

PM 14 602-315

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MAR 21 1996

R.E. Broyles
Purina Mills, Inc.
P.O. Box 66812
St. Louis, MO 63166-6812

Dear Mr. Broyles:

Subject: Purina Assault Mouse Place Pack
EPA Registration No. 602-315
Label Amendment per PR Notice 94-7

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable provided that you make the following changes:

Label for 1.5-oz. placepacks

1. Delete the claim paragraph from the front panel or modify it to read as shown below.

"House mice consume a lethal dose in a single feeding, with dead mice appearing two or more days after they eat the bait. Mice stop eating after consuming a lethal dose in a single-night's feeding. ASSAULT Mouse Place Pack is effective against anticoagulant-resistant house mice."

If these placepacks are not to be sold individually, it should not be necessary to have these claims on the placepack's label.

2. Make sure that the claim "CONTAINS BITREX" appears in print that is smaller and less conspicuous than that used for "KEEP OUT OF REACH OF CHILDREN", "CAUTION", and "SEE OTHER CAUTIONS BELOW". (Since no other cautions actually follow "SEE OTHER CAUTIONS BELOW" on the front panel of this label, replace "BELOW" with text such as "ON BACK PANEL" which more accurately indicates where such cautions would be found.)

3. Change "one or two" to "two or more" in the second sentence of the first paragraph of the APPLICATION DIRECTIONS portion of the DIRECTIONS FOR USE.

B Edwards

A. 602/315.2

3/21/96

When you print placepack labels, preserve the organizational framework which appears on your proposed revised label and make sure that the layout of the label does not result in any required text being obscured. Do not divide the DIRECTIONS FOR USE between label panels. Note that it might be possible to place all of the required precautionary text on the front panel of the label. As it is important to limit their potential conspicuousness and attractiveness to children, labels for placepacks should not be brightly colored.

Label for Pail containing 25 1.5-oz placepacks

- 1. Delete the claim paragraph from the front panel or modify it to read as shown below.

"House mice consume a lethal dose in a single feeding, with dead mice appearing two or more days after they eat the bait. Mice stop eating after consuming a lethal dose in a single-night's feeding. ASSAULT Mouse Place Pack is effective against anticoagulant-resistant house mice."

- 2. Make sure that the claim "CONTAINS BITREX" appears in print that is smaller and less conspicuous than that used for "KEEP OUT OF REACH OF CHILDREN", "CAUTION", and "SEE OTHER CAUTIONS BELOW." (Since no other cautions actually follow "SEE OTHER CAUTIONS BELOW" on the front panel of this label, replace "BELOW" with text such as "ON BACK PANEL" which more accurately indicates where cautions would be found.)

- 3. Change "one or two" to "two or more" in the second sentence of the first paragraph of the APPLICATION DIRECTIONS portion of the DIRECTIONS FOR USE.

When you print labels, preserve the organizational framework which appears on your proposed revised label and make sure that the layout of the label does not result in any required text being obscured. Do not divide the DIRECTIONS FOR USE between label panels.

Label for display carton pertaining to 10 1.5-oz placepacks

- 1. Delete the claim paragraph from the front panel or modify it to read as shown below.

"House mice consume a lethal dose in a single feeding, with dead mice appearing two or more days after they eat the bait. Mice stop eating after consuming a lethal dose in a single-night's feeding. ASSAULT Mouse Place Pack is effective against anticoagulant-resistant house mice."

- 2. Make sure that the claim "CONTAINS BITREX" appears in print that is smaller and less conspicuous than that used for "KEEP OUT OF REACH OF CHILDREN"

"CAUTION", and "SEE OTHER CAUTIONS BELOW." (Since no other cautions actually

| | | | | | | | |
|---------|--|--|--|--|--|--|--|
| SYMBOL | | | | | | | |
| SURNAME | | | | | | | |
| DATE | | | | | | | |

follow "SEE OTHER CAUTIONS BELOW" on the front panel of this label, replace "BELOW" with text such as "ON BACK PANEL" which more accurately indicates where such cautions would be found.)

3. Change "one or two" to "two or more" in the second sentence of the first paragraph of the APPLICATION DIRECTIONS portion of the DIRECTIONS FOR USE.

