



U.S. ENVIRONMENTAL PROTECTION AGENCY
 Office of Pesticide Programs
 Registration Division (7505P)
 1200 Pennsylvania Avenue, N.W.
 Washington, D.C. 20460

EPA Reg. Number:
 3282-107

Date of Issuance:
APR - 6 2011

Term of Issuance:
 Conditional

Name of Pesticide Product:
 Silent

NOTICE OF PESTICIDE:
 Registration
 Reregistration

(Under FIFRA as amended)

Name and Address of Registrant (include ZIP Code):
 Reckitt Benckiser, Inc.
 Morris Corporate Center IV
 399 Interpace Parkway
 Parsippany, NJ 07054

~~Notes: 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 sec. 3(c)(7)(A), provided that you:

1. You will submit and/or cite all data required for registration/reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.

2. You will make the following label changes before you release the product for shipment:

a. Revise the EPA Registration Number to read "EPA Registration Number 3282-107."

Signature of Approving Official:
Lyle A. Leiser for Richard Gebben

Date:
 April 6, 2011

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b. On page 1 move "Read additional precautionary statements on back panel." to a new line.

c. On page 1 change "(X OZ.)" to "(X fluid oz.)".

d. 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 FIFRA 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 section 12(a)(1)(E) of FIFRA. 40 CFR section 156.10(a)(5) lists 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 be 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 EPA's Office of Enforcement and Compliance Assurance (OECA). As an alternative, you may refer consumers to the company's phone number or e-mail address.

e. On page 3 either delete "Repeat treatment as necessary." or clarify reapplication limitation based upon residual claims.

f. On page 5 after the "Building Perimeter Treatment" section add "Keep pets and children out of the treated area until the spray has dried. Do not spray animals. Dogs, cats and their kennel or bedding areas should also be treated with a registered flea control product in conjunction with this application."

g. On page 6 and 7 delete "Continuous protection", "Fragrance Free", "Guaranteed to work", "Kills (roaches) (ants) at the source", "Kills Home Invading Pests on Contact", "Kills now, Kills later", "Microencapsulation protects the active(s) (ingredients) from the elements", " (No greasy residue)", " (No Mess)", " (Non-staining)", " On constant watch", "Original (Scent)", "(Pest) (Home) (Surveillance) (Guard) (Duty)", " Prevents roaches from entering (your home)", " Quiet Killer™ ", "Reclaim your home in a fume free way", "Source Control", "Source Kill", "Value for Your Money", " Won't stain carpets and floors" and "Works in adverse weather conditions".

2. Please submit two (2) copies of your final printed labeling before releasing 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 bearing amended labeling constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

If you have any questions regarding this action, please contact Linda A. DeLuise of my team at (703) 305-5428.

Silent

(Kills (Ants & Roaches)(Roaches & Ants))

KEEP OUT OF REACH OF CHILDREN AND PETS

CAUTION: Read additional precautionary statements on back panel.

ACTIVE INGREDIENT:

(S)-cyano(3-phenoxyphenyl)methyl-(S)-4-chloro-
alpha-(1-methylethyl)benzeneacetate 0.025%

***OTHER INGREDIENTS:** 99.975%

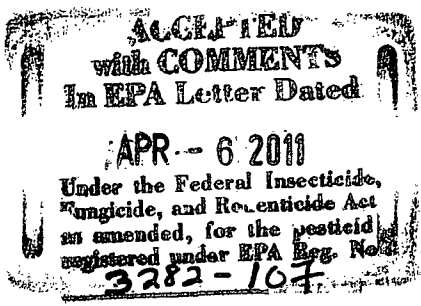
TOTAL 100.000%

*Contains petroleum distillates

(Net Contents:) (X OZ)(X mL)

EPA Reg. No.: 3282-XXX

EPA Est. No.: _____



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})
RBI © [date]

RB (Reckitt Benckiser) logo



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PRECAUTIONARY STATEMENTS:

Hazards to Humans and Domestic Animals

CAUTION: Harmful if swallowed or absorbed through skin. Causes moderate eye irritation. Avoid contact with skin, eyes, or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove and wash contaminated clothing before reuse.

ENVIRONMENTAL HAZARDS

This pesticide is toxic to fish and other aquatic invertebrates. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area.

To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Rinsing application equipment over the treated area will help avoid run off to water bodies or drainage systems.

