

4822-472

10-26-2010

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

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

OCT 26 2010

Stuart McArthur
S.C. Johnson & Son, Inc.
1525 Howe St.
Racine, WI 53403

Subject: Notification of a minor label update [adding parentheses around certain words in the marketing claims] (Raid Max Roach Bait V, EPA Reg. # 4822-472).

Dear Mr. McArthur:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated 10/8/2010 for the product Raid Max Roach Bait V (EPA Reg. # 4822-472). The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action(s) requested fall within the scope of PRN 98-10. The Confidential Statement of Formula (CSF) and/or label submitted with the application has (have) been stamped "Notification" and will be placed in our records.

If you have any questions, please call me directly at 703-347-0156 or urbanski.jennifer@epa.gov.

Sincerely,

Jennifer Urbanski
Registration Division (7505P)
Office of Pesticide Programs

(With) two foods (ants) (roaches) (waterbugs) (palmetto bugs) (eat), to kill the (queen and) (colony) (ants) (for up to three months).

(Contains Abamectin, that) keeps killing (ants) (roaches) (waterbugs) (palmetto bugs) continuously for up to three months.

(4) (8) (12) pack

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

Guaranteed To Work

Two Different (Baits) (Foods) Instead of One

Dual (Bait) (Food) Technology

No (Harsh) Chemical (Smell) (Odor)

One-Two Punch to (Kill) (Control) Roaches

Kills Large and Small Roaches

Contains peanuts or peanut by-products.

Kills the Colony and Keeps (on) Killing for (up to) 3 Months

Destroys the Entire Colony

1. Ants crawl in to eat. 2. Crawl away to die.

Kills (ants) (roaches) (bugs) dead

ACTIVE INGREDIENT:

Avermectin B₁ 0.05%

OTHER INGREDIENTS:..... 99.95%

DO NOT ALLOW CHILDREN OR PETS TO PLAY WITH THE BAITS

CAUTION

See additional precautionary statements on back

CONTAINS # (Child Resistant) BAITS

NET WT. # OZ.

{Product Name} contain(s) Abamectin, an ingredient that keeps killing roaches (and)(ants) (palmetto bugs) (waterbugs) nonstop. {Product Name} are so advanced they kill roaches (and)(ants) (palmetto bugs) (waterbugs) where they breed, helping to rid your home of roaches (and)(ants) (palmetto bugs) (waterbugs) for up to three months. {Product Name} may be placed anywhere you've seen roaches (and)(ants) (palmetto bugs) (waterbugs), even in cabinets. Raid Max Roach Bait(s) V are guaranteed to work for even severe bug infestations.

For Household Use – (in) closets, basements, attics, recreation rooms, living areas, kitchens, bathrooms, dining rooms, pantries, food storage shelving, waste receptacles, etc.

(Ants) (Roaches) (Waterbugs) (Palmetto Bugs) are attracted to the bait in [Product Name]. The food is carried back to the nest to (sterilize) (the queen and) (destroy) the entire colony

(Ants) (Roaches) (Waterbugs) (Palmetto Bugs) will begin to feed – population reduction and less activity can be expected in about a week.

Do not use residual sprays on or near (baits) (bait stations) [Product Name.]

{Product Name} (Baits) (Bait Stations) are (packed) in Child Resistant containers

For maximum effectiveness, use all (#) baits at one time and replace every three months.

[Product Name] (Baits) (Bait Stations) are designed to be visually inspected with a flashlight. This allows for monitoring and timely replacement.

For maximum effectiveness, (replace baits before they are)(do not allow baits to be) completely consumed.

This is how [Product Name] works

1. [Product Name] fit snugly in corners and along paths commonly traveled by roaches (and)(ants) (palmetto bugs) (waterbugs).
2. Roaches (and)(ants) (palmetto bugs) (waterbugs) are attracted to the bait to feed.
3. Roaches (and)(ants) (palmetto bugs) (waterbugs) eat the bait and return to nesting area to die.
4. Bait carried back to the nest continues to kill other roaches (and)(ants) (palmetto bugs) (waterbugs).

For best results use all (#) baits at one time as shown

[Note to reviewer: Graphics may be included to aid consumer understanding.]

ALTERNATE DIRECTIONS FOR USE (Ants)

DIRECTIONS FOR HOUSEHOLD USE

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

1. (Break apart) (Separate) (baits) (bait stations) [Product Name] (from the plastic frame) (before placement).
2. Place (baits) (bait stations) [Product Name] by ant trails or close to areas where ants are present. Do not place (baits) (bait stations) [Product Name] on food preparation surfaces when food is being handled or on utensils that are used for food preparation.)

NOTE TO REVIEWER: May also include advisory statements (see preceding page) relative to placement of all baits, and replacement prior to complete consumption to augment use directions.

DIRECTIONS FOR HOUSEHOLD USE:

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

For thorough roach (and)(ant) (palmetto bug) (waterbug) control, use all (#) baits at one time. To keep roaches (and)(ants) (palmetto bugs) (waterbugs) from returning, replace all baits every three months.

