

03/14/2013
UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

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MAR 14 2013

OFFICE OF
CHEMICAL SAFETY
AND POLLUTION PREVENTION

Marcia K. Trostle Duke, Ph.D.
S.C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-2236

Subject: Amended Labeling
Raid Flea Killer
EPA Registration Number: 4822-73
Application Dated: February 4, 2013
Decision: 476269

Dear Dr. Duke:

The label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable. A copy of the label has been placed in the file for the subject product.

If you have any questions, please contact Melody Banks on 703 305-5413 or via E-mail @ banks.melody@epa.gov.

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

Sincerely,

Mark Suarez
Insecticide Branch
Product Manager
Registration Division (7504P)

Enclosure: Stamped Copy of Product Label

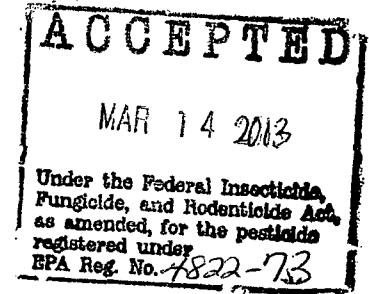
[label 4822-73

- (09/07/2012 – Active product (Jacket) name change in response to audit letter from EPA)
- 02/04/1013 – Fast track amendment – additional marketing language/ remove contains Sodium nitrite statement]

EPA File Name: RAID FLEA KILLER

ACTIVE INGREDIENTS:

Pyrethrins.....	0.140%
Piperonyl butoxide*.....	1.000%
Tetramethrin.....	0.063%
N-octyl bicycloheptene dicarboximide.....	0.980%
OTHER INGREDIENTS.....	97.817%
TOTAL.....	100.000%



*(butylcarbityl)(6-propylpiperonyl)ether and related compounds [note to reviewer: these parenthesis do not indicate optionality.]

Net wt.

KEEP OUT OF REACH OF CHILDREN
CAUTION

(SEE (BACK) (BOTTOM) (ADDITIONAL) (PANEL) (FOR) ADDITIONAL
PRECAUTIONARY STATEMENTS (AND DIRECTIONS) (ON BACK))

(SEE (BACK) (INSIDE) (BOTTOM) (SIDE) PANEL FOR ADDITIONAL
PRECAUTIONARY STATEMENTS (AND COMPLETE USE INSTRUCTIONS))

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DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

SHAKE BEFORE USE. Hold container upright. Point valve away from face and press button. (If used on light or delicate upholstery fabrics, test in an inconspicuous place prior to use.)

[Note to Agency: the following may be used with pictograms.]

(SPRAY RUGS AND UPHOLSTERY)
(SPRAY DOGS (AND CATS))

FLEAS AND TICKS ON SURFACES: Remove soiled pet bedding and clean thoroughly or destroy. Spray sleeping quarters of pets, around baseboards, windows, door frames, wall cracks, and floors. Spray rugs and carpets where flea infestations are bad. Repeat as necessary. Put fresh bedding in pet quarters after spray has dried. For best results, pets should be treated before allowing them to return to treated area. If used on light or delicate (upholstery) fabrics, test in an inconspicuous place prior to use.

Use [THIS PRODCUT NAME] in conjunction with (Raid FLEA KILLER PLUS FOGGER) (Brand name of 4822-229) for particularly heavy flea infestations and for a complete flea and tick protection program.

FLEAS AND TICKS ON PETS: Read entire label before each use. Use only on dogs (and cats). Consult a veterinarian before using this product on debilitated, aged, pregnant, or nursing animals. Certain medications can interact with pesticides. Consult a veterinarian before using on medicated animals. Do not use on dogs (or cats) under 12 weeks. To control fleas (and ticks) on (cats and) dogs; hold can upright about 10-12 inches from pet. Spray to lightly dampen the animal's coat up to the head. For long-haired pets ruffle the coat and spray against the lay of the hair, spraying directly behind the hand so that spray reaches the (pet's) skin. Rub into animal's coat to assure even coverage. Use fingers to rub product around eyes, mouth and ears. Do not spray head, genital-anal area or open wounds. **DO NOT OVER APPLY.** Sensitivities may occur after using ANY pesticide product for pets. If signs of sensitivity occur bathe your pet with mild soap and rinse with large amounts of water. If signs continue, consult a veterinarian immediately
(For best results in controlling tick infestations, spray ticks directly.)

