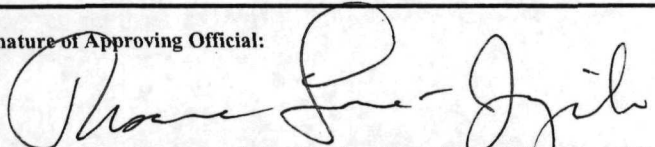
 <p style="text-align: center;">U.S. ENVIRONMENTAL PROTECTION AGENCY Office of Pesticide Programs Registration Division (7505C) 1200 Pennsylvania Ave., N.W. Washington, D.C. 20460</p> <p style="text-align: center;"><b>NOTICE OF PESTICIDE:</b> <input checked="" type="checkbox"/> Registration <input type="checkbox"/> Reregistration</p> <p>(under FIFRA, as amended)</p>	<b>EPA Reg. Number:</b>  3282-106	<b>Date of Issuance:</b>  JUL 14 2011
	<b>Term of Issuance:</b> Unconditional	
	<b>Name of Pesticide Product:</b> Hyperactive	
<b>Name and Address of Registrant (include ZIP Code):</b> Reckitt Benckiser Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054		
<p><b>Note:</b> 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.</p>		
<p>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.</p> <p>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.</p> <p>This product is unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:</p> <ol style="list-style-type: none"> <li>1. Submit and/or cite all data required for registration/reregistration of your product when the Agency requires all registrants of similar products to submit such data.</li> <li>2. Make the following label changes before you release the product for shipment:           <ul style="list-style-type: none"> <li>• Revise the EPA Registration Number to read, "EPA Reg. No 3282-106."</li> <li>• Delete all egg claims as they are not supported by this type of product as noted in the efficacy review dated 3/24/11, including the claims on page 6: "Kills roaches and the eggs they carry" and "kills the eggs that cockroaches (roaches) carry (breaks the breeding cycle)."</li> </ul> </li> </ol>		
<b>Signature of Approving Official:</b>  Rosanna Louie-Juzwiak, Acting Product Manager 07 Insecticide-Rodenticide Branch, Registration Division (7505P)	<b>Date:</b>  JUL 14 2011	

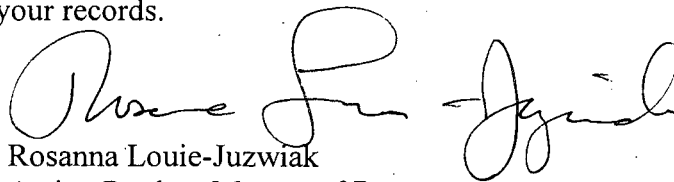
- On page 7, revise the claim that reads "Results in 24 hours" to read "starts working in 24 hours."

3. Storage stability (830.6317) and corrosion characteristics (830.6320) data must be submitted within 18 months from the date of this registration notice. A citation of this data is not applicable since this data is specific to packaging.

4. 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, please contact Autumn Metzger at 703-305-5314 or metzger.autumn@epa.gov.

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



Rosanna Louie-Juzwiak  
Acting Product Manager 07  
Insecticide-Rodenticide Branch  
Registration Division (7505P)

Enclosure

**OUTER CARTON FRONT LABEL**

**Hyperactive**

(Kills Roaches)

**KEEP OUT OF REACH OF CHILDREN AND PETS**

**CAUTION:** Read additional precautionary statements on back panel.

**ACTIVE INGREDIENT:**

Indoxacarb ..... 0.250%

**OTHER INGREDIENTS:** ..... 99.750%

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

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

(x) Roach Bait Station(s)

(x) Lure & Kill Roach Baits

**OUTER CARTON BACK LABEL**

EPA Reg. No.: 3282-XXX

EPA Est. No.: \_\_\_\_\_

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 {insert country}) (Assembled in {insert country}). (Components from {insert country})

RBI © [date]

RB (Reckitt Benckiser) logo

**ACCEPTED**

**With COMMENTS**

**In EPA Letter Dated:**

**JUL 14 2011**

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

**3282-106**

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**OUTER CARTON BACK LABEL**

**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.

**TO CONTROL ROACHES:**

1. Remove all bait stations from the carton; break baits apart and place baits where roaches are found (refer to Selection of Treatment Areas).
2. Place baits properly so that they are touching walls and corners. Do not use sprays or foggers around bait stations, or they will be rendered ineffective.
3. For thorough roach control, replace all baits every 3 months or sooner to prevent roaches from returning.

