



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

November 6, 2018

Chris Zemanek
Analyst, Regulatory Affairs
The Scotts Company d/b/a The Ortho Group
14111 Scottslawn Rd.
Marysville, OH 43041

Subject: PRIA Label and CSF Amendment – Alternate CSFs C-E, add alternate brand names, add marketing claims, and change to sublabel format to add Bag-On-Valve packaging
Product Name: ORTHO HOME DEFENSE INDOOR AND OUTDOOR INSECT KILLER 2
EPA Registration Number: 239-2699
Application Date: April 20, 2018
Decision Number: 541481

Dear Mr. Zemanek:

The amended label and CSF(s) referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, are 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.

Please note that the record for this product currently contains the following CSF(s):

- Basic CSF dated 07/19/2013
- Alternate CSF A dated 07/19/2013
- Alternate CSF B dated 07/19/2013
- Alternate CSF C dated 03/25/2014
- Alternate CSF D dated 06/14/2018
- Alternate CSF E dated 06/14/2018

The following alternate brand names are added for this product:

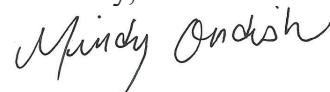
- Fundamentals by Ortho Indoor Insect Killer Ready-To-Use
- Fundamentals by Ortho Insect Killer for Indoor Ready-To-Use
- Ortho Home Defense Indoor & Perimeter Insect Killer with InvisiSHIELD
- Ortho Home Defense Indoor & Perimeter Insect Killer with InvisiSHIELD Technology
- Ortho Home Defense Indoor & Perimeter Insect Killer with InvisiSHIELD Refill
- Ortho Home Defense Indoor & Perimeter Insect Killer with InvisiSHIELD Technology Refill
- Ortho Home Defense Indoor Insect Killer with InvisiSHIELD
- Ortho Home Defense Indoor Insect Killer with InvisiSHIELD Refill
- Ortho Home Defense Indoor Insect Killer with InvisiSHIELD Technology
- Ortho Home Defense Indoor Insect Killer with InvisiSHIELD Technology Refill
- Ortho Home Defense Insect Killer with InvisiSHIELD for Indoor and Perimeter
- Ortho Home Defense Insect Killer with InvisiSHIELD for Indoor and Perimeter Refill
- Ortho Home Defense Insect Killer with InvisiSHIELD Technology for Indoor and Perimeter
- Ortho Home Defense Insect Killer with InvisiSHIELD Technology for Indoor and Perimeter Refill
- Ortho Home Defense Perimeter Insect Killer with InvisiSHIELD Technology
- Ortho Home Defense Perimeter Insect Killer with InvisiSHIELD Technology Refill
- Ortho Home and Perimeter Insect Killer Refill
- Ortho Home Defense Max Insect Killer for Indoor and Perimeter Refill
- Ortho Home Defense Max Perimeter and Indoor Insect Killer
- Ortho Home Defense Perimeter Insect Killer Refill₁
- Ortho Home Defense Perimeter Insect Killer₁
- Ortho Home Defense Continuous Spray Indoor Insect Killer
- Ortho Home Defense Indoor Insect Killer & Barrier Spray
- Ortho Home Defense Indoor Insect Killer Refill
- Ortho Home Defense Indoor Insect Killer with Continuous Spray
- Ortho Home Defense Insect Killer for Indoor and/& Perimeter Refill
- Ortho Home Defense Insect Killer Refill
- Ortho Home Insect Killer Refill
- Ortho Home Invading Insect Killer Refill
- Ortho Indoor & Perimeter Insect Killer Refill₁
- Ortho Indoor & Perimeter Insect Killer₁
- Ortho Perimeter Insect Killer Refill₁
- Ortho Perimeter Insect Killer₁

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 FIFRA 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 with FIFRA section 6. If you have any questions, please contact Helen Hull-Sanders by phone at 703-347-0243, or via email at hull-sanders.helen@epa.gov.

Sincerely,



Mindy Ondish
Acting Product Manager 3
Invertebrate & Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

NOTE:

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 Home Defense Indoor and Outdoor Insect Killer₂

Sublabel A – STANDARD RTU SPRAYER

Sublabel B – BOV PACKAGING

SUBLABEL A – STANDARD RTU SPRAYER

Alternate Brand Names

- Fundamentals by Ortho Indoor Insect Killer Ready-To-Use
- Fundamentals by Ortho Insect Killer for Indoor Ready-To-Use
- Home Defense Max[®] Perimeter and Indoor Insect Killer
- Ortho[®] Home and Perimeter Insect Killer
- Ortho[®] Home and Perimeter Insect Killer Refill
- Ortho[®] Home Defense[®] Bug Barrier Insect Killer
- Ortho[®] Home Defense[®] Continuous Spray Indoor Insect Killer
- Ortho[®] Home Defense[®] Home Insect Killer
- Ortho[®] Home Defense[®] Home Invading Insect Killer
- Ortho[®] Home Defense[®] Home Perimeter Insect Killer
- Ortho[®] Home Defense[®] Indoor & Perimeter Insect Killer
- Ortho[®] Home Defense[®] Indoor & Perimeter Insect Killer with InvisiSHIELD
- Ortho[®] Home Defense[®] Indoor & Perimeter Insect Killer with InvisiSHIELD Refill
- Ortho[®] Home Defense[®] Indoor & Perimeter Insect Killer with InvisiSHIELD Technology
- Ortho[®] Home Defense[®] Indoor & Perimeter Insect Killer with InvisiSHIELD Technology Refill
- Ortho[®] Home Defense[®] Indoor Insect Killer
- Ortho[®] Home Defense[®] Indoor Insect Killer & Barrier Spray
- Ortho[®] Home Defense[®] Indoor Insect Killer Refill
- Ortho[®] Home Defense[®] Indoor Insect Killer with Continuous Spray
- Ortho[®] Home Defense[®] Indoor Insect Killer with InvisiSHIELD
- Ortho[®] Home Defense[®] Indoor Insect Killer with InvisiSHIELD Refill
- Ortho[®] Home Defense[®] Indoor Insect Killer with InvisiSHIELD Technology
- Ortho[®] Home Defense[®] Indoor Insect Killer with InvisiSHIELD Technology Refill
- Ortho[®] Home Defense[®] Insect Killer
- Ortho[®] Home Defense[®] Insect Killer for Perimeter and Indoor
- Ortho[®] Home Defense[®] Insect Killer Refill
- Ortho[®] Home Defense[®] Insect Killer with InvisiSHIELD for Indoor and Perimeter
- Ortho[®] Home Defense[®] Insect Killer with InvisiSHIELD for Indoor and Perimeter Refill
- Ortho[®] Home Defense[®] Insect Killer with InvisiSHIELD Technology for Indoor and Perimeter
- Ortho[®] Home Defense[®] Insect Killer with InvisiSHIELD Technology for Indoor and Perimeter Refill
- Ortho[®] Home Defense Max[®] Bug Barrier Insect Killer
- Ortho[®] Home Defense Max[®] Home Insect Killer
- Ortho[®] Home Defense Max[®] Home Invading Insect Killer
- Ortho[®] Home Defense Max[®] Home Perimeter Insect Killer
- Ortho[®] Home Defense Max[®] Indoor & Perimeter Insect Killer
- Ortho[®] Home Defense Max[®] Indoor Insect Killer
- Ortho[®] Home Defense Max[®] Insect Killer
- Ortho[®] Home Defense Max[®] Insect Killer for Indoor and Perimeter
- Ortho[®] Home Defense Max[®] Insect Killer for Indoor and Perimeter Refill
- Ortho[®] Home Defense Max[®] Insect Killer for Perimeter and Indoor
- Ortho[®] Home Defense Max[®] Outdoor Perimeter Insect Killer
- Ortho[®] Home Defense Max[®] Perimeter and Indoor Insect Killer
- Ortho[®] Home Defense[®] Outdoor Perimeter Insect Killer
- Ortho[®] Home Defense[®] Perimeter and Indoor Insect Killer
- Ortho[®] Home Defense[®] Perimeter Insect Killer₁
- Ortho[®] Home Defense[®] Perimeter Insect Killer Refill₁
- Ortho[®] Home Defense[®] Perimeter Insect Killer with InvisiSHIELD Technology
- Ortho[®] Home Defense[®] Perimeter Insect Killer with InvisiSHIELD Technology Refill
- Ortho[®] Home Insect Killer
- Ortho[®] Home Insect Killer Refill
- Ortho[®] Home Invading Insect Killer
- Ortho[®] Home Invading Insect Killer Refill
- Ortho[®] Indoor & Perimeter Insect Killer₁
- Ortho[®] Indoor & Perimeter Insect Killer Refill₁
- Ortho[®] Perimeter and Indoor Insect Killer
- Ortho[®] Perimeter Insect Killer₁
- Ortho[®] Perimeter Insect Killer Refill₁

[ICON] For Residential [Indoor][and/&][Outdoor] Use Only

Active Ingredient

| | |
|------------------------|---------------|
| Bifenthrin* | 0.05% |
| Other Ingredients..... | <u>99.95%</u> |
| Total | 100.00% |

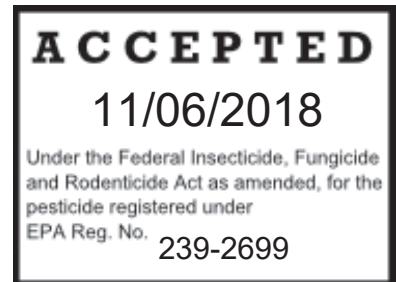
*Cis isomers 97% minimum, trans isomers 3% maximum

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back/panel/booklet for additional precautionary statements.

Net Contents: 5/X fl. oz. (147.9/X ml) – 5/X gal. (18.9/X L)



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PRECAUTIONARY STATEMENTS

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, 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 reptile pets 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 foraging in the treatment area.

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

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.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Do not water the treated area to the point of run-off. Do not make applications during rain.

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. Applications 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 (such as 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.

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

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")

Option 1 – Bottle attached trigger sprayer

[Conventional Trigger RTU/Applicator Device/Applicator Name Directions/Instructions]

[HOW TO USE:]

NOTE:

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[Spray]

1. Turn sprayer nozzle to desired spray/foam/indoor setting/perimeter setting/ "On"/spray pattern descriptor.
2. Squeeze trigger repeatedly [to spray.]

[Finish]

1. [Turn sprayer nozzle to "OFF"/X.]

Option 2- Hose attached trigger sprayer

[Conventional Trigger Large RTU/Quick Connect Trigger Sprayer/Applicator/Applicator Name Directions/Instructions]

[HOW TO USE:]**[Spray]**

1. Remove sprayer/Applicator Name from bottle/holster/holder [by sliding/pulling sprayer up].
2. Unwrap/Uncoil hose and insert [[color] hose connector] into [color] spout/knob/opening/lid on [bottle] cap [until it clicks].
3. Flip up [color] spout until fully upright / Twist spout/knob to "ON" / Pull spout up.
4. Turn sprayer nozzle to desired spray/foam/indoor setting/perimeter setting/ "On"/spray pattern descriptor.
5. Squeeze trigger repeatedly [to spray.]

[Finish]

1. [Turn sprayer nozzle to "OFF" / X.]
2. [DO NOT DISCONNECT HOSE CONNECTOR [FROM SPOUT/CAP/KNOB/OPENING].]
3. [Place sprayer back into holster/holder.]

Option 3 – Pull 'N Spray

[Pull 'N Spray/Applicator/Applicator Device/Applicator Name Directions/Instructions]

[HOW TO USE:]**[Spray]**

1. Remove sprayer/Applicator Name from bottle/holster/holder [by sliding/pulling sprayer up].
2. Unwrap/Uncoil hose and insert [[color] hose connector] into [color] spout/knob/opening/lid on bottle cap [until it clicks.]
3. Flip up [color] spout until fully upright / Twist spout/knob to "ON" / Pull spout up.
4. Turn sprayer nozzle to desired spray/foam/indoor setting/perimeter setting/ "On"/spray pattern descriptor.
5. Point sprayer away from body. Slowly pull ring at bottom of sprayer until it stops, and hold for two [2] seconds to fill sprayer.
6. Press trigger to spray.

[Finish]

1. [Turn sprayer nozzle to "OFF" / X.]
2. [DO NOT DISCONNECT HOSE CONNECTOR [FROM SPOUT/CAP/KNOB/OPENING].]
3. [Place sprayer back into holster/holder.]

Option 4 – Battery Hose Attached Sprayer

[Battery Powered Wand/Comfort Wand/Comfort Shot Wand/Applicator/Wand/Applicator Name Directions/Instructions]

[HOW TO USE:]**[Prep [Wand]]**

1. Remove sprayer/Applicator Name from bottle/holster/holder [by sliding/pulling sprayer up].
2. [Remove [color] pull strip to activate batteries].
3. [Unfold / Flip Open [Applicator Name/applicator/wand] until it clicks/locks into position.]
4. [Extend wand/applicator/nozzle] [fully].

[Connect]

1. Unwrap/Uncoil hose and insert [[color] hose connector] into [color] spout/knob/opening on bottle cap [until it clicks.]
2. Flip up [color] spout until fully upright. / Twist spout/knob to "ON". / Pull spout up.

[Spray]

1. Turn sprayer nozzle to desired spray/foam/indoor setting/perimeter setting/ "On"/spray pattern descriptor.
2. [Slide [color] switch on trigger to "Unlock"].

NOTE:

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[Bracketed information is optional text]. Text separated by / denotes and/or options.

3. Press trigger to spray.

[Finish]

1. [Turn nozzle to "OFF"/X].
2. [Slide [color] switch on trigger to "Lock"].
3. [Fold [Applicator Name/wand/applicator] closed [and place sprayer/wand back in holster/holder].]

Important Use Information: Do not submerge in water. When storing sprayer for long periods, remove batteries.

[To replace batteries: See marked diagram inside battery compartment.]

Option 5 – Pump Container with Applicator

[Pump 'n Go/EZ Sprayer/Applicator/Applicator Device/Applicator Name Directions/Instructions]

[HOW TO USE:]**[CONNECT]**

1. Carefully cut the two [color] zip ties securing hose and pump handle with scissors, using caution not to cut [color] hose.
2. Unwind hose and insert hose connector into [color] spout/cap/knob/opening on pump [until it clicks.]

