

3282-94

9/23/2009

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U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (7505C)
1200 Pennsylvania Ave., N.W.
Washington, D.C. 20460

EPA Reg. Number:

3282-94

Date of Issuance:

SEP 23 2009

NOTICE OF PESTICIDE:

- Registration
- Reregistration

(under FIFRA, as amended)

Term of Issuance:

Conditional/Time limited to
June 4, 2011

Name of Pesticide Product:

d-CON® Hideaway™ d-CON®
Bait Shield™ V

Name and Address of Registrant (include ZIP Code):

Hal Ambuter
Reckitt Benckiser Inc.
399 Interpace Parkway
Parsippany, NJ 07054

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A) provided that you:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product, EPA Reg. No. 3282-94, when the Agency requires all registrants of similar products to submit such data.
2. Make the following label changes before you release the product for shipment:
 - a. Revise the EPA Registration Number to read, "EPA Reg. No. 3282-94."

Signature of Approving Official:

John Hebert, Product Manager (07)
Insecticide-Rodenticide Branch, Registration Division (7505P)

Date:

SEP 23 2009

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b. Revise the statement under the **House Mice** section within the **Selection of Treatment Areas** to read “For best performance, use this product spaced 8 to 12 feet apart along walls where house mice or their signs have been seen.”

c. Revise the first sentence of the refill instructions to read “While wearing gloves, refill station...are consumed.”

d. Revise the third sentence of the last paragraph under the refill instructions to read “Replace bait station if station is damaged and the bait is exposed. If bait is not touched after 3 days, move the bait station to a new location where house mouse activity is evident.”

e. Add the following statement after the second sentence of the **WARNING** section: “Harmful if absorbed through the skin.”

f. Revise the **NOTE TO PHYSICIAN OR VETERINARIAN** section as follows:

<p>TREATMENT FOR PET POISONING If animal eats bait, call veterinarian at once.</p>
<p>NOTE TO PHYSICIAN OR VETERINARIAN</p>
<p>Contains the nerve poison Bromethalin. This is not an anticoagulant type rodenticide. For humans or animals ingesting bait and/or showing poisoning signs (such as muscle tremors, loss of hind limb use, or seizures for animals), 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.</p>

g. Since this is not the actual brand name of the product, do not include “**Tethys (Bromethalin)**” on the label.

h. Put gloves on the hands in the pictograms that show the refill directions.

i. Revise the first marketing claim to state “1 step bait shield”; remove “(dispenser) (box).”

j. Revise the marketing statement “Fights mice” to state “Fights house mice.”

k. Remove the claim “Hassle free bait station.”

l. Revise the marketing claim “Ideal for mice populations” to state “Ideal for house mouse populations.”

m. Remove the claim “No hassle bait station”.

3. Storage stability (830.6317) and corrosion characteristics (830.6320) data must be submitted within 18 months of the date of this notice.

4. Should you wish to add/retain a reference to the company's website on your label, 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**

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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 Assurance.

5. *This registration is not consistent with the Agency's revised May 28, 2008, "Risk Mitigation Decision for Ten Rodenticides." EPA anticipates cancellation of those existing products that are not consistent with the Risk Mitigation Decision to occur no later than June 4, 2011. In the meantime, EPA is approving new registrations and amendments to existing registrations of rodenticide bait products, on a time-limited basis, so long as the registrations do not present greater risks of unreasonable adverse effects than existing products. Accordingly, this registration is approved only subject to the condition that the registration shall expire on June 4, 2011. This condition of registration may be amended in conjunction with amendments to conform to the Risk Mitigation Decision. Absent such amendments, product released for shipment by the registrant after June 4, 2011, would be in violation of FIFRA.*

6. Submit one copy of the revised final printed label for the record 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 constitutes acceptance of these conditions. If you have any questions regarding this notice, please contact Jennifer Gaines at (703) 305-5967.

A stamped copy of the label is enclosed for your records.

John Hebert
Product Manager (07)
Insecticide-Rodenticide Branch
Registration Division (7505P)

Enclosure

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OUTER CARTON FRONT LABEL

d-CON®
Hideaway™
d-CON® Bait Shield™ V

ACCEPTED
with COMMENTS
In EPA Letter Dated
SEP 23 2009
Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under EPA Reg. No.
3282-94

KILLS MICE

CAN KILL IN ONE FEEDING*

*House Mice usually consume a lethal dose in a single feeding. May take 2 or more days to die. House mice cease feeding after consuming a toxic dose. This product is effective against anticoagulant-resistant house mice.

