

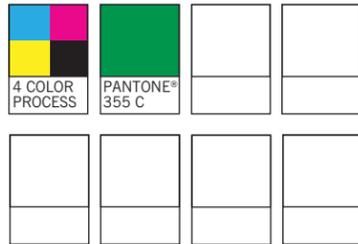


200 WEST GERMANTOWN PIKE
PLYMOUTH MEETING, PA 19462
P 610.940.9030 F 610.940.2254
BAILEYBRANDCONSULTING.COM

PROJECT Frontline Gold Single Dose - Cats

JOB NUMBER 15ME0047
DATE 12.22.15
CLIENT Merial
CONTACT Billy Beck
FILENAME 73359 113305_FLGold_SingleDose_Cats
SOFTWARE Adobe CS5 (Mac)

PRINTING SPECIFICATIONS



PRINTER SEPARATOR
DIE NUMBER 572912 Rev 1.0
DATE 11.06.15
FINAL SIZE 6.6875" x 3.75"
STOCK/SUBSTRATE
HI-RES IMAGES 1
SUPPLIED VIA FTP

NOTE TO PRINTER: Printer is responsible for all trapping issues, screen angles and press gain. Color chips shown above are for mark-up indications only. Match Pantone Color Chips when printing. All process colors specified in file have not been converted to correct process match percentages for production runs.

