



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

EPA Reg. Number:

83399-6

Date of Issuance:

9/15/21

NOTICE OF PESTICIDE:

Registration  
 Reregistration

(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

SVP7 For Dogs

Name and Address of Registrant (include ZIP Code):

Katy Hernandez  
 Regulatory Specialist  
 Ceva Animal Health, LLC  
 8735 Rosehill Road  
 Lenexa, KS 66215

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.

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.

Signature of Approving Official:

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

Date:

9/15/21

2. Consistent with the guidance on [Pet Spot-On Enhanced Reporting Implementation \(updated Aug. 2019\)](#), the Agency has reviewed your request to remove the two-year registration expiration date and has found your company to be in compliance with the terms and conditions for the subject product. The accepted label (attached) dated 09/15/2021 contains appropriate mitigation measures. Further, the Agency has reviewed a sample of enhanced reporting using EPA's standardized templates, as described in Condition 3. hereafter, and concluded that the use of the standardized templates for enhanced reporting for this product will considerably improve pharmacovigilance and thus the continued safety of this product. Therefore, the Agency is removing the two-year registration expiration date for this product. The product remains subject to all other previously required conditions of registration, including the submission of enhanced incident reports and sales information as stated in the Agency letter dated 8/16/2013" and amended below to require continued use of the standardized templates.
3. The Agency has reviewed your request to change the terms of your registration from quarterly to annual submission of enhanced incident and sales reports using EPA's standardized templates. Based on an initial screening of sample enhanced reports, the sample submission was determined to be adequate and the templates were successfully used. Therefore, the condition of quarterly submission of enhanced incident and sales reports is hereby amended to annual submission with continued use of these standardized templates. You must submit enhanced incident and sales reports for this product to the Agency every 12 months from the date the product is first released for shipment, or from the end date in the last quarterly enhanced reporting submission. The initial released-for-shipment date must be provided to the Product Manager, once known. The enhanced reporting submission should be addressed to the Product Manager's attention and must use the standardized, electronic templates available on the EPA website through the following links: [Enhanced Incident Reporting Template](#), [Sales Reporting Template](#). Submissions must be received by the Agency no later than 60 days following the completion of the 12-month period. If the product is not marketed or sold, you must submit to the Product Manager a letter to this effect every 12 months in lieu of the enhanced incident and sales reports. Please follow appropriate procedures and flag any Confidential Business Information as such.
4. 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 the Federal Insecticide Fungicide and Rodenticide Act 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.

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Decision No. 558314, 578497

If you fail to satisfy these terms and conditions, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 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 08/03/2021
- Alternate CSF dated 08/03/2021

If you have any questions, please contact Vanessa Emerson by phone at 703-347-0360, or via email at [emerson.vanessa@epa.gov](mailto:emerson.vanessa@epa.gov).

Enclosure

**“Master Label”**

*{This master label includes label text for different size packages and application rates specific to the dog’s age and body weight. Text that appears in braces are instructional while text that appears in brackets are optional}*

**{FRONT PANEL OF OUTER BOX}**

*{A large, clear picture of a dog in the weight range for the product as packaged will be on the front panel.}*

**SVP7 for Dogs**

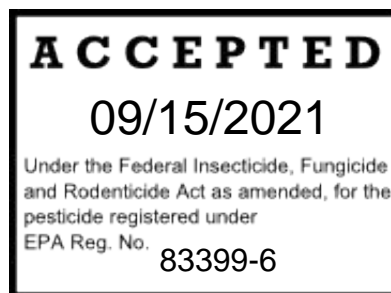
*{The word Dogs in the brand name will be at least 75% off the height of the largest letter in the brand name. Alternate brand names will be used in place of this name.}*

*{One of the statements below will appear on the front panel of the market label}*

- FOR DOGS & PUPPIES – Use only on dogs weighing 5 to 10 lbs. and 8 weeks or older
- FOR DOGS & PUPPIES – Use only on dogs weighing 11 to 20 lbs. and 8 weeks or older
- FOR DOGS & PUPPIES – Use only on dogs weighing 21-55 lbs. and 8 weeks or older
- FOR DOGS & PUPPIES – Use only on dogs weighing 56-95 lbs. and 8 weeks or older
- FOR DOGS & PUPPIES – Use only on dogs weighing over 95 lbs. and 8 weeks or older

**Repels and Kills for one month[:]**

- Fleas
- Ticks
- Mosquitoes
- [Biting & Sucking] Lice
- Mites (excluding mange mites)
- Biting & Sand Flies



**ACTIVE INGREDIENTS:**

Dinotefuran .....	4.95%
Pyriproxyfen.....	0.44%
Permethrin .....	36.08%
<b>OTHER INGREDIENTS</b> .....	<u>58.53%</u>
<b>TOTAL</b> .....	100.00%

Net Contents: XXX {total} fl. oz.

XX doses, each dose y fl. oz. (z mL)

*{depending on weight range of package size, y and z values are below}*

- 0.027 fl oz, (0.8 mL)
- 0.06 fl oz, (1.6 mL)
- 0.12 fl oz, (3.6 mL)
- 0.16 fl oz, (4.7 mL)
- 0.27 fl oz, (8.0 mL)

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**KEEP OUT OF REACH OF CHILDREN**

**WARNING**

See back panel for First Aid and Precautionary Statements. See package insert for Storage and Disposal and Directions for Use.