[PREP [SPRAYER]]

1. Lift sprayer off bottle.
2. Push [color] button while pulling out on sprayer nozzle tip.
3. Fully extend sprayer until [color] button snaps into SPRAY position. NOTE: [color] trigger will not function until wand is fully extended and [color] button is visible in spray position.
4. Make sure handle is screwed on tightly, then pump container 10-20 [X-X] times to pressurize bottle. NOTE: A full bottle requires fewer pumps than an empty bottle and pumping to higher range will provide longer spray duration.
5. Push pump down and turn handle clockwise to lock into carrying position. NOTE: This bottle is designed to expand under pressure and cannot be over-pressurized.

[SPRAY]

1. Aim sprayer.
2. Spray by pushing down [color] trigger with thumb.
3. Adjust spray pattern by rotating [color] nozzle tip up to one-half rotation.

[FINISH]

1. Push [color] button and fold the sprayer until [color] button snaps back into original storage position.
2. Place sprayer back onto bottle with nozzle facing down.
3. Push pump handle all the way down and turn pump handle and cap counter-clockwise to relieve pressure.
4. Retighten prior to storing.

OR

[Quick Pump/Applicator/Applicator Name/Applicator Device Directions/Instructions]

[HOW TO USE:]**[PREP [SPRAYER]]**

1. Remove sprayer from holster and pull hose from storage compartment.
2. Turn pump handle clockwise/counterclockwise to make sure pump is tight [and push pop-up pressure indicator completely down] before pumping.
3. Turn pump handle clockwise/counterclockwise to tighten, then slightly turn handle clockwise/counterclockwise to release handle for pumping.
4. [Pump sprayer] [until pressure indicator pops up about an inch signaling it is ready to spray.] Turn pump handle clockwise/counterclockwise [one-quarter turn] to secure handle for carrying.

[SPRAY]

1. Spray by pushing down lever on spray handle.
2. Rotate nozzle tip to adjust spray from stream to gentle mist.
3. For continuous spray, push lever down and slide forward to lock. Pull back to release.

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[FINISH]

1. Slowly turn pump handle clockwise/counterclockwise to untighten and release pressure [or turn pressure relief valve clockwise until it snaps; once pressure is released, continue to turn until closed.]
2. Then turn back clockwise/counterclockwise to retighten handle.
3. Push hose back into storage compartment and put sprayer back in holster [holder].

Option 6 - Squeeze

[Applicator Name/Applicator Directions/Instructions]

[HOW TO USE/APPLY] *Alternative Text:* [HOW TO ASSEMBLE AND USE INSTRUCTIONS]:**[Open:]**

1. [Twist off cap and remove foil liner.]
2. [Replace cap.]
3. Flip/Twist/Open Cap

[Spray:]

1. To BEGIN spraying, invert the bottle and point/aim/direct [at the insect/or area of application]
2. Squeeze the bottle [to initiate the flow of product.]
3. Spray only until the surface is wet. / Spray evenly

[Finish:]

1. [To STOP spraying, release pressure / turn bottle upright]
2. [Flip/twist/close the cap [until you hear an audible snap / until secure].]

Option 7 – Flairosol

[Applicator Name/Applicator Directions/Instructions]

[HOW TO USE:]**[Prep]**

1. [Before first use prime the trigger by pumping/squeezing it [several/a few times]]
2. [Slide/Press [color] switch/button [on trigger] to “Unlock”].

[Spray/Apply]

1. Squeeze/pump/pull/press trigger/button to release spray/mist
2. Spray [directly] onto/at insects/bugs or onto surfaces

[Finish]

1. [When empty purchase refill bottle & reuse [trigger] sprayer]

Option 8 – Integrated Wand

[Battery Powered/Comfort/Ergo [Shot] Wand/Applicator/Applicator Name Directions/Instructions]

[HOW TO USE:]**[Prep [Wand]]**

1. [Unsnap/Unsecure/Unlock wand/applicator and Extend wand/applicator [upward/fully][until it clicks into place]]
2. [Remove [color] pull strip to activate batteries].

[Spray]

1. Turn sprayer nozzle to desired spray/foam/indoor setting/perimeter setting/ “On”/spray pattern descriptor.
2. [Slide [color] switch on trigger to “Unlock”].
3. Press trigger to spray.

[Finish]

1. [Turn nozzle to “OFF”/X].
2. [Slide [color] switch on trigger to “Lock”].
3. Fold [Applicator Name/wand/applicator] closed

Important Use Information: When storing sprayer for long periods, remove batteries.

NOTE:

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[To replace/change batteries: Remove sprayer head/applicator from botte by rotating clockwise/counterclockwise to access battery compartment. See marked diagram inside battery compartment.]

Optional Troubleshooting Section for Options 4 and 8

Troubleshooting Tips:

Problem: Sprayer does not spray [function].
 Possible Cause: Batteries not installed properly.
 Solution: See instructions for correct battery placement.

Problem: Sprayer makes a straining noise [Sprayer runs but nothing [no product] comes out].
 Possible Cause: Sprayer nozzle is turned off.
 Solution: Turn sprayer nozzle to [desired] spray setting [position].
 Possible Cause: [Red] [color] hose connector is not flipped up.
 Solution: Insert [color] hose connector into [color] spout/knob/opening on bottle cap until it clicks and flip up spout until fully upright.
 Possible Cause: Sprayer is not primed.
 Solution: Press and hold button on sprayer for about X **(10 / 15 / 20 / 30)** seconds to prime sprayer.

Problem: Spray pattern is weak [or uneven] [product flow is uneven or dribbles out of nozzle].
 Possible Cause: Weak batteries.
 Solution: Install fresh set of batteries.
 Possible Cause: [Red] [color] hose connector is not flipped up.
 Solution: Insert [color] hose connector into [color] spout/knob/opening on bottle cap until it clicks. [Attach coupler to the cap] and flip up spout until fully upright.
 Possible Cause: Sprayer nozzle not fully open.
 Solution: Turn sprayer nozzle to [desired] spray setting [position].

End of Optional Troubleshooting Section for Options 4 and 8

Refill Options

Option 1 – Applicator Reuse

REFILL/REUSE DIRECTIONS

How to attach applicator name/wand to Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name/refill/recharge/renew/fill-up/reload/ bottle/container:

Removing [color] hose/Comfort Wand/Applicator Name from original bottle/container:

| | |
|--|--|
| | <p>Remove the [color] hose connector from the original bottle/container by pulling the [color] plug from the [color] spout on cap.</p> <p>[To remove the side holster/holder from original bottle/container, pull/lift the bottom tab underneath and slide the holster/holder up.]</p> |
|--|--|

Adding [color] hose/Comfort Wand/Applicator Name to Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name/refill/recharge/renew/fill-up/reload/bottle/container:

| | |
|--|---|
| | <p>[Attach the sprayer holster/holder to Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name/refill/recharge/renew/fill-up/reload/bottle/container by sliding the holster/holder down onto the knob.]</p> <p>Insert [color] hose connector into [color] spout on cap [until it clicks].</p> |
|--|---|

OR

REFILL: This container may be refilled with Ortho Home Defense Indoor and Outdoor Insect Killer 2/Product Name. To refill twist/snap Ortho Home Defense Indoor and Outdoor Insect Killer 2/Product Name into spray/applicator nozzle/top.

NOTE:

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REFILL/REUSE DIRECTIONS

How to attach Applicator Name/Flairosol to Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name/refill/recharge/renew/fill-up/reload/bottle/container:

Remove sprayer/applicator/top from the empty container by rotating it clockwise/counter clockwise.
Place sprayer/applicator/top on the refill container and rotate it clockwise/counter clockwise [until it is secure].

OR

Remove sprayer/applicator/top from the empty container by pulling the bottle/container down/out.
Place sprayer/applicator/top on the refill container and push up on the bottle [until it is secure].

Option 2 – Integrated Wand Applicator Reuse**REFILL/REUSE DIRECTIONS / How to Reuse/Refill**

How to attach Applicator Name/integrated wand to Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name/refill/recharge/renew/fill-up/reload/bottle/container:

1. Remove sprayer head/applicator from botte by rotating clockwise/counterclockwise and remove from empty bottle.
2. Remove cap/lid from Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name/refill/recharge/renew/fill-up/reload/bottle/container.
3. [Remove Seal.]
4. Insert tube/straw into Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name/refill/recharge/renew/fill-up/reload/bottle/container.
5. Secure the sprayer head/applicator from botte by rotating clockwise/counterclockwise

Option 3 – Refill by pouring in same RTU formula from Bottle**[HOW TO] REFILL**

This container may be refilled with Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name.
To refill pour Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name into container.

OR

To refill this empty container, pour product carefully and directly from the Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name container designated as the ready-to-use refill container. DO NOT add water.

Option 4 – Refill by pouring same RTU formula from Liquaflex package**Design 1**

1. Do not reuse or refill this pouch. Use this product to refill the empty [Product name] container
2. For best pouring experience place bag and refill bottle next to each other at waist height
3. Remove cap
4. Grasp neck of spout in one hand
5. Place other hand underneath the pouch in the triangular cleft for support, directly opposite of the pour spout
6. Carefully bend spout until it rests on the lip of the target refill bottle
7. Slowly lift the hand supporting the base of the pouch and fill bottle to desired level
8. [Optional illustrations may be used in conjunction with the above steps]

Design 2

1. Do not reuse or refill this pouch. Use this product to refill the empty [Product name] container
2. For best pouring experience place bag and refill bottle next to each other at waist height
3. Remove cap
4. Grasp handle with dominant hand
5. Place the other hand on the front side of the bag for stability
6. Carefully pour liquid into target container
7. [Optional illustrations may be used in conjunction with the above steps]

NOTE:***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.

Option 5 – Refill by pouring same RTU formula into Pump Container with Applicator

How to refill [Quick Pump/Pump 'N Go/Applicator Name] [using/with] [1.33 Gallon Ready-To-Use Refill/Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name/refill/recharge/renew/fill-up/reload/bottle/container]:

1. Remove pump handle on Quick Pump/Pump N Go/Applicator Name by twisting it counterclockwise.
2. Remove cap from Ortho Home Defense Indoor and Outdoor Insect Killer2/Product Name/refill/recharge/renew/fill-up/reload/bottle/container.
3. Pour product carefully and directly into [Quick Pump/Pump 'N Go/Applicator Name] container. Do Not fill above 2”/3”/4” from top of container. DO NOT add water.
4. Secure pump handle back on container by twisting it clockwise until tight.

[PRODUCT FACTS]***Kills/Controls (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 | | | |
| 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 Pickleworm 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 | | |

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| | | | |
|--------------------------------------|------------------------------|--|---|
| 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 | | | |
| 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 | | | |

| | Indoor Surfaces [illustration] | Outdoor Surfaces [illustration] | <i>Optional section</i> In Pantries [illustration] |
|-----------------------------|--|---|---|
| When to Apply/Use | Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting control. | | |
| Before You Apply/Use | Cover or remove exposed food (including pet food) Cover all food processing surfaces and utensils | Do not allow this product to contact water supplies. Do not spray into air. | Cover or remove exposed food (including pet food) Remove all items from pantry and clean pantry thoroughly. |
| How To Apply/Use | Shake Well. Set spray nozzle to indoor setting [sprayer icon]. Hold sprayer 12 inches from surface being sprayed. [Apply a 4 inch wide band along the surfaces being treated.] Apply a 4 inch wide band along the interior of your home in areas where insects are a recurring problem.] | Shake Well. Set spray nozzle to outdoor setting [sprayer icon]. Hold sprayer 12 inches from surfaces being sprayed. [Apply a 12 inch wide band along the surfaces being treated.] Apply a 12 inch wide band along the | Shake Well. Set spray nozzle to indoor setting [sprayer icon]. Spray cracks and crevices along shelves in pantries. Spray until slightly wet without soaking. Replace non-infested items once spray has dried. |

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| | | | |
|---|---|---|----------------------------------|
| | Spray until slightly wet without soaking. <i>[Images of typical indoor application]</i> [Kitchens] [Bathrooms] [Doors & Windows] [Basements] | exterior perimeter of your home. Spray until slightly wet without soaking. <i>[Images of typical indoor application]</i> [Perimeter Foundations] [Garages] [Doors & Windows] [Patios & Decks] | <i>[image of typical pantry]</i> |
| After You Apply/Use | [icon] People and pets may re-enter treated area after spray has dried. Thoroughly wash all food processing surfaces and utensils with soap and water before reuse. Repeat as needed. Re-treatment is recommended at least once per season (3 months) outdoors. For long lasting residual control/action leave spray undisturbed. The product will keep killing for up to 12 months indoors[*]. Note to PM: See 12 month claim section for qualifying statement which will appear here-options 1,2,3, or 4 | | |
| Fleas and Ticks (Including ticks that may transmit Lyme Disease) | Do not Spray Animals Pet resting quarters may be treated with this product. How to Apply: Spot treat infested areas such as pet's resting quarters and localized areas of floors/floor coverings (rugs, carpet, tile, vinyl & wood) where pests may be present. Old bedding of pets should be removed and replaced with clean, fresh bedding after treatment of pet area. To control the source of flea infestation, pets inhabiting the treated premises should themselves be treated with a product registered for application to animals | | |

Note to reviewer: Below is Storage & Disposal For Non-Refillable containers

| |
|--|
| <p>STORAGE AND DISPOSAL PESTICIDE STORAGE: Keep from freezing. To be stored in original container and placed in areas inaccessible to children.</p> <p>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.</p> |
|--|

Note to reviewer: Below is Storage & Disposal For Refillable Containers

| |
|--|
| <p>STORAGE AND DISPOSAL PESTICIDE STORAGE: Keep from freezing. To be stored in original container and placed in areas inaccessible to children.</p> <p>PESTICIDE DISPOSAL AND CONTAINER HANDLING: [Applicator Name] can be reused with [Product Name refill bottle/container]. Follow instructions in the Reuse Directions when reusing [applicator name]]. 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.</p> |
|--|

Manufactured/Sold/Distributed For/By:

The Ortho Group

P.O. Box 190 Marysville, OH 43040

EPA Reg. No. 239-2699

EPA Est. 239-IA-3^l, 58996-MO-1^A, 84064-IA-1^P, 85652-OH-1^W, 239-MS-1^M,XXXXX

[Superscript is first letter of lot number]

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: the word "and" can be interchanged with "&" in all instances and vice versa.

Note to PM: Claims containing Now/Improved may appear on any label panel for 6 months following commercial introduction

NOTE:

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.

The following Product Facts format is optional and the information may appear inside or outside of a box.

PRODUCT FACTS:

[What It Does:] Kills home invading insects [including ants, cockroaches, spiders, fleas, ticks, scorpions, beetles, earwigs, silverfish, centipedes, millipedes.] (See inside for complete list)

[Where to Apply/Use:] Use with confidence indoors [(kitchens, bathrooms, doors & windows, basements)] and outdoors [(perimeter foundations, garages, doors & windows, patios & decks)] wherever insects are a re-occurring problem.

