



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

June 9, 2025

Chris Zemanek
Regulatory Principal, Regulatory Affairs
The Scotts Company
Marysville, OH 43040

Subject: Label Amendment - Registration Review Mitigation for Bifenthrin and Zeta-Cypermethrin
Product Name: HD Indoor & Outdoor Insect Killer
EPA Registration Number: 239-2753
Application Dates: February 19, 2021 & May 27, 2025
Decision Numbers: 571352 & 597057
Case Numbers: 480717

Dear Chris Zemanek:

The Agency, in accordance with the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, has completed reviewing all the information submitted with your application to support the Registration Review of the above referenced product in connection with the Bifenthrin and Zeta-Cypermethrin Decisions, and has concluded that your submission is acceptable. The label referred to above, submitted in connection with registration under FIFRA, as amended, is acceptable.

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 Assurance.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling and must be used at your next label printing. 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 12 months from the date of this letter. After 12 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.

If you have any questions about this letter, please contact Meaghan Robertson by phone at 202-566-0169, or via email at robertson.meaghan@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "Cathryn Britton". The signature is fluid and cursive, with the first and last names being clearly legible.

Cathryn Britton
Chief, Risk Management and Implementation
Branch V
Pesticide Re-evaluation Division (7508M)
Office of Pesticide Programs

ENCLOSURE: Stamped label

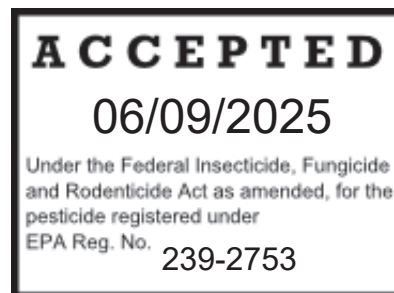
HD Indoor & Outdoor Insect Killer

For Indoor Use Only/For Outdoor Use Only/ For Both Indoor & Outdoor Use

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

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

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



KEEP OUT OF REACH OF CHILDREN

CAUTION

See back/panel/booklet for additional precautionary statements

Manufactured/Distributed/Sold By/For:

The Ortho Group

P.O. Box 190 Marysville, OH 43040

EPA Reg. No. 239-2753

EPA Est. No. XXXXXXXX

[Superscript is first letter of lot number]

Alternate Brand Names:

Ortho Home Defense Insect Killer₁

Ortho Home Defense Insect Killer Refill₁

Ortho Home Defense Insect Killer for Indoor and/ & Perimeter₁

Ortho Home Defense Insect Killer for Indoor and/ & Perimeter Refill₁

Ortho Home Defense Indoor Insect Killer₁

Ortho Home Defense Indoor Insect Killer Refill₁

Fundamentals by Ortho Indoor Insect Killer Ready -To -Use

Fundamentals by Ortho Insect Killer for Indoor Ready -To -Use

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

FIRST AID	
If swallowed	Call poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.
If in eyes	Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.
HOTLINE NUMBER	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-877-465-5161 for Emergency Assistance.	
NOTE TO PHYSICIAN	
Emergency Information call 1-877-465-5161.	

PRECAUTIONARY STATEMENTS

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

ENVIRONMENTAL HAZARDS: This pesticide is extremely toxic to fish, aquatic invertebrates, oysters and shrimp. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Drift and run-off from treated areas may be hazardous to aquatic organisms in neighboring areas. Care should be used when spraying to avoid fish and 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 visiting the treatment area.

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

DIRECTIONS FOR USE

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

[Bee [and other pollinator] Responsible - To avoid unintentional exposure to bees and other beneficial pollinators:

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

Note to PM: The Bee responsible text would only appear on FPLs with outdoor applications to plants.

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

1. Application to pervious surfaces such as soil, and other vegetation;
 2. Perimeter band treatments of 7 feet wide or less from the base of a man-made structure to pervious surfaces (e.g., soil, mulch, or lawn);
 3. Applications to underside of eaves, soffits, doors, or windows permanently protected from rainfall by a covering, overhang, awning, or other structure;
 4. Applications around potential exterior pest entry points into man-made structures such as doorways and windows, when limited to a band not to exceed one inch;
 5. Applications to vertical surfaces (such as the side of a man-made structure) directly above impervious surfaces (e.g., driveways, sidewalks, etc.), up to 2 feet above ground level;
 6. Applications to vertical surfaces directly above pervious surfaces, such as soil, lawn, turf, mulch or other vegetation) only if the pervious surface does not drain into ditches, storm drains, gutters, or surface waters.
- Spot treatments must not exceed two square feet in size (for example, 2 ft. by 1 ft. or 4 ft. by 0.5 ft.).
 - For soil or foliar applications, do not apply by ground within 25 feet of lakes, reservoirs, rivers, permanent streams, marshes or natural ponds, estuaries and commercial fish farm ponds.
 - Do not spray the product into fish pools, ponds, streams, or lakes. Do not apply directly to sewers or storm drains, or to any area like a drain or 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.
 - Do not apply directly to impervious horizontal surfaces such as sidewalks, driveways, and patios except as a spot or crack-and-crevice treatment.
 - Treat surfaces to ensure thorough coverage but avoid runoff.
 - To treat insects harbored in voids and cracks-and-crevices, applications must be made in such a manner to limit dripping and avoid runoff onto untreated structural surfaces and plants.
 - Do not make applications during rain. Avoid making applications when rainfall is expected before the product has sufficient time to dry (minimum 4 hours).
 - Rainfall within 24 hours after application may cause unintended runoff of pesticide application.
 - Do not apply or irrigate to the point of runoff.
 - Do not apply when the wind speed is greater than 15 mph.



Do not allow to enter indoor or outdoor drains. No permita la entrada a desagües internos o externos. Follow proper disposal procedures on this label. Siga las indicaciones del etiquetado para el desecho apropiado del producto.

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

STORAGE AND DISPOSAL

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

PESTICIDE DISPOSAL AND CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Do not pour or dispose down-the-drain or sewer. Call your local solid waste agency for local disposal options.

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

STORAGE AND DISPOSAL

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

PESTICIDE DISPOSAL AND CONTAINER HANDLING: [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:** Do not pour or dispose down-the-drain or sewer. Call your local solid waste agency for local disposal options.

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:]

[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”].
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.

[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. [Squeeze/pump/pull/press trigger/button once to/for a short spray/mist]
3. [Squeeze/pump/pull/press trigger/button three/several times for a continuous spray/mist]
4. 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.

[To replace/change batteries: Remove sprayer head/applicator from bottle 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

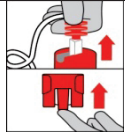
Refill Options

Option 1 – Applicator Reuse

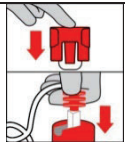
REFILL/REUSE DIRECTIONS

How to attach applicator name/wand to HD Indoor & Outdoor Insect Killer/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 HD Indoor & Outdoor Insect Killer /Product Name/refill/recharge/renew/fill-up/reload/bottle/container:

	<p>[Attach the sprayer holster/holder to HD Indoor & Outdoor Insect Killer /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 HD Indoor & Outdoor Insect Killer /Product Name. To refill twist/snap HD Indoor & Outdoor Insect Killer /Product Name into spray/applicator nozzle/top.

REFILL/REUSE DIRECTIONS

How to attach Applicator Name/Flairosol to HD Indoor & Outdoor Insect Killer /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 HD Indoor & Outdoor Insect Killer /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 HD Indoor & Outdoor Insect Killer /Product Name/refill/recharge/renew/fill-up/reload/bottle/container.
 3. [Remove Seal.]
 4. Insert tube/straw into HD Indoor & Outdoor Insect Killer /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 HD Indoor & Outdoor Insect Killer /Product Name.

To refill pour HD Indoor & Outdoor Insect Killer /Product Name into container.

OR

To refill this empty container, pour product carefully and directly from the HD Indoor & Outdoor Insect Killer /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

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

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/ HD Indoor & Outdoor Insect Killer /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 HD Indoor & Outdoor Insect Killer /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.

