

4822-472

04/12/2013

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

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Dan Hollas
S.C. Johnson & Son, Inc.
1525 Howe St. MS 149
Racine, WI 53403-2236

APR 12 2013

Subject: Amendment to add 2 new bait stations with CRP testing and Alternate Brand Names
Product Name: Raid Max Roach Bait V
EPA Registration No. 4822-472
Submission Date: November 19, 2012
Decision Number: # 472088
LR Submission Date: April 11, 2013
LR Decision Number # 477640

Dear Dan Hollas:

The labeling referred to above, submitted under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable. Submit two copies of your final printed labeling before you release the product for shipment. A stamped copy is enclosed for your records. If you have any questions, please contact me at (703) 347-0263 or rogala.jessica@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "John Hebert", written over a large, stylized circular flourish.

John Hebert
Product Manager 07
Insecticide-Rodenticide Branch
Registration Division (7505P)

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(Note to Agency: Text appearing parenthesis is to optional text. Text appearing in brackets is information for the Agency Reviewer.)

Raid Max Roach Bait V

ACTIVE INGREDIENT:

Avermectin B₁ 0.05%

OTHER INGREDIENTS:..... 99.95%

**DO NOT ALLOW CHILDREN OR PETS TO PLAY WITH THE BAITS
CAUTION**

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

(See additional precautionary statements on (back) (side) (inside))

(Please see (leaflet) (insert) for (full) (additional) directions for use.)
(Apply this product only as specified.)

(STOP) READ ENTIRE LABEL BEFORE USE.

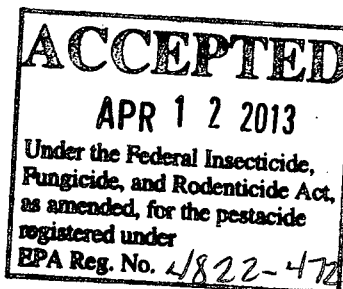
(For) Full product label (see) (inside) (insert) (peel) (open) (here))

((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)

(CONTAINS # (Child Resistant) BAITS)

NET WT. # OZ.



(Note to Agency: Text appearing parenthesis is to optional text. Text appearing in brackets is information for the Agency Reviewer.)

DIRECTIONS FOR HOUSEHOLD USE:

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

(Product Type List:) [ONE OF THE FOLLOWING DESCRIPTIONS WILL BE INSERTED ANY TIME "PRODUCT TYPE" LIST IS MENTIONED.]

- Bait(s)
- (bait) station(s)
- (bait) unit(s)

(For) (Maximum effectiveness) (thorough) (roach) (and) (ant) (palmetto bug) (waterbug) (control) use all (4) (8) (12) (#) [insert name from "product Type" list on page 2] at one time. (To keep (roaches) (and) (ants) (palmetto bugs) (waterbugs) from returning,) (and) replace all (bait)(s) (station)(s) (unit)(s) every three months)

[BAIT STATIONS NOT CONNECTED TO A PLASTIC FRAME.]

TO KILL (/CONTROL) ANTS:

1. Open plastic wrap and remove [insert name from "product Type" list on page 2]
2. Place (RAID MAX ROACH BAIT V) [insert term from "Product Type" list on page 2] near ant trails (and) (or) where (you see) (You've seen) ants.
3. Do not place [insert term from "Product Type" list on page 2] [Product Name] on food preparation surfaces when food is being handled.
4. (Optional: To secure (the [insert term from "Product Type" list on page 2] (in place), (remove) (peel) (off) (the) (clear) (colored) (strip) (tab) (dot) on the (back) (bottom) (under) (window) (side) (base) of the [insert term from "Product Type" list on page 2] (and) Place (with) (clear) (bottom) (window) (side) (base) down (and) (apply (light) pressure. (and press) *)
 *(applies to) (Not intended for use on wallpaper or unfinished wood. For other surfaces test in an inconspicuous area first.)
5. The ant (food) (bait) becomes stale (every) (after) (three) (3) months). Replace ALL [insert term from "Product Type" list on page 2] ((every) (after) (three) (3) months,) (even if (brown) (bait) (ant) (food) is visible))

(Note to Agency: Text appearing parenthesis is to optional text. Text appearing in brackets is information for the Agency Reviewer.)

