

73510-5

4-4-2007

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

**NOTIFICATION**

**APR 04 2007**

OFFICE OF  
PREVENTION, PESTICIDES AND  
TOXIC SUBSTANCES

APR 4 2007

Rebecca M. Horton  
Agent for Matson, LLC  
C/o Registrations by Design, Inc.  
118 1/2 East Main St., Suite 1  
Salem, VA 24153-3805

SUBJECT: ✓ Applications for Pesticide Notification – Optional Marketing Statements/Tick Removal  
✓ MarketQuest One Drop Flea & Tick Control with IGR EPA Reg. No. 73510-5  
MarketQuest One Drop Flea & Tick Control with IGR-2 EPA Reg. No. 73510-9  
Applications Dated October 17, 2006

Dear Ms. Horton:

The Agency is in receipt of your Applications for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above products. The Registration Division (RD) has conducted a review of these requests for their applicability under PRN 98-10 and finds that the actions requested fall within the scope of PRN 98-10. The labels submitted with the applications have been stamped "Notification" and will be placed in our records.

If you have any questions, please me directly at 703-305-6249 or Terri Stowe of my staff at 703-305-6117.

Sincerely,

A handwritten signature in black ink, appearing to read "Linda Arrington".

Linda Arrington  
Notifications & Minor Formulations Team Leader  
Registration Division (7505P)  
Office of Pesticide Programs



United States  
**Environmental Protection Agency**  
 Washington, DC 20460

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number

**Application for Pesticide - Section I**

1. Company/Product Number 73510-5	2. EPA Product Manager LaRocca	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) MarketQuest One Drop Flea & Tick Control with IGR	PM# 13	
5. Name and Address of Applicant (Include ZIP Code) MarketQuest, Inc. 746 Walker Road, Ste. 16, PMB 301 Great Falls, VA 22066 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

**Section - II**

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____	<b>NOTIFICATION</b>  APR 04 2007
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.	
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.	

**Explanation:** Use additional page(s) if necessary. (For section I and Section II.)  
 NOTIFICATION OF: (1) Optional marketing statements/administrative label changes consistent with currently approved label claims and (2) addition of supplemental use directions to aid in proper tick removal.  
 This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the Confidential Statement of Formula of this product. MarketQuest, Inc. understands that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA, and further understands that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and MarketQuest, Inc. may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

**Section - III**

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal	<input type="checkbox"/> Plastic
* Certification must be submitted		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container	<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
				<input type="checkbox"/> Other (Specify) _____	
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/>	
6. Manner in Which Label is Affixed to Product		<input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input type="checkbox"/> Other _____	

**Section - IV**

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)

Name Rebecca M. Horton	Title Consultant/Agent for MARKETQUEST, INC.	Telephone No. (Include Area Code) 540-375-8826
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<b>Certification</b> I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received  (Stamped)
2. Signature <i>Rebecca M. Horton</i>	3. Title Consultant/Agent for MARKETQUEST, INC.	
4. Typed Name Rebecca M. Horton	5. Date Oct. 17, 2006	

# Registrations by Design, Inc.™

118 1/2 East Main Street  
Suite 1  
Salem, VA 24153-3805  
phone 540.375.8826  
fax 540.375.8827

CERTIFIED MAIL #7005 3110 0002 1068 5593  
October 17, 2006

Document Processing Desk (NOTIF)  
Office of Pesticide Programs/Registration Division (7504P)  
U.S. Environmental Protection Agency  
Ariel Rios Building  
1200 Pennsylvania Ave., NW  
Washington, DC 20460

**NOTIFICATION**

**APR 04 2007**

Re: Notifications of Minor Label Revisions  
EPA Reg. No. 73510-5, MarketQuest One Drop Flea & Tick Control with IGR  
EPA Reg. No. 73510-9, MarketQuest One Drop Flea & Tick Control with IGR-2 (100% repack  
of 73510-5)

Dear Sir/Madam,

On behalf of MarketQuest, Inc. of Great Falls, Virginia, enclosed are notifications of the minor label changes for the above-referenced pesticide labels, including:

- 1) optional marketing statements consistent with currently approved label claims, and
- 2) the addition of supplemental use directions to aid in proper tick removal from dogs.

