



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

March 21, 2024

Ann Tillman
Agent
Promika LLC
c/o Pyxis Regulatory Consulting, Inc.
4110 136th St Ct NW
Gig Harbor, WA 98332

Subject: Label Amendment – Adding language to support applicator types, clarify existing language, add optional marketing claims, expand quantities of per package, and update address
Product Name: Adventure Plus for Cats
EPA Registration Number: 91300-3
Application Date: 07/06/2020
Case Number: 476385

Dear Ms. Tillman:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. 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 18 months from the date of this letter. After 18 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.

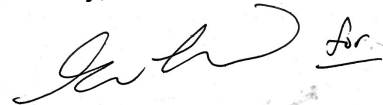
Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims

substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6.

If you have any questions, please contact Joseph Belsky at 202-566-2495 or at belsky.joseph@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Venus Eagle", followed by a horizontal line and the initials "V.E." to the right.

Venus Eagle, Product Manager 01
Invertebrate & Vertebrate Branch 3
Registration Division (7505P)
Office of Pesticide Programs

{NOTE TO REVIEWER: [Brackets] indicate alternate language; {Braces} indicate notes to reviewer and location of text on packaging}

{Front Panel}

Adventure Plus for Cats

[Alternate Brand Name: Torc Xcel for Cats]

A Liquid Topical Flea Product for Cats
For Use ONLY on Cats 8 Weeks and Older and Weighing [2 - 5 lbs.] [5 - 9 lbs.] [[Over 9][9+] lbs.]

ACTIVE INGREDIENTS:

Imidacloprid9.10%

Pyriproxyfen0.46%

OTHER INGREDIENTS: 90.44%

TOTAL: 100.00%

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

[See [back] [side] [panel] for FIRST AID and PRECAUTIONARY STATEMENTS]
Refer to Package Insert for Directions for Use, Storage and Disposal, and First Aid.

[Large, clear picture of a cat in appropriate weight range on front panel to be included]

NET CONTENTS:

Package contains a [one][1][two][2][three][3][four][4][six][6][eight][8][twelve][12] month supply {as applicable}

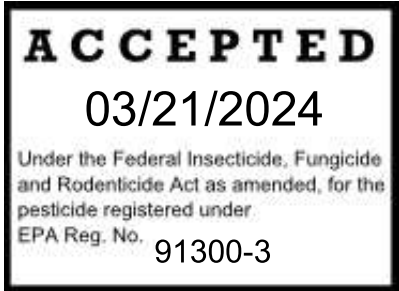
[For use ONLY on cats 8 weeks of age and older and weighing 2 to 5 lbs.:]
[For use ONLY on cats 8 weeks of age and older and weighing 5 to 9 lbs.:]
[For use ONLY on cats 8 weeks of age and older and weighing [over 9][9+] lbs.:]

{NET CONTENTS 2 TO 5 lbs:}

- 0.0078 fl. oz. [(0.23 mL)] [1 tube containing 0.0078 fl. oz. [(0.230 mL)]]
- 0.0156 fl. oz. [(0.46 mL)] [2 tubes each containing 0.0078 fl. oz. [(0.23 mL)]]
- 0.0234 fl. oz. [(0.69 mL)] [3 tubes each containing 0.0078 fl. oz. [(0.23 mL)]]
- 0.0312 fl. oz. [(0.92 mL)] [4 tubes each containing 0.0078 fl. oz. [(0.23 mL)]]
- 0.0468 fl. oz. [(1.38 mL)] [6 tubes each containing 0.0078 fl. oz. [(0.23 mL)]]
- 0.0624 fl. oz. [(1.85 mL)] [8 tubes each containing 0.0078 fl. oz. [(0.23 mL)]]
- 0.0936 fl. oz. [(2.77 mL)] [12 tubes each containing 0.0078 fl. oz. [(0.23 mL)]]

