

4822-400

11/12/2013

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

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WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

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

NOV 12 2013

Subject: Label Amendment to add optional marketing claims.
Raid Max Roach Sterilizer Discs
EPA Reg. No.: 4822-400
Your submission dated February 8, 2013
Decision Number: 475116

Dear Dr. Duke:

The amendment referred to above submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) section 3(c)(5), is acceptable provided that you:

- 1) Submit and/or cite all data required for registration/reregistration of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar products to submit such data.
- 2) Submit two (2) copies of your final printed labeling before you release the product for shipment. Final printed labeling means the label or labeling of the product when distributed or sold. Clearly legible reproductions or photo reductions will be accepted for unusual labels, such as those silk-screened directly onto glass or metal containers or large bags or drum labels.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product bearing the amended labeling constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Should you have any questions, you may contact Mr. Colin Walsh directly at (703) 308-0298 or via email at walsh.colin@epa.gov.

Sincerely,

Linda A. Hollis, Chief
Biochemical Pesticides Branch
Biopesticides and Pollution
Prevention Division (7511P)

CONCURRENCES

SYMBOL	7611P						
SURNAME	Walsh						
DATE	10/29/13						

[Information in brackets is notes to Reviewer]
(Information in parentheses is optional language)

Raid Max Roach Sterilizer Discs

Alternate Brand Names

Raid Plus Egg Stoppers – 07/09/02
House and Yard Line Raid Max Plus Egg Stoppers

ACCEPTED

NOV 12 2013

ACTIVE INGREDIENT:

(S)-Hydroprene.....95%

OTHER INGREDIENTS.....5%

Under the Federal Insecticide, Fungicide,
and Rodenticide Act, as amended, for
the pesticide registered under

EPA Reg. No. 4822 - 400

KEEP OUT OF REACH OF CHILDREN

CAUTION

See (back) (inside) (bottom) (side) panel for additional precautionary statements (and complete use instructions)

Contains (number) (name) (units) (stations) (discs)

Net Contents _____

DIRECTIONS FOR USE

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

1. Do not activate (disc) (name) (station) (unit) until ready to use. To activate, press down firmly on the pouch on the side of the (name) (disc) until a snapping sound is heard, indicating that the small capsule inside has been opened. NOTE: Do not activate until immediately before placement in room to be treated.
2. Place one (name) (station) (unit) (device) every 75 sq. ft. (e.g. 2 (name) (stations) (units) (devices) per average size kitchen). Placement under the sink and under the refrigerator is recommended or in other areas of high roach activity. Place 1 unit in the bathroom if roaches are frequently seen there. Do not place (name) (stations) (units) (discs) on food contact surfaces or in storage areas for dishes, utensils, or food. Do not place in areas accessible to children.
3. Replace all (name) (stations) (discs) (units) every 3 months for continued effectiveness (roach control) (performance).

STORAGE AND DISPOSAL

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

Disposal: Before disposal, use the product up according to the label. Do not reuse this container.

If empty: Place in trash or offer for recycling if available. 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

HAZARD TO HUMANS-CAUTION: Contact with material inside the (name) (unit(s)) (station(s)) (disc(s)) can cause moderate eye irritation. Avoid contact with eyes or clothing. Prolonged or frequently repeated contact may cause allergic reactions in some individuals. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

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[Information in brackets is notes to Reviewer]
(Information in parentheses is optional language)

FIRST AID

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 eye.

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.

Questions? Comments? Call 800-558-5252 (weekdays, 9-9 Eastern Time) or write Helen Johnson,

Sold by: © 2013 S.C. Johnson & Son, Inc., Racine, WI 53403-2236 USA.

Contains zIGRon™ Insect Growth Regulator -a registered trademark of Sandoz Ltd.

U.S. Patent(s) #

(Other patent(s) pending))

SATISFACTION GUARANTEED: If (name) does not provide effective roach control, call toll free 800-558-5252 weekdays 9:00 a.m. to 9:00 p.m. Eastern Time to arrange for a full refund.

EPA Reg. No. 4822-400

EPA Est. No.