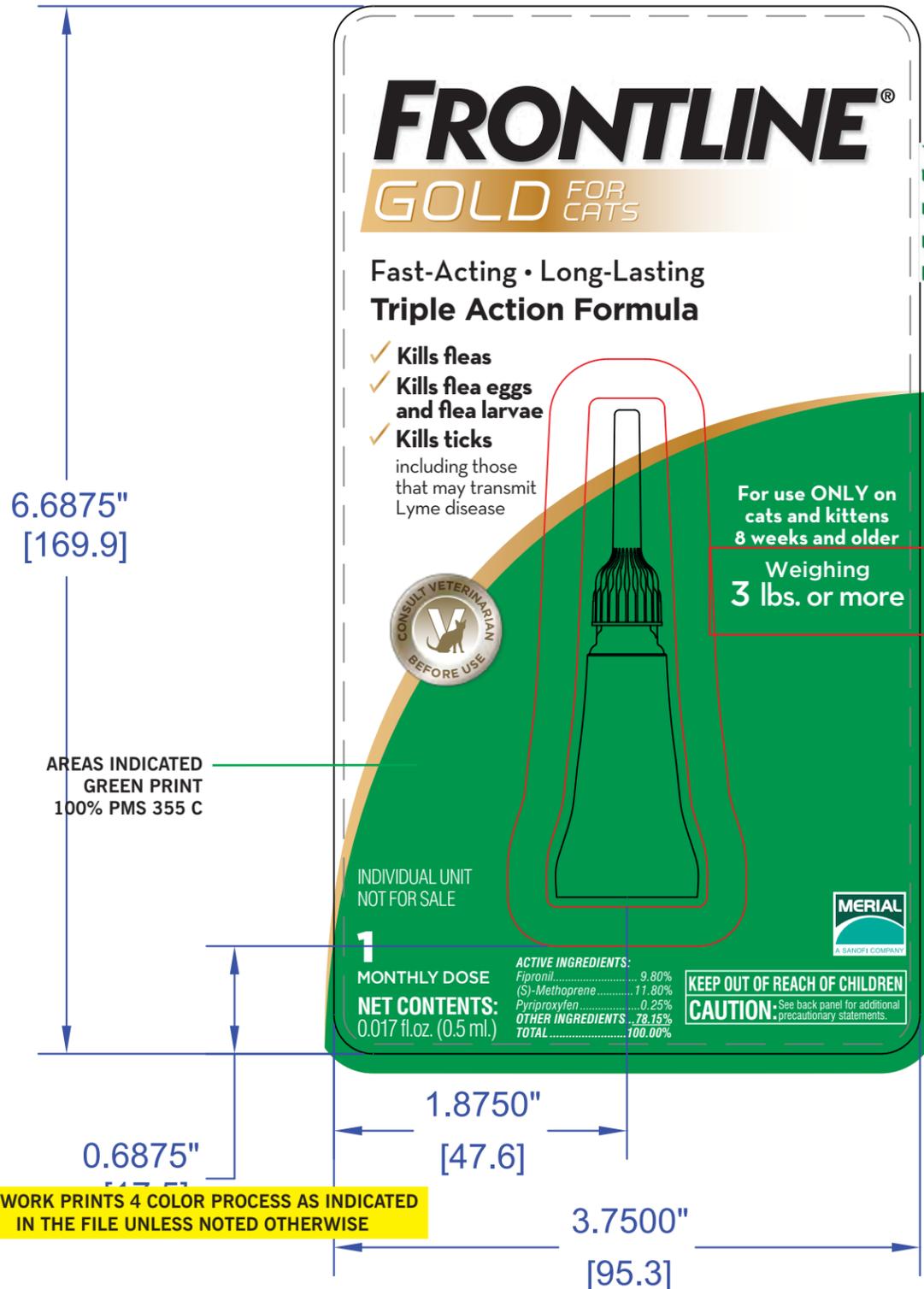
CLIENT APPROVAL

This signature verifies that Bailey Brand Consulting has been given approval to release mechanicals for the design contained herein.

CLIENT SIGNATURE _____ DATE _____

NOTE TO CLIENT: This block with signature must be faxed or returned to Bailey Brand Consulting before production can begin. Client assumes sole responsibility for printed artwork and copy accuracy.

2cc Pro Tube



FRONTLINE
GOLD FOR CATS

Fast-Acting • Long-Lasting
Triple Action Formula

- ✓ Kills fleas
- ✓ Kills flea eggs and flea larvae
- ✓ Kills ticks including those that may transmit Lyme disease



For use ONLY on cats and kittens 8 weeks and older
Weighing 3 lbs. or more

INDIVIDUAL UNIT NOT FOR SALE

1 MONTHLY DOSE
NET CONTENTS: 0.017 fl.oz. (0.5 ml.)

ACTIVE INGREDIENTS:
Fipronil..... 9.80%
(S)-Methoprene..... 11.80%
Pyriproxyfen..... 0.25%
OTHER INGREDIENTS..... 78.15%
TOTAL..... 100.00%

KEEP OUT OF REACH OF CHILDREN
CAUTION - See back panel for additional precautionary statements.



STATE OF HAWAII
Department of Agriculture
ACCEPTED
LICENSE NO. 9671.30

FRONTLINE GOLD FOR CATS

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 water after handling and before eating, drinking, chewing gum or using tobacco or using the toilet.
HAZARDS TO DOMESTIC ANIMALS. For external use only. Do not use on kittens under 8 weeks of age or weighing less than 3 lbs. 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. Pets may experience some temporary irritation at the site of product application. Consult a veterinarian before using this product on debilitated, aged, pregnant or nursing animals. Call 1-800-660-1842, M-F 8am-8pm EST.
PHYSICAL OR CHEMICAL HAZARDS
COMBUSTIBLE: Do not use or store near heat or open flame.
FIRST AID: 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 product (including health concerns, medical emergencies or pesticide incidents), you may call 1-800-660-1842, M-F 8am-8pm EST.
IF SWALLOWED: Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person.
IF IN EYES: 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 OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.
DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Do not allow children to apply product. TO PREVENT HARM TO YOU AND YOUR PET READ ENTIRE LABEL AND DIRECTIONS BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. USE ON CATS ONLY. DO NOT USE ON RABBITS, DOGS, PUPPIES, OR OTHER ANIMALS. DO NOT EXCEED RECOMMENDED DOSAGE AMOUNT FOR CATS.

To kill fleas, all stages of brown dog ticks, American dog ticks, lone star ticks, and deer ticks [which may carry Lyme disease], chewing lice and mosquitoes, apply to cats and kittens 8 weeks or older as follows:

- 1 Remove one applicator tube from the package and hold in an upright position pointed away from your face.
- 2 Twist dispensing tip clockwise about 1/2 turn while pushing down to break the tube's seal. Do not remove the dispensing tip.
- 3 Position the dispensing tip on the cat's back between the shoulder blades. Use the dispensing tip of the tube to part the cat's hair so that the product will be applied at skin level. Squeeze applicator, applying entire contents in a single spot on the animal's skin. Separate treated cat from other pets for 24 hours after treatment has been applied.
- 4 Repeat once a month.