{NET CONTENTS 5 to 9 lbs}

- 0.014 fl. oz. [(0.41 mL)] [1 tube containing 0.014 fl. oz. [(0.41 mL)]]
- 0.028 fl. oz. [(0.83 mL)] [2 tubes each containing 0.014 fl. oz. [(0.41 mL)]]
- 0.042 fl. oz. [(1.24 mL)] [3 tubes each containing 0.014 fl. oz. [(0.41 mL)]]
- 0.056 fl. oz. [(1.66 mL)] [4 tubes each containing 0.014 fl. oz. [(0.41 mL)]]
- 0.084 fl. oz. [(2.48 mL)] [6 tubes each containing 0.014 fl. oz. [(0.41 mL)]]
- 0.112 fl. oz. [(3.31 mL)] [8 tubes each containing 0.014 fl. oz. [(0.41 mL)]]
- 0.168 fl. oz. [(4.97 mL)] [12 tubes each containing 0.014 fl. oz. [(0.41 mL)]]



{NET CONTENTS Over 9 lbs }

0.027 fl. oz. [(0.80 mL)] [1 tube containing 0.027 fl. oz. [(0.80 mL)]]

0.054 fl. oz. [(1.60 mL)] [2 tubes each containing 0.027 fl. oz. [(0.80 mL)]]

0.081 fl. oz. [(2.40 mL)] [3 tubes each containing 0.027 fl. oz. [(0.80 mL)]]

0.108 fl. oz. [(3.19 mL)] [4 tubes each containing 0.027 fl. oz. [(0.80 mL)]]

0.162 fl. oz. [(4.79 mL)] [6 tubes each containing 0.027 fl. oz. [(0.80 mL)]]

0.216 fl. oz. [(6.39 mL)] [8 tubes each containing 0.027 fl. oz. [(0.80 mL)]]

0.324 fl. oz. [(9.58 mL)] [12 tubes each containing 0.027 fl. oz. [(0.80 mL)]]

EPA REG. NO. 91300-3

EPA EST. NO. XXXXX-XX-X

[Manufactured for:]

[Distributed by:]

Promika, LLC

707 Spirit 40 Park Drive, Suite 150

St. Louis, MO 63005

{Back Panel}

Adventure Plus for Cats

A Liquid Topical Flea Product for Cats

For Use ONLY on Cats 8 Weeks and Older and Weighing [2 – 5 lbs][5-9 lbs][[Over 9][9+] lbs.]

READ THE ENTIRE LABEL BEFORE EACH USE

FIRST AID	
If Swallowed:	<ul style="list-style-type: none">• Call a poison control center or doctor immediately for treatment advice.• Do not give any liquid to the person.• Do not induce vomiting unless told to do so by the poison control center or doctor.• Do not give anything by mouth to an unconscious person.
If In Eyes:	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a poison control center or doctor for treatment advice.
If On Skin:	<ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15 - 20 minutes.• Call a poison control center or doctor for treatment or advice.
HOT LINE NUMBER	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For medical emergencies call 1-844-685-9173.	
NOTE TO PHYSICIAN	
Treat the patient symptomatically.	

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS

CAUTION: Harmful if swallowed. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash hands thoroughly with soap and warm water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

HAZARDS TO DOMESTIC ANIMALS

For external Use only. Do not apply to cats or kittens under 8 weeks of age or weighing less than [2 lbs.] [5 lbs.] [9 lbs.]. As with any product, consult your veterinarian before using this product on medicated, debilitated, aged, pregnant or nursing cats. Individual sensitivities, while rare, may occur after using ANY pesticide products for cats. If signs persist, or become more severe, consult a veterinarian immediately. If your cat is on medication, consult your veterinarian before using this or any other product.

Side Effects: Monitor your cat after application. Side effects may include signs of skin irritations such as redness, scratching, or other signs of discomfort. Gastrointestinal signs such as hypersalivation, vomiting or diarrhea have also been reported. If these or other side effects (such as lethargy) occur, consult your veterinarian or call 1-844-685-9173.

[Sample – Not for [(Re)]Sale]

[Manufactured for:]

[Distributed by:]

Promika, LLC

707 Spirit 40 Park Drive, Suite 150

St. Louis, MO 63005

[Made in the USA]

{Back Panel and/or Insert and/or Side Panel and/or Top Panel and/or Bottom Panel}

Adventure Plus for Cats

A Liquid Topical Flea Product for Cats

For Use ONLY on Cats 8 Weeks and Older and Weighing [2 - 5 lbs.] [5 - 9 lbs.] [[Over 9][9+] lbs.]

READ THE ENTIRE LABEL BEFORE EACH USE

Prevent and Treat Flea Infestations

DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. Do not allow children to apply product. To prevent harm to you and your cat, read the entire label and package insert before each use. Follow all directions and precautionary statements carefully. Use ONLY on Cats 8 Weeks and Older and Weighing [2 - 5 lbs.] [5 - 9 lbs.] [[Over 9][9+] lbs.].

