
16. [4] [Four] month Protection [for Fleas & Ticks]
17. Continuous [4][four] month Protection against fleas and ticks

18. Sterilizes adult fleas for [4 months] [four months] [120 days]\*
19. Sterilizes [and kills] flea eggs for [4 months] [four months] [120 days]\*
20. Kills flea eggs for [4 months] [four months] [120 days]\*
21. Kills Fleas and Flea Eggs for [4 months] [four months] [120 days]\*
22. Plus Pyriproxyfen
23. Pyriproxyfen added
24. Includes an IGR
25. Breaks the flea life cycle\*

\*excluding California

### **Ticks**

26. Kills Ticks for [4] [four] months
27. Kills ticks for [4 months] [four months] [120 days]
28. Kills the ticks that may transmit Rocky Mountain spotted fever
29. Kills ticks that may transmit babesiosis
30. Kills ticks for [4][four] months, including Deer ticks (vector of Lyme disease and anaplasmosis), American dog ticks (vector of Rocky Mountain spotted fever and ehrlichiosis), and Brown dog ticks (vector of ehrlichiosis, anaplasmosis, bartonellosis, canine hemoplasmosis, babesiosis)
31. Kills ticks that may transmit disease
32. Tick (control) (prevention) for dogs (& puppies)
33. Kills ticks (including deer ticks which may transmit Lyme disease)
34. Provides [long lasting, [4][four] month] protection against ticks

### **Mosquitoes\***

35. Repels mosquitoes for [4 months] [four months] [120 days]\*
36. Reduces mosquito bites for [4 months] [four months] [120 days]\*
37. Reduces blood feeding by mosquitoes for [4 months] [four months] [120 days]\*
38. Protects against mosquito bites for [4 months] [four months] [120 days]

\*excluding California

### **Multiple Pests**

39. Continuous [4][four] month protection against fleas, ticks and mosquitoes
40. Kills Fleas and Ticks for [4] [four] months
41. Provides [4] [four] months control [of fleas and ticks] [and mosquitoes]
42. Kills [fleas] [ticks] for [4 months] [four months] [120 days]
43. Dog Collar for Flea and Tick Control
44. Dog Collar for flea, tick and mosquito control
45. Collar will kill ticks for [4][four] months including: Lone Star tick (*Amblyomma americanum*), Brown dog tick (*Rhipicephalus sanguineus*), American dog tick (*Dermacentor variabilis*), and deer ticks (*Ixodes scapularis* and *Ixodes pacificus*) which may transmit Lyme disease.
46. Flea [and] [&] Tick Collar for Dogs
47. Contains an Insect Growth Regulator (IGR) [Long Lasting Protection against fleas and ticks for 4 months]
48. Provides [4] months [120 days] control [of fleas [and] [&] ticks][and] [repels mosquitoes\*]
49. Provides full season, [4 months] [120 days] protection against fleas [and] ticks [and] [repels mosquitoes\*]
50. Kills fleas[, ][flea eggs\*][, ][ticks][, ][and][repels mosquitoes\*] for [4 months] [120 days]
51. Kills fleas and ticks and repels mosquitoes\*
52. Kills fleas & ticks; repels mosquitoes\*
53. Repels mosquitoes\*, [&][and] kills fleas [&][and] ticks

\*excluding California

### Single Collar Package Claims

- 54. [4] [Four] months protection – [1] [one] collar
- 55. Kills [Adult] Fleas for [120 days]
- 56. Kills [Adult] Fleas for [4 months] [four months]
- 57. Provides [long lasting] [120 days] protection against fleas
- 58. Provides [long lasting] [4] [four] months [s]] protection against fleas
- 59. Kills Ticks for [120] days
- 60. Kills Ticks for [4] [four] months
- 61. Provides [long lasting] [120 days] protection against ticks
- 62. Provides [long lasting] [4 months] [four months] protection against ticks
- 63. Kills Fleas and Ticks for [4][four] months
- 64. Provides [4] [four] months control [of fleas and ticks]
- 65. Protects your dog from fleas and ticks for [4] [four] months
- 66. Kills [fleas] [and] [ticks] for [4 months] [four months] [120 days]
- 67. Continuous [4][four] months protection against fleas and ticks
- 68. [4] months Protection [against Fleas & Ticks]
- 69. [4 months] [120 days] protection [against fleas & ticks][fleas, flea eggs\*, ticks & mosquitoes\*]  
\*excluding California

