



## OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

March 11, 2025

Noelle Sanfilippo  
Regulatory Affairs Specialist  
Central Garden & Pet Company  
1501 East Woodfield Road, 200W  
Schaumburg, Illinois 60173

Subject: Label Amendment - Registration Review Mitigation for Etofenprox  
Product Name: RF2186 CCSO PLUS  
EPA Registration Number: 89459-4  
Application Date: May 3, 2024  
Decision Number: 595759

Dear Noelle Sanfilippo:

The Agency, in accordance with the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, has completed reviewing all the information submitted with your application to support the Registration Review of the above referenced product in connection with the Etofenprox Interim Decision, and has concluded that your submission is acceptable. The label referred to above, submitted in connection with registration under FIFRA, as amended, is acceptable.

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 Assurance.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling and must be used at your next label printing. You must

submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 12 months from the date of this letter. After 12 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

If you have any questions about this letter, please contact DeMariah Cotton by phone at (202)-566-2288 or via email at [cotton.demariah@epa.gov](mailto:cotton.demariah@epa.gov).

Sincerely,

A handwritten signature in blue ink, appearing to read "Linda Arrington", with a stylized flourish at the end.

Linda Arrington, Branch Chief  
Risk Management and Implementation Branch 4  
Pesticide Re-Evaluation Division  
Office of Pesticide Programs

ENCLOSURE: Stamped label

Text within braces { } denotes notes to reviewer.  
Text within brackets [ ] denotes optional language.  
Text within parentheses ( ) is meant to be included on the label

ETOFENPROX	GROUP	3A	INSECTICIDE
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## RF2186 CCSO Plus

{Alternate Brand Name: ADAMS™ for Cats Flea & Tick Spot On®  
(Over 2.5 lbs but Under 5 lbs, 5 lbs and Over)}

Alternate Brand Name: Adams™plus Flea & Tick Spot On® for Cats

{Front Panel}

### {**SUBLABEL A – APPLICATOR DEVICE PACKAGE**}

{See device illustrations as background information.}

{Include “Cat” in product name and Text for "Cat" must be 75% the height of largest letter in  
primary Brand Name}

{A large, clear picture of a cat in the weight range for the product as packages will appear on  
the front panel of the label.}

Front Panel - For Use Only on Cats and Kittens 12 weeks of age or older and [5 lbs. and over]  
[over 2.5 lbs but under 5 lbs] , Do not apply to kittens weighing less than [2.5 lbs]  
[5 lbs.].

Only For use on cats/kittens weighing [5 lbs and over][> 2.5 lbs but < 5 lbs][over 2.5 lbs but Under  
5 lbs] & 12 weeks of age or older

{FRONT PANEL}

#### **ACTIVE INGREDIENTS:**

(S)-Methoprene .....4.05%

Etofenprox .....45.00%

**OTHER INGREDIENTS:** .....50.95%

Total .....100.00%

### **KEEP OUT OF REACH OF CHILDREN**

#### **CAUTION**

See back panel for First Aid and additional Precautionary Statements

EPA Reg. No. 89459-4

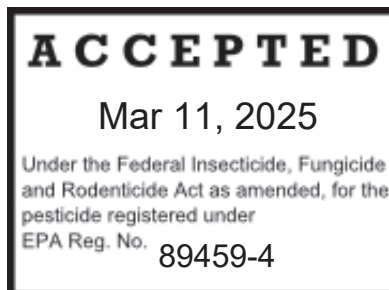
EPA Est. No.

Net Contents: 3–0.030 fl oz (0.88 mL) [cartridges][tubes][vials] {cats/kittens greater than 2.5 lbs but less than 5  
lbs & 12 weeks of age and older}

3-0.053 fl oz (1.58 mL) [cartridges][tubes][vials] {cats/kittens greater than 5 lbs & 12 weeks of age  
and older}

**Lot Number**

1



{Back Panel}

## 1. DIRECTIONS FOR USE WITH APPLICATOR

**READ ENTIRE LABEL [AND INSERT(S)] BEFORE USE.**

**USE ONLY ON CATS OR KITTENS 12 WEEKS OF AGE AND OLDER AND [OVER 2.5 LBS AND UNDER 5 LBS][5 LBS AND OVER].**

[formulated for cats [& kittens]][For use on cats only][Do not use on animals other than cats]

### INTRODUCTION:

A unique, convenient applicator for you.

The [brand] Applicator is specially designed to make applying flea and tick control easier, more precise -- and neater - than ever before. You simply insert the appropriate [brand] [tube] [vial][cartridge] for your cat/kitten into the applicator, close it and squeeze to apply. The applicator's ergonomic, contoured shape [design] makes it easy to grip and a built-in fin [tip] [comb] helps to spread [part] the [your] cat's/kitten's hair to allow the liquid to more readily [better] reach [apply] the [to] [your cat's/kitten's] skin. The [tube] [vial] [cartridge] is sealed inside, so you can be confident that the liquid goes onto your cat/kitten - and not your hand.

[RF2186 CCSO Plus] is a topically applied [long-lasting] [flea and tick treatment] product specifically formulated for cats and kittens with [containing] [it also contains] an insect growth regulator (IGR)[S-Methoprene][\*InfestStop™] [to prevent and control flea infestations][to kill fleas before they hatch][which prevents flea eggs from maturing into biting adults]. It [This product] also contains the highly effective flea, deer tick, and mosquito killing agent [Etofenprox], which kills biting adult fleas, deer ticks, and mosquitoes your cat/kitten may acquire from its surroundings. A single application of [RF2186 CCSO Plus] will provide flea egg hatch inhibition for up to [30 days] [1 month][4 weeks]. Each package contains enough product for 3 monthly applications [90 days of protection [control]]. [RF2186 CCSO Plus] provides relief from flea infestations for up to [30 days] [1 month] [4 weeks] by killing adult fleas and flea eggs on your cat or kitten. Adult fleas can live on your cat while producing vast numbers of eggs, which drop off your cat and develop in the surrounding environment. [RF2186 CCSO Plus] [is designed to] kill(s) adult fleas and flea eggs, breaking the flea life cycle and providing your cat/kitten relief from flea bites at the same time.