*{A 1.5 cm X 1.5 cm cat prohibition icon and warning text will be placed on the lower right hand corner of the front panel in red with black images.}*

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*{SECTION UNDER FRONT PANEL- appears after lifting the front panel of the box}*

**DIRECTIONS FOR USE**

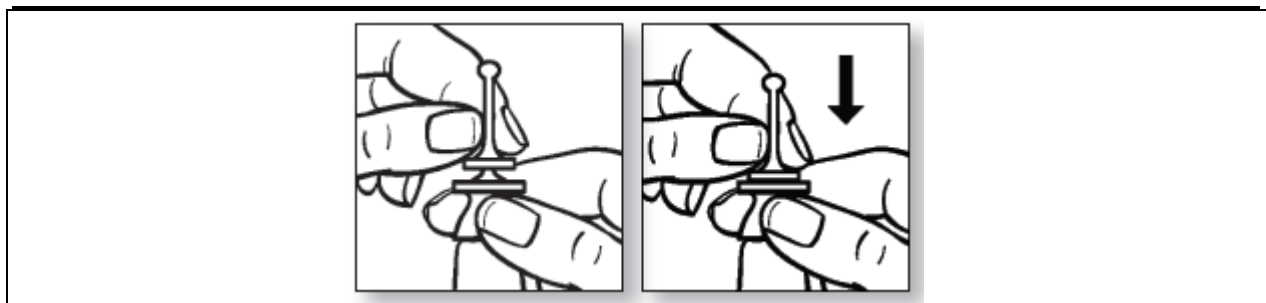
It is a violation of Federal law to use this product in a manner inconsistent with its labeling. [Precaución al consumidor: si usted no lee ingles, no use este producto hasta que la etiqueta le haya sido explicada ampliamente. (To the User: If you cannot speak English, do not use this product until the label has been fully explained to you.)]

**RESTRICTIONS:**

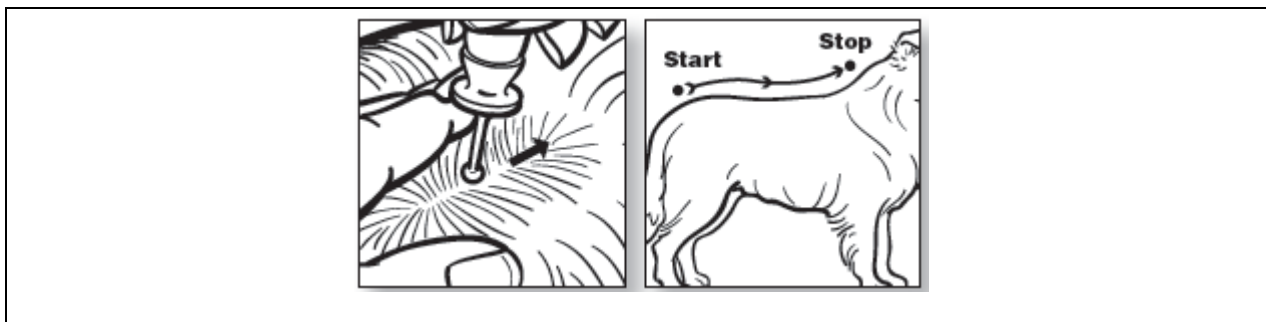
- Do not use on cats or other animals.
- Do not allow children to apply product.
- Do not have contact or allow children to have contact with treated areas until treatment is completely dry.
- Do not apply more than one tube per treatment for one dog regardless of the dog's weight.
- Do not treat your dog with more than one pesticide product at a time. Overdosing your dog can result in serious illness and even death.
- Do not apply more than once per month.
- Do not bathe or allow your dog to swim within 24 hours of application.
- Do not get the product in the dog's eyes or mouth.
- Do not allow your dog to ingest this product.
- Do not use on dogs and puppies less than 8 weeks of age and under [5-10 lbs] [11-20 lbs] [21-55 lbs] [56-95 lbs] [95 lbs].

**HOW TO APPLY:**

1. Ensure your dog is dry before applying the product, and ensure your dog remains dry for 24 hours after application. The dog should be standing while the product is applied. Application of product on dogs must only be done indoors.
2. Remove the applicator tube from the package.
3. Holding the applicator tube upright, pointing away from you and your dog's face, place your thumb and index finger around the applicator tip under the large disk. With the other hand, grasp the stem of the applicator tip above the smaller disk. Press down firmly on the small disk until both disks meet, piercing the seal. (See illustration)



- Using the applicator tip, part the hair at the base of the tail, and begin applying the product onto the skin in a continuous line from the base of the tail along the center of the back all the way up to the shoulder blades, as shown in the diagram, squeezing the applicator tube until it's empty. Avoid superficial application to the dog's hair.



- Discard the empty applicator tube as outlined in the Storage and Disposal section.
- Repeat every month.
- For continuous control and prevention of adult and immature flea stages, ticks, mosquitoes, lice, mites (excluding mange mites), biting flies, and sand flies, apply product monthly [all] year-round.

*{BACK PANEL OF OUTER BOX}*

**READ ENTIRE LABEL BEFORE EACH USE**  
**USE ONLY ON DOGS [OR] [AND] PUPPIES 8 WEEKS OF AGE OR OLDER**  
**WEIGHING [5-10 LBS] [11-20 LBS][21-55 LBS][56-95 LBS][OVER 95 LBS]**

**FIRST AID**

**If in eyes:**

Hold eye open and rinse slowly and gently with water for 15–20 minutes. Remove contact lenses, if present, after the first 5 minutes, and then continue rinsing.  
Call a poison control center or doctor for treatment advice.

<b>If swallowed:</b>	Call a poison control center or doctor for treatment advice. Have the 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.
<b>If on skin or clothing:</b>	Take off contaminated clothing. Rinse skin immediately with plenty of water for 15–20 minutes. If skin appears irritated after rinsing call a poison control center or doctor, or 1-800-999-0297 immediately for treatment advice.
Have the product container or label with you when calling a poison control center or doctor or going for treatment. You may contact 1-800-999-0297 for emergency medical treatment information.	

## PRECAUTIONARY STATEMENTS

### HAZARDS TO HUMANS:

**WARNING:** Causes substantial but temporary eye injury. Harmful if swallowed or absorbed through skin. Do not get in eyes or on clothing. Avoid contact with skin. Remove and wash contaminated clothing before reuse. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco products, or using the toilet.

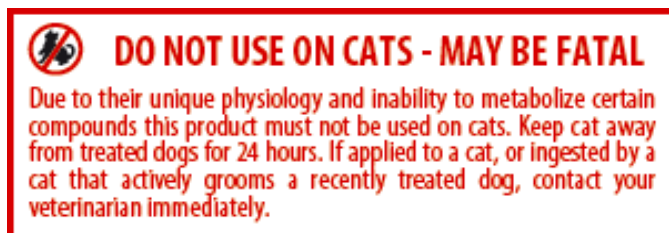
### HAZARDS TO DOMESTIC ANIMALS:

**For external use on dogs only.** Certain medications can interact with pesticides. Do not use this product on debilitated, aged, medicated, pregnant or nursing dogs or dogs with known organ dysfunction without first consulting a veterinarian. If your dog is exhibiting signs of and/or is being treated for skin dermatitis, talk to your veterinarian before applying any topical flea and tick control. This product is not a substitute for a prescribed heartworm preventive. Consult a veterinarian for treatment advice.

