

05331-4 07/21/2000 111  
**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY**



U.S. ENVIRONMENTAL PROTECTION AGENCY  
 Office of Pesticide Programs  
 Registration Division (7505C)  
 Ariel Rios Building  
 1200 Pennsylvania Ave., NW  
 Washington, D.C. 20460

EPA Reg. Number:  
 65331-4

Date of Issuance:  
**JUL 21 2000**

Term of Issuance:  
 Unconditional

Name of Pesticide Product:  
 Frontline Plus for Cats

**NOTICE OF PESTICIDE:**  
  X   Registration  
     Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Zareen Ahmed  
 Merial  
 2100 Ronson Road  
 Iselin, NJ 08830

**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) provided that you:

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.
2. Make the following label changes:
  - a. Revise the EPA Registration Number to read, "EPA Reg. No.65331-4."
  - b. All references to fleas and flea allergy dermatitis must be revised to clarify that fleas may cause flea allergy dermatitis.
  - c. All references to deer ticks and lyme disease must be revised to clarify that deer ticks may carry lyme disease.

Signature of Approving Official:

Date:

7/21/00

Marion J. Johnson, Jr.

**CONCURRENCES**

SYMBOL	Product Manager 3					
SURNAME	Insecticide Branch					
DATE	Registration Division (7505C)					
	7/20/00					

- d. In the Hazard to Domestic animals statement revise the second sentence to read as follows:  
Individual sensitivities, while rare, may occur after using any pesticide product.
- e. Revise the Physical or Chemical Hazards statement to read as follows:  
Combustible: Do not use or store near heat or open flame.
- f. The label review manual specifies that you may not include directions for use for more product than the contents of the package. Thus, you must limit stickers to the number of pipettes in the package, either 3 or 6 pipettes, as appropriate. You must delete the directions to use the product year around, as that would require more doses than is contained in the present package. You may not include directions to use for more than 3 or 6 months at a time.
- g. The label must be revised to show the product name is Frontline Plus for cats, the name on the application for registration.
- h. You must limit claims for use on kittens to kittens 8 weeks of age or older.
- i. The marketing claim "new" may only be used for six months after the product is first released for shipment.
- j. You must clarify the directions for using the stickers so that users who need only flea control place the stickers at six week intervals, not one month intervals.

3. The Agency is reviewing the registrant's response to the requirement that a Rabbit Warning statement be included on the label of other Frontline products. Depending on the outcome of this review, the Agency may require a Rabbit Warning statement, a companion animal safety study with rabbits or continued annual incident analysis.

4. Submit two copies of the revised final printed label for the record.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 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.

ACCEPTED  
with COMMENTS  
In EPA Letter Dated:

JUL 21 2000

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act,  
as amended, for the pesticide  
registered under EPA Reg. No.  
65331-4

FRONTLINE  
PLUS

NEW

FOR CATS & KITTENS

3(6)  
Applicators

# FRONTLINE<sup>®</sup> PLUS

3(6)

FOR CATS  
& KITTENS

ACTIVE INGREDIENTS	
fenitrothion	9.8%
(S)-methoprene	11.8%
INERT INGREDIENTS . . . 78.4%	
TOTAL . . . . . 100.0%	

KEEP OUT OF  
REACH OF CHILDREN  
CAUTION



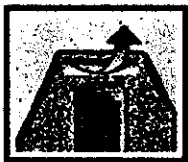
- Stops And Prevents Infestations
- Kills Ticks Including Those That Transmit Lyme Disease
- Fast-Acting
- Waterproof

Contains 3 (6)-0.017 fl oz  
(0.50 ml) applicators

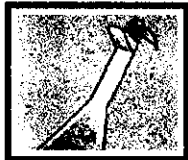


LETHER TO ONE

# How to Apply **FRONTLINE PLUS**



**1. Remove Applicator from Child-Resistant Package**  
Use scissors. Or lift and remove plastic tab to expose foil, then peel down.



**2. Open Applicator**  
Hold upright and snap applicator tip away from face and body.



**3. Apply FRONTLINE PLUS**  
Place applicator tip through animal's hair to the skin level between the shoulder blades. Squeeze applicator, applying entire contents in a single spot to the animal's skin.