\*(S)-Methoprene

After application, your cat's/kitten's [ordinary] [innate] skin oils [disperse] carry [RF2186 CCSO Plus] over your cat's/kitten's body for protection against biting adult fleas and the development of flea eggs. [This product] may stain leather and suede fabrics for [24][24 to 48] hours after application.] Once adult fleas are evident on your cat/kitten, there is likely an infestation of flea eggs and flea larvae in your home. To completely kill the existing flea population, you may need to treat your home and your cat's bedding [home sprays, foggers], as well as your yard [yard spray/outdoor fogger] with traditional flea products approved for use on cats, around the home, or in your yard. [RF2186 CCSO Plus] can be used in conjunction with other [Brand Name] premise products. As with all flea products, they are [RF2186 CCSO Plus is] most effective when used as part of a total program aimed at reducing all stages of fleas in the cat's/kitten's environment. [Brand Name] products [They] are designed to complement each other in an integrated program for flea, deer tick, and mosquito management. To assure proper treatment, we recommend use of [Brand Name] products as directed to treat all pets in the household, as well as the indoor and outdoor home environments.]

**DIRECTIONS FOR USE:** It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label. [If you choose to apply treatment directly to cat without using the applicator device, read and follow the Directions For Use for Direct Application to Cat on this package.]

**USE RESTRICTIONS:**

For indoor use only. Application of product on pets must only be done indoors. Do not apply more than once every month. Do not allow children to apply product. Do not use more than one [tube][vial][cartridge] per cat. Do not use on kittens less than 12 weeks old. Do not get this product in your cat's eyes or mouth. Do not allow your cat to ingest this product. Do not apply to cats weighing less than [2.5 lbs.][5 lbs.]

Do not spread [RF2186 CCSO Plus] by hand over the cat/kitten. Do not bathe the cat/kitten within the first 24 hours after Spot On® [squeeze on] has been applied. Households with more than one cat/kitten should prevent cats/kittens from grooming each other until solution has dried.

Do not reapply product for 30 days. Do not treat more than once per month.

This product contains [3] monthly dosages , each [0.88 mL] [0.030 fl oz]] [1.58 mL] [0.053 fl oz]].

[RF2186 CCSO Plus] works by application directly to the cat's/kitten's skin, not to the hair. When applying, use applicator device tip to push aside cat's/kitten's hair to allow direct application to the skin. {(Note: Application assumes one [tube][vial] [cartridge] per cat per application)}

The [RF2186 CCSO Plus] provides a unique applicator device that allows cat/kitten owners to treat their cats/kittens more securely, and dispose of liquid [cartridges] [tubes][vials]with less mess.

{Note: Each package contains sufficient cartridges/tubes/vials for [3] applications}

**USE ONLY ON CATS AND KITTENS 12 WEEKS OF AGE AND OLDER**

[0.88 mL [0.030 fl oz] dose for use on cats and kittens over 2.5 lbs and under 5 lbs only .

1.58 mL [0.053 fl oz] dose for use on cats and kittens 5 lbs. and over only {Same size applicators with different fill amounts}

**[APPLICATION METHOD]/[TO APPLY]**

To apply the [RF2186 CCSO Plus] treatment, use one disposable liquid [cartridge] [tube][vial] [for each application] with the applicator device. Do not apply more than one [cartridge][tube][vial] per treatment regardless of the cat's weight.

**1. OPEN [icon]**

Use finger scoop to lift open [color] door [of applicator device].

**2. LOAD [icon]**

[To Load, place [tube] [cartridge] [vial] white side up [under the [color] tabs] into the applicator] [with [tip end]][front] of [tube][cartridge][vial] placed under tab on door] [Tip end of [tube] [cartridge][vial] must fit under the [U-shaped] [notch][tab] in the [color] [lid] [door]]. [Ensure that [tube ][cartridge][vial] fits securely in the applicator.]

**3. CLOSE [icon]**

[Gently] close the [color, e.g. green] door [and] the [tube][cartridge][vial] will snap open.

**4. APPLY [icon]**

The cat/kitten should be standing for easy application.

[To apply, use tip to part hair and get next to cat's/kitten's skin at the base of the skull. Press [shape e.g. square] [thumb pad][button] on [color] door and squeeze out the entire contents of the applicator [tube] [cartridge] [vial] onto the cat's/kitten's skin. ]

-OR-

[To **APPLY** Use front edge of applicator to part fur and get next to cat's/kitten's skin at one spot at the base of the skull. Press [shape e.g. square] [button] on door. Repeat until [tube][cartridge][vial] is empty.]

[Although the cat's/kitten's skin and hair oils will [over time] distribute the application over the entire cat/kitten, brushing the cat/kitten 12-24 hours after treatment will help to distribute the material over the skin.]

#### 5. DISPOSE [icon]

To dispose of empty [tube][vial][cartridge], open [color, e.g. green] door and drop [empty] [tube][cartridge][vial] into trash or offer for recycling if available. Close applicator device door and [return applicator to package until next use][store in original package.]

#### 6. RETREAT AFTER 30 DAYS

{Note: Each package contains sufficient [cartridges/tubes/vials] for [3] applications}

[RF2186 CCSO Plus] is most effective when used as part of a total flea and tick management program. Use other [Brand Name] products registered for residential area control of these pests in conjunction with this treatment. Monthly treatments are required for control and prevention of fleas.

[The successive feeding activity of fleas on cats may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of cats with [RF2186 CCSO Plus] kills fleas that may cause this condition.]

{[Adding a Dose Reminder section to appear as follows on the back panel:]

[First Monthly Application:      Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_  
 Second Monthly Application:    Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_  
 Third Monthly Application:      Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_]

#### [TREATMENT SCHEDULE]

Dosage: Apply 1 [cartridge] [tube][vial] every [30 days][4 weeks] [month] per cat/kitten

Cat's/Kitten's Name	First [Month] Treatment Date	Second [Month] Treatment Date ([30 Days][4 weeks][1 month] From 1 <sup>st</sup> )	Third [Month] Treatment Date ([30 Days][4 weeks][ 1 month] From 2nd)

NOTES:

REMINDER: I purchased [Brand Name] from \_\_\_\_\_]

**STORAGE AND DISPOSAL:** **Storage:** Store in a cool, dry (preferably locked) area away from children and animals. Do not store unused applicators [tubes] separately from their packaging. **If empty:** Do not reuse empty [cartridge] [vial] [tube]. Place in trash or offer for recycling if available. **If partly filled.** Do not pour or dispose down the drain or sewer. Call your local solid waste agency for local disposal options..

