



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Registration Division (7505P)
1200 Pennsylvania Ave., N.W.
Washington, D.C. 20460

EPA Reg. Number:

239-2747

Date of Issuance:

7/11/19

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Outdoor Insect RTU

Name and Address of Registrant (include ZIP Code):

Chris Zemanek
Analyst, Federal Registration
The Scotts Company
PO Box 190
Marysville, OH 43040

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(C). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Catherine Aubee, Chief
Invertebrate-Vertebrate Branch 1, Registration Division (7505P)

Date:

7/11/19

2. You are required to comply with the data requirements described in the DCI and EDSP Orders identified below:
 - a. Bifenthrin GDCI-128825-902
 GDCI-128825-1114
 GDCI-128825-1158
 GDCI-128825-1159

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI Order listed above, you may contact the Chemical Review Manager in the Pesticide Reevaluation Division:

<http://iaspub.epa.gov/apex/pesticides/f?p=chemicalsearch:1>

3. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 239-2747.”
4. Submit one copy of the final printed label for the record before you release the product for shipment.

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.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 04/02/2018
- Alternate CSF A dated 04/02/2018

If you have any questions, please contact Anna Katrina Briley by phone at (703) 347-0262, or via email at briley.anna-katrina@epa.gov.

Enclosure

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[Bracketed information is optional text.] Text separated by / denotes and/or options.
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EPA File Symbol 239-NEW

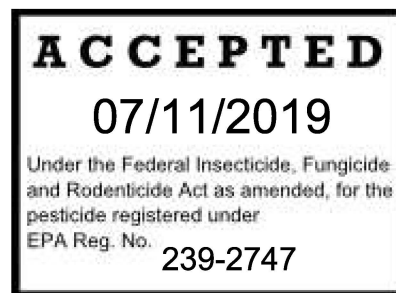
OUTDOOR INSECT RTU

For Outdoor [Residential] Use Only

Active Ingredient:	By Wt.
Bifenthrin ¹	0.0500%
Zeta-Cypermethrin ²	0.0125%
Other Ingredients:	99.9375%
Total	100.0000%

¹ Cis isomers 97% min, trans isomers 3% max

² Cis/trans ratio: Max. 75% (±) cis and min. 25% (±) trans



KEEP OUT OF REACH OF CHILDREN

CAUTION

See back/panel/booklet for additional precautionary statements

Manufactured By / Distributed By / Sold By:

The Ortho Group

P.O. Box 190 Marysville, OH 43040

EPA Reg. No. 239-NEW

EPA Est. No. XXXXXXXXX

[Superscript is first letter of lot number]

Alternate Brand Names:

Ortho BugClear Misting Insect Killer

Ortho Home Defense Insect Killer

Ortho Home Defense Outdoor Insect Killer

Ortho Home Defense Insect Killer for Outdoor Power Mister

Ortho Home Defense Insect Killer for Power Mister

Ortho Home Defense Outdoor Power Mister Insect Killer

Ortho Home Defense Power Mister Insect Killer

Ortho Home Defense Mosquito & Bug Killer

Ortho Home Defense Insect Killer Ready-to-Use

Ortho Home Defense Outdoor Insect Killer Ready-to-Use

Ortho Home Defense Insect Killer for Outdoor Power Mister Ready-to-Use

Ortho Home Defense Insect Killer for Power Mister Ready-to-Use

Ortho Home Defense Outdoor Power Mister Insect Killer Ready-to-Use

Ortho Home Defense Power Mister Insect Killer Ready-to-Use

Ortho Home Defense Mosquito & Bug Killer Ready-to-Use

Ortho Home Defense Insect Killer for Lawn & Landscape

Ortho Home Defense Outdoor Insect Killer for Lawn & Landscape

Ortho Home Defense Insect Killer for Outdoor Power Mister for Lawn & Landscape

Ortho Home Defense Insect Killer for Power Mister for Lawn & Landscape

Ortho Home Defense Outdoor Power Mister Insect Killer for Lawn & Landscape

Ortho Home Defense Power Mister Insect Killer for Lawn & Landscape

Ortho Home Defense Mosquito & Bug Killer for Lawn & Landscape

Ortho Home Defense Ready-to-Use Insect Killer

Ortho Home Defense Ready-to-Use Outdoor Insect Killer

Ortho Home Defense Ready-to-Use Outdoor Insect Killer for Power Mister

Ortho Home Defense Ready-to-Use Insect Killer for Power Mister

Ortho Home Defense Insect Killer for Power Sprayer

Ortho Home Defense Outdoor Insect Killer for Power Sprayer

Ortho Home Defense Ready-to-Use Insect Killer for Power Sprayer

Ortho Home Defense Power Sprayer Insect Killer

Ortho Home Defense Power Sprayer Outdoor Insect Killer

Ortho Home Defense Power Sprayer Insect Killer Ready-to-Use

NET CONTENTS: [x fl oz. / gal. (X ml / L)]

Page 1 of 12

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FIRST AID	
If swallowed	Call 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 the 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.
HOTLINE NUMBER	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-225-2883 for Emergency Assistance.	
NOTE TO PHYSICIAN	
Emergency Information call 1-877-465-5161.	