[When to Apply/Use:] Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting control.

Questions & Comments: [icon phone] [icon computer]
 Call 1-800-xxx-xxxx or Visit our Website at www.ortho.com

| | Comfort Wand Applicator | All Other Applicators |
|----------------------|--|--|
| [Brand] | Ortho | Ortho |
| [Product name] | Ortho Home Defense Insect Killer for Indoor & Perimeter ² [Product name] | Ortho Home Defense Insect Killer for Indoor & Perimeter ² [Product name] |
| [Marketing Call-out] | Kills Bugs Inside. Keeps Bugs Out. | Kills Bugs Inside. Keeps Bugs Out. |
| [Claims] | | |
| 1. | Reusable Continuous Spray Wand | Long Lasting Bug Barrier |
| 2. | Non-Staining | Non-Staining |
| 3. | Odor Free | Odor Free |
| 4. | Dries Fast/Dries Clear | Dries Fast/Dries Clear |
| [Product Facts:] | <p>Product Facts: What it Does: Kills home invading insects including ants, cockroaches, spiders, fleas, ticks, scorpions, beetles, earwigs, silverfish, centipedes, millipedes. (See inside for complete list)</p> <p>Where to Use: Use with confidence indoors [(kitchens, bathrooms, doors & windows, basements)] and outdoors [(perimeter foundations, garages, doors & windows, patios & decks)] wherever insects are a re-occurring problem.</p> <p>When to use: Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting control.</p> <p>People and pets may enter treated areas after spray has dried</p> <p>Questions &/or Comments: (phone & computer icon) Call 1-800-225-2883 or visit our website at www.ortho.com</p> | <p>Product Facts: What it Does: Kills home invading insects including ants, cockroaches, spiders, fleas, ticks, scorpions, beetles, earwigs, silverfish, centipedes, millipedes. (See inside for complete list)</p> <p>Where to Use: Use with confidence indoors [(kitchens, bathrooms, doors & windows, basements)] and outdoors [(perimeter foundations, garages, doors & windows, patios & decks)] wherever insects are a re-occurring problem.</p> <p>When to use: Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting control.</p> <p>People and pets may enter treated areas after spray has dried</p> <p>Questions &/or Comments: (phone & computer icon) Call 1-800-225-2883 or visit our website at www.ortho.com</p> |
| [Ortho Guarantee] | The ORTHO Guarantee: If for any reason you are not satisfied with this product, mail us your original proof of purchase to obtain a full refund of your | The ORTHO Guarantee: If for any reason you 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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[Bracketed information is optional text]. Text separated by / denotes and/or options.

| | | |
|--------------------|--|--|
| | purchase price. | |
| [UPC] | UPC Placeholder | UPC Placeholder |
| | | |
| [Standard Copy] | © 20xx The ORTHO Group. World rights reserved. | © 20xx The ORTHO Group. World rights reserved. |
| | Sold by The ORTHO Group | Sold by The ORTHO Group |
| | PO Box 190, Marysville, OH 43040 | PO Box 190, Marysville, OH 43040 |
| | | |
| [EPA Info] | EPA Reg. No. 239-2699 | EPA Reg. No. 239-2699 |
| | EPA Est. XXX, XXX, XXX, XXX | EPA Est. XXX, XXX, XXX, XXX |
| | Superscript is first letter of lot number. | Superscript is first letter of lot number. |
| | | |
| [Component Number] | Component # Placeholder | Component # Placeholder |

Non-Residual Claims/Kill Claims

1. Kills insects** (***any or all of the following insects***) Ants [(including Western Harvester)], Beetles [(including Asian Lady and Carpet)], German Cockroaches, Crickets, Earwigs, Firebrats, Fleas, Moths, Pantry Pests, Spiders [(including Black Widow, Hobo and Wolf)], and Silverfish.
2. [Also] Kills Ticks [(including ticks that may transmit Lyme Disease)].
3. Kills Roaches, Ants, Fleas, Ticks, Spiders, Earwigs, Silverfish, Scorpions, Black Widow Spiders, and other insects**
4. Kills Home invading Insects**
5. Kills bugs inside. Keeps bugs out[side] **
6. Kills [1...188] Insects**
7. Kills [the] bugs you see and [the] [ones] bugs you don't [see] **
8. Kills the toughest home invading bugs**
9. Kills/Controls [both] crawling and flying insects**
10. Kills/Controls [all] common household bugs**
11. Kills [1...180][plus/+] insects**
12. Controls home invading insects**
13. Kills ants [and many other insects**!]
14. Kills ants, [and] roaches [, and many other insects**!]
15. Kills ants, roaches, [and] spiders [, and many other insects**!]
16. Kills by contact!

**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"**Efficacy/Disease Related Claims**

17. Kills Fleas that may transmit Flea Allergy Dermatitis (FAD)/ Flea-Bite Anemia/ Tapeworms/ Haemobartonellosis [to cats/dogs]
18. Kills Fleas that may transmit Bartonellosis [to cats/dogs/people]
19. Kills Fleas that may transmit Mycoplasma to cats
20. Kills mosquitoes that may transmit Heartworm*** [to cats/dogs]
21. Kills mosquitoes that may transmit Subcutaneous dirofilariasis [to cats/dogs/people]
22. Kills mosquitoes that may transmit West Nile virus
23. Kills mosquitoes that may transmit the chikungunya virus
24. Kills mosquitoes that may transmit yellow fever
25. Kills mosquitoes that may transmit dengue fever
26. Kills mosquitoes that may transmit encephalitis
27. Kills mosquitoes that may transmit [the] Zika virus
28. Kills roaches/cockroaches that may carry disease-causing bacteria
29. Kills roaches/cockroaches that may carry Salmonella typhimurium, Entamoeba histolytica, E. coli, Staphylococcus spp., Pseudomonas aeruginosa, Klebsiella pneumoniae, and the poliomyelitis virus.
30. Kills roaches that may produce allergens
31. Kills roaches that may carry disease causing bacteria
32. Kills roaches that contribute to asthma [in children]
33. Kills roaches that may produce asthma-causing allergens [in children]

NOTE:***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.

34. Kills roaches that may produce allergens that cause asthma [in children]
35. Kills roaches that are a leading contributor/cause of asthma [in/among children]
36. Kills Ticks that may transmit [the] Powassan/POW virus
37. Kills Ticks that may transmit Haemobartonellosis/ Anaplasma phagocytophilum [to cats/dogs]
38. Kills Ticks that may transmit Cytauxzoonosis/ Tularemia to cats
39. Kills Ticks that may transmit Anaplasma, Babesiosis, Ehrlichiosis, Lyme borreliosis, Rocky Mountain spotted fever, Hemoplasmosis, and Mycoplasma [to dogs]
40. Kills Ticks that may transmit Lyme Disease
41. Kills mosquitoes that may transmit Zika, West Nile, [the] Chikungunya virus, yellow fever, and dengue fever.

***Does not substitute for a prescribed heartworm medication

Formula Based claims

42. Water based [formula] [*water droplet icon*]
43. Dries clean/clear
44. Dries fast/in minutes [for fast/quick re-entry]
45. No oily residue
46. No [sticky] mess
47. Does not stain [fabrics, floors, wood, surfaces]
48. Non-staining
49. No stains
50. Unscented
51. Fragrance-Free
52. [Leaves] no odor
53. No lingering [chemical] odor
54. [Virtually] odor free
55. Odorless
56. No greasy residue/mess
57. No need to wipe up
58. Leaves no residue [behind]
59. Ready to Use
60. No Mixing Necessary
61. Increased Spreadability*
62. Dries fast for quick re-entry
63. [Improved*] formula applies evenly and dries quickly
64. [Improved*] formula reaches insects where they hide
65. Improved* formula/formulation/technology
66. Patented formula/formulation/technology
67. [Improved*] Patented Quick Dry Formula
68. [Improved*] Quick/Fast Dry Time [for quick re-entry]
69. [Improved*] Dries 30/X % Faster*
70. [Improved*] Dries up to 30/X % Faster*
71. [Improved*] No mess/puddling [application]
72. Improved coverage*
73. Applies evenly for full coverage
74. Dries fast [and clear]so you can get back to enjoying your home
75. Spreads easily into cracks, crevices, under appliances, and into hard to reach places [where insects hide].
76. Easy Spread formula gets into hard to reach places [where insects hide].
77. Patented formula gets into hard to reach places [where insects hide].
78. [Improved*]Far reaching formula [gets into cracks, crevices, under appliances, and other hard to get to places where insects hide].
79. [Improved/No mess] formula dries faster* and goes deeper into cracks and crevices [to reach insects** where they hide]
80. [Improved* Formula] Applies evenly and dries quickly
81. [Improved* Formula] Reaches places where insects hide
82. [Improved*] [Far reaching formula] gets into cracks, crevices, and other hard to reach areas/places [where insects hide]
83. [Improved Formula] Dries faster* [and gets into hard to reach areas/spreads easily into hard to reach areas]
84. [Improved formula] dries faster with improved coverage*
85. Patented Formula/Technology

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86. [Improved* Formula] Great for use indoors! [No Fumes/Odorless/No Odor] [Dries Clear] [Non-Staining/No Stains] [Fast Drying/Dries Fast] [Year-long** Protection] [With Improved Coverage/Spreading Power/Ability to Spread] [In Hard to Reach Places]

*vs. Other Ortho Formulas/Product Name from 239-2717

**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"

Residual Control claims

87. Kills bugs inside. Keeps bugs out. **
88. Forms/Creates/Establishes a perimeter treatment
89. Forms/Creates/Establishes a [bug**] barrier
90. Create[s] a [bug**] border/barrier/perimeter [treatment]
91. Create [a] bug** barrier[s]
92. Apply [as] a barrier
93. Apply [as] a border around your home
94. Apply [as] a perimeter/border/residual treatment
95. Long lasting* [bug**] perimeter treatment/barrier/border
96. Creates a barrier that will kill/kills the bugs you have and prevent[s] new bugs from coming in/ inside your home. **
97. Guards against bugs** so you don't have to
98. Guards against the bugs** you can't/don't see
99. Kills and prevents insects** [inside your home] [outside your home]
100. Provides residual control against listed home invading insects
101. Keeps [on] killing with residual action, even after you spray
102. Keeps [on] killing with residual action, even after spray has dried
103. Keeps [on] killing after spray has dried
104. Use in kitchens, garages, basements, and attics to keep/to kill bugs** [from entering your home]
105. [Kills two/2 ways] : 1) Kills insects** [by contact] and 2) Keeps killing even after spray has dried
106. [Dual Action]: 1) Kills insects** [by contact] and 2) Keeps killing 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"

**** [applies to] 12 month control [for] Ants, Roaches / palmetto bug / water bug, & Spiders indoors on non-porous surfaces

Note to PM: 12, 6, 5, 4, and 3 month claims are qualified since the associated insects are specific and not the full insect list.

12-Month Claims

107. Up to 12 month control/protection****
108. Kills/Controls/Protects [for] up to 12 months****
109. Kills bugs inside all year****
110. Kills home invading bugs**** all year
111. Kills indoor bugs**** all year
112. Kills & prevents insects**** for up to 1 year/12 months/52 weeks/365 days
113. Creates a barrier that will kill bugs you have and control/prevent new bugs for up to 12 months****.
114. Creates a perimeter/border/residual treatment that will kill bugs you have and control new bugs for up to 12 months****.
115. Protects your home in/with just 1 application a year[!]****
116. Year Long Protection/Defense****
117. Season Long [Home] Protection/Defense****
118. One application creates/provides a/an [Continuous] Invisible/Residual bug barrier/shield****
119. [Continuous] Invisible/Residual barrier/shield****
120. Kills insects**** up to 365 days/12 months
121. One application kills bugs**** up to 365 days/12 months
122. Protect your home from bugs**** with year-long/12 month/365 day control
123. Offers long-term insect**** control
124. [One Application] kills and protects [all year]****
125. [One Application] kills and protects for [up to] 1 year/12 months/52 weeks/365 days****
126. Formulated to kill/protect [against] insects**** for [up to] 1 year/12 months/52 weeks/365 days

NOTE:

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*Qualifier Option 1: **** [applies to] [for] Ants, Roaches / palmetto bug / water bug, & Spiders indoors on non porous surfaces*

*Qualifier Option 2: **** [applies to] [for] American Cockroach / palmetto bug / water bug, carpenter ant, pharaoh ant, striped tail scorpion, black widow spider, brown recluse spider indoors on treated non porous surfaces within minutes of exposure.*

*Qualifier Option 3: **** [applies to] [for] American Cockroach / palmetto bug / water bug, German cockroach, carpenter ant, pharaoh ant, striped tail scorpion, black widow spider, brown recluse spider indoors on treated non porous surfaces after 2 hour continuous exposure.*

*Qualifier Option 4: **** [applies to] [for] American Cockroach / palmetto bug / water bug, German cockroach, carpenter ant, pharaoh ant, striped tail scorpion, black widow spider, brown recluse spider, centipedes indoors on treated non porous surfaces after 24 hour continuous exposure.*

6-Month Claims

- 127. Up to 6 month control/protection outdoors¹
- 128. Kills/Controls/Protects [for] up to 6 months outdoors¹
- 129. Kills bugs¹ outdoors for 6 months
- 130. Kills bugs¹ [indoors] [and] [outdoors] for 6 months

¹ *Applies to [for] spiders (excluding black widow, brown recluse, hobo)*

5-Month Claims

- 131. Keeps bugs away for up to 5 months indoors on insects[†]
- 132. Kills bugs[†] inside, keeps bugs out for up to 5 months
- 133. [One application provides] up to 5 month control indoors of insects[†]
- 134. Provides up to 5 months protection indoors[†]
- 135. [One application] kills up to 5 months indoors[†]
- 136. [One application] kills insects[†] up to 5 months indoors
- 137. [One application] kills up to 5 months indoors on insects[†]
- 138. [One application] kills ants, roaches, and spiders for up to 5 months indoors[†]
- 139. Keeps ants, roaches, and spiders away for up to 5 months indoors[†]

[†]*Up to 5 month control indoors on: Ants (including Western Harvester), Carpet Beetles, Crickets, Firebrats, Moths, Silverfish and Spiders on treated non-porous surfaces after 5 minutes continuous exposure to residues. 5 month control indoors on German Cockroaches after 30 minutes continuous exposure to residues.*

