

PM 14

602-358

page 178

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FEB 23 1996

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

Dear Mr. Broyles:

Subject: Purina Assault Mouse/Rat Place Pack  
EPA Registration No. 602-358  
Amendment dated 2/1/96

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 to your label:

Comments for 0.5-oz placepack label.

1. 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.)
2. In the "DIRECTIONS FOR USE", move the subheading "APPLICATION DIRECTIONS" to the left margin so that it is parallel to other subheadings (e.g., "IMPORTANT", and "USE RESTRICTIONS") and clearly subordinate to "DIRECTIONS FOR USE."
3. The single-feeding claim and other ancillary claims of effectiveness may be deleted from the front panel of the placepack label. As these placepacks may not be sold individually anyway, due to their having insufficient bait for minimum-amount placements to control commensal rats, it should not be necessary to have this claim on the placepack's label.

If the packs were to be sold individually, all claims, references, and application directions pertaining to the control of rats of any kind would have to be

Bedwards

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2/22/96

deleted from the label. Note that making such deletions also would require making an adjustment to the name of the product.

Comments for Container of 25 0.5-oz placepacks

1. 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.)

2. In the "DIRECTIONS FOR USE", move the subheading "APPLICATION DIRECTIONS" to the left margin so that it is parallel to other subheadings (e.g., "IMPORTANT", and "USE RESTRICTIONS") and clearly subordinate to "DIRECTIONS FOR USE."

When you print container labels, preserve the organizational framework which appears on your proposed revised label (except for the required moving of the subheading "APPLICATION DIRECTIONS") 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.

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)

		CONCURRENCES					
SYMBOL	Enclosure						
SURNAME							
DATE							

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Reason For Issue:  
Updating Environmental Hazard Statement

Date Issued: 12/7/95 (Yellow)  
Prev. Date Issued: 1/17/94  
UPC Code: 01929801317

FRONT PANEL

(9-Square Logo ®)

EPA Reg. No. 602-358

PURINA ®

ASSAULT™ MOUSE/RAT

PLACE PACK ®  
BRAND

ACCEPTED  
with COMMENTS  
in EPA Letter Dated

FEB 23 1996

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act  
an amended registration is  
registered on the basis of the

602-358

CONTAINS  
BITREX

Mouse and Rat Poison  
For Indoor and Outdoor  
Rodent Control

Kills House Mice, Norway Rats and Roof Rats

House Mice, Norway Rats and Roof Rats usually consume a lethal dose in a single day's feeding, but it may take two or more days from the time of bait consumption, or pack removal, for these rodents to die. Rodents cease feeding after consuming a lethal dose. ASSAULT Mouse/Rat Place Pack is effective against anticoagulant-resistant mice and rats.

ACTIVE INGREDIENT:

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

INERT INGREDIENTS..... 99.99%

TOTAL..... 100.00%

KEEP OUT OF REACH OF CHILDREN  
CAUTION  
SEE OTHER CAUTIONS BELOW

NET WT 0.5 Oz (14 grams)

D-0210

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

Back 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/Rat Place Pack.

NOTE TO PHYSICIAN:

Assault Mouse/Rat 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.

USE RESTRICTIONS - For control of Norway rats and roof rats 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/RAT PLACE PACK in sewers. Do not place bait 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 rats will most likely find and consume the bait. Generally, these are along walls, by gnawed openings, in or beside burrows, in corners and concealed places, between floors and walls, or in locations where rodents or their signs have been seen. Protect bait from rain or snow. Remove as much alternative food as possible.

#### APPLICATION DIRECTIONS

The active ingredient in **ASSAULT MOUSE/RAT PLACE PACK** is different from anticoagulant rodenticides. Generally, rodents cease feeding after consuming a lethal amount and die within a few days.

**RATS:** Apply 2 - 12 place packs per placement location. Space placements at intervals of 15 to 30 feet.

**MICE:** Apply 1 - 2 place packs per placement. Space placements at intervals of 8 to 12 feet. Larger placements, up to six place packs, may be needed at points of extremely high mouse activity.

**RATS and MICE:** Adjust the amount of bait applied to the level of feeding by target rodents expected at each placement location. Highest bait consumption is expected to occur during the first day or two after treatment. After several days, inspect bait placements and replenish bait at sites where there is heavy feeding or where there is continued evidence of rodent activity. Maintain bait for at least one week and continue baiting until all signs of rodent activity have ceased or it becomes clear that the remaining rodents are not attracted to the bait.

Collect and properly dispose of all dead animals and leftover bait. To discourage reinfestation, limit sources of rodent food, water, and harborage as much as possible. If reinfestation does occur, repeat treatment. Where a continuous source of infestation is present, establish permanent bait stations and replenish 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

Reason For Issue:  
Update Environmental Hazard Statement

Date Issued: 12/7/95  
Prev. Date Issued: 1/17/94  
UPC Code: 01929801316

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FRONT PANEL

(9-Square Logo ®)

EPA Reg. No. 602-358

PURINA ®

ASSAULT™ MOUSE/RAT

PLACE PACK ®  
BRAND

ACCEPTED  
with COMMENTS  
in EPA Letter Dated

FEB 23 1996

CONTAINS  
BITREX

Mouse and Rat Poison  
For Indoor and Outdoor  
Rodent Control

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

602-358

Kills House Mice, Norway Rats and Roof Rats

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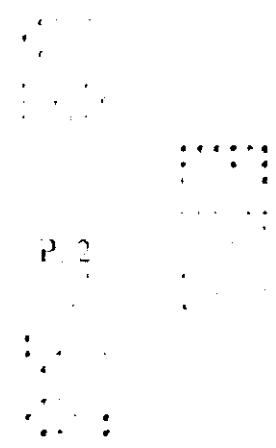
TOTAL..... 100.00%

KEEP OUT OF REACH OF CHILDREN  
CAUTION  
SEE OTHER CAUTIONS BELOW

NET WT 25 x 0.5 Oz

D-0212

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



Right Panel

PRECAUTIONARY STATEMENTS  
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