PRECAUTIONARY STATEMENTS

Hazards to Humans & Domestic Animals
CAUTION. Harmful if swallowed. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wear: Long-sleeved shirt and long pants, socks, shoes, and gloves. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

ENVIRONMENTAL HAZARDS: This pesticide is extremely toxic to fish, aquatic invertebrates, oysters and shrimp. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Drift and run-off from treated areas may be hazardous to aquatic organisms in neighboring areas. Care should be used when spraying to avoid fish and reptiles in/around ornamental ponds. This product is highly toxic to bees exposed to direct treatment or residues on blooming plants. Do not apply this product or allow it to drift to blooming plants if bees are visiting the treatment area.

PHYSICAL OR CHEMICAL HAZARDS: Do not apply this product in or on electrical equipment due to the possibility of shock hazard.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

USE RESTRICTIONS

- Do not water the treated area to the point of run-off
- Do not make applications during the rain.
- Do not use this product with thermal fogger devices which heat the product.
- Do not apply this product in a way that will contact any person or pet either directly or through drift.
- Do not allow people or pets to enter the treated area until after spray has dried.
- Not for use with any heated electric or propane foggers

To avoid unintentional exposure to Bees and other beneficial pollinators:

- Apply in early morning (dawn) or evening (dusk) when pollinators are not actively foraging.
- **DO NOT** apply when bees are visiting the treated area.
- Apply when air is calm to avoid drift.

Outdoor Applications Including Hard Surfaces

All outdoor applications must be limited to spot or crack-and-crevice treatments only, except for the following permitted uses:

- (1) Treatment to soil or vegetation around structures;
- (2) Application to building foundations, up to a maximum height of 3 feet.

Other than applications to building foundations, all outdoor applications to hard surfaces such as- sidewalks, driveways, patios, porches and structural surfaces (e.g., windows, doors, and eaves) are limited to spot and crack-and-crevice applications only. Application is prohibited directly into sewers or drains, or to any area like a gutter where drainage to sewers, storm drains, water bodies, or aquatic habitat can occur. Do not allow the product to enter any drain during or after application.

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Application to Horizontal Hard Surfaces

To help prevent product from running off into sewers, storm drains, and curbside gutters, do not treat hard flat surfaces (e.g., driveways, sidewalks) unless the surface is protected from rainfall and spray from sprinklers.

Application to Vertical Hard Surfaces

Pest control on outside surfaces and around buildings: Applications to hard vertical surfaces outdoors (e.g., foundations) are permitted to a maximum height of 3 feet above the ground. Sections of hard vertical surfaces that join to hard flat surfaces outdoors can only be treated if either 1) these sections are protected from rainfall and spray from sprinklers, or, 2) the hard flat surfaces they touch do not drain into a sewer, storm drain, or curbside gutter.

Perimeter treatment: For sections of foundation that join to hard flat surfaces, the treated areas must be protected from rainfall and spray from sprinklers unless those hard flat surfaces do not drain into a sewer, storm drain, or curbside gutter.

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Keep from freezing. To be stored in original container and placed in areas inaccessible to children.

PESTICIDE DISPOSAL AND CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or 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.

PRODUCT APPLICATION INSTRUCTIONS

NOTE TO PM: For all Options below Graphics illustrating a step or group of steps may appear on final printed label

NOTE TO PM: Spray Pattern Descriptor is any word used to describe the pattern such as flat, fan, coarse, or fine.

Note to PM: Quotes around Directions are optional (i.e. "ON", "OFF")

Mister

[Applicator (Device) (Applicator Name) Directions/Instructions]

[HOW TO USE:]

[Fill]

1. Unscrew/remove/twist cap off of the reservoir/tank
2. Pour [product name]/the product into the reservoir/tank.
3. Screw/attach/twist/secure cap onto the reservoir/tank

[Spray]

1. Push/turn/flip [the] on/off button/on/off button
2. Aim and Spray/treat/apply according to the How To Apply section

[Finish]

1. Push/turn/flip [the] on/off button
2. Pour any remaining liquid back into original bottle/container

[Clean]

1. [To clean: Refer to the Applicator Name/Mister cleaning instructions.

Refer to the Applicator Name/Mister booklet for additional information.

Important: To Prevent sprayer from clogging, always clean after use, as directed.]

