



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

EPA Reg. Number:

239-2776

Date of Issuance:

2/17/21

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Insecticide 2656 RTU

Name and Address of Registrant (include ZIP Code):

Chris Zemanek
 Sr. Analyst, Regulations
 The Scotts Company d/b/a The Ortho Group
 P.O. Box 190
 Marysville, OH 43040

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

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

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

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

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

Signature of Approving Official:

Jacquelyn Herrick, Product Manager 03
 Invertebrate-Vertebrate Branch 01
 Registration Division (7505P)

Date:

2/17/21

2. You are required to comply with the data requirements described in the DCI identified below:
 - a. Deltamethrin GDCI-097805-1100
GDCI-097805-899

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI listed above, you may contact the Chemical Review Manager in the Pesticide Reevaluation Division: <http://iaspub.epa.gov/apex/pesticides/f?p=chemicalsearch:1>

3. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 239-2776.”
4. Submit one copy of the final printed label for the record before you release the product for shipment.

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

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 11/30/2020
- Alternate CSF A dated 8/31/2020
- Alternate CSF B dated 8/31/2020
- Alternate CSF C dated 8/31/2020
- Alternate CSF D dated 8/31/2020
- Alternate CSF E dated 8/31/2020
- Alternate CSF F dated 8/31/2020
- Alternate CSF G dated 8/31/2020
- Alternate CSF H dated 8/31/2020
- Alternate CSF I dated 8/31/2020
- Alternate CSF J dated 8/31/2020
- Alternate CSF K dated 8/31/2020
- Alternate CSF L dated 8/31/2020

- Alternate CSF M dated 8/31/2020
- Alternate CSF N dated 8/31/2020
- Alternate CSF O dated 8/31/2020
- Alternate CSF P dated 8/31/2020

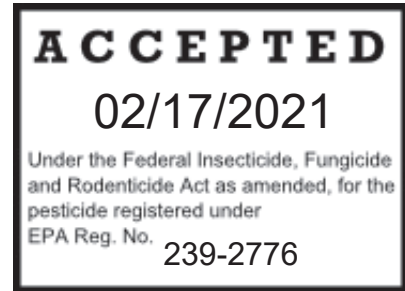
If you have any questions, please contact Jasmin Jackson by phone at 703-347-0732, or via email at jackson.jasmin@epa.gov.

Enclosure: Registration Notice & Stamped Label

INSECTICIDE 2656 RTU

ALTERNATE BRAND NAMES

- Ortho Home Defense Max Bug Killer + Preventer
- Ortho Home Defense Max Insect Killer + Preventer
- Ortho Home Defense Max Outdoor Perimeter Insect Barrier
- Ortho Home Defense Max Outdoor Insect Barrier
- Ortho Home Defense Max Outdoor Perimeter Bug Killer
- Ortho Home Defense Max Outdoor Barrier Bug Killer
- Ortho Home Defense Max Perimeter Insect Barrier
- Ortho Home Defense Max Insect Killer for Indoor & Perimeter
- Ortho Home Defense Max Indoor + Outdoor Insect Barrier
- Ortho Home Defense Max Indoor + Outdoor Insect Killer
- Ortho Home Defense Max Extended Control Insect Killer
- Ortho Home Defense Extended Control Insect Barrier
- Ortho Home Defense Max Extended Control Bug Killer



For both indoor and outdoor uses. / For indoor use only. / For outdoor use only.

ACTIVE INGREDIENT:

Deltamethrin 0.03%

OTHER INGREDIENTS:..... 99.97%
100.00%

KEEP OUT OF REACH OF CHILDREN CAUTION

See back [panel/booklet] for Additional Precautionary Statements

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

Manufactured By / Distributed By / Sold By:

The Ortho Group

P.O. Box 190 Marysville, OH 43040

EPA Reg. No.: 239-NEW

EPA Est. No.: XXXXXXXX

[Superscript is first letter of lot number]

Net Contents: 2 fl.oz.....2 gallons/Gal

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS & DOMESTIC ANIMALS

CAUTION

Contact with product may result in transient tingling and reddening of the skin. Avoid contact with skin or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco.

ENVIRONMENTAL HAZARDS

This product is extremely toxic to fish and aquatic invertebrates. To protect the environment, do not allow pesticide to enter or runoff 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. This product is highly toxic to bees exposed to direct treatment or residues on blooming crops or weeds. Do not apply this product or allow it to drift to blooming crops or weeds if bees are visiting the treatment area. Protect pollinating insects by following label directions intended to minimize drift and to reduce risk to these organisms.

