

e. There is no indication as to when the bait is to be replaced. How long is it effective? A statement indicating when the bait stations are to be replaced should be added to the label. This time period should be based upon the residual effectiveness as demonstrated via efficacy testing.

f. As indicated in our previous letter, words or phrases implying that a product possesses unique characteristics because of its composition are not acceptable on pesticide labeling. Thus, delete such phrases from the following statements:

- Contains avermectin a [totally unique] insecticide ingredient.
- Black Flag bait stations contain avermectin, an [exclusive], patented insecticide, plus a [unique] bait

Note: You may replace the objectionable words with "new, patented." However, all statements referring to this product as "new" may only be retained on the labeling for up to 6 months after registration.

1. Submit five 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,

George T. LaRocca
Product Manager (15)
Insecticide-Rodenticide Branch
Registration Division (H/5050)

Enclosures

BOYLE-MIDWAY HOUSEHOLD PRODUCTS, INC.
COMPANY NUMBER: 475

Page 1 of 3

PROPOSED LABELING: "BLACK FLAG ANT KILLING SYSTEM I" (Resubmitted May 22, 1991)

CARTON - FRONT PANEL

NEW! BLACK FLAG ANT KILLING SYSTEM I

- The new ant killing system
- Special insecticide works so workers can feed the bait to the queen.
- Contains [avermectin] a totally unique insecticide ingredient.
- Kills ants you see and others in the nest [colony] you don't see.
- Has no insecticide odor or mess.
- Ants take the bait back to nest and feed it to the queen.
- Can be placed in cabinets or anywhere you have seen ants.
- Kills a variety of household ants.
- Kills the queen, kills the colony.
- Contains 3 [4, 6] child resistant [patented] bait stations.
- Guaranteed to work or your money back

ACTIVE INGREDIENT: Avermectin B1 [A mixture of avermectins containing 80% avermectin B1a (5-O-demethyl avermectin A1a) and 20% avermectin B1b (5-O-demethyl-25-de (1-methylpropyl)-25-(1-methylethyl) avermectin A1a)] 99.990%
INERT INGREDIENTS 0.010%
TOTAL 100.000%

Do not allow children or pets to play with bait stations.

CAUTION

See back panel for additional precautionary statements.

3 [4, 6] Bait Stations, Net Wt. 0.035 oz. each.
Total Net Wt. 0.11 (0.14 or 0.21) oz.

SEP 12 1991

Boyle-Midway
Household Products, Inc.
475-331

475-331

PROPOSED LABELING: "BLACK FLAG ANT KILLING SYSTEM I" (Resubmitted May 22, 1991)
(cont'd)

CARTON - BACK PANEL

Black Flag bait stations contain [avermectin] an exclusive, patented insecticide, plus a unique bait. Kills common household ants including pavement ants, carpenter ants, odorous house ants, little black ants, crazy ants, acrobat ants, Pharoah ants, and Argentine ants.

Black Flag bait stations can be placed in cabinets or any place you have seen ants.

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 and put in trash collection.

Use Instructions - (For indoor use)

1. Remove all 3 [4, 6] bait stations from the carton. NOTE: For effective ant control, you must use all 3 [4, 6] bait stations at once.
2. Place all stations right by ant trails or in areas where ants are numerous. [When necessary, stations may be placed on vertical surfaces by exposing the self-adhesive backing.]

**PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS**

CAUTION: Harmful if absorbed through the skin. Avoid contact with skin, eyes or clothing. Wash thoroughly with soap and water after handling.

Statement of Practical Treatment

If On Skin: Wash with plenty of soap and water. Get medical attention.

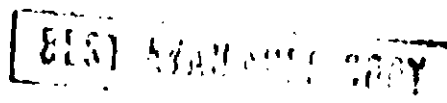
For medical emergency call 800-338-6167

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

[] -- optional language



BOYLE-MIDWAY HOUSEHOLD PRODUCTS, INC.
COMPANY NUMBER: 475

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PROPOSED LABELING: "BLACK FLAG ANT KILLING SYSTEM I" (Resubmitted May 22, 1991)
(cont'd)

INDIVIDUAL BAIT STATIONS

Black Flag Ant Killing System I

This side down.

See outer carton for complete
directions and precautions.

ACTIVE INGREDIENT: Avermectin B1 [A mixture
of avermectins containing 80% avermectin B1a
(5-O-demethyl avermectin A1a) and 20% aver-
mectin B1b (5-O-demethyl-25-de (1-methylpropyl)-
25-(1-methylethyl) avermectin A1a)]...00.010%
INERT INGREDIENTS.....99.990%
TOTAL 100.000%

CAUTION: Harmful if absorbed through the skin.
Avoid contact with skin, eyes or clothing.
Wash thoroughly with soap and water after
handling.

DISPOSAL: Wrap and put in trash collection.
EPA Reg. No. 475- EPA Est. 475-1L-1

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