### Multiple Collars Package Claims {Same size collars in one container}

- 70. Each Collar = [4] [four] months][120 days] protection [against fleas & ticks][against fleas, flea eggs\*, ticks [and mosquitoes\*]]
- 71. Two [2] Collars, worn [one at a time][consecutively] [provide][=] [8] [eight] months protection [against fleas & ticks] fleas [and] ticks [and] [mosquitoes\*] \*excluding California
- 72. [2] [Two] Collars | each collar [4] [four] months protection; Total protection [8 months] [\*\*]
- 73. 2 [Two] Collars provide [4][four] consecutive months protection against fleas and ticks[\*] / [\*\*]
- 74. [4] [Four] months protection [against fleas and ticks] with 2 [two] collars used consecutively [\*] / [\*\*]
- 75. Each collar provides [4][four] months of protection
- 76. [x] collars provide [x] consecutive months of protection [\*] / [\*\*]
- 77. Two collars, worn one at a time = [8] [eight] months of protection [\*\*]
- 78. Two collars, worn one at a time, provide [8] [eight] consecutive months of protection [\*\*]
- 79. Two collars =[8] [eight] consecutive months of protection [\*] / [\*\*]
- 80. [4] [Four] months protection each collar – [2] [two] collars [\*]
- 81. [Contains] 2 [Two] Collars; One collar = [4][four] months of protection [\*\*]  
{One or both statements below will appear in the same font size, in close proximity to the claim above on same label panel, indicated with \*/\*\*}
- 82. [\*] Use one collar per dog at a time
- 83. [\*\*] One collar provides [4] [four] months of protection

### Collar Fit Claims

- 84. Fits Just Right [Design]
- 85. Comfort Fit [Design]
- 86. Designed for Comfort
- 87. [Rugged] [and] [weatherproof]
- 88. Time Release formula
- 89. Stay in place design
- 90. Slides into place
- 91. Won't slide and stretch

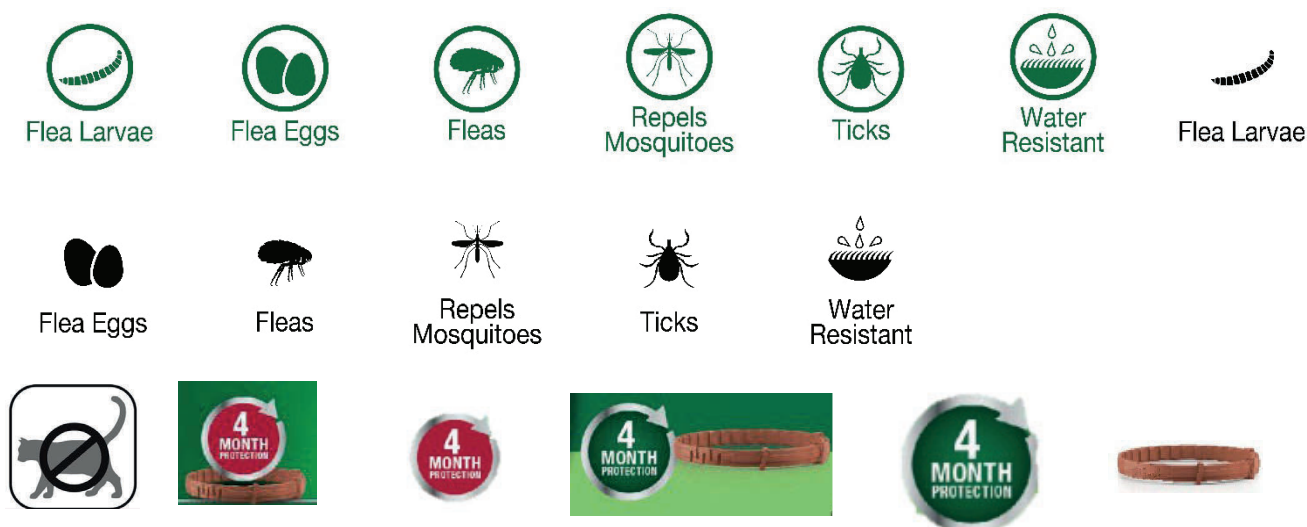
- 92. [Won't be too loose or too tight [...fits just right [!]]
- 93. Fits Just Right [Design]
- 94. Fits just right ... won't be too loose or too tight
- 95. Right Size Collar [Design]
- 96. Slide [to] [and] Fit [Design]
- 97. Fits securely
- 98. Fit [-] [and] Stay [Design]
- 99. Slide Fit [and] Stay Design
- 100. Right Fit [Design]
- 101. Just Right Fit [Design]
- 102. Fits Neck to [specific inch size]
- 103. Notched to fit securely on any size dog
- 104. Fits securely on any size dog
- 105. One size fits all [dogs]
- 106. Great Fit
- 107. Adjustable
- 108. Fits all [size] dogs
- 109. Cut to size
- 110. Size to fit
- 111. Fit to size