RESTRICTIONS:

- Use only on cats or kittens 8 weeks and older and weighing more than [2 lbs.] [5 lbs.] [9 lbs.].
- Do not apply to cats or kittens less than 8 weeks old and weighing less than [2 lbs.] [5 lbs.] [9 lbs.].
- Do not use on other animals.

- Do not apply more than one [1] tube per treatment, even for larger cats.
- Do not allow children to apply the product.
- Do not have contact or allow children to have contact with treated area until completely dry.
- Do not treat more than [one] [1] cat per tube.
- Do not exceed labeled dosage amount for cats.
- In multi-cat households, do not allow cats to groom each other until product has dried.

HOW TO OPEN

[OPTION 1:]

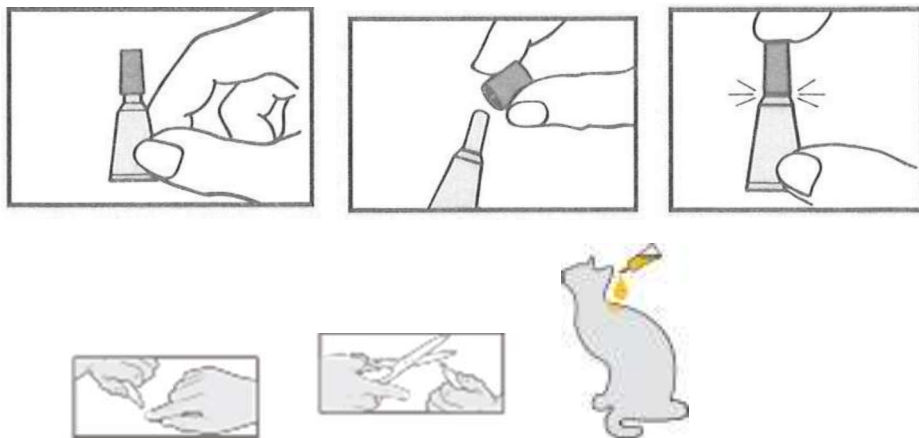
1. Being careful not to cut close to the blister cavities take scissors and cut along dotted line.
2. Peel off the [foil] [paper] from the individual blister cavity, and take out the tube.
3. Follow application instructions.

[OPTION 2:]

1. Separate [foil] [paper] from corner of blister package.
2. Peel back [foil] [paper] and take out the tube.

APPLICATION INSTRUCTIONS:

{Visuals Depicting How to Open Applicator Tube and Application to Animal}



HOW TO APPLY

{OPTION 1:}

1. Remove one applicator tube from the package.
2. Hold applicator tube in an upright position facing away from you and your cat's face and eyes. Pull cap off tube.
3. Turn the cap around and place other end of cap back on tube.
4. Twist cap to break seal, then remove cap from tube.
5. Part the hair on the neck at the base of the skull until the skin is visible. Place the tip of the tube on the skin and squeeze the tube to expel the entire contents directly on the skin. Do not get this product in your cat's eyes, or allow your cat to ingest this product. The product is bitter tasting and salivation may occur for a short time if the cat licks the product immediately after treatment. Treatment at the base of the skull will minimize the opportunity for the cat to lick the product. Do not allow the product to run off.
6. Discard empty tube as described in the Storage and Disposal section.
7. Under normal conditions this product is effective for a month. However, in case of severe flea infestation, retreatment may be necessary earlier than four [4] weeks. On cats, do not retreat more

often than once every seven [7] days. Do not apply more than four applications on this 7-day schedule, then return to a monthly retreatment schedule.

{OPTION 2:}

1. Remove one applicator tube from the package.
2. Hold applicator tube in an upright position facing away from you and your cat's face and eyes.
3. Twist dispensing tip clockwise about half [$\frac{1}{2}$] turn while pushing down to break the tube's seal. Do not remove the dispensing tip.
4. Part the hair on the neck at the base of the skull until the skin is visible. Place the tip of the tube on the skin and squeeze the tube to expel the entire contents directly on the skin. Do not get this product in your cat's eyes, or allow your cat to ingest this product. The product is bitter tasting and salivation may occur for a short time if the cat licks the product immediately after treatment. Treatment at the base of the skull will minimize the opportunity for the cat to lick the product. Do not allow the product to run off.
5. Discard empty tube as described in the Storage and Disposal section.
6. Under normal conditions this product is effective for a month. However, in case of severe flea infestation, retreatment may be necessary earlier than four [4] weeks. On cats, do not retreat more often than once every seven [7] days. Do not apply more than four applications on this 7-day schedule, then return to a monthly retreatment schedule.