INSERT COVER TAB HERE

Questions or Comments?  
Call: 1-800-660-1842



# FRONTLINE PLUS

FRONTLINE PLUS provides fast, effective and convenient treatment and control of fleas and ticks for cats and kittens.

- *Stops and prevents infestations*
- *Kills adult fleas, flea eggs & flea larvae*
- *Prevents all flea stages (eggs, larvae, pupae) from developing*
- *Kills fleas which cause flea allergy dermatitis*
- *Kills all stages of deer ticks (the major carrier of Lyme disease), brown dog ticks, American dog ticks & lone star ticks*
- *Prevents and controls reinfestations*
- *Fast-acting*
- *Long-lasting*
- *Waterproof*
- *Convenient to use*

FRONTLINE PLUS contains fipronil and the insect growth regulator (IGR) (S)-methoprene. FRONTLINE PLUS effectively targets all stages of fleas. Fipronil collects in the oils of the skin and hair follicles, and continues to be released from hair follicles onto the skin and coat, resulting in long-lasting activity against fleas and ticks.



Adult Flea



Flea Eggs



Flea Larvae



Flea Pupae



Brown Dog Tick



Lone Star Tick



Deer Tick



American Dog Tick

FOR CATS & KITTENS

3(6)

Applicators

FRONTLINE PLUS

3(6)

Applicators

# FRONTLINE PLUS

FRONTLINE PLUS provides fast, effective and convenient treatment and control of fleas and ticks for cats and kittens.

### Directions For Use

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. Do not allow children to apply product. **TO PREVENT HARM TO YOU AND YOUR PET, READ ENTIRE LABEL AND ENCLOSED DIRECTIONS BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. USE ON CATS ONLY. DO NOT USE ON OTHER ANIMALS.**

To kill fleas and all stages of brown dog ticks, American dog ticks, lone star ticks, and deer ticks (the major carrier of Lyme disease), apply to cats and kittens (8 weeks or older) as follows: Remove applicator from child-resistant package. Hold applicator upright and snap applicator tip away from face and body. Place applicator tip through animal's hair to the skin level between the shoulder blades. Squeeze applicator, applying entire contents in a single spot to the animal's skin. Avoid superficial application to the animal's hair. Only one applicator per treatment is needed.

### Frequency Of Application

When used monthly, FRONTLINE PLUS completely breaks the flea life cycle and controls tick infestations. Research demonstrates that FRONTLINE PLUS kills adult fleas, flea eggs, and flea larvae for up to 6 weeks. FRONTLINE PLUS also prevents development of all flea stages for up to six weeks. FRONTLINE PLUS kills ticks for at least one month. A once monthly use is recommended where there is a high risk of reinfestation, if the pet has fleas which may cause flea allergy dermatitis, or where tick control is needed.

FRONTLINE PLUS remains effective even after bathing, water immersion, or exposure to sunlight. Avoid contact with treated area until dry. Do not reapply FRONTLINE PLUS for 30 days.



If you are not satisfied with FRONTLINE PLUS for any reason, the product will be replaced or the purchase price refunded. The guarantee is limited to product replacement or refund of the purchase price, and applies only to purchases made at a veterinary clinic. If you have any questions or comments, please call 1-800-660-1842.

Merial Limited  
2100 Ronson Road  
Iselin, NJ 08830-3077, USA

MADE IN FRANCE

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EPA Reg. No. 65331-X  
EPA Est. 65331-FR-2  
(EPA Est. 65331-DEU-1)



LOT NO:

For animal use only

# FRONTLINE<sup>®</sup>

## PLUS

### FOR CATS & KITTENS

Convenient spot treatment for fast-acting, long-lasting control of fleas and ticks.

#### ACTIVE INGREDIENTS

fipronil	9.8%
(S)-methoprene	11.8%
INERT INGREDIENTS	78.4%
TOTAL	100.0%

### KEEP OUT OF REACH OF CHILDREN CAUTION

FRONTLINE PLUS provides fast, effective and convenient treatment and control of fleas and ticks for cats and kittens.