When you print labels, preserve the organizational framework which appears on your proposed revised label and make sure that the layout of the label does not result in any required text being obscured. Do not divide the DIRECTIONS FOR USE between label panels.

On the proposed labels that you submitted on April 5, 1995, you included the text quoted below with your precautionary statements.

"NOTE TO PET OWNERS: This product contains a green dye. If you detect green-colored saliva in your pet's mouth or green-colored feces, seek veterinarian attention immediately."

Because a number of other labeling issues arose in 1995 regarding this product, we did not give this proposed language proper attention at that time. Having considered it now, we have concluded that this text would be useful addition to the labels for this product, although "veterinarian" should be changed to "veterinary" or "a veterinarian's." You may add this text (after the "NOTE TO PHYSICIAN") when labels are printed.

Submit one copy of your final printed labeling before you release the product for shipment. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product bearing the amended labeling constitutes acceptance of these conditions.

A stamped copy of the labeling is enclosed for your records. If you have any questions about this letter, please contact Beth Edwards at (703) 305-5400 or (703) 305-6600.

Sincerely yours,

Robert A. Forrest
Product Manager (14)
Insecticide-Rodenticide Branch
Registration Division (7505C)

Enclosure

Reason For Issue:
Update per PR Notice 04-7

Date Issued: 2/1/96 (White)
Prev. Date Issued: 1/19/94
UPC CODE: 01929801203

FRONT PANEL

(9-Square Logo ®)

EPA Reg. No. 602-315

PURINA ®

ASSAULT™ MOUSE

ACCEPTED
with COMMENTS
in EPA Letter Dated

MAR 21 1996

PLACE PACK ®
BRAND

Under the Federal Insecticide,
Fungicide, and Rodenticide Act
as amended, for the product
registered under EPA Reg. No.

602-315

CONTAINS
BITREX

Mouse Poison
For Indoor and Outdoor
Rodent Control

Kills House Mice

House mice consume a lethal dose in a single feeding with dead rodents appearing one to two days after bait consumption. Rodents cease feeding after consuming a lethal dose in a single-night's feeding. ASSAULT Mouse Place Pack is effective against anticoagulant-resistant mice.

ACTIVE INGREDIENT:

bromethalin: N methyl-2,4-dinitro-N-(2,4,6-tribromophenyl) -
6-(trifluoromethyl) benzenamine 0.01%

INERT INGREDIENTS 99.99%
100.00%

KEEP OUT OF REACH OF CHILDREN
CAUTION
SEE OTHER CAUTIONS BELOW

NET WT 1.5 OZ

D-0121

Manufactured For
PURINA MILLS, INC.
P.O. Box 66812
St. Louis, Missouri 63166-6812 U.S.A.

BEST AVAILABLE COPY

5 7 12

P.2

Right Panel

**PRECAUTIONARY STATEMENTS
HAZARD TO HUMANS & DOMESTIC ANIMALS**

CAUTION

Keep away from humans, domestic animals and pets. May be harmful or fatal if swallowed. Avoid contact with skin, eyes or clothing. In case of accidental contact, flush eyes or skin with water and wash contaminated clothing. Seek medical attention immediately if ingested or if breathing difficulty occurs or irritation persists. Wash hands thoroughly after handling Assault Mouse Place Pack.

NOTE TO PHYSICIAN:

Assault Mouse Place Pack is not an anticoagulant type of rodenticide. If ingested, limit absorption by either emesis or gastric lavage. Sublethal symptoms, if present, would be the result of cerebral edema and should be treated accordingly through administration of an osmotic diuretic and corticosteroid.

ENVIRONMENTAL HAZARDS

This product is toxic to mammals and birds. Do not apply this product directly to water, or to areas where surface water is present or to intertidal areas below the mean high water mark.

DIRECTIONS FOR USE

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

READ THIS LABEL: Read this entire label and follow all use directions and use precautions.

