

3282-96

02/03/2010

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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:
3282-96

Date of Issuance:
FEB 3 2010

NOTICE OF PESTICIDE:
 X Registration
 Reregistration
(under FIFRA, as amended)

Term of Issuance:
Conditional

Name of Pesticide Product:
d-CON® Hideaway™

Name and Address of Registrant (include ZIP Code):

Reckitt Benckiser Inc.
c/o Technology Sciences Group Inc
1150 18th Street NW, Suite 1000
Washington, DC 20036

Decision # 416663
R310 5-866785
1160

Attention: Ms. Heather R. Bjornson

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 submit one (1) copy of final printed labeling, with the changes below, before you release the product for shipment.

Kable Davis, Team Leader
Insecticide-Rodenticide Branch
Registration Division (7504P)

Date:

FEB 3 2010

EPA Reg. No. 3282-96

- 1. On the Front Panel, revise the single feeding claim as follows:

House mice usually consume a lethal dose in one night's feeding, but it may take two or more days from the time of bait consumption for them to die. House Mice cease feeding after consuming a toxic dose. This product can kill anticoagulant-resistant house mice.

- 2. Revise the "NOTE TO PHYSICIAN OR VETERINARIAN" section as follows:

TREATMENT FOR PET POISONING

If animal eats bait, call veterinarian or 1-800-xxx-xxxx [optional] at once.

NOTE TO PHYSICIAN OR VETERINARIAN

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.

- 3. Revise the "USE RESTRICTIONS:" subsection of the "DIRECTIONS FOR USE" to read and appear as shown below.

USE RESTRICTIONS: This product may only be used to control house mice in homes. This bait station may be used in indoor areas that are accessible to children, if such use is consistent with all use restrictions and other requirements indicated on this label. **DO NOT USE THIS PRODUCT OUTDOORS OR IN AREAS ACCESSIBLE TO PETS.**

Do not place bait in areas where there is a possibility of contaminating food or surfaces that come into direct contact with food.

- 4. The use of "Kills Mice" is acceptable only on the Front Panel if used in close proximity to picture of the house mouse and if other references on label use term "house mice" or "house mouse".
- 5. Change "Compact Design" to "Low Profile Design" and "Compact bait station" to "Low Profile Design".
- 6. Delete "Fast acting Bait (formula)."
- 7. The claim "Disposable" is acceptable only if used with picture of person disposing bait station.
- 8. Delete "Can Kill in 1 feeding".

9. Change "No need to touch (the bait (when placing station) to "No need to touch the bait when placing station."
10. Delete "pre-baited".
11. Delete "Use in tight places*" or change to: "Use in tight places in locations adhering to the Use Restrictions in the Directions for Use section of this label." You cannot use part of claim and asterisk the rest of the claim.
12. Delete "X Bait Blocks" or change to "X Bait stations, each with one bait block".
13. On Page 6, delete "Use (inside) (in) (between) (underneath) (under) (cabinets) (closets) (garages) (attics) ..." as many combinations are false and misleading. You cannot use part of claim and asterisk the rest of the claim.
14. We prefer the removal of the term, "bittering agent" as the Agency has no data establishing the effectiveness of the ingredient as a bittering agent.
15. Delete "Demonstrated to help reduce mouse problems" as we have no efficacy tests using the bait in the bait station.
16. Delete "Can be used horizontally and (or) vertically" until the phrase can be clarified, perhaps with pictures. One acceptable text would be: "Can be placed on its base or flat-side-down next to a wall".
17. Delete "Horizontal (placement)" until the phrase cannot be clarified, perhaps with a picture.
18. Change "Fights House Mice" to "Kills House Mice".
19. Delete "(x) HideawayTH Bait Stations(s) (with Bait)" as it is not the name of the product.
20. Delete "Hassle free bait (station) (dispenser)(box)".
21. Delete "Kill more mice with less (bait)".
22. Delete "Efficient Bait ShieldTH Plus.
23. Delete "Easy to Use".
24. Change "Easy to tell when the bait is eaten" to "Clear window lets you know how much bait is left and when it is time to dispose of the bait station."
25. Delete all asterisk (**) claims.
26. On Page 7, delete "Use (inside) (in) (between) (underneath) (under) (cabinets) (closets) (garages) (attics) (behind) (and) (or) (appliances)*" as many combinations are false and misleading. If you break out specific true and not misleading claims, we will consider them.

- 27. Change “Easily fits behind most furniture (appliances) (in home)*” to “Easily fits behind most furniture (appliances) (in home) – Must adhere to the Use Restrictions in this label’s Directions for Use.”
- 28. On Page 6, delete “**Must adhere ... this label.”
- 29. Change “Guaranteed to kill (Guaranteed or your money back)”. To “Guaranteed to kill or your money back” or “Satisfaction Guaranteed or your Money back).
- 30. On Page 8, replace the picture of an incomplete view of the station from above with one with a complete view from above.
- 31. The name, “d-Con® Bait Shield™ VII” is unacceptable.
- 32. Change “EPA Reg. No. 3282-OA” to “EPA Reg. No. 3282-96”.

This product is in full compliance with the Agency’s revised May 28, 2008 “*Risk Mitigation Decision for Ten Rodenticides*”.

The Confidential Statement of Formula (CSF) dated January 26, 2010, is acceptable. All other versions are obsolete.

Note: The bait station design used in Ward’s testing is the only one that may be used for this product. Each station may only contain one 0.5 oz block.

Note: 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 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.

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 this condition.

A stamped copy of the label is enclosed. If you have any questions, please contact Dan Peacock by phone (703-305-5407) or E-Mail (peacock.dan@epa.gov).

