



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

EPA Reg. Number:
 239-2750

Date of Issuance:
 8/29/19

NOTICE OF PESTICIDE:
 Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:
 Unconditional

Name of Pesticide Product:
 Delta Many Purpose Dust

Name and Address of Registrant (include ZIP Code):

Chris Zemanek
 The Scotts Company, LLC
 1411 Scottslawn Road
 Marysville, OH 43041

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

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

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

This product is unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

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

Signature of Approving Official:

Sincerely,

Jacquelyn Herrick, Product Manager 03
 Invertebrate & Vertebrate Branch 1
 Registration Division (7505P)
 Office of Pesticide Programs

Date:

8/29/19

2. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 239-2750.”
3. Submit one copy of the revised final printed label for the record before you release the product for shipment.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 08/15/2018
- Alternate CSF A dated 08/15/2018
- Alternate CSF B dated 08/15/2018

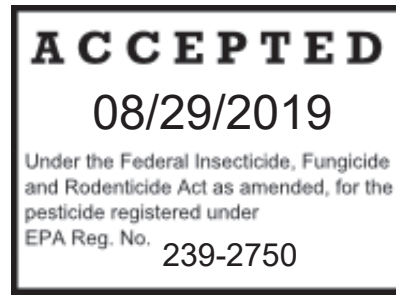
If you have any questions, please contact Vanessa Emerson by phone at 703-347-0360, or via email at emerson.vanessa@epa.gov

Enclosure

Delta Many Purpose Dust

{Alternate Brand Name:}

- Ortho Home Defense Bed Bug & Flea Killer Powder
- Ortho Home Defense Bed Bug Killer₂
- Ortho Home Defense Bed Bug Killer Powder
- Ortho Home Defense Bed Bug Killer for Cracks & Crevices
- Ortho Home Defense Crack & Crevice Bed Bug Killer
- Ortho Bed Bug & Flea Killer Powder
- Ortho Bed Bug Killer₂
- Ortho Bed Bug Killer Powder
- Ortho Bed Bug Killer for Cracks & Crevices
- Ortho Crack & Crevice Bed Bug Killer
- Ortho Home Defense Flea Killer Powder
- Ortho Home Defense Flea Killer
- Ortho Home Defense Flea Killer for Cracks & Crevices
- Ortho Home Defense Crack & Crevice Flea Killer
- Ortho Flea Killer Powder
- Ortho Flea Killer
- Ortho Flea Killer for Cracks & Crevices
- Ortho Crack & Crevice Flea Killer
- Ortho Home Defense Max Bed Bug & Flea Killer Powder
- Ortho Home Defense Max Bed Bug Killer Powder



ACTIVE INGREDIENT:

Deltamethrin..... 0.05%

OTHER INGREDIENTS..... 99.95%

[Total] 100.00 %

KEEP OUT OF REACH OF CHILDREN

CAUTION

See [side][back][panel][booklet] for additional precautionary statements.

NET WEIGHT: 1.....5 LB (454.....2267g/2.3 kg) / 3.....16 oz. (85.....454 g)

[Distributed][Sold][Manufactured] [by][for]:

The Ortho Group

P.O. Box 190

Marysville, OH 43040

EPA Reg. No. 239-NEW

EPA Est. No. 39578-TX-01^B, XXXXXXX

[Superscript is first letter of lot number.]

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: May be harmful if absorbed through skin. Causes moderate eye irritation. Avoid contact with skin, eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

FIRST AID	
If on Skin or Clothing:	<ul style="list-style-type: none"> • Take off contaminated clothing. • Rinse skin immediately with plenty of water for 15-20 minutes. • Call a poison control center or doctor for treatment advice.
If in Eyes:	<ul style="list-style-type: none"> • Hold eye open and rinse slowly and gently with water for 15-20 minutes. • Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. • Call a poison control center or doctor for treatment advice.
HOTLINE NUMBER:	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-(877) 465-5161 for general information and or medical information.	

DIRECTIONS FOR USE

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

APPLICATION RESTRICTIONS

Not for use in commercial food/feed handling establishments, restaurants or other establishments where food/feed is commercially prepared, processed or served.

