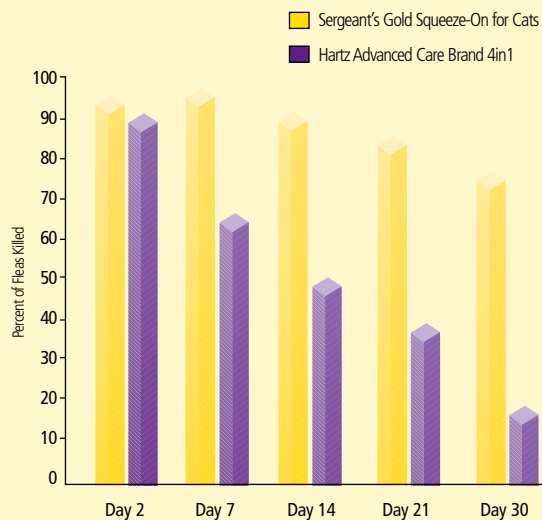


Sergeant's Gold
Squeeze-On for Cats
Kills *More* Fleas than Hartz®
Advanced Care Brand® 4in1™



* An independent study demonstrated that Sergeant's Gold Squeeze-On for Cats is over four times more effective at day 30 than the other leading over-the-counter brand.

Frequently
Asked Questions



Q: What age does my cat have to be before I can apply Sergeant's Gold Squeeze-On for Cats?

A: Sergeant's Gold Squeeze-On for Cats can be applied on cats and kittens as young as 12 weeks of age.

Q: Does Sergeant's Gold Squeeze-On for Cats really work for 30 days?

A: Yes. Sergeant's Gold Squeeze-On for Cats has been shown in laboratory tests to control fleas, ticks, mosquitoes and flea eggs for up to one month.

Q: If I use Sergeant's Gold Squeeze-On for Cats, should I use another flea and tick product on my cat?

A: No. We do not recommend doubling up on flea and tick treatments.

Q: When will Sergeant's Gold Squeeze-On for Cats begin to work?

A: The product will begin to work immediately, reaching a level of effectiveness of greater than 90% in less than 48 hours.

Q: Does Sergeant's Gold Squeeze-On for Cats protect against the mosquito that carries West Nile virus?

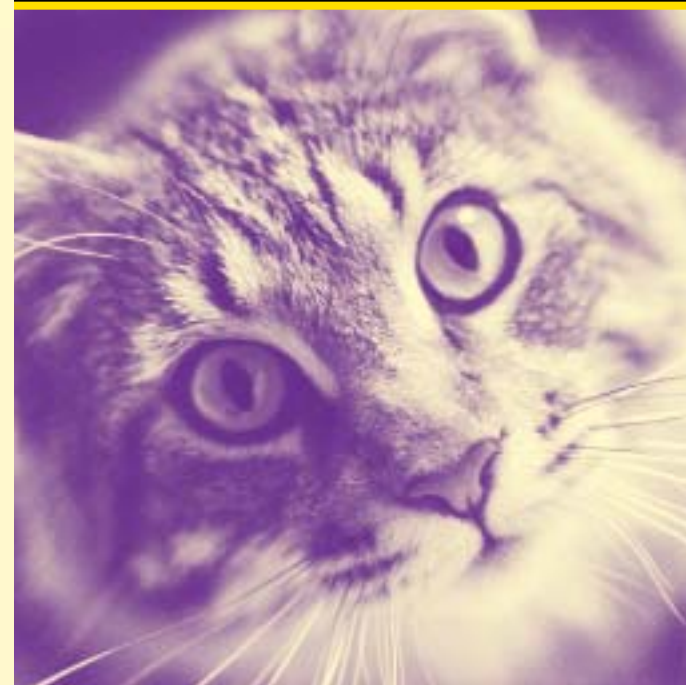
A: Yes. Sergeant's Gold Squeeze-On for Cats repels the mosquito that carries the West Nile virus.

Q: Is Sergeant's Gold Squeeze-On for Cats gentle on my cat?

A: Sergeant's Gold Squeeze-On for Cats has been specifically formulated to be gentle on cats. As with all pest control products, your cat should be observed following treatment.

**Five-Way Strong.
Gentle All Month Long.**

What Every Cat Owner Should Know
About Flea, Tick & Mosquito Protection



Caring for pets since 1868
Sergeant's
Gold™

Sergeant's Gold™

Squeeze-On for Cats is the **Only** Feline Squeeze-On that Controls Fleas, Ticks & Mosquitoes for up to **One Month**



No Other Brand Offers the Protection of Sergeant's Gold Squeeze-On for Cats†

Product Benefits	Sergeant's Gold™ Squeeze-On for Cats	Sergeant's® PreTect Squeeze-On for Cats	Hartz® Advanced Care Brand® 4in1™	Hartz® Advanced Care Brand® 3in1™	Zodiac® Fleatrol™ Spot On® for Cats	Bayer Advantage®	Frontline® Plus
Duration of applications	monthly	every 3 months	monthly	monthly	monthly	monthly	monthly
Adulticide	Etofenprox	n/a	Sumithrin	Sumithrin	n/a	Imadicloprid	Fipronil
IGR	Nylar®	Nylar®	Methoprene	n/a	Methoprene	n/a	Methoprene
Contains an IGR	X	X	X	no	X	no	X
Kills Adult Fleas	X		X	X		X	X
Kills Flea Eggs	X	X	X		X		X
Kills Larvae	X	X	X		X	X	X
Kills Ticks	X		X	X			X
Kills Fleas & Ticks for up to a Month	X						X
Repels Mosquitoes	X		X	X			
Repels Mosquitoes that carry West Nile virus	X						

Sergeant's, Sergeant's Gold and Sergeant's PreTect are trademarks of Sergeant's Pet Care Products. Hartz, Advanced Care Brand, 4in1 and 3in1 are trademarks of The Hartz Mountain Corporation. Zodiac and Fleatrol are trademarks of Wellmark International. Advantage is a registered trademark of Bayer Corp. Frontline is a registered trademark of Meriel. Nylar is a registered trademark of McLaughlin Gormley King Company.

Unlike other leading retail brands, Sergeant's Gold Squeeze-On for Cats protects your cat from disease-carrying pests for up to 30 days. In fact, even at day 30, Sergeant's Gold Squeeze-On for Cats is over four times more effective at day 30 than Hartz® Advanced Care Brand® 4in1™. (See chart on back.)**

Sergeant's Gold Squeeze-On for Cats is the **Only** Feline Squeeze-On that Repels the Mosquito that Carries the West Nile Virus.†

No other feline squeeze-on product claims to repel the mosquito that carries the deadly West Nile virus. In addition, Sergeant's Gold Squeeze-On for Cats repels mosquitoes that can carry heartworm and other diseases that affect thousands of cats every year.

** An independent laboratory study demonstrated that Sergeant's Gold Squeeze-On for Cats killed over four times more fleas at day 30 than the other leading over-the-counter brand.

† Based on the label claims of other feline squeeze-on products, as of May 2004.

Five-Way Pest Protection for Your Cat

Sergeant's Gold Squeeze-On for Cats offers broad-spectrum protection against the most common biting pests, including the mosquito that carries the deadly West Nile virus. Sergeant's Gold Squeeze-On for Cats also kills flea eggs and larvae—a level of protection you won't find from some other retail brands.

Sergeant's Gold Squeeze-On for Cats Controls:



Fleas



Flea Eggs



Ticks



Flea Larvae



Mosquitoes

Including the Mosquito that carries West Nile virus