ROACHES, SILVERFISH CRICKETS:

Spray hiding places such as baseboards and pipes, behind bookcases, cabinets and other storage areas hitting as many insects as possible.

STORAGE AND DISPOSAL

STORAGE: Store in a cool, dry area inaccessible to children.

DISPOSAL: Do Not Puncture or Incinerate!

If empty: This container may be recycled in the few but growing number of communities where (steel) aerosol can recycling is available. If recycling is not available, place in trash. If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions. Never place unused product down any indoor or outdoor drain.

PRECAUTIONARY STATEMENTS

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HAZARDS TO HUMANS AND DOMESTIC ANIMALS:

CAUTION: Harmful if absorbed through the skin. Keep out of reach of children. Avoid contact with skin, eyes, and clothing. Do not remain in enclosed areas after use. Wash hands thoroughly with soap and water after handling and after treating pets. Ventilate enclosed areas before returning. Avoid contamination of food and foodstuffs. Cover and turn off fish aquariums. When spraying rooms, rugs and carpets, remove plants, pets, and birds.

FIRST AID

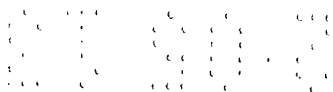
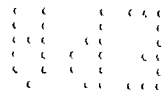
If on skin or clothing: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center, or doctor or going for treatment.

PHYSICAL OR CHEMICAL HAZARDS: Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F. may cause bursting.

Contains no CFCs or other ozone depleting substances. Federal regulations prohibit CFC propellants in aerosols. (symbol)

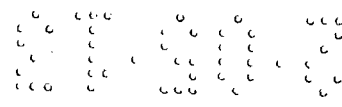
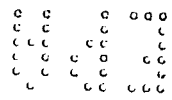
Questions? Comments? Call 800-558-5252 (or write Helen Johnson)
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EPA Reg. No. 4822-73
EPA Est. No. _____



[Optional Marketing Claims]

- ([THIS PRODUCT NAME] is designed for use whenever a flea (bug) infestation(s) occur(s) in your house. (For a complete flea and tick protection program, or for particularly heavy flea infestations, use [THIS PRODUCT NAME] in conjunction with (RAID FLEA KILLER PLUS FOGGER) (Brand name of 4822-229).) (Use [THIS PRODUCT NAME] in conjunction with (Raid Foggers) (RAID FLEA KILLER PLUS FOGGER) (Brand name of 4822-229) (for particularly heavy flea infestations and for a complete flea and tick protection program.))
- (Twist and snap off tab before spraying.) (Picture)
- (READ ENTIRE LABEL BEFORE EACH USE)
- (FOR USE ON DOGS (AND CATS))
- Kills ticks on contact
- Kills (fleas) (and) (ticks) (dead) (on contact)
- Kills adult and pre-adult fleas
- (In (Your) Home) (and) (on) (your) Dog(s) (and) (Cat(s))
- Kills with Pyrethrins
- Non-staining formula
- Clean pleasant scent
- Kills on contact
- Controls flea and tick infestations
- Kills flea and tick infestations
- Contains pyrethrins, a botanical insecticide derived from chrysanthums
- Spray (rug(s)) (and) (upholstery) (picture)
- Spray (dog(s) and (cat)(s) (picture)
- S. C. Johnson
- A Family Company
- A Family Company since 1886. Fisk Johnson
- (Visit Us) (Visit our website at:) [Website may be used]
- Visit [website] to identify your bug and best treatment plan.
- (Peel) (remove) (tear) (outer) (label) (sticker) (coupon) (here) (for complete use directions) (and precautionary statements)
- (Peel) (remove) (tear) (outer) (label) (sticker) (coupon) (here) before use.
- (Stop)(Read) entire label before use.
- Apply this product only as specified.
- Strike(s) ('Em)(Them)(Bug(s))
- Attack(s) ('Em)(Them)(Bug(s))
- Kill(s) ('Em)(Them)(Bug(s))
- (Step) 1