PHYSICAL OR CHEMICAL HAZARDS

Do not apply this product in or on electrical equipment due to 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.

[STOP:][Read entire label before use.]

- Do not spray up into air.
- Apply to surfaces only as a spot and crack & crevice treatment.
- Do not allow children or pets to contact treated surfaces until spray has dried.
- Do not use in commercial food handling establishments, restaurants or other places where food is commercially prepared or processed.

Follow proper disposal procedures on this label.

Siga las indicaciones del etiquetado para el desecho apropiado del producto.

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

[General Information: Hold container upright. [Turn sprayer nozzle to “on” position.] Hold approximately 12 inches from surface to be sprayed. Squeeze trigger to spray until surface is slightly moist but not to the point of runoff. Over application may cause damage. Test in an inconspicuous area before applying.]

[ORTHO 2656's/Product Name's long-lasting action keeps on killing ***American & German Cockroaches and Argentine Ants*** for up to 18 months [1.5 years] on non-porous surfaces and ***Flies*** for up to 150 days [20 weeks; 5 months] after you spray. More frequent applications may be necessary on concrete/porous surfaces. Check these areas in 4 weeks and retreat if insect activity continues. Contact kill gives you immediate results when spraying insects directly, while residual activity kills insects when they return to previously treated areas.

OR

Kills all listed insects and provides residual control of:

German & American Roaches and Argentine Ants – 18 months/78 weeks/1.5 years on non-porous surfaces

Flies – 5 months/20 weeks

Stable Flies – 4.5 months/18 weeks/135 days

Carpenter Ants – 1 month/4 weeks on non-porous surfaces

Lady Beetles – 35 days

Pharaoh, Crazy and Fire ants – 1 week]

Ortho 2656/Product Name is intended to be used in and around residences and their immediate surroundings: apartments, atrioms, attics, automobiles, basements, bathrooms, boats, cabins, campers, carports, cat sleeping quarters, clothes storage, condominiums, decks, dens, driveways, garages, gazebos, homes, kitchens, lanais, living rooms, parlors, patios, pet sleeping areas, play rooms, porches, recreational vehicles, rooms, solariums, storage areas, sun rooms, utility rooms and verandas.

INDOORS

INDOORS (CONTACT SPRAY): To kill ***ants*** (including ***Argentine, carpenter, fire, harvester & pharaoh ants***), ***bed bugs, centipedes, cockroaches, fleas, spiders*** (including ***brown recluse, black widow & hobo spiders***), ***stink bugs, ticks, chiggers, black flies, deer flies, horse flies, gnats, biting midges, wasps and other listed pests***: Spray where insects congregate and individual pests when seen. Contact insects with spray directly. Insects contacted by spray will be killed.

Ants [including Argentine, Carpenter, Fire, Harvester & Pharaoh], Boxelder Bugs, Centipedes, Cockroaches, Crickets, Dermestids, Firebrats, Fleas, Palmetto Bugs, Silverfish, Sowbugs, Ticks and Waterbugs: Apply as a spot and crack & crevice treatment to areas where these pests crawl and hide [especially in hidden areas around sinks and storage areas, behind baseboards, around doors and windows, behind and under refrigerators, cabinets, sinks and stoves, the underside of shelves, drawers, bookcases]. Cover all food handling surfaces and cover or remove all food and cooking utensils or wash thoroughly after treatment. Exposed food should be covered or removed. Repeat as necessary but not more than once per week.

[Roaches: Spray in cracks and crevices, around baseboards and other hiding places.]

Ants: Spray ant trails and around doors and windows and other places where ants enter the house. Repeat as necessary but not more than once per week.

Carpenter Ants: For effective control, locate and treat nests and surrounding areas. Apply around doors and windows and other places where ants enter premises and where they crawl and hide. Spray into infested wood through existing openings.

Ticks [(including Deer Ticks which may transmit Lyme disease)] and Fleas on Surfaces: Remove pet bedding and destroy or clean thoroughly. Spray pet resting quarters. **Adult Fleas and Larvae** contacted by spray will be killed. Put fresh bedding down once spray has dried. Do not spray animals directly. For best results, pets should be treated with an appropriate flea and/or tick control product registered for use on pets before allowing them to return to the treated area. Spray rugs and carpets where infestations are bad. Delicate fabrics should be tested for staining in an inconspicuous area prior to use.

Spiders: Apply along and behind baseboards, to window and door frames, corners, pipes, storage localities, attics, crawl spaces and other areas over which these pests may crawl.