1. (Break apart) (Separate) (baits) (bait stations) [Product Name] (from the plastic frame) (before placement).
2. [Note to Reviewer: (a) is for a 12- or 18-count package, (b) and (c) are for the 4-count and 8-count sizes respectively, and (d) has more specific placement instructions, but without specific numbers.]
 - (a) For thorough roach (and)(ant) (palmetto bug) (waterbug) control, all (#) baits must be used at one time. Place 10 baits in the kitchen and 2 in each bathroom. For LARGER KITCHENS or PARTICULARLY HEAVY INFESTATIONS, we strongly recommend using additional baits and placing at least 12-15 baits in the kitchen and 2-4 in each bathroom. If you see roaches (and)(ants) (palmetto bugs) (waterbugs) in other areas, such as the bedroom or utility room, use 2-4 additional baits.
 - (b) For thorough roach (and)(ant) (palmetto bug) (waterbug) control, all (#, 4) baits must be used at one time. For larger kitchens or particularly heavy infestations, we strongly recommend using additional baits.
 - (c) For thorough roach (and)(ant) (palmetto bug) (waterbug) control, all (#, 8) baits must be used at one time. For larger kitchens or particularly heavy infestations, we strongly recommend using additional baits.
 - (d) For thorough roach (and)(ant) (palmetto bug) (waterbug) control, all (#) baits must be used at one time. For larger kitchens or particularly heavy infestations, we strongly recommend using (#?) additional baits in the kitchen and bathroom. If you see roaches (and)(ants) (palmetto bugs) (waterbugs) in other areas, such as the bedroom or utility room, use (#?) additional baits in these areas also.
 - (e) For thorough roach (and)(ant)(palmetto bug)(waterbug) control, all (#) baits must be used at one time. Place one of each of the two different bait(s) (food) (type)(s) together in the same area at one time. (The (two) different (bait(s))(food) types can be distinguished by (their color.) (and) (the color of the label on the bottom of the bait station.)(The marking on the top of the bait station.)(You can tell (one bait from the other) (the baits apart) by (the color of the baits.) (the color of the label on the bottom of the bait station)(and)(the marking on the top of the bait station.)

- 3. For best results, place the baits next to the wall along baseboards, in corners, under sinks, in cabinets and near plumbing fixtures. You can even place [Product Name] baits in cabinets. Do not contaminate feed or food products or food preparation surfaces, dishes, kitchen utensils and food containers.
- 4. Baits work best on horizontal surfaces touching corners and walls. [NOTE TO REVIEWER: The following underlined sentence may or may not be used, as appropriate. If you apply a bait on a vertical surface, use the enclosed stickers. You will not find it necessary to use stickers for all (#) baits.]
- 5. Roaches (and)(ants) (palmetto bugs) (waterbugs) will begin eating the bait immediately and you should expect to see fewer roaches (and)(ants) (palmetto bugs) (waterbugs) within days.
- 6. Replace ALL baits every three months to keep roaches (and)(ants) (palmetto bugs) (waterbugs) from returning. (Use the 3 month reminder (enclosed, on your calendar or refrigerator to remember) (on the baits to indicate) the date of replacement).

STORAGE AND DISPOSAL

STORAGE: Store in a cool, dry area inaccessible to children. Do not store above 130°F.
DISPOSAL: If empty: Do not reuse the bait station. Place in the trash or offer for recycling if available. If partially filled: Call your local solid waste agency or call 1-800-529-3394 for disposal instructions. Never place unused product down any indoor or outdoor drain.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Harmful if absorbed through skin. Causes moderate eye irritation. Avoid contact with eyes, skin, or clothing. Wash thoroughly with soap and water after handling.

FIRST AID

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

SATISFACTION GUARANTEED:

If [Product Name] do not provide effective roach (and)(ant) (palmetto bug) (waterbug) 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. Questions? Comments? Call 800-558-5252 (Weekdays 9-9 Eastern Time) or Write Helen Johnson. Sold By © 1994 S. C. Johnson & Son, Inc., Racine, WI 53403-2236 U.S.A. All Rights Reserved.

EPA Reg. No. 4822-472
 EPA Est. No.

On inner plastic wrap:

Freshness seal
Sealed for freshness

Individual Bait Station label (A):

[Product Name]

Do not allow children or pets to play with the baits.

CAUTION

See (container) (box) (outer package) for additional precautionary statements and complete Directions

ACTIVE INGREDIENT:

Avermectin B₁ 0.05%

OTHER INGREDIENTS:..... 99.95%

Net wt. # oz.

This side down

Questions? Comments? Call 800-558-5252 (weekdays 9-9 Eastern Time) or Write Helen Johnson Sold By © 1994 S. C. Johnson & Son, Inc. Racine, WI 53403-2236 U.S.A.

EPA Reg. No. 4822-472

EPA Est. No.

3 Month Reminder Sticker:

3 Month Reminder (name)

Replace all (#) [Product Name] (Bait(s)) 3 months after placement to keep (roaches) (and)(ants) (palmetto bugs) (waterbugs) from returning.

Peel off label and place in a convenient location, like your calendar or your refrigerator, etc.