METHODS OF USE AND GENERAL APPLICATION INSTRUCTIONS

[PRODUCT FACTS]

Kills (any or all of the following insects)

Adelgids	Eastern Sprucegall		
Ants	Argentine Carpenter Foraging Fire Ants	Pavement Pharaoh/Sugar Pyramid	Red/Western Harvester
Aphids	Apple Black Cherry Buckhorn	Greenbug Pea Pecan	Rose Rosy Apple Walnut
Bees			

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Beetles	Billbugs Black Turfgrass Ataenius Carpet Colorado Potato Corn Rootworm (Adults) Curculio (Cow Pea ,Plum) Elm Leaf	Flea Japanese (Adults) Lady Beetles (including Asian Lady Beetle Eggs) Mexican Bean Pine Chafer (grub) Pine Shoot	Sap Spotted Cucumber / Southern Corn Rootworm (Adults) Striped Cucumber Weevils (Annual Bluegrass & Black Vine)
Borers	American Plum European Corn Lesser Peachtree	Peachtree Peach Twig Southwestern Corn	Squash Vine Stalk
Boxelder Bugs			
Bristletails			
Caterpillars	Alfalfa Armyworms (Beet, Fall, Southern, True, Yellow Striped, Beet Armyworm Eggs) Bagworms Blueberry Spanworm Budworms Corn Earworm Cutworms	Cranberry Fruitworm Filbertworm Green Cloverworm Green Fruitworm Hickory Shuckworm Hornworms (Tobacco & Tomato) Imported Cabbageworm Loopers (Alfalfa, Cabbage, Celery)	Navel Orangeworm Painted Lady Pecan Nut Casebearer Pickworm Rindworm Saltmarsh Sod Webworms Tent Velvetbean
Centipedes			
Chinch Bug	Hairy	Southern	
Cockroaches	American/Palmetto Bug/Waterbug	Asian Oriental	German
Crickets			
Earwigs			
Firebrats			
Fleas	Cat	Dog	
Flies	Apple Maggot Biting Flies	Cherry Fruit Cornsilk	European Crane (Adult) House
Fungus Gnats			
Grasshoppers			
Hornets			
Lace Bugs			
Leaffooted Bugs	Squash Bug		
Leafhoppers			
Leafminers	Alder	Tentiform	Vegetable
Leafrollers	Oblique Banded	Red-Banded	Variegated
Mealybug			
Midges			
Millipedes			
Mites	Broad Carmine Chigger	Spruce Clover Two Spotted Spider (Adult)	Two Spotted Spider (Eggs) European Red Pecan Scorch
Mole Crickets			
Mosquitoes			
Moths	Artichoke Plume Codling	Diamondback	Gypsy
Periodical Cicada			
Phylloxera	Pecan Leaf	Pecan Stem	
Pillbugs & Rollie Pollies			
Plant Bugs	Tarnished	Lygus Bug	
Psyllids	Pear		
Sawflies	European Pine	Redheaded Pine	
Scales	San Jose Euonymus	Brown Soft	California Red
Scorpions			

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Silverfish	
Sowbugs	
Spiders	Black Widow Brown Recluse
	Hobo
	Wolf
Spittlebugs	Pecan
Springtails	
Stink Bugs	Brown Marmorated Kudzu
Stored Product Pests	
Thrips	
Ticks	
Termites	
Wasps	
Whiteflies	
Yellowjackets	

For Listed General Insect Use

	Outdoor Surfaces & Nuisance Pests
When to Apply	<ul style="list-style-type: none"> Use anytime as a preventative treatment or after you see evidence of insect activity
Before You Apply	<ul style="list-style-type: none"> Do not allow this product to contact water supplies Shake Well
How to Apply	<ul style="list-style-type: none"> Apply directly to the listed pests [from about 12 inches]. Also spray surfaces of building, porches, patios, garages, and [&] other areas where these bugs [insects] [pests] have been seen or are found. [Hold Sprayer/Mister/Device/Wand about 12 inches from the surface.] Do not spray in or near fishponds or other bodies of water. Spray until slightly wet without soaking. <i>Image of typical Outdoor Application</i> [Perimeter Foundations] [Patios & Decks]
After You Apply	<p>[reentry icon] Do not allow people or pets to enter the area until after spray has dried.</p> <ul style="list-style-type: none"> Repeat as needed. Re-treatment is recommended at least once per season (3 months) For long-lasting residual control/action leave spray undisturbed. The product will keep on killing for up to X months* Note to PM: See 3 & 6 month claim section for qualifying statement which will appear here

[Garden & Vegetables Uses][Landscape Uses]

[Garden/ Yard Pests [Bugs] [Insects] [Controlled] [Killed]: Aphids, beetles, caterpillars, whiteflies and [&] other listed garden/outdoor/yard pests [more]]

On Ornamental Plants including: ROSES, FLOWERS, SHRUBS, & SMALL [Shade][Non-Fruit Bearing] TREES

Kills Insects

Aphid, armyworm, bagworms, billbug, crickets, cutworms, Eastern spruce gall adelgade, elm leafbeetles, European pine sawfly, fall webworm, flea beetle, grasshoppers, greenbug aphids, gypsy moth, hornets, Japanese beetle (adults), lacebug, lady beetles [asian lady beetles] [lady bugs], leafhopper, loopers, lygus bug, mealybugs, mimosa webworms, mosquitoes, northern pine weevil, oak webworm, orchard weevil, periodical cicada, pine chaffer, pine shoot weevil, plantbug, redheaded pine sawfly, saltmarsh caterpillar, sap beetle, sawfly, silverfish, spittlebug, springtails, spruce mites, stink bug, tarnished plant bug, tent caterpillar, thrips, two-spotted spider mite, wasp, whitefly, and Zimmerman pine moth.