4-Month Claims

- 140. Up to 4 month control/protection outdoors²
- 141. Kills/Controls/Protects [for] up to 4 months outdoors²
- 142. Kills bugs² outdoors for 4 months
- 143. Kills bugs² [indoors] [and] [outdoors] for 4 months

²*Applies to [for] spiders (excluding black widow, brown recluse, hobo)*

3-Month Claims

- 144. Up to 3 month control [protection] outdoors³
- 145. Kills/Controls/Protects [for] up to 3 months outdoors³
- 146. Kills bugs³ outdoors for 3 months
- 147. Kills bugs³ [indoors] [and] [outdoors] for 3 months

³ *Applies to [for] spiders (excluding black widow, brown recluse, hobo), harvester ants, / crickets, grasshoppers*

- 148. Keeps insects[^] away for up to 3 months indoors
- 149. Keeps away insects[^] for up to 3 months indoors
- 150. [Provides] up to 3 month control of insects[^] indoors
- 151. [Provides] up to 3 month control indoors on insects[^]
- 152. [Provides] up to 3 months protection indoors[^]
- 153. [One application] kills ants, roaches, and spiders for up to 3 months indoors[^]
- 154. [One application] kills insects[^] up to 3 months indoors
- 155. [One application] kills up to 3 months indoors [on insects][^]

NOTE:

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- 156. Keeps ants, roaches, and spiders away/out for up to 3 months indoors[^]
- 157. Kills bugs inside, keeps bugs out for up to 3 months[^]

[^]*Up to 3 month control*[indoors on: *Ants (including Western Harvester), Carpet Beetles, German Cockroaches, Crickets, Firebrats, Moths, Silverfish and Spiders on treated non-porous surfaces after 5 minutes continuous exposure to residues. 3 month control indoors on German Cockroaches after 30 minutes continuous exposure to residues.*

Egg Killing Claims

- 158. Kills beet armyworm, two spotted spider mites, Asian Lady Beetles and their eggs
- 159. [Plus] kills insects and their eggs⁴
- 160. Kills insect eggs⁴
- 161. Prevents insect eggs from hatching! ⁴
- 162. Up to 12 month control* plus kills insect eggs⁴

⁴*Applies to [for] beet armyworm, two spotted spider mites, Asian Lady Beetles*

Knockdown claims

- 163. Starts killing listed bugs in seconds
- 164. Starts killing listed bugs fast
- 165. Kills by contact [Guaranteed]

Area-related claims

- 166. Ideal/Great for small/smaller jobs/areas/spaces/rooms
- 167. Ideal/Great for large/larger jobs/areas/spaces/rooms
- 168. Use inside and outside your home!
- 169. Use in kitchens, garages, basements, and attics.
- 170. Use in kitchens, garages, basements, and attics to kill insects**.
- 171. Use/Can be used in bathrooms, kitchens, family rooms, pantries, attics, garages, basements, closets, storage areas, and bedrooms
- 172. Use with confidence in bathrooms, kitchens, family rooms, pantry, attics, garages, basements, closets, storage areas, and bedrooms.
- 173. [Illustrations of kitchen, bathroom, home perimeter/foundation, garage, windows and doorways, basement, attic, porches and patios]
- 174. Designed to/for use in kitchens and pantries
- 175. Apply along [and behind] baseboards and foundations.
- 176. Apply along [behind] [and] [between] appliances
- 177. Apply beneath [and behind] sinks
- 178. Apply in other areas where insects** [are often found/appear]
- 179. You're/It's always ready to spray
- 180. Change the way you spray
- 181. [Formulated For] Indoor/Outdoor Use
- 182. Indoor/Outdoor [Formula]

**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

- 183. No [more] tired hands
- 184. Reduces hand fatigue
- 185. No more squeeze, squeeze, squeeze
- 186. No [constant] pumping
- 187. Quick Pump [applicator/sprayer]
- 188. [Quick and] Easy to Use
- 189. No Leaks or Mess
- 190. Precise control [for maximum accuracy]
- 191. Consistent spray [for maximum accuracy]
- 192. Adjustable sprayer [nozzle][for maximum control]
- 193. [Improved*] Applicator
- 194. Grab & Go
- 195. Pump [illustration]
- 196. Spray [illustration]

NOTE:

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.

197. No [constant] pumping
198. No more bending/kneeling
199. Just attach hose and spray
200. Consistent/even coverage
201. You're/It's always ready to spray
202. The easy/easier way [to spray/to kill insects**][Home Defense®]
203. Change the way you spray
204. Easy to spray
205. No Aerosols

*vs. previous design/Applicator Name

**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"

PNS Claims

206. Less/No [more] hand fatigue* [with PNS II/Pull 'N Spray II/Spray Master™/applicator name]
207. Just pull
208. One pull equals/= 34/X trigger sprays
209. One pull delivers 34/X trigger sprays
210. One push of the button = 34/X trigger sprays
211. For best results, pull out slowly and hold for 2 seconds
212. Up to X minutes/mins. of continuous spray
213. Over X minutes/mins of continuous spray
214. 1 pull equals X trigger sprays
215. Pull n Spray –Less/No hand fatigue*

*vs. trigger sprayer

Refill Claims

216. Refill/Recharge/Fill-Up/Reload/Renew [for] Comfort Wand®/Quick Pump/Pump 'N Go/Applicator Name [Illustration]
217. Fills Up Quick Pump/Pump 'N Go/Applicator Name [Illustration]
218. Fill-Up for Applicator Name/Quick Pump/Pump 'N Go
219. Works with Comfort Wand®/Quick Pump/Pump 'N Go/Applicator Name [Illustration]
220. Just plug [Comfort Wand®/Applicator name] in and it's ready to spray
221. [Plug 'N Play] Refill/Recharge/Reload/Renew [For Comfort Wand]
222. Refill/Recharge/Fill-Up/Reload/Renew Available
223. [Comfort Wand®/Quick Pump/Pump 'N Go/Applicator Name] Recharge/Refill/Fill-Up/Reload/Renew [cartridge]

Wand Claims

Note to PM: Numbers in the below claims may change based on changes to the applicator motor or wand length.

224. Reusable [Comfort/Continuous][Spray][Wand]
225. Rechargeable
226. [Wand/Applicator Name] will last [for] [at least] 20 bottles!
227. [Wand/Applicator Name] will last over 25 gallons!
228. [Wand/Applicator Name] will last for years* *based on X applications per year
229. Performs like a tank sprayer with no/without pumping
230. Equal performance to a tank sprayer with no/without pumping
231. Tank sprayer power with no/without pumping
232. Spray foundations and baseboards without bending!
233. Spray without bending!
234. [More*] Precise/Accurate spray
235. Continuous Spray [and [more/better*] precision/accuracy]
236. Easily get[s] into hard-to-reach areas
237. Precision/Precise/Adjustable Sprayer
238. [Wand/Applicator] Reduce[s] [back] bending [and [the continuous spray wand] helps reduce[s] hand fatigue]
239. [Wand/Applicator] extends up to 2 feet to reduce [back] bending [and [the continuous spray wand] helps reduce[s] hand fatigue]
240. [Wand/Applicator] [provides] precision control [to maximize every spray/get the most out of every spray]

NOTE:

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.

- 241. Fan Spray [for better coverage/for fast[er*] application]
- 242. [Now with a] Foaming Spray for crack[s] and crevice[s] [application]
- 243. [Now with a] Foaming Spray to see where [the product is/was][you] applied
- 244. Foaming spray makes it easier to see where [the product is/was][you] applied
- 245. [Foaming spray] disappears/dissolves when dry [to indicate when to re-enter]
- 246. [Foaming spray] dries clear [to indicate when to re-enter]
- 247. [Foaming spray] makes it easy to tell when the area is dry [and people & pets can re-enter]
- 248. Know/See where [product was] applied
- 249. [2x] Faster Application/Coverage*
- 250. Same coverage in half the/50% less time*
- 251. Continuous Spray/wand
- 252. Extended Reach
- 253. Continuous [Adjustable] Spray [Wand]
- 254. Longer* wand
- 255. 50% longer* reach
- 256. 2x/twice [the] extended reach*
- 257. Easier [than ever] to spray[the home foundation/perimeter, doors, windows, and baseboards]
- 258. [Comfort][Shot] Wand
- 259. Rechargeable
- 260. Powered by Duracell/Battery Brand
- 261. Save[s] time and energy
- 262. Cut your time spraying in half

*vs previous design/Applicator Name


Flairosol Claims

- 263. Continuous Spraying
- 264. Fine Mist
- 265. 360° spraying

Value



- 266. Great Value
- 267. Value Pack (only when selling Ortho® Home Defense Max® Insect Killer For Indoor & Perimeter Wand/product name/Quick Pump bottle together with Refill)
- 268. Refill/Recharge/Renew/Fill-Up/Reload
- 269. Buy Wand & Refill, Get [X%] Free!
- 270. Same formula, better value! (***applies when comparing different product sizes***)
- 271. Save [Money] with the Refill!
- 272. Over 10% more than 1.33 gal size
- 273. [Over] X% more than X gal size
- 274. Bonus Size
- 275. Combo [Pack]
- 276. Wow [Pack]
- 277. Exclusive to Club Stores!
- 278. Exclusive Club [Bonus] Size!
- 279. Value/Bonus Size – 2-pack!
- 280. Value/Bonus Size – 2 gallons!
- 281. Value/Bonus Size – 2-pack = 2 gallons!
- 282. Look inside [label] for special offer information!
- 283. Go to www.orthohomedefense.com now for a special offer! Offer subject to change or expiration.

OTHER

- 284. Easy to Use
- 285. [icon]  People and pets may re-enter treated areas after spray has dried
- 286. XX% less plastic*
- 287. [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.
- 288. Now [with]
- 289. Proven performance
- 290. Read Entire label before use

NOTE:***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.

- 291. Recyclable symbol [illustration/logo according to certifying body]
- 292. Before [illustration of untreated area containing insects]
- 293. After [illustration of treated area containing no insects]
- 294. [For] Indoor & Outdoor Residential use only
- 295. Intended for residential use
- 296. Peel Open for use directions and further information
- 297. OPEN
- 298. Resealable Label for Directions & Precautions
- 299. Peel Open for use directions and further information
- 300. PRESS TO RESEAL [Placed on booklet cover or base of label depending upon space.]
- 301. PEEL HERE
- 302. PULL / PEEL HERE [TO REMOVE TAPE]
- 303. Product of –and/or- Made in U.S.A.
- 304. Assembled in the USA
- 305. ©20XX, licensed by [Company/Brand]. World rights reserved.
- 306. QUESTIONS OR COMMENTS - [phone icon]  1-800-225-2883 www.ortho.com [Visit our website]
[computer icon] 
- 307. New Look, Same Great Results
- 308. New Look, Better Spreadability^a
- 309. New Look, Now with InvisiSHIELD
- 310. Patent #: US 8,734,821 & 8,790,673
- 311. Indoor Surfaces
- 312. Outdoor Surfaces
- 313. Indoor and Outdoor Surfaces
- 314. Indoor Use
- 315. Outdoor Use
- 316. Indoor and Outdoor Use

*vs. previous bottle/container/packaging

^avs. Other Ortho Formulas/Product Name from 239-2717**Guarantees:**

- 317. Guaranteed†††
- 318. [Company/Brand] Guarantee[d] †††
- 319. Guaranteed [results] †††
- 320. Guaranteed Kill [or your money back] †††
- 321. [Company/Brand] Satisfaction guaranteed[†††]
- 322. [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.

InvisiSHIELD Claims

Note to PM: Claims containing “year-long” will be used only when the insect kill list on the FPL contains one or more of the insects identified in the qualifiers in the section for 12 month claims. Year-long will use the same qualifier options from the 12 month claims section.

- 323. For easy Indoor application, trust the power of Ortho Home Defense [with InvisiSHIELD] [Technology]
- 324. Ortho Home Defense [with InvisiSHIELD Technology], the way to keep bugs away
- 325. With InvisiSHIELD [Technology] – [Year-Long**** Bug Control] with no fumes, odors, stains, or [wet] mess.
- 326. InvisiSHIELD helps kill/control the bugs** you have without the stress
- 327. Let [Ortho] Home Defense shield your home from the insects**
- 328. InvisiSHIELD [technology] dries fast, odorless/odor-free, non-staining, 12 month**** control/year-long**** protection, with spreading power/ ability to spread / apply more evenly
- 329. With InvisiSHIELD [technology]

NOTE:

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.

330. InvisiSHIELD

- No Fumes
- Odorless/No Odor
- Dries Clear
- Non-Staining/No Stains
- Fast Drying/Dries Fast
- Year-long**** Protection
- With Coverage/Spreading Power/Ability to Spread [In Hard to Reach Places]



Example of design/icon which will use all or a combination of text listed in claim 331.

****Note to PM: See 12 month claim section for qualifying statement which will appear here-options 1, 2, 3, or 4***

*****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"

Multiple Insects System Names/Headings:

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

1. [3-Step] [location based/use area] System for Home Protection from insects**
2. [3-Step] Home/Insect** [location based/use area] Treatment/Control [Plan/Program/System]
3. [3-Step] Home/Insect** [location based/use area] Solution System/Set
4. [3-Step] Home/Insect** [location based/use area] System [for Protection]
5. [3-Step] Home/Insect** [location based/use area] Protection [Plan/Program/System]
6. 3-Step Home/Insect** [location based/use area] Control [Program/System]
7. Part of the [Ortho Home Defense/Brand name] [3-Step] [location based/use area] System for Home Protection from insects** [in 3 steps]
8. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] Treatment Plan/Program/System [in 3 steps]
9. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] Solution System/Set [in 3 steps]
10. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] System [for Protection] [in 3 steps]
11. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] Protection Plan/Program/System [in 3 steps]
12. Part of the [Ortho Home Defense/Brand name] 3-Step Home/Insect** [location based/use area] Control [Program/System] [in 3 steps]
13. [Ortho Home Defense/Brand name][3-Step] [location based/use area] System for [protection from] Insects** [in 3 steps]
14. [Ortho Home Defense/Brand name][3-Step] Home/Insect** [location based/use area] Treatment Plan/Program/System [in 3 steps]
15. [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] [Solution] System/Set [in 3 steps]
16. [Ortho Home Defense/Brand name][3-Step] Home/Insect** [location based/use area] Protection Plan/Program/System [in 3 steps]
17. [Ortho Home Defense/Brand name] 3-Step Home/Insect** [location based/use area] Control [Program/System] [in 3 steps]
18. [Location based/use area] Home Insect** Control [system] [in 3 steps]
19. Zones of protection from Insects** [in 3 steps]
20. Treat these/this area[s]/location[s] [Inside/Indoors],[Perimeter],[and][Outdoors/Outside/Lawn] for [control of/protection from] Insects**
21. Location based Insect** treatment/control/protection [program/system/plan] [in 3 steps]
22. For best results use a system to treat/control insects**
23. For best results to control insects** use the entire/full [treatment/solution/protection] system/plan/program
24. For best control of insect** use the entire/full [treatment/solution/protection] system/plan/program
25. For best control of insects** use the full [treatment/solution/protection] system/plan/program
26. For best results to control insects** use the full [treatment/solution/protection] system/plan/program
27. For best results, use the full [treatment/solution/protection] system/plan/program to control insects**
28. For best results, more than one product may/might/could be needed for insect/bug control

NOTE:

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.

