



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

December 12, 2014

Jane Rothwell
The Scotts Company d/b/a The Ortho Group
P.O. Box 190
Marysville, OH 43040

Subject: Label Amendment – Revised Marketing Claims
Product Name: Ortho Lawn Insect Killer Granules
EPA Registration Number: 239-2684
Application Date: August 26, 2014
Decision Number: 495557

Dear Ms. Rothwell:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

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.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance

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with FIFRA section 6. If you have any questions, please contact Maggie Rudick by phone at 703-347-0257, or via email at rudick.maggie@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to be 'Kable Bo Davis', enclosed within a large, hand-drawn oval.

Kable Bo Davis, Product Manager 3
Invertebrate & Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

NOTE:

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Bold, italicized text is information for the reader and is not part of the label.
[Bracketed information is optional text]. Text separated by ♦ denotes and/or options.

Ortho Lawn Insect Killer Granules

[ABN: Ortho Fire Ant Killer Mound Treatment]

For residential lawn use only

Active Ingredient

Bifenthrin*	0.1%
Other Ingredients	99.9%
Total	100.0%



*Cis isomers 97% minimum, trans isomers 3% maximum

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back of bag/bottle for precautionary statements.

NET WT XX LB (XX kg)

DIRECTIONS FOR USE

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

- Apply this product directly to the lawn or garden area. Water treated area as directed on this label. Do not water to the point of run-off.
- Do not make applications in the rain.

PRODUCTS FACTS	
KILLS FIRE ANTS	On lawns, flower beds, landscape areas, patios, driveways and sidewalks
WHERE TO USE/APPLY	On fire ant mounds
WHEN TO USE/APPLY	Apply any time fire ant mounds are present.
HOW TO USE/APPLY	Gently sprinkle ½ cup of product over, and 2 feet around, each mound. To maximize product performance, slowly and gently water-in 1 to 2 gallons of water to limit run-off from the mound and reduce the chance of disturbing the ants.

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HELPFUL TIPS	For best results, apply in cool weather (65° to 80°F), or in early morning or late evening hours when it is cool and the ants are most active. Food utensils, such as teaspoons and measuring cups, must not be used for food purposes after use with pesticides.
PEOPLE AND PETS	For best results, avoid disturbing particles by keeping people and pets off of treated area until product has been watered-in and soil is dry.
[Optional phone icon] [Optional computer icon] Questions or Comments? 1-800-225-2883 www.ortho.com	
[ORTHO AND YOUR ENVIRONMENT Your home and yard are places for family and pets to enjoy. That's why Ortho products are designed with care to provide effective solutions to insect problems inside and outside your home. For best results and a healthy environment, please follow instructions for appropriate usage, storage and disposal.]	

STORAGE AND DISPOSAL [Optional trash can icon]

PESTICIDE STORAGE: Keep out of reach of children and animals. Store in original bag/container only. Store in a clean, dry, well ventilated place and avoid excess heat. For bags/containers after partial use, reseal opened bag/container by folding top down and securing.

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.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS & DOMESTIC ANIMALS

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

FIRST AID [Optional icon]

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 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 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.

IF INHALED: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. Call a poison control center

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or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

NOTE TO PHYSICIAN: This product is a pyrethroid. If large amounts have been ingested, milk, cream and other digestible fats and oils may increase absorption and so should be avoided. Emergency Assistance Call: 1-800-225-2883.

ENVIRONMENTAL HAZARDS: This pesticide is extremely toxic to fish and aquatic invertebrates. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutter 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. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help to prevent run off to water bodies or drainage systems.

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.

†**The ORTHO 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.

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EPA Est. 538-OH-1^S, 9198-OH-1^M, 9198-OH-2^B, 9198-AL-001^A, 44616-GA-1^D
[Superscript is first letter of lot number]

Manufactured for/ Sold by: The ORTHO Group
P.O. Box 190, Marysville, OH 43040
[Made in USA] [Product of xx]

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Optional Marketing Claims (claims may appear on any or all label panels):

	Mound Treatment [example layout table]
[Brand] [Sub-Brand]	Ortho Fire Ant Killer Mound Treatment [product name]
[claim]	KILLS QUEEN & COLONY
[Claims] 1. 2.	KILLS THE MOUND IN 12 HOURS! GUARANTEED RESULTS†
[Product Facts:] [What it does] [Where to use/apply] [When to use/apply] [Contact info]	[Product Facts:] What it Does: Kills Fire ant mounds Where to Use/Apply: On lawns, flower beds, landscape areas, patios, driveways and sidewalks. When to use/Apply: Apply any time fire ant mounds are present. [For best results, apply in cool weather (65° to 80°F), or in early morning or late evening hours when it is cool and the ants are most active.] Questions & Comments: (phone & computer icon) Call 1-800-225-2883 or visit our website at www.ortho.com

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[Ortho] [Guarantee]	[†]The ORTHO® 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.
[UPC]	<i>UPC Placeholder</i>
[Standard Copy]	© 20XX The ORTHO Group. World rights reserved. Sold by: The ORTHO Group PO Box 190, Marysville, OH 43040
[EPA Info]	EPA Reg. No. 239-2684 EPA Est. XXX, XXX, XXX, XXX, XXX, XXX [Superscript is first letter of lot number.]
[Component Number]	<i>Component # Placeholder</i>
[Other]	(Recycle Symbol)

Efficacy Claims

1. Kill mound in 12 hours!
2. Kills queen & Colony
3. Guaranteed Results[†]
4. Fast Acting
5. Soil Penetrating formula [reaches deep below ground]

Value

1. X% more than X size!
2. Bonus Size
3. Combo Pack
4. Wow (Pack)
5. Value size
6. Value pack

000239-2684.20141118.Amend.cleancopy.orthoredesign.

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7. Great value
8. Exclusive to Club Stores!
9. Exclusive Club (Bonus) Size!
10. Value/Bonus Size – 2-pack!