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 call 1-800-660-1842, M-F 8am-8pm EST.

FRONTLINE GOLD FOR CATS contains Fipronil and the insect growth regulators (IGR) (S)-Methoprene and Pyriproxyfen (Nylar®). FRONTLINE GOLD FOR CATS effectively targets all stages of fleas. Fipronil collects in the oils of the skin and hair follicles, and continues to be released from hair follicles onto the skin and coat, resulting in long-lasting activity against fleas, ticks, chewing lice and mosquitoes.

FREQUENCY OF APPLICATION: When used monthly, FRONTLINE GOLD FOR CATS completely breaks the flea life cycle and controls tick and chewing lice infestations. Research demonstrates that FRONTLINE GOLD FOR CATS kills adult fleas, flea eggs, and flea larvae for up to six weeks. FRONTLINE GOLD FOR CATS also prevents development of all flea stages for up to six weeks. FRONTLINE GOLD FOR CATS kills ticks for at least one month. A once monthly application is recommended where tick control is needed. Although FRONTLINE GOLD FOR CATS can control fleas for up to six weeks, if there is a high risk of reinestation or if the pet has fleas which may cause flea allergy dermatitis, a once monthly application may be needed. FRONTLINE GOLD FOR CATS remains effective even after bathing, water immersion, or exposure to sunlight. Avoid contact with treated area until dry. Do not reapply FRONTLINE GOLD FOR CATS for 30 days.

STORAGE AND DISPOSAL: Do not contaminate water, food or feed by storage and disposal. Do not use or store near heat or open flame. **PESTICIDE STORAGE:** Keep this product in its tightly closed original container when not in use. Store in cool, dry (preferably locked) area that is inaccessible to children and animals.

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility. **CONTAINER DISPOSAL:** Non-refillable container. Do not reuse or refill this container. If empty: Offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

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EPA Reg. No. 2596-179-65331
EPA Est. No. 2596-OH-1



Blister Card Spec (Pro-Cision)
Spec: 572912 Rev 1.0
Date: 2015-11-06
Rev 1.0 Pro-Cision Tube, 1 Ct

12/29/15 - jqr - changes per regulatory
12/20/15 - change 1 monthly dose to caps
01/04/16 - jqr - ftp to Jay
01/15/16 - jqr - change weighing to 10 pt.

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

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

HAZARDS TO DOMESTIC ANIMALS
 For external use only. Do not use on kittens under 8 weeks of age or weighing less than 3 lbs. Sensitivities may occur after using ANY pesticide product for fleas. 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. Pets may experience some temporary irritation at the site of product application. Consult a veterinarian before using this product on debilitated, aged, pregnant, or nursing animals.

PHYSICAL OR CHEMICAL HAZARDS
 Call 1-800-860-1842, M-F 8am-4pm EST.

FIRST AID
 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 product (including health concerns, medical emergencies or pesticide incidents), you may call 1-800-860-1842, M-F 8am-4pm EST.

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

IF IN EYES - 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 OR CLOTHING - Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.

DIRECTIONS FOR USE
 It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Do not allow children to apply product. TO PREVENT HARM TO YOU AND YOUR PET READ ENTIRE LABEL AND DIRECTIONS BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. USE ON CATS ONLY. DO NOT USE ON RABBITS, DOGS, PUPPIES, OR OTHER ANIMALS. DO NOT EXCEED RECOMMENDED DOSAGE AMOUNT FOR CATS.

To kill fleas, all stages of brown dog ticks, American dog ticks, lone star ticks, and deer ticks (which may carry Lyme disease), chewing lice and mosquitoes, apply to cats and kittens 8 weeks or older as follows:

- 1 Remove one applicator tube from the package and hold in an upright position pointed away from your face.
- 2 Twist dispensing tip clockwise about 1/2 turn while pushing down to break the tube's seal. Do not remove the tube from the applicator.
- 3 Position the dispensing tip between the shoulder blades. Use the dispensing tip of the tube to part the cat's hair so that the product will be applied at skin level. Squeeze the applicator, applying entire contents in a single spot on the animal's skin. Separate treated cat from other pets for 24 hours after treatment has been applied.
- 4 Repeat once a month.

