

US ENVIRONMENTAL PROTECTION AGENCY
OFFICE OF PESTICIDES PROGRAMS
REGISTRATION DIVISION (TS-767)
WASHINGTON, DC 20460

EPA REGISTRATION NO.

475-288

DATE OF ISSUANCE

June 11, 1990

NOTICE OF PESTICIDE: REGISTRATION
 REREГИSTRATION
(Under the Federal Insecticide, Fungicide,
and Rodenticide Act, as amended)

TERM OF ISSUANCE

Until Reregistration

NAME OF PESTICIDE PRODUCT

Black Fly Control Attraction

NAME AND ADDRESS OF REGISTRANT (Include ZIP code)

NOTE: Changes in labeling formula 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 U.S. EPA registration number.

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

A copy of the labeling accepted in connection with this Registration/Reregistration is returned herewith.

Registration is in no way to be construed as an indorsement or approval of this product by this 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.

BEST AVAILABLE COPY

ATTACHMENT IS APPLICABLE

SIGNATURE OF APPROVING OFFICIAL

DATE

June 11, 1990

Richards

d. Delete the following statements from the front panel of the label due to false or misleading statements and/or lack of sufficient efficacy data for these claims:

Can be placed near food; [end of your roach problem];
Contains an insecticide derived from nature; Controls the worst (toughest) infestation problems.

Also, delete "derived from nature" and "next to food" from the back of the carton label.

3. The results of the dermal sensitization test are indicated below. The other referenced acute toxicity studies are acceptable and have been made a part of the record for this product. NOTE: Your company should request a waiver for the requirement to submit an acute inhalation toxicity study.

<u>STUDY</u>	<u>TOX. CATEGORY</u>	<u>CORE CLASS.</u>
Dermal Sensitization	Not a Sensitizer	Guideline

4. The 30 day and three month accelerated storage stability data are acceptable on an interim basis. The results of the one year storage stability study must be received by the Agency within 15 months of the date of this registration.

5. Submit five (5) copies of your final printed labeling before you release the product for shipment. Refer to the A-79 Enclosure for a further description of final printed labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 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.

Sincerely yours,

George T. LaRocca
Product Manager 15
Insecticide-Rodenticide Branch
Registration Division (H7505C)

PROPOSED LABELING: "Black Flag Fatal Attraction"

Page 1 of 4

Submitted by Boyle-Midway Household Products, Inc.

Company No.: 475

Date of Application: April 12, 1989

ACCEPTED
WITH COMMENTS
LEGAL DATED

June 11, 1990

Carton Copy - Front

NEW: BLACK FLAG FATAL ATTRACTION 475-288

- Effective on all types of roaches--German, American, Brownbanded, Palmetto bugs, Oriental and Waterbugs.
- Effective on both small roaches (German, Brownbanded, Wood roaches) and large roaches (American, Oriental, Smoky brown, Palmetto bugs) and waterbugs.
- Kills [keeps killing] [controls] roaches for three months.
- Kills roaches and the eggs they carry.
- Kills roaches and their offspring.
- Has no insecticide odor or mess. Practical, easy and effective to use.
- o - Can be placed near food, in cabinets -- anywhere you have seen roaches.
- Continued use helps to eliminate roach populations [generations of roaches].
- Kills resistant roaches.
- Kills roaches resistant to conventional insecticides.
- Contains 12 child resistant [unique, patented] bait stations.
- Contains a [unique] patented insecticide ingredient to kill roaches.
- o - Guaranteed to work [end your roach problem] or your money back.
- o - Contains an insecticide derived from nature.
- o - Controls the worst (toughest) infestation problems.
- Proven effective against large and small roaches.

continued.....

PROPOSED LABELING: "Black Flag Fatal Attraction"
Submitted by Boyle-Midway Household Products, Inc.
Date of Application: April 12, 1989

Page 2 of 4
Company No.: 475

Carton Copy - Front (cont'd.)