{OPTION 3:}

Remove one applicator tube from the package.

Hold applicator tube in an upright position facing away from you and your cat's face and eyes.

Pull cap off tube. Hold tube in upright position pointing away from user's and your cat's face and eyes.

Break off tip or cut with scissors.

Part the hair on the neck at the base of the skull until the skin is visible. Place the tip of the tube on the skin and squeeze the tube to expel the entire contents directly on the skin. Do not get this product in your cat's eyes, or allow your cat to ingest this product. The product is bitter tasting and salivation may occur for a short time if the cat licks the product immediately after treatment. Treatment at the base of the skull will minimize the opportunity for the cat to lick the product. Do not allow the product to run off.

Discard empty tube as described in the Storage and Disposal section.

Under normal conditions this product is effective for a month. However, in case of severe flea infestation, retreatment may be necessary earlier than four [4] weeks. On cats, do not retreat more often than once every seven [7] days. Do not apply more than four applications on this 7-day schedule, then return to a monthly retreatment schedule.

PRODUCT INFORMATION

Adventure Plus for Cats kills fleas on cats within 12 hours, which may reduce the incidence of flea allergy dermatitis [(FAD)] or flea bite hypersensitivity. This product prevents further flea infestation for four weeks by killing reinfesting fleas within 2 hours.

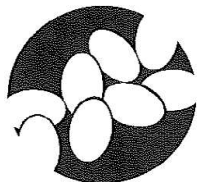
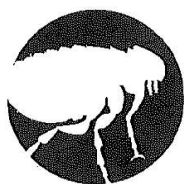
Adventure Plus for Cats kills fleas, eggs and larvae and effectively controls all flea life-cycle stages for control of flea populations.

Adventure Plus for Cats is waterproof and is effective on your cat, even after shampoo treatment, swimming or exposure to rain or sunlight. Dry your cat prior to application and keep cat dry for 24 hours after the application [for product to work effectively].

To prevent further flea infestation, use Adventure Plus for Cats monthly.

Use monthly to control and prevent fleas.

{OPTIONAL GRAPHICS/ICONS/PICTURES – COLOR MAY CHANGE}



[For Chemical Emergency, Spills, Leak, Fire, Exposure, or Accident Call CHEMTREC Day or Night within USA and Canada: 1-800-424-9300 CCN 864908 or +1 703-527-3887 [(collect calls accepted)]]

STORAGE AND DISPOSAL

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

Pesticide Storage: Store in a cool, dry place inaccessible to children and pets. **Pesticide Disposal and Container Handling:** Nonrefillable container. **If empty:** Do not reuse or refill this container. Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency or 1-800-422-9874 for disposal instructions. Never place unused product down any indoor or outdoor drain.

LIMITATION OF WARRANTY AND LIABILITY

Read the entire direction for use, conditions of warranties and limitations of liability before using this product. If terms are not acceptable, return the unopened product container at once. By using this product, user or buyer accepts the following **CONDITIONS, DISCLAIMER OF WARRANTIES, and LIMITATIONS OF LIABILITY.**

CONDITIONS: The directions for use of this product are believed to be adequate and must be followed carefully. However, it is impossible to eliminate all risk associated with the use of this product. Ineffectiveness or other unintended consequences may result because of such factors as presence of other materials, or the manner of use or application, all of which are beyond the control of Promika, LLC. All such risks shall be assumed by the user or buyer.

DISCLAIMER OF WARRANTIES: To the extent consistent with applicable law, Promika, LLC makes no other warranties, express or implied, of merchantability or of fitness for a particular purpose or otherwise, that extend beyond the statements made on this label. No agent of Promika, LLC is authorized to make any warranties beyond those contained herein or to modify the warranties contained herein. To the extent consistent with applicable law, Promika, LLC disclaims any liability whatsoever for special, incidental or consequential damages resulting from the use or handling of this product.