29. [Part of a] Insect** Treatment/Control System/Program/plan [in 3 steps]
30. Use as a system for control of Insects**
31. Insect** Control in 3 Steps
32. Step 1/2/1 & 2
33. Ortho Home Defense Home Protection
34. Targeted Insect** [location based/use area] Treatment/Control Program/Plan/System [in 3 steps]
35. Insect** [location based/use area] Protection Program/Plan/System [in 3 steps]

**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")

Additional System Claims

1. Part of a system for Home Protection from insects**
2. [Part of] [Ortho] [Home Defense] Insect** system for Home Protection
3. [Ortho] Home Defense [provides][products for] zones/areas of home protection[:] inside/indoors/in your home/in the home/inside your home/home perimeter/ around the home/around your home, and outdoors/outside/the lawn/your lawn/lawn
4. Extend your bug** 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 insects**
6. Part of a home defense system/program/plan from insects**
7. [System/Program/Plan for] Insect** Home Protection [in 3 steps]
8. [Part of the] [Home Defense/Brand name] Protection Program

**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")

Multiple Bug System Language

Note to PM:

This product may be indicated as steps 1, 2 or 1 & 2

1. ***This product could appear only as Step 1 when packaged with Options 1, 7, and 8 within the "Product Application Instructions section" will emphasize or indicate the product is for "Indoors/Inside" on the FPL.***
2. ***This product could appear only as Step 2 when packaged with using Options 2, 3, 4, and 5 within the "Product Application Instructions section" will emphasize or indicate the product is for "perimeter" on the FPL.***
3. ***This product could appear as Step 1 & 2 regardless of the packaging option used. If the FPL indicates the product as step 1 & 2, the text for those steps may be combined.***

Note to PM: System will use a system name from "Multiple Insect System Names/Headings Section". This name will appear in the vicinity of the following text.

[Treat [your home] for many of the most common [crawling] insects** with a system that protects in all areas of your home/space.]

OR

[Treat [your home] for many of the most common [crawling] insects** with a system that protects in all areas in and around your home/space.]

OR

[Treat [your home] for many of the most common [crawling] insects** with a system that protects in all areas where your family spends time/lives each day.]

**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: 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 also display just the step(s) applying to the product and the corresponding text.

Note to PM: Representative icons appear at the end of this section.

[Step][1-][Kill/Control/Treat:] Indoors/Inside [icon]^a

NOTE:

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.

[Step][2-][Kill/Control/Treat:] Perimeter [icon] ^b

[Step][3-][Kill/Control/Treat:] Lawn/Outdoors/Outside [icon] ^c

^a[Step 1/Kill/Control/Treat] Indoors/Inside [icon]: See a bug [inside]? Spray it to kill it. OR [Crawling] bug**/bugs** make its/their way in [to your home]? Spray it/them to kill it/them. OR See a straggler/lone bug**/bug**/survivor that made its way in/into [your home]? Spray it to kill it.**

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

^b [Step 2/Kill/Control/Treat:] Perimeter [icon]: Create a barrier of [bug**] protection [around your home]. **OR** Create a barrier of protection around your home to keep [crawling] bugs** out of [your home / where your family spends time]. **OR** Create a [bug**] barrier of protection around [the perimeter of] your home.

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

^c [Step 3/Kill/Control/Treat:] Lawn/Outdoors/Outside [icon]: Extend your protection by killing bugs** in your yard/lawn/grass where your family[‡]/kids & pets[‡]/loved ones[‡] plays/play/spend time. **OR** Kill the [crawling] bugs** in your yard/lawn [where your children play] before they [even] start a/to journey [into your home]. **OR** Kill and control the [crawling] bugs** in your lawn/yard before they begin their/to journey [in/into your home].

[Use/Look for Ortho [Home Defense] products marked for Lawn/Outdoors/Outside.]

[‡]Always read and follow label directions

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



Ant & Roach System Names/Headings:

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

1. [2/3-Step] System for [Protection from] Ants/Roaches/Ants & Roaches
2. [2/3-Step] Ant/Roach/Ant & Roach Treatment/Control Plan/Program/System
3. [2/3-Step] Ant/Roach/Ant & Roach Solution System/Set
4. [2/3-Step] Ant/Roach/Ant & Roach System [for Protection]
5. [2/3-Step] Ant/Roach/Ant & Roach Protection Plan/Program/System
6. 2/3-Step Ant/Roach/Ant & Roach Control [Program/System]
7. Part of the [Ortho Home Defense/Brand name] [2/3-Step] System for [Protection from] Ants/Roaches/Ants & Roaches [in 2/3 steps]
8. Part of the [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Treatment Plan/Program/System [in 2/3 steps]
9. Part of the [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Solution System/Set [in 2/3 steps]
10. Part of the [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach System [for Protection] [in 2/3 steps]
11. Part of the [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Protection Plan/Program/System [in 2/3 steps]
12. Part of the [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Control [Program/System] [in 2/3 steps]
13. [Ortho Home Defense/Brand name] [2/3-Step] System for [protection from] Ants/Roaches/Ants & Roaches [in 2/3 steps]
14. [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Treatment Plan/Program/System [in 2/3 steps]
15. [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach [Solution] System/Set [in 2/3 steps]
16. [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Protection Plan/Program/System [in 2/3 steps]
17. [Ortho Home Defense/Brand name] 2/3-Step Ant/Roach/Ant & Roach Control [Program/System]
18. Home Ant/Roach/Ant & Roach Control [system] [in 2/3 steps]
19. Treat [Visible],[Hidden],[Future] Ants/Roaches/Ants for the best control/protection
20. For best results use a system to treat/control Ants/Roaches/Ants & Roaches
21. For best results for control of ants/roaches/ants & roaches use the full [treatment/solution/protection] system/plan/program [to control ants/roaches/ants & roaches]

NOTE:

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.

22. For best results use the full [treatment/solution/protection] system/plan/program to control ants/roaches/ants & roaches
23. For best control of ants/roaches/ants & roaches use the full [treatment/solution/protection] system/plan/program
24. For best results, more than one product may/might/could be needed for ant/roach/ant & roach control
25. [Part of a/an] Ant/Roach/Ant & Roach Control System [in 3 steps]
26. Use as a system for control of Ants/Roaches/Ants & Roaches
27. Ant & Roach Control in 2/3 Steps
28. Step 1/3
29. Ortho Home Defense Home Protection
30. Targeted Ant/Roach/Ant & Roach Treatment/Control Program/Plan/System [in 2/3 steps]
31. Ant/Roach/Ant & Roach Protection Program/Plan/System [in 2/3 steps]

Additional System Claims

1. Part of a system for Home Protection from Ants/Roaches/Ants & Roaches
2. [Part of] [Ortho] [Home Defense] Ant/Roach/Ant & Roach system for Home Protection
3. [Ortho] Home Defense [provides] modes of treatment for killing the Ants/Roaches/Ants & Roaches/ones you see [, and] the ones/Ants/Roaches/Ants & Roaches you don't[, and prevent [Ants/Roaches/Ants & Roaches]].
4. Extend your bug barrier/control 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 Ants/Roaches/Ants & Roaches
6. Part of a home defense system/program/plan from Ants/Roaches/Ants & Roaches
7. [System/Program/Plan for] Ant/Roach/Ant & Roach Home Protection [in 2/3 steps]
8. [Part of the] [Home Defense/Brand name] Protection Program

Ant & Roach System Language

Note to PM: This registration will emphasize or indicate the product is for “Create a barrier/prevent [bugs/ants]” on the FPL.

Note to PM: A different product name will be used for ant & roach system that differs from the multiple insect system focused/branded for Ant & Roach control.

Note to PM: Step 1(See/Visible) and 2 (Don't See/Hidden) may switch orders, but the step description and associated qualifier would remain the same.

Note to PM: System will use a system name from “Ant & Roach System Names/Headings Section”. This name will appear in the vicinity of the following text.

Note to PM: Representative icons for this system are located at the end of the section.

[Take back your home with a system that treats [the] ants and roaches [you see,] [their friends,] and those [that are] lying in wait].]

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 also display just the step(s) applying to the product and the corresponding text.

3-Step Option

Note to PM: Sections steps are Kill/Control/Treat.

[Kill/Control/Treat:] The ones you see/See/See & Kill/Kill What You See [icon]^a

[Kill/Control/Treat:] The ones you don't see/ Kill what you don't see/Hiding [icon]^b

[Kill/Control/Treat:] Create a/an [Ant & Roach/Ant/Roach] barrier/Prevent [bugs/ants] [icon]^c

^c[Kill/Control/Treat:] Create a/an [Ant & Roach/Ant/Roach] barrier/Prevent [bugs/ants] [icon]: Treat the perimeter of your home to keep ants/cockroaches/roaches/ants & cockroaches/ants & roaches from setting up shop/entering/coming/invading/coming [back] in/into your home [for up to a year].

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

^a[Kill/Control/Treat:] The ones you see/See/See & Kill/Kill What You See [icon]

If you see [an] ant/ants and/or roach/roaches, kill it/them with a [simple] spray.

[Use/Look for Ortho [Home Defense] Ant & Roach Aerosol [and Ready-To-Use] products.]

NOTE:

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.

[Look for Ortho [Home Defense] products marked Kill the ones you see/See/See & Kill/Kill What You See.]

^b[Kill/Control/Treat:] The ones you don't see/ Kill what you don't see/Hiding [icon]: Kill the ants and/or roaches you can't see with bait [that's] [specially] designed to be carried back [to the others/ colony].

[Use/Look for Ortho [Home Defense] Ant and/or Roach Bait Stations.]

[Look for Ortho [Home Defense] products marked kill the ones you don't see/Kill what you don't/Hiding.]

OR

Note to PM: The steps in this section are Kill/Control/Treat and Prevent for products with residual claims.

[Kill/Control/Treat][Prevent]

[Step][1] - [Kill/Control] Visible [ants/roaches /ants & roaches] [icon] ^a

[Step] [2] - [Kill/Control] Hidden [ants/roaches /ants & roaches] [icon] ^b

[Step] [3] - [Prevent] [ants/roaches /ants & roaches] [icon] ^c

^a **[Step] 3 - [Prevent] [ants/roaches /ants & roaches] [icon]: Treat the perimeter of your home to keep ants/roaches/ants & roaches from setting up shop/entering/coming/invading/coming [back] in/into your home [for up to a year].**

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

^b[Step][1] - [Kill/Control] Visible [ants/roaches /ants & roaches] [icon]: If you see [an] ant/ants and/or roach/roaches, kill it/them with a [simple] spray.

[Use/Look for Ortho Home Defense Ant & Roach Aerosol [and Ready-To-Use] products.]

[Look for Ortho [Home Defense] products marked [Kill/Control] Visible [ants/roaches /ants & roaches]]

^c [Step] [2] - [Kill/Control] Hidden [ants/roaches /ants & roaches] [icon]: Kill the ants and/or roaches you can't see with bait [that's] [specially] designed to be carried back [to the others/colony].

[Use/Look for Ortho [Home Defense] Ant and/or Roach Bait Stations.]

[Look for Ortho [Home Defense] products marked [Kill/Control] Hidden [ants/roaches /ants & roaches]]

2-Step Option

Note to PM: The steps in this section are Kill and Prevent for products with residual claims

[Kill][Prevent]

[Step][1] - Hidden [ants/roaches /ants & roaches] [icon] ^a

[Step][2] - Visible [ants/roaches /ants & roaches] [icon] ^b

^a**[Step][2][:] Visible ants/roaches /ants & roaches [icon]: If you see [an] ant/ants and/or roach/roaches, kill it/them with a [simple] spray.**

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

^b[Step][1] - Hidden [ants/roaches /ants & roaches] [icon]: Kill the ants and/or roaches you can't see with bait [that's] [specially] designed to be carried back [to the others/colony].

[Use/Look for Ortho Home Defense Ant and/or Roach Bait Stations.]

[Look for Ortho [Home Defense] products marked Hidden [ants/roaches /ants & roaches]]

NOTE to PM: Below are representative icons arranged Step 1 to 3 from left to right. For the 2 step option icons 1 & 3 could both appear or only icon 1.



END OF SUBLABEL A – STANDARD RTU SPRAYER

NOTE:

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SUB LABEL B - BOV PACKAGING

[ICON] For Residential [Indoor][and][Outdoor] Use Only

Active Ingredient

| | |
|------------------------|---------------|
| Bifenthrin* | 0.05% |
| Other Ingredients..... | <u>99.95%</u> |
| Total | 100.00% |

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

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back/panel/booklet for additional precautionary statements.

Net Contents: 13.35/X fl. oz. (394.8/X ml)

Net Weight: 14/X oz. (397/X g)

PRECAUTIONARY STATEMENTS

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, 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 reptile pets 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 foraging the treatment area.

PHYSICAL OR CHEMICAL HAZARDS: Do not apply this product in or on electrical equipment due to the possibility of shock hazard. Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

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.

DIRECTIONS FOR USE

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

Do not water the treated area to the point of run-off. Do not make applications during rain.

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. Applications 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 (such as 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.