### SIDE EFFECTS:

Monitor your dog after application. Individual sensitivity, such as slight transitory redness, erythema, itching -pruritus- or other signs of discomfort at the site of application, may occur after using ANY pesticide product for dogs. If signs of sensitivity occur, bathe your dog with mild soap or shampoo and rinse with large amounts of water. If signs of sensitivity occur and persist, contact your veterinarian. Gastrointestinal signs such as vomiting or diarrhea have also been reported. If these signs occur, consult your veterinarian or call us at 1-800-999-0297. Have the product container or label with you when calling your veterinarian for advice.

*{Side Effects box will be located immediately above the cat warning box on the back label panel}*



*{A 1.5 cm x 1.5 cm cat prohibition icon and warning text in a box will be located at the lower right hand corner of the back panel in red with black images.}*

EPA Reg. No. 83399-6  
EPA Est. No.

[Sold by:][Manufactured for][and][Distribution by]  
Ceva Animal Health, LLC  
8735 Rosehill Road  
Lenexa, KS 66215

[For additional information, contact us at 1-800-999-0297 [or [contact.us@ceva.com](mailto:contact.us@ceva.com)]]



recyclable package

*{PACKAGE INSERT LANGUAGE}*

### SVP7 for Dogs

#### ACTIVE INGREDIENTS:

Dinotefuran .....	4.95%
Pyriproxyfen.....	0.44%
Permethrin .....	36.08%
<b>OTHER INGREDIENTS</b> .....	<u>58.53%</u>
<b>TOTAL</b> .....	100.00%

**KEEP OUT OF REACH OF CHILDREN**  
**WARNING**

**READ ENTIRE LABEL BEFORE EACH USE**

**USE ONLY ON DOGS [OR] [AND] PUPPIES OVER THE AGE OF 8 WEEKS [OVER 8 WEEKS OLD] [8 WEEKS OF AGE OR OLDER] WEIGHING [5-10 LBS] [11-20 LBS][21-55 LBS][56-95 LBS][OVER 95 LBS]**

<b>FIRST AID</b>	
<b>If in eyes:</b>	Hold eye open and rinse slowly and gently with water for 15–20 minutes. Remove contact lenses, if present, after the first 5 minutes, and then continue rinsing. Call a poison control center or doctor for treatment advice.
<b>If swallowed:</b>	Call a poison control center or doctor for treatment advice. Have the 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.



<b>If on skin or clothing:</b>	Take off contaminated clothing. Rinse skin immediately with plenty of water for 15–20 minutes. If skin appears irritated after rinsing call a poison control center or doctor, or 1-800-999-0297 immediately for treatment advice.
Have the product container or label with you when calling a poison control center or doctor or going for treatment. You may contact 1-800-999-0297 for emergency medical treatment information.	

## PRECAUTIONARY STATEMENTS

### HAZARDS TO HUMANS:

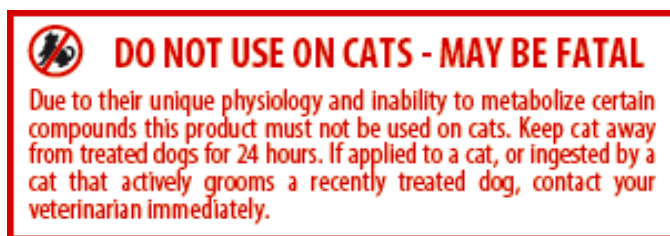
**WARNING:** Causes substantial but temporary eye injury. Harmful if swallowed or absorbed through skin. Do not get in eyes or on clothing. Avoid contact with skin. Remove and wash contaminated clothing before reuse. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco products, or using the toilet.

### HAZARDS TO DOMESTIC ANIMALS:

**For external use on dogs only.** Certain medications can interact with pesticides. Do not use this product on debilitated, aged, medicated, pregnant or nursing dogs or dogs with known organ dysfunction without first consulting a veterinarian. If your dog is exhibiting signs of and/or is being treated for skin dermatitis, talk to your veterinarian before applying any topical flea and tick control. This product is not a substitute for a prescribed heartworm preventive. Consult a veterinarian for treatment advice.

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Monitor your dog after application. Individual sensitivity, such as slight transitory redness, erythema, itching -pruritus- or other signs of discomfort at the site of application, may occur after using ANY pesticide product for dogs. If signs of sensitivity occur, bathe your dog with mild soap or shampoo and rinse with large amounts of water. If signs of sensitivity occur and persist, contact your veterinarian. Gastrointestinal signs such as vomiting or diarrhea have also been reported. If these signs occur, consult your veterinarian or call us at 1-800-999-0297. Have the product container or label with you when calling your veterinarian for advice.



## DIRECTIONS FOR USE

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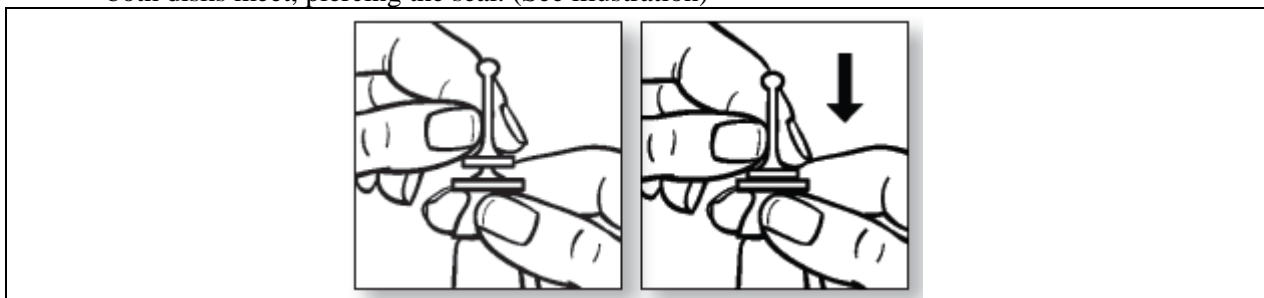
### RESTRICTIONS:

- Do not use on cats or other animals.