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 EPA Est. No. 2596-OH-1
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 RMT13492

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

HAZARDS TO DOMESTIC ANIMALS
 For external use only. Do not use on kittens under 8 weeks of age or weighing less than 3 lbs. Sensitivities may occur after using ANY pesticide product for fleas. 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. Pets may experience some temporary irritation at the site of product application. Consult a veterinarian before using this product on debilitated, aged, pregnant, or nursing animals.

PHYSICAL OR CHEMICAL HAZARDS
 Call 1-800-860-1842, M-F 8am-4pm EST.

FIRST AID
 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 product (including health concerns, medical emergencies or pesticide incidents), you may call 1-800-860-1842, M-F 8am-4pm EST.

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

IF IN EYES - 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 OR CLOTHING - Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.

DIRECTIONS FOR USE
 It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Do not allow children to apply product. TO PREVENT HARM TO YOU AND YOUR PET READ ENTIRE LABEL AND DIRECTIONS BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. USE ON CATS ONLY. DO NOT USE ON RABBITS, DOGS, PUPPIES, OR OTHER ANIMALS. DO NOT EXCEED RECOMMENDED DOSAGE AMOUNT FOR CATS.

To kill fleas, all stages of brown dog ticks, American dog ticks, lone star ticks, and deer ticks (which may carry Lyme disease), chewing lice and mosquitoes, apply to cats and kittens 8 weeks or older as follows:

- 1 Remove one applicator tube from the package and hold in an upright position pointed away from your face.
- 2 Twist dispensing tip clockwise about 1/2 turn while pushing down to break the tube's seal. Do not remove the tube from the applicator.
- 3 Position the dispensing tip between the shoulder blades. Use the dispensing tip of the tube to part the cat's hair so that the product will be applied at skin level. Squeeze the applicator, applying entire contents in a single spot on the animal's skin. Separate treated cat from other pets for 24 hours after treatment has been applied.
- 4 Repeat once a month.

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 EPA Est. No. 2596-OH-1
 A SANOFI COMPANY
 RMT13492

FRONTLINE®
 GOLD FOR CATS

For use ONLY on cats and kittens
 8 weeks and older
 Weighing
 3 lbs. or more

For use ONLY on cats and kittens
 8 weeks and older
 Weighing
 3 lbs. or more

FRONTLINE®
 GOLD FOR CATS

FRONTLINE®
 GOLD FOR CATS

FRONTLINE®

GOLD FOR CATS



Fast-Acting • Long-Lasting Triple Action Formula

- ✓ Kills fleas
- ✓ Kills flea eggs and flea larvae
- ✓ Kills ticks including those that may transmit Lyme disease

3 MONTHLY DOSES
NET CONTENTS: 0.051 fl.oz. (1.5 ml.)
 CONTAINS 3-0.017 fl.oz. (0.5 ml.) APPLICATORS

For use ONLY on cats and kittens
 8 weeks and older Weighing
 3 lbs. or more

ACTIVE INGREDIENTS:
 Fipronil..... 9.80%
 (S)-Methoprene 11.80%
 Pyriproxyfen 0.25%
OTHER INGREDIENTS... 78.15%
TOTAL 100.00%

KEEP OUT OF REACH OF CHILDREN
CAUTION - See back panel for additional precautionary statements.

CONSULT VETERINARIAN BEFORE USE

FRONTLINE®
 GOLD FOR CATS

FRONTLINE®
 GOLD FOR CATS

For use ONLY on cats and kittens
 8 weeks and older
 Weighing
 3 lbs. or more

For use ONLY on cats and kittens
 8 weeks and older
 Weighing
 3 lbs. or more

FRONTLINE®
 GOLD FOR CATS

		200 WEST GERMANTOWN PIKE PLYMOUTH MEETING, PA 19462 P 610.940.9030 F 610.940.2254 BAILEYBRANDCONSULTING.COM
PROJECT	Frontline Gold 3pk - Cats	
JOB NUMBER	15ME0047	
DATE	12.22.15	
CLIENT	Merial	
CONTACT	Billy Beck	
FILENAME	73369_113492_FLGold_CatsRev	
SOFTWARE	Adobe CS5 (Mac)	