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

**HAZARDS TO HUMANS:** Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash your hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Repeated exposure to etofenprox can cause skin irritation. Remove and wash contaminated clothing before reuse.

**HAZARDS TO DOMESTIC ANIMALS:** For External Use on Cats Only. **Do not use on kittens weighing less than [2.5] [5] pounds. Do not use on kittens less than 12 weeks old.** Consult a veterinarian before using this product on debilitated, aged, pregnant or nursing animals. Certain medications can interact with pesticides. Consult a veterinarian before using on medicated animals. Sensitivities may occur after using ANY pesticide product for pets. If signs of sensitivity occur, bathe your pet with mild soap and rinse with large amounts of water. If signs continue, consult a veterinarian immediately. Due to the bitter taste of the product, oral exposure could result in salivation. Be careful not to get any product in the cat's mouth during application. For multiple cat households, prevent the cats from grooming each other until the product has dried. If the salivation continues or other clinical signs are noted, please call 1-800-brand phone number. This product is not a substitute for a prescribed heartworm preventative.

FIRST AID	
If in eyes	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15 to 20 minutes.</li><li>• Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For additional information on this pesticide product, (including health concerns, medical emergencies or pesticide incidents), you may call 1-800-234-2269, 24 hours /day, seven (7) days/week.	

**SIDE EFFECTS:** Monitor your cat 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 or Central Garden & Pet at 1-800-brand phone number. {This box will appear in lower right hand corner of back panel}

**WARRANTY AND CONDITIONS OF SALE:**

Seller warrants that this product conforms to the chemical specifications expressed on the label. To the extent consistent with applicable law, Seller makes no other warranties, and disclaims all other warranties, express or implied, including but not limited to warranties of merchantability and fitness for the intended purpose. To the extent consistent with applicable law, seller's liability for default, breach, or failure under this label shall be limited to the amount of the purchase price. To the extent consistent with applicable law, Seller shall have no liability for consequential damages.

In case of emergency or for product information, call 1-800-234-2269 or contact your veterinarian if your cat/kitten is experiencing an adverse event.

To learn more about treating current infestations on your cat and preventing future outbreaks, please call [phone number] or visit our website: [www.adamspetcare.com](http://www.adamspetcare.com)  
[For more information, call our experts at 1-800-234-2269 (weekdays, 9am – 5 pm EST)]  
For product use information, call [phone number]

InfestStop is a trademark of Farnam Companies Inc.

Manufactured for:  
Central Garden & Pet  
1501 East Woodfield Road 200W  
Schaumburg, IL 60173  
Made in USA

{TEXT FOR LIQUID [TUBE / CARTRIDGE / VIAL]}

[Product name]

Etofenprox 45%, (S)-Methoprene 4.05%

KEEP OUT OF REACH OF CHILDREN - CAUTION

READ DIRECTIONS BEFORE USING

EPA Reg. No. 89459-4

Net Contents [0.030 fl oz (0.88 mL)][ 0.053 fl oz (1.58 mL)]

Lot Number

For Use Only on Cats/Kittens [5 lbs. and over] [over 2.5 lbs but under 5 lbs] & 12 weeks of age or older



{Back Panel}

### Directions for Use/Icons

To apply the treatment, use applicator device with ONLY ONE liquid tube per application / per cat

Use finger scoop to lift **OPEN** pink door



To **LOAD** place tube WHITE side UP into applicator with tip end of tube placed under tab on door

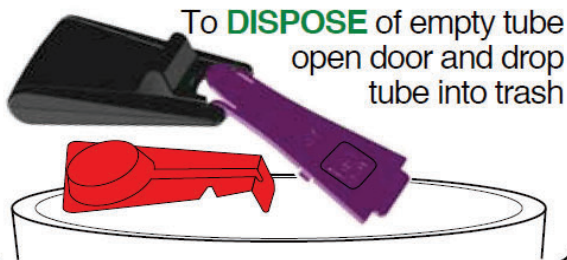


Gently **CLOSE** door the tube will snap open.



To **APPLY** Use tip to part fur and get next to cat's skin.

**Press** square on door at one spot between shoulders



To **DISPOSE** of empty tube open door and drop tube into trash

{OPTIONAL TEXT FOR PACKAGE INSERTS  
OPTIONAL INSERT 1}

Dear Valued [Channel Customer],

Thank you for your purchase of [Product Name]. We are delighted to share with you some great tips on using the product for the best results.

- A. For best results, apply the full product in a single spot on the cat's back between the shoulder blades. Applying the material in a single spot is intended to reduce the potential for oral exposure via self-grooming activity. For complete instructions on application, please read the package label.
- B. [Product Name] contains sesame oil as a coat conditioner. The sesame oil helps the product to spread over the cat's fur and acts as a coat conditioner as well. After the product has dried, you may brush through your cat's fur with a cat brush or comb for distribution of the product and coat conditioning sesame oil.
- C. Sensitivities may occur after the use of any topically applied product. A pet's skin is a complex organ, and your pet's skin may be generally sensitive to topical products. If you have questions about best results or if your pet experiences a reaction after application, please call 1-800-brand phone number to talk to a product specialist.
- D. Cats are inclined to self-groom, especially after an application of any dermal product. This is a normal activity. For multiple cat households, prevent the cats from grooming each other until the product has dried.
- E. Although self-grooming is a normal activity, it is possible for cats to have oral exposure to [Product Name] as a result of self-grooming. Due to the taste, oral exposure could result in salivation, which can be a cat's normal response to a bad taste. If you are concerned about salivation or other responses by your cat, please call 1-800-brand phone number to talk to a product specialist.
- F. Treatment of fleas on your pet does not address the 95-99% of the flea population that live in your house and yard. So even after your cat is treated with [Product Name] and adult fleas are killed, flea eggs may continue to hatch in your home for up to two months. For best results, treat your yard and home for fleas with treatments that contain an Insect Growth Regulator, which kills flea eggs. Over time, treatment of your pet and its environment will eliminate fleas from your home.