PHYSICAL OR CHEMICAL HAZARDS

Do not use or store near heat or open flame. Do not use this product in or on electrical equipment due to the possibility of shock hazard.

FIRST AID	
If Swallowed:	<ul style="list-style-type: none">• Call a poison control center or doctor immediately for treatment advice.• DO NOT give any liquid to the person.• DO NOT induce vomiting unless told to do so by a poison control center or a doctor.• Do not give anything my mouth 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, and then continue rinsing eyes.• 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.

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NOTE TO PHYSICIAN: Contains petroleum distillate – vomiting may cause aspiration pneumonia.
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.

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.

Shake well before use. Hold container upright. Hold the bottle 12” from the surface to be sprayed. Spray directly on the surface until it is covered and is moist but not to the point of run-off. Repeat treatment as necessary.

Care should be taken to avoid depositing the product onto exposed surfaces or introducing the material into the air. In the home, cover all food handling surfaces and cover or remove all food and cooking utensils, or wash thoroughly after treatment. Cover or remove exposed food/feed.

Precautions: Keep pets and children out of the treated area until after the spray has dried. Do not spray animals. Do not water the treated area to the point of run-off. Do not make applications during the rain.

All outdoor applications must be limited to spot or crack –and-crevice treatments only except for the following permitted uses:

- 1) Treatment to soil or vegetation around structures;
- 2) Applications made to lawns; and
- 3) Applications to house foundations, up to the maximum of 3 feet.

Do not apply directly to sewers or drains, or to any area like a gutter where drainage to sewers, storm drains, water bodies or aquatic habitat can occur.

Typical Areas That May Require Insecticide Treatment:

INDOOR USE:

Spray areas where Ants, (and) Cockroaches (, Clover Mites, Crickets, Earwigs, Firebrats, Millipedes, Palmetto Bugs, Psocids, Silverfish, Sowbugs, Spiders and Water Bugs) are

found or normally reside, including dark corners of rooms and closets; cracks and crevices in walls; along and behind baseboards; beneath and behind sinks, stoves, refrigerators, and cabinets; around plumbing and other utility installations; and around doors and windows, attics, basement and garbage cans.

Notice: Buyer assumes all responsibility for safety and use not in accordance with directions.

(For control of Carpet Beetles, thoroughly spray along baseboards and edges of carpeting, under carpeting, rugs and furniture, in closets, on shelving, and wherever else insects are seen or suspected.

Note: Check carpet manufacturer's warranty and care and maintenance information before using product on your specific brand of carpeting.)

(To Kill Brown Dog Ticks and Fleas: For Control of Brown Dog Ticks, thoroughly apply as a spot treatment to infested areas such as pet beds and resting quarters, nearby cracks and crevices, along and behind baseboards, window and door frames and localized areas of floor and floor coverings where these pests may be present. For control of Fleas, thoroughly apply a fine particle broadcast spray to infested rugs, carpets, and pet resting areas. Prior to treatment, aquariums and fish bowls should be covered and birds, such as canaries, removed from the area. Do not permit humans or pets to contact treated surfaces until the spray has dried. Old bedding should be removed and replaced with clean, fresh bedding after treatment. *Do not treat pets with this product.* To control the source of flea infestations, pets should be treated with a product registered for application to animals. Also, treat your yard with a product registered for yard application.)

For Ants, apply to ant trails; around doors and windows; and wherever Ants may find entrance.

To Kill Carpenter Ants: Use a coarse spray, around doors, doorframes, windows, and other areas where these ants enter the premises or hide. Spray into cracks and crevices through openings or small, newly drilled holes into wall voids where these ants or their nests are present.

OUTDOOR USE:

Use Silent to control Ants, Cockroaches, Crickets, Sowbugs, Spiders, and Ticks on contact. Apply to outside surfaces of buildings, porches, patios, garages, grasses, and other areas where these pests have been seen or are found. Do not spray in or near fish ponds or other bodies of water. Avoid soaking young or flowering plants.

(Flies and Mosquitoes: For outdoor use only as an aid in controlling these insects. Spray outside surfaces of screens, doors, window frames, or wherever insects may enter the room. Also spray surfaces around light fixtures, on porches, in garages, and other places where insects alight or congregate.)

(Ants, Ticks (including ticks which may transmit Lyme disease), Crickets, Fleas, and Earwigs: For treatment of infestation of these insects in areas where there are weeds or bushy non-crop areas, spray infested areas thoroughly. When treating for Ticks, give special attention to areas frequented by pets. For Ants, thoroughly wet hills and runaways.)