- Stops and prevents infestations
- Kills adult fleas, flea eggs, and flea larvae
- Prevents all flea stages (eggs, larvae, pupae) from developing
- Kills fleas which cause flea allergy dermatitis
- Kills all stages of deer ticks (the major carrier of Lyme disease), brown dog ticks, American dog ticks, and lone star ticks
- Prevents and controls reinfestations
- Fast-acting
- Long-lasting
- Waterproof
- Convenient to use

FRONTLINE PLUS contains fipronil and the insect growth regulator (IGR) (S)-methoprene. FRONTLINE PLUS effectively targets all stages of fleas. Fipronil collects in the oils of the skin and hair follicles, and continues to be released from hair follicles onto the skin and coat, resulting in long-lasting activity against fleas and ticks.

#### DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. Do not allow children to apply

product. TO PREVENT HARM TO YOU AND YOUR PET, READ ENTIRE LABEL AND DIRECTIONS BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. USE ON CATS ONLY. DO NOT USE ON OTHER ANIMALS.

To kill fleas and all stages of brown dog ticks, American dog ticks, lone star ticks, and deer ticks (the major carrier of Lyme disease), apply to cats or kittens (8 weeks or older) as follows:

Remove applicator from child-resistant package. Hold applicator upright and snap applicator tip away from face and body. Place applicator tip through animal's hair to the skin level between the shoulder blades. Squeeze applicator, applying entire contents in a single spot to the animal's skin. Avoid superficial application to the animal's hair. Only one applicator per treatment is needed.



\* 7 2 7 0 3 A \*

037 002703 - A 0004

#### FREQUENCY OF APPLICATION

When used monthly, FRONTLINE PLUS completely breaks the flea life cycle and controls tick infestations. Research demonstrates that FRONTLINE PLUS kills adult fleas, flea eggs, and flea larvae for up to six weeks. FRONTLINE PLUS also prevents development of all flea stages for up to six weeks. FRONTLINE PLUS kills ticks for at least one month. A once monthly use is recommended where there is a high risk of reinfestation, if the pet has fleas which may cause flea allergy dermatitis, or where tick control is needed.

FRONTLINE PLUS remains effective even after bathing, water immersion, or exposure to sunlight. Avoid contact with treated area until dry. Do not reapply FRONTLINE PLUS for 30 days.

#### STORAGE AND DISPOSAL

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

**STORAGE.** Store unused product in original container only, out of reach of children and animals.

**PESTICIDE DISPOSAL.** Waste resulting from use of this product may be disposed of on-site or at an approved waste disposal facility.

**CONTAINER DISPOSAL.** Securely wrap original container in several layers of newspaper and discard in trash.

#### FIRST AID

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

**IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person.

**IF IN EYES:** Flush eyes with plenty of water. Call a physician if irritation persists.

**IF ON SKIN:** Wash with plenty of soap and water. Get medical attention if irritation persists.

#### PRECAUTIONARY STATEMENTS

##### HAZARDS TO HUMANS. CAUTION.

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

##### HAZARDS TO DOMESTIC ANIMALS.

For external use only. Do not use on kittens under 8 weeks of age. Individual sensitivities, while rare, may occur after using any topical parasiticide for pets. Pets may experience some temporary irritation at the site of product application. If signs persist, or become more severe within a few days of application, consult a veterinarian immediately. Certain medications can interact with topical parasiticides. Consult a veterinarian before using on medicated, debilitated, aged, pregnant, or nursing animals. Call 1-800-660-1842 for 24-hour assistance.

#### PHYSICAL OR CHEMICAL HAZARDS

**FLAMMABLE.** Keep away from heat and open flame.

#### WARRANTY

Seller makes no warranty, expressed or implied, concerning the use of this product other than indicated on the label. Buyer assumes all risk of use and handling of this material when such use and handling are contrary to label instructions.