{OPTIONAL INSERT/CARD 2}

STOP. Please read this insert/card and the entire instructions before using this product.

[Brand Name] wants the best for your cat, and we are pleased to share with you some great tips for using the product.

- Use [Product Name] only as directed.
- Brush your cat's coat 24 hours after application.
- Apply away from furniture and carpeting.
- Consult a veterinarian before using if your cat is aged, pregnant, nursing, or taking other medication.

## 2. DIRECTIONS FOR USE FOR DIRECT APPLICATION TO CAT

**READ ENTIRE LABEL [AND INSERT(S)] BEFORE USE.**

**USE ONLY ON CATS OR KITTENS 12 WEEKS OF AGE AND OLDER AND [OVER 2.5 LBS AND UNDER 5 LBS][5 LBS AND OVER]. DO NOT APPLY TO CATS WEIGHING LESS THAN [5 LBS]/[2.5 LBS]. DO NOT ALLOW CHILDREN TO APPLY PRODUCT.**

[formulated for cats [& kittens]][For use on cats only][Do not use on animals other than cats]

**DIRECTIONS FOR USE:** It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

### **USE RESTRICTIONS:**

For indoor use only. Application of product on pets must only be done indoors. Do not apply more than once every month. Do not allow children to apply product. Do not use more than one tube/vial/cartridge per cat. Do not use on kittens less than 12 weeks old. Do not get this product in your cat's eyes or mouth. Do not allow your cat to ingest this product. Do not apply to cats weighing less than [2.5 lbs.][5 lbs.]

Do not spread [RF2186 CCSO Plus] by hand over the cat/kitten. Do not bathe the cat/kitten within the first 24 hours after Spot On® [squeeze on] has been applied. Households with more than one cat/kitten should prevent cats/kittens from grooming each other until solution has dried.

Do not reapply product for 30 days. Do not treat more than once per month.

This product contains [3] monthly dosages , each [(0.88 mL [0.030 fl oz] ) [1.58 mL [0.053 fl oz]]].

[RF2186 CCSO Plus] works by application directly to the cat's/kitten's skin, not to the hair. {Note: Application assumes one [tube] [vial] [cartridge] per cat per application}

### **[APPLICATION METHOD]**

1. **OPEN** [icon]: [Remove one [tube][cartridge][vial] from the package and hold in an upright position (pointed away from your face).] [Bend at perforation and tear off 1<sup>st</sup> month's applicator.] [Hold applicator upright] and snap tip back, away from face and body.
2. **APPLY** [icon]: The cat/kitten should be standing for easy application. Use tip of [vial][tube] [cartridge] prior to application of the product, to gently lift the cat's or kitten's hair coat on the back of the neck at the base of the skull, position the tip of the [vial] [tube] [cartridge] on the cat's exposed skin and squeeze out the [entire] contents of the [vial] [tube] [cartridge] onto the cat's skin.

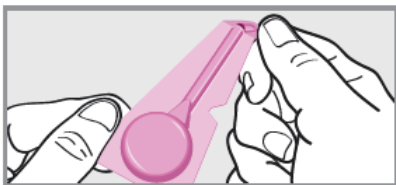
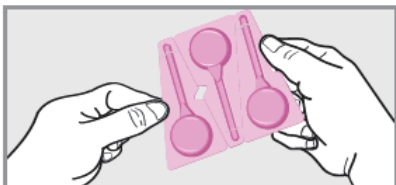
[Although the cat's/kitten's skin and hair oils will [over time] distribute the application over the entire cat/kitten, brushing the cat/kitten 12-24 hours after treatment will help to distribute the material over the skin.]

3. **DISPOSE** [icon]: To dispose of empty [tube][vial][cartridge], drop [empty] [tube] [vial][cartridge] into trash or offer for recycling if available.
4. **RETREAT**: Reapply product after 30 days.

{Note: Each package contains sufficient [cartridges/tubes/vials] for 3 applications}  
 [0.88 mL [0.030 fl oz] dose for use on cats and kittens over 2.5 lbs and under 5 lbs only .  
 1.58 mL [0.053 fl oz] dose for use on cats and kittens 5 lbs. and over only {Same size  
 [tube]}[vial][cartridge] with different fill amounts}

[RF2186 CCSO Plus] is most effective when used as part of a total flea and tick management program. Use other [Brand Name] products registered for residential area control of these pests in conjunction with this treatment. Monthly treatments are required for optimal control and prevention of fleas.[The successive feeding activity of fleas on cats may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of cats with [RF2186 CCSO Plus] kills fleas that may cause this condition.]

#### OPTIONAL GRAPHICS FOR DIRECT APPLICATION



{Adding a Dose Reminder section to appear as follows on the back panel:}

[First Monthly Application:      Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_  
 Second Monthly Application:    Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_  
 Third Monthly Application:      Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_]

#### [TREATMENT SCHEDULE

Dosage: Apply 1 [tube][vial][cartridge] every [30 days][4 weeks][month] per cat/kitten

Cat's/Kitten's Name	First [Month] Treatment Date	Second [Month] Treatment Date (30 Days From 1 <sup>st</sup> )	Third [Month] Treatment Date (30 Days From 2nd)

NOTES: \_\_\_\_\_

REMINDER: I purchased [Brand Name] \_\_\_\_\_ from \_\_\_\_\_]

ETO FENPROX	GROUP	3A	INSECTICIDE
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## SUBLABEL B FOR REFILL PACKAGE

{For use with applicator device or direct application to cat without applicator device}

{Front Panel}

{Front Panel} For Use Only on Cats and Kittens 12 weeks of age or older and [5 lbs. and over] [over 2.5 lbs but under 5 lbs] , Do not apply to kittens weighing less than[ 2.5 lbs.][5 lbs.]