[[Delta Many Purpose Dust] [This product] is a ready-to-use insecticide dust which exhibits effective knockdown and long-lasting 8 month control against the pests listed when used according to label directions.]

[[Delta Many Purpose Dust] [This product] can be used for long-lasting 8 month pest control in homes.]

Permitted indoor areas of use include / Where To Use:

- animal quarters
- apartments
- household greenhouses
- houses
- mobile homes and recreational vehicles

This product is intended for applications with a hand duster, or from the container to hiding and runway areas and other places where insects are found.

In living areas, make applications in such a manner as to avoid deposits on exposed surfaces or introducing the material into the air. To avoid the possibility of staining, do not use on carpets, upholstery and other fabrics. Do not apply as a broadcast application indoors.

To apply insecticide directly into cracks and crevices, use a bulbous duster, or other suitable equipment. Apply lightly and uniformly to infested area. Pay particular attention to cracks and crevices; service ducts; false floors and ceilings; wall void; around electrical and telephone fittings and equipment; around water and sewer pipes; under and behind cabinets; refrigerators and sinks; around windows and door frames; along baseboards; in attics and crawl spaces. The amount to be applied will vary with the site but usually be in the range of 2-3 grams of product per square yard (or 0.5 lb. per 1,000 square feet).

Ants, Boxelder Bugs, Cockroaches (Including Both Resistant and Non-resistant Strains), Crickets, Fleas, Firebrats and Silverfish: Apply [Delta Many Purpose Dust] [this][the][product] thoroughly to all areas where these pests crawl and hide, especially in those areas described above. For **Ants**, apply to ant trails, around doors and windows, and other places where ants enter premises.

Termites, Carpenter Ants and Carpenter Bees: Apply to voids or channels in damaged wooden members of a structure; to cracks, spaces or bearing joints between wooden members of a structure; or between such members and the foundation, and in locations vulnerable to termite attack. Drilling may be necessary prior to applying dust in these locations, but it must be recognized that such drilling and treating of timber in a particular location may not result in complete coverage of infested and vulnerable voids or galleries. This dust can be applied in attics and crawl spaces to prevent entry of drywood and Formosan termites at a rate of 0.5 lb per 1,000 square feet of floor area. In these treatments, all vents and blowers should be closed and only reopened after dusts have settled. Inspect at 6 months and one year to insure that colony has been killed.

The purpose of such applications [of][Delta Many Purpose Dust][this][the][product] is to kill workers or winged forms of subterranean termites which may be present in the treated channels at the time of treatment. Such applications are not substitute for mechanical alteration, soil treatment or foundation treatment but merely a supplement. For active termite infestation, get a professional inspection.

Centipedes, Ground Beetles, Millipedes, Scorpions, Spiders and Sowbugs: Apply dust along and behind baseboards, to window and door frames, corners, pipes, storage locations, attics, crawl spaces, and other areas where these pests may enter or crawl.

Webbing Clothes Moths: Use [Delta Many Purpose Dust][this][the][product] as a crack and crevice treatment in closets and other storage areas where these pests are found. This is an adjunct treatment and will not control moth larvae already on the clothes. DO NOT apply this product directly to clothing.

Carpet Beetles (Black, Furniture, Common and Varied): Dust where these insects are found, for example: under edges of floor coverings, behind baseboards, under rugs and furniture and in closets. Do not apply as a broadcast application to floors or floor coverings, including carpeting.

Bed bugs: Apply to crack and crevices where evidence of bed bugs occurs. This includes bed frames, box springs, inside empty dressers and clothes closets, and carpet edges, high and low wall moldings and wallpaper edges. DO NOT use this product on mattresses, pillows, bed linens or clothes. Remove all clothes and other articles from dressers or clothes closets

before application. Not recommended for use as sole protection against bed bugs. If evidence of bed bugs is found in/on mattresses, use products approved for this use.

STORED PRODUCT PESTS

To aid in the control of the exposed stages of:

- | | |
|------------------------|---------------------------|
| cadelles | merchant grain beetles |
| cheese mites | red flour beetles |
| cigarette beetles | rice weevils |
| confused flour beetles | rusty grain beetles |
| dark meal worms | Saw-toothed grain beetles |
| drugstore beetles | spider beetles |
| grain mites | tobacco moths |
| granary weevils | yellow meal worms |
| lesser grain borers | |

In the home, cover all food processing surfaces and utensils during treatment or thoroughly wash before use. Remove or cover exposed food.

