

3282-66

10-31-2008

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

Liane Jenkins
Senior Registration Specialist
Reckitt Benckiser Inc.
399 Interpace Parkway
Parsippany, NJ 07054-0225

OCT 31 2008

Subject: Label Notification(s) for Pesticide Registration Notice 2007-4 and 98-10

**Change inert ingredients to other ingredients
Added phone number for consumer questions**

Dear Ms. Jenkins:

The Agency is in receipt of your Application(s) for Pesticide Notification(s) under Pesticide Registration Notice (PRN) 2007-4 and 98-10 dated September 25, 2008 for:

EPA Registration 3282-66

d-CON Bait Pellets

The Registration Division (RD) has conducted a review of this request for applicability under PRN 2007-4 and 98-10 and finds that the label change(s) requested falls within the scope of PRN-2007-4 and 98-10. The label has been date-stamped "Notification" and will be placed in our records.

Please be reminded that 40 CFR Part 156.140(a)(4) requires that a batch code, lot number, or other code identifying the batch of the pesticide distributed and sold be placed on nonrefillable containers. The code may appear either on the label (and can be added by non-notification/PR Notice 98-10) or durably marked on the container itself.

If you have any questions, please contact me directly at 703-305-6249 or Nicole Williams of my staff at 703-308-8893.

Sincerely,



Linda Arrington
Notifications & Minor Formulations Team Leader
Registration Division (7505P)
Office of Pesticide Programs

Please read instructions on reverse before completing form.

Form Approved. OMB No. 2070-0060. Approval expires 2-28-95



United States Environmental Protection Agency Washington, DC 20460

Registration Amendment Other

OPP Identifier Number 303689

Application for Pesticide - Section I

1. Company/Product Number 3282-66
2. EPA Product Manager John Hebert
3. Proposed Classification None Restricted
4. Company/Product (Name) d-CON® Bait Pellets
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser Inc.
6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: NOTIFICATION OCT 31 2008

Section II

Amendment - Explain Below
Resubmission in response to Agency Letter dated
Notification - Explain below.
Final printed labels in response to Agency Letter dated
"Me Too" Application.
Other - explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification of label change per PR Notice 2007-4 to address the new Container Rule, PR Notice 97-6 for term "Inert" ingredients and phone number addition

Section III

1. Material This Product Will Be Packaged In: Child-Resistant Packaging, Unit Packaging, Water Soluble Packaging, 2. Type of Container, 3. Location of Net Contents Information, 4. Size(s) of Retail Container, 5. Location of Label Directions, 6. Manner in Which Label is Affixed to Product

Section IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.) Name: Liane Jenkins, Title: Senior Registration Specialist, Telephone No.: (973) 404-2781
Certification: I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete.
2. Signature: Liane Jenkins, 3. Title: Senior Registration Specialist, 4. Typed Name: Liane Jenkins, 5. Date: September 25, 2008, 6. Date Application Received: (Stamped)

RECKITT BENCKISER

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September 25, 2008

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
One Potomac Yard, Room S4900
2777 S. Crystal Drive
Arlington, VA 22202

Attention: Linda Arrington

Ref.: **d-CON[®] Bait Pellets**

- EPA Reg. No.: 3282-66
- OPP ID No.: 303689
- Label Change to meet PR Notice 97-6 and 2007-4

Dear Ms. Arrington,

Reckitt Benckiser is notifying the Agency of a few label changes made to the above mentioned registration. These changes should be allowed via Notification. All changes to the proposed Master label are indicted in red text. Below is a summary of these changes:

- Revising the Disposal Instruction as per PR Notice 2007-1. The revised language is taken directly from this PR Notice.
- Changing "Inert" Ingredients to "Other" ingredients as allowed by PR Notice 97-6
- Adding a phone number for consumers to call for questions.

The enclosed documents support this registration action:

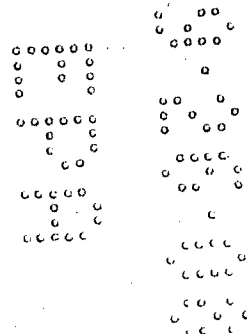
- EPA Application of Pesticide Registration, Form 8570-1, OPP ID No. 303689
- Certification Statement as per PR Notice 95-2
- One copy of proposed label with changes highlighted in red text

Thank you for your assistance with this registration action. If you have any questions, please contact me at (973) 404-2781 or via e-mail at liane.jenkins@reckittbenckiser.com.