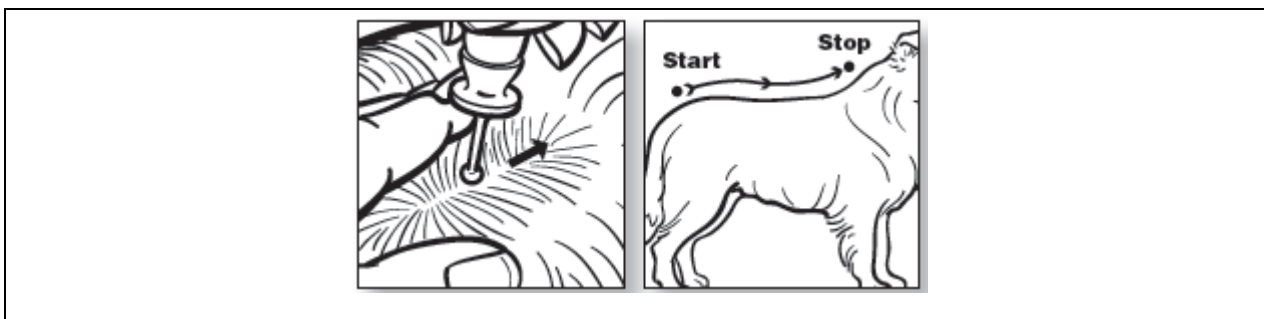
- Do not allow children to apply product.
- Do not have contact or allow children to have contact with treated areas until treatment is completely dry.
- Do not apply more than one tube per treatment for one dog regardless of the dog's weight.
- Do not treat your dog with more than one pesticide product at a time. Overdosing your dog can result in serious illness and even death.
- Do not apply more than once per month.
- Do not bathe or allow your dog to swim within 24 hours of application.
- Do not get the product in the dog's eyes or mouth.
- Do not allow your dog to ingest this product.
- Do not use on dogs and puppies less than 8 weeks of age and under [5-10 lbs] [11-20 lbs] [21-55 lbs] [56-95 lbs] [95 lbs].

**HOW TO APPLY:**

1. Ensure your dog is dry before applying the product, and ensure your dog remains dry for 24 hours after application. The dog should be standing while the product is applied. Application of product on dogs must only be done indoors.
2. Remove the applicator tube from the package.
3. Holding the applicator tube upright, pointing away from you and your dog's face, place your thumb and index finger around the applicator tip under the large disk. With the other hand, grasp the stem of the applicator tip above the smaller disk. Press down firmly on the small disk until both disks meet, piercing the seal. (See illustration)



4. Using the applicator tip, part the hair at the base of the tail, and begin applying the product onto the skin in a continuous line from the base of the tail along the center of the back all the way up to the shoulder blades, as shown in the diagram, squeezing the applicator tube until it's empty. Avoid superficial application to the dog's hair.



5. Discard the empty applicator tube as outlined in the Storage and Disposal section.
6. Repeat every month.
7. For continuous control and prevention of adult and immature flea stages, ticks, mosquitoes, lice, mites (excluding mange mites), biting flies, and sand flies, apply product monthly [all] year-round.

#### **STORAGE AND DISPOSAL**

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

**PESTICIDE STORAGE:** Store in a cool, dry place. Protect from freezing. **KEEP OUT OF REACH OF CHILDREN.**

**PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Non-refillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partially filled:** Do not pour or dispose of down the drain or sewer. Call your local solid waste agency for disposal options.

[Net Contents: XXX {total} fl. oz.]

[XX doses, each dose y fl. oz. (z mL)]

*{depending on weight range of package size, y and z values are below}*

0.027 fl oz, (0.8 mL)

0.06 fl oz, (1.6 mL)

0.12 fl oz, (3.6 mL)

0.16 fl oz, (4.7 mL)

0.27 fl oz, (8.0 mL)

*[Volume varies with size of dog for which package is intended and number of applicators per package. Product may be packaged in 1, 2, 3, 4, 6, 8, 9, 12, 24 applicators per package. Total volume will correspond to number of applicators.]*

#### **LIMITED WARRANTY AND LIMITATION OF DAMAGES**

Seller warrants that the material conforms to the chemical parameters of the US EPA registration and the label. To the extent consistent with applicable law, seller makes no warranty, express or implied, other than indicated on the label. Buyer and user assume all risk of use and handling of this material. To the extent consistent with applicable law, any damages arising from use of this product or a breach of this warranty shall be limited to direct damages and shall not include consequential or incidental damages such as loss of profit or values.

**\*Satisfaction Guarantee.** We want you to be happy with any Vectra<sup>®</sup> product you purchase. If you decide this Vectra<sup>®</sup> product is not the right solution for your pet, you may return it accompanied by your proof of purchase to the original place of purchase within 60 days.

EPA Reg. No. 83399-6

EPA Est. No.

[Sold by][Manufactured for][and][Distribution by][Distributed by]

Ceva Animal Health, LLC

8735 Rosehill Road

Lenexa, KS 66215

[For additional information, contact us at 1-800-999-0297 [or [contact.us@ceva.com](mailto:contact.us@ceva.com)]]



recyclable package

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**Alternate Brand Names:**

Vectra 3D for Dogs and Puppies

Vectra 3D for Dogs


SimpleGuard 3 For Dogs and Puppies

SimpleGuard 3 For Dogs

*{The words “Dogs and “Puppies” in the alternate brand name will be at least 75% of the height of the largest letter in the brand name.}*

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**{OPTIONAL MARKETING TEXT}**

