

3282-97

06/18/2012

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



OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Decision 455-882
300 5-918698
1155

JUN 18 2012

Reckitt Benckiser Inc.
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054

Attention: Ms. Heather R. Bjornson

- Subject** **d-Con® Bait Station™ VIII**
 EPA Reg. No. 3282-97
 Your submission of September 29, 2011
 Your resubmission of June 4, 2012

- Purpose** This submission requests to change the classification of this bait station from Tier 3 to Tier 1 and to make changes to the marketing claims for this product, under sec 3 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA).

- Review** We have reviewed your requests to change the classification of this product from Tier 3 to Tier 1 and to make changes to the marketing claims for this product. Both changes are now acceptable.

- Labeling** The labeling submitted with the above letter, under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) is acceptable, provided you submit one (1) copy of final printed labeling to us, before you ship your product.

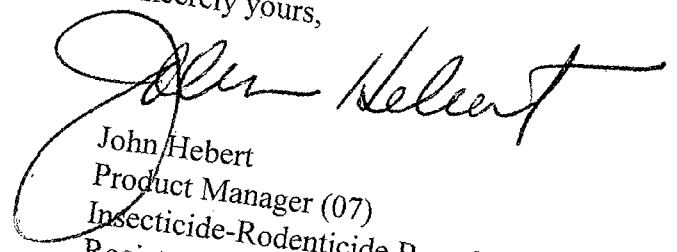
- Existing stocks** You may distribute or sell existing stocks of this product with current labeling for eighteen (18) months from the date of this letter.

- Consequence for non-compliance** 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.

Questions

If you have questions about this letter, please contact Dan Peacock at 703-305-5407 (by phone) or peacock,dan@epa.gov (by E-Mail).

Sincerely yours,



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

Enclosures

1. Stamped Label
2. Minimum Type Size Requirements for Final Printed Labels

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Mimas III (Tier1 - Bromethalin)
EPA REG. NO: 3282-97

003282-00097.20120604

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June 4, 2012

OUTER CARTON FRONT LABEL

ACCEPTED JUN 18 2012

d-CON® Bait Station Under the Federal Insecticide, Fungicide,
and Rodenticide Act, as amended, for the
pesticide registered under:

KILLS MICE

EPA. Reg. No: 3282-97

**This Bait Station is Resistant to Weather and to Tampering by Children and Dogs.
For Use Indoors and Outdoors.**

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 mice.

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%

EPA Reg. No.: 3282-97

EPA Est. No.: 67517-MO-1

Contains: (1-5) (Prefilled) (Disposable) Bait (Stations)

(Net Contents: Each bait station contains one, 0.5 oz block.) (X grams (0.X oz))

Patent Pending

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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 product may only be used to control house mice in homes. This bait station may be used in and around (within 50 feet of) homes accessible to children and pets, consistent with all use restrictions and other requirements indicated on this label. Do not apply further than 50 feet away from home or building.

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.

Highest bait consumption is expected to occur on the first day or two after treatment begins. Replace bait station when its contents have been consumed, if activity by house mice persists and they remain interested in the bait. If bait is not touched after 3 days, move station to a new location where mouse activity is evident. Although one night's feeding will usually provide a lethal dose, maintain bait for at least one week to provide all rodents a chance to feed on the bait. Continue baiting until all signs of feeding have ceased.

FOLLOW-UP: Wearing gloves, collect and properly dispose of all dead animals, leftover bait, and station. To prevent reinfestation, limit sources of rodent food, water and harborage as much as possible. If reinfestation does occur, repeat treatment.

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

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.
TREATMENT FOR PET POISONING If animal eats bait, call veterinarian or 1-800-231-6680 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 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 extremely 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.

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PESTICIDE DISPOSAL AND CONTAINER HANDLING: 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.

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} Call 1-800-228-4722

For ingredient (and other) information, www.rbnainfo.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:	<u>99.99%</u>
TOTAL	100.00%

(Net Contents: Each station contains one, 0.5 oz block) (X grams (0.X oz))

EPA Reg. No.: 3282-97
EPA Est. No.: 67517-MO-1

Do Not Allow Children or Pets to Play with Bait Station

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 Weather and to Tampering by Children and Dogs.
For Use Indoors and Outdoors.**

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

For ingredient (and other) information, www.rbnainfo.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
[Bait] Station is child (and dog) resistant
X Bait Stations, each with one block
X Bait Stations
Can be used indoors or outdoors
Child and dog-resistant [bait] station
Child resistant, dog-resistant and weather-resistant [bait] station
Child resistant [bait] station
Clear window lets you know when to dispose it {pictogram}
Clear window lets you know how much bait is left and when it is time to dispose of the bait station
Contains Bitrex®
(x) Corner Fit Bait (Station) (with Bait) {pictogram}
Corner Fit (with) (contains) Bait
Dog-resistant [bait] station
Dog Tested [Bait] Station
Durable design of [bait] station is child and dog resistant
For use indoors and out
Disposal [Bait] Station [with] [contains] [Bait]
(x) Disposable Bait (Stations)
Guaranteed to kill or your Money back
Satisfaction Guaranteed or your Money back
Helps reduce house mouse problems
Kid and dog-resistant [bait] station
Kid and dog-resistant [bait] station
Kid and dog-resistant tested [bait] station
Kid resistant tested [bait] station
Kills house mice
Low Profile Design
No loose bait – Contains bait block not pellets
No need to touch bait when placing station
Contains bait blocks – no pellets!
Pre-loaded
Ready to use
Satisfaction Guaranteed or your Money Back
Sealed [bait] station
Use indoors and out
Weather-resistant [bait] station
Corner-Fit™

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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
New Child (and Dog) Resistant [Bait] Station Design

Optional Marketing Claims with Pictograms & Qualifier

{The following claims can be used in conjunction with a pictogram.}

Can be used in tight places around the home
Directions for use: {pictograms showing use sites}
Easily fits behind (most) furniture (appliances) (in home)
Fits in almost any corner
Use inside (in) (cabinets) (closets) (garages) (attics)
Use under (between) (appliances)
Use inside (in) cabinets and (or) under (between) appliances
Use in tight places (spaces)
Window shows how much bait is left

{The following qualifier statement must appear on the same panel and in close proximity to the above claims and pictograms}

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

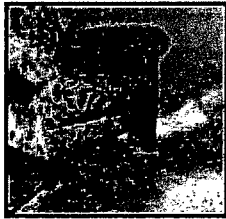
PICTOGRAMS

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

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Optional pictograms showing use sites and directions for use :
As shown below, station fits easily behind furniture.



Optional pictogram for "Window shows how much bait is left"



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Optional pictogram for "Mice go in, eat the bait, Mice go out"