- Enclosures:
- 1. Stamped Label
 - 2. Minimum Type Sizes for Final Printed Label

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OUTER CARTON FRONT LABEL

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

KILLS MICE

This Bait Station is Resistant to Tampering by Children. Use Indoors Only.

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 mice and rats.

KEEP OUT OF REACH OF CHILDREN

CAUTION:

Read additional precautionary statements on back panel.

ACTIVE INGREDIENT:

Bromethalin..... 0.01%

OTHER INGREDIENTS:..... 99.99%

TOTAL.....100.00%

ACCEPTED
With COMMENTS
In EPA Letter Dated: FEB 3 2010

Under the Federal Insecticide, Fungicide and Rodenticide Act, As amended, for the pesticide Registered under EPA Reg. No:

3282-96

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

Contains: X (Prefilled) (Disposable) Bait Stations)

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

Patent Pending

003282-00096.20100121. Hideaway, Bromethalin. Final

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 RESTRICTIONS: Use only to control house mice. This bait station must be used indoors. **DO NOT USE THIS PRODUCT OUTDOORS OR IN AREAS ACCESSIBLE TO PETS.**

Do not place bait in areas where there is a possibility of contaminating food or surfaces that come into 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, or in locations where there are signs of house mice.

TO CONTROL HOUSE MICE:

1. Remove the bait station from the carton
2. Placement: Place along walls or in corners with the entrance holes exposed.

Place bait stations at 8- to 12- foot intervals in appropriate locations in infested areas. See USE RESTRICTIONS and SELECTION OF TREATMENT AREAS. Make sure that mouse entrance holes are exposed.

Replace bait station when its contents have been consumed, if activity by house mice persists and they remain interested in the bait.

Bromethalin acts as a feeding inhibitor such that house mice that have consumed a toxic dose are likely to cease feeding on anything for a while. If they are not killed, mice may receive and consume additional bait. Once the animals have been killed, or remaining ones have no interest in bait, this product should be removed from trafficked areas of the home environment.

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PRECAUTIONARY STATEMENTS:

Hazards to Humans and Domestic Animals

CAUTION: May be harmful if swallowed. Keep away from humans, domestic animals and pets. Wear gloves when handling bait station or animals. Wash hands with soap and water after handling bait station.

FIRST AID	
If Swallowed:	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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.
NOTE TO PHYSICIAN OR VETERINARIAN	
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 the administration of an osmotic diuretic and corticosteroid.	
CONTACT NUMBER	
In case of emergency, call toll free 1-800-228-4722. Have the product container or label with you when calling a Poison Control Center or doctor, or going for treatment.	

ENVIRONMENTAL HAZARDS: This product is toxic to fish, birds and wildlife. 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: This is a non-refillable container. Do not reuse or refill this container. **If empty,** do not reuse this container. 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.

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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? {telephone icon} 1-800-228-4722

For ingredient (and other) information, 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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LABELING FOR STATION

ACTIVE INGREDIENT:

Bromethalin..... 0.01%

OTHER INGREDIENTS:..... 99.995%

TOTAL..... 100.000%

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

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

Keep out of reach of children

CAUTION: 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 Bait Station is Resistant to Tampering by Children. Use Indoors Only.

Questions? {telephone icon} 1-800-228-4722

For ingredient (and other) information, 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

Control mouse problems (now)
Bait Station
X Bait Blocks
X Bait Stations
Can Kill in 1 Feeding
Can be used horizontally and vertically {pictogram}
Clear window lets you know when to dispose it {pictogram}
Compact bait (station)
Compact design
Contains Bitrex® (- bittering agent)
Demonstrated to help reduce mouse problems
Disposable (Bait) (Station) (with) (contains) (Bait)
(x) Disposable Bait (Stations)
**Easily fits behind furniture (appliances) {pictogram}
**Easy placement around the home {pictogram}
Easy to tell when the bait is eaten
Easy to use
Efficient Bait Shield™ Plus
Fast acting Bait (formula)
Fights house mice
**Fits in almost in any corner {pictogram}
Guaranteed to kill (Satisfaction Guaranteed or your Money back)
Hassle free bait (station) (dispenser) (box)
Helps reduce house mouse problems
(x) Hideaway (Bait) (Station) (with) (contains) (Bait)
Horizontal (placement) {pictogram}
Kills house mice
Kill more mice with less (bait)
Low profile bait (box) (dispenser)
Mice go in, eat the bait, Mice go out
Contains bait blocks – no pellets!
Pre-baited
Pre-loaded
Ready to use
**Use in tight spaces {pictogram}
**Use inside (in) (between) (underneath) (under) (cabinets)(closets) (garages) (attics) and
(behind) or (appliances) {pictogram}
Vertical (placement) {pictogram}

Corner-Fit™
Hideaway™

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

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6 Month Introductory Claims (only for use for the first 6 months of commercialization)

New
New Bait (Station)
New & Improved Bait Station
New Design

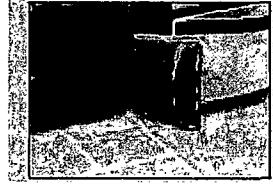
PICTOGRAMS

Front panel graphic of brand name with "kills mice" claim

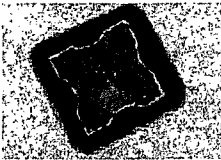


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Optional pictograms showing use sites and directions for use :
Use (inside) (in) (between) (underneath) (under) (cabinets) (closets) (garages) (attics)
(behind) (and) (or) (appliances)* {pictogram}



Optional pictogram for “Window shows how much bait is left”



Optional pictogram for “mice go in, eat the bait, mice go out”

