



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

August 2, 2016

Jeffrey Nelson  
Regulatory Affairs Specialist  
McLaughlin Gormley King Company D/B/A MGK  
8810 10<sup>th</sup> Ave. N  
Minneapolis, MN 55427

Subject: Notification per PRN 98-10 – Adding optional marketing statements and  
modifying existing marketing statements  
Product Name: Multicide Spray 29512  
EPA Registration Number: 1021-2570  
Application Date: 7/22/2016  
Decision Number: 519719

Dear Mr. Nelson:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

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 have any questions, you may contact Angela Hollis at 703 347-0216 or by email at [hollis.angela@epa.gov](mailto:hollis.angela@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "M. Fry".

Meridith M. Fry, Ph.D., Product Manager 4  
Invertebrate and Vertebrate Branch 1  
Registration Division (7505P)  
Office of Pesticide Programs

# MULTICIDE® Spray 29512

[Keeps killing Bed Bugs for up to [1/2 Months] [4/6/8 Weeks] on Laminated Wood Surfaces]  
 [Keeps killing Bed Bugs for up to [2/3/4/ Months] [8/12/16 Weeks] on Ceramic (non-porous) Surfaces]  
 [Kills Fast and Keeps Killing Bed Bugs for up to [1/2 Months] [4/6/8 Weeks] on Laminated Wood Surfaces]  
 [Kills Fast and Keeps Killing Bed Bugs for up to [2/3/4 Months] [8/12/16 Weeks] on Ceramic (non-porous) Surfaces]  
 [Kills Bed Bugs [for up to [1/2 Months] [4/6/8 Weeks] on Laminated Wood Surfaces]  
 [Kills Bed Bugs for up to [2/3/4/ Months] [8/12/16 Weeks] on Ceramic (non-porous) Surfaces]  
 Long Lasting Bed Bug Control  
 Residual Control  
 Kills [Controls] [Protects] [Lasts] [Works] [Effective] [Against] Bed Bugs for up to [2/3/4/ months]/ [8/12/16 weeks] on Ceramic non-porous surfaces  
 Kills [Controls] [Protects] [Lasts] [Works] [Effective] [Against] Bed Bugs for up to [1/2 months]/ [4/6/8 weeks] on laminated wood surfaces  
 Kills [Controls] [Protects] [Lasts] [Works] [Effective] [Against] Bed Bugs for up to [2/3 weeks] / [14/21 days] on Carpeted Surfaces  
 [Kills Dust Mites]  
 [Kills Brown Dog Ticks & Fleas]  
 [Kills Bed Bugs, Fleas, Dust Mites & Brown Dog Ticks]  
 [Kills Bed Bugs and their eggs]  
 [Kills Bed Bugs & Dust Mites where they hide]  
 [Kills Clothes Moths and Carpet Beetles]  
 [Will Not Stain (Non-staining on) - Water-Safe Fabrics and Surfaces]  
 [For use on mattresses, wood furniture & carpet!]  
 Kills Bed Bugs resistant to some insecticides  
 [Easy to Use Aerosol]  
 [Ready to Use]  
 [Convenient Ready to Use]  
 [Dual Modes of Action]  
 [Two Modes of Action]  
 Works two ways to kill bed bugs  
 Works two ways  
 [Dual Action Control]

[Fast Knockdown and Control]  
 [Quick Knockdown]  
 [Fact Acting]  
 Kills Fast  
 Kills Bed Bugs Fast  
 Bed Bug Killer  
 Bed Bug & Flea Killer  
 Flea & Brown Dog Tick Killer  
 Controls Bed Bugs  
 [Unscented] [Odorless] [No Odor] [Scent Free] [No added scent]  
 Dual-Action  
 Kills even the toughest Bed Bugs  
 Controls tough to kill Bed Bugs  
 Kills even the toughest Bed Bugs†  
 Kills the toughest Bed Bugs†  
 Controls Hard to Kill Bed Bugs†  
 Kills Resistant Bed Bugs†  
 †Pyrethroid Resistant Bed Bugs  
 [Effective Control of Listed Pests] [Kills Adult Lice, and nymphs as they hatch, on, Furniture, and other Inanimate Objects]  
 Effective Bed Bug Control  
 [Kills Dust Mites by Contact]  
 [Reduces Bed Bug egg hatch in both susceptible and some resistant strains of Bed Bug eggs]  
 [Kills Bed Bug eggs] [before they hatch]  
 [Kills hiding Bed Bugs]  
 Kills Bed Bugs where they hide  
 [Synergized Formula]  
 Part of a complete home defense system  
 [Kills hard to see Bed Bug Eggs]  
 [Kills difficult to find Bed Bug Eggs]  
 [For use on Mattresses] [Luggage] [Furniture] [Headboards] [Beds] [Carpet]  
 [Kills Emerging Bed Bug Nymphs]  
 [No Ozone Depleting Propellants]  
 [Water-based Formula] Non-staining formula  
 [See additional and bulleted claims on last page]\*