METHODS OF USE AND GENERAL APPLICATION INSTRUCTIONS

[PRODUCT FACTS]

Kills [Controls] (*any or all of the following insects*)

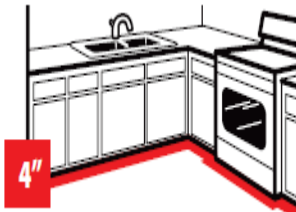


Adelgids	Eastern Sprucegall		
Ants	Argentine Carpenter Foraging Fire Ants Harvester Imported Fire	Lasius Odorous House Pavement Pharaoh/Sugar Pyramid	Red/Western Harvester
Aphids	Apple Black Cherry Black Pecan Buckhorn	Greenbug Pea Pecan Root	Rose Rosy Apple Yellow Pecan Walnut
Bees			
Beetles	Banded Cucumber Bean Leaf Billbugs (Bluegrass) Black Turfgrass Ataenius Blister Brown Leaf Notcher Carpet Colorado Potato Corn Rootworm (Adults & Larvae) Curculio (Cow Pea ,Plum) Elm Leaf Flea (Black, Dichondra, & Sweetpotato) Ground	Japanese (Adults) Lady Beetles (including Asian Lady Beetle Eggs) Mexican Bean Mexican Corn Rootworm (Larvae) Northern Corn Rootworm (Larvae) Pine Chafer (grub) Pine Chafer Pine Shoot Red Flour Rose Chafer Sap	Southern Corn Rootworm (Adults & Larvae) Southern Corn Leaf Spotted Cucumber Striped Cucumber Weevils (Annual Bluegrass, Black Vine, Blue Green Citrus Root, Carrot, Cranberry, Diaprepes Root, Little Leaf, Notcher, Northern Pine, Orchard, Orchid, Pea Leaf, Pecan, Pepper, Pine Shoot, & Sweetpotato) Western Corn Rootworm Whitefringed
Borers	American Plum Common Stalk European Corn Hop Vine	Lesser Peachtree Peachtree Peach Twig Southern Corn	Southwestern Corn Squash Vine Stalk
Boxelder Bugs			
Bristletails			
Caterpillars	Alfalfa Alfalfa Looper Armyworms (Beet, Fall, Southern, True, Yellow	Fall Webworm Filbertworm Green Cloverworm Green Fruitworm	Pecan Nut Casebearer Pickleworm Rindworm Saltmarsh

	Striped, Beet Armyworm Eggs) Bagworms Blueberry Spanworm Budworms Celery Leaf-tier Corn Earworm (same as Tomato Fruitworm) Cross-Striped Cabbageworm Cutworms (Black, & Western Bean) Cranberry Fruitworm	Hickory Shuckworm Hornworms (Tobacco & Tomato) Imported Cabbageworm Loopers (Alfalfa, Cabbage, Celery) Melonworm Mimosa Webworm Navel Orangeworm Orange Tortrix Oak Webworm Painted Lady Pecan Leaf Casebearer	Sod Webworms Tent Tomato Pinworm Velvetbean
Centipedes			
Chinch Bug	False	Hairy	Southern
Cockroaches	American/Palmetto Bug/Waterbug Asian	Brown Banded German Oriental	Smokey Brown
Crickets			
Earwigs			
Firebrats			
Fleas	Cat	Dog	
Fleahoppers			
Flies	Apple Maggot Biting Flies Cherry Fruit	Corn silk European Crane (Adult) House	Walnut Husk
Fungus Gnats			
Grasshoppers			
Hornets			
Lace Bugs			
Leaffooted Bugs	Squash Bug		
Leafhoppers	Aster/California Corn Eastern Grape	Glassy Winged Sharpshooter Potato Southern Garden	Western Grape
Leafminers	Alder Boxwood Holly	Oak Spruce Needle Tentiform	Vegetable
Leafrollers	Oblique Banded	Red-Banded	Variegated
Mealybug			
Midges			
Millipedes			
Mites	Banks Grass Broad Carmine Chigger Clover European	European Red Grain Pacific Spider Pecan Leaf Scorch Pecan Scorch Red Spider	Spider Spruce Two Spotted Spider (Adult) Two Spotted Spider (Eggs)
Mole Crickets			
Mosquitoes	Anopheles	Northern House	Aedes aegypti[*]
	[* including those that may transmit the Chikungunya virus, yellow fever, dengue fever, encephalitis, West Nile Virus, [and] [the] Zika Virus]		
Moths	Artichoke Plume Codling Diamondback	Gypsy Lucerne Oriental Fruit	Zimmerman Pine

Periodical Cicada			
Phylloxera	Pecan Leaf	Pecan Stem	
Pillbugs & Rollie Pollies			
Plant Bugs	Tarnished	Lygus Bug	
Psyllids	Pear		
Sawflies	European Pine	Redheaded Pine	Rose Slug
Scales	Brown Soft California Red	Euonymus Pine Needle	San Jose
Scorpions			
Silverfish			
Sowbugs			
Spiders	Black Widow Brown Recluse	Daddy Long Legs Hobo	Wolf
Spittlebugs	Pecan	Meadow	
Springtails			
Stink Bugs	Brown Marmorated	Kudzu	
Stored Product Pests			
Termites			
Thrips			
Ticks	American Dog	Brown Dog	Deer[*]
	[*including ticks that may transmit Lyme disease]		
Treehoppers	Threecornered Alfalfa Hopper		
Wasps			
Whiteflies			
Wireworms	Corn	Southern Potato	
Yellowjackets			

[For Listed General Insect Control Use]

	Indoor Surfaces	Outdoor Surfaces	[In Pantries – <i>Optional Section</i>]
When to Apply	<ul style="list-style-type: none"> Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting control. 		
Before You Apply	<ul style="list-style-type: none"> Cover or Remove Exposed Food (including pet food) Cover All Food Processing surfaces and Utensils 	<ul style="list-style-type: none"> Do not allow this product to contact Water supplies Do not spray into air 	<ul style="list-style-type: none"> Cover or Remove Exposed Food (including pet food) Remove all items from pantry and clean pantry thoroughly

<p>How to Apply</p>	<ul style="list-style-type: none"> • Shake Well • [Set spray nozzle to indoor [sprayer icon] setting.] • 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 re-occurring problem) • Spray until slightly wet without soaking. <p><i>[Image of Indoor Application]</i> Example Image</p> 	<ul style="list-style-type: none"> • Shake Well • [Set spray nozzle to outdoor [sprayer icon] setting.] • Hold sprayer 12 inches from surface being sprayed. • (Apply a 12-inch wide band along the surfaces being treated) (Apply a 12-inch wide band along the exterior of your home in areas where insects are a re-occurring problem) • Spray until slightly wet without soaking. <p><i>[Image of typical Outdoor]</i> Example Image</p> 	<ul style="list-style-type: none"> • Shake Well • [Set spray nozzle to indoor [sprayer icon] setting.] • Spray cracks and crevices along shelves in pantries. • Spray until slightly wet without soaking. • Replace non-infested items once spray has dried.]
<p>After You Apply</p>	<p> People and Pets may re-enter treated area after spray has dried.</p> <ul style="list-style-type: none"> • 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 on killing for up to 12 months [*] Note to PM: See 12 month claim section for qualifying statement which will appear here-options 1,2,3, or 4 		
<p>Fleas and Ticks (Including ticks that may transmit Lyme Disease)</p>	<p>Do not Spray Animals</p> <p>Pets resting quarters may be treated with this product. How to Apply: Spot treat infested areas such as pets resting quarters and localizer areas of floors/floor coverings (rugs, carpet, tile, vinyl & wood) where pests may be present. Old pet bedding 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>		

[OUTDOOR USES][Garden & Vegetables]

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

On Ornamental Plants including: ROSES, FLOWERS, SHRUBS, & SMALL [Shade][Non-Fruit Bearing] TREES	
<p>Kills Insects</p>	<p>Aphids, Armyworms (including Beet, Fall, Southern, True, Yellowstriped), Bagworms, Beetles (including Elm Leaf, Flea, Japanese (Adult), Pine Chaffer, Pine Shoot, Sap), Caterpillars (including Saltmarsh, Tent), Crickets, Eastern Sprucegall Adelgid, Grasshoppers, Lace Bugs, Mealybugs, Mites (including Spruce, Two-Spotted Spider), Mosquitoes, Moths (including Gypsy, Zimmerman Pine), Periodical Cicadas, Plant Bugs (including Lygus and Tarnished), Sawflies (including European Pine, Redheaded Pine), Spittlebugs, Stink Bugs (including Brown Marmorated, Kudzu Bug), Thrips, Wasps/Hornets, Webworms (including Fall, Mimosa, Oak), Weevils (including Northern Pine, Orchard, Pine Shoot), Whiteflies</p>

On [listed] [Home] Vegetable[s] [Gardens], Melons, Fruit and Nut Trees	
Kills Insects Aphids (including Apple, Black Cherry, Buckhorn, Pea, Pecan, Rosy Apple, Walnut), Apple Maggot, Armyworms (including Beet), Beetles (including Colorado Potato, Flea, Mexican Bean, Sap, Spotted Cucumber, Striped Cucumber), Borers (including American Plum, Lesser Peachtree, Peachtree, Peach Twig, Squash Vine, Stalk), Caterpillars (including Alfalfa, Alfalfa Looper, Blueberry Spanworm, Cabbage Looper, Celery Looper, Cranberry Fruitworm, Filbertworm, Green Cloverworm, Green Fruitworm, Hickory Shuckworm, Imported Cabbageworm, Navel Orangeworm, Painted Lady, Pecan Leaf Casebearer, Pecan Nut Casebearer, Pickleworm, Rindworm, Saltmarsh, Tobacco Hornworm, Tomato Fruitworm/Corn Earworm, Tomato Hornworm, Tomato Pinworm, Velvetbean), Chinch Bugs, Corn Borers (including European, Southwestern), Corn Rootworms, Crickets, Cutworms (including Western Bean, Fall Webworms, Flies (including Cherry Fruit, Cornsilk, Walnut Husk), Grasshoppers, Lace Bugs, Leafhoppers (including Potato), Leafminers (including Tentiform, Vegetable), Leafrollers (including Oblique Banded, Red-Banded, Variegated), Mites (including Clover), Moths (including Artichoke Plume, Codling, Diamondback, Oriental Fruit), Pear Psylla, Pecan Leaf Phylloxera, Pecan Spittlebug, Plant Bugs (including Lygus Bug, and Tarnished), Scales (including San Jose), Squash Bug, Stink Bug, (including Brown Marmorated, Kudzu Bug), Weevils (including Black Vine, Carrot, Cow Pea Curculio, Cranberry, Pea, Pecan, Pepper, Plum Curculio), Whiteflies	