- Vectra 3D logo is a registered trademark of Ceva Animal Health, LLC
  - Protects for one month
  - Performance [satisfaction] guaranteed or [Ceva Animal Health] will supply replacement product
  - Satisfaction guaranteed [or] Ceva Animal Health will provide new product or your money back
  - Effective monthly prevention and treatment of fleas, ticks, and mosquitoes
  - Repels and kills fleas, ticks and mosquitoes for one month
  - Prevents development of adult and immature flea life stages for one month
  - SVP7 provides efficacy against fleas, ticks and mosquitoes.
  - Pyriproxyfen is an insect growth regulator which prevents development of all flea stages.
  - Picture of Dog {or Puppy appropriate to weight class}
  - Prevents development of adult and immature flea life stages for 30 days [4 weeks] [one month]
  - Using the [patented] applicator tip, SVP7 is specially designed to spread over the dog’s body providing effective control of fleas, ticks, and mosquitoes for thirty days [four weeks] [one month].
  - Kills fleas in 6 hours
  - Remains effective after bathing and swimming 24 hours after application
  - Easy, spot-on [topical] application
  - [Patented]applicator tip [Trademark] for easy application directly to the skin
- 
- 60 Days Satisfaction Guarantee or your money back
- If you are unhappy with any Vectra® product, you may return with receipt to original place of purchase within 60 days.
  - Satisfaction guaranteed or your money back [Ceva ICON] [Please call [contact] our professional staff at xxx-xxx-xxxx if you have any questions or comments about SVP7]

- SVP7 contains the insecticide dinotefuran, a neonicotinoid with knockdown effect. Permethrin is an effective insecticide/acaricide that works with dinotefuran and pyriproxyfen to kill and repel fleas, ticks and mosquitoes
- Prevents re-infestation of fleas [and] [ticks] for one month
- Monthly treatment for control and prevention of fleas, ticks and mosquitoes
- Once monthly application
- X applicators [doses] {X refers to the net contents in terms of number of doses in the package}
- X monthly dose[s] {X refers to the net contents in terms of number of doses in the package}
- Quick-drying, non-greasy and waterproof after 24 hours
- Easy to apply spot-on application
- Convenient, easy to apply
- Fragrance [odor] free
- Convenient to use
- Water-resistant
- Quick drying
- Non-greasy
- Convenient [easy to apply] topical treatment
- Convenient [easy to apply] topical treatment [with [patented] applicator tip] that allows application down to the skin
- Remains effective even after bathing, water immersion or exposure to rain or sunlight 24 hours after application
- Remains effective even after bathing 24 hours after application
- Remains effective after exposure to rain and sunlight
- Still works after bathing, swimming or exposure to sunlight 24 hours after application
- Convenient topical treatment for dogs who enjoy the outdoors
- Formulated for dogs that love the outdoors
- For dogs that enjoy the outdoors
- Available from licensed veterinarians
- Sold by veterinarians
- Formulated for use on puppies 8 weeks and older weighing [5-10 lbs] [11-20 lbs] [21-55 lbs] [56-95 lbs] [Over 95 lbs]
- After application, SVP7 spreads over the dog's body to provide [full body] [all-over] protection against fleas, ticks and mosquitoes
- SVP7 provides ongoing protection killing fleas, ticks and mosquitoes for one month
- SVP7 [contains dinotefuran, a neonicotinoid insecticide] with onset of flea knockdown in less than 2 hours
- SVP7 also contains permethrin, an effective insecticide/acaricide that combines with dinotefuran to provide efficacy against fleas, ticks and mosquitoes
- SVP7 contains the insect growth regulator pyriproxyfen that acts to prevent the development of all flea stages for one month.
- Immature flea stages are a major component of flea infestation, SVP7 contains pyriproxyfen which controls immature flea stages.
- Questions or comments—please call 1-800-999-0297 [or e-mail us at [contact.us@ceva.com](mailto:contact.us@ceva.com)]
- For more information call 1-800-999-0297 [or e-mail us at [contact.us@ceva.com](mailto:contact.us@ceva.com)]
- For emergencies call 1-800-999-0297
- Kills the vectors that may transmit Lyme disease, Rocky Mountain spotted fever, babesiosis, ehrlichiosis, bartonellosis, hepatozoonosis and heartworm disease
- Repels and kills fleas, ticks and mosquitoes

- 
- Easy, fast, effective control of fleas, ticks and mosquitoes that lasts 1 month
  - Kills [4 types [species] of] ticks (*Rhipicephalus spp*, *Dermacentor variabilis*, *Ixodes spp*, *Amblyomma maculatum*), [3 types [species] of] mosquitoes (*Culex spp*, *Ochlerotatus spp*, *Aedes spp*), and all stages of fleas
  - Kills fleas including those that may transmit bartonellosis and tapeworm disease
  - Controls all stages of the flea life cycle
  - Kills fleas that may cause flea allergy dermatitis (FAD)
  - The successive feeding activity of fleas on dogs may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of dogs with SVP7 rapidly kills fleas in 4 hours that may cause FAD.
  - SVP7 kills fleas that may cause Flea Allergy Dermatitis (FAD)
  - SVP7 breaks the flea life cycle
  - Kills [controls] all stages of the flea life cycle
  - Prevents development of all flea stages for 1 month
  - Repels and kills ticks that may transmit Lyme disease
  - Repels and kills ticks including those that may transmit Lyme disease
  - Repels and kills ticks that may transmit Lyme disease, Rocky Mountain spotted fever, babesiosis, ehrlichiosis, hepatozoonosis and anaplasmosis
  - Repels and kills Brown dog ticks (*Rhipicephalus spp*), American dog ticks (*Dermacentor variabilis*), Deer ticks (*Ixodes scapularis*) and Gulf Coast ticks (*Amblyomma maculatum*)
  - Repels and kills ticks including Deer ticks [vector of Lyme disease], American dog ticks [vector of Rocky Mountain spotted fever], Brown dog ticks [vector of ehrlichiosis] and Gulf Coast ticks for one month
  - Kills ticks that may transmit the organism which causes Lyme disease
  - Kills ticks that may transmit babesiosis
  - Kills ticks that may transmit Ehrlichia
  - Repels ticks before they can attach to dogs
  - Repels many ticks before they can attach, and kills those ticks which attach to the dog
  - Repels and kills ticks so they fall off treated dogs and die
  - Repels and kills mosquitoes (*Culex spp*, *Ochlerotatus spp*, *Aedes spp*) which may vector heartworm (*Dirofilaria immitis*) for one month
  - Proven treatment technology for flea infestations
  - Proven treatment technology for the control of fleas, ticks and mosquitoes
  - Recommended for use in an integrated flea management system
  - Pyriproxyfen control and attacks [all stages of] immature fleas
  - Pyriproxyfen the insect growth regulator found in SVP7 stops the development of immature fleas
  - Puppy pack {36-dose packages only and 0.8mL, 1.6mL and 3.6ml packages only}
  - Dog [canine] pack {36-dose packages only}
  - Veterinary pack [Ceva pack] {36-dose packages only}
  - Effective monthly treatment of fleas, ticks and mosquitoes
  - Effective monthly treatment of fleas [ticks][mosquitoes]
  - Repels and kills fleas [ticks][mosquitoes]
  - Monthly treatment is recommended for control [and prevention] of fleas, ticks and mosquitoes
  - SVP7 provides ongoing protection against fleas, ticks and mosquitoes for one month
  - SVP7 contains permethrin an effective insecticide/acaricide that combines with dinotefuran to provide efficacy against fleas, ticks and mosquitoes
  - Protects against all types of *Ixodes* species attacking dogs
  - Kills *Ixodes scapularis*, *Ixodes pacificus* and *Ixodes ricinus*