On [listed] [Home] Vegetable[s] [Gardens], Melons, Fruit and Nut Trees

Kills Insects

Aphids, alfalfa caterpillar, alfalfa looper, American plum borer, apple aphid, apple maggot, armyworms, artichoke plume moth, beet armyworm, black cherry aphid, black vine weevil, blueberry spanworm, buckhorn aphid, cabbage loopers, carrot weevil, celery looper, cherry fruit fly, chinch bug, clover mites, codling moth, Colorado potato beetle, corn earworm, corn rootworm (adults), corn silkfly (adult), cow pea curculio, cranberry fruitworm, cranberry weevil, crickets, spotted and striped cucumber beetle (adults), cutworms, diamondback moth, European corn borer, fall webworm, filbert worm, flea beetle, grasshoppers, green cloverworm, green fruitworm, hickory shuckworm, imported cabbageworm, lacebug, leafhopper, leafrollers, lesser peach tree borer, loopers, lygus bug, Mexican bean beetle, naval orangeworm, oblique banded leafroller, oriental fruit moth, painted lady caterpillar, pea aphid, pea weevil, peach tree borer, peach twig borer, pecan nut casebearer, pecan spittlebug, pecan leaf phylloxera, pecan stem phylloxera, pear psylla, pecan aphid, pecan weevil, pepper weevil, pickleworm, plantbug, plum curculio, potato leafhopper, potato psyllid, potato tubeworm, red-

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banded leafroller, red striped fireworm, rindworm, rosy apple aphid, saltmarsh caterpillar, San Jose scale (fruit only), sap beetle, southwestern corn borer, squash bug, squash vine borer, stalk borer, stink bug, tarnished plant bug, tentiform leaf miner, tobacco hornworm, tomato fruitworm, tomato hornworm, tomato pinworm, tufted apple budmoth, vegetable leafminer, velvetbean caterpillar, variegated leafroller, walnut aphid, walnut husk fly, weevils, western bean cutworm, and whitefly.

Where to Apply/Use	On Roses, flowers, shrubs, trees and other ornamentals, vegetables, [nuts] and [&] fruit trees.
How to Apply/Use	<ul style="list-style-type: none"> • Garden/Landscape Pests: Hold Sprayer/Mister/Device/Wand about 12 inches from plant. Thoroughly cover all the plant surfaces until slightly wet, but not to the point of runoff. Alternate text: Hold Sprayer/Mister/Device/Wand about 12 inches from plant to wet the upper and lower leaf surfaces until wet, but not to the point of runoff.
When to Apply/ Use	<ul style="list-style-type: none"> • Apply when insects first appear. • Re-apply as necessary to maintain control waiting at least 7 days between each application.

VEGETABLES AND FRUITS	DAYS TO WAIT TO HARVEST
Corn (Sweet corn)	3
Tomatoes	1
Blackberries, Raspberries	3
Lima Beans	3
Peas (Green pea, Snow pea, Sugar Snap pea), Beans (Snap bean, Wax bean), Blackeyed pea	3
Chayote, Cucumber, Edible gourds, Cantaloupe, Casaba, Honeydew melon, Pumpkin, Summer squash (Zucchini), Winter squash (Butternut squash, Acorn squash, Spaghetti squash), Watermelon	3
Mustard Greens *DO NOT USE IN CA	7
Broccoli, Chinese broccoli, Cabbage, Cauliflower, Eggplant	7
Head lettuce, Peppers (Bell and Non-bell), Artichoke	7
Pears	14
Pecans	21

WARRANTY/DISCLAIMER STATEMENT

NOTICE: To the extent consistent with applicable law, buyer assumes all risks of use, storage or handling of this product not in accordance with directions.

Optional Marketing Claims

Note to PM: the term cockroach can be interchanged with any and all instances of roaches and vice versa.

Note to PM: the term insects can be interchanged with any and all instances of bugs, pests and vice versa.

Note to PM: When qualified claims are used on the market label, the qualifying statement will appear in close proximity to the claim when it does not impact any mandatory language.