#### **All Other**

- 112. From the makers of Advantage<sup>®</sup>
- 113. An Advantage<sup>®</sup> Family brand product
- 114. From the makers of Vet-Recommended [the Advantage brand][Advantage II][Advantage]
- 115. [Advantage<sup>®</sup>] is a vet [veterinarian] recommended brand
- 116. [Advantage<sup>®</sup>] is a leader in flea and tick protection for over [more than] [25] years
- 117. No prescription [needed]
- 118. Continuous [4][four] month protection
- 119. Long[-]Lasting for [4] [four] months
- 120. Long Lasting Protection against fleas for [4] [four] months
- 121. Long lasting flea protection for [4 months] [four months] [120 days]
- 122. For [Dogs], [Large Dogs], [Medium Dogs] [Small Dogs & Puppies] [Small Breeds], [Toy Breeds]
- 123. Protection wherever you go for [4] [four] months
- 124. Protection built to last for [4] [four] months
- 125. Lasting [4] [four] months protection against fleas and ticks
- 126. Long Lasting Protection against fleas for [4] [four] months
- 127. [4] [Four] month protection
- 128. [4] [Four] months
- 129. Long lasting flea protection for [4 months] [four months] [120 days]
- 130. For [Dogs], [Large Dogs], [ Medium Dogs] [Small Dogs & Puppies] [Small Breeds Dogs]
- 131. {Specific fragrance noted here} [Scent][Fragrance]
- 132. Odorless
- 133. [Features] insecticide-release technology
- 134. [All Weather Collar] [All season protection] for [4] [four] months
- 135. Set it and forget it for [4] [four] months
- 136. Protection made easy
- 137. Adventure appropriate
- 138. Perfect for any adventure
- 139. [Not affected by water] [Water resistant]
- 140. Wetting will not impair the collar's effectiveness or the dog's protection

- 141. Convenient
- 142. Fits right over existing dog tag collar
- 143. Easy to [use] [apply] [attach]
- 144. Cut off excess length
- 145. Replace new collar every [4] [four] months
- 146. For dogs [and puppies 12 weeks of age and older]
- 147. For year round protection, replace [Advantage® Collar] [New Collar] every [4] [four] months.
- 148. It's important to protect your dog from fleas and ticks consistently
- 149. [(Deltamethrin 4% + IGR Collar) (alternate brand name) kills fleas that may cause Flea Allergy Dermatitis (FAD)]
- 150. [Deltamethrin 4% + IGR Collar] [alternate brand name] kills fleas that may cause flea bite anemia.
- 151. [Deltamethrin 4% + IGR Collar] [alternate brand name] kills fleas that may transmit bartonellosis.
- 152. [Deltamethrin 4% + IGR Collar] [alternate brand name] kills fleas that may transmit tapeworms.
- 153. [Deltamethrin 4% + IGR Collar] [alternate brand name] kills ticks that may transmit babesiosis.
- 154. [Deltamethrin 4% + IGR Collar] [alternate brand name] kills ticks that may transmit anaplasmosis.
- 155. Over 12 weeks of age and older
- 156. For dog(s) [and puppies 12 weeks of age and older]
- 157. For [Dogs], [Large Dogs], [Medium Dogs] [Small Breed Dogs] [Small Dogs & Puppies 12 weeks of age and older]
- 158. Complete flea [and][&] tick protection
- 159. Reliable [4] [four] month protection
- 160. Reliable [4] [four] month protection from fleas, ticks and mosquitoes
- 161. Fits Neck [to specific inch size]
- 162. Illustration of dog appropriate to collar size
- 163. [Features] insecticide-release technology
- 164. All Weather Collar
- 165. Not affected by water] [Water resistant] [Waterproof]
- 166. No need to remove collar when bathing your dog [when your dog goes swimming]
- 167. Wetting will not impair the collar's effectiveness or the pet's protection
- 168. Fragrance-free
- 169. Odorless
- 170. No [noticeable] odor
- 171. Non-greasy
- 172. Convenient
- 173. Easy to use
- 174. Do not allow children to play with collar.
- 175. [Brown][Gray][Red][Yellow][Green] collar [color]
- 176. Scan for Spanish Label {text may be in English or Spanish}
- 177. Money Back [Guaranteed] [Guarantee]
- 178. Satisfaction [Guaranteed] [Guarantee] or your money back

{Optional marketing pictures and pictograms appearing on any location; circle around icon may or may not be used and graphics may be in any color or black and white or background.}



{Background and colors may vary.}

{Color of collar on printed label will match collar color in package.}

#### {Alternate Brand Names}

1. Advantage<sup>®</sup> Collar for Dogs
2. Advantage<sup>®</sup> Collar Dog
3. Advantage<sup>®</sup> Defend Flea & Tick Collar for Dogs
4. Advantage<sup>®</sup> Collar Flea & Tick Protection for Dogs
5. Advantage<sup>®</sup> Defend4 Flea & Tick Collar for Dogs {where “4” reflects 4-month duration}
6. Advantage<sup>®</sup> Band Flea & Tick Collar for Dogs
7. Advantage<sup>®</sup> Defense Flea & Tick Collar for Dogs
8. K9 Advantix<sup>®</sup> Defend Flea & Tick Collar for Dogs
9. K9 Advantix<sup>®</sup> Collar Flea & Tick Protection for Dogs

#### {Picture or illustration of a dog}

{Representative dog; each outer carton will have a representative picture of a dog in the age range, example provided} {Picture or illustration optional on insert/leaflet, pouch}