Only For use on cats/kittens weighing [5 lbs and over][> 2.5 lbs but < 5 lbs][over 2.5 lbs but Under 5 lbs] & 12 weeks of age or older

[Flea & Deer Tick] [Treatment] [and] [Control]

### ACTIVE INGREDIENTS:

(S)-Methoprene .....4.05%

Etofenprox .....45.00%

**OTHER INGREDIENTS:** .....50.95%

Total .....100.00%

### KEEP OUT OF REACH OF CHILDREN

#### CAUTION

See back panel for First Aid and additional Precautionary Statements

EPA Reg. No. 89459-4

EPA Est. No.

Net Contents: 3—0.030 fl oz (0.88 mL) [tubes][vials][cartridges] {cats/kittens greater than 2.5 lbs but less than 5 lbs & 12 weeks of age and older}  
3-0.053 fl oz (1.58 mL)[tubes][vials][cartridges] {cats/kittens greater than 5 lbs & 12 weeks of age and older}

**Lot No.**

{Back Panel}

**READ ENTIRE LABEL [AND INSERT(S)] BEFORE USE.**

**USE ONLY ON CATS OR KITTENS 12 WEEKS OF AGE AND OLDER AND [OVER 2.5 LBS AND UNDER 5 LBS][5 LBS AND OVER].** [formulated for cats [& kittens]][For use on cats only][Do not use on animals other than cats]

#### **INTRODUCTION:**

A unique, convenient applicator for you.

The [brand] Applicator is specially designed to make applying flea and tick control easier, more precise -- and neater - than ever before. You simply insert the appropriate [brand] [tube] [vial][cartridge] for your cat/kitten into the applicator, close it and squeeze to apply. The applicator's ergonomic, contoured shape [design] makes it easy to grip and a built-in [fin ][tip] [comb] helps to [spread] [part] the [your] cat's/kitten's hair to allow the liquid to more readily [better] reach [apply] the [to] [your cat's/kitten's] skin. The [tube] [vial] [cartridge] is sealed inside, so you can be confident that the liquid goes onto your cat/kitten - and not your hand.

[RF2186 CCSO Plus] is a topically applied [long-lasting] [flea and tick treatment] product specifically formulated for cats and kittens with [containing] [it also contains] an insect growth regulator (IGR)[S-Methoprene][\*InfestStop™][to prevent and control flea infestations][to kill fleas before they hatch][which prevents flea eggs from maturing into biting adults]. It [This product] also contains the highly effective flea, deer tick, and mosquito killing agent [Etofenprox], which kills biting adult fleas, deer ticks, and mosquitoes your cat/kitten may acquire from its surroundings. A single application of [RF2186 CCSO Plus] will provide flea egg hatch inhibition for up to [30 days] [1 month][4 weeks]. Each package contains enough product for 3 monthly applications [90 days of protection [control]]. [RF2186 CCSO Plus] provides relief from flea infestations for up to [1 month] [4 weeks][30 days] by killing adult fleas and flea eggs on your cat or kitten. Adult fleas can live on your cat while producing vast numbers of eggs, which drop off your cat and develop in the surrounding environment. [RF2186 CCSO Plus] [is designed to] kill(s) adult fleas and flea eggs, breaking the flea life cycle and providing your cat/kitten relief from flea bites at the same time.

\*(S)-Methoprene

After application, your cat's/kitten's [ordinary] [innate] skin oils [disperse] carry [RF2186 CCSO Plus] over your cat's/kitten's body for protection against biting adult fleas and the development of flea eggs. [[This product] may stain leather and suede fabrics for [24][24 to 48] hours after application.] Once adult fleas are evident on your cat/kitten, there is likely an infestation of flea eggs and flea larvae in your home. To completely kill the existing flea population, you may need to treat your home and your cat's bedding [home sprays, foggers], as well as your yard [yard spray/outdoor fogger] with traditional flea products approved for use on cats, around the home, or in your yard. [RF2186 CCSO Plus] can be used in conjunction with other [Brand Name] premise products. As with all flea products, they are [RF2186 CCSO Plus is] most effective when used as part of a total program aimed at reducing all stages of fleas in the cat's/kitten's environment. [Brand Name] products [They] are designed to complement each other in an integrated program for flea, deer tick, and mosquito management. To assure proper treatment, we recommend use of [Brand Name] products as directed to treat all pets in the household, as well as the indoor and outdoor home environments.]

{Note: full Directions for Use to be used if space allows}

**DIRECTIONS FOR USE:** It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

**USE RESTRICTIONS:**

For indoor use only. Application of product on pets must only be done indoors. Do not apply more than once every month. Do not allow children to apply product. Do not use more than one tube/vial/cartridge per cat. Do not use on kittens less than 12 weeks old. Do not get this product in your cat's eyes or mouth. Do not allow your cat to ingest this product. Do not apply to cats weighing less than [2.5 lbs.][5 lbs.]

Do not spread [RF2186 CCSO Plus] by hand over the cat/kitten. Do not bathe the cat/kitten within the first 24 hours after Spot On® [squeeze on] has been applied. Households with more than one cat/kitten should prevent cats/kittens from grooming each other until solution has dried.

Do not reapply product for 30 days. Do not treat more than once per month.

**1. DIRECTIONS FOR USE WITH APPLICATOR**

[To apply the [RF2186 CCSO Plus] treatment with the [Brand Name] applicator, use one disposable liquid [cartridge][tube][vial][for each application] with the applicator device.]

[Remove one refill [cartridge][tube][vial] from the package and insert into opened [Brand Name] applicator device. Make application according to label directions supplied with the [Brand Name] applicator device.] If you need directions for application, please call 1-800-(brand phone number).

[If you choose to apply directly to cat without using the applicator device, read and follow the Directions For Use for Direct Application to Cat on this package.]

**2. DIRECTIONS FOR USE FOR DIRECT APPLICATION TO CAT**

**READ ENTIRE LABEL BEFORE USE.**

**USE ONLY ON CATS OR KITTENS 12 WEEKS OF AGE AND OLDER AND [OVER 2.5 LBS AND UNDER 5 LBS][5 LBS AND OVER].** [formulated for cats [& kittens]][For use on cats only][Do not use on other animals]

This product contains 3 monthly dosages, each [0.88 mL ] [0.030 fl oz] and [1.58 mL [0.053 fl oz]].