Note to PM: Any combination of approved claims may be inserted dependent upon sites listed on the market label and product size

[Brand]	Ortho Home Defense Mosquito & Bug Killer for Lawn & Landscape
[Product name]	
[Marketing Call-out]	Works [exclusively] with Ortho Home Defense Outdoor Power Mister and other battery or pump powered sprayers. (include image)
[Claims]	
1.	Kills 180+ bugs including Mosquitoes [that may transmit the Zika virus], [Fleas,] [Ticks,] [Spiders,] [Ants] [and Japanese Beetles]
2.	Prevents insects/bugs for up to 3-6 months * Note to PM- if this claim is used, one of the qualifiers for either the 3 or 6 month claim will be included
3.	Fast Acting Formula
4.	Odor Free

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[Product Facts:] Follow all use directions appearing elsewhere on this label.	What it Does: Kills [home invading] insects including [ants], [cockroaches], [spiders], [fleas], [ticks], [scorpions], [beetles], [earwigs], [silverfish], [centipedes], [millipedes], [mosquitos]. (See inside for complete list)
	Where to Use: Outdoors ([perimeter foundations],[patios & decks]) wherever insects are a re-occurring problem.
	When to Use: Use anytime as a preventative treatment or after you see evidence of insect activity.
	Do not allow people or pets to enter the treated area until after spray has dried Questions & Comments: (phone & computer icon) Call 1-800-225-2883 or visit our website at www.ortho.com

General Residual Control claims

1. Forms/Creates/Establishes a perimeter treatment
2. Forms/Creates/Establishes a [bug/insect] barrier
3. Create(s) a [bug] border/barrier/perimeter [treatment]
4. Create [a] bug barrier[s]
5. Apply [as] a barrier
6. Apply as a border around your home
7. Apply as a perimeter/border/residual treatment
8. Long lasting [bug] perimeter treatment/barrier/border
9. Guards against the bugs you can't/don't see
10. Keeps [on] killing with residual action, even after you spray/ spray has dried
11. Keeps on killing after spray has dried
12. Kills [insects] even after you spray
13. Kills [insects] even after spray has dried

∞Refer to booklet/back panel for complete list of insects/bugs/pests

(NOTE to PM: If qualifier is not present, "listed" will be inserted before "insects/bugs/pests")

Note to PM: When qualified claims are used, the qualifying statement should appear following the claim when it does not impact any mandatory language.

6-Month Claims

14. Up to 6 month control/protection [outdoors]**
15. Kills/Controls/Protects [for] up to 6 months [outdoors]**
16. Kills insects [outdoors] for 6 months**

** Applies to/for: spiders (excluding Black Widow, Brown Recluse, Hobo)

3-Month Claims

17. Up to 3 month control [protection] [outdoors]***
18. Kills/Controls/Protects [for] up to 3 months [outdoors]***
19. Kills bugs [outdoors] for 3 months***

*** Applies to/for: Ants, Fleas, Cockroaches, Spiders (excluding Black Widow), House Flies, Scorpions, and American Dog Ticks

Egg Killing Claims

20. Kills Beet Armyworm, Two Spotted Spider Mites, Asian Lady Beetle and their eggs
21. (Plus) kills insects and their eggs****
22. Kills insect eggs****
23. Prevents insect eggs from hatching!****
24. Up to 12 month control* plus kills insect eggs****

****Applies to/for: Beet Armyworms, Two Spotted Spider Mites and Asian Lady Beetles

Efficacy Claims

25. Kills Fleas that may transmit Flea Allergy Dermatitis (FAD)/ Flea-Bite Anemia/ Tapeworms/ Haemobartonellosis [to cats/dogs]

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26. Kills Fleas that may transmit Bartonellosis [to cats/dogs/people]
27. Kills Fleas that may transmit Mycoplasma to cats
28. Kills Ticks that may transmit Haemobartonellosis/ Anaplasma phagocytophilum [to cats/dogs]
29. Kills Ticks that may transmit Cytauxzoonosis/ Tularemia to cats
30. Kills Ticks that may transmit Anaplasma/ Babesiosis/ Ehrlichiosis/ Lyme borreliosis/ Rocky Mountain spotted fever/ Hemoplasmosis/ Mycoplasma [to dogs]
31. Kills ticks that may transmit [the] Powassan [POW] disease/virus
32. Kills mosquitoes that may transmit Heart worm [to cats/dogs]
33. Kills mosquitoes that may transmit Subcutaneous dirofilariasis [to cats/dogs/people]
34. Kills mosquitoes that may transmit West Nile Virus [to humans]
35. Kills mosquitoes that may transmit the Zika virus [to humans]
36. Kills mosquitoes that may transmit West Nile [and Zika] virus
37. Kills mosquitoes that may transmit West Nile and Zika virus
38. Kills mosquitoes, ticks and fleas that may transmit diseases*

*any disease combination of diseases in claims 32-37

Dual Ingredient Claims

39. Two active ingredients in one product
40. Dual Action
41. [Dual Action] Fast Acting plus Long Residual
42. [Fast Acting], [Long Lasting] Insect Control