PRINTING SPECIFICATIONS			
NOTE TO PRINTER: Printer is responsible for all trapping issues, screen angles and press gain. Color chips shown below are for mark-up indications only. Match Pantone Color Chips when printing. All process colors specified in file have not been converted to correct process match percentages for production runs.			
4 COLOR PROCESS	PANTONE® 355 C	PANTONE® 361 C	
PRINTER	SEPARATOR		
DIE NUMBER	572907 Rev 1.0		
DATE	10.28.15		
FINAL SIZE	7.834" x 11.673"		
STOCK / SUBSTRATE			
HI-RES IMAGES	2		
SUPPLIED VIA	FTP		

CLIENT APPROVAL	
This signature verifies that Bailey Brand Consulting has been given approval to release mechanicals for the design contained herein.	
CLIENT SIGNATURE	DATE
NOTE TO CLIENT: This block with signature must be faxed or returned to Bailey Brand Consulting before production can begin. Client assumes sole responsibility for printed artwork and copy accuracy.	

12/29/15 - jqr - changes per regulatory
 12/30/15 - change 3 monthly doses to caps
 01/04/16 - jqr- release to Standard
 01/05/16 - jqr - change back to 3 doses on minor flaps, ftp to Standard
 01/12/16 - jqr - change to weight statements on front and side panels

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 EPA Est. No. 2596-0H-1
 A SANOFI COMPANY

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 EPA Est. No. 2596-0H-1
 A SANOFI COMPANY

RM113497

PRECAUTIONARY STATEMENTS
 Avoid contact with eyes or clothing. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco or using the toilet.
HAZARDS TO DOMESTIC ANIMALS
 For external use only. Do not use on kittens under 8 weeks of age or weighing less than 3 lbs. Sensitivities may occur after using ANP pesticide product for cats. 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. Pets may experience some temporary irritation at the site of application. Consult a veterinarian before using this product on debilitated, aged, pregnant or nursing animals.
 Call 1-800-660-1842, M-F 8am-5pm EST.
PHYSICAL AND CHEMICAL HAZARDS
 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 product (including health concerns, medical emergencies or pesticide incidents), you may call 1-800-660-1842, M-F 8am-5pm EST.
IF SWALLOWED
 Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person.
IF IN EYES
 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 OR CLOTHING
 Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.
DIRECTIONS FOR USE
 It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Do not allow children to apply product. TO PREVENT HARM TO YOU AND YOUR PET, READ ENTIRE LABEL AND DIRECTIONS BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. USE ON CATS ONLY. DO NOT USE ON RABBITS, DOGS, PUPPIES, OR OTHER ANIMALS. DO NOT EXCEED RECOMMENDED DOSAGE AMOUNT FOR CATS.
 To kill fleas, all stages of brown dog ticks, American dog ticks, lone star ticks, and deer ticks which may carry Lyme disease, chewing lice and mosquitoes, apply to cats and kittens 8 weeks or older as follows:
 ① Position the dispensing tip on the cat's back between the shoulder blades. Use the dispensing tip of the tube to part the cat's hair so that the product will be applied at skin level. Squeeze applicator, applying entire contents in a single spot on the animal's skin. Separate treated cat from tube from the package and checkwax about 1/2 turn. ② Twist dispensing tip clockwise about 1/2 turn. ③ Repeat once a month. Remove the dispensing tip, hold in upright position while pushing down to break the tube's seal. Do not pointed away from your face. ④ Remove one applicator tube from the package and checkwax about 1/2 turn. ⑤ Repeat once a month.

FRONTLINE® GOLD FOR CATS
 For use ONLY on cats and kittens 8 weeks and older Weighing 3 lbs. or more

FRONTLINE®
GOLD FOR CATS
 For use ONLY on cats and kittens 8 weeks and older Weighing 3 lbs. or more
 6 DOSES

FRONTLINE®
GOLD FOR CATS

Fast-Acting • Long-Lasting Triple Action Formula

- ✓ Kills fleas
- ✓ Kills flea eggs and flea larvae
- ✓ Kills ticks including those that may transmit Lyme disease

6 MONTHLY DOSES
NET CONTENTS: 0.102 fl.oz. (3.0 ml.)
CONTAINS 6-0.017 fl.oz. (0.5 ml.) APPLICATORS

For use ONLY on cats and kittens 8 weeks and older Weighing 3 lbs. or more

ACTIVE INGREDIENTS:
 Fipronil..... 9.80%
 (S)-Methoprene..... 11.80%
 Pyriproxyfen..... 0.25%
OTHER INGREDIENTS..... 78.15%
TOTAL..... 100.00%

KEEP OUT OF REACH OF CHILDREN
CAUTION - See back panel for additional precautionary statements.