Sincerely,



Liane Jenkins
Senior Registration Specialist



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12 oz. BOX FRONT LABEL

(GOOD HOUSEKEEPING SEAL)

d-CON® BAIT PELLETS
KILLS RATS AND MICE

NOTIFICATION
OCT 31 2008

4 READY-TO-USE
(4) BAIT TRAYS
BAIT FILLED TRAYS

Flavor attractive to rats and mice

CAN KILL IN ONE FEEDING*

*Rats and mice may consume a lethal dose in one feeding with first dead rodents appearing 4 or 5 days after feeding begins

Keep out of reach of children.

CAUTION: May be harmful or fatal if swallowed.

Read additional precautionary statements on back panel.

ACTIVE INGREDIENT: Brodifacoum 3-[3-(4'-bromo-{1,1'-
-biphenyl}-4-yl)-1,2,3,4-tetrahydro-1-naphthalenyl]-4-
hydroxy-2H-1-benzopyran-2-one.....0.005%
OTHER INGREDIENTS:99.995%
TOTAL 100.000%

NET CONTENTS 4/3.0 OZ. (85g)
NET WT. 12 OZ. (340g)

Important: For Direction for use and first aid instruction in Spanish, please call 1-866-648-1819



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BACK PANEL

d-CON® BAIT PELLETS

KILLS RATS AND MICE

Kills Warfarin-Resistant Norway Rats and Warfarin-Resistant House Mice.

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 non target animals to rodenticides. To help 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 non-target wildlife, or in tamper-resistant bait stations. These stations must be resistant to destruction 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, 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: This product may be used to control Norway Rats, Roof Rats and House Mice in and around homes, industrial, commercial, agricultural and public buildings. d-CON Pellets Generation II may also be used in transport vehicles (ships, trains, aircraft) and in and around related port or terminal buildings. Do not use 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 or mice 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 signs of rodents have been seen. Remove as much alternative food as possible. Use tamper-resistant bait stations wherever necessary (see "IMPORTANT:").

APPLICATION DIRECTIONS: The amount of bait contained in the trays in this box is unlikely to be sufficient to kill more than 3 to 12 rats. More than one box may be needed to control larger infestations.

To Control Norway and Roof Rats: Place 1 - 4 bait trays per placement. Space placements at intervals of 15 - 30 feet in infested areas. If trays are not fed for 5 consecutive days, relocate them to other places where rodent activity exists and where placements consistent with the requirements of this label can be made. Maintain an uninterrupted supply of fresh bait for at least 10 days.

To Control House Mice: Open tray and apply 1/4 - 1/2 oz. (1 - 2 level tablespoons) of bait at 8 to 12 foot intervals in infested areas. Larger placements (up to 2 ounces) may be needed at points of extremely high mouse activity. Maintain a supply of fresh bait for at least 15 days.

Check bait locations every 2 days for signs of feeding. Replenish bait if more than 1/2 of the original amount has been removed by rodents. Replace contaminated or spoiled bait immediately if rodent activity is still evident. Collect and dispose of all dead animals and leftover bait properly.

To prevent 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.

PRECAUTIONARY STATEMENTS:

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: May be harmful or fatal if swallowed. Keep away from humans, domestic animals, and pets. Wash hands after handling bait **IF BAIT IS EATEN BY HUMANS, CALL A PHYSICIAN AT ONCE.** For 24 hour emergency assistance, call your local Poison Control Center. **IF BAIT IS EATEN BY ANIMALS OR PETS:** Call your local veterinarian.

NOTE TO PHYSICIAN AND VETERINARIAN: This product may reduce the clotting ability of the blood and cause hemorrhaging. The anticoagulant action of this product may produce prolonged prothrombin times for 20 to 30 days after exposure. If poisoning occurs, intramuscular and oral administration of Vitamin K₁ are indicated, as in poisoning from overdose of dicumarol (bishydroxy coumarin). **FOR HUMAN CASES:** Vitamin K₁ is antidotal at doses of 10 to 20 mg (not mg/kg). Repeated treatments may need to be given for up to 30 days (based on monitoring of prothrombin times). In severe cases, blood transfusions may be necessary. **FOR ANIMAL CASES:** Vitamin K₁ is antidotal at 5 mg/kg intramuscularly. Oral Vitamin K₁ should be given for up to 30 days at 5 mg/kg (based on monitoring of prothrombin times). In severe cases blood transfusions may be necessary.

ENVIRONMENTAL HAZARDS:

This product is toxic to fish, birds and wildlife. This product can pose a secondary hazard to birds of prey and mammals. Do not apply directly to water.

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STORAGE AND DISPOSAL

STORAGE: Store only in original container, in a dry place inaccessible to children and pets.

DISPOSAL: If empty: Non-refillable container. Do not reuse or refill container. Place in trash or offer for recycling if available.

