

PM 10.

4822-273

1/31/97

1/5

Please read instructions on reverse before completing form.

Form Approved. OMB No. 2070-0060. Approval expires 05-31-98



United States
Environmental Protection Agency
Washington, DC 20460

Registration
 Amendment
 Other notification

OPP Identifier Number
250532

Application for Pesticide - Section I

1. Company/Product Number 4822-273	2. EPA Product Manager R. Keigwin	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Johnson Wax Raid Flea Killer Plus	PM# 10	
5. Name and Address of Applicant (Include ZIP Code) S. C. Johnson & Son, Inc. 1525 Howe St. Racine, WI 53403 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. 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.)

Minor revisions to hang tag.

NOTIFICATION
JAN 31 1997

Section - III

1. Material This Product Will Be Packaged In:					2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input checked="" type="checkbox"/> Metal	
If "Yes" Unit Packaging wgt. No. per container		If "Yes" Package wgt No. per container		<input type="checkbox"/> Plastic	<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 16 oz.		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product		
6. Manner in Which Label is Affixed to Product <input checked="" 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 Stuart McArthur	Title Sr. Registration Specialist	Telephone No. (Include Area Code) (414) 250-2405
2. Signature 		6. Date Application Received (Stamped) 1/22/97 SR
3. Title Sr. Registration Specialist		
4. Typed Name Stuart McArthur		
5. Date 1/10/97		

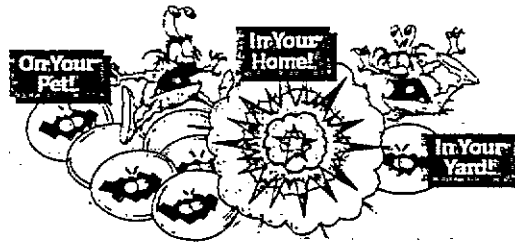
2/1

2.875"

2.875"

OUR SOLUTION

Now kill fleas on your pets in your home and in your yard with the Raid® FLEA KILLER PLUS Line. Treat your pets, home and yard to kill fleas *plus* kill their hatching eggs for up to 4 months.



Kills fleas *plus* their hatching eggs for up to 4 months!

Panel 4

Panel 3

OUTSIDE PANELS

-MG

-MG

INSIDE PANELS

NOTIFICATION
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2.875"

2.875"

Use non-insecticidal Raid® FLEA KILLER PLUS Flea Trap for continuous control at breaking the flea life cycle. It attracts and traps fleas from up to 20 feet away.

Raid® FLEA KILLER PLUS Fogger fills an entire room to kill fleas on contact *plus* their hatching eggs for up to 4 months.

Use Raid® FLEA KILLER PLUS Carpet & Room Spray to kill fleas and their hatching eggs in pet bedding, carpets and furniture for up to 4 months.



Panel 3

Panel 4

Don DeForest Associates
File Completion Date: 10/15/96
DDA Job #: 7024 Raid Flea Killer Plus REVISE
Artist: Kendra Ericson

Booklet for Carpet & Room Product
Trim Size: 17.5625" x 1.5" (flat)
Bleed Size: 17.8125" x 1.75" (flat)
Fold in Half (6 into 1), Letterfold

■ Cyan ■ Yellow ■ Magenta ■ Black ■ Pantone 185 ■ Pantone 267

2.9375"

3"

Manufacturer Coupon | Exp. July 31, 1998

SAVE \$1.00 ON ANY
Raid® FLEA KILLER PLUS Product

FOR YOUR PET-HOME- AND YARD



6377

4650072076

CONSUMER: Limit one coupon per customer. Coupon is not redeemable. Good only in U.S.A. on purchase of any amount of product. The amount required, consisting of a brand, manufacturer or trademark, is printed on the coupon. Please check the label for restrictions. RAIDER, Dark and Light Flea Killers are not eligible for this coupon. See label for restrictions. © 1998 S.C. Johnson & Son, Inc. Coupon Policy: Coupon must be used before 7/31/98. © 1998 S.C. Johnson & Son, Inc. All rights reserved.

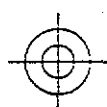
Your Pet is Only Part of the Flea Problem!



Look Inside for Flea Control Tips & Savings from Raid® FLEA KILLER PLUS!

Panel 2

Cover



2.9375"

2.9375"

3 Treat Your Yard

Home flea problems usually start outdoors. The adult flea hops onto your pet or family and is carried into the house. Use Raid® FLEA KILLER PLUS Yard Spray for your yard, especially your pet's favorite spots like under trees, shrubs, or porches. Its concentrated formula lasts up to 4 weeks, even when it rains.



4 Keep Control!

It's an annoying fact of life that no flea treatment can penetrate a flea's protective cocoon. So fleas in their cocoon stage during your initial treatment may survive. Keep a lookout for renewed flea activity in the first two weeks following your initial treatment. Retreat the areas promptly to continue to kill fleas and their hatching eggs for up to 4 months. For more information concerning flea control for your pet, home and yard, call toll free 800-558-5252.



Panel 5

Panel 6

2.9375"

2.9375"

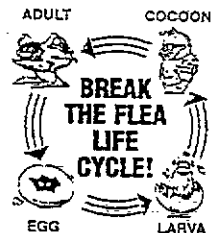
Raid FLEA KILLER PLUS



For Flea Devastation!

YOUR FLEA PROBLEM

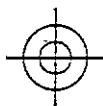
Unless you kill fleas and their hatching eggs everywhere they live, they'll be back. That's because a single flea can lay 400 eggs. And everywhere your pet goes, he spreads those eggs. You have to break the flea life cycle or those hatching eggs will bring back your flea problem in a hurry.



1.5"

Panel 6

Panel 5



3"

2.9375"

1 Treat Your Pets

Simple steps to follow...

For best results, follow label directions.

Fleas prefer to stay on your pets where they can lay up to 400 eggs each. Use Raid® FLEA KILLER PLUS Dog Spray to kill fleas plus kill their hatching eggs for 4 weeks. Raid® FLEA KILLER PLUS Cat Foam can be easily massaged throughout your cat's fur to kill fleas where they hide. Each is specially designed so they won't upset your pets.



2 Treat Your Home

Once fleas hitchhike indoors on pets or clothing, fleas and eggs can spread everywhere.

Use New Raid® FLEA KILLER PLUS Carpet Powder to kill fleas over large carpet areas while freshening the air and eliminating pet odors.

1.5"

Inside Cover

Panel 2



JK

S. C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-2236
Phone: (414) 260-2000

January 10, 1997

Mr. Rick Keigwin
Product Manager 10
U. S. Environmental Protection Agency
Office of Pesticide Programs
Document Processing Desk (Notification)
Room 266A, Crystal Mall 2
1921 Jefferson Davis Highway
Arlington, VA 22202

Dear Mr. Keigwin:

Re: FYI Notification: Revised "Hang Tag" Brochure
"Johnson Wax Raid Flea Killer Plus"; EPA Reg. No. 4822-273

Attached please find three copies of a brochure which will accompany the subject "Flea Killer Plus" product. This reflects minor revisions to the hang tag which was provided to you by notification April 25, 1995. The revisions reflect the addition of a Cat Mousse product and a Flea Trap device to our flea line.

This notification is consistent with the provisions of PR Notice 95-2 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 95-2 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

If you have any questions or if there is any further information you need, please call me at 414-631-2405.

Thank you very much.

Sincerely,

Stuart C. McArthur
Senior Registration Specialist

Attachment