[ALTERNATE VERSION - ANTS]

- 1) Open plastic wrap and remove [insert term from "Product Type" list on page 2]
- 2) Place [insert term from "Product Type" list on page 2] near ant trails (and) (or) where (you see) (you've seen) ants.
- 3) (For best results,) place (the) [insert term from "Product Type" list on page 2] [*Note to agency: the following list may be used in any order, and may be proceeded by near or next to*] (Near) (next to) (walls) (along) (baseboards) (in corners) (under sinks) (in cabinets) (cabinets) (and) (or) (plumbing fixtures) (/) (water sources) (including) (like) (sinks) (toilets) (faucets) (pipes) (behind) (and) (under) (refrigerator)(s) (appliances) (and) (close to) (sinks and toilets).
- 4) Do not place [insert term from "Product Type" list on page 2] [Product Name] on food preparation surfaces when food is being handled.
- 5) (Optional: To secure (the) Raid) (bait)(s) (Station)(s) (unit)(s) (in place), (remove) (peel) (off) (the) (clear) (colored) (strip) (tab) (dot) on the (back) (bottom) (under) (*window*) (side) (base) of the station. Place (with) (clear) (bottom) (window) (side) (base) down (and) (apply (light) pressure. (and press) *)
*(applies to) (Not intended for use on wallpaper or unfinished wood. For other surfaces test in an inconspicuous area first.)
- 6) (Ants will begin eating the bait.) (You should) (expect to see fewer ants within days.)
- 7) The ant (food) (bait) becomes stale (every) (after) (three) (3) months. Replace ALL [insert term from "Product Type" list on page 2] ((every) (after) (three) (3) months,) (even if (brown) (bait) (ant) (food) is visible))
- 8) (Optional - To sign-up for the free Raid (Bait)(s) (Station)(s) (Unit)(s) reminder (service,)) (Visit) [web address] (for a free reminder) (to be reminded) (to receive a(n) (email) (text message) (postcard) (or) (phone call)) (when (it is time to replace your baits) ((3)(three) months have passed))
- 9) (For maximum effectiveness, (replace [insert term from "Product Type" list on page 2] before they are) (do not allow all the (bait) (ant) (food) to be) completely eaten.)

(Note to Agency: Text appearing parenthesis is to optional text. Text appearing in brackets is information for the Agency Reviewer.)

TO KILL (/CONTROL) (COCK)ROACHES (Palmetto Bugs) (Waterbugs):

1. Open plastic wrap and remove [insert term from "Product Type" list on page 2]
2. Place the [insert term from "Product Type" list on page 2] (tight) (in (the) corner(s) (next to walls) (and) (along baseboards) where (you see) (You've seen) (roaches) (Palmetto Bugs) (Waterbugs).
3. For best results: place [insert term from "Product Type" list on page 2] [*Note to agency: the following list is optional and may be used in any order. Locations may be proceeded by near or next to*] (Near) (next to) (water sources) (and) (or) (plumbing fixtures) (including) (like) (sinks) (and) (toilets); (in) (cabinets); (along) (baseboards), (behind) (and) (under) (refrigerator)(s) (appliances) (and) (close to) (sinks and toilets).
4. *Optional* - If you see (roaches) (Waterbugs) (Palmetto Bugs) in other areas such as the bedroom or utility room, use (2-4) (additional) [insert term from "Product Type" list on page 2] in each of these additional areas.
5. Do not place [insert term from "Product Type" list on page 2] [Product Name] on food preparation surfaces when food is being handled
6. (Optional: to secure (the) [insert term from "Product Type" list on page 2] (in place), (remove) (peel) (off) (the) (clear) (colored) (strip) (tab) (dot) on the (back) (bottom) (window) (side) (base) of the station. Place (with) (clear) (bottom) (window) (side) (base) down (and) (apply (light) pressure. (and press) *)

*(applies to) (Not intended for use on wallpaper or unfinished wood. For other surfaces test in an inconspicuous area first.)