If partly filled: Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

Important: For Direction for use and first aid instruction in Spanish, please call 1-866-648-1819

12 OZ BOX RIGHT SIDE PANEL

d-CON® PELLETS GENERATION II

KILLS RATS AND MICE

Kills

Warfarin-Resistant

Norway Rats and

Warfarin-Resistant

House Mice

NOTICE TO BUYER AND USER: Seller warrants that this product conforms to the chemical description on the label and is reasonably fit for the purpose stated on the label when used in accordance with directions under normal conditions of use. This warranty does not extend to the use of this product contrary to label instructions, or under abnormal use conditions, or under conditions not reasonable foreseeable to Seller, and Buyer and User assumes the risk of any such use.

SELLER DISCLAIMS ALL OTHER WARRANTIES EXPRESSED OR IMPLIED INCLUDING ANY WARRANTY OR FITNESS OR MERCHANTABILITY. SELLER SHALL NOT BE LIABLE FOR CONSEQUENTIAL, SPECIAL OR INDIRECT DAMAGES RESULTING FROM THE USE OR HANDLING OF THIS PRODUCT AND SELLER'S SOLE LIABILITY AND BUYER'S AND USER'S EXCLUSIVE REMEDY SHALL BE LIMITED TO THE REFUND OF THE PURCHASE PRICE.

EPA Reg. No. 3282-66
EPA Est. No. 475-MS-1; 2393-WI-1

**SATISFACTION
GUARENTEED OR
YOUR MONEY BACK
Call 1-800-228-4722**

Important: For Direction for use and first aid instruction in Spanish, please call 1-866-648-1819

12 OZ BOX LEFT SIDE PANEL

d-CON®
PELLETS GENERATION II

KILLS RATS AND MICE

CAN KILL IN ONE FEEDING*

*Rats and mice may consume a lethal dose in one feeding with first dead rodents appearing 4 or 5 days after feeding begins

MADE IN THE USA

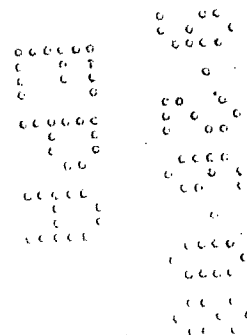
d-CON BAIT:
KILLING RATS AND MICE IN AMERICA
FOR 50 YEARS

SATISFACTION
GUARENTEED OR
YOUR MONEY BACK
Call 1-800-228-4722

Questions? Comments? Call 1-800-228-4722

Distributed by:
Reckitt Benckiser Inc
Parsippany, NJ 07054

Important: For Direction for use and first aid instruction in Spanish, please call 1-866-648-1819



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3 OZ. BAIT TRAY – FRONT PANEL

**d-CON®
PELLETS GENERATION II**

KILLS RATS AND MICE

Ready To Use Bait Tray
(4) BAIT TRAYS

Kills Warfarin-Resistant Norway Rats and Warfarin-Resistant House Mice.

CAN KILL IN ONE FEEDING*

*Rats and mice may consume a lethal dose in one feeding with first dead rodents appearing 4 or 5 days after feeding begins

Keep out of reach of children.

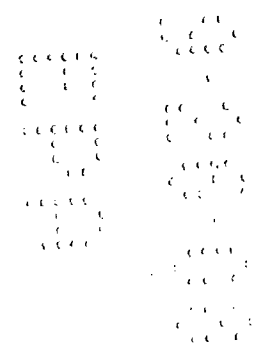
CAUTION: May be harmful or fatal if swallowed.
Read additional precautionary statements
on back panel.

ACTIVE INGREDIENT: Brodifacoum 3-[3-(4'-bromo-{1,1'-
biphenyl}-4-yl)-1,2,3,4-tetrahydro-1-naphthalenyl]-4-
hydroxy-2H-1-benzopyran-2-one.....0.005%

OTHER INGREDIENTS:99.995%

TOTAL 100.000%

NET WT. 3 OZ. BAIT TRAY (85g)



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3 OZ. BAIT TRAY – BACK PANEL

**d-CON®
PELLETS GENERATION II**

KILLS RATS AND MICE

Kills Warfarin-Resistant Norway Rats and Warfarin-Resistant House Mice.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read the entire label on the outer package before using this product. It is illegal to sell these bait trays individually.

PRECAUTIONARY STATEMENTS:

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

Place bait in areas not accessible to children, pets, domestic animals or wildlife or in tamper-resistant bait boxes.

CAUTION: May be harmful or fatal if swallowed. Keep away from humans, domestic animals, and pets. Wash hands after handling bait **IF BAIT IS EATEN BY HUMANS, CALL A PHYSICIAN AT ONCE.** For 24 hour emergency assistance, call your local Poison Control Center. **IF BAIT IS EATEN BY ANIMALS OR PETS:** Call your local veterinarian.

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OTHER INGREDIENTS:99.995%
TOTAL 100.000%

Questions? Comments? Call 1-800-228-4722

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