Nuisance Pests (outdoors): Ants [including carpenter, foraging fire ants, red harvester, pavement, odorous, pyramid, pharaoh and Argentine], cockroaches, spiders, ticks (including ticks that may transmit Lyme disease,[the] Powassan/POW virus; Haemobartonellosis, and Anaplasma phagocytophilum [to cats/dogs]; Cytauxzoonosis and Tularemia to cats; Anaplasma, Babesiosis, Ehrlichiosis, Lyme borreliosis, Rocky Mountain spotted fever, Hemoplasmosis, and Mycoplasma [to dogs]) and other listed nuisance pests [Option to list other pests here that are listed elsewhere on the label]

Where to Apply/Use	On Roses, flowers, shrubs, trees and other ornamentals, vegetables, nuts, and fruit trees Outdoor [and indoor] surfaces of building, porches, stored lumber and patios [Option to list other sites here that are listed elsewhere on the label]
How to Apply/Use	<ul style="list-style-type: none"> • Garden Pests: Hold sprayer/wand about 12 inches from plant. Thoroughly cover all the plant surfaces until slightly wet, but not to the point of runoff. Alternate text: Spray plant to wet the upper and lower leaf surfaces until wet, but not to the point of runoff. • Nuisance Pests: Apply directly to the listed pests (in outdoor areas). Also spray (outdoor) [and indoor] surfaces of building, garages, and other areas where these bugs [insects/pests] have been seen or are found. Do not spray in or near fishponds or other bodies of water. Alternate text: <ul style="list-style-type: none"> • Nuisance Pests: Apply directly to the listed pests (in outdoor areas). • Outdoor Surfaces: Spray buildings, garages, and other areas where these bugs [insects/pests] have been seen or are found. Do not spray in or near fishponds or other bodies of water.
When to Apply/Use	<ul style="list-style-type: none"> • Apply when insects first appear. • Re-apply as necessary to maintain control waiting at least 7 days between each application.

VEGETABLES AND FRUITS	DAYS TO WAIT AFTER APPLICATION TO HARVEST	CALIFORNIA DAYS TO WAIT AFTER APPLICATION TO HARVEST
Corn (Sweet corn)	1	18
Tomatoes	1	Do not use
Citrus	1	Do not use
Blackberries, Raspberries	3	4
Lima Beans	3	9
Peas (Green pea, Snow pea, Sugar Snap pea), Beans (Snap bean, Wax bean), Blackeyed pea	3	Do not use
Chayote, Cucumber, Edible gourds, Cantaloupe, Casaba, Honeydew melon, Pumpkin, Summer squash (Zucchini), Winter	3	3

squash (Butternut squash, Acorn squash, Spaghetti squash), Watermelon		
Chinese mustard	7	Do not use
Broccoli, Chinese broccoli, Cabbage, Cauliflower, Eggplant	7	7
Head lettuce, Peppers (Bell and Non-bell), Artichoke	7	Do not use
Pears	14	Do not use
Pecans	21	Do not use

WARRANTY/DISCLAIMER STATEMENT

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

Optional Marketing Claims

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

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

Note to PM: the word “and” can be interchanged with “&” in all instances and vice versa

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

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

[Brand]	Ortho	
[Product name]	HD Indoor and Outdoor Killer	
[Marketing Call-out]	Kills Bugs Inside. Keeps Bugs Out.	
[Claims]		
1.	Reusable Continuous Spray Wand/ Long Lasting Bug Barrier Kills 200+ bugs including Mosquitoes, Fleas, Ticks, Spiders, Ants and Japanese Beetles	
2.	Prevents insects/bugs for up to 12 months	
3.	Odor Free	
4.	Dries Fast/Dries Clear	
[Product Facts:]	What it Does: Kills home invading insects including ants, cockroaches, spiders, fleas, ticks, scorpions, beetles, earwigs, silverfish, centipedes, and millipedes. (See inside for complete list)	
	Where to Use: Use with confidence indoors [(kitchens, bathrooms, doors & windows, basements)] and outdoors [(perimeter foundations, garages, doors & windows)] wherever insects are a re-occurring problem.	
	When to use: Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting* control.	
	The product will keep on killing for up to 12 months [] Note to PM: See 12 month claim section for qualifying statement which will appear here-options 1,2,3, or 4 People and pets may enter treated areas after spray has dried	
	Questions & Comments: (phone & computer icon) Call 1-800-225-2883 or [visit] [our website at] [www.]ortho.com	

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

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

The product will keep on killing for up to 12 months [] **Note to PM: See 12 month claim section for qualifying statement which will appear here-options 1,2,3, or 4**

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

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. Kills insects**, Spiders and Ticks
3. Kills [any combination of insects on the this label]
4. Also Kills Ticks (including ticks that may transmit Lyme Disease)
5. Kills Roaches, Ants, Fleas, Ticks, Spiders, Earwigs, Silverfish, Scorpions, Black Widow Spiders, and other insects**
6. Kills Home invading Insects**
7. Kills bugs inside. Keeps bugs out[side] **
8. Kills [1...239] indoor and outdoor Insects**
9. Kills [1...135] outdoor insects**
10. Kills [1...135] garden & vegetable insects**
11. Kills [1...135] rose, flower, shrub, ornamental, vegetable garden, melon, fruit and nut tree insects **
12. Kills [1...52] rose, flower, shrub and ornamental insects **
13. Kills [1...103] [vegetable] garden, melon, fruit and nut tree insects **
14. Kills [1...239] insects** **Note to PM: applies when both indoor and garden appear on the product label**
15. Kills [1...230][plus/+] indoor and outdoor insects**
16. Kills [1...130][plus/+] outdoor insects/garden & vegetable insects/ rose, flower, shrub, ornamental, vegetable garden, melon, fruit and nut tree insects **
17. Kills [1...50][plus/+] rose, flower, shrub and ornamental insects **
18. Kills [1...100][plus/+] [vegetable] garden, melon, fruit and nut tree insects **
19. Kills [1...230][plus/+] insects**
20. Kills [the] bugs you see and [the] [ones] bugs you don't [see] **
21. Kills the toughest home invading bugs**
22. Kills/Controls [both] crawling and flying insects**
23. Kills/Controls [all] common household bugs**
24. Controls home invading insects**
25. Kills ants [and many other pests**!]
26. Kills ants and roaches [and many other pests**!]
27. Kills ants, roaches, and spiders [and many other pests**!]
28. Kills all major garden/foilage insects**
29. Protects plants from all major garden/foilage insects**
30. Helps Maintain Roses/Plants/Flowers
31. Helps Maintain Plants Indoor and Out
32. Apply Anytime During [the] Growing Season
33. Protects Houseplants from insects** [and [Spider] mites]
34. Kills by contact!
35. Visible activity against bugs within minutes *
36. Starts killing/acting within minutes*

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


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

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

Efficacy/Disease Related Claims

37. Kills Fleas that may transmit Flea Allergy Dermatitis (FAD), Flea-Bite Anemia, Tapeworms, and Haemobartonellosis [to cats/dogs]
38. Kills Fleas that may transmit Bartonellosis [to cats/dogs/people]
39. Kills Fleas that may transmit Mycoplasma to cats
40. Kills mosquitoes that may transmit Heartworm [to cats/dogs]
41. Kills mosquitoes that may transmit Subcutaneous dirofilariasis [to cats/dogs/people]
42. Kills mosquitoes that may transmit West Nile virus
43. Kills mosquitoes that may transmit the chikungunya virus
44. Kills mosquitoes that may transmit dengue fever
45. Kills mosquitoes that may transmit encephalitis
46. Kills mosquitoes that may transmit Subcutaneous dirofilariasis [to cats/dogs/people]
47. Kills mosquitoes that may transmit [the] Zika virus
48. Kills roaches/cockroaches that may carry disease-causing bacteria
49. Kills roaches/cockroaches that may carry Salmonella typhimurium, Entamoeba histolytica, E. coli/ Escherichia coli, Staphylococcus spp., Pseudomonas aeruginosa, Klebsiella pneumoniae, and the poliomyelitis virus.
50. Kills roaches/cockroaches that may produce asthma-causing allergens [in children]
51. Kills roaches/cockroaches that may produce allergens that cause asthma [in children]
52. Kills Ticks that may transmit [the] Powassan/POW virus
53. Kills Ticks that may transmit Haemobartonellosis, and Anaplasma phagocytophilum [to cats/dogs]
54. Kills Ticks that may transmit Cytauxzoonosis and Tularemia to cats
55. Kills Ticks that may transmit Anaplasma, Babesiosis, Ehrlichiosis, Lyme borreliosis, Rocky Mountain spotted fever, Hemoplasmosis, and Mycoplasma [to dogs]
56. Kills Ticks that may transmit Lyme Disease
57. Kills mosquitoes that may transmit Zika, West Nile, Chikungunya viruses, and dengue fever