Water Based Marketing Claims

43. Non-Staining
44. No Stains
45. Does not Stain
46. Dries clear
47. Virtually Odor Free
48. Odorless
49. Odor Free
50. Fragrance-Free
51. Unscented
52. No lingering odor
53. Dries fast
54. Water based [formula] [*water droplet icon*]
55. Non-flammable
56. Dries in minutes [for fast/quick re-entry]!
57. Leaves no residue [behind]

Location of Use Claims

58. Outdoor [Formula]
59. [Formulated] [For] Outdoor Use
60. Ideal For/ Use Before/ Great Before Backyard/Outdoor parties, gardening and games*

*Keep out of reach of children and cover or remove exposed food and drinks before application.

Perimeter Treatment Claims

61. Apply [as] a barrier
62. Apply as a border around your home
63. Apply [as] a (perimeter/border/residual treatment)
64. Creates a [bug] barrier
65. Creates a [bug] border
66. Creates a perimeter treatment
67. Long lasting [bug] perimeter treatment/barrier/border

Kill Claims

68. Kills insects[∞], Spiders and Ticks
69. Kills Roaches, Ants, Fleas, Ticks, Spiders, Earwigs, Silverfish, Scorpions, Black Widow Spiders, and other insects[∞]
70. Kills Home invading Insects[∞]
71. Also Kills Ticks (including Ticks that may transmit Lyme Disease)

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72. Visible activity against bugs within minutes ≈
73. Starts killing/acting within minutes≈
74. Kills [1... 188/180+] Insects∞
75. Kills [the] bugs you see and/& [the] [ones] bugs you don't [see] ∞
76. Kills the toughest home invading bugs∞
77. Kills[both] crawling and/& flying insects∞
78. Kills [all] common household bugs∞
79. Kills by contact!
80. Kills Roaches, [any combination of listed insects]
81. Kills insects [including any combination of listed insects]

≈Applies to/for: Carpenter Ants, Harvester Ants, Oriental and German Cockroaches

∞Refer to booklet/back panel for complete list of insects/bugs/pests (*NOTE to PM: If qualifier is not present, "listed" will be inserted before "insects/bugs/pests"*)

General Applicator Claims

82. No [more] tired hands
83. Reduces hand fatigue
84. No more squeeze, squeeze, squeeze
85. No [constant] pumping
86. Save[s] time and energy
87. [Quick and] Easy to Use
88. No Leaks or Mess
89. Precise control [for maximum accuracy]
90. Consistent spray [for maximum accuracy]
91. Adjustable sprayer [nozzle] [for maximum control]
92. Cut your time spraying in half
93. [New][Improved] Applicator/Applicator Name
94. Grab & Go
95. No [constant] pumping
96. No more bending/kneeling
97. Consistent/even coverage
98. You're/It's always ready to spray
99. The easy/easier way [to spray/to kill bugs/to kill insects/Home Defense®]
100. Change the way you spray
101. [The] Easy [way] to spray
102. No Hand Fatigue
103. Ideal/Great for large/small jobs/areas/spaces
104. No Aerosols
105. No Mixing, No Measuring
106. Convenient/Simple Design
107. Ready to Use

Mister Claims

108. Powerful mist spray reaches insects where they hide
109. Treat your gardens/shrubs/ornamentals/lawn/bushes/roses/flowers
110. Do it yourself professional treatment application
111. Use with Power Mister/Applicator Name (sold separately)
112. Use/Works with Non-Heated Misters & Foggers
113. Image of Power Mister [Insert Image]

Value

114. [Great] Value
115. Value/Combo/Wow Pack
116. X pack
117. Refill/Recharge/Renew/Fill-Up/Reload
118. Same formula, better value!
119. Save [Money] with the Refill!
120. X% more [Free]!
121. Home & Ranch [Value] Size
122. Over 10% more than 1.33 gal size

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- 123.[Over] X% more than X gal size
- 124.Bonus/Value Size
- 125.Exclusive to Club Stores!
- 126.Exclusive Club [Bonus] Size!
- 127.Value/Bonus Size – 2-pack!
- 128.Value/Bonus Size – 2 gallons!
- 129.Value/Bonus Size – 2-pack = 2 gallons!
- 130.Value/Bonus Size – X-pack/ X-gallons!
- 131.Value/Bonus Size – X-pack = X gallons!
- 132.33% more than 1 gallon size (*applies to 1.33 gal. size*)
- 133.10% more bonus size (*applies to 1.1 gal. size*)
- 134.Look inside [label] for special offer information!
- 135.Go to www.orthohomedefense.com now for a special offer! Offer subject to change or expiration.
- 136.Buy [Outdoor power mister/product name] get [one bottle/product name] free