- Effective control of fleas, ticks and mosquitoes
- Kills 4 types [species] of ticks (*Rhipicephalus spp*, *Ixodes spp*, *Dermacentor variables*, *Amblyomma maculatum*, *Amblyoma americanum*), 3 types [species] of mosquitoes (*Culex spp*, *Ochlerotatus spp*, *Aedes spp*)
- Repels and kills fleas that may cause flea bite anemia
- Kills fleas that may cause flea bite anemia
- Repels fleas that may cause flea bite anemia
- Prevents flea infestation on dogs which may lead to flea bite anemia
- Kills the listed pests that may transmit Lyme disease, Rocky Mountain spotted fever, babesiosis, ehrlichiosis, bartonellosis, hepatozoonosis, anaplasmosis and heartworm disease
- Repels and kills ticks that may transmit Lyme disease, Rocky Mountain spotted fever, babesiosis, ehrlichiosis, bartonellosis, hepatozoonosis and anaplasmosis
- Repels and kills mosquitoes that may transmit heartworm disease
- Repels and kills Brown dog ticks (*Rhipicephalus spp*), Deer ticks (*Ixodes spp*), American dog ticks (*Dermacentor variablis*) Lone Star ticks (*Amblyomma americanum*) and Gulf Coast ticks (*Amblyomma maculatum*)
- Repels and kills Deer ticks (*Ixodes scapularis*, *Ixodes ricinus*, *Ixodes pacificus*)
- Long lasting – one month - flea, tick and mosquito control for your dog
- SVP7 kills more than adult fleas you see, it controls immature flea stages
- Kills all life stages of ticks
- SVP7 repels and kills fleas, ticks, mosquitoes
- Prevents all flea stages from developing on dogs
- SVP7 kills not only adult fleas, but also breaks the flea life cycle by preventing development of immature fleas on dogs [may include diagram of flea life cycle] for 30 days [one month] [4 weeks]
- Illustration of flea life cycle
- Kills [controls] 4 types [species] of ticks (*Rhipicephalus spp*, *Dermacentor variabilis*, *Ixodes spp*, *Amblyomma spp*), 3 types [species] of mosquitoes (*Culex spp*, *Ochlerotatus spp*, *Aedes spp*) all stages of fleas for 30 days [one month] [4 weeks] on dogs
- Repels and kills ticks including Deer ticks [vector of Lyme disease] American dog ticks [vector of Rocky Mountain spotted fever], Brown dog tick [vector of ehrlichiosis] and Gulf Coast ticks and Lone Star ticks [vector of hepatozoonosis] for one month [4 weeks] [30 days] on dogs
- Repels and kills Brown dog ticks (*Rhipicephalus spp*), American dog ticks (*Dermacentor variabilis*), Deer ticks (*Ixodes spp*) and Gulf Coast ticks (*Amblyomma maculatum*) and Lone Star ticks (*Amblyoma americanum*) for one month [4weeks] [30 days]
- Kills *Amblyomma americanum* (Lone Star ticks) and *Amblyomma maculatum* (Gulf Coast ticks) for 4 weeks [one month] [ 30 days]
- Maintains residual efficacy after bathing and swimming 24 hours after application
- Single application lasts 4 weeks [one month] [30 days]
- Controls the flea life cycle at all [immature] life stages for 4 weeks [30 days] [one month] on dogs
- Repellency and protection against fleas, ticks and mosquitoes for 4 weeks [30 days] [one month]
- Repellency against fleas, ticks, mosquitoes, lice, mites (excluding mange mites) and sand flies for 4 weeks [30 days] [one month]
- Contains the proven effective topical, dinotefuran, for effective flea control
- Contains the proven effective topical pyriproxyfen, for control of immature fleas
- Pyriproxyfen, the insect growth regulator [found in SVP7], controls [stops] the development of immature fleas