Clean up waste materials, dust dirt and other debris. Thoroughly treat floors, walls and other surfaces in storage and handling areas. Apply dust in cracks and crevices, behind and under cupboards, and other difficult to reach areas where insects may hide. DO NOT apply directly on food, utensils or other areas where food is stored.

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Store product in original container in a cool, dry, locked storage area out of reach of children and pets.

PESTICIDE DISPOSAL AND CONTAINER HANDLING: Non-refillable 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.

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

Optional Marketing Claims

{Note to PM: If qualifier is not used, then the word "listed" will be inserted before bugs/insects/pests}

{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: the term house can be interchanged with any and all instances of home and vice versa.}

{Note to PM: numbers can be expressed numerically or spelled out on the FPL.}

{Note to PM: Any or all listed bugs may be represented graphically on Final Printed Labeling [insect image]}

{Example Insect Images:}



Product Fact for Bed Bug, Flea Product

[Pest][Insects]	[insect image] Bed Bugs, Fleas and other listed pests <i>{Note to PM: other listed pests may be called out on this panel}</i>
[Controlled][Killed]	
Where to use:	For residential use in homes

1. Indoor
2. Long Lasting²
3. Odorless
4. Kills on contact
5. Kills [Insects¹] for Up to 8 Months
6. Controls Ants, Fleas, Spiders, Scorpions and other insects¹.
7. Exhibits effective knockdown and long-lasting² control against insects¹.
8. Can be used [for long-lasting² pest¹ control] in homes.
9. [Insects] [Controlled][Killed][insect image] ***{Note To PM: any combination of insects on this label could be listed}*** and other insects¹
10. Controls a variety of insects¹ in homes
11. Where to use: for residential use in homes
12. Non-staining

[Bracketed information is optional text.] Text separated by / denotes and/or options. (Text) will appear on label.

13. No clumping
14. [Provides][Obtain] control of ants, cockroaches, fleas, silverfish, and listed stored product insects¹
15. [Kills][Controls] bed bugs [& fleas]
16. [Kills][Controls] bed bugs where they hide
17. [Kills][Controls] bed bugs in hard to reach [places][spaces]
18. [Targets][Reaches] bed bugs where they crawl [& hide]
19. For Cracks & Crevices
20. [Residential] Indoor Use Only

¹Refer to [booklet][back] panel for complete list of insects/bugs/pests




{Note to PM: If qualifier is not used, then the word "listed" will be inserted before bugs/insects/pests}

² 8 month control

Sales Claims

21. Bonus Size
22. Exclusive to Club Stores!
23. Exclusive Club [Bonus] Size!
24. [Great] Value
25. Value Pack
26. (Over) X% more than X oz. size
27. Combo/Wow Pack
28. Value/Bonus Size – X-pack/ X- oz.!
29. Value/Bonus Size – X-pack = X oz.!
30. Value Size
31. X% more than X oz. size
32. Look inside [label] for special offer information!
33. Go to [www.orthohomedefense.com] now for a special offer! Offer subject to change or expiration.

Other

34. [] People and pets may re-enter treated areas after dust has settled
35. New **{Note to PM: The claim may appear on any label panel for 6 months following commercial introduction}**
36. Read Entire label before use
37. [Recyclable symbol]
38. [For] Indoor [Residential] use only
39. Intended for residential use
40. Peel Open for use directions and further information
41. OPEN
42. Resealable Label for Directions & Precautions
43. PRESS TO RESEAL
44. PEEL HERE / PRESS TO RESEAL
45. PULL / PEEL HERE [TO REMOVE TAPE]
46. Product of [insert country]
47. Made in U.S.A.
48. Assembled in the USA
49. ©20XX, licensed by [Company/Brand]. World rights reserved.
50. QUESTIONS OR COMMENTS - [phone icon  1-800-225-2883 www.ortho.com [Visit our website] [computer icon ]

{Note to PM: Claims 46-48 will not appear on the FPL at the same time.}

Guarantees:

51. Guaranteed+++
52. [Company][Brand] Guarantee[d] +++
53. Guaranteed [results] +++
54. Guaranteed Kill or your money back +++
55. [Company][Brand] Satisfaction guaranteed[+++]

56. [Company][Brand] [Promise your] satisfaction guaranteed [or your money back] [†††]

Note to PM: Only one of the following will be used on the FPL

††† [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

Bed Bug System Names/Headings:

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

1. [3-Step] [Location based/use area] System for Protection from bed bugs
2. [3-Step] Bed Bug [Location based/use area] Treatment [Plan/Program/System]
3. [3-Step] Bed Bug [Location based/use area] Solution System/Set
4. [3-Step] Bed Bug [Location based/use area] System [for Protection]
5. [3-Step] Bed Bug [Location based/use area] Protection [Plan/Program/System]
6. Part of the [Ortho Home Defense/Brand name] [3-Step] System for Protection from bed bugs [in 3 steps]
7. Part of the [Ortho Home Defense/Brand name] [3-Step] Bed Bug [Location based/use area] Treatment Plan/Program/System [in 3 steps]
8. Part of the [Ortho Home Defense/Brand name] [3-Step] Bed Bug [Location based/use area] Solution System/Set [in 3 steps]
9. Part of the [Ortho Home Defense/Brand name] [3-Step] Bed Bug [Location based/use area] System [for Protection] [in 3 steps]
10. Part of the [Ortho Home Defense/Brand name] [3-Step] Bed Bug [Location based/use area] Protection Plan/Program/System [in 3 steps]
11. [Ortho Home Defense/Brand name] [3-Step] [Location based/use area] System for [protection from] bed bugs [in 3 steps]
12. [Ortho Home Defense/Brand name] [3-Step] Bed Bug [Location based/use area] Treatment Plan/Program/System [in 3 steps]
13. [Ortho Home Defense/Brand name] [3-Step] Bed Bug [Location based/use area] [Solution] System/Set [in 3 steps]
14. [Ortho Home Defense/Brand name] [3-Step] Bed Bug [Location based/use area] Protection Plan/Program/System [in 3 steps]
15. [Ortho Home Defense/Brand name] 3-Step Bed Bug [Location based/use area] [Program/System]
16. [Location based/use area] [Home] Bed Bug [system] in 3 steps
17. Zones of protection from Bed Bugs [in 3 steps]
18. Treat these/this area[s]/location[s] [Large Areas⁸],[Small Areas],[and][Hard-to-Spray[areas]/Hard-to-Reach [areas] / Crack & Crevices for [protection from] Bed Bugs
19. Location based Bed Bug treatment /protection [program/system/plan] [in 3 steps]
20. For best results use a system to treat Bed Bugs
21. For best results treating bed bugs use the entire/full [treatment/solution/protection] system/plan/program
22. For best management of bed bugs use the entire/full [treatment/solution/protection] system/plan/program
23. For best results, more than one product may/might/could be needed for bed bug treatment
24. [Part of a] Bed Bug Treatment System/Program/plan [in 3 steps]
25. Step 3
26. Ortho Home Defense/Brand Name Home Protection
27. Targeted Bed Bug [Location based/use area] Treatment Program/Plan/System [in 3 steps]

⁸Not for broadcast use. Application as a spot treatment on large areas such as carpets or floors.

Additional System Claims

1. Part of a system for Home Protection from bed bugs
2. [Part of] [Ortho] [Home Defense/Brand Name] Bed Bug system for Home Protection
3. [Ortho] Home Defense/Brand Name [provides][products for] zones/areas of bed bug protection[:] inside/indoors/inside your home by [detecting/identifying/detecting and trapping/attracting and trapping [bed bugs] and] treating large areas⁸ [like your carpets/ closets /baseboards / tile/ flooring], small areas [like around bed frames/headboards/box springs/ mattresses(seams/folds/edges)/ beds/ walls/ baseboards/ drawers], and Hard-to-Spray [Areas] / Hard-to-Reach [Areas] / Crack & Crevice / Cracks/ Crevices [like electrical outlets/ mattresses creases/ seams/bed frames/baseboards/cracks/crevices].