MERIAL
 A SANOFI COMPANY

CONSULT VETERINARIAN BEFORE USE



FRONTLINE®
GOLD FOR CATS
 For use ONLY on cats and kittens 8 weeks and older Weighing 3 lbs. or more
 6 DOSES

PROJECT	Frontline Gold 6pk - Cats
JOB NUMBER	15ME0047
DATE	12.22.15
CLIENT	Merial
CONTACT	Billy Beck
FILENAME	73374 113497_FLGold_6pk_CatsRev
SOFTWARE	Adobe CS5 (Mac)

PRINTING SPECIFICATIONS

NOTE TO PRINTER: Printer is responsible for all trapping issues, screen angles and press gain. Color chips shown below are for mark-up indications only. Match Pantone Color Chips when printing. All process colors specified in file have not been converted to correct process match percentages for production runs.

			
4 COLOR PROCESS	PANTONE® 355 C	PANTONE® 361 C	

PRINTER	
SEPARATOR	
DIE NUMBER	572906 Rev 1.2
DATE	10.28.15
FINAL SIZE	9.762" x 13.603"
STOCK / SUBSTRATE	
HI-RES IMAGES	2
SUPPLIED VIA	FTP

CLIENT APPROVAL

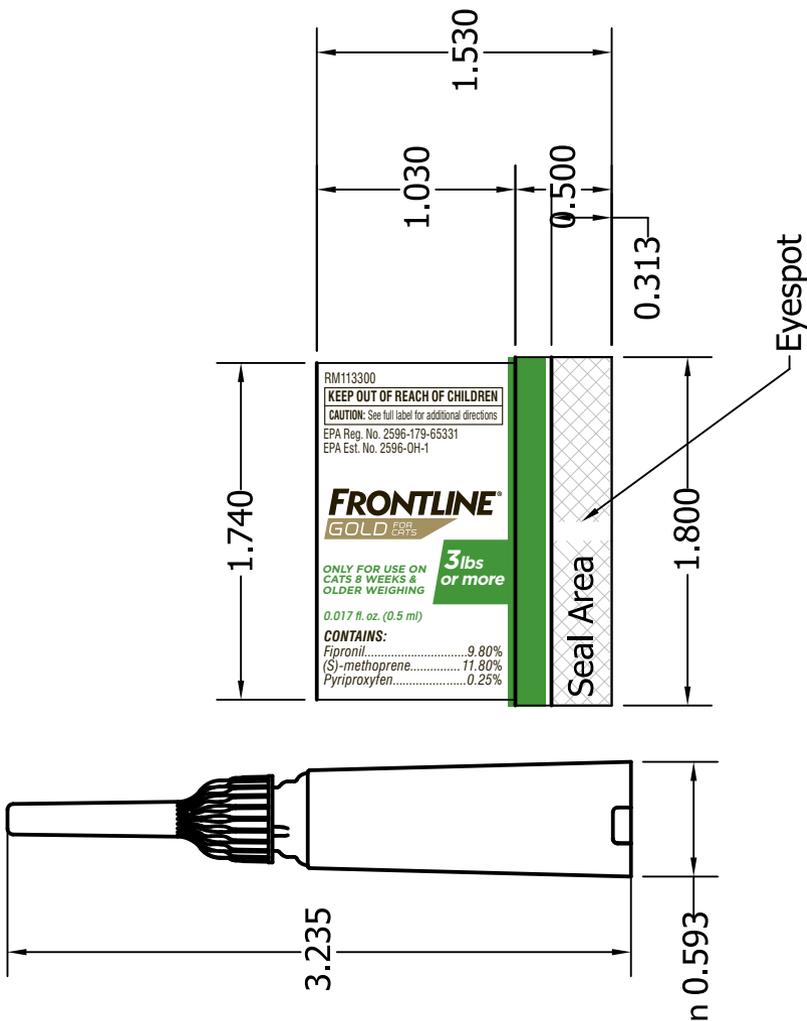
This signature verifies that Bailey Brand Consulting has been given approval to release mechanicals for the design contained herein.