EPA Reg. No. 65331-X

**Merial Limited**  
2100 Ronson Road  
Iselin, NJ 08830-3077, USA



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Notice Frontline + USA - Chat - EDIT-PUB - 09/06/2000 - S. CLION - Noir

7/11

For CATS  
& KITTENS

# FRONTLINE PLUS

Flea and tick protection card

Apply FRONTLINE PLUS monthly for continuous protection against fleas and ticks

Pet's Name :

Date of first  
treatment :



Place calendar stickers on same date each month as a reminder to apply FRONTLINE PLUS

037 003705 - A 0004

EDIT-PUB - 18/05/2000 - Frontline Plus USA - Rappel Chat  
S. CLION - Quadrie + P872



Remove the adhesive backing and attach to your refrigerator door

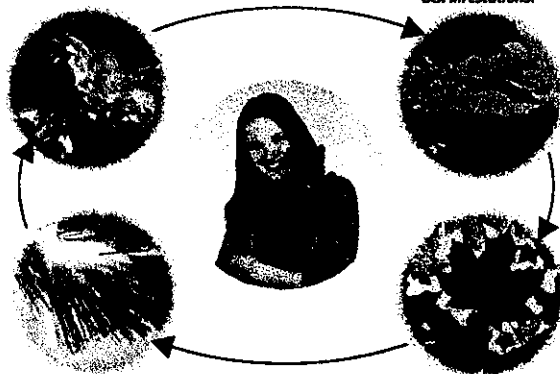
**Fleas and ticks can be a year-round problem!**

**Spring**

Fleas and ticks breed more frequently as spring progresses.

**Summer**

The period of highest risk. Summer temperatures and humidity can quickly lead to flea and tick infestations.



**Winter**

Minimize the risk of any reinfestation.

**Autumn**

The risk continues. Fleas and ticks (brown dog ticks, American dog ticks, lone star ticks, and deer ticks—the major carrier of Lyme disease) remain a threat.

**Flea and Tick Protection Card Instructions for Use**

The calendar stickers on the front of this card will help you remember to apply FRONTLINE PLUS monthly.

- 1 - Write the date of your pet's first treatment in the box shown.
- 2 - After treating your pet, peel off the sticker corresponding to the current month.
- 3 - Place the sticker on your calendar on the same day next month as a reminder to apply FRONTLINE PLUS.



2 2

The diagram illustrates three identical FRONTLINE PLUS applicators for cats, arranged horizontally. Each applicator is a teardrop-shaped container with a central nozzle and a plastic tab at the top. The brand name 'FRONTLINE PLUS' is printed on the top left of each applicator, and the 'MERIAL' logo is on the bottom left. Below each applicator, there are instructions for removal and dosage information.

**FRONTLINE PLUS**

**FRONTLINE PLUS**

**FRONTLINE PLUS**

**FRONTLINE PLUS**

**MERIAL**

**MERIAL**

**MERIAL**

**MERIAL**

**TO REMOVE APPLICATOR:**  
Use scissors. Or lift and remove plastic tab to expose foil, then peel down.

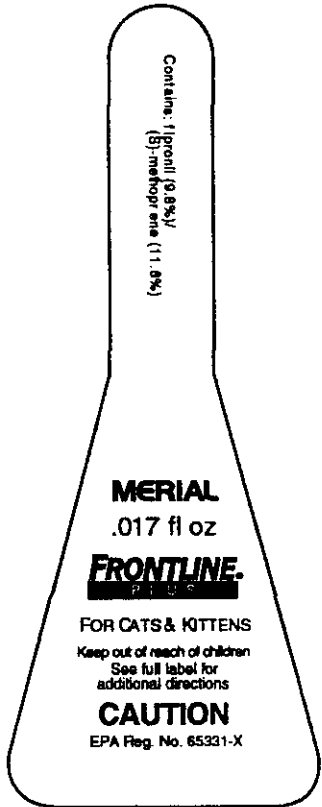
**TO REMOVE APPLICATOR:**  
Use scissors. Or lift and remove plastic tab to expose foil, then peel down.

**TO REMOVE APPLICATOR:**  
Use scissors. Or lift and remove plastic tab to expose foil, then peel down.

Cat  
0.50 ml  
Lot #

Cat  
0.50 ml  
Lot #

Cat  
0.50 ml  
Lot #



SHOWN AT 125% OF ACTUAL SIZE