[RF2186 CCSO Plus] works by application directly to the cat's/kitten's skin, not to the hair. {Note: Application assumes one [tube][vial] [cartridge] per cat per application}

**[APPLICATION METHOD]**

1. **OPEN** [icon]: [Remove one [tube][cartridge][vial] from the package and hold in an upright position (pointed away from your face).] [Bend at perforation and tear off 1<sup>st</sup> month's applicator.] [Hold applicator upright] and snap tip back, away from face and body.
2. **APPLY** [icon]: The cat/kitten should be standing for easy application. Use tip of [vial][tube] [cartridge] prior to application of the product, to gently lift the cat's or kitten's hair coat on the back of the neck at the base of the skull, position the tip of the [vial] [tube] [cartridge] on the cat's exposed skin and squeeze out the [entire] contents of the [vial] [tube] [cartridge] onto the cat's skin.

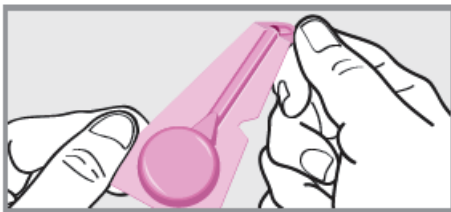
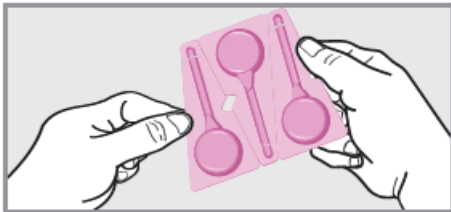
[Although the cat's/kitten's skin and hair oils will [over time] distribute the application over the entire cat/kitten, brushing the cat/kitten 12-24 hours after treatment will help to distribute the material over the skin.]



3. **DISPOSE** [icon]: To dispose of empty [tube][vial][cartridge], drop [empty] [tube] [vial][cartridge] into trash or offer for recycling if available.
4. **RETREAT**: Reapply product after 30 days.

{Note: Each package contains sufficient [cartridges/tubes/vials] for[3] applications}  
 [0.88 mL [0.030 fl oz] dose for use on cats and kittens over 2.5 lbs and under 5 lbs only .  
 1.58 mL [0.053 fl oz] dose for use on cats and kittens 5 lbs. and over only {Same size applicators with different fill amounts}

[RF2186 CCSO Plus] is most effective when used as part of a total flea and tick management program. Use other [Brand Name] products registered for residential area control of these pests in conjunction with this treatment. Monthly treatments are required for optimal control and prevention of fleas.[The successive feeding activity of fleas on cats may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of cats with [RF2186 CCSO Plus] kills fleas that may cause this condition.  
 {OPTIONAL GRAPHICS FOR DIRECT APPLICATION}



{Adding a Dose Reminder section to appear as follows on the back panel:}  
 [First Monthly Application:      Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_  
 Second Monthly Application:    Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_  
 Third Monthly Application:      Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_]



[TREATMENT SCHEDULE

Dosage: Apply 1 applicator [tube][vial][cartridge] every [30 days] [monthly][4 weeks] per cat/kitten

Cat's/Kitten's Name	First Treatment Date	Second Treatment Date (30 Days From 1 <sup>st</sup> )	Third Treatment Date (30 Days From 2nd)

NOTES: \_\_\_\_\_

REMINDER: I purchased [Brand Name] \_\_\_\_\_ from \_\_\_\_\_]

**{Precautionary/First Aid and Storage/Disposal text included as in sub-label A}**

**SIDE EFFECTS:** Monitor your cat 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 or Central Garden & Pet at 1-800-brand phone number. {This box will appear in lower right hand corner of back panel}

**WARRANTY AND CONDITIONS OF SALE:**

Seller warrants that this product conforms to the chemical specifications expressed on the label. To the extent consistent with applicable law, Seller makes no other warranties, and disclaims all other warranties, express or implied, including but not limited to warranties of merchantability and fitness for the intended purpose. To the extent consistent with applicable law, seller's liability for default, breach, or failure under this label shall be limited to the amount of the purchase price. To the extent consistent with applicable law, Seller shall have no liability for consequential damages.

In case of emergency or for product information, call 1-800-234-2269 or contact your veterinarian if your cat/kitten is experiencing an adverse event.

To learn more about treating current infestations on your cat and preventing future outbreaks, please call [phone number] or visit our website: [www.adamspetcare.com](http://www.adamspetcare.com)

[For more information, call our experts at 1-800-234-2269 (weekdays, 9am – 5 pm EST)]

To learn more, visit [www.adamspetcare.com](http://www.adamspetcare.com)

For product use information, call [phone number] or visit our Web site: [www.adamspetcare.com](http://www.adamspetcare.com)

InfestStop is a trademark of Farnam Companies Inc.

Manufactured for:

Central Garden & Pet

1501 East Woodfield Road 200W

Schaumburg, IL 60173

Made in USA

{OPTIONAL MARKETING CLAIMS}

**{General/Protection claims}**

0.88 mL [0.030 fl oz] for cats and kittens over 2.5 lbs and under 5 lbs.; 1.58 mL [0.053 fl oz] for cats/kittens 5 lbs. and over & 12 weeks of age or older

For use only on cats/kittens [weighing] [over 2.5 lbs and under 5 lbs.][5 lbs. and over] & 12 weeks of age or older

[Flea & deer tick] treatment for cats & kittens

Flea & Deer Tick [Protective] for cats & kittens

[formula for cats/kittens][flea prevention and treatment formulated for use only on cats and kittens [12 weeks of age and older]]

Spot On® [Topical][Non-systemic] treatment for cats/kittens

Spreads [over time] with cat's movement (through skin and hair oils)

Flea, Deer Tick, and Mosquito Treatment [Control][Prevention][Relief] for Cats & Kittens

5 in 1 Control [Protection][Treatment] Fleas, Flea Eggs, flea larvae, Deer Ticks, and Mosquitoes

4 in 1 Control [Protection][Treatment] Fleas, Flea Eggs, Deer Ticks, and Mosquitoes

[Monthly][4 weeks][30 days] treatment for [fleas, flea eggs, & deer ticks]

Flea [and deer tick][and mosquito] control for your cat/kitten

A smart approach to flea control

[Brand] Provides a novel [smart] approach to flea, deer tick, and mosquito control