KEEP OUT OF REACH OF CHILDREN

WARNING: Read additional precautionary statements on back panel.
MAY BE FATAL IF EATEN BY CHILDREN OR PETS

ACTIVE INGREDIENT:

Bromethalin. 0.01%

OTHER INGREDIENTS: 99.99%

TOTAL 100.00%

EPA Reg. No.: 3282-OU
EPA Est. No.: 67517-MO-1

Contains: X Refillable Bait (Shield(s)[™])(Stations) and X Refill(s) (Bait)(Blocks)

(Net Contents:) (X grams (0.X oz))

Patent Pending

OUTER CARTON BACK LABEL

Important: For Directions for Use and First Aid instructions in Spanish, please call 1-866-648-1819.

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. Use only for the sites, pests, and application methods described on this label.

USE RESTRICTIONS: THIS IS NOT A TAMPER RESISTANT BAIT STATION. DO NOT USE THIS PRODUCT IN AREAS ACCESSIBLE TO CHILDREN, PETS, DOMESTIC ANIMALS OR NON-TARGET WILDLIFE. DO NOT USE THIS PRODUCT OUTDOORS.

Use only to control house mice in homes. Do not place bait in areas where there is a possibility of contaminating food or surfaces that come in direct contact with food.

Selection of Treatment Areas

Determine areas where house mice will most likely find and consume the bait. Generally, these are along walls, by gnawed openings, in corners and concealed places, between floors and walls, or in locations where house mice or their signs have been observed.

House Mice:

1. Remove this product)from the carton
2. Placement: can be used in a horizontal or vertical position. Station can be placed flat or on its side with entrance holes exposed.

For best performance, use this product spaced 8 to 12 feet apart along walls where mice or their signs have been seen.

To Refill {pictograms may be added to illustrate each step}

1. Simultaneously, pull back all three latches.
2. While holding all latches, press down on window corner near single clip to open refill window.
3. Wearing gloves, place a new bait block into the station ensuring that the peg goes through the hole in the bait block. Press block firmly into the station.
4. Close the station by pushing the window down until a click is heard. The window is secure when both clips snap back into place.
5. Wash hands thoroughly.

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Refill station with a new bait block when contents are consumed. Dispose of bait station after all of the refills have been used. Replace bait station if station is damaged and the bait is house mouse activity is evident. Wearing gloves, collect and dispose of all dead animals and leftover bait properly as specified on this label. To discourage reinfestation, limit sources of rodent food, water and harborage as much as possible. If reinfestation does occur, repeat treatment.

PRECAUTIONARY STATEMENTS:

Hazards to Humans and Domestic Animals

WARNING: May be fatal if swallowed. Keep away from children, domestic animals and pets. Causes moderate eye irritation. Do not get on skin, in eyes, or on clothing. All handlers (including applicators) must wear shoes plus socks, and gloves. Any person who retrieves carcasses or unused bait following application of this product must wear gloves.

User Safety Requirements

Follow manufacturer's instructions for cleaning/maintaining washables. If no such instructions for washables, use detergent and hot water. Remove clothing immediately after handling this product. Wash the outside of gloves before removing. As soon as possible, wash hands thoroughly with soap and water after applying bait and before eating, drinking, chewing gum, using tobacco or using the toilet and change into clean clothing.

FIRST AID

Have the product container or label with you when calling a Poison Control Center or doctor, or going for treatment.

If Swallowed:

- **Call a Poison Control Center, or doctor IMMEDIATELY for treatment advice.**
- **Have person sip a glass of water if able to swallow.**
- **DO NOT induce vomiting unless told to do so by the Poison Control Center or doctor.**

If On Skin or Clothing

- Take off contaminated clothing
- Rinse skin immediately with plenty of water for 15-20 minutes.
- Call a poison control center, or doctor immediately for treatment advice.

If In Eyes:

- Hold eye open and rinse slowly and gently with water for 15 – 20 minutes.
- Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.
- Call a poison control center, or doctor for treatment advice.

NOTE TO PHYSICIAN OR VETERINARIAN

This product 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

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cerebral edema and should be treated accordingly through administration of an osmotic diuretic and corticosteroid.

TREATMENT FOR PET POISONING

If animal eats bait, call veterinarian at once.

NOTE TO VETERINARIAN

Nerve Poison: Bromethalin: For animals ingesting bait and/or showing poisonings signs

ENVIRONMENTAL HAZARDS: This product is extremely toxic to fish, birds and wildlife. Dogs and predatory and scavenging mammals and birds might be poisoned if they feed upon animals that have eaten this bait. Do not apply directly to water.

STORAGE AND DISPOSAL

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

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

PESTICIDE DISPOSAL: Non-refillable container. Do not reuse or refill this container for any other purpose. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place any unused product down any indoor or outdoor drain.