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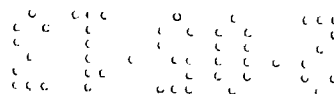
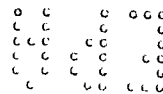
- (Bug)(R-)(1-)(Raid) Strike
- (Bug)(R-)(1-)(Raid) Attack
- (Bug)(R-)(1-)(Raid) Kill

- Kill(s) (by) (on) contact
- Kill(s) (them) now
- Get(s) (Kill(s)) them now
- Kill(s) the first
- Kill(s) the one(s) you see

- Use (this product) ([brand name]) to kill fleas (by) (on) contact – in your home and on your dog.
- Spray areas where dogs sleep and around baseboards, windows, door frames, wall cracks and floors (to kill fleas (and) (or) ticks on contact).
- (This product) ([brand name]) is safe to use on dogs to kill fleas and ticks on contact.
- Read the label to find the right product for your bug problem.

[Non-chemical Control Marketing Claims]

- (Additional) Tips (for) (Non-chemical Control Options):
- (At the time of room and/or pet treatment, wash all pet bedding to remove existing fleas and eggs.)
- (Shampoo pets regularly with an EPA-approved flea shampoo.)
- (Vacuum rugs, carpets and upholstery thoroughly to remove eggs and larvae. Pay particular attention to areas where pets rest. Be sure to empty the vacuum bag and dispose of it properly so those fleas and eggs do not re-infest the room.)



[Note to Agency: Text appearing within parenthesis indicates optional text. Text appearing in brackets indicates note to agency.]

[Optional Segmentation language to be used across the Raid Brand of S.C. Johnson Products: the following language may be used to describe other S.C. Johnson product that can be used.]

[Raid Flea Killer IS A SEGMENT ONE PRODUCT TYPE]

[Segmentation Description:]

Defense System¹: Attack² Control³ Prevent⁴

[Segment 1 Claims:]

Use this product to kill fleas by contact – in your home and on your dog.⁵

[Segment 2 Claims:]

Use a Raid Control Product to Kill bugs at the source⁶

[Segment 3 Claims:]

Use a Raid Prevent Product to Help Keep Bugs Out⁷

[FOOTNOTES]

[FOOTNOTE 1: Options to "Defense System":]

(Raid) (Guided) (Bug) (Control) (Defense) (Solution(s)) (System) (Plan) (Blueprint) (Program) (from Raid)
(Raid) (Guided) (Complete) (Total) (Custom(ized)) (Solution) (System) (Plan) (Blueprint) (Program) for (Bug) Control (from Raid)
(Raid) Bug (Control) Solution: Guided (Game Plan) (System) (Plan) (Blueprint) (Program) (from Raid)
(Raid) Guided Plan of Attack (from Raid)
From Raid
(Raid) Bug University (for you) (from Raid)
(Raid) Guided Support (from Raid)
(Introducing) (the) (Guided) (Bug) (Control) (Defense) (Solution(s)) (System) (Plan) (Blueprint) (Program) (from Raid) (that) helps you work smarter, not harder, to fight bugs

**[FOOTNOTE 2:
Options to "Attack"]**

**[FOOTNOTE 3:
Options to "Control"]**

**[FOOTNOTE 4:
Options to "Prevent"]**

Strike(s) ('Em)(Them)(Bug(s))	Control(s) ('Em)(Them)(Bug(s))	Prevent(s) ('Em)(Them)(Bug(s))
Attack(s) ('Em)(Them)(Bug(s))	Maintain(s) ('Em)(Them)(Bug(s))	Defend(s) ('Em)(Them)(Bug(s))
Kill(s) ('Em)(Them)(Bug(s))	Penetrates(s) ('Em)(Them)(Bug(s))	Protect(s) ('Em)(Them)(Bug(s))
(Step) 1	(Step) 2	Keep(s) killing ('Em)(Them)(Bug(s))
(Bug)(R-)(1-)(Raid) Strike	(Bug)(R-)(2-)(Raid) Control	(Step) 3
(Bug)(R-)(1-)(Raid) Attack	(Bug)(R-)(2-)(Raid) Maintain	(Bug)(R-)(3-)(Raid) Prevent
(Bug)(R-)(1-)(Raid) Kill	(Bug)(R-)(2-)(Raid) Penetrates	(Bug)(R-)(3-)(Raid) Defend
		(Bug)(R-)(3-)(Raid) Protect