Improved flea, deer tick, and mosquito control

Keeps fleas, deer ticks, and mosquitoes under control

Spot On® [Plus] Insect Control [Treatment and Prevention]

A flea control program

Controls flea, deer tick, and mosquito problems on your cat/kitten

Protection from fleas, deer ticks, and mosquitoes

Provide your cat/kitten protection from fleas, deer ticks, and mosquitoes, right from the start

Direct on-animal protection from fleas, deer ticks, and mosquitoes

Provides relief [protection] from fleas, deer ticks, and mosquitoes

Once-a-month [topical][Spot On®] protection from fleas and deer ticks

[Reapply monthly] [Suitable for year-round use][Month] sticker for home calendar

When it comes to fleas and deer ticks, there's no room for compromise [Brand Name]

[Satisfaction guaranteed or your money back] [money back guarantee]

[Patent Pending]

**{Kills/Repels/Controls Claims}**

[Actively] Kills [Controls] [adult] fleas, deer ticks, [flea larvae], and flea eggs for [up to][4 weeks][1 month][30 days][per application]

[Actively] Kills [fleas][deer ticks][flea eggs][larvae][&][and][mosquitoes][by contact]

[Protects for up to [Four/4] Weeks][30 days][One month]

[Four/4 Week][1 month][30 days] [Flea] [Deer Tick] Treatment]

Controls fleas, deer ticks, and mosquitoes & prevents flea reinfestations on cats

[Kills deer ticks] (for up to [1 month][30 days] [4 weeks]) [per application]

Starts killing fleas within 15 minutes 24 hours after application

Starts working on contact

[Kills adult fleas, deer ticks, mosquitoes, flea eggs and flea larvae] [Dual protection (against fleas and deer ticks)]

[Dual Action kills adult fleas and prevents flea development]

Kills [and/or Repels] mosquitoes [for up to 28 days][by contact]

[Kills Fleas and Deer Ticks by Contact]

controls fleas, deer ticks, and mosquitoes on cats

Controls fleas, deer ticks, and mosquitoes & prevents flea reinfestations on cats

[Kills deer ticks] (for up to [1 month] [4 weeks][30 days]) [per application]

Protects your [cat][kitten] from fleas, deer ticks, and mosquitoes (which may transmit heartworm )

Kills [Controls] deer ticks that may transmit [Lyme disease][and Cytauzoonosis] for up to

[1 month][4 weeks] [30 days]

Protect your [cat/kitten] from [against] deer ticks that may transmit Lyme disease

Kills [and repels] mosquitoes that may transmit heartworm

Prevents mosquitoes from feeding on cats

Kills fleas that may cause flea allergy dermatitis, flea bite anemia, and tapeworm infestation

Preventative treatment for fleas that may cause flea allergy dermatitis, flea bite anemia, and tapeworm infestation

Controls fleas, deer ticks, and mosquitoes that cause highly irritating [insect] bites

[All text below represents one label statement with any selected line]

[Protect your family and cat/kitten from:]

[When your cat has fleas and deer ticks, your family and cat/kitten may be exposed to:]

Fleas that may cause:

Flea allergy dermatitis

Tapeworm infestation

**{IGR /Flea egg/life cycle Claims:}**

[Plus][Contains][With] PRECOR® [vIGRen®][\*InfestStop™], the first insect growth regulator for flea control

Contains [Features][\*InfestStop™] an Insect Growth Regulator (IGR) to inhibit the development of flea eggs

Flea control for cats with [PRECOR®][vIGRen®] [\*InfestStop™] Insect Growth Regulator (IGR) [(S)-Methoprene][\*InfestStop™] Insect Growth Regulator (IGR) interrupts the development of the flea life cycle [at the egg stage]

[(S)-Methoprene][\*InfestStop™] Insect Growth Regulator (IGR) prevents the development of flea eggs into adult fleas and [inhibits the development of flea eggs into adult fleas]

Controlling flea reproduction is the first step in controlling flea populations on your cat/kitten

[(S)-Methoprene][\*InfestStop™] Insect Growth Regulator (IGR) prevents flea reinfestation on your cat/kitten

Flea treatment and preventative with an [insecticide] adulticide and [\*InfestStop™] Insect Growth Regulator (IGR)

[With [S-Methoprene][\*InfestStop™] Insect Growth Regulator [IGR] to Break Flea Life Cycle]

Controls[Kills][Lasts][Works][Protects] flea infestations for up to [1 month][4 weeks]

[Contains [\*InfestStop™] an Insect Growth Regulator (IGR) to kill flea eggs and prevent flea development for [1 month][30 days][4 weeks]

**\*(S)-Methoprene {Must occur on same panel wherever InfestStop™ is used}**

[Controls flea reinfestation for [1 month][30 days][4 weeks] ]

Breaks the flea life cycle for [up to] [1 month][4 weeks][30 days]

Kills [Controls] flea eggs for up to [30 days][1 month][4 weeks][per application]

Kills flea eggs, the source of cat/kitten re-infestations, for up to [30 days][1 month][4 weeks]

Advanced [topical][flea egg treatment] that's easy and convenient to use

[Kills][Prevents][Keeps] flea eggs from hatching for up to [30 days][1 month][4 weeks]

Prevents flea eggs from developing into biting adults for up to [30 days][1 month][4 weeks][per application]

An effective flea topical [A Spot On®] product that kills adult fleas and halts the development of flea eggs [immature stages in the flea life cycle]

Prevents re-infestation on cats for up to [1 month][30 days][4 weeks]

Controls existing fleas and flea eggs, plus [and][prevents] future flea infestations

Interrupts normal flea development [Stops the flea life cycle]

Interrupts the flea life cycle

Controls[Kills][Lasts][Works][Protects][flea infestations] on cats for up to [1 month][4 weeks]

Kills [flea] eggs before they hatch into biting adults

Kills hatching [developing] flea eggs

One-two punch controls fleas and flea eggs

Plus kills flea eggs and larvae to prevent future infestations on cats

### **{Prevention Claims}**

Preventing fleas and deer ticks from infesting your cat/kitten is much easier than treating an existing problem