Kills (roaches) (and)(ants) (palmetto bugs) (waterbugs) where they breed for three months
Advanced (roach) (and)(ant) (palmetto bug) (waterbug) defense system

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Time to replace
Raid Max Roach Bait(s) V
(3 months after placement)

Date: ____/____/____

Individual Bait Station label (B) to be used in place of both Station Label (A) and 3 month reminder sticker:

[Product Name]

Do not allow children or pets to play with the baits.

CAUTION

See (container) (box) (outer package) for additional precautionary statements and complete Directions

ACTIVE INGREDIENT:

Avermectin B₁ 0.05%

OTHER INGREDIENTS:..... 99.95%

Net wt. # oz.

This side down

Questions? Comments? Call 800-558-5252 (weekdays 9-9 Eastern Time) or Write Helen Johnson
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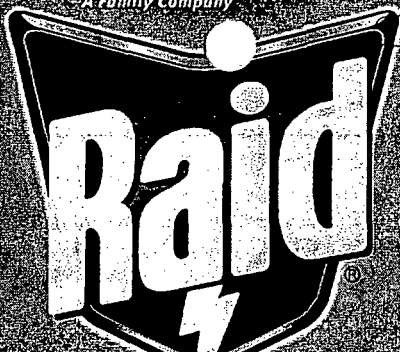
Date: ____/____/____

Replace 3 months after placement

EPA Reg. No. 4822-472

EPA Est. No.

A Family Company



Double Control Ant Baits

Cebos Para Hormigas
Doble Control

28 OZ (7.93 g)

Relief From Severe Ant Problems

Obtenga Alivio de las Infestaciones Severas de Hormigas

2 foods to KILL the ants

2 Alimentos Para Matar Hormigas



4 Child Resistant Baits

Cebos a Prueba de Niños

NO PERMITA QUE LOS NIÑOS Y LAS MASCOTAS JUEGUEN CON LOS CEBOS

DO NOT ALLOW CHILDREN OR PETS TO PLAY WITH THE BAITS

PRECAUCIÓN:

CAUTION:

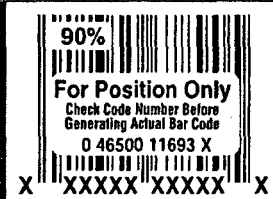
CONTIENE PRODUCTOS QUÍMICOS QUE PUEDEN SER DAÑINOS PARA LOS NIÑOS Y LAS MASCOTAS

SEE ADDITIONAL PRECAUTIONARY STATEMENTS ON BACK. Contains peanuts or peanut by-products.



www.killsbugsdead.com™

Questions? Comments? Call 800-558-5252 or write Helen Johnson, Sold by: ©2010 S.C. Johnson & Son, Inc., Racine, WI 53403-2236 U.S.A. All Rights Reserved. EPA Reg. No. 4822-472 EPA Est. No. 56207-WI-002 U.S. Pat. D544,064 742202



DIRECTIONS FOR HOUSEHOLD USE
It is a violation of Federal law to use this product in a manner inconsistent with its labeling.
For maximum effectiveness, use all baits at one time and replace every three months.
1. Separate baits before placement.
2. For thorough ant control, all four baits must be used at one time. For LARGER KITCHENS OR PARTICULARLY HEAVY INFESTATIONS, we strongly recommend using additional baits.
3. For best results, place the baits next to the wall along baseboards, in corners, under sinks, in cabinets and near plumbing fixtures. You can even place baits in cabinets. Do not contaminate food or food products or food preparation surfaces, dishes, kitchen utensils and food containers.
4. Baits work best on non-rat and non-mouse surfaces touching corners and walls.
5. Baits will begin eating the bait immediately and you should expect to see fewer ants within days.
6. Replace all baits every three months to keep ants from returning.
STORAGE AND DISPOSAL
Store in a cool, dry area inaccessible to children. Do not store above 130°F. **DISPOSAL:** If empty, do not reuse the bait station. Place in the trash or other recycling if available. If partially filled, call your local solid waste agency or call 800-529-3394 for disposal instructions. Never place unused product down any drain or into a sink.

PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS AND DOMESTIC ANIMALS
CAUTION: Harmful if absorbed through skin. Causes moderate eye irritation. Avoid contact with eyes, skin, or clothing. Wash thoroughly with soap and water after handling.
FIRST AID
Call a poison control center or doctor for treatment advice. **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. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

- For Household Use:**
- RECREATION ROOMS
 - ATTICS
 - BASEMENTS
 - CLOSETS
 - LIVING AREAS
 - BATHROOMS
 - DINING ROOMS
 - PANTRIES
 - FOOD STORAGE SHELVING
 - WASTE RECEPTACLES
 - ETC.

INSTRUCCIONES EN ESPAÑOL DE LA GAMA

Ants are attracted to the bait in Raid® Double Control Ant Baits. The food is carried back to the nest... TO DESTROY THE ENTIRE COLONY.

1. Raid® Double Control Ant Baits fit snugly in corners and along paths commonly traveled by ants.
2. Ants are attracted to the bait to feed.
3. Ants eat the bait and return to nesting area to die.
4. Bait carried back to the nest continues to kill other ants.