Centipedes, Ground Beetles, Pillbugs, Sowbugs, Scorpions and Ticks: Apply around doors and windows and other places where these pests may enter premises. Treat baseboards, storage areas and other locations where these pests are found.

[**Silverfish, Crickets, Spiders:** Apply to areas infested by these pests.]

Asian Lady Bird Beetles (LadyBugs): Spray areas where bugs crawl or rest, around doors, windows and areas where insects can enter the home.

FLYING INSECTS (House Flies, Gnats, Mosquitoes and Small Flying Moths): Spray resting areas. Insects coming to rest on treated surfaces will be killed.

PANTRY PESTS: Grain Beetles (Rusty, Merchant and Sawtoothed), Flour Beetles (Red and Confused), Chocolate Moths, Cigarette Beetles, Clover Mites, Cluster Flies, Drugstore Beetles, Elmleaf Beetles, Rice Weevils, Lesser Grain Borers, Spider Beetles and Tobacco Moths: Treat exposed stages **OR** Spray Insects Directly. Remove all foodstuffs, utensils and shelf paper from area to be treated. Discard used shelf paper and any infested foodstuffs. Apply spray to shelves and in cracks and crevices behind and under cupboards and cabinets. Allow to dry prior to replacement of shelf paper, food and utensils. Wash any exposed food handling surfaces and utensils before use.

Carpet Beetles (Black, Furniture and Varied): Spray on and under edges of floor coverings, under rugs and furniture and in closets or other localities where these insects are found.

Webbing Clothes Moths: Use this product as a crack and crevice treatment in closets and other storage areas where these pests are found. This is an adjunct treatment and will not control moth larvae already on clothes. Do not apply to clothing.

Bed Bugs and Lice: Remove linens and wash before reuse. Lightly spray mattresses, especially tufts, folds and edges. Apply to the interior of the frame. Allow to dry before remaking bed.

HOUSE PLANTS: To control **Aphids, Japanese Beetles, Lace Bugs, Leafminers, Mealybugs, Mites and Spider Mites** on house plants. Prior to spraying, remove plants from living and eating areas. Put in an area not likely to come in contact with pets, children or food. Plants can be returned to original location when leaves dry. If plants cannot be moved, cover or remove exposed food and food handling surfaces. Avoid spraying surrounding areas. Apply spray to upper and lower surfaces of foliage. Avoid wetting blossoms if possible. Repeat applications as necessary, but not more than once per week.

HORSE STABLES: To Control **Stable Flies, Horn Flies, House Flies, Face Flies, Horse Flies, Deer Flies, Mosquitoes and Gnats.** Apply thoroughly to surfaces until wet. Insects coming to rest on treated surfaces will be killed or repelled. Repeat treatment as necessary, but not more than once per week. Do not spray animals or humans, or apply to animal feed or watering equipment.

OUTDOORS

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, lawn, turf, 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.
 - Do not apply or irrigate to the point of runoff.
 - 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 when the wind speed is greater than 15 mph.
 - 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.
 - Remove all exposed food and cooking utensils.
 - Cover all food handling surfaces or wash thoroughly after treatment and before use.
 - Do not use on edible crops
 - For outdoor use only as an aid in controlling these insects.

[Point sprayer away from face. Hold sprayer on a slight downward angle, approximately 12 inches from surface to be sprayed.]

PESTS ON OUTSIDE SURFACES OF BUILDINGS: For control of building infestation to ***Ants, Clover Mites, Crickets and Sowbugs (Pillbugs)***. Spray foundation of building where insects are active and may find entrance up to a height of 2 to 3 feet. Apply to outside surfaces of buildings where insects tend to congregate. [Spray areas: screens, window frames, eaves, porches, patios, garages and refuse dumps.] Repeat treatment as necessary, but not more than once per week.

CRAWLING INSECTS: ***Ants, Cockroaches (including American, Asian and German Cockroaches), Centipedes, Crickets, Mole Crickets, Waterbugs and Silverfish***. Hold 12 to 18 inches from surface to be treated and spray in infested surface of patio or picnic areas, hitting as many insects as possible. Spray to slightly moisten the surface. Spray infested surface of patio or picnic area. Also spray legs of tables and chairs.

Ants: Spray around ant trails and hills. Spray around nests hidden under steps, brickwork, concrete, etc. Break apart accessible nests and spray freely on and around debris. Repeat as necessary, but not more than once per week.

Asian Lady Bird Beetles (Ladybugs): Spray areas where bugs crawl or rest, especially around doors, on and around screens, windows, doorframes and areas where insects can enter the home. Remove screens prior to spraying them, allow to dry, and then reinstall them.