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

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(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

[PRODUCT FACTS]**Kills/Controls (*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 | | | |
| 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 Pickleworm 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 Corn silk | European Crane (Adult) House |
| Fungus Gnats | | | |
| Grasshoppers | | | |
| Hornets | | | |
| Lace Bugs | | | |
| Leaffooted Bugs | Squash Bug | | |
| Leafhoppers | | | |
| Leafminers | Alder | Tentiform | Vegetable |

NOTE:

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| | | | |
|--------------------------------------|------------------------------|--|---|
| Leafrollers | Oblique Banded | Red-Banded | Variegated |
| Mealybug | | | |
| Midges | | | |
| Millipedes | | | |
| Mites | Broad Carmines 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 | | | |
| 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 | | | |

| | Indoor Surfaces [illustration] | Outdoor Surfaces [illustration] | Optional section In Pantries [illustration] |
|-----------------------------|--|--|--|
| When to Apply/Use | Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting control. | | |
| Before You Apply/Use | Cover or remove exposed food (including pet food) Cover all food processing surfaces and utensils | Do not allow this product to contact water supplies. Do not spray into air. | Cover or remove exposed food (including pet food) Remove all items from pantry and clean pantry thoroughly. |

NOTE:

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[Bracketed information is optional text]. Text separated by / denotes and/or options.

| | | | |
|--|--|--|--|
| <p>How To Apply/Use</p> | <p>Shake Well. [Gently rotate/turn/revolve top/actuator to desired spray setting.] [Gently rotate/turn/revolve top/actuator to off/non-spraying/closed setting.]</p> <p>Hold sprayer 12 inches from surface being sprayed. [Apply a 4 inch wide band along the surfaces being treated.] Apply a 4 inch wide band along the interior of your home in areas where insects are a recurring problem.] Spray until slightly wet without soaking. <i>[Images of typical indoor application]</i> [Kitchens] [Bathrooms] [Doors & Windows] [Basements]</p> | <p>Shake Well. [Gently rotate/turn/revolve top/actuator to desired spray setting.] [Gently rotate/turn/revolve top/actuator to off/non-spraying/closed setting.]</p> <p>Hold sprayer 12 inches from surfaces being sprayed. [Apply a 12 inch wide band along the surfaces being treated.] Apply a 12 inch wide band along the exterior perimeter of your home. Spray until slightly wet without soaking. <i>[Images of typical indoor application]</i> [Perimeter Foundations] [Garages] [Doors & Windows] [Patios & Decks]</p> | <p>Shake Well. [Gently rotate/turn/revolve top/actuator to desired spray setting.] [Gently rotate/turn/revolve top/actuator to off/non-spraying/closed setting.]</p> <p>Spray cracks and crevices along shelves in pantries. Spray until slightly wet without soaking. Replace non-infested items once spray has dried. <i>[image of typical pantry]</i></p> |
| <p>After You Apply/Use</p> | <p>[icon] People and pets may re-enter treated area after spray has dried. Thoroughly wash all food processing surfaces and utensils with soap and water before reuse. Repeat as needed. Re-treatment is recommended at least once per season (3 months) outdoors. For long lasting residual control/action leave spray undisturbed. The product will keep killing for up to 12 months indoors [*]. Note to PM: See 12 month claim section for qualifying statement which will appear here-options 1,2,3, or 4</p> | | |
| <p>Fleas and Ticks (Including ticks that may transmit Lyme Disease)</p> | <p>Do not Spray Animals Pet resting quarters may be treated with this product. How to Apply: Spot treat infested areas such as pet's resting quarters and localized areas of floors/floor coverings (rugs, carpet, tile, vinyl & wood) where pests may be present. Old bedding of pets should be removed and replaced with clean, fresh bedding after treatment of pet area. To control the source of flea infestation, pets inhabiting the treated premises should themselves be treated with a product registered for application to animals</p> | | |

STORAGE AND DISPOSAL

PESTICIDE STORAGE Store in a cool dry area. Always store pesticides in the original container. Store away from food and pet food.

PESTICIDE DISPOSAL AND CONTAINER HANDLING Do Not Puncture or Incinerate! 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.

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: the word "and" can be interchanged with "&" in all instances and vice versa.

Note to PM: Claims containing Now/Improved may appear on any label panel for 6 months following commercial introduction

NOTE:

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The following Product Facts format is optional and the information may appear inside or outside of a box.

PRODUCT FACTS:

[What It Does:] Kills home invading insects including ants, cockroaches, spiders, fleas, ticks, scorpions, beetles, earwigs, silverfish, centipedes, millipedes. (See inside for complete list)

[Where to Apply/Use:] Use with confidence indoors [(kitchens, bathrooms, doors & windows, basements)] and outdoors [(perimeter foundations, garages, doors & windows, patios & decks)] wherever insects are a re-occurring problem.

[When to Apply/Use:] Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting control.

Questions & Comments: [icon phone] [icon computer]
Call 1-800-xxx-xxxx or Visit our Website at www.ortho.com

| | |
|----------------------|--|
| [Brand] | Ortho |
| [Product name] | Ortho Home Defense Insect Killer for Indoor & Perimeter2 [Product name] |
| [Marketing Call-out] | Kills Bugs Inside. Keeps Bugs Out. |
| [Claims] | |
| 1. | Long Lasting Bug Barrier |
| 2. | Non-Staining |
| 3. | Odor Free |
| 4. | Dries Fast/Dries Clear |
| [Product Facts:] | <p>Product Facts: What it Does: Kills home invading insects [including ants, cockroaches, spiders, fleas, ticks, scorpions, beetles, earwigs, silverfish, centipedes, millipedes]. (See inside for complete list)</p> <p>Where to Use: Use with confidence indoors [(kitchens, bathrooms, doors & windows, basements)] and outdoors [(perimeter foundations, garages, doors & windows, patios & decks)] wherever insects are a re-occurring problem.</p> <p>When to use: Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting control.</p> <p>People and pets may enter treated areas after spray has dried</p> <p>Questions &/or Comments: (phone & computer icon) Call 1-800-225-2883 or visit our website at www.ortho.com</p> |
| [Ortho Guarantee] | The ORTHO Guarantee: If for any reason you are not satisfied with this product, mail us your original proof of purchase to obtain a full refund of your purchase price. |
| [UPC] | UPC Placeholder |
| [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. 239-2699 EPA Est. XXX, XXX, XXX, XXX, XXX, XXX Superscript is first letter of lot number. |
| [Component Number] | Component # Placeholder |

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Non-Residual Claims/Kill Claims

1. Kills insects** (***any or all of the following insects***) Ants [(including Western Harvester)], Beetles [(including Asian Lady and Carpet)], German Cockroaches, Crickets, Earwigs, Firebrats, Fleas, Moths, Pantry Pests, Spiders [(including Black Widow, Hobo and Wolf)], and Silverfish.
2. [Also] Kills Ticks [(including ticks that may transmit Lyme Disease)].
3. Kills Roaches, Ants, Fleas, Ticks, Spiders, Earwigs, Silverfish, Scorpions, Black Widow Spiders, and other insects**
4. Kills Home invading Insects**
5. Kills bugs inside. Keeps bugs out[side] **
6. Kills [1...188] Insects**
7. Kills [the] bugs you see and [the] [ones] bugs you don't [see] **
8. Kills the toughest home invading bugs**
9. Kills/Controls [both] crawling and flying insects**
10. Kills/Controls [all] common household bugs**
11. Kills [1...180][plus/+] insects**
12. Controls home invading insects**
13. Kills ants [and many other insects**!]
14. Kills ants, [and] roaches [, and many other insects**!]
15. Kills ants, roaches, [and] spiders [, and many other insects**!]
16. Kills by contact!


**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"**Efficacy/Disease Related Claims**

17. Kills Fleas that may transmit Flea Allergy Dermatitis (FAD)/ Flea-Bite Anemia/ Tapeworms/ Haemobartonellosis [to cats/dogs]
18. Kills Fleas that may transmit Bartonellosis [to cats/dogs/people]
19. Kills Fleas that may transmit Mycoplasma to cats
20. Kills mosquitoes that may transmit Heartworm*** [to cats/dogs]
21. Kills mosquitoes that may transmit Subcutaneous dirofilariasis [to cats/dogs/people]
22. Kills mosquitoes that may transmit West Nile virus
23. Kills mosquitoes that may transmit the chikungunya virus
24. Kills mosquitoes that may transmit yellow fever
25. Kills mosquitoes that may transmit dengue fever
26. Kills mosquitoes that may transmit encephalitis
27. Kills mosquitoes that may transmit [the] Zika virus
28. Kills roaches/cockroaches that may carry disease-causing bacteria
29. Kills roaches/cockroaches that may carry Salmonella typhimurium, Entamoeba histolytica, E. coli, Staphylococcus spp., Pseudomonas aeruginosa, Klebsiella pneumoniae, and the poliomyelitis virus.
30. Kills roaches that may produce allergens
31. Kills roaches that may carry disease causing bacteria
32. Kills roaches that contribute to asthma [in children]
33. Kills roaches that may produce asthma-causing allergens [in children]
34. Kills roaches that may produce allergens that cause asthma [in children]
35. Kills roaches that are a leading contributor/cause of asthma [in/among children]
36. Kills Ticks that may transmit [the] Powassan/POW virus
37. Kills Ticks that may transmit Haemobartonellosis/ Anaplasma phagocytophilum [to cats/dogs]
38. Kills Ticks that may transmit Cytauxzoonosis/ Tularemia to cats
39. Kills Ticks that may transmit Anaplasma, Babesiosis, Ehrlichiosis, Lyme borreliosis, Rocky Mountain spotted fever, Hemoplasmosis, and Mycoplasma [to dogs]
40. Kills Ticks that may transmit Lyme Disease
41. Kills mosquitoes that may transmit Zika, West Nile, [the] Chikungunya virus, yellow fever, and dengue fever.

***Does not substitute for a prescribed heartworm medication

Formula Based claims

42. Water based [formula] []
43. Dries clean/clear
44. Dries fast/in minutes [for fast/quick re-entry]
45. No oily residue

NOTE:

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46. No [sticky] mess
47. Does not stain [fabrics, floors, wood, surfaces]
48. Non-staining
49. No stains
50. Unscented
51. Fragrance-Free
52. [Leaves] no odor
53. No lingering [chemical] odor
54. [Virtually] odor free
55. Odorless
56. No greasy residue/mess
57. No need to wipe up
58. Leaves no residue [behind]
59. Ready to Use
60. No Mixing Necessary
61. Increased Spreadability*
62. Dries fast for quick re-entry
63. [Improved*] formula applies evenly and dries quickly
64. [Improved*] formula reaches insects where they hide
65. Improved* formula/formulation/technology
66. Patented formula/formulation/technology
67. [Improved*] Patented Quick Dry Formula
68. [Improved*] Quick/Fast Dry Time [for quick re-entry]
69. [Improved*] Dries 30/X % Faster*
70. [Improved*] Dries up to 30/X % Faster*
71. [Improved*] No mess/puddling [application]
72. Improved coverage*
73. Applies evenly for full coverage
74. Dries fast [and clear]so you can get back to enjoying your home
75. Spreads easily into cracks, crevices, under appliances, and into hard to reach places [where insects hide].
76. Easy Spread formula gets into hard to reach places [where insects hide].
77. Patented formula gets into hard to reach places [where insects hide].
78. [Improved*]Far reaching formula [gets into cracks, crevices, under appliances, and other hard to get to places where insects hide].
79. [Improved/No mess] formula dries faster* and goes deeper into cracks and crevices [to reach insects** where they hide]
80. [Improved* Formula] Applies evenly and dries quickly
81. [Improved* Formula] Reaches places where insects hide
82. [Improved*] [Far reaching formula] gets into cracks, crevices, and other hard to reach areas/places [where insects hide]
83. [Improved Formula] Dries faster* [and gets into hard to reach areas/spreads easily into hard to reach areas]
84. [Improved formula] dries faster with improved coverage*
85. Patented Formula/Technology
86. [Improved* Formula] Great for use indoors! [No Fumes/Odorless/No Odor] [Dries Clear] [Non-Staining/No Stains] [Fast Drying/Dries Fast] [Year-long** Protection] [With Improved Coverage/Spreading Power/Ability to Spread [In Hard to Reach Places]

*vs. Other Ortho Formulas/Product Name from 239-2717

**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"

Residual Control claims

87. Kills bugs inside. Keeps bugs out. **
88. Forms/Creates/Establishes a perimeter treatment
89. Forms/Creates/Establishes a [bug**] barrier
90. Create[s] a [bug**] border/barrier/perimeter [treatment]
91. Create [a] bug** barrier[s]
92. Apply [as] a barrier
93. Apply [as] a border around your home
94. Apply [as] a perimeter/border/residual treatment
95. Long lasting* [bug**]perimeter treatment/barrier/border

NOTE:

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96. Creates a barrier that will kill/kills the bugs you have and prevent[s] new bugs from coming in/ inside your home. **
97. Guards against bugs** so you don't have to
98. Guards against the bugs** you can't/don't see
99. Kills and prevents insects** [inside your home] [outside your home]
100. Provides residual control against listed home invading insects
101. Keeps [on] killing with residual action, even after you spray
102. Keeps [on] killing with residual action, even after spray has dried
103. Keeps [on] killing after spray has dried
104. Use in kitchens, garages, basements, and attics to keep/to kill bugs** [from entering your home]
105. [Kills two/2 ways] : 1) Kills insects** [by contact] and 2) Keeps killing even after spray has dried
106. [Dual Action]: 1) Kills insects** [by contact] and 2) Keeps killing 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"

*** [applies to] 12 month control [for] Ants, Roaches / palmetto bug / water bug, & Spiders indoors on non-porous surfaces

Note to PM: 12, 6, 5, 4, and 3 month claims are qualified since the associated insects are specific and not the full insect list.

12-Month Claims

107. Up to 12 month control/protection****
108. Kills/Controls/Protects [for] up to 12 months****
109. Kills bugs inside all year****
110. Kills home invading bugs**** all year
111. Kills indoor bugs**** all year
112. Kills & prevents insects**** for up to 1 year/12 months/52 weeks/365 days
113. Creates a barrier that will kill bugs you have and control/prevent new bugs for up to 12 months****.
114. Creates a perimeter/border/residual treatment that will kill bugs you have and control new bugs for up to 12 months****.
115. Protects your home in/with just 1 application a year[!]****
116. Year Long Protection/Defense****
117. Season Long [Home] Protection/Defense****
118. One application creates/provides a/an [Continuous] Invisible/Residual bug barrier/shield****
119. [Continuous] Invisible/Residual barrier/shield****
120. Kills insects**** up to 365 days/12 months
121. One application kills bugs**** up to 365 days/12 months
122. Protect your home from bugs**** with year-long/12 month/365 day control
123. Offers long-term insect**** control
124. [One Application] kills and protects [all year****]
125. [One Application] kills and protects for [up to] 1 year/12 months/52 weeks/365 days****
126. Formulated to kill/protect [against] insects**** for [up to] 1 year/12 months/52 weeks/365 days

*Qualifier Option 1: **** [applies to] [for] Ants, Roaches / palmetto bug / water bug, & Spiders indoors on non porous surfaces*

*Qualifier Option 2: **** [applies to] [for] American Cockroach / palmetto bug / water bug, carpenter ant, pharaoh ant, striped tail scorpion, black widow spider, brown recluse spider indoors on treated non porous surfaces within minutes of exposure.*

*Qualifier Option 3: **** [applies to] [for] American Cockroach / palmetto bug / water bug, German cockroach, carpenter ant, pharaoh ant, striped tail scorpion, black widow spider, brown recluse spider indoors on treated non porous surfaces after 2 hour continuous exposure.*

*Qualifier Option 4: **** [applies to] [for] American Cockroach / palmetto bug / water bug, German cockroach, carpenter ant, pharaoh ant, striped tail scorpion, black widow spider, brown recluse spider, centipedes indoors on treated non porous surfaces after 24 hour continuous exposure.*

6-Month Claims

127. Up to 6 month control/protection outdoors¹
128. Kills/Controls/Protects [for] up to 6 months outdoors¹

NOTE:

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.