Formula Based claims

58. Water based [formula] [*water droplet icon* 
59. Dries clean/clear
60. Dries fast [for fast/quick re-entry]
61. Dries in minutes [for fast/quick re-entry]
62. No oily residue
63. No [sticky] mess
64. Does not stain [fabrics, floors, wood, surfaces]
65. Non-staining
66. No stains
67. Unscented
68. Fragrance-Free
69. [Leaves] no odor
70. No lingering [chemical] odor
71. [Virtually] odor free
72. Odorless
73. No greasy residue [mess]
74. No need to wipe up
75. Leaves no residue [behind]
76. Ready to Use
77. No Mixing Necessary
78. Dries fast for quick re-entry
79. Two active ingredients in one product
80. Dual Action
81. [Dual Action:] Fast Acting plus Long Residual*
82. [Fast Acting**],[Long Lasting***] Insect Control

*Starts killing in seconds and 12 month control for Ants, Roaches / palmetto bug / water bug, & Spiders indoors on non-porous surfaces

** Starts killing in seconds

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

Residual Control claims

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

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

***12 months for Ants, Roaches / palmetto bug / water bug, & Spiders indoors on non-porous

12-Month Claims

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

- 124. Up to 6 month control/protection outdoors*
- 125. Kills/Controls/Protects [for] up to 6 months outdoors*
- 126. Kills insects outdoors for 6 months*
- 127. Kills insects [indoors] [and] [outdoors] for 6 months*

** Applies to/for spiders (excluding black widow, brown recluse, hobo)*

5-Month Claims

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

- 135. Up to 4 month control/protection outdoors*
- 136. Kills/Controls/Protects [for] up to 4 months outdoors*
- 137. Kills bugs outdoors for 4 months*
- 138. Kills bugs [indoors] [and] [outdoors] for 4 months*

**Applies to/for spiders (excluding black widow, brown recluse, hobo)*

3-Month Claims

- 139. Up to 3 month control [protection] outdoors*
- 140. Kills/Controls/Protects [for] up to 3 months outdoors*
- 141. Kills insects outdoors for 3 months*
- 142. Kills insects [indoors] [and] [outdoors] for 3 months*

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

- 143. Keeps bugs away for up to 3 months indoors[^]
- 144. [Provides] up to 3 month control of insects indoors[^]
- 145. Provides up to 3 months protection indoors[^]
- 146. [One application] kills ants, roaches, and spiders for up to 3 months indoors[^]
- 147. [One application] kills insects up to 3 months indoors[^]
- 148. [One application] kills up to 3 months indoors on insects[^]
- 149. Keeps ants, roaches, and spiders away/out for up to 3 months indoors[^]
- 150. [One application] kills roaches, and spiders for up to 3 months indoors[^]
- 151. Keeps ants, roaches, and spiders away/out for up to 3 months indoors [^]
- 152. 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

- 153. Kills beet armyworm, two spotted spider mites, Asian Lady Beetles and their eggs
- 154. [Plus] kills insects and their eggs**
- 155. Kills insect eggs**
- 156. Prevents insect eggs from hatching!**
- 157. Up to 12 month control* plus kills insect eggs**

****Applies to/for** beet armyworm, two spotted spider mites, Asian Lady Beetles

Knockdown claims

- 158. Starts killing bugs in seconds
- 159. Starts killing bugs fast*
- 160. Kills by contact [Guaranteed⁺⁺⁺] **Note to PM: See Guarantee section for qualifiers options.**

*in seconds

Area-related claims

- 161. Ideal/Great for small/smaller jobs/areas/spaces/rooms
- 162. Ideal/Great for large/larger jobs/areas/spaces/rooms
- 163. Use inside and outside your home!
- 164. Use in garage[s] and/or basement[s] and/or attic[s] to keep listed bugs from coming into the/your home.
- 165. Use in garage[s] and/or basement[s] and/or attic[s] to keep listed bugs from entering the/your home.
- 166. Use/Can be used in garage[s] and/or basement[s] and/or attic[s]
- 167. Use in kitchens, garages, basements, and attics.
- 168. Use in kitchens, garages, basements, and attics to kill bugs**.
- 169. Use/Can be used in bathrooms, kitchens, family rooms, pantries, attics, garages, basements, closets, storage areas, and bedrooms
- 170. Use with confidence in bathrooms, kitchens, family rooms, pantry, attics, garages, basements, closets, storage areas, and bedrooms
- 171. Designed to/for use in kitchens and pantries
- 172. Apply along [and behind] baseboards [and][foundations]
- 173. Apply along [behind] [and] [between] appliances
- 174. Apply beneath [and behind] sinks
- 175. Apply in other areas where insects** [are often found/appear]
- 176. You're/It's always ready to spray
- 177. The easy/easier way [to spray][to kill insects] [Home Defense]
- 178. Change the way you spray
- 179. [Formulated For] Indoor Use/Outdoor Use
- 180. Indoor/Outdoor [Formula]
- 181. Takes the guesswork out of insect control [in the garden/landscape]
- 182. Insect control for your garden/landscape
- 183. Insect control made easy
- 184. Be in control of insects in your garden/landscape

****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

- 185. No [more] tired hands
- 186. Reduces hand fatigue
- 187. No more squeeze, squeeze, squeeze
- 188. No [constant] pumping
- 189. Quick Pump [applicator/sprayer]

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

Master label formatted according to EPA Smart label style guide – items on the first page does not mean they will appear on front panel

- 190. [Quick and] Easy to Use
- 191. No Leaks or Mess
- 192. Precise control [for maximum accuracy]
- 193. Consistent spray [for maximum accuracy]
- 194. Adjustable sprayer/nozzle [for maximum control]
- 195. New/Improved* Applicator
- 196. Grab & Go
- 197. Pump
- 198. Spray
- 199. No more bending/kneeling
- 200. Just attach hose and spray
- 201. Consistent/even coverage
- 202. You're/It's always ready to spray
- 203. Change the way you spray
- 204. Easy to spray
- 205. No Aerosols

*vs. previous design/Applicator Name

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 (applies to Pull 'N Spray)
- 212. Up to 1...15/X minutes/mins of continuous spray
- 213. Over 1....15/X minutes/mins of continuous spray
- 214. 1 pull equals 34 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
- 217. Fills Up Quick Pump/Pump 'N Go/Applicator Name
- 218. Fill-Up for Applicator Name/Quick Pump/Pump 'N Go
- 219. Works with Comfort Wand®/Quick Pump/Pump 'N Go/Applicator Name
- 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

- 224. Reusable [Comfort/Continuous][Spray][Wand]
- 225. Rechargeable
- 226. [Wand/Applicator Name] will last [for] [at least] 20/X 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]

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

Flairsol Claims

263. Propellant Free

264. Continuous Spraying

265. Fine Mist

266. 360 spraying

Value

267. Great Value

268. Value Pack

269. Refill/Recharge/Renew/Fill-Up/Reload

270. Buy Wand & Refill, Get [X%] Free!

271. New/Same formula, better value! (***applies when comparing different product sizes***)

272. Save [Money] with the Refill!

273. Over 10% more than 1.33 gal size

274. [Over] X% more than X gal size

275. Bonus Size

276. Combo [Pack]

277. Wow [Pack]

278. Exclusive to Club Stores!

279. Exclusive Club [Bonus] Size!

280. Value/Bonus Size – 2-pack!


281. Value/Bonus Size – 2 gallons!

282. Value/Bonus Size – 2-pack = 2 gallons!

283. Look inside [label] for special offer information!

284. Go to www.orthohomedefense.com now for a special offer! Offer subject to change or expiration.

OTHER

285.  People and pets may re-enter treated areas after spray has dried
286. XX% more than X gallon size
287. XX% less plastic*
288. [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.
289. New (The following claim may appear on any label panel for 6 months following commercial introduction)
290. Proven performance
291. Read Entire label before use
292. [Recyclable symbol]
293. Before
294. After
295. [For] Indoor & Outdoor Residential use only
296. Intended for residential use
297. Peel Open for use directions and further information
298. OPEN
299. Resealable Label for Directions & Precautions
300. Peel Open for use directions and further information
301. PRESS TO RESEAL [Placed on booklet cover or base of label depending upon space.]
302. PEEL HERE
303. PULL/PEEL HERE [TO REMOVE TAPE]
304. Assembled in the USA
305. ©20XX, licensed by [Company/Brand]. World rights reserved.
306. QUESTIONS OR COMMENTS - [phone icon] 1-800-xxxxxxx [or] [Visit our website] [\[www.xxxx.com\]](http://www.xxxx.com) [computer icon]
307. Indoor Surfaces / Outdoor Surfaces
308. Indoor Use / Outdoor Use
309. For a beautiful [insect free] garden/landscape
310. [For] [Get] a insect free garden/landscape
311. For Home Garden/Landscape Care
312. For Home [Garden/Landscape] Use [only]
313. From the garden care experts at [Company Name]
314. From the insect experts at [Company Name]
315. Help[s] [keep] the garden/landscape look[ing] beautiful
316. Helps keep gardens/landscapes insect free

*vs. previous bottle/container/packaging

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.

