

4091-12

11/24/2010

1 of 8

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

Martha Marrapese  
Agent, Keller & Heckman, LLP  
1001 G Street NW Suite 500 West  
Washington DC 20001

NOV 24 2010

SUBJECT: <sup>1</sup> Mitrol  
Mitrol  
EPA Registration Number: 4091-12  
Application Dated: October 25, 2010  
Receipt Date: October 26, 2010

Dear Ms. Marrapese:

This letter acknowledges receipt of the notification identified above submitted under the provisions of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

**To add marketing claim:**

Mold Blocker creates an invisible barrier to the growths of mold to keep indoor and outdoor surfaces mold free for up to 3 months.

**To make "non-notifications" changes:**

Correction of Zip Code for Company address: 38101

Based on a review of the submitted information, this notification is acceptable. Your proposed marketing claims and correction of Zip Code will be made part of the record for this file.

**General Comments**

Should you have any questions concerning this letter, please contact Emilia Oiguenblik at (703) 347-0109 or Velma Noble at (703) 308-6233.

Sincerely,  
*Velma Noble*  
Velma Noble  
Product Manager (31)  
Regulatory Management Branch I  
Antimicrobials Division (7510P)

CONCURRENCES							
SYMBOL							
SURNAME	<i>E. Oiguenblik</i>						
DATE	<i>Nov 24/2010</i>						

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Please read Instructions on reverse before completing form.

Form Approved. OMB No. 2070-0060. Approval expires 2-28-95



United States  
Environmental Protection Agency  
Washington, DC 20460

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number

### Application for Pesticide - Section I

1. Company/Product Number 4091-12	2. EPA Product Manager Velma Noble	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) <b>Miltrol</b>	PM# Team 31	
5. Name and Address of Applicant (Include ZIP Code) W.M. Barr and Company, Inc. PO Box 1879 Memphis, TN 38101  <input type="checkbox"/> Check if this is a new address	6. <b>Expedited Review.</b> In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to:  EPA Reg. No. _____ Product Name _____	

### Section II

<input type="checkbox"/> Amendment - Explain Below	<input type="checkbox"/> Final printed labels in response to Agency Letter dated _____
<input type="checkbox"/> Resubmission in response to Agency Letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - explain below.

**Explanation:** Use additional page(s) if necessary. (For section I and Section II.)

Notification - New Claim per PR Notice 98-10

Please refer to the attached cover letter for additional information.

Please send all correspondence to Keller & Heckman, LLP, 1001 G Street, NW, Suite 500 West, Washington, DC 20001

### Section III

1. <b>Material This Product Will Be Packaged In:</b>				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal	<input type="checkbox"/> Plastic
				<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
				<input type="checkbox"/> Other (Specify) _____	
* <b>Certification must be submitted.</b>					
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) of Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled				<input type="checkbox"/> Other (_____)	

### Section IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Catherine Rice	Title Scientist, Keller and Heckman, LLP	Telephone No. (Include Area Code) 202-434-4145
<b>Certification</b> I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		5. Date Application Received  (Stamped)
2. Signature 	3. Title Agent, Keller & Heckman, LLP 1001 G Street, NW, Suite 500 West, Washington, DC 20001	
4. Typed Name Martha Marrapese	5. Date 10/26/10	

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1001 G Street, N.W.  
Suite 500 West  
Washington, D.C. 20001  
tel. 202.434.4100  
fax 202.434.4646

Writer's Direct Access  
**Martha Marrapese**  
(202) 434-4123  
marrapese@khlaw.com

October 26, 2010

**Via Messenger**

Document Processing Desk (NOTIF)  
US Environmental Protection Agency  
Room S-4900, One Potomac Yard  
2777 South Crystal Drive  
Arlington, VA 22202-4501

To: Velma Noble (7510P)  
Product Manager 31  
Regulatory Management Branch I

Re: Registrant: W.M. Barr and Company, Inc.  
Product: Miltrol (EPA Reg. No. 4091-12)  
Notification  
- New Claims per PR Notice 98-10

Dear Velma:

On behalf of our client, W.M. Barr and Company, Inc., we are notifying the EPA of a new marketing claim per PR Notice 98-10. We believe that this claim is consistent with the language on the approved label. Specifically this new claim is:

Mold Blocker creates an invisible barrier to the growth of mold to keep indoor and outdoor surfaces mold free for up to 3 months

Comment: This claim is a combination of several approved claims:

1. Creates an invisible barrier to the growth of mold and mildew
2. Protection indoors and out!
3. Reapply every 3 months

In addition to this new claim, W.M. Barr and Company, Inc., is making two additional changes to the label that can be made by "non-notification," per PR-Notice 98-10, IV, Sections D and F. These changes are:

- New cleaning claim: Keeps Surfaces Cleaner Longer
- Corrected Zip Code for Company address: 38101



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MASTER LABEL

OPTIONAL MARKETING LANGUAGE

Now there is a fact, easy and affordable solution to fighting mold and mildew problems. Mold Armor® is the product line dedicated to finding, cleaning, and preventing mold and mildew on the inside and outside of your home. Renew and restore your home's beauty with Mold Armor.

OPTIONAL GENERAL CLAIMS

~~Keeps Surfaces Cleaner Longer~~

- For use in Bathrooms
- For use on Non-Food Contact Kitchen Surfaces
- For use on Linens
- For use on Draperies
- For use on Fabrics
- For use on Apparel
- For use on Carpets
- For use on Bedding
- For use on Upholstery/Furniture
- For use on Roofs
- For use on Air Filter Materials

Prevents Mold and Mildew Stains and Odors  
Evita las manchas y olores de moho y humedad

Prevents

Prevents Mold Growth

Prevents Mold and Mildew Growth and Odors

Water-Based & Odor Free

Creates an invisible barrier to inhibit the growth of mold and mildew

Creates an invisible barrier to the growth of mold and mildew

INVISIBLE BARRIER to the growth of mold and mildew  
BARRERA INVISIBLE contra el desarrollo de  
moho y manchas de humedad

Invisible Mold Barrier

Mold-Blocker creates an invisible barrier to the growth of mold to keep indoor and outdoor surfaces mold free for up to 3 months

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MASTER LABEL

Protection indoors and out!

Indoor & Outdoor Use Plus Fabrics!

3 MONTH

Miltrol provides protection from mold and mildew staining when properly applied. Miltrol establishes a barrier between most household non-porous surfaces and bacteria and mold/mildew that cause odor, staining, and discoloration.

When you clean mold and mildew you can make the clean last longer with [Miltrol] [Mold Armor® Mold Blocker] [DampRid® Mildew & Mold Blocker]. [And, it's guaranteed effective.]

Spray Miltrol on glazed tiles, tub, shower curtains, shower stalls, sinks, wall paper for non-contact surfaces, window sills, cabinets, garbage cans, appliances, and vanity tops weekly to replenish barrier. Use on clothing, bedding, upholstery, and drapes. Great for roofs. Reapply every 3 months.

**PRECAUTIONARY STATEMENTS  
HAZARD TO HUMANS AND DOMESTIC ANIMALS**

**CAUTION:** Harmful if inhaled or absorbed through the skin. Avoid breathing vapors or spray mist. Avoid contact with eyes and skin. Wash with soap and water after handling. Remove contaminated clothing and wash before reuse.

**FIRST AID**

**If on skin:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for further treatment advice.

**If inhaled:** Move person to fresh air. If person is not breathing, call 911, then give artificial respiration preferably mouth-to-mouth if possible. Call a poison control center or doctor for further treatment advice.

**If in eyes:** Hold eye open and rinse slowly and gently with water 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 swallowed:** 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 a poison control center or doctor.

**DIRECTIONS FOR USE:**

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

MASTER LABEL

Bathroom and Non-Food Contact Kitchen Surfaces

Tubs, glazed tiles, vanity tops, shower curtains, shower stalls (areas), sinks, washable walls, wall paper for non-food contact, floors, window sills, cabinets, garbage cans, exteriors of appliances, refrigerator exteriors, fiberglass, Formica, glazed porcelain, synthetic marble, plastic vinyl.

SPRAY: Shake well. Using trigger pump sprayer, spray entire surface area 4"-6" from the surface making sure the surface is completely covered. Let stand until dry or let stand for 3 minutes and wipe dry with clean cloth or sponge. If spotting occurs, wipe with moist cloth or sponge. If necessary, reapply every three months or when odor, staining, and discoloration due to bacteria, mold stains, or mildew stains return.