Batch code:

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NOTICE TO BUYER AND USER: Buyer and user assume all responsibility for safety and risk associated with any use not in accordance with directions. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, 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.

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

Visit us at www.d-conproducts.com

Distributed by: Reckitt Benckiser, Inc.

Parsippany, NJ 07054-XXXX

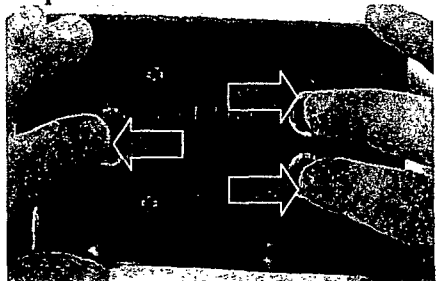
(Made in USA) (Assembled in USA) (Components from USA and Mexico)

RBI © [date]

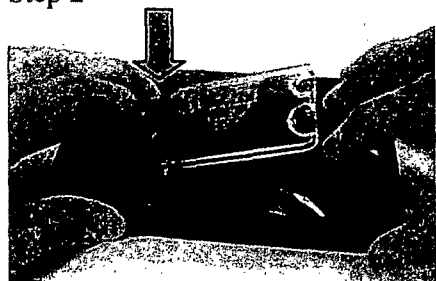
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{OPTIONAL PICTOGRAMS ILLUSTRATING REFILL DIRECTIONS}

Step 1



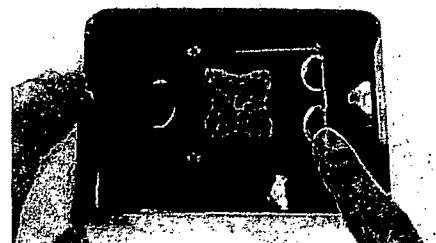
Step 2



Step 3



Step 4



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LABELING FOR STATION

ACTIVE INGREDIENT:

Bromethalin 0.01%

OTHER INGREDIENTS: 99.99%

TOTAL 100.00%

(Net Contents:) (X grams (0.X oz))

EPA Reg. No.: 3282-OU
EPA Est. No.: 67517-MO-1

Keep out of reach of children

WARNING: This product is not an anticoagulant type of rodenticide. If swallowed, call a physician at once. See outer package label for additional precautionary statements, first aid information and directions for use.

This is not a tamper-resistant bait station. Do not use in areas accessible to children, pets, domestic animals, or non-target wildlife.

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

Visit us at www.d-conproducts.com

Distributed by: Reckitt Benckiser, Inc.

Parsippany, NJ 07054-XXXX

(Made in USA) (Assembled in USA) (Components from USA and Mexico)

RBI © [date]

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Optional Marketing Claims

1 step bait shield™ (dispenser) (box)
America's #1 house mouse killer (source: based on Nielson data)
Attack house mouse problems (now)
Bait Station
X Bait Blocks
X Bait Shields™
X Bait Stations
Can Kill in 1 Feeding
Can kill up to X house mice
Can be used horizontally and vertically
Clear window lets you know when to dispose it
Compact bait shield™
Compact design
Contains bittering agent
D-con's Bait Block
Demonstrated to help reduce house mouse problems
Disposable
(x) Disposable Bait Shield(s)™
**Easily fits behind furniture (appliances)
Easy to conceal from children &/or pets
**Easy placement around the home
Easy to tell when the bait is eaten
Efficient Bait Shield™
Acting Bait (formula)
Fights mice
**Fits in almost in any corner
Guaranteed to kill (Satisfaction Guaranteed or your Money back)
Hassle free bait shield™
Helps reduce house mouse problems
Horizontal (placement)
Ideal for mice populations
Kills house mice
Kill house mice 100% dead
Kills house mice
Kills house mice dead
Kills house Mice
Low profile bait box
Low profile bait
Low profile bait shield™
Micro Bait Station
(Mice go in) (eat the bait) (Mice go out)
(Mini)
(Mini) Bait Shield™
Neat Bait Station (design)

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New
New Bait Shield™
New Design
No hassle bait station
No loose bait
No loose pellets to spill or scatter
Single-feed formula
Replacement Indicator
Bait (shield)
Small size bait shield™
**Use in tight spaces
**Use inside (in) (between) (underneath) (under) (cabinets)(closets) (garages) (attics) and
(behind) or (appliances)
Versatile (design)
Vertical (placement)

Bait Base
Bait and Go
Bite and Go
Slides
Sliver
Slide and Hide
Hideaway™
Corner-Fit™
Edge
Cornered
Angled
Corner Away
Corner Pass
Shield

** Must adhere to the Use Restrictions in the Directions for Use section of this label.