

3282-98

02/04/2010

1/10



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

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

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

FEB 4 2010

Dear Ms. Bjornson:

Subject: Labeling Amendment; Revisions Per February 3, 2010 Conference Call
d-CON Bait Station X
EPA Registration No. 3282-98
Date Submitted: February 4, 2010

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable. A stamped copy is enclosed for your records. Please submit one (1) final printed copy for the above mentioned label before releasing the product for shipment. If you have any questions regarding this label, please contact me at (703) 306-0415 or davis.kable@epa.gov.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Kable Bo Davis".

Kable Bo Davis
Acting Product Manager (07)
Insecticide-Rodenticide Branch
Registration Division (7505P)

Enclosure- Stamped Labeling

2/10

OUTER CARTON FRONT LABEL

**d-CON®
Bait Station X**

KILLS MICE {only for use on front panel in close proximity to picture of house mouse}

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

KEEP OUT OF REACH OF CHILDREN

CAUTION: MAY BE HARMFUL IF EATEN BY CHILDREN OR PETS

Read additional precautionary statements on back (side) panel.

ACTIVE INGREDIENT:

| | |
|---|----------------|
| Diphacinone | |
| (2-Diphenylacetyl-1, 3-Indandione)..... | 0.005% |
| OTHER INGREDIENTS: | <u>99.995%</u> |
| TOTAL | 100.00% |

EPA Reg. No.: 3282-98
EPA Est. No.: 67517-MO-1

Contains: X (Prefilled) (Disposable) Bait Stations

(Net Contents:) X OZ. (X g)

Patent Pending

| |
|--|
| ACCEPTED |
| FEB 4 2010 |
| Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the pesticide registered under EPA Reg. No. 3282-98 |

3/10

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 in homes. This bait station may be used in indoor areas accessible to children, consistent with all use restrictions and other requirements indicated in 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.

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, as specified in these use directions. Make sure that mouse entrance holes are exposed.

Maintain stations for a minimum of 15 days or as long as activity persists. Replace bait station if contents have been consumed, damaged, or if bait is exposed. If bait is not touched after 3 days, move station to a new location where 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.

4/10

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. |
| TREATMENT FOR PET POISONING If animal eats bait, call veterinarian at once. | |
| NOTE TO PHYSICIAN OR VETERINARIAN Contains the anticoagulant Diphacinone. If swallowed, this material may reduce clotting ability of the blood and cause bleeding. For humans or animals ingesting bait and/or showing poisoning signs (bleeding or elevated prothrombin times), give Vitamin K1. | |
| 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.

5/10

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]

6/10

LABELING FOR STATION

ACTIVE INGREDIENT:

| | |
|---|----------------|
| Diphacinone | |
| (2-Diphenylacetyl-1, 3-Indandione. | 0.005% |
| OTHER INGREDIENTS: | 99.995% |
| TOTAL. | 100.00% |

(Net Contents:) X OZ. (X grams)

EPA Reg. No.: 3282-98
EPA Est. No.: 67517-MO-1

Keep out of reach of children

CAUTION: This product is an anticoagulant type of rodenticide. If swallowed, call a physician or veterinarian. 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.rbnainfo.com

Distributed by: Reckitt Benckiser, Inc.
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(Made in USA) (Assembled in USA) (Components from USA and Mexico)

RBI © [date]

7/10

Optional Marketing Claims (Front or Back or Side Panel)

- (x) (Disposable) Bait Station(s)
- Can Kill in multiple feedings. House mice usually consume a lethal dose within three feedings. First deaths appear within 4-5 days of initial feeding.
- Compact design
- Contains Bait Block
- Contains bait blocks – no pellets!
- Contains Bitrex®
- Control house mouse problems (now)
- Guaranteed to kill (Satisfaction Guaranteed or your Money back)
- Helps reduce house mouse problems (now)
- Hideaway™
- House mice usually consume a lethal dose within three feedings. First deaths appear within 4-5 days of initial feeding.
- Kills house mice
- Low profile bait station
- No need to touch (the) bait when placing station
- Preloaded (bait station) (Ready to use)
- Prebaited - Ready to use
- Satisfaction Guaranteed or your money back

Optional Marketing Claims with Pictograms

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

- Can be used horizontally and (or) vertically
- Clear window lets you know when to dispose it
- Compact design
- Disposable
- Horizontal (placement)
- Low profile bait station
- Mice go in, eat the bait, mice go out
- Window shows how much bait is left

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)
- 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.

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

- New
- New Bait Station
- New Design
- New (Disposable) Bait Station Design

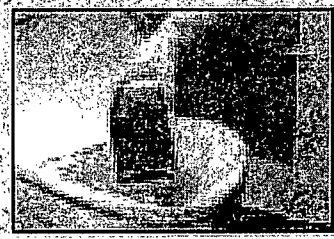
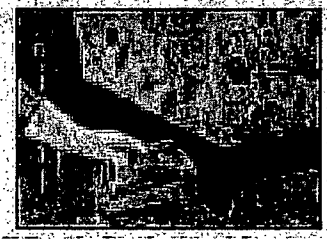
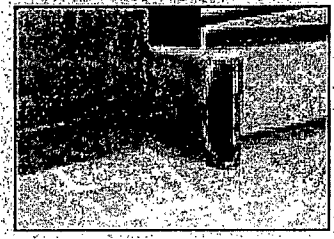
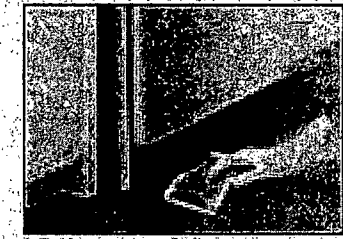
9/10

PICTOGRAMS

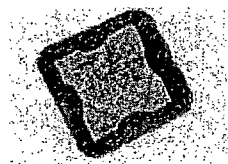
Front panel graphic of brand name with “kills mice” claim



Optional pictograms showing use sites and directions for use :



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



10/10

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