7. ((Roaches) (Waterbugs) (Palmetto Bugs) will begin eating (the) (roach) (food) (bait);) (you should expect to see fewer (roaches) (Waterbugs) (Palmetto Bugs) within days.)
8. (Check the [insert term from "Product Type" list on page 2] monthly by lifting up, turning (it) [insert term from "Product Type" list on page 2] over, and checking the amount of remaining (bait) (roach) (food). If (little) (no) (brown) (roach) (food) (bait) is visible, it is time to replace [insert term from "Product Type" list on page 2].)
9. The (roach) (food) (bait) becomes stale (every) (after) (three) (3) months). Replace ALL [insert term from "Product Type" list on page 2] (every) (after) (three) (3) months,) (even if (brown) (bait) (roach) (food) is visible)
10. (Optional: (To sign-up for the free Raid (Bait)(s) (Station)(s) (Unit)(s) reminder (service,) (Visit) [web address] (for a free reminder) (to be reminded) (to receive a(n) (email) (text message) (postcard) (or) (phone call)) (when (it is time to replace your baits) ((3)(three) months have passed)

(Note to Agency: Text appearing parenthesis is to optional text. Text appearing in brackets is information for the Agency Reviewer.)

11. (For maximum effectiveness, (replace [insert term from "Product Type" list on page 2] before they are) (do not allow all the (bait) (roach) (food) to be) completely eaten.)

[BAIT STATIONS CONNECTED TO A PLASTIC FRAME.]

- 1. (Break) (apart) (Separate) (bait)(s) (station)(s) (unit)(s) [Product Name] (apart) (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 (#) (bait)(s) (station)(s) (unit)(s) must be used at one time. Place 10 (bait)(s) (station)(s) (unit)(s) in the kitchen and 2 in each bathroom. For LARGER KITCHENS or PARTICULARLY HEAVY INFESTATIONS, we strongly recommend using additional (bait)(s) (station)(s) (unit)(s) 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) (bait)(s) (station)(s) (unit)(s) must be used at one time. For larger kitchens or particularly heavy infestations, we strongly recommend using additional (bait)(s) (station)(s) (unit)(s).
- (c) For thorough(roach)(and)(ant) (palmetto bug) (waterbug) control, all (#, 8) (bait)(s) (station)(s) (unit)(s) must be used at one time. For larger kitchens or particularly heavy infestations, we strongly recommend using additional (bait)(s) (station)(s) (unit)(s).
- (d) For thorough (roach) (and)(ant) (palmetto bug) (waterbug) control, all (#)(bait)(s) (station)(s) (unit)(s) must be used at one time. For larger kitchens or particularly heavy infestations, we strongly recommend using (#?) additional (bait)(s) (station)(s) (unit)(s) 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 (bait)(s) (station)(s) (unit)(s) in these areas also.
- (e) For thorough (roach) (and) (ant)(palmetto bug)(waterbug) control, all (#)(bait)(s) (station)(s) (unit)(s) 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

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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)(s) (station)(s) (unit)(s))(and)(the marking on the top of the (bait)(s) (station)(s) (unit)(s).)

3. For best results, place the (bait)(s) (station)(s) (unit)(s) next to the wall along baseboards, in corners, under sinks, in cabinets and near plumbing fixtures. You can even place [Product Name] (bait)(s) (station)(s) (unit)(s) in cabinets. Do not contaminate feed or food products or food preparation surfaces, dishes, kitchen utensils and food containers.
4. (bait)(s) (station)(s) (unit)(s) 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)(s) (station)(s) (unit)(s) 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 (bait)(s) (station)(s) (unit)(s) 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).

[BEGINNING OF STATEMENTS TO INCLUDE IN THE DIRECTIONS FOR USE SECTION TO AID IN CONSUMER EDUCATION.]

(Advisory Statements:)

- Do not use [(residual) (pesticide) (bug)] (Note to reviewer: Must choose one.)) sprays on or near (Product Name) [insert term from "Product Type" list on page 2]
- (For maximum effectiveness, use all (#) baits at one time and replace every three months.)
- ((For) (Maximum effectiveness) (thorough ant control) (use all [insert term from "Product Type" list on page 2] at one time) (and replace) (every) (after) (three) (3) months.) (and) (replace [insert term from "Product Type" list on page 2] before they are) (completely consumed).
- ((For) (Maximum effectiveness) (thorough ant control) (Do not allow [insert term from "Product Type" list on page 2] to be) (completely consumed)

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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 or Write Helen Johnson.

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EPA Reg. No. 4822-472

EPA Est. No.

(To sign up for a reminder (to replace stations))

([website may be listed])

(Optional Graphics:)



PET

(Icon for recycling bait stations.)