IMPORTANT: Do not expose children, pets, or other nontarget animals to rodenticides. To help to prevent accidents:

1. Store product not in use in a location out of reach of children and pets.
2. Apply bait in locations out of reach of children, pets, domestic animals and nontarget wildlife, or in tamper-resistant bait stations. These stations must be resistant to destruction by dogs and by children under six years of age, and must be used in a manner that prevents such children from reaching into bait compartments and obtaining bait. If bait can be shaken from stations when they are lifted, units must be secured or otherwise immobilized. Even stronger bait stations are needed in areas open to hooved livestock, raccoons, bears, or other potentially destructive animals, or in areas prone to vandalism.
3. Dispose of product container, and unused, spoiled, and unconsumed bait as specified on this label.

BEST AVAILABLE COPY

6 9 12

USE RESTRICTIONS: For control of house mice in and around homes, industrial and agricultural buildings, and similar man-made structures. This product may also be used in alleys located in urban areas, inside transport vehicles (ships, trains, aircraft), and in and around related port or terminal buildings. Do not use Assault Mouse Place Pack in sewers. Do not place baits in areas where there is a possibility of contaminating food or surfaces that come in direct contact with food. Do not broadcast bait.

SELECTION OF TREATMENT AREAS: Determine areas where mice will most likely find and consume the bait. Generally, these areas are along the walls, by gnawed openings, in or beside burrows, in corners, and concealed places, between floors and walls, or in locations where mice or signs of mice have been seen. Protect bait from rain or snow. Remove as much food accessible to mice as possible.

APPLICATION DIRECTIONS: Assault Mouse Place Pack does not contain an anticoagulant rodenticide. Generally, mice will consume a lethal dose in a single feeding with death occurring one or two days later.

Apply one place pack per placement. Space placements at 8 to 12 foot intervals.

Highest bait consumption is expected to occur on the first day or two after treatment. After several days, inspect the placements and replenish bait at sites where there is evidence of heavy feeding. Although one night's feeding will usually provide a lethal dose, maintain bait for at least a week to provide all mice a chance to feed on the bait. Baiting should be continued until all signs of feeding have ceased. Collect and properly dispose of all dead rodents and leftover bait. Where a continuous source of infestation is present, establish permanent bait stations and replenish bait as needed.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry place away from other chemicals. Keep containers closed.

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL: Do not reuse empty containers. Then dispose of empty container in a sanitary landfill or by incineration, or, if allowed by state and local authorities, by burning. If burned, stay out of smoke.

EPA Est. 67517-MO-1

9601 L

Printed in U.S.A.

BEST AVAILABLE COPY

7 of 12

Reason For Issue:
Update per PR Notice 94-7

Date Issued: 2/1/96 (White)
Prev. Date Issued: 1/9/95
UPC CODE: 01929801312

FRONT PANEL

(9-Square Logo) ®

EPA Reg. No. 602-315

Display Carton Copy

ACCEPTED
with COMMENTS
in EPA Letter Dated

MAR 21 1996

PURINA ®

ASSAULT™ MOUSE

PLACE PACK ®
BRAND

Under the Federal Insecticide,
Fungicide, and Rodenticide Act
as amended, for the purpose of
registered under EPA Reg. No.

602-315

CONTAINS
BITREX

Mouse Poison
For Indoor and Outdoor
Rodent Control

Kills House Mice

House mice consume a lethal dose in a single feeding with dead mice appearing one or two days after bait consumption. Rodents cease feeding after consuming a lethal dose in a single-night's feeding. ASSAULT Mouse Place Pack is effective against anticoagulant-resistant mice.

ACTIVE INGREDIENT:

bromethalin: N methyl-2,4-dinitro-N-(2,4,6-tribromophenyl) -
6-(trifluoromethyl) benzenamine 0.01%

INERT INGREDIENTS 99.99%
100.00%

KEEP OUT OF REACH OF CHILDREN
CAUTION
SEE OTHER CAUTIONS ON SIDE PANEL

NET WT 10 - 1.5 OZ PLACEPACKS

D-0125

Manufactured For
PURINA MILLS, INC.
P.O. Box 66812
St. Louis, Missouri 63166 6812 U.S.A.

BEST AVAILABLE COPY

Right Panel

**PRECAUTIONARY STATEMENTS
HAZARD TO HUMANS & DOMESTIC ANIMALS****CAUTION**

Keep away from humans, domestic animals and pets. May be harmful or fatal if swallowed. Avoid contact with skin, eyes or clothing. In case of accidental contact, flush eyes or skin with water and wash contaminated clothing. Seek medical attention immediately if ingested or if breathing difficulty occurs or irritation persists. Wash hands thoroughly after handling Assault Mouse Place Pack.