ACTIVE INGREDIENT: Avermectin B₁ (A mixture
of avermectins containing 80% avermectin B_{1a}
(5-O-demethyl avermectin A_{1a}) and 20% aver-
mectin B_{1b} (5-O-demethyl-25-de (1-methylpropyl)-
25-(1-methylethyl) avermectin A_{1a})]....00.050%
INERT INGREDIENTS.....99.950%
TOTAL: 100.000%

CAUTION

See back panel for additional precautionary statements.

12 Bait Stations, Net Wt. _____ oz. each. Total Net Wt. _____ oz.

Carton Copy - Back

Black Flag Fatal Attraction bait stations contain a patented insecticide
derived from nature plus a special, laboratory and home tested bait to kill and
keep killing roaches for up to 3 months. It is Black Flag's combination of
ingredients that enables it to not only kill roaches, but also prevent
reinfestation by young roaches. Kills roaches and the eggs they carry.

Black Flag Fatal Attraction is effective on the smaller German roach as well as
the larger American roach for up to 3 months. The bait stations can be placed
next to food, in cabinets, or any place you have seen roaches. Follow the
directions below for control of either small or large roaches.

continued....

BEST AVAILABLE COPY

PROPOSED LABELING: "Black Flag Fatal Attraction" (cont'd.)
Submitted by Boyle-Midway Household Products, Inc. Company No.: 475
Date of Application: April 12, 1989

Page 3 of 4

Carton Copy - Back (con'td.)

FOR HOUSEHOLD USE ONLY

DIRECTIONS FOR USE

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

STORAGE: Store in a cool place away from children. DISPOSAL: Wrap bait stations in newspaper and put in trash collection.

General Use Instructions

1. Remove all 12 bait stations from the plastic container. NOTE: For effective cockroach control, you must use all 12 bait stations at once.
2. Always place bait stations where roaches have been seen.
3. To place bait stations on vertical surfaces, use stickers. To use stickers, remove paper backing from both sides. Stick one side on bottom of the station and the other on wall, cabinet or other vertical surface.
4. Roaches will begin eating the bait immediately, and you should expect to see fewer roaches within a week.
5. For continued roach control [to keep roaches from reappearing], replace all bait stations every 3 months or as bait is consumed and effectiveness diminishes.

For Control of Small Roaches and Waterbugs (German roaches, brownbanded roaches): Ten stations in the kitchen and two in the bathroom are recommended, including placement in dark corners of cabinets and rooms where roaches frequently hide.

For Control of Large Roaches and Waterbugs (American roaches): Where possible, place stations next to walls or in corners of rooms where food is prepared or stored. Also, place stations near plumbing fixtures, floor drains, water heaters, basement windows and doors.

continued.....

BEST AVAILABLE COPY

PROPOSED LABELING: "Black Flag Fatal Attraction" (cont'd.)
Submitted by Boyle-Midway Household Products, Inc. Company No.: 475
Date of Application: April 12, 1985

Carton Copy (cont'd.) - Back

PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS

CAUTION: Contact with the bait inside the container may cause eye irritation.

If not satisfied, return package to manufacturer for full refund.

Boyle-Midway Household Products, Inc.
New York, NY 10017

EPA Reg. No. 475-
EPA Est. 475-IL-1

Individual Bait Stations

Black Flag Fatal Attraction

This side down

See outer carton for complete directions and precautions

ACTIVE INGREDIENT: Avermectin B₁ [A mixture
of avermectins containing 80% avermectin B_{1a}
(5-O-demethyl avermectin A_{1a}) and 20% aver-
mectin B_{1b} (5-O-demethyl-25-de (1-methylpropyl)-
25-(1-methylethyl) avermectin A_{1a})]....00.050%
INERT INGREDIENTS.....99.950%
TOTAL:100.000%

CAUTION: Contact with bait inside the container may
cause eye irritation. DISPOSAL: Wrap in newspaper
and put in trash collection.

EPA Reg. No. 475- EPA Est. 475-IL-1

Boyle-Midway Household Products, Inc.
New York, NY 10017

BEST AVAILABLE COPY