[Bracketed information is optional text.] Text separated by / denotes and/or options. (Text) will appear on label.

4. Cover all areas with [Ortho] [Home Defense/Brand Name] [treatment] system/program/plan for Home Protection
5. [Let] [Ortho] Home Defense/Brand Name [system for Home Protection] [guard(s)/protect(s)] your home from insects/bed bugs
6. Part of a home defense system/program/plan for bed bugs
7. [System/Program/Plan for] Bed Bug Home Protection [in 3 steps]

⁸Not for broadcast use. Application as a spot treatment on large areas such as carpets or floors

Bed Bug System Language

{Note to PM: This product will emphasize or indicate the product is for “Cracks & Crevices” on the FPL.}

{Note to PM: 239-ETLN - will always be noted as Step 3 in the system language}

{Note to PM: Below are the system step call outs. On the FPL, it will either list all 3 steps emphasizing the applicable step (see examples) }



OR just the step applying to this product and the corresponding text.



On this label, the following bolded text is what can be used in association with product labels for this registration.

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

[Bed bugs are expert biters and expert hidiers. They can hide in the tiniest of places [which makes them tough to kill]. Our bed bug system [detects them and] provides treatment options for all areas of your room/bedroom/home.]

OR

[Bed bugs can hide everywhere [, making them tough to kill]. [Detect and] treat/kill them where they hide with our bed bug-specific system/program/treatments.]

OR

[Tackle your problem with our bed bug system of products to [detect them and] provide treatment for all areas of your room/bedroom/home.]

OPTION 1

[Identify/Detect][**Kill/Treat**][Prevent]

[Step][1][:][Identify] [Attract & Trap][Detect] [Detect & Trap] [Identify & Detect] [Bed Bugs] [icon][*]

[Step][2][:] Room Treatment / Large Areas⁸/ Spray Treatment / Spot, Crack & Crevice Spray [icon][**]

[Step][3][:] **Hard-to-Spray [Areas] / Hard-to-Reach [Areas] / Crack & Crevice / Cracks/ Crevices/ Difficult Areas/ Difficult To Treat/ Precise Areas/ Hard To Treat** [icon][***]

[***] [Step] [3] [Treat] [:] **Hard-to-Spray [Areas] / Hard-to-Reach [Areas] / Crack & Crevice / Cracks/ Crevices/ Difficult Areas/ Difficult To Treat/ Precise Areas/ Hard To Treat** [icon] [:]

[Don't forget to] treat places that are difficult to spray [like around electrical outlets/ bed frames/baseboards/cracks/crevices].

OR

Kills in ducts/wall voids/ around electrical outlets/creases/seams/bed frames/baseboards.

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

[*][Step] [1] [:] [Identify [& Detect] / Attract & Trap /Detect [& Trap] [Bed Bugs] [icon] [:]

Confirm you have bed bugs by luring them out of hiding and into our secure trap.]

OR

Lure bed bugs out of hiding places

[Use/Look for Ortho [Home Defense/Brand Name] products marked for Identify [& Detect] / Attract & Trap /Detect [& Trap]]

[**][Step] [2] [Treat] [:] Room Treatment / Large Areas⁸/ Spray Treatment / Spot, Crack & Crevice Spray [Icons] [:]

Spray bed bugs in their hiding spots [like your carpet edges/ closets /baseboards / tile/ flooring].

OR

{Bold, italicized text is information for the reviewer and is not part of the label.}

EPA File Symbol 239-NEW

[Bracketed information is optional text.] Text separated by / denotes and/or options. (Text) will appear on label.

Kills on carpets/furniture/flooring/baseboards/tile/surfaces.

OR

Spot-treat(s)/kills on bed frames/headboards/box springs/ mattresses/ beds/ walls/ baseboards/ drawers/ carpets/closets/tile/flooring/surfaces

8Not for Broadcast Use. Application as a spot treatment on large areas such as carpets or floors.

OPTION 2

Note to PM: This following option removes the identify/detect portion and focuses on the treatment.

