

3282-81

4-24-2007

1/12



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

OFFICE OF  
PREVENTION, PESTICIDES AND  
TOXIC SUBSTANCES

APR 24 2007

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

RE: Minor Addition to the Label  
EPA Registration Number: 3282-81  
Date of Submission: January 16, 2007

Dear Ms. Jenkins:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated January 16, 2007, for the product d-CON® Ready Mixed Baitbits. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the actions requested fall within the scope of PRN 98-10. The label submitted with the application has been stamped "Notification" and will be placed in our records.

If you have any questions, please call me directly at 703-305-6249 or Joyce Edwards of my staff at 703-308-5479.

Sincerely,

A handwritten signature in black ink, appearing to be "Linda Arrington".

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

# RECKITT BENCKISER

2/12

January 16, 2007

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: John Hebert, PM-7

Ref.: **d-CON<sup>®</sup> Ready Mixed Baitbits**

- EPA Reg. No.: 3282-81
- OPP ID No.: 305607
- Minor additions to the label

Dear John,

Reckitt Benckiser is submitting a Notification to add minor changes to the Master Label for the above mentioned Registration. The additions we are adding are the following:

- (4) Bait Trays
- Adding a phone number for Spanish Instructions. The statement will be in Spanish. the English translations is as follows: Important: For directions for use and first aid instructions in Spanish, please call 1-866-648-1819."

There are no other changes made to the Master Label.

The enclosed documents support this registration action:

- EPA Application of Pesticide Registration, Form 8570-1, OPP ID No. 305607
- Certification Statement as per PR Notice 95-2

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

Sincerely,



Liane Jenkins  
Registration Specialist

3/12

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

305607

**Application for Pesticide - Section I**

1. Company/Product Number 3282-81	2. EPA Product Manager John Hebert	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) <i>d-CON® Ready Mixed Baitbits</i>	PM# PM-7	
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser Inc. 399 Interpace Parkway Parsippany, NJ 07054-0225  <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to:  EPA Reg. No. _____ Product Name _____	

**Section II**

<input type="checkbox"/> Amendment - Explain Below	<input type="checkbox"/> Final printed labels in response to Agency Letter dated _____
<input type="checkbox"/> Resubmission in response to Agency Letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - explain below.

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

Adding the following to the front panel label: (4) Bait Trays

Adding a phone number for Spanish Instructions. The statement will be in Spanish. the English translations is as follows "Important: For Directions for Use and First Aid instructions in Spanish please call 1-866-648-1819"

**Section III**

1. Material This Product Will Be Packaged in:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal	<input type="checkbox"/> Plastic
	If "yes," Unit Package wgt.	No. per container	If "Yes," Package wgt.	No. per container	<input type="checkbox"/> Glass
					<input type="checkbox"/> Paper
					<input type="checkbox"/> Other (Specify) _____
* Certification must be submitted.					
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) of Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input type="checkbox"/> Other (_____)			

**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 Registration Specialist	Telephone No. (Include Area Code) (973) 404-2781
<b>Certification</b> I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received  (Stamped)
2. Signature <i>Liane Jenkins</i>	3. Title Registration Specialist	
4. Typed Name Liane Jenkins	5. Date January 16, 2007	

4/12


# RECKITT BENCKISER

January 16, 2007

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 22202-4501  
ATT: John Hebert PM 7

**RE: d-CON Ready Mixed Baitbits  
EPA Registration No.: 3282-81  
Certification Statement per PR Notice 98-10**

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

  
Liane Jenkins  
Regulatory Specialist

**12 OZ AND 3 LB. OUTER BOX  
FRONT LABEL**

(GOOD HOUSEKEEPING SEAL)

**d-CON®  
READY MIXED BAITBITS**

**KILLS MICE AND RATS**

**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%

**INERT INGREDIENTS:** .....99.995%

TOTAL 100.000%

4 READY TO USE BAIT FILLED TRAYS

4 BAIT TRAYS

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

16 READY TO USE BAIT FILLED TRAYS

NET WT. 3 LBS. (1360g)

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

6/12

**12 OZ BOX AND 3 LB. OUTER BOX  
BACK LABEL**

d-CON READY MIXED GENERATION II

**KILLS RATS AND MICE**

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

**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 hoofed 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 House Mice, Norway Rats, and Roof Rats in and around homes, industrial, commercial, agricultural and public buildings. d-CON Ready Mixed Generation II may also be used in transport vehicles (ships, trains, aircraft) and in and around related ports 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:").

7  
12

**APPLICATION DIRECTIONS:**

(FOR 12 OZ. BOX ONLY: 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 K<sub>1</sub> are indicated, as in poisoning from overdose of dicumarol (bishydroxy coumarin). **FOR HUMAN CASES:** Vitamin K<sub>1</sub> 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:** Contains Brodifacoum, an anticoagulant with a half-life in the dog of 1 - 4 days. For dogs that have ingested or that are suspected of having ingested Brodifacoum, and/or have obvious poisoning symptoms, such as bleeding or have lowered prothrombin times, give Vitamin K<sub>1</sub> as follows: Vitamin K<sub>1</sub> is antidotal at 5 mg/kg intramuscularly. Oral Vitamin K<sub>1</sub> 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.

**STORAGE AND DISPOSAL**

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

**DISPOSAL:** Do not reuse empty container. Securely wrap contained and any unused bait in newspaper and discard in trash.

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



9/12

**12 OZ. BOX RIGHT SIDE PANEL**

**d-CON®**  
**PELLETS GENERATION II**

**KILLS MICE AND RATS**

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

**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. 3282-81**  
**EPA Est. No. 475-MS-1; 2393-WI-1**

**SATISFACTION**  
**GUARANTEED OR**  
**YOUR MONEY BACK**

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

10/  
12

**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**

**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**

11/2

**3 OZ. BAIT TRAY**  
**FRONT PANEL**

**d-CON®**  
**PELLETS GENERATION II**

**KILLS RATS AND MICE**

**READY-TO-USE BAIT TRAY**

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

**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%  
**INERT INGREDIENTS:** .....99.995%  
TOTAL 100.000%

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

12/  
12

**3 OZ. BAIT TRAY**  
**BACK PANEL**

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**

**KEEP OUT OF REACH OF CHILDREN.**

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

**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 K<sub>1</sub> are indicated, as in poisoning from overdose of dicumarol (bishydroxy coumarin). **FOR HUMAN CASES:** Vitamin K<sub>1</sub> 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:** Contains Brodifacoum, an anticoagulant with a half-life in the dog of 1 – 4 days. For dogs that have ingested or that are suspected of having ingested Brodifacoum, and/or have obvious poisoning symptoms, such as bleeding or have lowered prothrombin times, give Vitamin K<sub>1</sub> as follows: Vitamin K<sub>1</sub> is antidotal at 5 mg/kg intramuscularly. Oral Vitamin K<sub>1</sub> 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.

**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%

**INERT INGREDIENTS:** .....99.995%  
TOTAL 100.000%

Distributed by:  
Reckitt Benckiser Inc  
Parsippany, NJ 07054

EPA Reg. No. 3282-81  
EPA Est. No. 475-MS-1; 2392-WI-1