NOTE TO PHYSICIAN:

Assault Mouse Place Pack is not an anticoagulant type of rodenticide. If ingested, limit absorption by either emesis or gastric lavage. Sublethal symptoms, if present, would be the result of cerebral edema and should be treated accordingly through administration of an osmotic diuretic and corticosteroid.

ENVIRONMENTAL HAZARDS

This product is toxic to mammals and birds. Do not apply this product directly to water, or to areas where surface water is present or to intertidal areas below the mean high water mark.

DIRECTIONS FOR USE

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

READ THIS LABEL: Read this entire label and follow all use directions and use precautions.

IMPORTANT: Do not expose children, pets, or other nontarget animals to rodenticides. To help to prevent accidents:

1. Store product not in use in a location out of reach of children and pets.
2. Apply bait in locations out of reach of children, pets, domestic animals and nontarget wildlife, or in tamper-resistant bait stations. These stations must be resistant to destruction by dogs and by children under six years of age, and must be used in a manner that prevents such children from reaching into bait compartments and obtaining bait. If bait can be shaken from stations when they are lifted, units must be secured or otherwise immobilized. Even stronger bait stations are needed in areas open to hoofed livestock, raccoons, bears, or other potentially destructive animals, or in areas prone to vandalism.
3. Dispose of product container, and unused, spoiled, and unconsumed bait as specified on this label.

BEST AVAILABLE COPY

9 8 12

USE RESTRICTIONS: For control of house mice in and around homes, industrial and agricultural buildings, and similar man-made structures. This product may also be used in alleys located in urban areas, inside transport vehicles (ships, trains, aircraft), and in and around related port or terminal buildings. Do not use Assault Mouse Place Pack in sewers. Do not place baits in areas where there is a possibility of contaminating food or surfaces that come in direct contact with food. Do not broadcast bait.

SELECTION OF TREATMENT AREAS: Determine areas where mice will most likely find and consume the bait. Generally, these areas are along the walls, by gnawed openings, in or beside burrows, in corners, and concealed places, between floors and walls, or in locations where mice or signs of mice have been seen. Protect bait from rain or snow. Remove as much food accessible to mice as possible.

APPLICATION DIRECTIONS: Assault Mouse Place Pack does not contain an anticoagulant rodenticide. Generally, mice will consume a lethal dose in a single feeding with death occurring one or two days later.

Apply one place pack per placement. Space placements at 8 to 12 foot intervals.

Highest bait consumption is expected to occur on the first day or two after treatment. After several days, inspect the placements and replenish bait at sites where there is evidence of heavy feeding. Although one night's feeding will usually provide a lethal dose, maintain bait for at least a week to provide all mice a chance to feed on the bait. Baiting should be continued until all signs of feeding have ceased. Collect and properly dispose of all dead rodents and leftover bait. Where a continuous source of infestation is present, establish permanent bait stations and replenish bait as needed.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry place away from other chemicals. Keep containers closed.

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL: Do not reuse empty containers. Dispose of liner in a sanitary landfill or by incineration if allowed by state or local authorities. If burned, stay out of smoke.

EPA Est. 67517-MO-1

9601 I

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10 of 12

Reason For Issue:
Update per PR Notice 94-7

Date Issued: 2/1/96 (White)
Prev. Date Issued: 1/9/95
UPC CODE: 01929801310

Pail Copy

FRONT PANEL

PURINA ®

EPA Reg. No. 602-315

ASSAULT™ MOUSE

ACCEPTED
with COMMENTS
in EPA Letter Dated

PLACE PACK ®
BRAND

MAR 21 1996

CONTAINS
BITREX

Mouse Poison
For Indoor and Outdoor
Rodent Control

Under the Federal Insecticide,
Fungicide, and Rodenticide Act
as amended, this product is
registered under EPA Reg. No.