**Not for Use on Humans or Animals.**  
**For Indoor Use in Homes, Apartments and Residences.**

Kills: Bed Bugs, Fleas, Brown Dog Ticks, Ants (excluding fire, pharaoh, and harvester ants), Spiders (excluding brown recluse and black widow), Stink Bugs, Boxelder Bugs, Clothes Moths, Dust Mites, Carpet Beetles, Crickets, Earwigs, Millipedes, Moths, Multicolored Asian Lady Beetles, Silverfish.

**ACTIVE INGREDIENTS:**

3-phenoxybenzyl-(1RS, 3RS, 1RS, 3SR)-2,	
2-dimethyl-3-(2-methylprop-1-enyl) cyclopropanecarboxylate .....	0.40%
* N-Octyl bicycloheptene dicarboximide.....	1.00%
Imidacloprid .....	0.05%

OTHER INGREDIENTS .....	98.55%
	100.00%

\* MGK® 264, Insecticide Synergist  
 MGK®, MULTICIDE® - Registered trademarks of McLaughlin Gormley King Company

**NOTIFICATION**

1021-2570

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

08/02/2016

**KEEP OUT OF REACH OF CHILDREN**  
**CAUTION**

FIRST AID	
IF SWALLOWED:	<ul style="list-style-type: none"> <li>▪ Immediately call a poison control center or doctor.</li> <li>▪ Do not induce vomiting unless told to do so by a poison control center or a doctor.</li> <li>▪ Do not give <b>any</b> liquid to the person.</li> <li>▪ Do not give anything by mouth to an unconscious person.</li> </ul>
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For information on this pesticide product (including health concerns, medical emergencies, pesticide concerns or incidents), call 1-888-740-8712.	

Manufactured by  
  
 8810 Tenth Avenue North  
 Minneapolis, MN 55427

EPA Reg. No. 1021-2570

EPA Est. No. 1021-MN-2



Federal regulations prohibit  
CFC propellants in aerosols

Net Weight: \_\_\_\_\_

PRECAUTIONARY STATEMENTS  
HAZARDS TO HUMANS AND DOMESTIC ANIMALS

## CAUTION

Harmful if swallowed. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals.

PHYSICAL OR CHEMICAL HAZARDS

**Contents under pressure.** Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting. Do not apply this product around electrical equipment due to the 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]

USE RESTRICTIONS:

This product is not for use on humans or animals:

In the home, all food preparation and eating surfaces and utensils should be covered during treatment, or thoroughly washed before use. Exposed food should be covered or removed. Remove pets, birds and cover fish aquariums before spraying.

Do not apply to bed linens or surfaces that will be in direct contact with occupants of the bed.  
Do not apply as a broadcast surface spray.  
Not intended for commercial applications.

SHAKE WELL BEFORE EACH USE.

**APPLICATION:** Use only as a spot treatment or crack & crevice application in residences. Spray [Apply] [foam] in an inconspicuous area to test for possible staining or discoloration. Evaluate test area after drying. Hold container upright with nozzle aimed away from you. Spray surfaces from a distance of 8 to 10 inches until slightly damp. Vacate room after treatment and ventilate before reoccupying. Do not allow children or pets to contact treated areas until surfaces are dry. Allow sprayed articles and surfaces to dry thoroughly before using or replacing bedding.

**TO KILL CRAWLING INSECTS:** Spray [Apply] [foam] as spot or crack & crevice application where insects are harboring, moving, or breeding. Treat feeding or hiding areas such as baseboards, carpet, floor, rugs, under refrigerators, cabinets, sinks, and stoves. Also treat interior entry points such as doors, around windows, and water pipes.

**TO KILL BED BUGS AND BED BUG EGGS:** Spray bugs directly when possible. Apply on and around bed frames, headboards, floors, carpeting, baseboards, furniture, moldings, ceiling, and walls. For infested mattresses, apply to tufts, folds, edges, sides, and seams until moist. Allow to dry before remaking bed. For infested furniture, apply only to tufts, seams, folds, and edges. Do not apply to surfaces where prolonged human contact will occur. Also for spot treatment of luggage, closets, drapes and other window or wall appointments.

**TO KILL BROWN DOG TICKS and FLEAS:** Spray [Apply] [foam] around beds, furniture and pet's habitat. Spray pet sleeping quarters, bedding, carpeting, floor and floor covering where pets are kept. Use only a recommended pet spray on pets.

**TO KILL DUST MITES:** Thoroughly vacuum entire room concentrating on areas where mites congregate: such as mattresses, box springs, headboards, walls, floors, carpeting, and baseboards. Then spray surfaces until damp.