Lone Star Ticks, Dog Ticks, Crickets and Fleas: Apply thoroughly to infestations in bushes, grass or weeds.

Wasps, Hornets, Yellowjackets and Bees: Spray nests and other surfaces where bees may rest. Aim spray at nest openings. Applications should be made late in the evening when insects are at rest.

FLYING INSECTS: *House Flies, Gnats, Mosquitoes and Small Flying Moths:* Spray outside surfaces of window and door frames and other areas where these pests may enter the home. Also spray localized areas [such as under eaves, porches, surfaces around light fixtures and cords, railings, etc.] where these insects may rest. Insects coming to rest on treated surfaces will be killed.

Termites, Carpenter Ants and Carpenter Bees: (for localized control only) Apply Ortho 2656/Product Name to voids or channels in damaged wood of a structure, or to cracks, crevices and spaces in and between wooden portions of a structure or between wood and the foundation in locations vulnerable to attack such as crawl spaces.

For ***Termites***, the purpose of such applications is to kill workers or winged forms which may be present in the treated areas at the time of application. Not recommended as sole protection against termites. For active infestations, get a professional inspection. Such applications are not a substitute for mechanical alteration, soil treatment or foundation treatment but are merely a supplement. For severe termite infestation, contact a professional pest control operator in your area.

FOR CONTROL OF ORNAMENTAL GARDEN INSECTS: For use on roses, dahlias, asters, [African violets, azaleas, begonias, camellias, carnations, chrysanthemums, delphiniums, dogwood, English ivy, euonymus, fuchsia, geraniums, crassula, grape vine, Kentia palm, laurel, marigolds, rhododendrons, rubber plants, snapdragons, stocks, wandering Jews, zinnias] and other ornamentals. Spray directly to kill ***Japanese Beetles, Whiteflies, Aphids, Armyworms, Lace Bugs, Mealybugs, Exposed Thrips, Pavement Ants, Spiders, Spider and Red Mites, Clover Mites and Leafminers.***

Not for use on plants grown for sale or other commercial use. Be cautious about wetting tender foliage, young plants and new growth. Do not spray plants when temperatures exceed 90°F. Over application may cause damage. **DO NOT apply to vegetable plants or other plants used for food**

May be used on plants, as well as a multi-purpose spray in small ornamental gardens and for spot treatments to prevent insects from spreading into large garden areas.

When spraying plants, do not operate closer than 18 inches. Use sweeping motion. Spray insects directly whenever possible. Repeat treatment as necessary, but not more than once per week.

APPLICATOR INSTRUCTIONS

NOTE TO PM: Spray Pattern Descriptor is any word used to describe the pattern such as flat, foam, 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:]

[Remove Cap][Insert and tighten sprayer to bottle/container/pouch]

[Spray]

1. Turn sprayer nozzle to [desired spray pattern] [foam] [indoor setting] [for indoor use] [or] [fan] [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] /

[Applicator (Device) (Applicator Name) Directions/Instructions]

[HOW TO USE:]



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 pattern] [foam] [indoor setting] [for indoor use] [or] [fan] [perimeter setting] [On] [spray pattern descriptor].
5. Squeeze trigger repeatedly [to spray.]

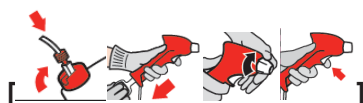


1. [Turn sprayer nozzle to "OFF" / X.]
2. [DO NOT DISCONNECT HOSE CONNECTOR [FROM SPOUT/CAP/KNOB/OPENING].
3. [Place sprayer back into holster/holder.]

Option 3 – Pull 'N Spray

[PULL 'N SPRAY] [APPLICATOR [APPLICATORY NAME] DIRECTIONS] / [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 pattern] [foam] [indoor setting] [for indoor use] [or] [fan] [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 [APPLICATOR NAME] DIRECTIONS]

[Applicator Name] [Applicator/Wand] Directions]

[HOW TO USE:]



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/container/pouch] 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 pattern] [foam] [indoor setting] [for indoor use] [or] [fan] [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 NAME] DIRECTIONS]
[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

[OTHER PUMP STYLE] [Quick Pump] [APPLICATOR (DEVICE)] [APPLICATOR NAME] DIRECTIONS] ----
[Applicator (Device) (Applicator Name) 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/Wand] Directions]

[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 – Flairosil

[[Applicator Name] [Applicator] Directions]