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- Contains the proven effective topical repellent permethrin [for control of fleas, ticks, mosquitoes, lice, mites (excluding mange mites) and biting & sand flies]
  - Repels fleas, ticks, mosquitoes, sand flies, lice and mites (excluding mange mites)
  - Repels ticks
  - Repels fleas
  - Repels mosquitoes
  - Kills sand flies
  - Repels sand flies
  - Kills (biting & sucking) lice
  - Repels lice
  - Kills mites (excluding mange mites)
  - Repels mites (excluding mange mites)
  - Repels [and kills] lice which may cause pruritus, erythema, [crusting and scaling]
  - Repels [and kills] mites (excluding mange mites) that may cause dandruff, alopecia and pruritus
  - Repels [and kills] biting & sand flies which may inflict irritating bites
  - Repels and kills biting & sand flies, which may inflict irritating bites; mites (excluding mange mites), that may cause dandruff, alopecia, and pruritus; and lice, which may cause pruritus, erythema-crusting and scaling.
  - Repels [and kills] fleas, ticks, mosquitoes, lice, mites (excluding mange mites) [and] biting & sand flies
  - Repels [and kills] [annoying] [bothersome] [nuisance] biting & sand flies
  - SVP7 is indicated for the prevention and treatment of fleas, ticks, mosquitoes, biting & sand flies, lice and mites (excluding mange mites) on dogs
  - For the treatment and prevention of flea infestation on dogs
  - For the control of all stages of flea infestation on dogs
  - One treatment prevents further flea infestation for 30 days [4 weeks] [one month]
  - Kills larval stages of fleas in the dog's environment
  - Controls existing flea infestations by rapidly killing adult fleas in 4 hours and preventing development of immature flea stages on dogs
  - Kills fleas that may serve as an intermediate host for tapeworms (*Dipylidium caninum*)
  - Stops existing flea infestations by killing adult fleas on dogs
  - Prevents flea eggs from hatching
  - Prevents larval stages from developing
  - Effectively [and efficiently] breaks the flea life cycle
  - Effectively targets all [life] stages of fleas [and ticks]
  - Repels and kills mosquitoes that may transmit vector borne disease
  - Reduces blood feeding by mosquitoes
  - Repels [and kills] [annoying] [bothersome] [nuisance] sand flies and biting flies
  - 6 way protection, repels [and kills] fleas, ticks, mosquitoes, lice, biting & sand flies and mites (excluding mange mites)
  - Repels [and kills] [biting] [chewing] lice
  - Repels mites (excluding mange mites) and prevents further infestation
  - SVP7 controls flea infestation that may lead to painful skin irritation and bacterial infection
  - Illustration of flea life cycle
  - Illustration of tick life cycle
  - Illustration of mosquito life cycle
  - Illustration of sand fly life cycle

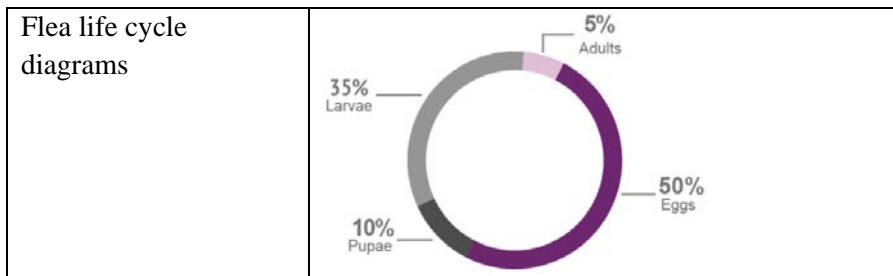


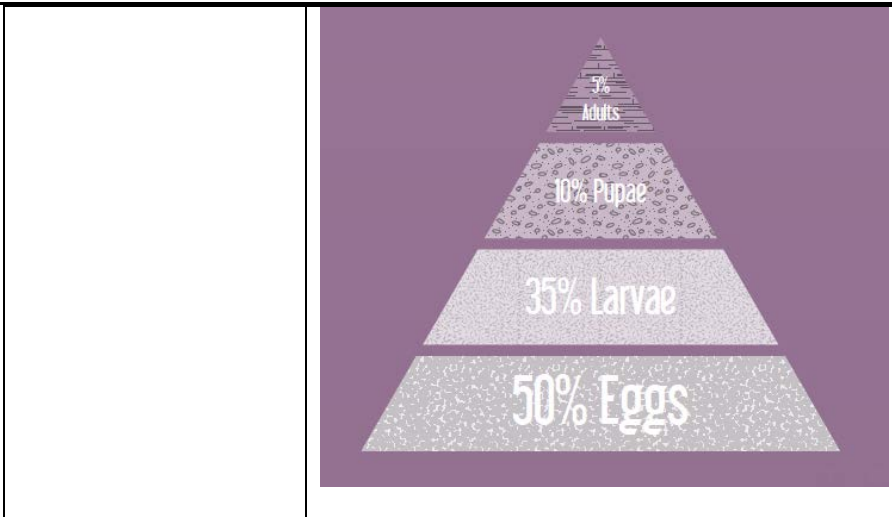
- Illustration of mite life cycle
- Illustration of louse life cycle
- Illustration of biting fly life cycle
- Repels [and kills] biting flies which may inflict irritating bites
- Prevents fly strike
- Controls fly strike
- Repels [and kills] fleas, ticks, mosquitoes, lice, mites (excluding mange mites) and biting & sand flies
- Repels [and kills] [annoying] [bothersome] [nuisance] biting & sand flies
- SVP7 is indicated for the prevention and treatment of fleas, ticks, mosquitoes, sand flies, lice and mites (excluding mange mites) on dogs
- Kills biting flies
- Repels biting flies
- Repels fleas, ticks, mosquitoes, fire ants, biting & sand flies, lice and mites (excluding mange mites)
- Repellency against fleas, ticks, mosquitoes, lice, mites (excluding mange mites) for 4 weeks [30 days] [one month]
- Repels and kills mosquitoes and biting & sand flies that may transmit vector borne disease
- Repels and kills sand flies that may transmit leishmaniasis
- Kills the vectors that may transmit Lyme disease, Rocky Mountain spotted fever, babesiosis, ehrlichiosis, bartonellosis, hepatozoonosis, leishmaniasis and heartworm disease
- Repels and kills sand flies that may transmit leishmaniasis
- Apply monthly for control [and prevention] of fleas, ticks, lice, mites (excluding mange mites), biting & sand flies and mosquitoes
- Results indicate that SVP7 repels and prevents biting flies from blood feeding on dogs
- Controls infestations of chewing lice on dogs
- Kills and repels mosquitoes which may transmit West Nile virus
- Kills and repels mosquitoes which may transmit disease
- Reduces biting fly strike
- Reduces flea feeding
- Continues to kill and repel fleas and ticks after shampooing 24 hours after application
- Formulated with three active ingredients for control of fleas, ticks, mosquitoes, flies, mites (excluding mange mites) and lice on dogs
- Prevents re-infestation of fleas, ticks and chewing lice on dogs
- Kills chewing lice
- Kills attached ticks when applied to dog with pre-existing infestation
- Using the [patented] [Trademark] applicator, SVP7 is specially designed to spread naturally over the dog's body providing effective control of fleas, ticks, lice, mites (excluding mange mites) and mosquitoes for thirty days [four weeks] [one month].
- Kills fleas that may cause flea allergy dermatitis and flea bite dermatitis
- SVP7 works on multiple sites of the nervous system of fleas & ticks
- Kills the listed vectors that may transmit Lyme disease, Rocky Mountain spotted fever, babesiosis, ehrlichiosis, bartonellosis, hepatozoonosis, leishmaniasis, tularemia and heartworm disease
- Contains the proven effective topical repellent, permethrin [for control of fleas, ticks, mosquitoes, lice, mites (excluding mange mites), biting flies [and sand flies]]
- 11-way protection against all flea stages, ticks, mosquitoes, sand & biting flies, biting & sucking lice, mites (excluding mange mites)

