

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

16 MAR 1995

Ms. Geri Vander Leest
SC Johnson Wax
1525 Howe St.
Racine, WI 53403-5011

Dear Ms. Vander Leest:

Subject: Labeling Amendment
Raid Max Roach Baits
EPA Registration No. 4822-355
Your FAX Dated March 10, 1995

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable. A stamped copy is enclosed for your records.

At the next label printing make the following changes:

1. Delete the claim "New Bait Design." The bait station associated with our conditional registration letter dated March 10, 1995 does not qualify as new.
2. Delete "revolutionary" from "...Sulfluramid, a revolutionary ingredient..." Words or phrases implying that a product possesses unique characteristics because of its composition are not acceptable.

Refer to our letters dated March 3 and March 10, 1995 for the conditions of the conditional registration.

Sincerely,

George T. LaRocca
Product Manager 13
Insecticide-Rodenticide Branch
Registration Division (7505C)

enclosure

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							

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- Kills roaches where they breed
- Odorless baits
- Relief from even severe roach problems
- Kills roaches you see, kills roaches you don't see
- Kills roaches continuously for up to three months
- Contains Sulfuramid
- Advanced roach defense system
- New bait design
- With more openings to attract more roaches!
- Guaranteed To Work Or Your Money Back - See Back Panel (Label)
- Guaranteed To Work
- For maximum effectiveness, use all 12 baits at one time and replace every three months.

ACCEPTED
with COMMENTS
in EPA Letter Dated

16 MAR 1995

Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No.

4822-355

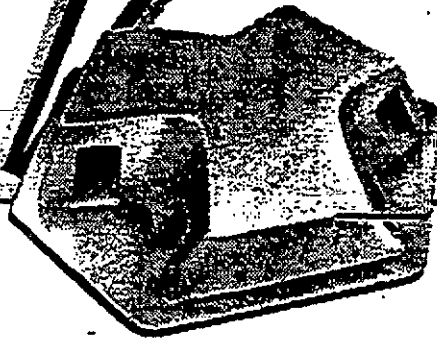
Linco-Alcon Sales & Services

LAGA #: 532D18
 Client: SC Johnson
 Proj Name: bwMax/EPA/Bait
 Invoice: GW/szg
 Date: 9/12/94

Raid. Max Roach Bait

ORIGINAL BAIT DESIGN

Raid. Max



Roach Bait

Kills Roaches for up to 3 Months

CONTAINS 12 CHILD RESISTANT BAITS DO NOT ALLOW CHILDREN OR PETS TO PLAY WITH THE BAITS

ACTIVE INGREDIENT: N-ethyl Perfluorooctanesulfonamide 1.000%
 NET WT. 1 OZ. CAUTION
 INERT INGREDIENTS 99.000%

Raid. Max Roach Bait

Raid. Max Roach Bait