

3282-99

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:  
3282-99

Date of Issuance:  
FEB 3 2010

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
(under FIFRA, as amended)

Term of Issuance:  
Conditional

Name of Pesticide Product:  
d-CON® Bait Station IX

Name and Address of Registrant (include ZIP Code):

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

Decision #

R310    S-866791

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. 3282-99

1. Revise the “NOTE TO PHYSICIAN OR VETERINARIAN” section as follows:

<p><b>TREATMENT FOR PET POISONING</b></p> <p>If animal eats bait, call veterinarian or 1-800-xxx-xxxx [optional] at once.</p> <p><b>NOTE TO PHYSICIAN OR VETERINARIAN</b></p> <p>Contains the anticoagulant Diphacinone. If swallowed, this material may reduce the 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 K<sub>1</sub>.</p>
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2. 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.

3. Under “TO CONTROL HOUSE MICE”, change “this label” to “these use directions.
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”.
6. Delete “FastKill” wherever it occurs.
7. The claim “Disposable” is acceptable only if used with picture of person disposing bait station.
8. Remove parentheses “( )” from “(Can Kill in multiple feedings.)”
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. Change “Contains bait block(s)” to “Contains 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. 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.
16. 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.”
17. On Page 6, delete section titled “Qualifiers for Marketing Claims”.
18. Change “Satisfaction Guaranteed” to “Satisfaction Guaranteed or money back”.
19. Delete “Fits in almost any corner\*” or change to: “Fits into corner 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.
20. Change “Fights house mice” to “Kills house mice”.
21. On Page 8, replace the second pictogram with one having lines where the walls meet and where each wall meets the floor.
22. Change “EPA Reg. No. 3282-OO” to “EPA Reg. No. 3282-99”.

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 15, 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

Dan Peacock, Flash Drive, 16gb, E:\4G Dan\Doc\Word\Diphacinone\3282-OO,-99\3282-OO, Tier 3 Bait Station, Mimas IX, 2-1-2010.Notice. doc

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**OUTER CARTON FRONT LABEL**

d-CON®  
Bait Station IX

KILLS MICE

**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:**..... 99.995%

**TOTAL**..... 100.000%

**ACCEPTED**  
**With COMMENTS**  
In EPA Letter Dated: FEB 3 2010

EPA Reg. No.: 3282-00  
EPA Est. No.: 67517-MO-1

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

3282-99

Contains: X (Prefilled) (Disposable) Bait Stations

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

Patent Pending

003282-00099.20100119.Mimas IV, Diphacinone. Final

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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 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, as specified on this label. Make sure that mouse entrance holes are exposed.

Maintain stations for a minimum of 15 days or as long as activity persist. Replace bait station when its 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.

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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.

**IF BAIT IS EATEN BY ANIMALS OR PETS, CALL A VETERINARIAN AT ONCE**

<b>FIRST AID</b>	
<b>If Swallowed:</b>	<ul style="list-style-type: none"> <li>• <b>Call a Poison Control Center, or doctor IMMEDIATELY for treatment advice.</b></li> <li>• <b>Have person sip a glass of water if able to swallow.</b></li> <li>• <b>DO NOT induce vomiting unless told to do so by the Poison Control Center or doctor.</b></li> </ul>
<b>NOTE TO PHYSICIAN OR VETERINARIAN</b>	
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.	
<b>CONTACT NUMBER</b>	
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} Call 1-800-228-4722  
For ingredient (and other) information, [www.rbnainfo.com](http://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:**

Diphacinone

(2-Diphenylacetyl-1, 3-Indandione) ..... 0.005%

**OTHER INGREDIENTS:** ..... 99.995%

**TOTAL** ..... 100.00%

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

EPA Reg. No.: 3282-00

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](http://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]

**Optional Marketing Claims (Front or Back or Side Panel)**

- (x) (Disposable) Bait Station(s)
- Can be used in tight places around the home {pictogram}
- (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.
- Clear window lets you know when to dispose it {pictogram}
- Compact design
- Contains Bait Block(s)
- Contains bait blocks – no pellets!
- Contains Bitrex® (- bittering agent)
- Control house mouse problems (now)
- (x) Corner Fit Bait Station(s) (with Bait)
- Directions for use: {pictograms showing use sites}
- Disposable
- Easily fits behind most furniture (appliances) (in home)\* {pictogram}
- Fast Kill – Guaranteed (Satisfaction Guaranteed or your Money back)
- Fast Kill – Guaranteed. Satisfaction Guaranteed of your Money back!
- Fights house mice
- Fits in almost any corner\*
- Guaranteed to kill (Satisfaction Guaranteed or your Money back)
- Helps reduce house mouse problems
- Kills house mice
- Kills Mice {within product name pictogram}
- Low profile bait station
- Mice go in, eat the bait, mice go out {pictogram}
- No need to touch (the) bait (when placing station)
- Pre-loaded (bait station)
- Pre-baited
- Ready to use
- Satisfaction Guaranteed
- Window shows how much bait is left
- Use (inside) (in) (between) (underneath) (under) (cabinets) (closets) (garages) (attics) (behind) (and) (or) (appliances)\* {pictogram}
- Use in tight places\*
- Window shows how much bait is left {pictogram}

**Qualifiers for Marketing Claims**

\* 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)**

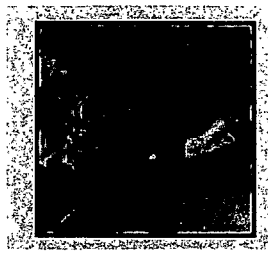
- New
- New Bait Station
- New Design
- New (Disposable) Bait Station Design

**PICTOGRAMS**

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



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



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



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