Sustainable

323. [Eco-Friendly/Sustainable] Refill
324. Go Green/Be Sustainable – Refill [Reuse]!
325. REFILL - A more sustainable way to keep bugs out!

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.

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



Example of design/icon which will use all or a combination of text listed in claim 349.

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

Multiple Insects System Names/Headings / Home Defense [product line] System:

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

This product is for Indoors and/or Perimeter use - Lawns relates to another product in the Home Defense program/system.

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]

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

Master label formatted according to EPA Smart label style guide – items on the first page does not mean they will appear on front panel

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/these 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/prevention
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. Modern [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

- ***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.***

- ***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.***
- ***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.***
- ***This Product is not for Step 3 - Lawns***

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. Icons to be used with this system are at the end of the text.

[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 lone bug/bug 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.]

[Use [Product Name from 239-2699 or 239-2717].]

^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.]

[Use [Product Name(s) from 239-2718 and 239-2726].]

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

[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. Icons to be used with this system are at the end of the text.

3-Step Option

[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 [future bugs/ants] [icon]^c

^c[Kill/Control/Treat:] Create a/an [Ant & Roach/Ant/Roach] barrier/Prevent [future 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.]

[Use [Product name or names from 239-2729 or 239-2730]

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

OR

[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] Future [ants/roaches /ants & roaches] [icon] ^c

^a [Step] 3 - [Prevent] Future [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.]

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

Master label formatted according to EPA Smart label style guide – items on the first page does not mean they will appear on front panel

[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.]

[Use [Product name or names from 239-2729 or 239-2730]

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

2-Step Option

[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.]

[Use [Product name or names from 239-2729 or 239-2730]

[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 RTU LABEL

SUB LABEL - BOV PACKAGING

For Indoor Use Only/For Outdoor Use Only/ For Both Indoor & Outdoor Use

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

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

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

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back/panel/booklet for additional precautionary statements

Manufactured/Distributed/Sold By/For:

The Ortho Group

P.O. Box 190 Marysville, OH 43040

EPA Reg. No. 239-2753

EPA Est. No. XXXXXXXX

[Superscript is first letter of lot number]

Alternate Brand Names:

Ortho Home Defense Insect Killer₁

Ortho Home Defense Insect Killer for Indoor and/ Perimeter₁

Ortho Home Defense Indoor Insect Killer₁

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

FIRST AID	
If swallowed	Call poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.
If in eyes	Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.
HOTLINE NUMBER	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-877-465-5161 for Emergency Assistance.	
NOTE TO PHYSICIAN	
Emergency Information call 1-877-465-5161.	

PRECAUTIONARY STATEMENTS

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

ENVIRONMENTAL HAZARDS: This pesticide is extremely toxic to fish, aquatic invertebrates, oysters and shrimp. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Drift and run-off from treated areas may be hazardous to aquatic organisms in neighboring areas. Care should be used when spraying to avoid fish and 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 visiting the treatment area.

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

DIRECTIONS FOR USE

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

[Bee [and other pollinator] Responsible - To avoid unintentional exposure to bees and other beneficial pollinators:

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

Note to PM: The Bee responsible text would only appear on FPLs with outdoor applications to plants.

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

1. Application to pervious surfaces such as soil, and other vegetation;
 2. Perimeter band treatments of 7 feet wide or less from the base of a man-made structure to pervious surfaces (e.g., soil, mulch, or lawn);
 3. Applications to underside of eaves, soffits, doors, or windows permanently protected from rainfall by a covering, overhang, awning, or other structure;
 4. Applications around potential exterior pest entry points into man-made structures such as doorways and windows, when limited to a band not to exceed one inch;
 5. Applications to vertical surfaces (such as the side of a man-made structure) directly above impervious surfaces (e.g., driveways, sidewalks, etc.), up to 2 feet above ground level;
 6. Applications to vertical surfaces directly above pervious surfaces, such as soil, lawn, turf, mulch or other vegetation) only if the pervious surface does not drain into ditches, storm drains, gutters, or surface waters.
- Spot treatments must not exceed two square feet in size (for example, 2 ft. by 1 ft. or 4 ft. by 0.5 ft.).
 - For soil or foliar applications, do not apply by ground within 25 feet of lakes, reservoirs, rivers, permanent streams, marshes or natural ponds, estuaries and commercial fish farm ponds.
 - Do not spray the product into fish pools, ponds, streams, or lakes. Do not apply directly to sewers or storm drains, or to any area like a drain or 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.
 - Do not apply directly to impervious horizontal surfaces such as sidewalks, driveways, and patios except as a spot or crack-and-crevice treatment.
 - Treat surfaces to ensure thorough coverage but avoid runoff.
 - To treat insects harbored in voids and cracks-and-crevices, applications must be made in such a manner to limit dripping and avoid runoff onto untreated structural surfaces and plants.
 - Do not make applications during rain. Avoid making applications when rainfall is expected before the product has sufficient time to dry (minimum 4 hours).
 - Rainfall within 24 hours after application may cause unintended runoff of pesticide application.
 - Do not apply or irrigate to the point of runoff.
 - Do not apply when the wind speed is greater than 15 mph.



Do not allow to enter indoor or outdoor drains. No permita la entrada a desagües internos o externos.

Follow proper disposal procedures on this label. Siga las indicaciones del etiquetado para el desecho apropiado del producto.

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:** Do not dispose down-the-drain or sewer. Call your local solid waste agency for local disposal options.

METHODS OF USE AND GENERAL APPLICATION INSTRUCTIONS

[PRODUCT FACTS]

Kills [Controls] (any or all of the following insects)

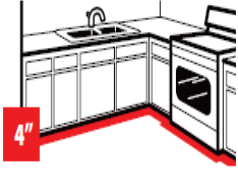


Adelgids	Eastern Sprucegall		
Ants	Argentine Carpenter Foraging Fire Ants Harvester Imported Fire	Lasius Odorous House Pavement Pharaoh/Sugar Pyramid	Red/Western Harvester
Aphids	Apple Black Cherry Black Pecan Buckhorn	Greenbug Pea Pecan Root	Rose Rosy Apple Yellow Pecan Walnut
Bees			
Beetles	Banded Cucumber Bean Leaf Billbugs (Bluegrass) Black Turfgrass Ataenius Blister Brown Leaf Notcher Carpet Colorado Potato Corn Rootworm (Adults & Larvae) Curculio (Cow Pea ,Plum) Elm Leaf Flea (Black, Dichondra, & Sweetpotato) Ground	Japanese (Adults) Lady Beetles (including Asian Lady Beetle Eggs) Mexican Bean Mexican Corn Rootworm (Larvae) Northern Corn Rootworm (Larvae) Pine Chafer (grub) Pine Chafer Pine Shoot Red Flour Rose Chafer Sap	Southern Corn Rootworm (Adults & Larvae) Southern Corn Leaf Spotted Cucumber Striped Cucumber Weevils (Annual Bluegrass, Black Vine, Blue Green Citrus Root, Carrot, Cranberry, Diaprepes Root, Little Leaf, Notcher, Northern Pine, Orchard, Orchid, Pea Leaf, Pecan, Pepper, Pine Shoot, & Sweetpotato) Western Corn Rootworm Whitefringed
Borers	American Plum Common Stalk European Corn Hop Vine	Lesser Peachtree Peachtree Peach Twig Southern Corn	Southwestern Corn Squash Vine Stalk
Boxelder Bugs			
Bristletails			
Caterpillars	Alfalfa Alfalfa Looper Armyworms (Beet, Fall, Southern, True, Yellow Striped, Beet Armyworm Eggs) Bagworms Blueberry Spanworm Budworms Celery Leaf-tier Corn Earworm (same as Tomato Fruitworm) Cross-Striped Cabbageworm	Fall Webworm Filbertworm Green Cloverworm Green Fruitworm Hickory Shuckworm Hornworms (Tobacco & Tomato) Imported Cabbageworm Loopers (Alfalfa, Cabbage, Celery) Melonworm Mimosa Webworm Navel Orangeworm Orange Tortrix Oak Webworm	Pecan Nut Casebearer Pickleworm Rindworm Saltmarsh Sod Webworms Tent Tomato Pinworm Velvetbean