OTHER

- 137.Easy to Use
- 138.XX% less plastic
- 139.[Company] & Your Environment – Your yard is a place for family and pets to enjoy. That's why [company] products are designed with care to provide effective solutions to insect problems. Please follow instructions for appropriate usage, storage and disposal.
- 140.New/Now (The following claim may appear on any label panel for 6 months following commercial introduction)
- 141.Proven performance
- 142.Read Entire label before use
- 143.[Recyclable symbol]
- 144.Before [illustration] / After [illustration]
- 145.[For] Outdoor Residential use only
- 146.Intended for residential use
- 147.Peel Open for use directions and further information
- 148.OPEN
- 149.Resealable Label for Directions & Precautions
- 150.Peel Open for use directions and further information
- 151.PRESS TO RESEAL [Placed on booklet cover or base of label depending upon space.]
- 152.PEEL HERE / PRESS TO RESEAL
- 153.PULL / PEEL HERE [TO REMOVE TAPE]
- 154.Product of –and/or- Made in U.S.A.
- 155.Assembled in the USA
- 156.©20XX, licensed by [Company/Brand]. World rights reserved.
- 157.QUESTIONS OR COMMENTS - [phone icon] 1-800-225-2883 www.ortho.com [Visit our website] [computer icon]
- 158.For large[er]/rural/countryside lawns/acreage*residential use only
- 159.Ideally suited for larger/rural/countryside lawns
- 160.For additional mosquito control look for Ortho Home Defense Products [product images]

Guarantees:

- 161.Guaranteed†††
- 162.[Company/Brand] Guarantee[d] †††
- 163.Guaranteed [results] †††
- 164.Guaranteed Kill [or your money back] †††
- 165.[Company/Brand] Satisfaction guaranteed[†††]
- 166.[Company/Brand] [Promise your] satisfaction guaranteed [or your money back]

††† [Company/Brand]Promise: If this [company/brand] product when used for the intended purpose fails to give you complete satisfaction return the item to the [company] store where purchased for free replacement of the same or similar item.

†††The [Company/Brand] Guarantee: If for any reason you, the consumer, are not satisfied with this product, mail us your original proof of purchase to obtain a full refund of your purchase price.

†††Consumer Guarantee: If for any reason you are not satisfied after using this product, simply send us original proof of purchase, and we will refund the purchase price.

Mosquito System Names/Headings:

NOTE TO PM: The following items will be used in conjunction with the Mosquito System text.

Bold, italicized text is information for the reader and is not part of the label.

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1. [3-Step] [Location based/use area] System for [Protection from] Mosquitoes
2. [3-Step] Mosquito [Location based/use area] Treatment[Plan/Program/System]
3. [3-Step] Mosquito [Location based/use area] Solution System/Set
4. [3-Step] Mosquito [Location based/use area] System [for Protection]
5. [3-Step] Mosquito [Location based/use area] Protection [Plan/Program/System]
6. [3-Step] Mosquito [Location based/use area]Treatment I [Program/System]
7. Part of the [Ortho Home Defense/brand name] [3-Step] [Location based/use area] System for [protection from] Mosquitoes [in 3 steps]
8. Part of the [Ortho Home Defense/brand name] [3-Step] Mosquito [Location based/use area]Treatment Plan/Program/System [in 3 steps]
9. Part of the [Ortho Home Defense/brand name] [3-Step] Mosquito [Location based/use area]Solution System/Set [in 3 steps]
10. Part of the [Ortho Home Defense/brand name] [3-Step] Mosquito [Location based] [use area]System [for Protection] [in 3 steps]
11. Part of the [Ortho Home Defense/brand name] [3-Step] Mosquito [Location based/use area] Protection Plan/Program/System [in 3 steps]
12. Part of the [Ortho Home Defense/brand name] 3-Step Mosquito [Location based/use area]Treatment [Program/System] [in 3 steps]
13. [Ortho Home Defense/brand name] [3-Step] [Location based/use area]System for [protection from] Mosquitoes [in 2/3 steps]
14. [Ortho Home Defense/brand name] [3-Step]Mosquito [Location based/use area]Treatment Plan/Program/System [in 3 steps]
15. [Ortho Home Defense/brand name]Mosquito [Location based/use area][Solution] System/Set [in 3 steps]
16. [Ortho Home Defense/brand name] [3-Step] Mosquito [Location based/[use area]Protection Plan/Program/System [in 3 steps]
17. [Ortho Home Defense/[brand name] 3-Step [3-Step]Mosquito [Location based/use area] Treatment [Program/System]
18. [Ortho Home Defense/brand name] protection from Mosquitoes System [in 3 steps]
19. [Ortho Home Defense/brand name]Outdoor protection from Mosquitoes [in 3 steps]
20. Home [Mosquito] Treatment [system] [in 3 steps]
21. [Outdoor] protection from Mosquitoes [in 3 steps]
22. [Outdoor] Mosquito Treatment I [in 3 steps]
23. Treat these/this area[s]/location[s] for [protection from] mosquitoes [Patio & Deck][Landscape/Shrubs][Lawns]
24. Location based [mosquito] treatment/protection [program/system/plan] [in 3 steps]
25. [Outdoor/backyard] Patio [& Deck], Shrubs/Garden/Landscape and Lawn [mosquito] [Program/system/treatment] [in 3 steps]
26. [Outdoor/backyard] Patio [& Deck], Landscape & Lawn [mosquito] [Program/system/treatment/control] [in 3 steps]
27. For best results use a system to treat mosquitoes
28. For best treatment [of mosquitoes] use the full [treatment/solution/protection] system/plan/program
29. For best results [of mosquitoes] use the full [treatment/solution/protection] system/plan/program [For best results, more than one product may be needed for mosquito /prevention]
30. [part of a] [Pest/Mosquito] Control System [in 3 steps]
31. Use as a system for treatment of mosquitoes
32. Mosquito Treatment in 3 Steps
33. Step 2
34. Ortho Home Defense Home Protection
35. Targeted [Mosquito] [Location based/use area]Treatment/ Program/Plan/System [in 3 steps]