Best regards,



Rebecca M. Horton  
Consultant/Agent for  
MARKETQUEST, INC.

e-mail: [hortonb@ntelos.net](mailto:hortonb@ntelos.net)

/bmh  
Enclosures

cc: JStrauss/MQI



[FRONT PANEL]

# MarketQuest One Drop Flea & Tick Control with IGR\* \*Insect Growth Regulator



**DO NOT USE ON CATS**

FOR DOGS [ & Puppies ] [ 33 lbs and Under ] [ Between 33 & 66 lbs ] [ 66 lbs & Over ]  
[ and over 3 months of age ]

### Optional Marketing Statements

- CITRUS SCENT
- FLEA AND TICK CONTROL FOR DOGS AND PUPPIES 3 MONTHS [12 WEEKS] OF AGE & OLDER
- KILLS AND REPELS [ADULT] FLEAS [FOR] UP TO 5 WEEKS [PER APPLICATION]!
- KILLS, REPELS AND PREVENTS RE-INFESTATION OF FLEAS FOR UP TO 5 WEEKS!
- KILLS AND REPELS TICKS FOR UP TO 6 WEEKS [PER APPLICATION]!
- KILLS AND REPELS BROWN DOG TICKS (*Rhipicephalus sanguineus*) FOR UP TO 6 WEEKS [PER APPLICATION]!
- MONTHLY FLEA, TICK, LICE & MITE APPLICATION [TREATMENT]!
- KILLS AND REPELS MOSQUITOES [ON DOGS]
- KILLS AND REPELS FLEAS AND TICKS FOR UP TO 5 WEEKS [PER APPLICATION]!
- 3 [4] [5] [6] [9] [12] MONTH SUPPLY [APPLICATIONS]
- CONTAINS BITREX
- TRIPLE PEST PROTECTION AGAINST
  - FLEAS
  - TICKS
  - MOSQUITOES
- FLEA, TICK & MOSQUITO TREATMENT
- KILLS MOSQUITOES THAT MAY VECTOR HEARTWORM
- FIVE [5] - IN - ONE [1] PEST PROTECTION
  - FLEAS
  - TICKS
  - MOSQUITOES
  - LICE
  - MITES
- KILLS FLEAS, TICKS, MOSQUITOES, LICE & MITES ON DOGS
- REPELS & KILLS TICKS ON DOGS
- KILLS AND REPELS THE DEER TICK (A VECTOR OF LYME DISEASE) FOR UP TO 6 WEEKS!
- KILLS AND REPELS TICKS INCLUDING THE BROWN DOG TICK AND DEER TICK (A VECTOR OF LYME DISEASE) FOR UP TO 6 WEEKS.
- BREAKS FLEA LIFE CYCLE!
- KILLS AND REPELS ADULT FLEAS FOR UP TO 5 WEEKS [PER APPLICATION]!
- STOPS FLEA EGGS FROM HATCHING!
- CONTROLS REINFESTATION!
- KILLS, REPELS AND PREVENTS REINFESTATION OF TICKS, INCLUDING BROWN DOG TICKS AND *IXODES SPP.* WHICH MAY BE VECTORS OF LYME DISEASE, FOR UP TO 6 WEEKS.
- PROTECTS AGAINST BLOOD FEEDING MOSQUITOES THAT MAY VECTOR HEARTWORM
- KILLS FLEA EGGS & LARVAE
- PREVENTS FLEA EGGS FROM DEVELOPING INTO BITING ADULTS
- Repels & Kills Fleas, Ticks & Mosquitoes
- Also Kills Dog Lice & Ear Mites
- Plus Kills Flea Eggs & Larvae
- 15 Week Supply - 3 Easy Treatments

**NOTIFICATION**

**APR 04 2007**

[Use of the following marketing claims as applicable to the specific size packaging]

- For Dogs Between 15 [33] and 33 [66] LBS.
- For Dogs Weighing 15 LBS. and under [or less]; For Dogs Weighing Less Than 15 LBS.
- For Dogs Weighing 66 LBS. and over [or more]; For Dogs Weighing More Than 66 LBS.

**Keep Out of Reach of Children**

**CAUTION**

See back/side/other panel(s) for additional Precautionary Statements.

**NET CONTENTS:** [Contains] xx [1.5 ml (0.05 fl. oz.)][3.0 ml (0.1 fl. oz.)] [6.0 ml (0.2 fl. oz.)] Applicators [Tubes]  
**[CONTENTS:** xx x.x mL Applicators (Total x.xx fl. oz.)]

[BACK/SIDE/OTHER PANEL(S)]

**ACTIVE INGREDIENTS**

Permethrin\* (CAS #52645-53-1)..... 45.0%  
S-Methoprene (CAS #65733-16-6)..... 1.2%

**OTHER INGREDIENTS**.....53.8%

**TOTAL**.....100.0%

\*Cis/trans ratio: Max 55% (±) cis and min 45% (±) trans

**READ ENTIRE LABEL BEFORE EACH USE. USE ONLY ON DOGS 3 MONTHS [12 WEEKS] OF AGE & OLDER.  
DO NOT USE ON CATS.**

**PRECAUTIONARY STATEMENTS**

**Hazards to Domestic Animals**

**CAUTION**

FOR EXTERNAL USE ON DOGS ONLY. Do not use on puppies under 3 months of age. Consult a veterinarian before using this product on debilitated, aged, medicated, pregnant, or nursing dogs. **DO NOT USE ON CATS** or animals other than dogs. Cats that actively groom or engage in close physical contact with treated dogs may be at risk of serious harmful effect. Sensitivities may occur after use with ANY pesticide product for pets. If signs of sensitivity occur, bathe your dog with mild soap and rinse with large amounts of water. If signs continue, consult a veterinarian immediately. Signs of sensitivity to this product include skin sensitivity, increased itchiness, redness, rash, hair discoloration or hair loss at the application site. Dogs may also show "lethargy".