	Cutworms (Black, & Western Bean) Cranberry Fruitworm	Painted Lady Pecan Leaf Casebearer	
Centipedes			
Chinch Bug	False	Hairy	Southern
Cockroaches	American/Palmetto Bug/Waterbug Asian	Brown Banded German Oriental	Smokey Brown
Crickets			
Earwigs			
Firebrats			
Fleas	Cat	Dog	
Fleahoppers			
Flies	Apple Maggot Biting Flies Cherry Fruit	Corn silk European Crane (Adult) House	Walnut Husk
Fungus Gnats			
Grasshoppers			
Hornets			
Lace Bugs			
Leaffooted Bugs	Squash Bug		
Leafhoppers	Aster/California Corn Eastern Grape	Glassy Winged Sharpshooter Potato Southern Garden	Western Grape
Leafminers	Alder Boxwood Holly	Oak Spruce Needle Tentiform	Vegetable
Leafrollers	Oblique Banded	Red-Banded	Variegated
Mealybug			
Midges			
Millipedes			
Mites	Banks Grass Broad Carmine Chigger Clover European	European Red Grain Pacific Spider Pecan Leaf Scorch Pecan Scorch Red Spider	Spider Spruce Two Spotted Spider (Adult) Two Spotted Spider (Eggs)
Mole Crickets			
Mosquitoes	Anopheles	Northern House	Aedes aegypti[*] [* including those that may transmit the Chikungunya virus, yellow fever, dengue fever, encephalitis, West Nile Virus, and [the] Zika Virus]
Moths	Artichoke Plume Codling Diamondback	Gypsy Lucerne Oriental Fruit	Zimmerman Pine
Periodical Cicada			
Phylloxera	Pecan Leaf	Pecan Stem	
Pillbugs & Rollie Pollies			
Plant Bugs	Tarnished	Lygus Bug	
Psyllids	Pear		
Sawflies	European Pine	Redheaded Pine	Rose Slug
Scales	Brown Soft California Red	Euonymus Pine Needle	San Jose
Scorpions			

Silverfish			
Sowbugs			
Spiders	Black Widow Brown Recluse	Daddy Long Legs Hobo	Wolf
Spittlebugs	Pecan	Meadow	
Springtails			
Stink Bugs	Brown Marmorated	Kudzu	
Stored Product Pests			
Termites			
Thrips			
Ticks	American Dog	Brown Dog	Deer[*]
	[*including ticks that may transmit Lyme disease]		
Treehoppers	Threecornered Alfalfa Hopper		
Wasps			
Whiteflies			
Wireworms	Corn	Southern Potato	
Yellowjackets			

[For Listed General Insect Control Use]

	Indoor Surfaces	Outdoor Surfaces	[In Pantries – <i>Optional Section</i>]
When to Apply	<ul style="list-style-type: none"> Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting control. 		
Before You Apply	<ul style="list-style-type: none"> Cover or Remove Exposed Food (including pet food) Cover All Food Processing surfaces and Utensils 	<ul style="list-style-type: none"> Do not allow this product to contact Water supplies Do not spray into air 	<ul style="list-style-type: none"> Cover or Remove Exposed Food (including pet food) Remove all items from pantry and clean pantry thoroughly

<p>How to Apply</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.</p> <p>[Images of typical indoor application] Example image</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.</p> <p>[Images of typical indoor application] Example Image</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.</p>
<p>After You Apply</p>	<p>[] People and Pets may re-enter treated area after spray has dried.</p> <ul style="list-style-type: none"> • 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 on killing for up to 12 months [*] Note to PM: See 12 month claim section for qualifying statement which will appear here-options 1,2,3, or 4 		
<p>Fleas and Ticks (Including ticks that may transmit Lyme Disease)</p>	<p>Do Not Spray Animals Pets resting quarters may be treated with this product. How to Apply: Spot treat infested areas such as pets resting quarters and localizer areas of floors/floor coverings (rugs, carpet, tile, vinyl & wood) where pests may be present. Old pet bedding 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>		

[OUTDOOR USES][Garden & Vegetables]

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

On Ornamental Plants including: ROSES, FLOWERS, SHRUBS, & SMALL [Shade][Non-Fruit Bearing] TREES	
<p>Kills Insects</p>	<p>Aphids, Armyworms (including Beet, Fall, Southern, True, Yellowstriped), Bagworms, Beetles (including Elm Leaf, Flea, Japanese (Adult), Pine Chaffer, Pine Shoot, Sap), Caterpillars (including Saltmarsh, Tent), Crickets, Eastern Sprucegall Adelgid, Grasshoppers, Lace Bugs, Mealybugs, Mites (including Spruce, Two-Spotted Spider), Mosquitoes, Moths (including Gypsy, Zimmerman Pine), Periodical Cicadas, Plant Bugs (including Lygus Bugs, and Tarnished), Sawflies (including European Pine, Redheaded Pine), Spittlebugs, Stink Bugs (including Brown Marmorated, Kudzu Bug), Thrips, Wasps/Hornets, Webworms (including Fall, Mimosa, Oak), Weevils (including Northern Pine, Orchard, Pine Shoot), Whiteflies</p>

On [listed] [Home] Vegetable[s] [Gardens], Melons, Fruit and Nut Trees	
Kills Insects	
Aphids (including Apple, Black Cherry, Buckhorn, Pea, Pecan, Rosy Apple, Walnut), Apple Maggot, Armyworms (including Beet), Beetles (including Colorado Potato, Flea, Mexican Bean, Sap, Spotted Cucumber, Striped Cucumber), Borers (including American Plum, Lesser Peachtree, Peachtree, Peach Twig, Squash Vine, Stalk), Caterpillars (including Alfalfa, Alfalfa Looper, Blueberry Spanworm, Cabbage Looper, Celery Looper, Cranberry Fruitworm, Filbertworm, Green Cloverworm, Green Fruitworm, Hickory Shuckworm, Imported Cabbageworm, Navel Orangeworm, Painted Lady, Pecan Leaf Casebearer, Pecan Nut Casebearer, Pickleworm, Rindworm, Saltmarsh, Tobacco Hornworm, Tomato Fruitworm/Corn Earworm, Tomato Hornworm, Tomato Pinworm, Velvetbean), Chinch Bugs, Corn Borers (including European, Southwestern), Corn Rootworms, Crickets, Cutworms (including Western Bean, Fall Webworms, Flies (including Cherry Fruit, Cornsilk, Walnut Husk), Grasshoppers, Lace Bugs, Leafhoppers (including Potato), Leafminers (including Tentiform, Vegetable), Leafrollers (including Oblique Banded, Red-Banded, Variegated), , Mites, (including Clover), Moths (including Artichoke Plume, Codling, Diamondback, Oriental Fruit), Pear Psylla, Pecan Leaf Phylloxera, Pecan Spittlebug, Plant Bugs (including Lygus Bug and Tarnished), Scales (including San Jose), Squash Bug, Stink Bug, (including Brown Marmorated, Kudzu Bug), Weevils (including Black Vine, Carrot, Cow Pea Curculio, Cranberry, Pea, Pecan, Pepper, Plum Curculio), Whiteflies	

Nuisance Pests (outdoors): Ants [including carpenter, foraging fire ants, red harvester, pavement, odorous, pyramid, pharaoh and Argentine], cockroaches, spiders, ticks (including ticks that may transmit Lyme disease,[the] Powassan/POW virus; Haemobartonellosis, and Anaplasma phagocytophilum [to cats/dogs]; Cytauxzoonosis and Tularemia to cats; Anaplasma, Babesiosis, Ehrlichiosis, Lyme borreliosis, Rocky Mountain spotted fever, Hemoplasmosis, and Mycoplasma [to dogs]) and other listed nuisance pests [Option to list other pests here that are listed elsewhere on the label]

Where to Apply/Use	On Roses, flowers, shrubs, trees and other ornamentals, vegetables, nuts and fruit trees Outdoor [and indoor] surfaces of building, porches, stored lumber, and patios [Option to list other sites here that are listed elsewhere on the label]
How to Apply/Use	<ul style="list-style-type: none"> • Garden Pests: Hold [can] about 12 inches from plant. Thoroughly cover all the plant surfaces until slightly wet, but not to the point of runoff. Alternate text: Spray plant to wet the upper and lower leaf surfaces until wet, but not to the point of runoff. • Nuisance Pests: Apply directly to the listed pests (in outdoor areas). Also spray (outdoor) [and indoor] surfaces of building, garages, and other areas where these bugs/insects/pests have been seen or are found. Do not spray in or near fishponds or other bodies of water. <p>Alternate text:</p> <ul style="list-style-type: none"> • Nuisance Pests: Apply directly to the listed pests (in outdoor areas). • Outdoor Surfaces: Spray buildings, garages, and other areas where these bugs/insects/pests have been seen or are found. Do not spray in or near fishponds or other bodies of water.
When to Apply/Use	<ul style="list-style-type: none"> • Apply when insects first appear. • Re-apply as necessary to maintain control waiting at least 7 days between each application.