 CLIENT SIGNATURE

 DATE

NOTE TO CLIENT: This block with signature must be faxed or returned to Bailey Brand Consulting before production can begin. Client assumes sole responsibility for printed artwork and copy accuracy.

12/29/15 - jqr - changes per regulatory
 12/30/15 - change 6 monthly doses to caps
 01/04/16 - jqr - release to Standard
 01/05/16 - jqr - change back to 3 doses on minor flaps, ftp to Standard
 01/12/16 - jqr - change to weight statements on front and side panels



File Printed @ 100%



Date: 11/11/15 Job No:
 File Name: 73374 113300 Frontline Gold Cat Tube.ai
 Packaging Spec #: 2cc ProFlo Tube
 Software: Illustrator CS5



Artwork Approval
 Mktg
 Mktg (Dir/Sr.Dir)
 Package Engineering
 R&D
 Regulatory
 Legal
 Creative Services

Initials	Date

HARTZ MOUNTAIN CORPORATION
 400 Plaza Drive • Secaucus, NJ 07094 201.271.4800 Fax: 201.271.0362

- 11/11/15 jqr - new
- 11/18/15 jqr - add in logo, changes to epa reg number
- 11/19/15 jqr - change **active ingredients** to **contains**
- 11/20/15 jqr - release to PP

ARTWORK PRINTS BLACK AS INDICATED IN THE FILE

Bailey BRAND CONSULTING
 200 WEST GERMANTOWN PIKE
 PLYMOUTH MEETING, PA 19462
 P 610.940.9030 F 610.940.2254
 BAILEYBRANDCONSULTING.COM

PROJECT Frontline Gold Cat Insert
 JOB NUMBER 15MED047
 DATE 12.22.15
 CLIENT Merial
 CONTACT Billy Beck
 FILENAME 113055_FLGold_Cat_Insert
 SOFTWARE Adobe CC 2015 (Mac)

PRINTING SPECIFICATIONS

BLACK [Color swatches]

PRINTER SEPARATOR

DIE NUMBER 573701 Rev 1.0
 DATE 11.18.15
 FINAL SIZE 3.5" x 7"
 STOCK / SUBSTRATE

HI-RES IMAGES SUPPLIED VIA FTP

NOTE TO PRINTER: Printer is responsible for all trapping issues, screen angles and press gain. Color chips shown above are for mark-up indications only. Match Pantone Color Chips when printing. All process colors specified in file have not been converted to correct process match percentages for production runs.

CLIENT APPROVAL

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CLIENT SIGNATURE DATE

NOTE TO CLIENT: This block with signature must be faxed or returned to Bailey Brand Consulting before production can begin. Client assumes sole responsibility for printed artwork and copy accuracy.

12/29/15 - jqr - changes per regulatory
 01/04/16 - jqr - release to Great Atlantic

FRONTLINE GOLD FOR CATS

For use ONLY on cats and kittens | Weighing 8 weeks and older | 3 lbs. or more

Fast-Acting • Long-Lasting • Triple Action Formula
 Kills fleas, flea eggs, flea larvae and ticks including those that may transmit Lyme Disease

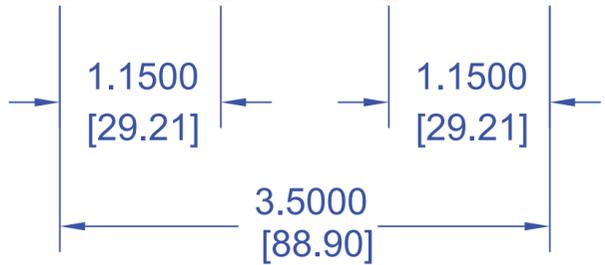
ACTIVE INGREDIENTS:
 Fipronil 9.80%
 (S)-Methoprene 11.80%
 Pyriproxyfen 0.25%
OTHER INGREDIENTS 78.15%
TOTAL 100.00%

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 water after handling and before eating, drinking, chewing gum or using tobacco or using the toilet.
HAZARDS TO DOMESTIC ANIMALS. For external use only. Do not use on kittens under 8 weeks of age or weighing less than 3 lbs. 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. Pets may experience some temporary irritation at the site of product application. Consult a veterinarian before using this product on debilitated, aged, pregnant or nursing animals. Call 1-800-660-1842, M-F 8am-8pm EST.