- Reduced flea feeding means reduced likelihood of transmission of vector borne disease
- Limited flea feeding reduces likelihood of flea bite anemia, irritation, flea allergy dermatitis and transmission of disease
- Repellency against fleas, ticks, mosquitoes, lice, mites (excluding mange mites) and sand flies for 4 weeks [30 days] [one month]
- [Regular monthly use] [monthly use] protects your dog against all flea stages
- SVP7 for dogs susceptible to flea allergy dermatitis (FAD)
- Begins reducing flea feeding in 5 minutes
- For year round control, apply SVP7 monthly year round for optimum control of fleas, ticks, mosquitoes, flies, lice and mites (excluding mange mites).
- Persistent [sustained] efficacy for one month [thirty days]
- Kills newly emerged fleas before they lay eggs
- Contains [free] calendar [reminder] stickers
- Monthly year-round [use] [treatment] can help your dog stay happy and protected
- Helps [outdoor] dogs stay protected from fleas, ticks, mosquitoes, sand flies, biting flies, biting & sucking lice, mites (excluding mange mites)
- Kills fleas in 4 hours
- Kills reinfesting fleas in 4 hours
- Kills flea eggs, breaks life cycle, prevents flea eggs from hatching (into adults)
- Controls adult fleas for 1 month. Prevents adult flea emergence for 2 months
- Breaks the flea life cycle for 2 months, even if a dose is missed. Monthly application is recommended.
- Kills [all] immature stages of fleas for 1 month
- Inhibits fleas laying new eggs for 1 month
- Prevents eggs [on treated dogs] from developing into adults for 64 days / 2 months. Monthly application is recommended.
- Stops development of fleas for 2 months, even if a dose is missed. Monthly application is recommended.
- Kills mosquitoes before they bite [feed]
- Kills mosquitoes on dogs in 1 hour starting 1 day after treatment 1 month
- Kills mosquitoes on dogs for 1 month
- Prevents flies from biting for 1 month starting ~1 day after treatment
- Prevents flies from feeding after 30 minutes starting 1 day after treatment
- Remains effective for one month after application, even after one shampoo, if shampooed after day 14 [day 7]
- Sold by veterinarians. [We][Ceva][Seller] [company name] may take appropriate [legal] action if the product is sold by an unauthorized person.
- Available from veterinarians.
- Available from licensed veterinarians. [Company name] reserves the right to take appropriate [legal] action if this product is sold by an unauthorized person.
- Available wherever Ceva (authorized) products are sold.
- Remains effective [against fleas and ticks] for one month after application, even after water immersion

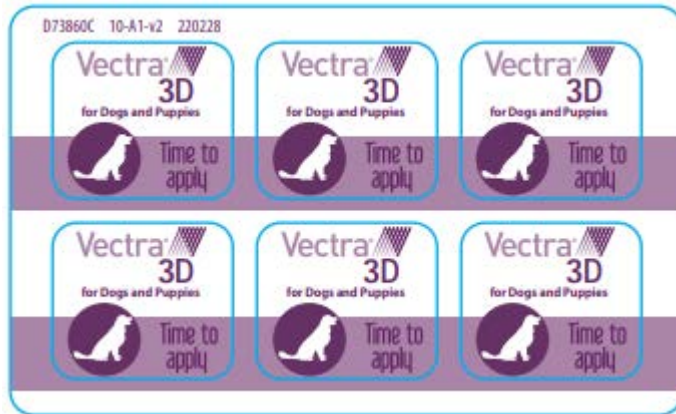
- Remains effective against fleas and ticks for one month after application, even after one shampoo, if shampooed after day 14 [or 7]
- Remains effective against flea egg emergence for one month after application, even after water immersion or one shampoo 14 days [or 7 days] after treatment

Illustration of flea	
Illustration of flea eggs & larvae	
Illustration of tick	
Illustration of mosquito	
Illustration of sandfly	
Illustration of louse	
Illustration of mite	
Illustration of biting fly	





*{NEXT DOSE STICKERS/ TREATMENT REMINDER CALENDAR}*



{APPLICATOR TUBE LABELING}

**SVP7 for Dogs**

**Alternate Brand Names:**

Vectra 3D for Dogs and Puppies  
Vectra 3D for Dogs  
SimpleGuard 3 for Dogs and Puppies  
SimpleGuard 3 for Dogs

KEEP OUT OF REACH OF CHILDREN  
WARNING

READ ENTIRE LABEL BEFORE USE

Dinotefuran .....4.95%  
Pyriproxyfen.....0.44%  
Permethrin.....36.08%

*{One of the below net contents statement will appear on the applicator}*

0.027 fl oz, (0.8 mL)  
0.06 fl oz, (1.6 mL)  
0.12 fl oz, (3.6 mL)  
0.16 fl oz, (4.7 mL)  
0.27 fl oz, (8.0 mL)

Use only on dogs [& puppies] over [>] 8 weeks of age weighing [5-10lbs] [11-20lbs] [21-55lbs]  
[56-95lbs] [over 95lbs]



EPA Reg. No. 83399-6  
EPA Est. No.

Lot # {designation will identify producing establishment}

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*{EXAMPLE GRAPHICS OF DOGS ACCORDING TO WEIGHT RANGE}*

**Vectra 3D brand pictures**



*{Alternate brand name pictures may vary. This picture will be consistent with the note on the front panel.}*