[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 WAND] [COMFORT/ERGO WAND] [COMFORT/ERGO SHOT WAND]/[APPLICATOR
[APPLICATOR NAME] DIRECTIONS]

[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 pattern] [foam] [indoor setting] [for indoor use] [or] [fan] [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 [Battery Powered] [Comfort Wand] [Comfort Shot Wand] [Pump 'N Go] [EZ Sprayer] Applicator [Applicator Name] Directions

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 [Battery Powered] [Comfort Wand] [Comfort Shot Wand] [Pump 'N Go] [EZ Sprayer] [Applicator [Applicator Name] Directions]

Refill Options

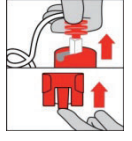
Note to PM: All of the applicator options can have a refill. Options below are selected by refill strategy.

Option 1 – Applicator Reuse

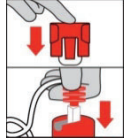
REFILL/REUSE DIRECTIONS

How to attach [applicator name] [wand] to [INSECTICIDE 2656 RTU] Refill/Recharge/Renew/Fill-Up/Reload] [Product name] [refill 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 [INSECTICIDE 2656 RTU] Refill/Recharge/Renew/Fill-Up/Reload][Product name]:

	<p>[Attach the sprayer holster [holder] to [INSECTICIDE 2656 RTU] Refill/Recharge/Renew/Fill-Up/Reload] [Product name][refill 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>
--	--

Option 2 – Integrated Wand Applicator Reuse

REFILL/REUSE DIRECTIONS / How to Reuse/Refill

How to attach [applicator name] [integrated wand] to [INSECTICIDE 2656 RTU] Refill/Recharge/Renew/Fill-Up/Reload] [Product name] [refill bottle/container]:

Remove sprayer head/applicator from botte by rotating clockwise/counterclockwise and remove from empty bottle. Remove cap/lid from [INSECTICIDE 2656 RTU] Refill/Recharge/Renew/Fill-Up/Reload] [Product name] [refill bottle/container]. [Remove Seal.] Insert tube/straw into [INSECTICIDE 2656 RTU] Refill/Recharge/Renew/Fill-Up/Reload] [Product name] [refill bottle/container]. 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 [product name]. To refill pour [INSECTICIDE 2656 RTU][product name] into container.

OR

To refill this empty container, pour product carefully and directly from the [insert brand 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]/ [Bed Bug & Insect Indoor RTU] Refill/Recharge/Renew/Fill-Up/Reload] [Product name] [refill bottle/container]:

1. Remove pump handle on Quick Pump/Pump N Go/Applicator Name by twisting it counterclockwise.
2. Remove cap from [Bed Bug & Insect Indoor RTU] Refill/Recharge/Renew/Fill-Up/Reload][product name] / [refill 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.

Secure pump handle back on container by twisting it clockwise until tight.

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

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Store in a cool, dry area away from [inaccessible to] children and pets and away from heat, sparks and open flame. [Protect from freezing.] [Store above 32°F.] [Do not transport or store below 32°F. (0°C)] If freezing occurs, allow product to thaw and shake well before using [use]. [Some product separation may occur on freezing which is reversible on shaking]. Freezing does not adversely affect [this product] [performance].

PESTICIDE DISPOSAL AND CONTAINER HANDLING: Non-refillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** 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: Store in a cool, dry area away from [inaccessible to] children and pets and away from heat, sparks and open flame. [Protect from freezing.] [Store above 32°F.] [Do not transport or store below 32°F. (0°C)] If freezing occurs, allow product to thaw and shake well before using [use]. [Some product separation may occur on freezing which is reversible on shaking]. Freezing does not adversely affect [this product] [performance].

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.

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

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

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

Formula claims

1. [Convenient] Ready to Use
2. Does Not Stain Surfaces
3. Does Not Stain Fabric
4. Does not stain [fabrics, floors, wood, surfaces]
5. Dries clean/clear
6. Dries fast/in minutes [for fast/quick re-entry]
7. Easy-To-Use
8. Fragrance-Free
9. [Leaves] no odor
10. Leaves no residue [behind]
11. No Drips - No Runs
12. No Drip [Formula]
13. No lingering [chemical] odor
14. No mixing necessary
15. No need to wipe up
16. No Oily/Greasy Residue/Mess
17. No Shaking Required
18. No Shake Formula
19. No Stains
20. No [sticky] mess
21. Non-Staining [Formula]
22. Odorless
23. Odor-free
24. Ready-To-Use
25. Stays Where You Put It
26. Unscented
27. Water based [formula] 
28. Will Not Stain/Non-Staining on [Water-Safe][Fabrics and Surfaces]