(Roaches can remain active year round, prefer locations near food and water and will be attracted to warm indoor locations. For every one roach you see, hundreds more are harboring inside your walls. Roaches are primarily nocturnal feeders. Roaches seen during the day were most likely forced out due to overcrowding, a possible sign of severe infestation.)

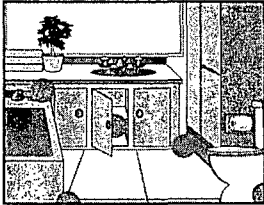
**RESTRICTIONS:**

1. Do not allow children or pets to play with bait stations.
2. Do not treat areas easily accessible to children or pets.
3. Do not contaminate food or food preparation surfaces, dishes, utensils or food containers.
4. Do not apply in locations of high temperature or direct sunlight as the bait will be rendered ineffective.
5. Do not use in beehives.

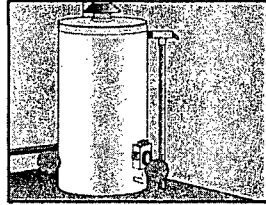
**SELECTION OF TREATMENT AREAS:**

(Indoors – Place all bait stations in Kitchen, Bathroom, Laundry and Basement next to the wall along baseboards, in corners, under sinks, behind appliances, inside cabinets, inside garbage cans, in corners of cupboards, closets, under furniture, near plumbing fixtures and other locations where roach activity has been observed.)

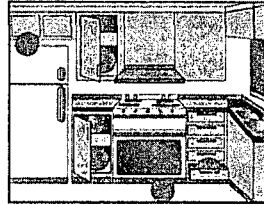
Optional Pictograms for Selection of Treatment Areas (must choose at least one for graphics label)



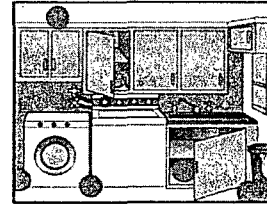
Bathroom



Basement



Kitchen

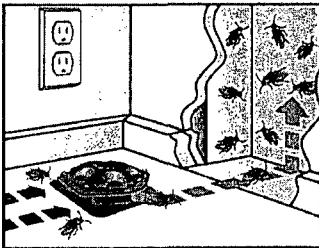


Laundry

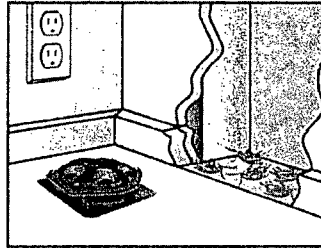
**How Hyperactive Roach Baits work**

1. Roaches are attracted to the Hyperactive bait; Roaches eat the bait and take bait back to their nest
2. Roaches share the bait and kill other roaches and the nest

Optional Pictograms



Step 1



Step 2

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**PRECAUTIONARY STATEMENTS:**

**Hazards to Humans and Domestic Animals**

**CAUTION:** Harmful if swallowed or absorbed through skin. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Pets may be attracted to the smell of the bait. Place baits in areas inaccessible to pets.

<<Due to label constraints first aid might not appear in a box. >>

<b>FIRST AID</b>	
<b>If Swallowed:</b>	<ul style="list-style-type: none"><li>• Call a poison control center or doctor immediately for treatment advice.</li><li>• Have person sip a glass of water if able to swallow.</li><li>• <b>DO NOT</b> induce vomiting unless told to by a poison control center or doctor.</li><li>• Do not give anything to an unconscious person.</li></ul>
<b>If In Eyes:</b>	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>If On Skin Or Clothing</b>	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<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.	