LIMITATIONS OF LIABILITY: To the extent consistent with applicable law, the exclusive remedy of the user or buyer for any and all losses, injuries or damages resulting from the use or handling of this product, whether in contract, warranty, tort, negligence, strict liability or otherwise, shall not exceed the purchase price paid or at Promika, LLC election, the replacement of product.

{Label on Individual Tube}

Adventure Plus for Cats

{The appropriate size and fill volume will be correctly used on each applicable cat's weight category}

2 to 5 lbs. - 0.0078 fl. oz. [(0.23 mL)] ≥ 8 wks
5 to 9 lbs. - 0.014 fl. oz. [(0.41 mL)] ≥ 8 wks
{Over 9}[9+] lbs. - 0.027 fl. oz. [(0.80 mL)] ≥ 8 wks

9.10% Imidacloprid
0.46% Pyriproxyfen

KEEP OUT OF REACH OF CHILDREN
CAUTION
Read Entire Label Before Use

EPA Reg. No. 91300-3
{Lot No. is heat stamped in tube crimp – required on each}

{OPTIONAL MARKETING CLAIMS May appear on any panel/insert}

{Fleas}

- Kills fleas [(Ctenocephalides sp.)] on your cat
- Kills fleas
- Month long flea protection
- Kills fleas within 12 hours of application
- Kills fleas for up to [4 weeks] [1 month]
- Kills fleas which may cause flea allergy dermatitis and flea bite anemia
- Effective against fleas that may cause flea allergy dermatitis and flea bite anemia
- Kills fleas that may cause transmission of tapeworms
- Adventure Plus for Cats is effective for the prevention of new infestations and treatment of fleas on cats
- Prevent further flea infestations for [4 weeks] [1 month]
- Protects against reinfesting fleas for [4 weeks] [1 month] [30 days]
- Kills fleas on cats within 12 hours to prevent infestations for [4 weeks] [1 month]
- Kills adult fleas so they can't lay eggs
- Kills all larval stages of fleas
- Targets all life stages of fleas
- [Prevents] [Stops] flea eggs and flea larvae from developing into biting adults
- Breaks the flea life cycle
- Triple protection against fleas: kills adults, larvae, and eggs
- Flea adulticide, larvicide, and oocide
- Multi-stage flea control—egg, larvae, adult
- Flea protection
- Controls existing fleas and flea eggs to prevent future flea infestations
- The Insect growth regulator [(IGR)] kills flea eggs and prevents reinfestation

{Other}

- Only for use on cats and kittens 8 weeks of age and older and weighing more than [2 lbs.] [5 lbs.] [9 lbs.]
- Adventure Plus for Cats contains imidacloprid [, in conjunction with [an/the] [insect growth regulator] [IGR] [pyriproxyfen]]

- One topical application remains effective for [4 weeks] [a month]
- Convenient topical solution
- Easy-to-apply [monthly] [topical solution]
- Use monthly for best results year round
- A monthly topical application for cats 8 weeks of age or older and weighing more than [2 lbs.] [5 lbs.] [9 lbs.]
- Starts working through contact
- Remains effective after bathing and/or swimming
- Continues to kill fleas even if your cat gets wet
- Waterproof, after 24 hours
- Fragrance-free
- Apply monthly [every 30 days] [every 4 weeks]
- Convenient [applicator]
- Easy to use [applicator]
- Direct to your cat's skin
- Simple to [handle/apply]
- 4 for the price of 3
- Buy 3 get one free
- Value pack
- Kills: Fleas – Eggs- Larvae- Lice
- Lot #
- (UPC CODE)

{Note to Reviewer: Comparison claim will not be presented with heavily bolded or highlighted type or use coloring to cause the claim to excessively stand out over the rest of the labeling text. The format of the claim will not be in such a way that it causes greater attention than other required precautionary labeling on the label.}

- Contains Imidacloprid and Pyriproxyfen, the active ingredients used in Advantage® II Cat

{Note to Reviewer: Whenever the reference statement to Advantage II Cat is used, the label will include the disclaimer, "Advantage II is a registered trademark of Bayer Healthcare LLC Animal Health Division. Adventure Plus for Cats is not manufactured or distributed by Bayer Healthcare LLC Animal Health Division, seller of Advantage II Cats" which will be placed directly below the reference statement so that both are viewed together.}