[Kill/ Treat]

[Step][1][:][Large Areas⁸ [icon] [*]

[Step][2][:][Small Areas [icon] [**]

[Step][3][:][Hard-to-Spray [Areas] / Hard-to-Reach [Areas] / Crack & Crevice / Cracks/ Crevices/ Difficult Areas/ Difficult To Treat/ Hard To Treat [icon][***]

[***] [Step] [3] [Treat] [:] Hard-to-Spray [Areas] / Hard-to-Reach [Areas] / Crack & Crevice / Cracks/ Crevices/ Difficult Areas/ Difficult To Treat/ Precise Areas/ Hard To Treat [icon] [:]

[Don't forget to] treat places that are difficult to spray [like around electrical outlets/ bed frames/baseboards/cracks/crevices].

OR

Kills in ducts/wall voids/around electrical outlets/creases/seams/bed frames/baseboards.

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

[**] [Step] [2] [Treat] [:] Small Areas/ Spot Treatment [Icons] [:]

Treat bed bug[s] [in their] hiding spots like around bed frames/headboards/box springs/ mattresses/ beds/ walls/ baseboards/ drawers.

OR

Spot-treat(s)/kills on bed frames/headboards/box springs/mattresses/beds/walls/baseboards/drawers/furniture/luggage/curtains

[Use/Look for Ortho [Home Defense/Brand Name] products marked for Small Areas/ Spot Treatment]]

[*] [Step] [1] [Treat] [:] [Large Areas⁸ [icon] [:]

Spray bed bugs in their hiding spots [like your carpet edges/ closets /baseboards / tile/ flooring].

OR Kills on carpets/furniture/flooring/baseboards/tile/surfaces. **OR** Spot-treat(s)/kills on bed frames/headboards/box springs/ mattresses/ beds/ walls/ baseboards/ drawers/ carpets/closets/tile/flooring/surfaces

8Not for broadcast use. Application as a spot treatment on large areas such as carpets or floors.

Note to PM: Below are representative icons and images for use with this system. This product will emphasize the outlet and crack & crevice elements below.





ORTHO Bed Bug Defense Plan/Program Text Based

Note to Reviewer: The following describes/explains the Ortho Bed Bug Defense Plan/Program

[Bed Bug Home Protection Plan] [Bed Bug Home Protection Cycle] [Bed Bug 3-Step Process] [Bed Bug Home Defense Plan] [Ortho Home Defense Bed Bug Plan] [Home Defense Bed Bug Plan]
[GRAPHICAL ICON identifying the steps: Detection, Treatment, Prevention]

FOR BEST RESULTS USE THIS PRODUCT AS PART OF A COMPREHENSIVE BED BUG TREATMENT PLAN. Visit our website, www.ortho.com, for more information.

Treating bed bugs systematically is crucial for adequate control. The information below will help you determine where in the system to begin.

DETECTION

If you have not seen any bed bugs are in prevention mode, and/or want to ensure you are still bed bug free, you can detect bed bugs (if present) using the **Ortho® Home Defense® Bed Bug Trap/Product Name.**

TREATMENT

If you have detected bed bugs by using the products above, are being bitten, or, observe bed bugs, bed bug eggs or excrement in mattress tufts and bedding, you may want to choose from one or more of the Ortho [Home Defense/Brand Name] Bed Bug Products.

PREVENTION

To help prevent the spread of bed bugs, you should use an appropriate mattress and box spring encasement.

Note to Reviewer: The following text is an alternative (or in addition to) the above for a more comprehensive education of the consumer on the steps necessary to approach a bed bug problem. This text may appear on product labels, labeling, point of purchase educational material.

[Bed Bug Home Protection Plan] [Bed Bug Home Protection Cycle] [Bed Bug 3-Step Process][Bed Bug Home Defense System][Bed Bug Home Defense Solution] [Bed Bug Home Defense] [Bed Bug Home Defense Kit] [Home Defense Bed Bug Plan] [Home Defense Bed Bug System]

Detection

While bites can be an indicator that you have a bed bug problem, bites alone are not proof you are being bitten by bed bugs since bites from ticks, fleas and mosquitoes can resemble bed bug bites. Additionally, some people do not exhibit a reaction to bed bug bites. The only way to know for sure is to find and identify the bugs. You may do so through inspection or with the Ortho Home Defense Bed Bug Trap that will detect bed bugs.