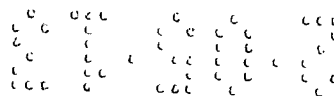
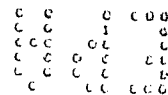
[FOOTNOTE 5: Options to Segment 1 Claims: Any approved marketing claim from this base good label can be used.]

[FOOTNOTE 6: Options to Segment 2 Claims:]

<p>(Use) (a) (Raid) Control(s) ('Em)(Them)(Bug(s)) Maintain(s) ('Em)(Them)(Bug(s)) Penetrate(s) ('Em)(Them)(Bug(s)) (Step) 2 (Bug)(R-)(2-)(Raid) Control (Bug)(R-)(2-)(Raid) Maintain (Bug)(R-)(2-)(Raid) Penetrate [segment two brand name]</p>	<p>(Product(s)) (to) Kill(s) (bugs) (at) the source Kill(s) later Kill(s) the ones you don't see Kill(s) (get) the source</p>
<p>Use [brand name of 4822-273] to kill fleas and ticks in carpets and upholstery. Kills adult fleas and ticks on contact. Kills hatching flea eggs for up to 4 months. Or, for heavy infestations, use [brand name of 4822-229].</p>	
<p>Read the label to find the right product for your bug problem</p>	

[FOOTNOTE 7: Options to Segment 3 Claims:]

<p>(Use) (a) (Raid) Prevent(s) ('Em)(Them)(Bug(s)) Defend(s) ('Em)(Them)(Bug(s)) Protect(s) ('Em)(Them)(Bug(s)) Keep(s) killing ('Em)(Them)(Bug(s)) (Step) 3 (Bug)(R-)(3-)(Raid) Prevent (Bug)(R-)(3-)(Raid) Defend (Bug)(R-)(3-)(Raid) Protect [segment three brand name]</p>	<p>(Product(s)) (to) (Help(s)) keep bugs out Kill(s) (Get) (Keep) them away Kill(s) the rest Kill(s) the ones you won't see Kill(s) (them) (for) long</p>
<p>Use (a Raid Bug Barrier product) ([brand name of 4822-561]) to help keep fleas, ticks, and other listed bugs out of your home.</p>	



[These S.C. Johnson products could be included in this Segmentation. References to other products will only be made when those products have approved master labels with segmentation.]

Segment 1 Products:

4822-38	Raid House and Garden Bug Killer
4822-73	Raid Flea Killer
4822-283	Raid House & Garden Bug Killer Formula 7
4822-284	Raid Formula 5 Flying Insect Killer
4822-447	Raid Ant & Roach 17
4822-473	Raid Ant & Roach Killer 16
4822-518	Raid KDN
4822-562	Raid A&R Killer 25
4822-569	H6A-US
4822-578	H7A-US
4822-580	H7A-US HG
4822-582	AK2C
4822-LOA	Raid Ant & Roach 26

Segment 2 Products:

4822-220	Raid Indoor Fogger Formula IV
4822-229	Raid Fogger Formula V
4822-273	Johnson Wax Raid Flea Killer Plus
4822-278	Raid Formula 278 Insect Killer
4822-400	Raid Max Roach Sterilizer Discs
4822-452	Raid Fogger K
4822-471	Raid Roach Bait IV
4822-472	Raid Max Roach Bait V
4822-529	Raid REK Abamectin Ant Bait
4822-553	RWH 33
4822-581	RWH 34
4822-595	RRG RAM
100-1261-4822	Raid Ant Gel

Segment 3 Products:

4822-447	Raid Ant & Roach 17
4822-473	Raid Ant & Roach Killer 16
4822-518	Raid KDN
4822-561	Bugtron
4822-LOA	Raid Ant & Roach 26
4822-LOT	Peduncle BS

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