Foaming Claims

29. [Contains/With] FoamGuard™ [action/technology]
30. [Disappearing] Foam Shows where you sprayed/applied
31. [Disappearing] foam tracks your treatment progress
32. [Disappearing] foam creates protective home barrier
33. Dries Clear
34. [Expanding] Foam spreads [deep] into [hard-to-reach] cracks and(&) crevices
35. [Expanding] Foam spreads [deep] into [hard-to-reach] places
36. Flows Like a Liquid, Remains in Place like a Solid, Disappears in less than an hour
37. Foam disappears into invisible home barrier
38. Foam expands into where insects live [and eventually dissipates]
39. Foam [expands] and disappears [dissipates] into/leaving an invisible home [home defense [protection]]
[protective] barrier
40. Foam help(s) track [tracks] where you sprayed/applied
41. Foaming Insect Killer
42. Foaming Formula
43. [Precision Delivery-] Foam Tracer Ensures Complete Application Coverage
44. Quick acting foam protects your home indoor(s) and out
45. Ready to Use – Tracing Foam

46. Spray [the foaming aerosol] into hard to reach areas
47. Spreads around objects and hard to reach areas [that sprays miss]
48. Visible Application – Invisible Barrier – Guaranteed Results or your money back

Efficacy Claims

49. Keeps Bugs² out
50. Kills 1.....79 insects²
51. Kills over 5.....75 insects²
52. Kills Fast
53. Kills Fire Ants [for] up to 1 week
54. Kills Fleas
55. Kills Mosquitoes
56. Kills on Contact
57. Kills common household bugs²
58. Kills Ants, Aphids, Boxelder Bugs, Carpenter Ants, Centipedes, Cockroaches, Crazy Ants, Crickets, Fire Ants, Fleas, Flies, Firebrats, Gnats, Ground Beetles, House flies, Japanese Beetles, Lace Bugs, Leafminers, Mealy Bugs, Mites, Mosquitoes, Palmetto Bugs, Pharaoh Ants, Pillbugs, Roaches, Scorpions, Silverfish, Small Flying Moths, Sowbugs, Spider Mites, Spiders, [Brown Marmorated] Stink Bugs, Thrips, Ticks, Waterbugs [on contact]
59. Kills Asian Lady [bird] Beetles
60. Kills Asian Lady bugs by contact
61. Kills Fleas & Ticks
62. Kills all listed Home Invading Pests
63. Kills Spiders, Centipedes And Scorpions
64. Kills Roaches, Ants and Fleas on Contact
65. Kills Pantry Pests
66. Kills Plant Pests
67. Kills Aphids, Mealybugs, Lace Bugs, Thrips, Leafminers and Mites
68. Kills Spider Mites
69. Kills Japanese Beetles
70. [Also] Kills [any combination of insects listed on master label][and many others²]
71. Long-Lasting***
72. Long-Lasting up to 18 months**
73. Long-Lasting Bug Barrier***
74. Keeps Killing Carpenter Ants for Up to 1 Months [4 Weeks]* [When Applied to Non-Porous Surfaces]
75. Keeps Killing Pharaoh Ants, Crazy Ants and Fire Ants for Up to 1 Week
76. Keeps Killing [for] Up to 18 Months [1.5 Years, 78 Weeks]**
77. Keeps on Killing German & American Cockroaches and Argentine Ants for Up to 18 Months [1.5 years]*
78. Protects Against German & American Cockroaches and Argentine Ants for Up to 18 Months [1.5 years]*
79. Keeps Killing Flies for Up to 5 Months [20 Weeks]
80. Keeps Killing Stable Flies for Up to 18 Weeks [4.5 Months, 135 Days]
81. Keeps Killing Lady Beetles for up to 35 Days
82. Kills & Prevents insects [for] up to 18 months**
83. Kills & Prevents bugs/insects²
84. Kills bugs inside. Keeps bug out²
85. Also Controls Termites, Carpenter Ants & Carpenter Bees
86. Controls Ticks that May Transmit Lyme disease

*on non-porous surfaces

**American & German Cockroaches and Argentine Ants on non-porous surfaces

***18 months against American & German Cockroaches and Argentine Ants on non-porous surfaces

²Refer to booklet/back panel for insects

USE SITE CLAIMS

87. Apply along [and behind] baseboards [and][foundations]
88. Apply along [baseboards] [foundations]
89. Apply along [behind] [and] [between] appliances
90. Apply beneath [and behind] sinks
91. Apply in other areas where listed insects [are often found] [often appear]
92. Apply in hard-to-reach areas for residual control