Building Perimeter Treatment: To help prevent infestations of buildings by Ants, Crickets, Spiders, and Sowbugs (Pillbugs), treat a 12 – 18 inch band of soil or other substrate adjacent to buildings and the building foundation to a height of 2 – 3 feet where these pests are active and may find entrance. Spray around doors and windows to prevent bugs from entering home.

STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage or disposal.

PESTICIDE STORAGE: Store in a cool, dry area. Always store pesticides in the original container. Store away from food and pet food.

PESTICIDE DISPOSAL AND CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container.

If empty: Place in trash or offer for recycling if available.

If partially filled: Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

Optional Marketing Claims

- 24 hour protection never rests
- Always on duty
- Continuous protection
- Economical Do-It-Yourself Pest Control/Trigger Sprayer Included
- Fragrance Free *[note to reviewer: for formulation without fragrance]*
- Guaranteed to work
- Indoor/Outdoor Use
- Keeps bugs out
- Keeps on killing (up to) (12 months) (1 year)*
- Kills Adult, Pre-Adult (larvae) Fleas and their hatching eggs for up to 8 weeks (2 months)
- Kills Ants, Cockroaches, Spiders, Fleas, and Ticks (including ticks which may transmit Lyme disease).
- Kills (Ants & Roaches) (Roaches & Ants)
- Kills (roaches) (ants) at the source
- Kills for up to 12 months (1 year)*
- Kills Home Invading Pests on Contact
- Kills (invading) (most common) (household) pests
- Kills now, Kills later
- Kills the (pests) (insects) you see and those you do not
- Kills on contact
- Micro-encapsulated
- Micro-encapsulation
- Microencapsulation
- Microencapsulation protects the active(s) (ingredients) from the elements
- Micro-encapsulation technology
- Multi-purpose (insect) (pest) (home) treatment
- No (bad) (fumes) (odor)
- (No greasy residue)
- (No Mess)
- No oily residue
- (Non-staining)
- On constant watch
- Original (Scent) *[note to reviewer: for formulation without fragrance]*
- (Pest) (Home) (Surveillance) (Guard) (Duty)
- Prevents (ants) (bugs) (pests) from entering (your home)
- Prevents roaches from entering (your home)
- Protects your home from the inside out
- Quiet Killer™
- Ready-to-Use
- READY-TO-USE INDOORS & OUTDOORS
- Reclaim your home in a fume free way
- Source Control
- Source Kill
- Value for Your Money
- Time Release (formula)

Unscented [note to reviewer: for formulation without fragrance]

(Up to) 12-month (1 year)* protection*

Water based (Formula)

Water-based, Non-staining, No Oily Residue

Won't stain carpets and floors

Works in adverse weather conditions

(Year-long*) (12-month*) protection inside and out

* For German Cockroaches on indoor, unsealed concrete and/or cement surfaces only.

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)**

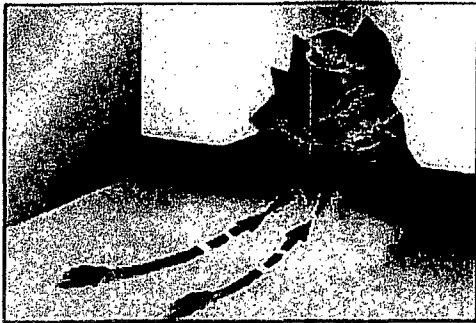
Use inside (in) (cabinets) (closets) (garages) (attics)**

Use under (between) (appliances)**

Use inside (in) cabinets and (or) under (between) appliances**

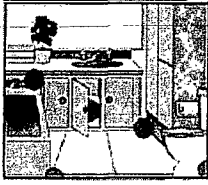
{The following qualifier statement must appear on the same panel and in close proximity to the above claims and pictograms}

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

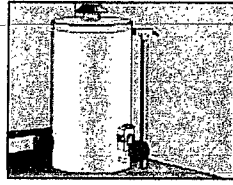


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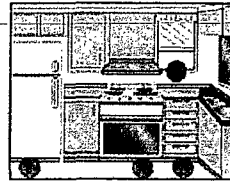
Pictograms:



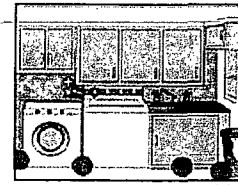
Bathroom



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.