



FOR IMMEDIATE RELEASE

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## **PETARMOR® INTRODUCES NEW PACKAGING**

***New packaging makes it easy for pet owners to  
safely and affordably protect pets from fleas and ticks***

**Yardley, Pa. (Feb. 28, 2012)** – FidoPharm today introduced new packaging for its entire PetArmor product line. The new packaging features enhanced graphics and larger photos and was developed in light of the recent requirements issued by the U.S. Environmental Protection Agency (EPA) for “spot-on” flea and tick control products like PetArmor. PetArmor’s new packaging proactively addresses many of these requirements ahead of the EPA’s proposed implementation timeline.

The new packaging continues to provide all of the relevant information pet owners need to safely and effectively treat their pets; but the enhanced graphics and larger photos make it even easier for pet owners to choose the appropriate PetArmor product for their dog or cat. Specifically, the packaging enhancements add the pet type (“FOR DOGS” or “FOR CATS”) underneath the PetArmor name and remind the pet owner to “only use” the product on the indicated type of pet.

“At FidoPharm we are passionate about providing affordable, safe and effective products that will lead to better overall pet health,” said Alex M. Kaufman, president and chief executive officer, FidoPharm, Inc. “This new packaging will make it even simpler for people to choose and properly use the right product for their individual pets.”

Introduced in April 2011, PetArmor has been used safely and effectively on millions of dogs and cats. PetArmor contains fipronil, the same No. 1 vet-recommended active ingredient in the same concentrations as Frontline® Top Spot®, is the first generic fipronil-based flea and tick product approved to treat both dogs and cats by the EPA and is the No. 1 generic fipronil product in the US.

### **About FidoPharm**

FidoPharm is a leading pet health products company committed to providing consumers with best-in-class pet health products that contain the same active ingredients as branded products but at a significantly lower cost. FidoPharm products are available at major retailers’ nationwide, offering consumers the benefits of convenience and cost savings to ensure the highest quality care for their pets. Learn more at [www.PetArmor.com](http://www.PetArmor.com).

New Packaging Graphics

3 PIPETTES

PETARMOR<sup>®</sup>

FOR DOGS

**KILLS FLEAS, TICKS & CHEWING LICE**  
*Kills ticks, including ticks that may transmit Lyme Disease*

- Fast action •
- Waterproof •
- Lasting control •

only use on dogs


**L 45-88 lbs.**

COMPARE TO  
FRONTLINE<sup>®</sup>  
TOP SPOT<sup>®</sup>  
same active  
ingredient\*

ACTIVE INGREDIENT  
Fipronil ..... 9.7%  
INERT INGREDIENTS ..... 90.3%  
TOTAL ..... 100.0%

KEEP OUT OF  
REACH OF CHILDREN  
**CAUTION**

\*This product is **NOT**  
manufactured or distributed  
by Merial, the makers of  
Frontline<sup>®</sup> Top Spot<sup>®</sup>



3 PIPETTES

PETARMOR<sup>®</sup>

FOR CATS

**KILLS FLEAS, TICKS & CHEWING LICE**  
*Kills ticks, including ticks that may transmit Lyme Disease*

- Easy to use •
- Fast action •
- Waterproof •
- Lasting control •

only use on

**Cats & Kittens**

COMPARE TO  
FRONTLINE<sup>®</sup>  
TOP SPOT<sup>®</sup>  
same active  
ingredient\*

ACTIVE INGREDIENT  
Fipronil ..... 9.7%  
INERT INGREDIENTS ..... 90.3%  
TOTAL ..... 100.0%

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Contains 3 (0.017 fl. oz. (0.50 mL)) pipettes