602-315

Kills House Mice

House mice consume a lethal dose in a single feeding with dead rodents appearing one to two days after bait consumption. Rodents cease feeding after consuming a lethal dose in a single-night's feeding. ASSAULT Mouse Place Pack is effective against anticoagulant-resistant mice.

ACTIVE INGREDIENT:

bromethalin: N methyl-2,4-dinitro-N-(2,4,6-tribromophenyl) -
6-(trifluoromethyl) benzenamine 0.01%

INERT INGREDIENTS

99.99%
100.00%

KEEP OUT OF REACH OF CHILDREN
CAUTION
SEE OTHER CAUTIONS ON SIDE PANEL

NET WT 25 - 1.5 OZ PLACEPACKS

D-0123

Manufactured For
PURINA MILLS, INC.
P.O. Box 66812
St. Louis, Missouri 63166-6812 U.S.A.

BEST AVAILABLE COPY

11 7 12

Right Panel

**PRECAUTIONARY STATEMENTS
HAZARD TO HUMANS & DOMESTIC ANIMALS**

CAUTION

Keep away from humans, domestic animals and pets. May be harmful or fatal if swallowed. Avoid contact with skin, eyes or clothing. In case of accidental contact, flush eyes or skin with water and wash contaminated clothing. Seek medical attention immediately if ingested or if breathing difficulty occurs or irritation persists. Wash hands thoroughly after handling Assault Mouse Place Pack.

NOTE TO PHYSICIAN:

Assault Mouse Place Pack is not an anticoagulant type of rodenticide. If ingested, limit absorption by either emesis or gastric lavage. Sublethal symptoms, if present, would be the result of cerebral edema and should be treated accordingly through administration of an osmotic diuretic and corticosteroid.

ENVIRONMENTAL HAZARDS

This product is toxic to mammals and birds. Do not apply this product directly to water, or to areas where surface water is present or to intertidal areas below the mean high water mark.

DIRECTIONS FOR USE

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READ THIS LABEL: Read this entire label and follow all use directions and use precautions.

IMPORTANT: Do not expose children, pets, or other nontarget animals to rodenticides. To help to prevent accidents:

1. Store product not in use in a location out of reach of children and pets.
2. Apply bait in locations out of reach of children, pets, domestic animals and nontarget wildlife, or in tamper-resistant bait stations. These stations must be resistant to destruction by dogs and by children under six years of age, and must be used in a manner that prevents such children from reaching into bait compartments and obtaining bait. If bait can be shaken from stations when they are lifted, units must be secured or otherwise immobilized. Even stronger bait stations are needed in areas open to hooved livestock, raccoons, bears, or other potentially destructive animals, or in areas prone to vandalism.
3. Dispose of product container, and unused, spoiled, and unconsumed bait as specified on this label.

BEST AVAILABLE COPY

12 9 12

USE RESTRICTIONS: For control of house mice in and around homes, industrial and agricultural buildings, and similar man-made structures. This product may also be used in alleys located in urban areas, inside transport vehicles (ships, trains, aircraft), and in and around related port or terminal buildings. Do not use Assault Mouse Place Pack in sewers. Do not place baits in areas where there is a possibility of contaminating food or surfaces that come in direct contact with food. Do not broadcast bait.

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APPLICATION DIRECTIONS: Assault Mouse Place Pack does not contain an anticoagulant rodenticide. Generally, mice will consume a lethal dose in a single feeding with death occurring one or two days later.

Apply one place pack per placement. Space placements at 8 to 12 foot intervals.

Highest bait consumption is expected to occur on the first day or two after treatment. After several days, inspect the placements and replenish bait at sites where there is evidence of heavy feeding. Although one night's feeding will usually provide a lethal dose, maintain bait for at least a week to provide all mice a chance to feed on the bait. Baiting should be continued until all signs of feeding have ceased. Collect and properly dispose of all dead rodents and leftover bait. Where a continuous source of infestation is present, establish permanent bait stations and replenish bait as needed.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry place away from other chemicals. Keep containers closed.

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL: Triple rinse (or equivalent). Then offer for recycling or reconditioning, or puncture and dispose of in a sanitary landfill, or incineration, or, if allowed by state and local authorities, by burning. If burned, stay out of smoke.

EPA Est. 67517-MO-1

9601 G

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