<b>STORAGE AND DISPOSAL</b>
<b>STORAGE:</b> Store in original container in a cool, dry area inaccessible to children. <b>PESTICIDE DISPOSAL AND CONTAINER HANDLING:</b> Nonrefillable container. <b>If empty:</b> do not reuse or refill this container. Place in trash or offer for recycling, if available. <b>If partly filled:</b> call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

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**Labeling for Station**

**ACTIVE INGREDIENT:**

Indoxacarb . . . . . 0.250%

**OTHER INGREDIENTS:** . . . . . 99.750%

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

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

EPA Reg. No.: 3282-XXX

EPA Est. No.: \_\_\_\_\_

**KEEP OUT OF REACH OF CHILDREN AND PETS**

**CAUTION: See outer package label for additional precautionary statements, first aid information and directions for use.**

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 {insert country}) (Assembled in {insert country}) (Components from {insert country})

RBI © [date]

**Optional Marketing Claims**

- (x) Disposable Bait Station(s)
- Starts to work in 24 hours
- 3 months continuous control
- Bait attracts roaches (in search of food)
- Compact design
- Continuous control
- Control roach problems
- Easy to use
- Easy way to apply multiple bait placements
- Formulated specifically for cockroaches
- Guaranteed to kill\* (\*Satisfaction Guaranteed or your Money back)
- Helps reduce roach problems
- High grade (bait)
- Honey based (formula)
- Indoor use
- Keeps killing (roaches) for up to 3 months
- Kills (roaches) at source
- Kills German and American (cockroaches) (roaches)
- Kills (colony) (nest)
- Kills large and small (cockroaches) (roaches)
- Kills Now Kills Later
- Kills Roaches (Indoors)
- Kills roaches and the eggs they carry
- Kills roaches for up to 3 months
- Kills the eggs that cockroaches (roaches) carry (breaks the breeding cycle)
- Kills the roaches you see and the ones you don't see
- Lasts for up to 3 months
- Low profile bait station
- Lure & Kill (Formula)
- Makes multiple bait placement quick and easy
- Max Control
- Multiple bait(s)
- Multiple food ingredients
- Multiple sources of (bait) (food)
- Nest Kill
- No clean up
- No mess
- No need to touch (the) bait when placing station
- No odor formula
- Odorless baits
- Palatable (formula) (bait)
- Preloaded bait station (Ready to use)
- Prebaited – (Ready to use)
- Prevents roach infestation
- Protects your home against roaches



Quickly consumed by roaches  
Quickly consumed by roaches  
Ready to use  
Results in 24 hours (a day)  
Roach Bait Stations  
See results in (24 hours) (a day) (days)  
Specially formulated bait  
Specially formulated to (lure) (entice) (tempt) (attract) roaches  
Starts in 24 hours (a day)  
Starts killing in 24 hours  
Starts working in 24 hours  
Use indoors  
(With) (special) food-based ingredients to (lure) (entice) (tempt) (attract) roaches  
(With) (Special) Honey, Malt & Soya (attracts) (lure) (entice) (tempt) roaches to the bait  
(With) (Special) Honey, Malt & Soya Bait(s)  
Starts working in 24 hours

**Optional Marketing Claims with Pictograms & Qualifier**

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

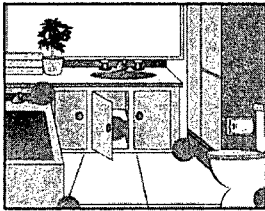
- Use (in) (kitchens) (baths) (closets) (cabinets) (under sinks) (near walls) (in basement)
- Use inside (in) (cabinets) (closets) (garages) (attics)\*\*
- Use under (between) (appliances)\*\*
- Use inside (in) cabinets and (or) under (between) appliances\*\*

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

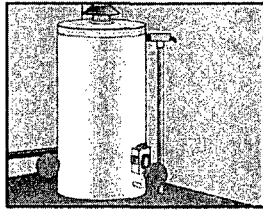
\*\*Must adhere to the Directions for Use section of this label.

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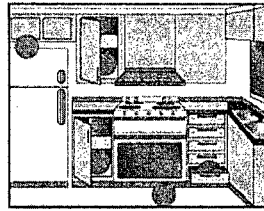
Optional pictograms:



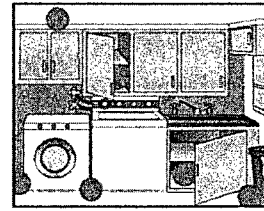
Bathroom



Basement



Kitchen



Laundry

**Optional**

**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.