



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

DEC 13 1991

OFFICE OF  
PESTICIDES AND TOXIC  
SUBSTANCES

Ms. Martine Albritton  
Senior Research Scientist  
S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403

Handwritten notes: 305 / 400/385, 300 / 400/644, 17, 38, 300 / 400/645, 38

Dear Ms. Albritton:

Subject: Labeling Submitted 2/21/90, 2/14/91 and 5/16/91  
Raid Max Ant Bait  
EPA Registration No. 4822-356

The labeling submitted 5/16/91 referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act is acceptable subject to the following comments. Note that the brand name for this product is now "Raid Max Ant Bait."

1. Delete the references to crawling bugs on the label including the following phrases from the label.

**KILLS A VARIETY OF CRAWLING BUGS**

(crawling bug)

(Bugs)

(crawling bugs, including

(bugs)

(Bugs enter the station, eat the bait and then go away to die).

2. Replace "...to keep bugs from returning." with "...to keep ants, roaches, and crickets from returning."

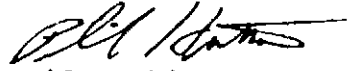
3. Replace "...areas where bugs are numerous.)" with "...areas where ants, roaches, and crickets are numerous.)"

4. Move the statement "DO NOT ALLOW CHILDREN OR PETS TO PLAY WITH THE BAITS." above the signal word "CAUTION."

The entrance of large roaches such as the american cockroach to the bait stations is questionable given the size of the openings. Submit data supporting efficacy claims against large roaches or submit revised labeling restricting the use to certain small roaches, i.e. german, within 6 months of the date of this letter.

Your labeling submissions of 2/21/90 and 2/14/91 have been placed in the subject product's file.

Sincerely,



Phil Hutton  
Product Manager 18  
Insecticide-Rodenticide Branch  
Registration Division (H7505C)

S.C. JOHNSON WAX

Raid Max  
Ant Bait

CONTAINS (4-12) BAIT  
KILLS A VARIETY OF HOUSEHOLD ANTS  
KILLS THE QUEEN  
KILLS THE COLONY  
ODORLESS BAIT DISCS  
COLONY STOP FORMULA  
CONTAINS METASTOP™  
ADVANCED ANT DEFENSE SYSTEM  
KILLS A VARIETY OF CRAWLING BUGS

ACCEPTED  
with CE  
Letter Detail

DEC 13 1991

Dr.  
FBI  
and  
reg.  
on the pesticide  
EPA Reg. No.

Guaranteed To Work Or Money Back - (See Back Panel)

482-356

KILLS ANTS, ROACHES AND CRICKETS

ACTIVE INGREDIENTS:

N-ethyl Perfluorooctanesulfonamide..... 0.5%  
INERT INGREDIENTS:.....99.5%

CAUTION

DO NOT ALLOW CHILDREN OR PETS TO PLAY WITH THE BAIT

CONTAINS (4-12) CHILD RESISTANT BAIT

NET WT. .36 OZ. - 2.0 OZ.

KILLS ANTS, ROACHES AND CRICKETS  
KILLS A VARIETY OF CRAWLING BUGS  
KILLS A VARIETY OF HOUSEHOLD ANTS  
WITH MORE OPENINGS TO ATTRACT MORE ANTS!

RAID MAX ANT BAIT contain Metastop™, a revolutionary formula which provides relief from even tough ant (crawling bug) problems. Ants (Bugs) carry the bait food back to the nest (to kill the queen and destroy the entire colony). ANT BAIT kills a variety of (crawling bugs, including Ants, Roaches and Crickets) (Household Ants, including Black Carpenter Ants, Argentine Ants, Cornfield Ants, Pharaoh Ants and Red Imported Fire Ants). Child resistant ANT BAIT can be placed in kitchens, bathrooms, garages, basements, attics or anywhere you have seen (bugs) (ants); even next to food and dishes. (Bugs enter the station, eat the bait and then go away to die). Attractive beige colored baits blend better on most home surfaces.

**DIRECTIONS FOR HOUSEHOLD USE:**

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

1. Break ANT BAITs apart from the plastic frame.
2. (For best results, place the baits on ant trails or wherever ants are seen.) (For best results, place the baits on the floor along baseboards, in corners, under sinks, in cabinets or close to areas where bugs are numerous.) You can even place Raid Max ANT BAITs on kitchen countertops and next to food and dishes.
3. Use all (four-twelve) baits at one time. (Use additional baits for larger infestations.) (Replace all baits every three months to keep bugs from returning.)

**STORAGE AND DISPOSAL STATEMENTS**

**STORAGE:** Store in a (cool), (dry) area inaccessible to children.  
**DISPOSAL:** Wrap container and put in trash collection.

**Satisfaction Guaranteed:** If Raid Max ANT BAIT does not provide effective (ant) control, return all (4-12) baits in this box for a full refund of purchase price to: **Consumer Resources Dept., S.C. Johnson & Sons, Inc., Racine, WI 53403 U.S.A.**

RAID MAX is a registered trademark of S. C. Johnson & Son, Inc.

EPA Reg. No. 4822-356  
EPA EST. NO.

Questions? Comments? Call Consumer Resources 800-558-5257  
Weekdays 9-5 Eastern Time  
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**Picture**

This is how a (product name) station works.  
(Bugs) (Ants) enter, eat bait, crawl away to die.  
For best results use all (4-12) baits at one time as seen below.

**SIDE PANEL**

Raid Max ANT BAITs kill a variety of crawling bugs.