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[INDIVIDUAL BAIT STATION LABEL (A):]

[Product Name]

Do not allow children or pets to play with the (bait)(s) (station)(s) (unit)(s).

CAUTION

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

ACTIVE INGREDIENT:

Avermectin B₁ 0.05%

OTHER INGREDIENTS:..... 99.95%

Net wt. # oz.

This side down

Replace (3) (three) months after placement.

(Pull) (peel) (here)

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

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[OPTIONAL 3 MONTH REMINDER STICKER:]

3 Month Reminder (name)

Replace all (#) [Product Name] ((bait)(s) (station)(s) (unit)(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: ____/____/____

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(Note to Agency: Text appearing parenthesis is to optional text. Text appearing in brackets is information for the Agency Reviewer.)

[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 (bait)(s) (station)(s) (unit)(s).

CAUTION

See (outer) (package) (box) (container) 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) (three) months after placement.

(Pull) (peel) (here)

EPA Reg. No. 4822-472

EPA Est. No.

(To sign up for a reminder (to replace stations))

([website may be listed])

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[OPTIONAL EFFICACY CLAIMS:]

- Kills at the source
- Kills (Palmetto Bugs), (Waterbugs), (Cock)(Roaches), (ants)
- Kills (roaches) (and) (ants) (palmetto bugs) (waterbugs) where they breed
- (Relief from) (Use) (For) (even) severe (roach) (and)(ant) (palmetto bug) (waterbug) problems
- Kills even hidden (roaches) (and) (ants) (palmetto bugs) (waterbugs)
- Kills (the) (roaches) (and) (ants) (palmetto bugs) (waterbugs) you see, kills (the ones) roaches (and)(ants) (palmetto bugs) (waterbugs) you don't see
- Kills roaches (and) (ants) (palmetto bugs) (waterbugs) (continuously) for three (3) months
- Kills (even) (resistant) (roaches) (palmetto bugs) (waterbugs) (including carbamate, organophosphate, organochlorine and pyrethroid resistant strains)
- Advanced (roach) (and)(ant) (palmetto bug) (waterbug) defense system
- Kills (roaches) (and) (ants) (palmetto bugs) (waterbugs), (and) kills the eggs they carry
- Sterilizes female (roaches) (palmetto bugs) (waterbugs)
- Halts egg production
- Inhibits reproduction
- For (Small) (Large) Roaches
- Starts Killing Within Hours
- Abamectin Formula
- Sterilizes the Queen
- Kills the Colony
- Kills at the Source (of the problem)
- ([Product Name] can be) (use)(d) anywhere (ants) (roaches) (waterbugs) (and) (palmetto bugs) are a problem.
- Effective against (Argentine Ants, Black Carpenter Ants, Cornfield Ants, Pharoah Ants, and) a wide variety of household ants.
- (Contains Abamectin, that) keeps killing (ants) (roaches) (waterbugs) (palmetto bugs) continuously for up to three months.
- One-Two Punch to (Kill) (Control) (Roaches) (ants)
- Kills Large and Small Roaches
- Kills the Colony and Keeps (on) Killing for (up to) 3 Months
- Destroys the Entire Colony
- 1. (Ants) (Roaches) (palmetto bugs) (waterbugs) crawl in to eat. 2. Crawl away to die.

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- Kills (ants) (roaches) dead
- Raid® Kills Bugs Dead!™
- ([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.)
- ((Ants) (Roaches) (Waterbugs) (Palmetto Bugs) are attracted to the (bait) (food) in [Product Name]. The (bait) (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.)
- (This is how [Product Name] work(s)
 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 [insert term from "Product Type" list on page 2] to feed.
 3. (Roaches) (and) (ants) (palmetto bugs) (waterbugs) eat the (brown) (food) (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) (For Maximum effectiveness, replace all baits before they are completely consumed.)

[Note to reviewer: Graphics may be included to aid consumer understanding.]
- (This is how [Product Name] work(s)
 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 [insert term from "Product Type" list on page 2] to feed. (For best results use all (#) baits at one time as shown)
 3. [Product Name] contains two food sources that roaches eat. (Roaches) (and) (ants) (palmetto bugs) (waterbugs) eat the (brown) (food) (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).)