VEGETABLES AND FRUITS	DAYS TO WAIT AFTER APPLICATION TO HARVEST	CALIFORNIA DAYS TO WAIT AFTER APPLICATION TO HARVEST
Corn (Sweet corn)	1	18
Tomatoes	1	Do not use
Citrus	1	Do not use
Blackberries, Raspberries	3	4
Lima Beans	3	9
Peas (Green pea, Snow pea, Sugar Snap pea), Beans (Snap bean, Wax bean), Blackeyed pea	3	Do not use
Chayote, Cucumber, Edible gourds, Cantaloupe, Casaba, Honeydew melon, Pumpkin, Summer squash (Zucchini), Winter	3	3

squash (Butternut squash, Acorn squash, Spaghetti squash), Watermelon		
Chinese mustard	7	Do not use
Broccoli, Chinese broccoli, Cabbage, Cauliflower, Eggplant	7	7
Head lettuce, Peppers (Bell and Non-bell), Artichoke	7	Do not use
Pears	14	Do not use
Pecans	21	Do not use

WARRANTY/DISCLAIMER STATEMENT

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

Optional Marketing Claims

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

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

Note to PM: the word “and” can be interchanged with “&” in all instances and vice versa

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

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

[Brand]	Ortho	
[Product name]	HD Indoor and Outdoor Killer	
[Marketing Call-out]	Kills Bugs Inside. Keeps Bugs Out.	
[Claims]		
1.	Reusable Continuous Spray Wand/ Long Lasting Bug Barrier Kills 200+ bugs including Mosquitoes, Fleas, Ticks, Spiders, Ants and Japanese Beetles	
2.	Prevents insects/bugs for up to 12 months	
3.	Odor Free	
4.	Dries Fast/Dries Clear	
[Product Facts:]	What it Does: Kills home invading insects including ants, cockroaches, spiders, fleas, ticks, scorpions, beetles, earwigs, silverfish, centipedes, and millipedes. (See inside for complete list)	
	Where to Use: Use with confidence indoors [(kitchens, bathrooms, doors & windows, basements)] and outdoors [(perimeter foundations, garages, doors & windows)] wherever insects are a re-occurring problem.	
	When to use: Use anytime as a preventative treatment or after you see evidence of insect activity for long-lasting* control. *The product will keep on killing for up to 12 months [*] <i>Note to PM: See 12 month claim section for qualifying statement which will appear here-options 1,2,3, or 4</i>	
	People and pets may enter treated areas after spray has dried	
	Questions & Comments: (phone & computer icon) Call 1-800-225-2883 or [visit] [our website][at] [www.]ortho.com	

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

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

The product will keep on killing for up to 12 months [] **Note to PM: See 12 month claim section for qualifying statement which will appear here-options 1,2,3, or 4**

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

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. Kills insects**, Spiders and Ticks
3. Kills [any combination of insects on the this label]
4. Also Kills Ticks (including ticks that may transmit Lyme Disease)
5. Kills Roaches, Ants, Fleas, Ticks, Spiders, Earwigs, Silverfish, Scorpions, Black Widow Spiders, and other insects**
6. Kills Home invading Insects**
7. Kills bugs inside. Keeps bugs out[side] **
8. Kills [1...239] indoor and outdoor Insects**
9. Kills [1...135] outdoor insects**
10. Kills [1...135] garden & vegetable insects**
11. Kills [1...135] rose, flower, shrub, ornamental, vegetable garden, melon, fruit and nut tree insects **
12. Kills [1...52] rose, flower, shrub and ornamental insects **
13. Kills [1...103] [vegetable] garden, melon, fruit and nut tree insects **
14. Kills [1...239] insects** **Note to PM: applies when both indoor and garden appear on the product label**
15. Kills [1...230][plus/+] indoor and outdoor insects**
16. Kills [1...130][plus/+] outdoor insects/garden & vegetable insects/ rose, flower, shrub, ornamental, vegetable garden, melon, fruit and nut tree insects **
17. Kills [1...50][plus/+] rose, flower, shrub and ornamental insects **
18. Kills [1...100][plus/+] [vegetable] garden, melon, fruit and nut tree insects **
19. Kills [1...230][plus/+] insects**
20. Kills [the] bugs you see and [the] [ones] bugs you don't [see] **
21. Kills the toughest home invading bugs**
22. Kills/Controls [both] crawling and flying insects**
23. Kills/Controls [all] common household bugs**
24. Controls home invading insects**
25. Kills ants [and many other pests**!]
26. Kills ants and roaches [and many other pests**!]
27. Kills ants, roaches, and spiders [and many other pests**!]
28. Kills all major garden/foilage insects**
29. Protects plants from all major garden/foilage insects**
30. Helps Maintain Roses/Plants/Flowers
31. Helps Maintain Plants Indoor and Out
32. Apply Anytime During [the] Growing Season
33. Protects Houseplants from insects** [and [Spider] mites]
34. Kills by contact!
35. Visible activity against bugs within minutes *
36. Starts killing/acting within minutes*

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

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

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

Efficacy/Disease Related Claims

37. Kills Fleas that may transmit Flea Allergy Dermatitis (FAD), Flea-Bite Anemia, Tapeworms, and Haemobartonellosis [to cats/dogs]
38. Kills Fleas that may transmit Bartonellosis [to cats/dogs/people]
39. Kills Fleas that may transmit Mycoplasma to cats
40. Kills mosquitoes that may transmit Heartworm [to cats/dogs]
41. Kills mosquitoes that may transmit Subcutaneous dirofilariasis [to cats/dogs/people]
42. Kills mosquitoes that may transmit West Nile virus
43. Kills mosquitoes that may transmit the chikungunya virus
44. Kills mosquitoes that may transmit dengue fever
45. Kills mosquitoes that may transmit encephalitis
46. Kills mosquitoes that may transmit Subcutaneous dirofilariasis [to cats/dogs/people]
47. Kills mosquitoes that may transmit [the] Zika virus
48. Kills roaches/cockroaches that may carry disease-causing bacteria
49. Kills roaches/cockroaches that may carry Salmonella typhimurium, Entamoeba histolytica, E. coli/ Escherichia coli, Staphylococcus spp., Pseudomonas aeruginosa, Klebsiella pneumoniae, and the poliomyelitis virus.
50. Kills roaches/cockroaches that may produce asthma-causing allergens [in children]
51. Kills roaches/cockroaches that may produce allergens that cause asthma [in children]
52. Kills Ticks that may transmit [the] Powassan/POW virus
53. Kills Ticks that may transmit Haemobartonellosis, and Anaplasma phagocytophilum [to cats/dogs]
54. Kills Ticks that may transmit Cytauxzoonosis and Tularemia to cats
55. Kills Ticks that may transmit Anaplasma, Babesiosis, Ehrlichiosis, Lyme borreliosis, Rocky Mountain spotted fever, Hemoplasmosis, and Mycoplasma [to dogs]
56. Kills Ticks that may transmit Lyme Disease
57. Kills mosquitoes that may transmit Zika, West Nile, Chikungunya viruses, and dengue fever

Formula Based claims



58. Water based [formula] [water droplet icon]
59. Dries clean/clear
60. Dries fast [for fast/quick re-entry]
61. Dries in minutes [for fast/quick re-entry]
62. No oily residue
63. No [sticky] mess
64. Does not stain [fabrics, floors, wood, surfaces]
65. Non-staining
66. No stains
67. Unscented
68. Fragrance-Free
69. [Leaves] no odor
70. No lingering [chemical] odor
71. [Virtually] odor free
72. Odorless
73. No greasy residue [mess]
74. No need to wipe up
75. Leaves no residue [behind]
76. Ready to Use
77. No Mixing Necessary
78. Dries fast for quick re-entry
79. Two active ingredients in one product
80. Dual Action
81. [Dual Action:] Fast Acting plus Long Residual*
82. [Fast Acting**],[Long Lasting***] Insect Control

*Starts killing in seconds and 12 month control for Ants, Roaches / palmetto bug / water bug, & Spiders indoors on non-porous surfaces

** Starts killing in seconds

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

Residual Control claims

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

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

12-Month Claims

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

- 124. Up to 6 month control/protection outdoors*
- 125. Kills/Controls/Protects [for] up to 6 months outdoors*
- 126. Kills insects outdoors for 6 months*
- 127. Kills insects [indoors] [and] [outdoors] for 6 months*

**** Applies to/for spiders (excluding black widow, brown recluse, hobo)***

5-Month Claims

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

- 135. Up to 4 month control/protection outdoors*
- 136. Kills/Controls/Protects [for] up to 4 months outdoors*
- 137. Kills bugs outdoors for 4 months*
- 138. Kills bugs [indoors] [and] [outdoors] for 4 months*

****Applies to/for spiders (excluding black widow, brown recluse, hobo)***

3-Month Claims

- 139. Up to 3 month control [protection] outdoors*
- 140. Kills/Controls/Protects [for] up to 3 months outdoors*
- 141. Kills insects outdoors for 3 months*
- 142. Kills insects [indoors] [and] [outdoors] for 3 months*