**Environmental Hazards:** This product is extremely toxic to fish and aquatic organisms. Do not apply directly to any body of water. Treated dogs should not be allowed to go swimming for 12 hours following treatment.

**PHYSICAL OR CHEMICAL HAZARDS:** Combustible! Do not use or store near heat or open flame.

**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 CATS** or animals other than dogs. **May be toxic and potentially fatal if applied to or ingested by cats.**

Do not get this product in your dog's eyes or mouth. Repeat applications may be made if necessary, but do not apply more often than once every 4 weeks.

[For Dogs Weighing 33 lbs and Under: (1.5 ml applicator tubes) Apply one tube (1.5ml/0.05 fl. oz.) of this product as a spot or stripe to the dog's back between the shoulder blades.]

[For Dogs Weighing Between 33 and 66 lbs: (1.5 ml applicator tubes) Apply one tube (1.5 ml/0.05 fl. oz) of this product as a spot or stripe to the dog's back between the shoulder blades and apply a second tube (1.5 ml/0.05 fl. oz) as a spot or stripe to the dog's back directly in front of the base of the tail.]

**OR**

[(3.0 ml applicator tubes) Apply approximately half of the tube (1.5 ml/0.05 fl. oz) of this product as a spot or stripe to the dog's back between the shoulder blades and apply the rest of the tube's contents (1.5 ml/0.05 fl. oz) as a spot or stripe to the dog's back directly in front of the base of the tail.]

**OR**

[Apply the entire tube (3.0 ml/0.1 fl. oz.) [of this product] as a continuous stripe on the dog's back starting between the shoulder blades and ending directly in front of the base of the tail.]

**[For Dogs Weighing 66 lbs and Over:** (1.5 ml applicator tubes) Apply one tube (1.5 ml/0.05 fl. oz) of this product as a stripe to the dog's back between the shoulder blades and apply a second and a third tube (two 1.5 ml/0.05 fl. oz tubes) continuing the stripe down the center of the dog's back and apply a fourth tube (1.5 ml/0.05 fl. oz) to the dog's back directly in front of the base of the tail.]

**OR**

[(6.0 ml applicator tubes) Apply approximately half of the tube (3.0 ml/0.2 fl. oz) of this product as a spot or stripe to the dog's back between the shoulder blades and apply the rest of the tube's contents (3.0 ml/0.2 fl. oz) as a spot or stripe to the dog's back directly in front of the base of the tail.]

**OR**

[Apply the entire tube (6.0 ml/0.2 fl. oz) as a continuous stripe on the dog's back starting between the shoulder blades and ending directly in front of the base of the tail.]

**HOW TO APPLY:**

**[FOR SARAN TUBES IN BLISTER CARD:** Remove product tube from package. Holding tube with notched end pointing up and away from face and body, snap or cut off narrow end at notches. Invert tube over dog and use open end to part dog's hair. Squeeze tube firmly to apply all of the solution to the dog's skin. Wrap tube and put in trash.

**OR**

**[FOR FLAT CARD (doubled) UNIT-DOSE PACKAGING:** Separate cards along the perforated line. Holding separated card by its wide end with narrow end pointing up and away from face and body, cut along dotted line. Invert card over dog and use narrow end of the card to part dog's hair. Squeeze tube firmly to apply all of the solution to the dog's skin. Wrap card and put in trash.]

**OR**

**[FOR FLAT CARD UNIT DOSE PACKAGING:** (For push pin type applicator) Remove one product tube from card. With cap end pointed up and away from face and body, depress cap to pierce tube end. Carefully remove cap, invert tube over dog, and with tube in close to dog's skin, squeeze tube to apply product. Wrap empty tube and put in trash.]

**OR**

**[FOR FOLDING CARD OR TABBED CARD UNIT-DOSE PACKAGING:** Remove product tab by tearing along perforation. Holding tab with tube end pointed up and away from face and body, cut along dotted line. Invert tab over dog and use narrow end of card to part dog's hair. Squeeze tube firmly to apply all of the solution to the dog's skin.]

**OR**

**[FOR BLISTER CARD WITH TRI-LAYER TUBES:** Remove product tube(s) from package. Fold along perforation between tubes and tear off one (or more) tube(s). {Return unused tubes to package.} Holding tube with notched end pointing up and away from face and body, snap off (or cut) narrow end at notches. Invert tube over dog and use open end to part dog's hair. Squeeze tube firmly to apply all of the solution to the dog's skin.]