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- [Note to reviewer: Graphics may be included to aid consumer understanding.]
- How [insert term from "Product Type" list on page 2] Work
- (Ant) [insert term from "Product Type" list on page 2] contain Avermectin, an ingredient that kills ants dead. (Ants) are attracted to the bait food so not only do they eat it, they carry it back to the nest to feed other ants and the queen, killing the ants and destroying the entire colony.
- Roach [insert term from "Product Type" list on page 2] contain Avermectin, an ingredient that kills roaches dead. Roaches are attracted to the bait food so not only do they eat it, they bring it back to the nest where other roaches eat it as well, killing the roaches.
- Roach [insert term from "Product Type" list on page 2] contain Avermectin, an ingredient that kills roaches dead. The roach is attracted to the bait food and eats it. The roach often returns to nesting area and dies where the food continues to kill other roaches
- Use (this product) ([brand name]) in corners, along walls, near entry points and (behind) (under) appliances to kill ants (roaches) (foraging roaches) and the hidden colony (nest) (others in the nest).
- (This product) ([brand name] provides a discreet way to kill (ants) (roaches) and their hidden colony.
- This product kills adult roaches and the nest.

- Control(s) ('Em)(Them)(Bug(s))
- Maintain(s) ('Em)(Them)(Bug(s))
- Penetrate(s) ('Em)(Them)(Bug(s))
- (Step) 2
- (Bug)(R-)(2-)(Raid) Control
- (Bug)(R-)(2-)(Raid) Maintain
- (Bug)(R-)(2-)(Raid) Penetrate
- Kill(s) (bugs) (at) the source
- Kill(s) later
- Kill(s) the ones you don't see
- Kill(s) (get) the source

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[OPTIONAL MARKETING CLAIMS:]

- (look!) New (Discreet) (Bait) (Station) (Unit) Design(!)
- (Discreet) (decorative) (ant) (roach) [insert phrase from "product Type" list on page 2] (allow(s) for versatile placement) (blend(s) (in with home décor)
- (On) (floors) (in) (under) (cabinets) (countertops)
- (Shape) (fit)(s) (in) (into) (corners) (and) (along) (against) (walls)
- (Shape) (blend)(s) (is) (barely noticeable) (in) (into) (corners) (and) (along) (against) (walls) (surroundings)
- (Secure) (in place) (with) (bottom-mounted) (adhesive) (on) (clear) (under) (side) (base)
- (Designed) (custom)(ized) (for) (better) (place)(ment)(s) (for) (bait)(s) (station)(s) (unit)(s) (in) (corners) (along walls) (where) (ants) (roaches) (are seen)
- (Precision) (precise) [insert term from "Product Type" list on page 2] (placement)
- (With) (adhesive) (sticker)(s) (on back) (to place) (them) (for) (out of sight) (and) (out of reach) (placement)
- (Stick) (it) (them) (stays) where you (need) (want) (it) (them)
- [insert term from "Product Type" list on page 2] stay where you place them
- [#] Child resistant [insert term from "Product Type" list on page 2]
- (#) [insert term from "Product Type" list on page 2]
- Two baits in one (Raid) (Bait) (Station) (Unit).
- Contains two food sources (ants) (roaches) (waterbugs) (and) (palmetto bugs) (eat.)
- (With) two foods (ants) (roaches) (waterbugs) (palmetto bugs) (eat), to kill (the) (queen and) (colony) (ants) (roaches) (for up to three months).
- Kills the (queen and) (the) (colony) (nest) (ants) (roaches) (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)
- Contains peanuts or peanut by-products.
- Spanish instructions (and precautions) (inside) (on back) (on side) (of box) (of container)