- 129. Kills bugs¹ outdoors for 6 months
- 130. Kills bugs¹ [indoors] [and] [outdoors] for 6 months

¹ *Applies to [for] spiders (excluding black widow, brown recluse, hobo)*

5-Month Claims

- 131. Keeps bugs away for up to 5 months indoors on insects[†]
- 132. Kills bugs[†] inside, keeps bugs out for up to 5 months
- 133. [One application provides] up to 5 month control indoors of insects[†]
- 134. Provides up to 5 months protection indoors[†]
- 135. [One application] kills up to 5 months indoors[†]
- 136. [One application] kills insects[†] up to 5 months indoors
- 137. [One application] kills up to 5 months indoors on insects[†]
- 138. [One application] kills ants, roaches, and spiders for up to 5 months indoors[†]
- 139. Keeps ants, roaches, and spiders away for up to 5 months indoors[†]

[†]*Up to 5 month control indoors on: Ants (including Western Harvester), Carpet Beetles, Crickets, Firebrats, Moths, Silverfish and Spiders on treated non-porous surfaces after 5 minutes continuous exposure to residues. 5 month control indoors on German Cockroaches after 30 minutes continuous exposure to residues.*

4-Month Claims

- 140. Up to 4 month control/protection outdoors²
- 141. Kills/Controls/Protects [for] up to 4 months outdoors²
- 142. Kills bugs² outdoors for 4 months
- 143. Kills bugs² [indoors] [and] [outdoors] for 4 months

²*Applies to [for] spiders (excluding black widow, brown recluse, hobo)*

3-Month Claims

- 144. Up to 3 month control [protection] outdoors³
- 145. Kills/Controls/Protects [for] up to 3 months outdoors³
- 146. Kills bugs³ outdoors for 3 months
- 147. Kills bugs³ [indoors] [and] [outdoors] for 3 months

³ *Applies to [for] spiders (excluding black widow, brown recluse, hobo), harvester ants, / crickets, grasshoppers*

- 148. Keeps insects[^] away for up to 3 months indoors
- 149. Keeps away insects[^] for up to 3 months indoors
- 150. [Provides] up to 3 month control of insects[^] indoors
- 151. [Provides] up to 3 month control indoors on insects[^]
- 152. [Provides] up to 3 months protection indoors[^]
- 153. [One application] kills ants, roaches, and spiders for up to 3 months indoors[^]
- 154. [One application] kills insects[^] up to 3 months indoors
- 155. [One application] kills up to 3 months indoors [on insects][^]
- 156. Keeps ants, roaches, and spiders away/out for up to 3 months indoors[^]
- 157. Kills bugs inside, keeps bugs out for up to 3 months[^]

[^]*Up to 3 month control[indoors on: Ants (including Western Harvester), Carpet Beetles, German Cockroaches, Crickets, Firebrats, Moths, Silverfish and Spiders on treated non-porous surfaces after 5 minutes continuous exposure to residues. 3 month control indoors on German Cockroaches after 30 minutes continuous exposure to residues.*

Egg Killing Claims

- 158. Kills beet armyworm, two spotted spider mites, Asian Lady Beetles and their eggs
- 159. [Plus] kills insects and their eggs⁴
- 160. Kills insect eggs⁴
- 161. Prevents insect eggs from hatching! ⁴
- 162. Up to 12 month control* plus kills insect eggs⁴

⁴*Applies to [for] beet armyworm, two spotted spider mites, Asian Lady Beetles*

Knockdown claims

NOTE:

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.

- 163. Starts killing listed bugs in seconds
- 164. Starts killing listed bugs fast
- 165. Kills by contact [Guaranteed]

Area-related claims

- 166. Ideal/Great for small/smaller jobs/areas/spaces/rooms
- 167. Ideal/Great for large/larger jobs/areas/spaces/rooms
- 168. Use inside and outside your home!
- 169. Use in kitchens, garages, basements, and attics.
- 170. Use in kitchens, garages, basements, and attics to kill insects**.
- 171. Use/Can be used in bathrooms, kitchens, family rooms, pantries, attics, garages, basements, closets, storage areas, and bedrooms
- 172. Use with confidence in bathrooms, kitchens, family rooms, pantry, attics, garages, basements, closets, storage areas, and bedrooms.
- 173. [Illustrations of kitchen, bathroom, home perimeter/foundation, garage, windows and doorways, basement, attic, porches and patios]
- 174. Designed to/for use in kitchens and pantries
- 175. Apply along [and behind] baseboards and foundations.
- 176. Apply along [behind] [and] [between] appliances
- 177. Apply beneath [and behind] sinks
- 178. Apply in other areas where insects** [are often found/appear]
- 179. You're/It's always ready to spray
- 180. Change the way you spray
- 181. [Formulated For] Indoor/Outdoor Use
- 182. Indoor/Outdoor [Formula]

**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

- 183. No [more] tired hands
- 184. Reduces hand fatigue
- 185. No Leaks or Mess
- 186. Precise control [for maximum accuracy]
- 187. Consistent spray [for maximum accuracy]
- 188. The easy/easier way [to spray] [to kill bugs]
- 189. Consistent/even coverage
- 190. You're/It's always ready to spray
- 191. The easy/easier way [to spray/to kill bugs/Home Defense®]
- 192. Change the way you spray
- 193. Easy to spray

*vs. previous design/Applicator Name

BOV Claims

- 194. Sprays at any angle
- 195. Spray/s at any angle [to cover hard-to-reach areas]
- 196. Won't lose pressure [as can empties]
- 197. Continuous Spray
- 198. Any-angle spray [helps cover hard-to-reach areas] for complete coverage
- 199. Spray/s at any angle to kill [& prevent] insects where they live/hide
- 200. Covers XXX sq. ft./linear feet

Value




- 201. Great Value
- 202. Same formula, better value! (***applies when comparing different product sizes***)
- 203. [Over] X% more than X oz. size
- 204. Bonus Size
- 205. Combo Pack
- 206. Wow (Pack)
- 207. Exclusive to Club Stores!

NOTE:***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.

- 208. Exclusive Club [Bonus] Size!
- 209. Value/Bonus Size – 2-pack!
- 210. Look inside [label] for special offer information!
- 211. Go to [www.orthohomedefense.com] now for a special offer! Offer subject to change or expiration.

OTHER

- 212. Easy to Use
- 213. [icon]  People and pets may re-enter treated areas after spray has dried
- 214. XX% less plastic*
- 215. [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.
- 216. Now [with]
- 217. Proven performance
- 218. Read Entire label before use
- 219. Recyclable symbol [illustration/logo according to certifying body]
- 220. Before [illustration of untreated area containing insects]
- 221. After [illustration of treated area containing no insects]
- 222. [For] Indoor & Outdoor Residential use only
- 223. Intended for residential use
- 224. Peel Open for use directions and further information
- 225. OPEN
- 226. Resealable Label for Directions & Precautions
- 227. Peel Open for use directions and further information
- 228. PRESS TO RESEAL [Placed on booklet cover or base of label depending upon space.]
- 229. PEEL HERE
- 230. PULL / PEEL HERE [TO REMOVE TAPE]
- 231. Product of –and/or- Made in U.S.A.
- 232. Assembled in the USA
- 233. ©20XX, licensed by [Company/Brand]. World rights reserved.
- 234. QUESTIONS OR COMMENTS - [phone icon]  1-800-225-2883 www.ortho.com [Visit our website]
[computer icon] 
- 235. New Look, Same Great Results
- 236. New Look, Better Spreadability
- 237. New Look, Now with InvisiSHIELD
- 238. Patent #: US 8,734,821 & 8,790,673
- 239. Indoor Surfaces
- 240. Outdoor Surfaces
- 241. Indoor and Outdoor Surfaces
- 242. Indoor Use
- 243. Outdoor Use
- 244. Indoor and Outdoor Use

*vs. previous bottle/container/packaging

Guarantees:

- 245. Guaranteed†††
- 246. [Company/Brand] Guarantee[d] †††
- 247. Guaranteed [results] †††
- 248. Guaranteed Kill [or your money back] †††
- 249. [Company/Brand] Satisfaction guaranteed[†††]
- 250. [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.

NOTE:

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.

†††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.

InvisiSHIELD Claims

Note to PM: Claims containing “year-long” will be used only when the insect kill list on the FPL contains one or more of the insects identified in the qualifiers in the section for 12 month claims. Year-long will use the same qualifier options from the 12 month claims section.

251. For easy Indoor application, trust the power of Ortho Home Defense [with InvisiSHIELD] [Technology]
252. Ortho Home Defense [with InvisiSHIELD Technology], the way to keep bugs away
253. With InvisiSHIELD [Technology] – [Year-Long**** Bug Control] with no fumes, odors, stains, or [wet] mess.
254. InvisiSHIELD helps kill/control the bugs** you have without the stress
255. Let [Ortho] Home Defense shield your home from the insects**
256. InvisiSHIELD [technology] dries fast, odorless/odor-free, non-staining, 12 month**** control/year-long**** protection, with spreading power/ ability to spread / apply more evenly
257. With InvisiSHIELD [technology]
258. InvisiSHIELD
 - No Fumes
 - Odorless/No Odor
 - Dries Clear
 - Non-Staining/No Stains
 - Fast Drying/Dries Fast
 - Year-long**** Protection
 - With Coverage/Spreading Power/Ability to Spread [In Hard to Reach Places]



Example of design/icon which will use all or a combination of text listed in claim 259.

****Note to PM: See 12 month claim section for qualifying statement which will appear here-options 1, 2, 3, or 4***

**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

Multiple Insects System Names/Headings:

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

1. [3-Step] [location based/use area] System for Home Protection from insects**
2. [3-Step] Home/Insect** [location based/use area] Treatment/Control [Plan/Program/System]
3. [3-Step] Home/Insect** [location based/use area] Solution System/Set
4. [3-Step] Home/Insect** [location based/use area] System [for Protection]
5. [3-Step] Home/Insect** [location based/use area] Protection [Plan/Program/System]
6. 3-Step Home/Insect** [location based/use area] Control [Program/System]
7. Part of the [Ortho Home Defense/Brand name] [3-Step] [location based/use area] System for Home Protection from insects** [in 3 steps]
8. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] Treatment Plan/Program/System [in 3 steps]
9. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] Solution System/Set [in 3 steps]
10. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] System [for Protection] [in 3 steps]
11. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] Protection Plan/Program/System [in 3 steps]
12. Part of the [Ortho Home Defense/Brand name] 3-Step Home/Insect** [location based/use area] Control [Program/System] [in 3 steps]
13. [Ortho Home Defense/Brand name][3-Step] [location based/use area] System for [protection from] Insects** [in 3 steps]

NOTE:

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.

14. [Ortho Home Defense/Brand name][3-Step] Home/Insect** [location based/use area] Treatment Plan/Program/System [in 3 steps]
15. [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] [Solution] System/Set [in 3 steps]
16. [Ortho Home Defense/Brand name][3-Step] Home/Insect** [location based/use area] Protection Plan/Program/System [in 3 steps]
17. [Ortho Home Defense/Brand name] 3-Step Home/Insect** [location based/use area] Control [Program/System] [in 3 steps]
18. [Location based/use area] Home Insect** Control [system] [in 3 steps]
19. Zones of protection from Insects** [in 3 steps]
20. Treat these/this area[s]/location[s] [Inside/Indoors],[Perimeter],[and][Outdoors/Outside/Lawn] for [control of/protection from] Insects**
21. Location based Insect** treatment/control/protection [program/system/plan] [in 3 steps]
22. For best results use a system to treat/control insects**
23. For best results to control insects** use the entire/full [treatment/solution/protection] system/plan/program
24. For best control of insect** use the entire/full [treatment/solution/protection] system/plan/program
25. For best control of insects** use the full [treatment/solution/protection] system/plan/program
26. For best results to control insects** use the full [treatment/solution/protection] system/plan/program
27. For best results, use the full [treatment/solution/protection] system/plan/program to control insects**
28. For best results, more than one product may/might/could be needed for insect/bug control
29. [Part of a] Insect** Treatment/Control System/Program/plan [in 3 steps]
30. Use as a system for control of Insects**
31. Insect** Control in 3 Steps
32. Step 1/2/1 & 2
33. Ortho Home Defense Home Protection
34. Targeted Insect** [location based/use area] Treatment/Control Program/Plan/System [in 3 steps]
35. Insect** [location based/use area] Protection Program/Plan/System [in 3 steps]

**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")

Additional System Claims

1. Part of a system for Home Protection from insects**
2. [Part of] [Ortho] [Home Defense] Insect** system for Home Protection
3. [Ortho] Home Defense [provides][products for] zones/areas of home protection[:] inside/indoors/in your home/in the home/inside your home/home perimeter/ around the home/around your home, and outdoors/outside/the lawn/your lawn/lawn
4. Extend your bug** 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 insects**
6. Part of a home defense system/program/plan from insects**
7. [System/Program/Plan for] Insect** Home Protection [in 3 steps]
8. [Part of the] [Home Defense/Brand name] Protection Program

**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")

Multiple Insects System Names/Headings:

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

36. [3-Step] [location based/use area] System for Home Protection from insects**
37. [3-Step] Home/Insect** [location based/use area] Treatment/Control [Plan/Program/System]
38. [3-Step] Home/Insect** [location based/use area] Solution System/Set
39. [3-Step] Home/Insect** [location based/use area] System [for Protection]
40. [3-Step] Home/Insect** [location based/use area] Protection [Plan/Program/System]
41. 3-Step Home/Insect** [location based/use area] Control [Program/System]
42. Part of the [Ortho Home Defense/Brand name] [3-Step] [location based/use area] System for Home Protection from insects** [in 3 steps]
43. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] Treatment Plan/Program/System [in 3 steps]

NOTE:

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.

44. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] Solution System/Set [in 3 steps]
45. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] System [for Protection] [in 3 steps]
46. Part of the [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] Protection Plan/Program/System [in 3 steps]
47. Part of the [Ortho Home Defense/Brand name] 3-Step Home/Insect** [location based/use area] Control [Program/System] [in 3 steps]
48. [Ortho Home Defense/Brand name][3-Step] [location based/use area] System for [protection from] Insects** [in 3 steps]
49. [Ortho Home Defense/Brand name][3-Step] Home/Insect** [location based/use area] Treatment Plan/Program/System [in 3 steps]
50. [Ortho Home Defense/Brand name] [3-Step] Home/Insect** [location based/use area] [Solution] System/Set [in 3 steps]
51. [Ortho Home Defense/Brand name][3-Step] Home/Insect** [location based/use area] Protection Plan/Program/System [in 3 steps]
52. [Ortho Home Defense/Brand name] 3-Step Home/Insect** [location based/use area] Control [Program/System] [in 3 steps]
53. [Location based/use area] Home Insect** Control [system] [in 3 steps]
54. Zones of protection from Insects** [in 3 steps]
55. Treat these/this area[s]/location[s] [Inside/Indoors],[Perimeter],[and][Outdoors/Outside/Lawn] for [control of/protection from] Insects**
56. Location based Insect** treatment/control/protection [program/system/plan] [in 3 steps]
57. For best results use a system to treat/control insects**
58. For best results to control insects** use the entire/full [treatment/solution/protection] system/plan/program
59. For best control of insect** use the entire/full [treatment/solution/protection] system/plan/program
60. For best control of insects** use the full [treatment/solution/protection] system/plan/program
61. For best results to control insects** use the full [treatment/solution/protection] system/plan/program
62. For best results, use the full [treatment/solution/protection] system/plan/program to control insects**
63. For best results, more than one product may/might/could be needed for insect/bug control
64. [Part of a] Insect** Treatment/Control System/Program/plan [in 3 steps]
65. Use as a system for control of Insects**
66. Insect** Control in 3 Steps
67. Step 1/2/1 & 2
68. Ortho Home Defense Home Protection
69. Targeted Insect** [location based/use area] Treatment/Control Program/Plan/System [in 3 steps]
70. Insect** [location based/use area] Protection Program/Plan/System [in 3 steps]

**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")

Additional System Claims

9. Part of a system for Home Protection from insects**
10. [Part of] [Ortho] [Home Defense] Insect** system for Home Protection
11. [Ortho] Home Defense [provides][products for] zones/areas of home protection[:] inside/indoors/in your home/in the home/inside your home/home perimeter/ around the home/around your home, and outdoors/outside/the lawn/your lawn/lawn
12. Extend your bug** barrier further with [Ortho] [Home Defense] [treatment/control] system/program/plan for Home Protection
13. [Let] [Ortho] Home Defense [system for Home Protection] [guard(s)/protect(s)] your home from insects**
14. Part of a home defense system/program/plan from insects**
15. [System/Program/Plan for] Insect** Home Protection [in 3 steps]
16. [Part of the] [Home Defense/Brand name] Protection Program

**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")

Multiple Bug System Language

Note to PM:

This product may be indicated as steps 1, 2 or 1 & 2

NOTE:

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.

4. ***This product could appear only as Step 1 when packaged with Options 1, 7, and 8 within the “Product Application Instructions section” will emphasize or indicate the product is for “Indoors/Inside” on the FPL.***
5. ***This product could appear only as Step 2 when packaged with using Options 2, 3, 4, and 5 within the “Product Application Instructions section” will emphasize or indicate the product is for “perimeter” on the FPL.***
6. ***This product could appear as Step 1 & 2 regardless of the packaging option used. If the FPL indicates the product as step 1 & 2, the text for those steps may be combined.***

Note to PM: System will use a system name from “Multiple Insect System Names/Headings Section”. This name will appear in the vicinity of the following text.

[Treat [your home] for many of the most common [crawling] insects** with a system that protects in all areas of your home/space.]

OR

[Treat [your home] for many of the most common [crawling] insects** with a system that protects in all areas in and around your home/space.]

OR

[Treat [your home] for many of the most common [crawling] insects** with a system that protects in all areas where your family spends time/lives each day.]

**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: 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 also display just the step(s) applying to the product and the corresponding text.

Note to PM: Representative icons appear at the end of this section.

[Step][1-][Kill/Control/Treat:] Indoors/Inside [icon]^a

[Step][2-][Kill/Control/Treat:] Perimeter [icon]^b

[Step][3-][Kill/Control/Treat:] Lawn/Outdoors/Outside [icon]^c

^a[Step 1/Kill/Control/Treat] Indoors/Inside [icon]: See a bug [inside]? Spray it to kill it. **OR** [Crawling] bug**/bugs** make its/their way in [to your home]? Spray it/them to kill it/them. **OR** See a straggler/lone bug**/bug**/survivor that made its way in/into [your home]? Spray it to kill it.**

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

^b [Step 2/Kill/Control/Treat:] Perimeter [icon]: Create a barrier of [bug**] protection [around your home]. **OR** Create a barrier of protection around your home to keep [crawling] bugs** out of [your home / where your family spends time]. **OR** Create a [bug**] barrier of protection around [the perimeter of] your home.

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

^c [Step 3/Kill/Control/Treat:] Lawn/Outdoors/Outside [icon]: Extend your protection by killing bugs** in your yard/lawn/grass where your family‡/kids & pets‡/loved ones‡ plays/play/spend time. **OR** Kill the [crawling] bugs** in your yard/lawn [where your children play] before they [even] start a/to journey [into your home]. **OR** Kill and control the [crawling] bugs** in your lawn/yard before they begin their/to journey [in/into your home].

[Use/Look for Ortho [Home Defense] products marked for Lawn/Outdoors/Outside.]

‡Always read and follow label directions

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



NOTE:

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[Bracketed information is optional text]. Text separated by / denotes and/or options.

Ant & Roach System Names/Headings:

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

32. [2/3-Step] System for [Protection from] Ants/Roaches/Ants & Roaches
33. [2/3-Step] Ant/Roach/Ant & Roach Treatment/Control Plan/Program/System
34. [2/3-Step] Ant/Roach/Ant & Roach Solution System/Set
35. [2/3-Step] Ant/Roach/Ant & Roach System [for Protection]
36. [2/3-Step] Ant/Roach/Ant & Roach Protection Plan/Program/System
37. 2/3-Step Ant/Roach/Ant & Roach Control [Program/System]
38. Part of the [Ortho Home Defense/Brand name] [2/3-Step] System for [Protection from] Ants/Roaches/Ants & Roaches [in 2/3 steps]
39. Part of the [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Treatment Plan/Program/System [in 2/3 steps]
40. Part of the [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Solution System/Set [in 2/3 steps]
41. Part of the [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach System [for Protection] [in 2/3 steps]
42. Part of the [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Protection Plan/Program/System [in 2/3 steps]
43. Part of the [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Control [Program/System] [in 2/3 steps]
44. [Ortho Home Defense/Brand name] [2/3-Step] System for [protection from] Ants/Roaches/Ants & Roaches [in 2/3 steps]
45. [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Treatment Plan/Program/System [in 2/3 steps]
46. [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach [Solution] System/Set [in 2/3 steps]
47. [Ortho Home Defense/Brand name] [2/3-Step] Ant/Roach/Ant & Roach Protection Plan/Program/System [in 2/3 steps]
48. [Ortho Home Defense/Brand name] 2/3-Step Ant/Roach/Ant & Roach Control [Program/System]
49. Home Ant/Roach/Ant & Roach Control [system] [in 2/3 steps]
50. Treat [Visible],[Hidden],[Future] Ants/Roaches/Ants for the best control/protection
51. For best results use a system to treat/control Ants/Roaches/Ants & Roaches
52. For best results for control of ants/roaches/ants & roaches use the full [treatment/solution/protection] system/plan/program [to control ants/roaches/ants & roaches]
53. For best results use the full [treatment/solution/protection] system/plan/program to control ants/roaches/ants & roaches
54. For best control of ants/roaches/ants & roaches use the full [treatment/solution/protection] system/plan/program
55. For best results, more than one product may/might/could be needed for ant/roach/ant & roach control
56. [Part of a/an] Ant/Roach/Ant & Roach Control System [in 3 steps]
57. Use as a system for control of Ants/Roaches/Ants & Roaches
58. Ant & Roach Control in 2/3 Steps
59. Step 1/3
60. Ortho Home Defense Home Protection
61. Targeted Ant/Roach/Ant & Roach Treatment/Control Program/Plan/System [in 2/3 steps]
62. Ant/Roach/Ant & Roach Protection Program/Plan/System [in 2/3 steps]

Additional System Claims

9. Part of a system for Home Protection from Ants/Roaches/Ants & Roaches
10. [Part of] [Ortho] [Home Defense] Ant/Roach/Ant & Roach system for Home Protection
11. [Ortho] Home Defense [provides] modes of treatment for killing the Ants/Roaches/Ants & Roaches/ones you see [, and] the ones/Ants/Roaches/Ants & Roaches you don't[, and prevent [Ants/Roaches/Ants & Roaches]].
12. Extend your bug barrier/control further with [Ortho] [Home Defense] [treatment/control] system/program/plan for Home Protection
13. [Let] [Ortho] Home Defense [system for Home Protection] [guard(s)/protect(s)] your home from Ants/Roaches/Ants & Roaches
14. Part of a home defense system/program/plan from Ants/Roaches/Ants & Roaches
15. [System/Program/Plan for] Ant/Roach/Ant & Roach Home Protection [in 2/3 steps]
16. [Part of the] [Home Defense/Brand name] Protection Program

Ant & Roach System Language

Note to PM: This registration will emphasize or indicate the product is for "Create a barrier/prevent [bugs/ants]" on the FPL.

Note to PM: A different product name will be used for ant & roach system that differs from the multiple insect system focused/branded for Ant & Roach control.

NOTE:

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.

Note to PM: Step 1(See/Visible) and 2 (Don't See/Hidden) may switch orders, but the step description and associated qualifier would remain the same.

Note to PM: System will use a system name from "Ant & Roach System Names/Headings Section". This name will appear in the vicinity of the following text.

Note to PM: Representative icons for this system are located at the end of the section.

[Take back your home with a system that treats [the] ants and roaches [you see,] [their friends,] and those [that are] lying in wait].]

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 also display just the step(s) applying to the product and the corresponding text.

3-Step Option

Note to PM: Sections steps are Kill/Control/Treat.

[Kill/Control/Treat:] The ones you see/See/See & Kill/Kill What You See [icon]^a

[Kill/Control/Treat:] The ones you don't see/ Kill what you don't see/Hiding [icon]^b

[Kill/Control/Treat:] **Create a/an [Ant & Roach/Ant/Roach] barrier/Prevent [bugs/ants] [icon]^c**

°[Kill/Control/Treat:] Create a/an [Ant & Roach/Ant/Roach] barrier/Prevent [bugs/ants] [icon]: Treat the perimeter of your home to keep ants/cockroaches/roaches/ants & cockroaches/ants & roaches from setting up shop/entering/coming/invading/coming [back] in/into your home [for up to a year].

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

^a[Kill/Control/Treat:] The ones you see/See/See & Kill/Kill What You See [icon]

If you see [an] ant/ants and/or roach/roaches, kill it/them with a [simple] spray.

[Use/Look for Ortho [Home Defense] Ant & Roach Aerosol [and Ready-To-Use] products.]

[Look for Ortho [Home Defense] products marked Kill the ones you see/See/See & Kill/Kill What You See.]

^b[Kill/Control/Treat:] The ones you don't see/ Kill what you don't see/Hiding [icon]: Kill the ants and/or roaches you can't see with bait [that's] [specially] designed to be carried back [to the others/ colony].

[Use/Look for Ortho [Home Defense] Ant and/or Roach Bait Stations.]

[Look for Ortho [Home Defense] products marked kill the ones you don't see/Kill what you don't/Hiding.]

OR

Note to PM: The steps in this section are Kill/Control/Treat and Prevent for products with residual claims.

[Kill/Control/Treat][Prevent]

[Step][1] - [Kill/Control] Visible [ants/roaches /ants & roaches] [icon] ^a

[Step] [2] - [Kill/Control] Hidden [ants/roaches /ants & roaches] [icon] ^b

[Step] [3] - [Prevent] [ants/roaches /ants & roaches] [icon] ^c

^a [Step] 3 - [Prevent] [ants/roaches /ants & roaches] [icon]: Treat the perimeter of your home to keep ants/roaches/ants & roaches from setting up shop/entering/coming/invading/coming [back] in/into your home [for up to a year].

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

^b[Step][1] - [Kill/Control] Visible [ants/roaches /ants & roaches] [icon]: If you see [an] ant/ants and/or roach/roaches, kill it/them with a [simple] spray.

[Use/Look for Ortho Home Defense Ant & Roach Aerosol [and Ready-To-Use] products.]

[Look for Ortho [Home Defense] products marked [Kill/Control] Visible [ants/roaches /ants & roaches]]

^c [Step] [2] - [Kill/Control] Hidden [ants/roaches /ants & roaches] [icon]: Kill the ants and/or roaches you can't see with bait [that's] [specially] designed to be carried back [to the others/colony].

[Use/Look for Ortho [Home Defense] Ant and/or Roach Bait Stations.]

[Look for Ortho [Home Defense] products marked [Kill/Control] Hidden [ants/roaches /ants & roaches]]

NOTE:

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.

2-Step Option

Note to PM: The steps in this section are Kill and Prevent for products with residual claims

[Kill][Prevent]

[Step][1] - Hidden [ants/roaches /ants & roaches] [icon] ^a

[Step][2] - Visible [ants/roaches /ants & roaches] [icon] ^b

^a[Step][2][:] **Visible ants/roaches /ants & roaches [icon]: If you see [an] ant/ants and/or roach/roaches, kill it/them with a [simple] spray.**

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

^b[Step][1] - Hidden [ants/roaches /ants & roaches] [icon]: Kill the ants and/or roaches you can't see with bait [that's] [specially] designed to be carried back [to the others/colony].

[Use/Look for Ortho Home Defense Ant and/or Roach Bait Stations.]

[Look for Ortho [Home Defense] products marked Hidden [ants/roaches /ants & roaches]]

NOTE to PM: Below are representative icons arranged Step 1 to 3 from left to right. For the 2 step option icons 1 & 3 could both appear or only icon 1.



END OF SUB LABEL B - BOV PACKAGING