93. Can be used in garage[s] and/or basement[s] and/or attic[s]
94. Can be used in bathrooms, kitchens, family rooms, pantry/pantries, attics, garages, basements, closets, storage areas, and bedrooms.
95. Can be used on House Plants
96. Designed to/for use in kitchens & pantries
97. For Indoor and Outdoor Use
98. For Use in and Around Horse Stables
99. For Use on House Plants
100. For Use on Ornamental Plants
101. [Formulated] [For] Indoor Use
102. [Formulated] [For] Indoor/Outdoor Use
103. Great for large/larger areas/spaces/rooms
104. Great for home perimeters/foundations
105. Ideal for small/smaller areas/spaces/rooms
106. Ideal/Great for large/small jobs/areas/spaces/rooms
107. Indoor/Outdoor [Formula]
108. Indoor
109. Outdoor
110. Spray/Treat [outdoors] around doors, windows and [your/the] home/house foundation
111. Spray/Treat [indoors along] floorboards, door and window frames
112. Use in garage[s] and/or basement[s] and/or attic[s] to keep listed bugs from coming into [entering] the [your] home.
113. Use in kitchens, garages, basements, and attics [to kill listed bugs].
114. Use inside and outside your home!
115. Use [with confidence] in garage[s] and/or basement[s] and/or attic[s]
116. Use [with confidence] in bathrooms, kitchens, family rooms, pantry/pantries, attics, garages, basements, closets, storage areas, and bedrooms.

General Applicator Claims

117. Adjustable sprayer [nozzle] [for maximum control]
118. Change the way you spray
119. Choose foam or [liquid] spray [setting]
120. Consistent spray for maximum accuracy
121. Consistent/even coverage
122. Cut your time spraying in half
123. [Dual-Action] Foam +/or/& Spray [Wand] [Applicator] [Setting]
124. Easy to spray
125. Foam Sprayer
126. Grab & Go
127. [Improved*] Applicator
128. Just attach hose and spray
129. No Aerosols
130. No more bending/kneeling
131. No [constant] pumping
132. No Leaks or Mess
133. No more squeeze, squeeze, squeeze
134. No [more] tired hands
135. Pump [illustration]
136. Precise control [for maximum accuracy]
137. [Quick and] Easy to Use
138. Quick Pump [applicator][sprayer]
139. Reduces hand fatigue
140. Save[s] time and energy
141. Spray [illustration]
142. The easy/easier way [to spray][to kill bugs][to kill insects] [Home Defense®]
143. You're /It's always ready to spray

*vs. previous design/Applicator Name

PNS Claims

144. Less/No [more] hand fatigue* [with PNS II/Pull 'N Spray II/Spray Master™/applicator name]
145. Just pull
146. One pull [= / delivers / equals] 34/X trigger sprays
147. One push of the button = 34/X trigger sprays
148. For best results, pull out slowly and hold for 2 seconds (applies to Pull 'N Spray)
149. Up to/Over X minutes (mins) of continuous spray
150. Pull n Spray –Less/No hand fatigue*

*vs. trigger sprayer

Refill Claims

151. [Comfort Wand®] [Applicator Name] Refill/Recharge/Reload/Renew Cartridge
152. [Comfort Wand®] [Quick Pump] [Pump 'N Go] Recharge/Refill/Fill-Up/Reload/Renew
153. Fills Up [Quick Pump] [Pump 'N Go] [Applicator Name]
154. Fill-Up for [Applicator Name] [Quick Pump] [Pump 'N Go]
155. Just plug [Comfort Wand®] [Applicator name] in and it's ready to spray
156. [Plug 'N Play] Refill/Recharge/Reload/Renew [For Comfort Wand]
157. Refill/Recharge/Fill-Up/Reload/Renew [Available]
158. Refill/Recharge/Fill-Up/Reload/Renew for [Comfort Wand®] [Quick Pump] [Pump 'N Go] [Applicator Name]
159. Refills/Recharges/Reloads/Renews [Comfort Wand®] [Quick Pump] [Pump 'N Go] [Applicator Name]
160. Works with [Comfort Wand®] [Quick Pump] [Pump 'N Go] [Applicator Name]