Look for:

- Small, reddish-brown bugs approximately the size of an apple seed
- Small blood stains or dark fecal spots
- Dead bed bugs, shed skins, or small whitish eggs
- A sweet or musty odor in the room

A thorough inspection is mandatory. Bed bugs are cryptic, so be sure to look in places such as:

- mattresses & box springs – around seams, creases, tufts, buttons, folds, vent holes & indentations
- bed frames – disassemble bed frame to inspect cracks and crevices
- bedding & linens
- headboards & footboards
- nightstand & dresser drawers
- storage boxes, including those under beds
- furniture & upholstered furniture cushions
- pull out couches & sofa beds
- curtains & curtain rods
- rugs & tapestries
- cribs & changing tables
- chairs
- luggage & folding luggage racks
- wooden hangers
- clothing
- shoes & shoe boxes
- picture frames & wall hangings
- loose wallpaper or paneling
- wall voids & outlets – behind switch plates
- electrical boxes
- baseboards & floorboards
- carpeting & carpet tack strip
- crown molding
- door & window casings
- files, papers, books & magazines
- smoke detectors, thermostats, alarm clocks, telephones, radios and other electronics
- stuffed animals and plush toys
- pet carriers

Be thorough! Any crack or crevice can serve as harborage for bed bugs. Often the places they hide are smaller than you may think possible.

Bed bugs prefer to stay close to their food source (you!) and are typically found within 1-6 feet of sleeping areas and furniture that is frequently occupied. However, inspection of entire rooms should be conducted, as bed bugs may be found in areas outside this range.

Detection devices [such as interceptors] [coasters][traps][detectors][glue traps] that are placed anywhere in the room, including under the legs of beds, couches or other furniture can be used to monitor for bed bug activity. You may not notice any bed bug activity unless monitoring/detecting is done. These types of traps can provide a barrier between the floor and bed and can be a very useful as part of an integrated pest management program.

Treatment

Bed bugs are challenging to eliminate because they can hide in many different places. Once detected, several steps must be taken to treat properly. Inspections must be thorough, and elimination, especially of eggs, is not always a certainty. Treating for bed bugs is not the same as treating for other insects such as roaches and ants. Baits typically used to treat for roaches or ants are ineffective because bed bugs must bite and feed on blood. As a result, multiple treatments and treatment steps over several weeks as part of an integrated pest management program are necessary. Non-chemical and chemical options include:

- **Declutter:** Eliminate all clutter where bed bugs can hide. It is clutter, not uncleanliness that puts you at risk for a bed bug infestation.
- **Vacuum:** Vacuum the entire area thoroughly, including the underside of the mattress, box spring and furniture, as well as the carpets and floor. Disassemble the bed and vacuum all bed components. Bed bugs and their eggs can be difficult to dislodge, so use the vacuum's suction wand or crevice tool to scrape the infested area. Immediately discard the vacuum contents into a tightly sealed trash bag. Double bag. Discard the double-sealed trash bag in an outdoor receptacle. Vacuuming every 2-3 days for 14 days is recommended.
- **Heat Treat:** Dry-dry-wash-dry. First place clothing, bedding, etc. in the dryer for two full cycles at high temperature (120-140° F). Then, wash and dry all clothing, bedding, etc. at high temperatures (120-140° F). Be careful while stripping the bed so as to not dislodge bed bugs or eggs. Seal in a plastic bag before laundering to avoid spreading bed bugs and again after laundering in a new, clean plastic bag while you finish the treatment process so as to

prevent re-infestation. Place toys, shoes, backpacks, etc. in a clothes dryer set on high heat for two full cycles.

Wrap items that cannot be put in a washer or dryer in a large plastic bag and place them outdoors in a hot, sunny location. The fewer items packed in each bag, the better. Monitor with a thermometer for a target temperature of at least 120°F.

- **Apply Insecticides:** One step in eliminating bed bugs is to carefully apply insecticides registered to treat bed bugs [and bed bug eggs] to all areas where bed bugs are detected.
 - Carefully read and follow label directions.
 - We recommend carefully inspecting the area after treatment.
 - Detect with a trap after treatment to make sure there are no remaining bed bugs.