Flea prevention has never been easier

An excellent preventative, offering protection against fleas

Prevents flea, deer tick, and mosquito infestations on cats

Prevents flea recurrence on cats

Control flea infestations on cats by preventing them

Flea prevention is the best flea control strategy

Quick and sure flea, deer tick, and mosquito prevention

A quick and sure way to avert a flea problem is to [prevent it] use a preventative

It is far easier to prevent fleas than to control them

Flea control involves [requires] preventative measures [for your cat/kitten][and]

[Year-round][Flea Treatment][Preventative]

Use a flea preventative year-round (to prevent painful bites, itching and scratching, discomfort

### **{Application claims}**

[#] pack [# days'] [#] doses [1/2/3/4/5/6] months supply

One [tube][vial][cartridge] gives [1 month][4 weeks][30 days] of protection

[Pre-measured][Convenient][and][&][No mess][easy][simple] to [use][handle][apply] disposable applicator [tube][vial][cartridge]

Convenient [and effective], once-a-month [liquid][topical][Spot On] solution

Practical solution

Simple choice [flea & deer tick control]

A [One] simple application provides your cat/kitten with protection for up to [1 month]

Apply to one spot for head to tail (total body) flea [control]

Apply to 1 spot - spreads over the cat's/kitten's [entire] body [from head to tail] through [ordinary] [innate] [native] skin oils

Spreads [over time] with cat's/kitten's [ordinary] [innate] skin oils

[Plus] Contains a coat conditioner

[Once][One] Monthly Application

Easy to use [once] monthly application [liquid] prevents [and controls] fleas [& deer ticks]

Reapply [Repeat] [once] monthly

Repeat [treatment] every [month][30 days][4weeks]

Monthly Control [Relief][treatment]

### **{Applicator Claims}**

Unique shape only [for cats & kittens 5 lbs and over][for cats & kittens over 2.5 lbs and under 5 lbs] & 12 weeks of age and over  
[Exclusive][Pinpoint][Applicator] for [pinpoint][exact][direct][easy][direct to skin] application  
For pinpoint accuracy  
Helps provide accurate dosing  
Provides just the right dose [in just the right place]  
Direct to your cat's/kitten's skin  
Easily penetrates hair  
Helps part hair  
The [exclusive] [applicator [easily penetrates hair][fur][coat] for [improved][direct] application [directly to your cat's/kitten's skin]  
Easy to apply [identify][use] applicator with [tube][vial][cartridge]  
The right choice applicator with [tube][vial][cartridge] for the right cat/kitten  
Make [Select] the right choice [applicator][tube][vial][cartridge][shape]  
Choice [selection] is simple  
Easy choice  
Simple choice delivery system  
Easy to use applicator with [tube][vial][cartridge] [provides direct on-animal protection]  
EZ-squeeze [Easy squeeze] [tube][vial][cartridge] [shape]  
Contemporary design  
[brand name] [Applicator] [helps to] prevent getting liquid on [your] hands  
Helps keep liquid off hands  
[brand name] (Applicator) tip parts hair to help [liquid][application] get down to [the][your][cat's/kitten's] skin  
Ergonomically contoured [ergonomic][shape][design] for easy handling [ease of use] [easy use]  
For use with [only][brand name][disposable][liquid dispensing] [tubes] [vials] [cartridges]  
[brand name] [applicator][has][provides][allows for][delivers] better grip  
[brand name][provides] re-closable [re-sealable] packaging for [easy] storage  
Closing [the][brand name applicator] door automatically opens the [disposable][liquid dispensing] [tube][vial][cartridge]  
[vial][cartridge]  
[Includes] unique [brand][applicator]  
Puts the liquid on your cat/kitten - not your hands  
Directs the liquid onto your cat/kitten - not your hands [away from your hands]  
Applies liquid to your cat's/kitten's skin - not yours  
Helps prevent applying the wrong spot-on [dose] [product] on [to] the wrong pet  
A more confident, secure application  
Convenient, easy to use ACCU-TIP [Applicator]  
Will not drip after opening  
[Easy to use] Longer applicator tip for easy application to long-haired cats  
Longer applicator tip is ideal for long-haired cats/kittens

### **{Thermoform claims}**

disposable [liquid dispensing] [tube] [cartridge][vial]  
[brand name][disposable][liquid dispensing] [tube][vial][cartridge] tip [helps][to] spread out liquid [on your][cat/kitten]  
Unique [cartridge] [tube][vial] with flow control  
[no mess][application][tube][cartridge][vial]

### **{Promotional Package Copy}**

One month [dose] free  
One free month supply [dose] included {The total will not exceed the net contents.}  
Bonus pack  
Free [applicator][tube][vial][cartridge]][inside]  
For use with [brand] applicator  
Applicator [device] not included  
[brand] Refill Pack [brand][applicator [device] not included]

**{Refill Claims}**

For use [only] with [brand name][Applicator]  
([1][3][4][6] monthly treatments) [1][3][4][6] Months Supply [24][48] doses [applications]  
Optional applicator sold separately  
Easy to use [convenient] refills  
[Can be used with][Use with][Brand Name] applicator  
[Brand Name] applicator [Refills][Refill Pack]  
Refill Pack [for][Brand Name] applicator  
Refills [Refill Pack] available

**{Applicator name options}** (applicator device is used in text)}

Applicator  
Applicator Device

**{Thermoform name options}** (tube, cartridge and vial are used in the text)}

Cartridge  
Refill  
Tube  
Vial

**{Product Claims}**

Odorless  
Clean fresh scent  
Effective Control [Relief][Prevention]  
Fast [Quick] acting [Relief]  
Starts working by contact  
Dual-action for immediate and long-lasting effects [adulticide plus IGR]  
[Flea prevention] Helps stop itching and scratching [from flea bites]  
[Quick acting], [long lasting] [treatment] [for] [30 days][4 weeks] [1 month]  
[Flea prevention] Helps stop itching and scratching [from flea bites]

**{Brand Claims}**

[Brand] protecting pets for over 30 years  
We (Brand) put(s) your pet(s) first  
Brand...putting (your pet) pets first  
Smarter Pet Care  
Right choice = best defense  
Perfect choice  
Brand – caring & committed  
Brand makes the choice simple