



**OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION**

WASHINGTON, D.C. 20460

January 06, 2025

**SENT BY EMAIL**

Sandra Savona  
ssavona@pbigordon.com  
PBI/GORDON CORPORATION

Subject: Labeling Notification per Pesticide Registration Notice (PRN) 98-10 - Notification to add optional marketing claims, optional graphics, optional symbols, and label statements.  
Product Name: EI-792 INSECTICIDE  
Admin Number: 2217-861  
EPA Receipt Date: 12/16/2024  
Action Case Number: 00639883

Dear Sandra Savona:

The U.S. Environmental Protection Agency is in receipt of your application for notification under Pesticide Registration Notice 98-10 for the above referenced product. The EPA 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 labeling submitted with this application has been stamped "Notification" and will be placed in our records.

Should you wish to add/retain a reference to your 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 EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the 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 EPA find or if it is brought to our attention that a website contains statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

If you have questions, please contact Eric Ingram via email at [ingram.eric@epa.gov](mailto:ingram.eric@epa.gov).

Sincerely,

A handwritten signature in cursive script that reads "Hester Dingle".

Hester Dingle, Acting PM 4  
IVB1, RD  
Office of Pesticide Programs

PERMETHRIN	GROUP	3A	INSECTICIDE
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# EI-792 INSECTICIDE

## EPA Reg. No. 2217-861

Alternate Brand Names: Livestock Backrubber & Pour-On

ACTIVE INGREDIENT:	
Permethrin** .....	0.25%
INERT INGREDIENTS*:	99.75%
TOTAL .....	100.00%

\* Contains petroleum distillates.  
 \*\* cis/trans ratio: Min. 35% (+) cis and max. 65% (+) trans

### KEEP OUT OF REACH OF CHILDREN

### CAUTION


**STOP! READ THE ENTIRE LABEL FIRST. OBSERVE ALL PRECAUTIONS AND FOLLOW DIRECTIONS CAREFULLY.**

#### NOTIFICATION

2217-861

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:

01/06/2025

<p>See [attached booklet] [inside pages][next panel][back panel] for additional Precautionary Statements and First Aid.</p> <p><b>Net Contents:</b> _____  <b>EPA Est. No.</b> _____</p> <p><b>Company Name and Address:</b>          PBI/Gordon Corporation          P.O. Box 860350          Shawnee, KS 66286</p>	
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# **PRECAUTIONARY STATEMENTS**

## **Hazards to Humans and Domestic Animals**

**CAUTION:** Harmful if absorbed through skin. Avoid contact with skin, eyes, and clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

<b>First Aid</b>	
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 doctor.</li><li>• Do not give any liquid to the person.</li><li>• Do not give anything by mouth to an unconscious person.</li></ul>
If on skin on or clothing:	<ul style="list-style-type: none"><li>• Take off contaminated clothing</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
If in eyes:	<ul style="list-style-type: none"><li>• Hold eyelid open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For additional information in case of emergency, call toll free 1-877-800-5556.	
<b>Note to Physician:</b> Contains petroleum distillates – vomiting may cause aspiration pneumonia.	

## **Environmental Hazards**

This pesticide is extremely toxic to aquatic organisms, including fish and invertebrates. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area.

This pesticide is highly toxic to bees exposed to direct treatment on blooming crops or weeds. Do not apply this product or allow it to drift to blooming crops or weeds while bees are actively visiting the treatment area.

## **Physical or Chemical Hazards**

Do not use or store near heat or open flame.

# **DIRECTIONS FOR USE**

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

For both indoor and outdoor use.

### **RESTRICTIONS:**

- Do not allow the product to enter any drain during or after application.
- Do not apply to the point of runoff.
- Do not make applications during rain. Avoid making applications when rainfall is expected before the product has sufficient time to dry (minimum 4 hours). Rainfall within 24 hours after application may cause unintended runoff of pesticide application.