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

- 143. Keeps bugs away for up to 3 months indoors[^]
- 144. [Provides] up to 3 month control of insects indoors[^]
- 145. Provides up to 3 months protection indoors[^]
- 146. [One application] kills ants, roaches, and spiders for up to 3 months indoors[^]
- 147. [One application] kills insects up to 3 months indoors[^]
- 148. [One application] kills up to 3 months indoors on insects[^]
- 149. Keeps ants, roaches, and spiders away/out for up to 3 months indoors[^]
- 150. [One application] kills roaches, and spiders for up to 3 months indoors[^]
- 151. Keeps ants, roaches, and spiders away/out for up to 3 months indoors[^]
- 152. Kills bugs inside, keeps bugs out for up to 3 months[^]

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

Master label formatted according to EPA Smart label style guide – items on the first page does not mean they will appear on front panel

^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

- 153. Kills beet armyworm, two spotted spider mites, Asian Lady Beetles and their eggs
- 154. [Plus] kills insects and their eggs**
- 155. Kills insect eggs**
- 156. Prevents insect eggs from hatching!**
- 157. Up to 12 month control* plus kills insect eggs**

*****Applies to/for*** beet armyworm, two spotted spider mites, Asian Lady Beetles

Knockdown claims

- 158. Starts killing bugs in seconds
 - 159. Starts killing bugs fast*
 - 160. Kills by contact [Guaranteed+++]
- Note to PM: See Guarantee section for qualifiers options.**

*in seconds

Area-related claims

- 164. Ideal/Great for small/smaller jobs/areas/spaces/rooms
- 165. Ideal/Great for large/larger jobs/areas/spaces/rooms
- 166. Use inside and outside your home!
- 167. Use in garage[s] and/or basement[s] and/or attic[s] to keep listed bugs from coming into the/your home.
- 168. Use in garage[s] and/or basement[s] and/or attic[s] to keep listed bugs from entering the/your home.
- 169. Use/Can be used in garage[s] and/or basement[s] and/or attic[s]
- 170. Use in kitchens, garages, basements, and attics.
- 171. Use in kitchens, garages, basements, and attics to kill bugs**.
- 172. Use/Can be used in bathrooms, kitchens, family rooms, pantries, attics, garages, basements, closets, storage areas, and bedrooms
- 173. Use with confidence in bathrooms, kitchens, family rooms, pantry, attics, garages, basements, closets, storage areas, and bedrooms
- 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. The easy/easier way [to spray][to kill insects] [Home Defense]
- 181. Change the way you spray
- 182. [Formulated For] Indoor Use/Outdoor Use
- 183. Indoor/Outdoor [Formula]
- 184. Takes the guesswork out of insect control [in the garden/landscape]
- 185. Insect control for your garden/landscape
- 186. Insect control made easy
- 187. Be in control of insects in your garden/landscape

*****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

- 188. No [more] tired hands
- 189. Reduces hand fatigue
- 190. No more squeeze, squeeze, squeeze
- 191. No [constant] pumping
- 192. Quick Pump [applicator/sprayer]
- 193. [Quick and] Easy to Use

- 194. No Leaks or Mess
- 195. Precise control [for maximum accuracy]
- 196. Consistent spray [for maximum accuracy]
- 197. Adjustable sprayer/nozzle [for maximum control]
- 198. New/Improved* Applicator
- 199. Grab & Go
- 200. Pump
- 201. Spray
- 202. No more bending/kneeling
- 203. Just attach hose and spray
- 204. Consistent/even coverage
- 205. You're/It's always ready to spray
- 206. Change the way you spray
- 207. Easy to spray
- 208. No Aerosols

*vs. previous design/Applicator Name


BOV Claims

- 209. Spray[s] at any angle [to cover hard-to-reach areas]
- 210. Won't lose pressure [as can empties]
- 211. Continuous Spray
- 212. Any-angle spray [helps cover hard-to-reach areas] for complete coverage
- 213. Spray[s] at any angle to kill [& prevent] insects where they live/hide

Value

- 214. Great Value
- 215. Value Pack (only when selling Ortho® Home Defense Max® Insect Killer For Indoor & Perimeter Wand/product name/Quick Pump bottle together with Refill)
- 216. Refill/Recharge/Renew/Fill-Up/Reload
- 217. Buy Wand & Refill, Get [X%] Free!
- 218. Save [Money] with the Refill!
- 219. Over 10% more than 1.33 gal size
- 220. [Over] X% more than X gal size
- 221. Bonus Size
- 222. Combo [Pack]
- 223. Wow [Pack]
- 224. Exclusive to Club Stores!
- 225. Exclusive Club [Bonus] Size!
- 226. Value/Bonus Size – 2-pack!
- 227. Value/Bonus Size – 2 gallons!
- 228. Value/Bonus Size – 2-pack = 2 gallons!
- 229. Look inside [label] for special offer information!
- 230. Go to www.orthohomedefense.com now for a special offer! Offer subject to change or expiration.

OTHER

- 231.  People and pets may re-enter treated areas after spray has dried
- 232. XX% more than X gallon size
- 233. XX% less plastic*
- 234. [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.
- 235. New (*This claim may appear on any label panel for 6 months following commercial introduction*)
- 236. Proven performance
- 237. Read Entire label before use
- 238. [Recyclable symbol]

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

Master label formatted according to EPA Smart label style guide – items on the first page does not mean they will appear on front panel

239. Before

240. After

241. [For] Indoor & Outdoor Residential use only

242. Intended for residential use

243. Peel Open for use directions and further information

244. OPEN

245. Resealable Label for Directions & Precautions

246. Peel Open for use directions and further information

247. PRESS TO RESEAL [Placed on booklet cover or base of label depending upon space.]

248. PEEL HERE

249. PULL/PEEL HERE [TO REMOVE TAPE]

250. Assembled in the USA

251. ©20XX, licensed by [Company/Brand]. World rights reserved.

252. QUESTIONS OR COMMENTS - [phone icon] 1-800-xxxxxxx www.xxxx.com [Visit our website] [computer icon]

253. Indoor Surfaces / Outdoor Surfaces

254. Indoor Use / Outdoor Use

255. For a beautiful [insect free] garden/landscape

256. [For] [Get] a insect free garden/landscape

257. For Home Garden/Landscape Care

258. For Home [Garden/Landscape] Use [only]

259. From the garden care experts at [Company Name]

260. From the insect experts at [Company Name]

261. Help[s] [keep] the garden/landscape look[ing] beautiful

262. Helps keep gardens/landscapes insect free

*vs. previous bottle/container/packaging

Guarantees:

263. Guaranteed+++

264. [Company/Brand] Guarantee[d] +++

265. Guaranteed [results] +++

266. Guaranteed Kill [or your money back] +++

267. [Company/Brand] Satisfaction guaranteed[+++]

268. [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.

Sustainable

269. [Eco-Friendly/Sustainable] Refill

270. Go Green/Be Sustainable – Refill [Reuse]!

271. REFILL - A more sustainable way to keep bugs out!

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.

272. For easy Indoor application, trust the power of Ortho Home Defense [with InvisiSHIELD] [Technology]

273. Ortho Home Defense [with InvisiSHIELD Technology], the modern way to keep bugs away

274. With InvisiSHIELD [Technology] – [Year-Long* Bug Control] with [no fumes], [odors], [stains], or [wet mess].

275. InvisiSHIELD helps kill/control the bugs you have without the stress

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

Master label formatted according to EPA Smart label style guide – items on the first page does not mean they will appear on front panel

276. Let [Ortho] Home Defense shield your home from the bugs/insects

277. InvisiSHIELD [technology] dries fast, odorless/odor-free, non-staining, 12 month* control/year-long* protection, with improved spreading power/ ability to spread / apply more evenly

278. With InvisiSHIELD [technology]

279. InvisiSHIELD

- 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]



Example of design/icon which will use all or a combination of text listed in claim 294.

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

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

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

Master label formatted according to EPA Smart label style guide – items on the first page does not mean they will appear on front panel

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/prevention
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. Modern [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

- ***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.***
- ***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.***
- ***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.]

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

Master label formatted according to EPA Smart label style guide – items on the first page does not mean they will appear on front panel

****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. Icons to be used with this system are at the end of the text.

[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.]

[Use [Product Name from 239-2699 or 239-2717].]

^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.]

[Use [Product Name(s) from 239-2718 and 239-2726].]

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

[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

[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 [future bugs/ants] [icon]^c

^c[Kill/Control/Treat:] Create a/an [Ant & Roach/Ant/Roach] barrier/Prevent [future 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.]

[Use [Product name or names from 239-2729 or 239-2730]

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

OR

[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] Future [ants/roaches /ants & roaches] [icon] ^c

^a [Step] 3 - [Prevent] Future [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.]

[Use [Product name or names from 239-2729 or 239-2730]

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

2-Step Option

[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.]

[Use [Product name or names from 239-2729 or 239-2730]

[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 BOV LABEL