Dispose Infested Items: For items that cannot be treated by vacuuming, heat, laundering or insecticides, tightly wrap and seal in a large plastic bag prior to disposing. Destroy or mark “Infested with Bed Bugs” to prevent someone else from picking them up.

If after one month you are still experiencing a severe bed bug infestation, please contact your local professional pest management company.

Prevention

Proper steps must be taken to prevent an initial introduction or secondary re-infestation. These include:

- **Isolating the Bed:** Move your bed and other furniture away from the wall slightly. Remember, bed bugs do not fly or jump! Making sure the bed skirt and blanket do not touch the floor will make it harder for bed bugs to crawl onto the bed.
- **Sealing Cracks & Crevices:** Seal openings in window sills, baseboards, floorboards, furniture, bed frames and where pipes or wires or other utilities enter the home. Fix or take down any peeling wall paper. Tighten loose switch covers. Installing door sweeps will help discourage movement into hallways.

Manage the Environment: Eliminate clutter. Launder bedding and clean furniture routinely. Vacuum often and thoroughly. Thoroughly inspect purchased furniture before bringing it home, especially if it was purchased used. However, purchasing used furniture should be avoided when possible. Monitor previously infested or likely to be infested sites daily. Remove evidence of previous infestations. Restart treatment process if necessary.

Bed bugs are typically transported from place to place as people travel, so it is important to take proper precautionary steps when traveling. Also make sure any visiting guests are not transporting bed bugs in their luggage.

- **Prior to Travel:**

- DO Spray luggage and allow to dry completely with a product with residual activity registered to treat bed bugs [and bed bug eggs] and for use on luggage.

- DO Pack clothing and other items in sealable plastic bags. Bring extra re-sealable plastic bags for soiled clothing.

- **At Hotel/Destination:**

- DO check for signs of bed bugs by examining the cracks and crevices of the mattress, box spring, sheets, bedding, headboard, nightstand & dresser drawers, desks, chairs, and other furniture; behind wallpaper and pictures; in clocks and other electronics; in cracks in wood floors; and under the edge of the carpet. [Carrying a small flashlight such as the [insert product name here] will help you quickly and thoroughly inspect for signs.] Signs of bed bug activity may include the presence of eggs, fecal spots, and shed skins.

- DO change rooms immediately, or change hotels entirely, if you identify bed bugs in your hotel room.
 - DO check clothes hangers thoroughly before unpacking. Bed bugs hide in the cracks and crevices of hangers so a thorough inspection is necessary before hanging up clothes, especially if the hangers are wooden.
 - DO re-pack luggage contents into sealable plastic bags so you can throw them directly in the dryer when you return home to kill any bed bugs or eggs that may be nestled in the clothing.
- DO use a bed bug trap such as the Ortho Home Defense Bed Bug Trap to lure and detect bed bugs
- DO Spray your luggage and allow it to dry completely with a product registered to treat bed bugs [and bed bug eggs] and for use on luggage.
- DO NOT put your suitcase on the bed. Elevate all luggage off the floor using a luggage rack (inspect first), tabletop or other hard surface. The best place is in the bathtub.
- DO NOT unpack your suitcase contents into dressers.

Returning Home:

- DO remove the items you placed in plastic bags at the hotel, and throw them immediately into the dryer, set on the highest heat setting the fabric can withstand to kill any bed bugs or their offspring that may be nestled in the items.
- DO inspect luggage and clothing for signs of bed bug activity. If signs are found, treat luggage by vacuuming, laundering (scrubbing with hot, soapy water) and/or insecticides.
- DO store luggage in sealed bags and keep them in the garage. If you are exposed to a bed bug infestation, there is no reason to throw out your luggage and clothing unless your infestation is severe. The key is to contain all items suspected of carrying bed bugs in plastic bags until you can treat them.

- DO NOT unpack luggage inside. Unpack luggage outside, or in a garage, laundry room or utility room.

These steps are very important, and must be done carefully, consistently and cyclically. Bed bugs are resilient insects that will not go away without intervention.

A comprehensive, continuous cycle of Detection -> Treatment/System-> Prevention/Detection/Monitoring is the key to gaining control. [Continuing the integrated system creates a better chance of managing bed bug]