Linens, Draperies, Fabric and Apparel

Bed sheets, blankets, bedspreads, curtains, draperies (washable only), underwear, socks, intimate apparel, hosiery, throw rugs, toweling, toilet tank covers, shower curtains, shoe insoles, outerwear apparel (jackets, sweaters, sweatshirts, coats, raincoats, overcoats, jerseys, ponchos), and fabrics made out of acetates, acrylics, cotton, fiberglass, linen, Lycra, nylon, orlon, polyester, polyethylene, polypropylene, rayon, silk, spandex, vinyl, and wool.

SPRAY: Clean surface prior to application. Shake well. Using trigger pump sprayer, spray entire surface area 4"-6" from the surface making sure the surface is completely covered. Let stand until dry or let stand for 3 minutes and wipe dry with clean cloth or sponge. If spotting occurs, wipe with moist cloth or sponge. Test for staining and color-fastness of fabric by treating and drying a small concealed area prior to application. If necessary, reapply every three months or when odor, staining, and discoloration due to bacteria, mold stains, or mildew stains return.

Air filters and filter material for furnaces, air conditioners, air purification systems, automobiles, recirculating air handling systems, vacuum cleaner filters, and aquariums.

SPRAY: When treating filters, remove filter from unit. Shake well. Using trigger pump sprayer, spray entire surface area 4"-6" from the surface making sure the surface is completely covered. Let stand until dry. If spotting occurs, wipe with moist cloth or sponge. If necessary, reapply every three months or when odor, staining, and discoloration due to bacteria, mold stains, or mildew stains return.

Carpet

SPRAY: Apply to clean carpet. Shake well. Using trigger pump sprayer, spray entire surface area 4"-6" from the surface making sure the surface is completely covered. For rotary jet extraction cleaners and carpet steamers, add product directly to cleaning tank, then operate the equipment in accordance with manufacturer's instructions. Apply and then let stand until dry. If spotting occurs, wipe with moist cloth or sponge. Test for staining and color-fastness of fabric by treating and drying a small concealed area prior to application. Miltrol treats approximately 200 sq. feet per gallon. When treating coarser

8098

MASTER LABEL

substrates (e.g., wool carpeting), more Miltrol may be required due to absorption. Dry carpet areas and surfaces before re-entry. A fan may be used to assist in drying carpeting. Remove children and pets from treated area until completely dried. If necessary, reapply every three months or when odor, staining, and discoloration due to bacteria, mold stains, or mildew stains return.

Bedding, Upholstery/Furniture

Mattress pad and mattress ticking and upholstery composed of acetates, acrylics, cotton, fiberglass, nylon, polyethylene, polyolefins, polypropylene, rayon, silk, spandex, vinyl, wool, and fiberfill to be used in upholstery, sleeping bags, apparel where the fiber is cotton, natural down, nylon, rayon, or wool.

SPRAY: Clean surface prior to application. Shake well. Using trigger pump sprayer, spray entire surface area 4"-6" from the surface making sure the surface is completely covered. Let stand until dry. If spotting occurs, wipe with moist cloth or sponge. Test for staining and color-fastness of fabric by treating and drying a small concealed area prior to application. When applying to mattress pads and ticking do not soak. Remove children and pets from treated area until completely dried. If necessary, reapply every three months or when odor, staining, and discoloration due to bacteria, mold stains, or mildew stains return.

**STORAGE AND DISPOSAL:** Store in area inaccessible to children. Do not refill the container. Rinse and discard in trash or recycle.

Questions? Comments?

Call [1-800-398-3982] [1-888-326-7743] [1-888-DAMPRID (326-7743)]  
[in U.S.A. only from 8am – 4:30 pm CT Monday through Friday or online]  
[or online at]  
[www.moldarmor.com] [www.damprid.com]

W.M. Barr and Company, Inc.  
[PO Box 1879]  
Memphis, TN 38101  
[An Employee Owned Company]  
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NON-FIFRA RELATED ELEMENT

From the makers of DampRid®

By Miltrol

Waterproof

BATCH CODE: \_\_\_\_\_