Wand Claims

161. [2x] Faster Application/Coverage*
162. 2x/twice [the] extended reach*
163. Always Lock After Use[Open & Close Lock illustration]
164. Battery Illustration
165. [Comfort][Shot] Wand
166. Continuous Spray & [More/Better*] Precision/Accuracy
167. Continuous [Adjustable] Spray [Wand]
168. Cut your time spraying in half
169. Easier [than ever] to spray[the home/foundation/perimeter] [doors],[windows], [&] [baseboards]
170. Easily get[s] into hard-to-reach areas
171. Equal performance to a tank sprayer with no/without pumping
172. Extends 2/X feet
173. Extended Reach
174. Fan Spray [for better coverage] / [for fast(er*) application]
175. Foaming spray makes it easier to see where [the product was] applied
176. [Foaming spray] disappears/dissolves when dry [to indicate when to re-enter]
177. [Foaming spray] dries clear [to indicate when to re-enter]
178. [Foaming spray] makes it easy to tell when the area is dry [and people & pets can re-enter]
179. [Now with a] Foaming Spray [for crack[s] and crevice[s]] [application] / [to see where [the product] applied]
180. Know/See where [product was] applied
181. Longer* wand/50% longer* reach
182. [More*] Precise/Accurate spray
183. Performs like a tank sprayer with no/without pumping
184. Powered by Duracell/Battery Brand
185. [Precision/Precise/Adjustable] Sprayer
186. Rechargeable
187. Reusable [Comfort] [Continuous Spray][Wand]
188. Same coverage in [half the] [50% less] time*
189. Save[s] time and energy
190. Spray [foundations][&/and][baseboards]without bending!
191. Tank sprayer power with no/without pumping
192. [Wand] [Applicator Name] will last [for] [at least] 20/X bottles!

- 193. [Wand] [Applicator Name] will last over 25 gallons!
- 194. [Wand] [Applicator Name] will last for years* *based on X applications per year
- 195. [Wand] [Applicator Name] [extends up to 2 feet] [to] Reduce[s] [back] bending [and the] [continuous spray wand helps reduce[s] hand fatigue]
- 196. [Wand] [Applicator] [provides] precision control [to maximize every spray/get the most out of every spray]

*vs previous design/Applicator Name


Flairsol Claims

- 197. Propellant-Free
- 198. Continuous Spraying
- 199. 360° spraying

Sales Claims

- 200. 33% more than 1 gallon size (applies to 1.33 gal. size)
- 201. 10% more bonus size (applies to 1.1 gal. size)
- 202. [Over] X% more than X gal size
- 203. Bonus Size
- 204. Buy Wand & Refill, Get [X%] Free!
- 205. Combo/Wow Pack
- 206. Exclusive to Club Stores!
- 207. Exclusive Club [Bonus] Size!
- 208. Go to [www.orthohomedefense.com] now for a special offer! Offer subject to change or expiration.
- 209. [Great] Value
- 210. Look inside [label] for special offer information!
- 211. New Look, Same Great Results (***This claim may appear on any label panel for 6 months following commercial introduction***)
- 212. Same formula, better value!
- 213. Save [Money] with the Refill!
- 214. Value Size
- 215. Value Pack
- 216. Value/Bonus Size – X-pack/ X-gallons!
- 217. Value/Bonus Size – X-pack = X gallons!

OTHER

- 218. [icon]  People and pets may re-enter treated areas after spray has dried
- 219. XX% more than X gallon size
- 220. XX% less plastic*
- 221. ©20XX, [licensed by] [Company/Brand]. World rights reserved.
- 222. [Recyclable symbol]
- 223. Assembled in the USA
- 224. Before / After
- 225. [Company] & Your Environment – Your home 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.
- 226. [For] Residential use only
- 227. Intended for residential use
- 228. New/Now (***This claim may appear on any label panel for 6 months following commercial introduction***)
- 229. OPEN
- 230. Peel Open for use directions and further information
- 231. PEEL HERE / PRESS TO RESEAL
- 232. PRESS TO RESEAL [Placed on booklet cover or base of label depending upon space.]

- 233. Product of –and/or- Made in U.S.A.
- 234. Proven performance
- 235. PULL / PEEL HERE [TO REMOVE TAPE]
- 236. QUESTIONS OR COMMENTS - [phone icon] 1-800-xxxxxxx www.ortho.com [Visit our website] [computer icon]
- 237. Read Entire label before use
- 238. Resealable Label for Directions & Precautions

*vs. previous bottle/container/packaging

Guarantees:

- 239. [Company/Brand] Guarantee[d] †††
- 240. Guaranteed [results] †††
- 241. Guaranteed Kill [or your money back] †††
- 242. [Company/Brand] Satisfaction guaranteed[†††]
- 243. [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.