



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

December 12, 2017

Anna McGrath
Regulatory Affairs Specialist
The Hartz Mountain Corporation
400 Plaza Drive
Secaucus, NJ 07094-3688

Subject: Notification per PRN 98-10 –addition of alternate brand names and marketing claims
Product Name: HARTZ REFERENCE #150
EPA Registration Number: 2596-161
Application Date: 10/16/2017
Decision Number: 535299

Dear Ms. McGrath:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The alternate brand names “*Hartz UltraGuard Plus Flea & Tick Carpet Powder Clean Fresh Scent*” and “*Hartz InControl Flea & Tick Carpet Powder Clean Fresh Scent*” have been added to the product record.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

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 have any questions, you may contact Angela Hollis at 703-347-0216 or via email at hollis.angela@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Fertich". The signature is cursive and somewhat stylized, with the first name being more prominent.

Elizabeth Fertich
Product Manager 4
Invertebrate & Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

Hartz® Reference #132

NOTIFICATION

2596-161

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

12/12/2017

Alternate Brand Names

- Hartz® UltraGuard Plus® Flea & Tick Carpet Powder
- Hartz® UltraGuard Plus® Fresh Scent Flea & Tick Carpet Powder
- Hartz® UltraGuard Plus® Carpet Powder
- Hartz® InControl® Flea & Tick Carpet Powder
- Hartz® InControl® Fresh Scent Flea & Tick Carpet Powder
- Hartz® InControl® Carpet Powder

- Hartz® UltraGuard Plus® Flea & Tick Carpet Powder Clean Fresh Scent
- Hartz® InControl® Flea & Tick Carpet Powder Clean Fresh Scent

ACTIVE INGREDIENTS:

Phenothrin.....	0.495%
Pyriproxyfen.....	0.020%
N-octyl bicycloheptene dicarboximide.....	1.149%
OTHER INGREDIENTS	<u>98.305%</u>
TOTAL	100.000%

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back panel for (additional) precautionary statements.

FOR INSECTICIDAL USE ONLY

Net Wt. _____ oz. (_____ g)

EPA Reg. No. 2596-161
EPA Est. No.

Made in (the) U.S.A. for
©The Hartz Mountain Corporation
Secaucus, NJ 07094 (U.S.A.)

Optional/alternate text in parentheses or brackets; new text highlighted

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS-- Causes moderate eye irritation. Avoid contact with eyes or clothing. Remove and wash contaminated clothing before reuse. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

ENVIRONMENTAL HAZARDS

This product is highly toxic to aquatic organisms, including fish and invertebrates. Do not apply directly to water. Do not contaminate water when cleaning equipment or disposing of equipment wash-waters or rinsate. Drift and run-off may be hazardous to aquatic organisms in water adjacent to treated areas.

FIRST AID	
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 immediately for treatment advice.
Have the product container or label with you when calling a poison control center, doctor or veterinarian, or going for treatment. For additional information on this pesticide product (including health concerns, medical emergencies or pesticide incidents), you may call 1-800-275-1414, twenty-four (24) hours a day, seven (7) days a week.	

DIRECTIONS FOR USE

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

USE RESTRICTIONS

- Apply this product only as specified on this label.
- Do not contaminate food or feedstuffs.
- FOR INDOOR USE ONLY.
- Direct applications on pets are prohibited.
- Aerial applications and applications with a power duster are prohibited.
- Remove or cover exposed food and drinking water before application. Remove or cover dishes, utensils, food processing equipment and food preparation surfaces, or wash them before use.
- Do not apply this product in a way that will contact adults, children or pets, either directly or through drift.
- Do not allow adults, children, or pets to enter the treated area until dusts have settled.
- Remove pets, birds and cover fish aquariums before application.
- Do not reapply this product more than once every 30 days.

READ ENTIRE LABEL BEFORE EACH USE

1. Press out plastic seal in top.
2. Turn top to directed opening.
3. Shake powder lightly over entire carpet or area to be treated. Do not use this product on wet spots. Do not apply as a broad carpet treatment. Only spots less than 3 feet by 3 feet per room may be applied with this product.
4. Leave on for two hours, then thoroughly vacuum to remove all insecticidal product.
5. Remove vacuum bag after use and discard in trash.
6. Do not reapply this product within 30 days.

STORAGE AND DISPOSAL:

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

Pesticide Storage: Store in a cool, dry (preferably locked) place that is inaccessible to children or animals.

Container Disposal: If empty: Nonrefillable container. Do not reuse or refill this container. 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.

[For more information (about flea and tick problems and how to solve them) (or in an emergency) call (our (flea and tick) experts at) 1-800-275-1414 weekdays, 9am-5pm (E.S.T.) (Eastern Time)]

ALTERNATE LABEL TEXT

Kills fleas in your carpet (and upholstery) (and car) for up to 30 days

(Plus) Kills flea eggs and flea larvae for up to 1 year

Kills fleas, flea eggs (and larvae) (for 30 days) (for 1 month) (for 4 weeks)

Kills fleas (that may transmit tapeworm) (for 30 days) (for 1 month) (for 4 weeks)

Kills Ticks

Kills all biting stages of ticks

Kills Flea Eggs (and Flea Larvae) (for up to 1 year)

Prevents Flea Eggs from hatching

Kills flea eggs and flea larvae to help prevent future re-infestations

Kills all stages of the flea life cycle

Breaks the flea life cycle

Controls flea and tick infestations

Prevents flea eggs from developing into biting adults (for up to 1 year)

Prevents re-infestation

Prevents and controls re-infestation(s)

Kills fleas and ticks on carpet

Breaks the flea life cycle and controls re-infestation up to (1 year) (365 days)

Direct treatment

Fresh pleasant (scent) (potpourri scent)

Controls re-infestation

Optional/alternate text in parentheses or brackets; new text highlighted

NON-PESTICIDE RELATED CLAIMS AND OTHER OPTIONAL TEXT

Use with a vacuum cleaner

Can be used on carpets (and upholstery)

Clean (fresh) scent

Potpourri scent

Hartz® and other trademarks are trademarks of The Hartz Mountain Corporation.

Fast acting

From the brand with over 90 years [of] experience caring for pets

From the brand with over 90 years [of] experience devoted to pets

From the brand with over 90 years [of] experience dedicated to pets

From the brand with over 90 years of commitment to pets

Hartz, the brand with over 90 years [of] experience [caring for pets] *or* [devoted to pets]
or [dedicated to pets]

Caring for Pets [for] over 90 years

Serving Pets [for] over 90 years

Helping Pets [for] over 90 years

OPTIONAL MARKETING ICONS



Adult Fleas



Flea Eggs



Adult Ticks



Flea Larvae