Do not allow to enter indoor or outdoor drains. *No permita la entrada a desagües internos o externos.*



{Note to reviewer: Pictogram must at least 0.25 in.<sup>2</sup>. unless this size is greater than 10% of the label size}

**FOR APPLICATION TO BEEF CATTLE, DAIRY CATTLE, CALVES, SHEEP AND SWINE:** To reduce annoyance from flies, mosquitoes, lice, keds (sheep-tick and louse fly), and ticks by the following application methods.

**BACKRUBBER METHOD:** Fill reservoir or saturate applicator. Recharge as needed to maintain effective results. Locate mechanism to give animals free access.

**POUR ON TECHNIQUE:** Apply undiluted to beef cattle, dairy cattle, calves and sheep along back and down face at 1/2 to 2 fl.oz. per 100 lb body weight of animal up to a maximum of 20 fl.oz. per animal. For Keds (sheep-tick and louse fly) on sheep, pour along back line over neck, shoulders and rump, applying 1 fl.oz. per 50 lb body weight of animal, up to a maximum of 12 fl.oz. for any one animal. Use as needed but not more than once every 2 weeks. Treat lactating dairy cows after milking is completed.

NOTE: This product is not effective for grub control on cattle.

**FOR APPLICATION TO SWINE:** Use 1/2 fl.oz. per 100 lb of body weight of animal up to a maximum of 4.0 fl.oz. per animal. Use as needed but not more than once every 2 weeks. Do not slaughter swine within 5 days of last treatment.

[For ready-to-use formulations intended for direct animal treatments and purchase by household consumers. These instructions are suitable for this brand name: Gordon's Livestock Backrubber & Pour-On]

## **STORAGE AND DISPOSAL**

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

**PESTICIDE STORAGE:** Store in a cool, dry, and secure area. Store in original sealed container away from food or feed.

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

**CONTAINER HANDLING:** Nonrefillable 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 or [www.website.com](http://www.website.com) for disposal instructions. Do not pour or dispose down-the-drain or sewer.

## **LIMITED WARRANTY AND DISCLAIMER**

The manufacturer warrants only that the chemical composition of this product conforms to the ingredient statement given on the label, and that the product is reasonably suited for the labeled use when applied according to the Directions for Use.

TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, THE MANUFACTURER NEITHER MAKES NOR INTENDS ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, WHICH ARE EXPRESSLY DISCLAIMED. This limited warranty does not extend to the use of the product inconsistent with label instructions, warnings or cautions. Any damages arising from a breach of the manufacturer's warranty shall be limited to direct damages, and shall not include indirect or consequential damages such as loss of profits or values, except as otherwise provided by law.

The terms of this Limited Warranty and Disclaimer cannot be varied by any written or verbal statements or agreements. No employee or agent of the seller is authorized to vary or exceed the terms of this Limited Warranty and Disclaimer in any manner.

[Back Panel] [Restatement of information in Directions for Use]

### Getting Started

Reduce annoyance from flies, mosquitoes, lice, keds (sheep-tick and louse fly), and ticks

Apply To: Beef cattle, dairy cattle, calves, sheep and swine


How to use: Backrubber or Pour On





For questions or comments call toll-free 800.884.3179 Mon.-Fri. 8:00a.m. – 4:30p.m. CST or visit: [GordonsUSA.com](http://GordonsUSA.com)

## **APPENDIX**

### **1. Advertising claims that may be presented on container labeling, advertisements, brochures, and other marketing/sales promotional materials:**

- For use on Beef Cattle, Dairy Cattle, Calves, Sheep and Swine.
- For Reduction of Flies, Mosquitoes, Ticks and Lice.

<b>Graphics Optionally Used on Outward Facing Label Panels</b>	
	Optional illustration used to depict use on cattle, sheep, and swine

 <p>FLY</p>		Optional illustration used to depict control of flies
 <p>TICK</p>		Optional illustration used to depict control of ticks
 <p>LICE</p>		Optional illustration used to depict control of lice
 <p>BACKRUBBER</p>		Optional illustration used to depict Backrubber as an application method

## **DOCUMENT CONTROL INFORMATION**

1. **Unique Label Identifier:** 002217-00861.20241216.notif-proposed-highlighted
2. **Reason for Issue:** Ad Claims, Graphics