[website may be used]

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[Information in brackets is notes to Reviewer]
(Information in parentheses is optional language)

[STATION LABEL]

Raid Max Roach Sterilizer Discs

KEEP OUT OF REACH OF CHILDREN
CAUTION

See (outer package) (back) (inside) (bottom) (side) (panel) (for additional precautionary statements) (and complete use instructions) (for complete directions and precautionary statements)

ACTIVE INGREDIENT:

(S)-Hydroprene.....95%

OTHER INGREDIENTS.....5%

Questions? Comments? Call 800-558-5252 (weekdays, 9-9 Eastern Time) or write Helen Johnson,
Sold by: © 2013 S.C. Johnson & Son, Inc., Racine, WI 53403-2236 USA.

EPA Reg. No. 4822-400

EPA Est. No.

Net Contents:

(This Side Down)

(Date __/__/__)

Replace 3 months after placement.

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[Information in brackets is notes to Reviewer]
(Information in parentheses is optional language)

[Optional Marketing Claims]

- Raid Max Roach Sterilizer
- with Insect Growth Regulator
- Advanced Roach Defense System
- Odorless vapor penetrates to where bugs live.
- Odorless vapor penetrates to where bugs hide.
- Use with any (small) baits
- 3 sterilizers
- Sterilizes roaches that don't eat the bait.
- Affects (sterilizes) roaches without direct contact with the sterilizer disc (station) (unit)
- Sterilizes roaches
- Sterilizes roaches on contact
- Sterilizes roaches that come near the disc (station) (unit)
- Assures distribution (penetrates) to areas where roaches hide
- Sterilizes roaches where they hide and breed
- Works like no ordinary insecticide by preventing roach reproduction
- The most advanced RAID roach control system (currently) available
- Does what no other roach control system can
- Effectively controls roach populations by preventing reproduction
- Prevents rebound of roach populations
- Effectively stops roach population rebound
- Breaks the roach life cycle
- Unique egg stop system
- Inhibits roaches' natural ability to reproduce
- Reduces roach populations
- No need to vacate premises (leave) during or after treatment
- Easy to use No clean-up necessary No sticky mess
- No (unpleasant) (insecticide) odor
- Continuous protection for 3 months (90 days) (12 weeks)
- Removes roaches' natural ability to reproduce
- Interrupts the life cycle of the roach
- Prevents roach reproduction
- (Visual) To activate (name), press firmly on pouch until snapping sound is heard. (Roaches that come near the (name) (unit) (disc) (station)s odorless vapor(s) become unable to reproduce.)
- (Visual) Place under sink, under refrigerator, and in other areas of high roach activity.
- A family company since 1886- Fisk Johnson
- Instructions in Spanish inside the box.
- The Raid online reminder will help you remember to replace (baits) (and) (sterilizers) (egg stoppers), which is key to controlling the problem.
- Sign up for a reminder (to replace sterilizers)(to replace egg stoppers) at [website]
- Sign up for a reminder (to replace sterilizers)(to replace egg stoppers) via Raid's [name] smartphone application
- The (sterilizers) (egg stoppers) are designed to fit under appliances and under sinks.
- Guaranteed to work (or your money back) (see back panel)

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[Information in brackets is notes to Reviewer]
(Information in parentheses is optional language)

- Roaches are (difficult) (tough) to control because they reproduce so (rapidly) (quickly)... one roach can lay 40 eggs at a time. (Name) (units) (discs) (stations) stop roaches from reproducing to break the roach life cycle. (One to two weeks after application, you will begin to see roaches with crinkled (twisted) wings, showing the initial effects of the (name) (units) (discs) (stations)). (The roaches with twisted or crinkled wings cannot reproduce.) (Because immature roaches are prevented from developing into reproductive adults, this product effectively breaks the life cycle.) Roaches do not have to come into direct contact with the (name) (station) (unit) (disc) to become affected--its (unique) (odorless) (vapor system) (vapor) affects roaches where they hide.
- Read entire label before use.
- Apply this product only as specified.
- Visit [website] to identify your bug and best treatment plan.
- Use this product ([brand name]) in corners, along walls, near entry points and (behind) (under) appliances to control (roaches)(foraging roaches) and (the hidden nest) (others in the nest).
- Use this product ([brand name]) under sinks and appliances to stop roaches from reproducing.
- This product ([brand name]) sterilizes roaches, preventing reproduction.
- Replace this product.([brand name]) every 3 months for ongoing roach control.
- Use this product ([brand name]) to kill hidden bugs at the source.
- For maximum effectiveness, place all (units) (sterilizers) at the same time.