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- (Replace (your) [insert term from "Product Type" list on page 2] every 3 months!) (no need to remember) Visit [website address] to sign-up for (a) (quick) (and) (easy) (text) (phone) (or) (calendar) (to be) (replacement) reminder (every) (in) 3 months.
- Now includes a quick and easy (replacement) reminder (sign-up) (for) (your) (phone) (calendar)
- (To sign-up for the free [insert term from "Product Type" list on page 2] (replacement) reminder (service,)) Visit [website address] (for a free (replacement) reminder) (to be reminded) (to receive a(n) (email) (text message) (postcard) (or) (phone call)) (when (it is time to replace your baits) ((3)(three) months have passed) (when it is time to replace your [insert term from "Product Type" list on page 2]
- RAID ROACH BAITS V are (packed) (packaged) in Child Resistant [insert term from "Product Type" list on page 2] (containers))
- Freshness seal
- Sealed for freshness
- (For HOUSEHOLD) (USE)- (in) closets, basements, attics, recreation rooms, living areas, kitchens, bathrooms, dining rooms, pantries, food storage shelving, waste receptacles, etc.)
- Raid ([insert term from "Product Type" list on page 2]) (ant) (roach) Reminders
- (MORE) (ANT) (ROACH) CONTROL TIPS
- Learn more about how you can control your (ant) (roach) problem.
- You've taken the first step in controlling your (ant) (roach) problem. But those pesky (critters) (ants) (roaches) have friends who can't wait for those [insert term from "Product Type" list on page 2] to (expire) (to become stale).
- ([Product Name]) [insert term from "Product Type" list on page 2] (can help keep those ants from becoming a problem in the future. (Sign up (below) for a simple set & forget reminder notifying you to replace your [insert term from "Product Type" list on page 2] in 3 months.)
- Why (replace in) 3 months? Because the bait food becomes stale (over time), so we recommend you replace your [insert term from "Product Type" list on page 2] (regularly) for maximum effectiveness.
- Choose how you would like to be reminded.
- Now let's kill some (ants!) (Roaches!)
- Now let's show (these) (those) (ants) (roaches) who's boss!
- (Click here) for more (ant) (roaches) control tips
- Replace your very 3 months to keep the food fresh and help keep your (roach) (ant) problem under control.

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- We recommend replacing your [insert term from "Product Type" list on page 2] every 3 months to keep the food fresh and help keep your (ant) (roach) problem under control.
- For maximum effectiveness, place all baits at the same time.
- Avoid placing baits directly on top of surfaces treated with a Raid (aerosol) (Strike) (Attack) (Kill) product to make sure (ants) (roaches) can bring the bait back to the (colony) (nest).
- Keeps killing (ants) (roaches) for up to 3 months.
- (Make sure you) replace all baits every 3 months for ongoing (ant) (roach) control.
- Replace baits more frequently for heavy infestations.
- The bait stations are designed to blend (into corners) (in along walls) (or) (and) fit under appliances.
- Adhesive strips on the back let you place them under countertops (or) (and) on vertical surfaces.
- The Raid online reminder will help you remember to replace baits, which is key to controlling the problem.
- Visit [website] to identify your bug and best treatment plan.
- Read the label to find the right product for your bug problem.
- (Placement)
 - Place the [insert term from "Product Type" list on page 2] along trails where ants have been seen (and next to walls along baseboards, under sinks, in cabinets and near plumbing fixtures). Do not place next to open food products or on surfaces where you prepare meals. For maximum effectiveness, use all [insert term from "Product Type" list on page 2] at one time.
 - Place the [insert term from "Product Type" list on page 2] in rooms where you see roaches, (where they hide, along baseboards, in corners, under sinks, in cabinets, under refrigerators and near plumbing fixtures). Do not place next to open food products or on surfaces where you prepare meals. For maximum effectiveness, use all [insert term from "Product Type" list on page 2] at one time.
- (Checking)
 - You can also check your [insert term from "Product Type" list on page 2] at any point to make sure they're not empty. Simply lift the [insert term from "Product Type" list on page 2] up and check the see-through (bottom) (window) (base), (rest assured, you shouldn't see any deceased (ants) (roaches) inside). If you still see (ant) (roach) food within the first 3 months, the [insert term from "Product Type" list on page 2] are (still) working. If they are empty, you need to replace them to help keep you (ant) (roach) problem under

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control. Remember, after 3 months your [insert term from "Product Type" list on page 2] should be replaced, even if you still see food inside.

- (Household)
 - (Ants) (Roaches) are attracted to food and water that has been left out. To help control your (ant) (roach) problem and ensure the best performance from your [insert term from "Product Type" list on page 2], be sure to clean and vacuum regularly, wipe up spills as soon as they happen, fix any leaks and empty sinks of dirty dishes as quickly as possible.