Additional System Claims

1. Part of a system for Home Protection [from mosquitoes]
2. [Part of] [Ortho] [Home Defense] [mosquito] system for Home Protection
3. [Ortho] Home Defense [provides][products for] zones/areas of protection around your patio & deck/perimeter/outdoor living space(s), Shrubs/gardens/landscapes, and lawn [from mosquitoes]
4. Extend your [bug/insect] barrier further with [Ortho] [Home Defense] [treatment/control] system/program/plan for Home Protection
5. [Let] [Ortho] Home Defense [system for Home Protection] [guard(s)/protect(s)] your home [from mosquitoes]
6. Part of a home defense system/program/plan [from mosquitoes]
7. [system/program/plan for] [Mosquito] Home Protection [in 3 steps]
8. [Part of the] [Home] [brand name] protection

ORTHO Mosquito System

Note to PM: This registration will emphasize or indicate the product is for “Step 2” on the FPL.

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[Don't just spray yourself for Mosquitoes but treat your outdoor areas [as well] to repel them away from you and kill them where they live and breed in your lawn & landscape.]

Note to PM: Below are the system step call outs. On the FPL, the system step will be emphasized if all of the system steps below appear on the label. The FPL could display just the step applying to the product and the corresponding text.

[Step][1][:] Repel Mosquitoes [from Patio & Deck/Perimeter/Outdoor Living Space(s)] [icon]*

[Step][2][:] Kill/Treat mosquitoes in Shrubs/Gardens/Landscape [icon] **

[Step][3][:] Kill/Control/Treat mosquitoes in Lawns [icon] ***

**** [Step] [2] [:] Kill/ /Treat mosquitoes in Shrubs/Gardens/Landscape [icons]: Penetrate [foliage/brush/plants] and kill mosquitoes where they hide.**

[Use other Ortho/System Products To:][Visit Ortho.com for more system/treatment/plan/program details]

*[Step] [1] [:] Repel Mosquitoes [from Patio & Deck/Perimeter/Outdoor Living Space (s)] [icons]: Repel mosquitoes from your patio [and/&/or] deck [with candles/devices/diffusers/barrier sprays].

[Use/Look for Ortho [Home Defense] products marked to Repel Mosquitoes [from Patio & Deck].]

*** [Step] [3] [:] Kill//Treat mosquitoes in Lawns [icon]: Apply to areas/lawns to kill mosquitoes when they land.

[Use/Look for Ortho [Home Defense] products marked for Kill/Treat mosquitoes in Lawns.]

OR

[Kill][Repel]

[Step][1][:] Patio & Deck/Perimeter [Protection]/Outdoor Living Space(s) [icons]*

[Step][2][:] Shrubs/Landscapes/Gardens [icons] **

[Step][3][:] Lawn: [icons] ***

**** [Step] [2] [:] Shrubs/Landscapes/Gardens [icons]: Penetrate [foliage/brush/plants] and kill mosquitoes where they hide. OR Kill Mosquitoes OR Kill/ Treat mosquitoes where they hide.**

[Use other Ortho/System Products To:][Visit Ortho.com for more system/treatment/plan/program details]

*[Step] [1] [:] Patio & Deck/Perimeter [Protection]/Outdoor Living Space(s) [icons]: Repel mosquitoes from your patio [and/&/or] deck [with candles/devices/diffusers/barrier sprays].

[Use/Look for Ortho [Home Defense] products marked for Patio & Deck.]

*** [Step] [3] [:] Lawns [icons]: Apply to areas/lawns to kill mosquitoes when they land.

[Use/Look for Ortho [Home Defense] products marked Lawns.]

NOTE to PM: Below are representative icons arranged Step 1 to 3 from left to right.