**[\*\* FOR MULTI-DOSE PACKAGING:** Withdraw (1.5 ml)(3.0 ml)(6.0 ml) of solution at a time. Apply entire given dose directly to the skin at the indicated locations.]

**[\*\* FOR DROPPER BOTTLE MULTI-DOSE PACKAGING:** Insert dropper tube into insecticide solution, squeeze bulb and then release to fill tube barrel to (1.5ml)(3.0 ml)(6.0 ml) line. Position dropper tube end in dog's hair next to skin and squeeze bulb to apply all of the solution to the dog's skin as indicated for dog's size.]

**[\*\* FOR SALE TO VETERINARIANS ONLY]**

To Kill and Help Remove Visible Ticks on Dogs: Open vial/tube and apply a drop directly onto the tick or ticks then apply remainder onto the dog as per usage directions on this label. Wait 15 minutes and if the TICK has not backed off or fallen off,

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carefully remove tick with tweezers or comb making sure to remove entire tick. Clean wound, apply antiseptic and cover with a bandage if needed. Tube is not resealable. Do not reseal tube. Discard after use as directed in Disposal instructions on this label.

### STORAGE AND DISPOSAL

**Storage:** Store in a cool, dry place. Protect from freezing.

**Disposal:** *If empty:* Do not reuse this container. Place in trash or offer for recycling if available. *If partly filled:* Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

MarketQuest One Drop Flea & Tick Control with IGR is an effective and easy to use product. This product has demonstrated greater than 92% control of fleas within one day of application. It prevents eggs from fleas on treated dogs from developing into biting adults, and prevents reinfestations for up to 5 weeks. MarketQuest One Drop Flea & Tick Control with IGR kills and repels ticks for up to 6 weeks [fleas and ticks for up to 5 weeks] per treatment, and kills flea eggs and larvae, mosquitoes, [dog] lice and mites on dogs [and puppies 3 months or older and weighing (xx lbs. and under) (between 33 & 66 lbs.) (66 lbs. & over)]. As with all flea and tick control products, MarketQuest One Drop Flea & Tick Control with IGR should be used as part of a program aimed at reducing flea populations in the dog's environment (bedding, carpets, kennel, yard). Consult your veterinarian, entomologist, or retailer for program recommendations.

### NOTICE OF WARRANTY

MARKETQUEST, INC. MAKES NO WARRANTY OF MERCHANTABILITY, FITNESS FOR ANY PARTICULAR PURPOSE, OR OTHERWISE, EXPRESSED OR IMPLIED, CONCERNING THIS PRODUCT OR ITS USES WHICH EXTEND BEYOND THE USE OF THE PRODUCT UNDER NORMAL CONDITIONS IN ACCORDANCE WITH THE STATEMENTS MADE ON THIS LABEL.

#### MarketQuest, Inc.

746 Walker Road, Ste. 16, PMB 301  
Great Falls, VA 22066

TUBE LABEL (folding card and flat card packaging designs)

MARKETQUEST ONE DROP FLEA & TICK CONTROL WITH IGR

PERMETHRIN 45.0% W/W  
S-METHOPRENE 1.2% W/W



KEEP OUT OF REACH OF CHILDREN

**CAUTION**

READ DIRECTIONS AND  
PRECAUTIONS BEFORE USING

EPA Reg. No. 73510-5



TAB LABEL (folding card and tabbed card packaging designs)

**MARKETQUEST ONE DROP FLEA & TICK CONTROL WITH IGR**

**ACTIVE INGREDIENTS**

Permethrin (CAS #52645-53-1).....	45.0%
S-Methoprene (CAS #65733-16-6).....	1.2%



**KEEP OUT OF REACH OF CHILDREN**  
**CAUTION**  
 SEE MAIN LABEL FOR ADDITIONAL  
 PRECAUTIONS AND INSTRUCTIONS FOR USE

EPA Reg. No. 73510-5

**OUTER BOX LABEL** (Contains the following labeling plus full product label)

**MARKETQUEST ONE DROP FLEA & TICK CONTROL WITH IGR\***

\*Insect Growth Regulator (S-methoprene) inhibits development of the immature stages of the fleas preventing them from reaching the biting adult stage.

(picture of flea life cycle here)

**4 STEPS FOR COMPLETE FLEA CONTROL**

- Step 1- Shampoo or dip your dog.
- Step 2- Treat indoor and outdoor premise with indoor and outdoor sprays, foggers and powders labeled for flea control.
- Step 3- Apply MarketQuest One Drop Flea & Tick Control with IGR for flea, tick, mosquito, lice and mite control.
- Step 4- Maintenance treatments with on-animal sprays and powders.