(Bait Station Monitoring Information:)

[Product Name] [insert term from "Product Type" list on page 2] are designed to provide an easy way to determine if the [insert term from "Product Type" list on page 2] need(s) to be replaced. Simply turn the [insert term from "Product Type" list on page 2] over and look through the (clear) (bottom) (side) (underside) (window) (base) to see if any brown (bait) (food) remains. If (little) or (no) brown (bait) (food) is left, it is time to replace that station. This provides you with control over monitoring and replacing the [insert term from "Product Type" list on page 2] as needed.

[Product Name] [insert term from "Product Type" list on page 2] are designed with a (clear) (see-through) (window) (bottom) (underside) (base) that lets you see how much (bait) (food) remains. Simply turn the [insert term from "Product Type" list on page 2] over and look through the (clear) (bottom) (side) (underside) (window) (base) to see if any brown (bait) (food) remains. If (little) or (no) brown (bait) (ant food) (roach food) is left, it is time to replace that station. This allows for monitoring and timely replacement of the [insert term from "Product Type" list on page 2]

[Product Name] [insert term from "Product Type" list on page 2] will visually tell you when to replace the [insert term from "Product Type" list on page 2]. You simply turn the [insert term from "Product Type" list on page 2] over and look through the (clear) (bottom) (side) (underside) (window) (base) to see if any (brown) (bait) (ant food) (roach food) remains. If (little) or (no) (brown) (bait) (ant food) (roach food) is left, it is time to replace that station. This allows for monitoring and timely replacement of the [insert term from "Product Type" list on page 2]

(TIPS FOR BEST RESULTS:)

((Tips for best results:) (Best Practices:) (Roaches) (ants) (Insects) (like damp, dark places.) (often) (near water sources) (like) (faucets) (and) (pipes) (and) (places where there is access to food) (To help make this product more effective) (To (help) maintain control) (Use) (this product) (in combination)

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(with) (other) (general) (cleaning) (&) (maintenance) (activities), (such as) [Note to agency: the following list may be used in any order] (cleaning, wiping, drying, sweeping, spill removal, dish washing, not leaving food or drinks out, vacuuming, (&) mopping, de-cluttering, do not leave dirty dishes in sink, remove crumbs, seal food in tight fitting containers, caulking, sealing (cracks & crevices) (openings where insects enter home) (make sure to) (promptly) (wipe up after spills) (and) (keep) (clutter) (objects laying around) (to a minimum).)

(For (LARGER KITCHENS or) multiple sites where (ants) (roaches) are seen, it is strongly recommended to (use additional [insert term from "Product Type" list on page 2]) (purchase another box) (purchase more) [Product Name])

(For (PARTICULARLY) HEAVY INFESTATIONS (or LARGER KITCHENS) it is strongly recommended to (use additional [insert term from "Product Type" list on page 2]) (purchase another box) [Product Name].)

[NON-CHEMICAL CONTROL OPTIONAL CLAIMS]

- (Additional) Tips (Non-chemical Control Options):
- (Remove food spills and exposed food.)
- (Store food in sealed containers.)
- (Avoid accumulating dirty dishes in sinks.)
- (Keep food out of bedrooms and living rooms.)
- (Avoid the use of mulch next to the foundation, which provides an ideal place for outdoor ants to nest and to gain entry into the home.)
- (Do not store items like firewood near the home, which provides areas for outdoor roaches to live and breed.)

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Accepted Alternate Brand Names:

Raid Max Large Roach Baits

Raid Ant Baits II

Raid Double Control (Ant) (Roach) Baits II

Raid Double Control (Large) (Small) Roach Baits (for) (Large) (Small) Roaches)

Raid Ant Baits Plus II

RAID MAX Double Control Large Roach Baits

RAID MAX Double Control Ant Baits

Proposed Alternate Brand Names

Raid Max Smart Ant Baits

Raid Max Smart Roach Baits

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[Optional Segmentation language to be used across the Raid Brand of S.C. Johnson Products: the following language may be used to describe other S.C. Johnson product that can be used.]