**TO KILL CLOTHES MOTHS AND CARPET BEETLES:** Apply as a spot treatment to cracks and crevices on and around baseboards, floorboards, furniture, and around the edges of carpet. Apply as a spot spray to carpet, rugs, closets, baseboards, furniture, on floor and floor coverings. When treating carpets or rugs, spray sufficient amount to get into the base where the larval stages are feeding. Spray both top and bottom surface of rugs or floor covering when possible.

## STORAGE AND DISPOSAL

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

PESTICIDE STORAGE

Store in a cool dry area. Always store pesticides in the original container. Store away from food and pet food.

PESTICIDE DISPOSAL AND CONTAINER HANDLING

Do not puncture or incinerate!

Non-refillable container. Do not reuse or refill this container.

If empty:

Place in trash or offer for recycling if available.

If partly filled:

Call your local solid waste agency for disposal instructions.

**[IMPORTANT:** Read the entire Directions for Use, Conditions of Sale and Disclaimer of Warranties and Limitations of Liability before using this product.

**CONDITIONS OF SALE:** The directions for use of this product have been determined to be appropriate for the correct use of this product. This product has been tested under different environmental conditions similar to those that are ordinary and customary where the product is to be used. Insufficient control of pests or plant injury may result from the occurrence of extraordinary or unusual conditions, or from failure to follow label directions. In addition, failure to follow label directions may cause injury to animals, man and damage to the environment. Manufacturer and Seller offer, and the buyer accepts and uses, this product subject to the conditions that extraordinary or unusual environmental conditions, or failure to follow label directions are beyond the control of Manufacturer and Seller and are, therefore, the responsibility of the buyer.

**LIMITED WARRANTY AND LIMITATION OF DAMAGES**

Manufacturer and Seller warrant that this material conforms to the chemical description on the label. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, MANUFACTURER AND SELLER MAKE NO OTHER EXPRESS OR IMPLIED WARRANTY, INCLUDING ANY OTHER EXPRESS OR IMPLIED WARRANTY OF FITNESS OR MERCHANTABILITY, and no agent of Manufacturer or Seller is authorized to do so except in writing with a specific reference to this warranty. Any damages arising from a breach of this warranty shall be limited to direct damages and shall not include consequential commercial damages such as loss of profits or values, etc.]

[Please recycle empty can]

**\*ADDITIONAL OPTIONAL FRONT PANEL MARKETING CLAIMS:**

[Kills bed bugs, [fleas], [dust mites], [[clothes] moths], [[carpet] beetles], [stink bugs], [and] [&] other listed [pests] [insects]  
[Foam Killing Technology™]  
[Micro-foam(ing) technology™]  
[Foaming action/spray]  
[Goes down visible] [and] [dries invisible]  
Foam expands into [hard-to-reach] cracks and (&) crevices  
Foam expands into [hard-to-reach] places  
Foam expands into where insects live [and eventually dissipates]  
Spray [the foaming aerosol] into hard to reach areas  
Foaming Insect Killer  
Foam help(s) track [tracks] where you sprayed/applied  
[Disappearing] Foam shows where you sprayed/applied  
[Disappearing] Foam tracks your treatment progress  
Quick acting foam for your home indoor(s) and out  
[Precision Delivery –] Foam Tracer Ensures Complete Application  
Coverage

[Foam] expands to penetrate and fill crevices  
[Foam] penetrates cracks and crevices  
[With/Contains/Featuring] (Three Dimensional) / (3D) Foam™  
[action/technology]  
Contains/With/Featuring FoamGuard™ [action/technology]  
Easy to See where you sprayed  
See where you sprayed  
[With/Contains/Featuring] Precision Foam™ [action/technology]  
[With/Contains/Featuring] AccuFoam™ [action/technology]  
  
Ready to Use – Tracing Foam  
Visible Application  
Dries Clear  
  
2-pack  
Duo Pack  
[33] [25] [20] % [more] [for] free]

**Odor Neutralizing Claims:**

**[ Note to Reviewer: Variety of odor neutralizer claims meant to allow multiple marketers to communicate the odor neutralizer in a manner consistent with their brand.**

**The number of claims in no way is meant to emphasize the odor neutralizing property independently of the insecticidal properties.]**

- Use only as directed to control listed insects - Not intended for use as deodorizer only
- No Lingering Odor(s)
- With (Contains) [an] odor neutralizer (eliminator)(remover)
- [Leaves a] Clean, Fresh Scent
- [Leaves a] Mountain Fresh Scent
- [Leaves a] Fresh Meadow Scent
- Odor Neutralizing (Eliminating) (Removing) Technology (Formula)
- Fights listed pests and odors