PHYSICAL OR CHEMICAL HAZARDS
COMBUSTIBLE: Do not use or store near heat or open flame.

FIRST AID
 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 product (including health concerns, medical emergencies or pesticide incidents), you may call 1-800-660-1842, M-F 8am-8pm EST.
IF SWALLOWED: Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person.
IF IN EYES: 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 OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.

DIRECTIONS FOR USE
 It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Do not allow children to apply product.
TO PREVENT HARM TO YOU AND YOUR PET READ ENTIRE LABEL AND DIRECTIONS BEFORE EACH USE. FOLLOW ALL DIRECTIONS AND PRECAUTIONARY STATEMENTS CAREFULLY. USE ON CATS ONLY. DO NOT USE ON RABBITS, DOGS, PUPPIES, OR OTHER ANIMALS. DO NOT EXCEED RECOMMENDED DOSAGE AMOUNT FOR CATS.
 To kill fleas, all stages of brown dog ticks, American dog ticks, lone star ticks, and deer ticks (which may carry Lyme disease), chewing lice and mosquitoes, apply to cats and kittens 8 weeks or older as follows:



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① Remove one applicator tube from the package and hold in an upright position pointed away from your face.
 ② Twist dispensing tip clockwise about 1/2 turn while pushing down to break the tube's seal. Do not remove the dispensing tip.
 ③ Position the dispensing tip on the cat's back between the shoulder blades. Use the dispensing tip of the tube to part the cat's hair so that the product will be applied at skin level. Squeeze applicator, applying entire contents in a single spot on the animal's skin. Separate treated cat from other pets for 24 hours after treatment has been applied.
 ④ Repeat once a month.

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 call 1-800-660-1842, M-F 8am-8pm EST.

FRONTLINE GOLD FOR CATS contains Fipronil and the insect growth regulators (IGR) (S)-Methoprene and Pyriproxyfen (Nylar®). FRONTLINE GOLD FOR CATS effectively targets all stages of fleas. Fipronil collects in the oils of the skin and hair follicles, and continues to be released from hair follicles onto the skin and coat, resulting in long-lasting activity against fleas, ticks, chewing lice and mosquitoes.

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

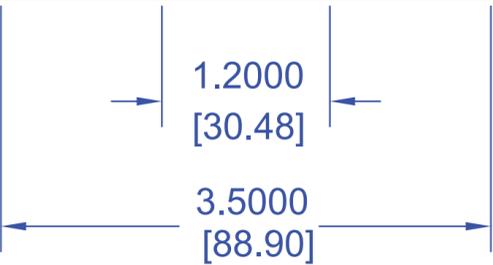
FRONTLINE GOLD FOR CATS remains effective even after bathing, water immersion, or exposure to sunlight. Avoid contact with treated area until dry. Do not reapply FRONTLINE GOLD FOR CATS for 30 days.

STORAGE AND DISPOSAL
 Do not contaminate water, food or feed by storage and disposal. Do not use or store near heat or open flame.
PESTICIDE STORAGE: Keep this product in its tightly closed original container when not in use. Store in a cool, dry (preferably locked) area that is inaccessible to children and animals.
PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.
CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. If empty: Offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

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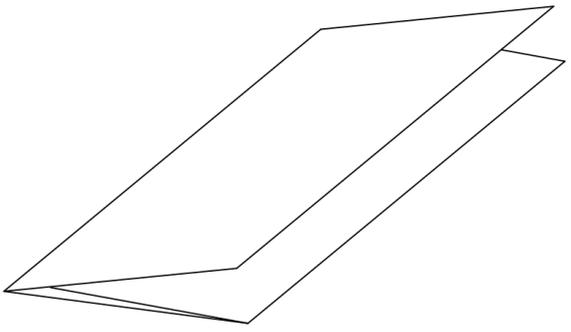
Knife

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 Rev 1.0 New Die Line



Fold Pattern