[Raid Max Roach Bait V IS A SEGMENT TWO PRODUCT TYPE]

[Segmentation Description:]

Defense System¹: Attack² Control³ Prevent⁴

[Segment 1 Claims:]

Use a Raid Attack Product to Kill (listed) bugs by contact⁵

[Segment 2 Claims:]

Use this product in corners, along walls and near entry points to kill ants and the hidden colony. For maximum effectiveness, place all baits at the same time. ⁶

[Segment 3 Claims:]

Use a Raid Prevent Product to Help Keep Bugs Out⁷

[FOOTNOTES]

[FOOTNOTE 1: Options to "Defense System":]

(Raid) (Guided) (Bug) (Control) (Defense) (Solution(s)) (System) (Plan) (Blueprint) (Program) (from Raid) (Raid) (Guided) (Complete) (Total) (Custom(ized)) (Solution) (System) (Plan) (Blueprint) (Program) for (Bug) Control (from Raid) (Raid) Bug (Control) Solution: Guided (Game Plan) (System) (Plan) (Blueprint) (Program) (from Raid) (Raid) Guided Plan of Attack (from Raid) From Raid (Raid) Bug University (for you) (from Raid) (Raid) Guided Support (from Raid) (Introducing) (the) (Guided) (Bug) (Control) (Defense) (Solution(s)) (System) (Plan) (Blueprint) (Program) (from Raid) (that) helps you work smarter, not harder, to fight bugs

[FOOTNOTE 2: Options to "Attack"]

[FOOTNOTE 3: Options to "Control"]

[FOOTNOTE 4: Options to "Prevent"]

Strike(s) ('Em)(Them)(Bug(s))	Control(s) ('Em)(Them)(Bug(s))	Prevent(s) ('Em)(Them)(Bug(s))
Attack(s) ('Em)(Them)(Bug(s))	Maintain(s) ('Em)(Them)(Bug(s))	Defend(s) ('Em)(Them)(Bug(s))
Kill(s) ('Em)(Them)(Bug(s))	Penetrates(s) ('Em)(Them)(Bug(s))	Protect(s) ('Em)(Them)(Bug(s))
(Step) 1	(Step) 2	Keep(s) killing ('Em)(Them)(Bug(s))
(Bug)(R-)(1-)(Raid) Strike	(Bug)(R-)(2-)(Raid) Control	(Step) 3
(Bug)(R-)(1-)(Raid) Attack	(Bug)(R-)(2-)(Raid) Maintain	(Bug)(R-)(3-)(Raid) Prevent
(Bug)(R-)(1-)(Raid) Kill	(Bug)(R-)(2-)(Raid) Penetrate	(Bug)(R-)(3-)(Raid) Defend
		(Bug)(R-)(3-)(Raid) Protect

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[FOOTNOTE 5: Options to Segment 1 Claims:]

(Use) (a) (Raid)	(Product(s)) (to)
Strike(s) ('Em)(Them)(Bug(s))	Kill(s) (by) (on) contact
Attack(s) ('Em)(Them)(Bug(s))	Kill(s) (them) now
Kill(s) ('Em)(Them)(Bug(s))	Kill(s) (Get) them now
(Step) 1	Kill(s) the first
(Bug)(R-)(1-)(Raid) Strike	
(Bug)(R-)(1-)(Raid) Attack	
(Bug)(R-)(1-)(Raid) Kill	
[segment one brand name]	
Use ([brand name of 4822-447] (or) [brand name of 4822-518]) to kill (ants) (roaches) (by) (on) contact.	
Read the label to find the right product for your bug problem.	

[FOOTNOTE 6: Options to Segment 2 Claims: Any approved marketing claim from this base good label can be used.]

[FOOTNOTE 7: Options to Segment 3 Claims:]

(Use) (a) (Raid)	(Product(s)) (to)
Prevent(s) ('Em)(Them)(Bug(s))	(Help(s)) keep bugs out
Defend(s) ('Em)(Them)(Bug(s))	Kill(s) (Get) (Keep) them away
Protect(s) ('Em)(Them)(Bug(s))	Kill(s) the rest
Keep(s) killing ('Em)(Them)(Bug(s))	Kill(s) the ones you won't see
(Step) 3	Kill(s) (them) (for) long
(Bug)(R-)(3-)(Raid) Prevent	
(Bug)(R-)(3-)(Raid) Defend	
(Bug)(R-)(3-)(Raid) Protect	
[segment three brand name]	
Use (a Raid Bug Barrier product) ([brand name of 4822-561]) to help keep ants (roaches) out of your home.	
Use (a Raid Bug Barrier product) ([brand name of 4822-561]) to help keep German roaches out of your home for up to 12 months.	