[Optional Packaging Related Claims]

- Peel (remove) (tear) (outer) label (sticker) (coupon) (here) for complete use directions
- 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
- (Additional) Tips (Non-chemical Control Options): [one or more to be chosen from the following list]
 - Remove food spills and exposed food.
 - Store food in sealed containers.
 - Avoid leaving (accumulating) dirty dishes in sinks.
 - Keep food out of bedrooms and living rooms.
 - Do not store items like firewood near the home, which provides areas for outdoor roaches to live and breed.
 - Caulk cracks and crevices or any points where roaches enter or escape into walls, including entry points from outside or neighboring units.

- [NOTE TO REVIEWER: When used in combination with EPA registered roach baits, the following claims may be used:]
 - When used with (brand name) Roach Baits, it's a Unique 2-way (dual) approach to roach control--killing action (of the baits) plus control of roach reproduction (with the (name) (discs) (station))
 - When used with (brand name) Roach Baits, it's dual action roach control: Killing action plus sterilization
 - When used with (brand name) Roach Baits, it's 2-way roach control
 - When used with (brand name) Roach Baits, it kills and sterilizes
 - When used with (brand name) Roach Baits, it's the 1-2 punch for long lasting control
 - Sterilizes roaches that don't eat the (brand name) roach bait (name) (disc) (station) (unit) prevent(s) survivors of the (brand name) roach bait from reinfesting your home.
 - Sterilizes roaches that don't visit the (brand name) bait station
 - Effectively controls roaches that come to the (brand name) bait station, and the ones that don't
 - The (name) (station) (unit) (device) controls cockroach populations over time. When used with (brand name) Baits, which deliver fast killing results, (its 2-way roach control) (its the 1-2 punch for (effective) (long lasting) roach control).
 - Use Raid [brand name] Roach Baits in corners, along walls, near entry points and under appliances to kill roaches where they hide. For maximum effectiveness, place all baits at the same time.
 - Use Raid (Egg Stoppers)(Sterilizer Discs) under sinks and appliances to sterilize roaches and prevent reproduction.
 - Avoid placing baits (or Egg Stoppers)(or Sterilizer Discs) directly on top of surfaces treated with a Raid spray product.
 - Keeps killing roaches for up to 3 months. Make sure you replace all baits and (Egg Stoppers)(Sterilizer Discs) every 3 months for ongoing roach control. Replace more frequently for heavy infestations.
 - Roach baits kill adult roaches where they hide. The (Egg Stoppers)(Sterilizer Discs) sterilize the roaches that don't eat the bait, preventing reproduction.

Raid Defense System (Defense System)

Attack(s) Bugs*

Control(s) Bugs[†]

Prevent(s) Bugs[‡]

Raid Defense System (Raid Guided Support) helps you work smarter, not harder, to fight bugs. Visit raidkillsbugs.com to identify your bug and best treatment plan.

Use this product to:

Control Bugs

Kill bugs at the source (Kill the bugs you don't see)

[†] Use (this product) under sinks and appliances to sterilize roaches and prevent reproduction. Avoid placing directly on top of surfaces treated with a Raid spray product.

Use other Raid products to:

Attack Bugs

Kill bugs on contact (Kill the bugs you see)

* Use a Raid Ant & Roach Killer or Raid MAX Roach Killer spray product to kill roaches on contact.

Read the label to find the right product for your bug problem.

Prevent Bugs

Help keep bugs out (Keep bugs out)

[‡] Use a Raid MAX Bug Barrier product to (help) keep German roaches out (of your home) for up to 12 months.

Read the label to find the right product for your bug problem.