

3282-106

12/21/2011

1 of 9

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



DEC 21 2011

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Reckitt Benckiser
c/o David Swain/SRC Scientific & Regulatory
Morris Corporate Center IV 399 Interpace Parkway
Parsippany, NJ 07054

Dear Mr. Swain:

Subject: Fast Track Amendment of label to add back the claims "kills roaches and the eggs they carry" and "Starts killing in 24 hours after a single feeding" and variances of such claims
Hyperactive
EPA Registration No. 3282-106
Your Submissions Dated: 09/23/11

The labeling referred to above submitted in connection with the Federal Insecticide, Fungicide and Rodenticide Act, as amended is acceptable.

A stamped copy of the label is enclosed for your records. Please submit one final printed copy of the labeling before releasing the product for shipment. If you have any questions regarding this label, please contact Autumn Metzger at (703) 305-5314 or metzger.autumn@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "John Hebert".

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

2019

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.: 3282-106

EPA Est. No.: _____

ACCEPTED
DEC 21 2011
*Under the Federal Insecticide, Fungicide,
and Rodenticide Act, as amended, for the
pesticide registered under:*
EPA. Reg. No: 3282-106

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

RBI © [date]

RB (Reckitt Benckiser) logo

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.)

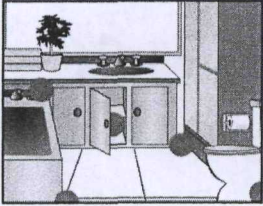
RESTRICTIONS:

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.

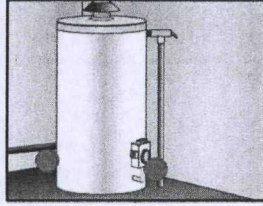
SELECTION OF TREATMENT AREAS:

(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.)

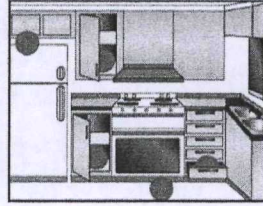
Optional Pictograms for Selection of Treatment Areas (must choose at least one for graphics label)



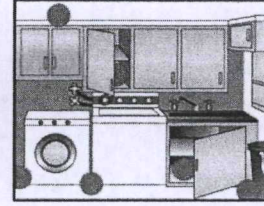
Bathroom



Basement



Kitchen

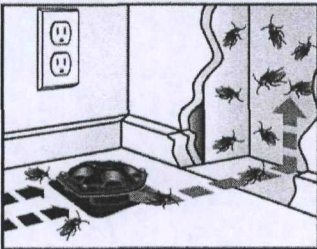


Laundry

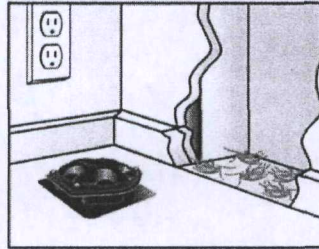
How Hyperactive Roach Baits work

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

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. >>

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 by a poison control center or doctor. • Do not give anything to an unconscious person.
If In Eyes:	<ul style="list-style-type: none"> • 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. • Call a poison control center or doctor for treatment advice.
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 for treatment advice.

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.

STORAGE AND DISPOSAL

STORAGE: Store in original container in a cool, dry area inaccessible to children.
PESTICIDE DISPOSAL AND CONTAINER HANDLING: Nonrefillable container.
If empty: do not reuse or refill 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 unused product down any indoor or outdoor drain.

leaf 9

Labeling for Station

ACTIVE INGREDIENT:

Indoxacarb 0.250%

OTHER INGREDIENTS: 99.750%

TOTAL 100.000%

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

EPA Reg. No.: 3282-106

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

Distributed by: Reckitt Benckiser, Inc.

Parsippany, NJ 07054-XXXX

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

RBI © [date]

7099

Optional Marketing Claims

- (x) Disposable Bait Station(s)
- (Kills in a single feeding and) Starts to work in 24 hours (after a single feeding)
- 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
Roach Bait Stations
(Kills in a single feeding and) Start to see results in (24 hours) (a day) (days) (after a single feeding)
Specially formulated bait
Specially formulated to (lure) (entice) (tempt) (attract) roaches
(Kills in a single feeding and) Starts in 24 hours (a day) (after a single feeding)
(Kills in a single feeding and) Starts killing in 24 hours (after a single feeding)
(Kills in a single feeding and) Starts working in 24 hours (after a single feeding)
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)

Optional Marketing Claims with Pictograms & Qualifier

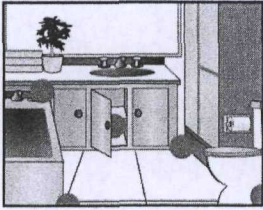
{The following claims can be used in conjunction with a pictogram and qualifier.}

- 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**

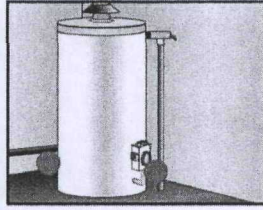
{The following qualifier statement must appear on the same panel and in close proximity to the above claims and pictograms}

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

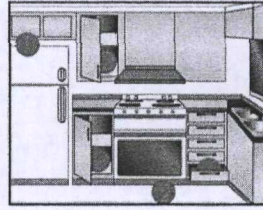
Optional pictograms:



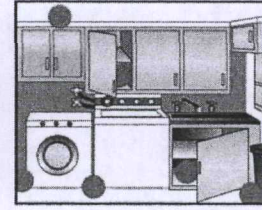
Bathroom



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.