



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

May 11, 2016

Jean M. Fugate  
S.C. Johnson & Son, Inc.  
1525 Howe St.  
Racine, WI 53403-2236

Subject: Notification per PRN 98-10 – Adding Marketing Claims  
Product Name: Raid Max Roach Bait V  
EPA Registration Number: 4822-472  
Application Date: 1/25/16  
Decision Number: 513411

Dear Ms. Fugate,

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10. The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, please contact Jessica Rogala by phone at 703-347-0263, or via email at [rogala.jessica@epa.gov](mailto:rogala.jessica@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "J. Rogala".

Mark Suarez, Product Manager 07  
Invertebrate & Vertebrate Branch 3  
Registration Division (7505P)  
Office of Pesticide Programs

## Raid Max Roach Bait V

### 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  
Raid Max Smart Ant Baits  
Raid Max Smart Roach Baits  
Raid MAX Ant Baits  
Raid Roach Baits 5  
Raid MAX Roach Baits

### NOTIFICATION

4822-472

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

05/11/2016

### ACTIVE INGREDIENT:

Avermectin B<sub>1</sub> ..... 0.05%

OTHER INGREDIENTS:..... 99.95%

DO NOT ALLOW CHILDREN OR PETS TO PLAY WITH THE BAIT

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) BAIT)

NET WT. # OZ.

## **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 control), use all (4) (8) (12) baits at one time (and replace every (three) (3) months). (To keep roaches from returning, replace all baits 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 bait becomes stale after (three) (3) months. Replace ALL baits every (three) (3) months, (even if (brown) bait is visible).

### **[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 preceded 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 bait(s) (in place), remove the tab on the bottom (of the bait). Place and apply (light) pressure.\*)  
(\*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 (immediately) and 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:) (Sign up for a reminder) (to replace baits) (at [website]) (and) (or) (via Raid's [name] smartphone application.)
- 9) Replace all baits every (three) (3) months to keep ants from returning.

**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 preceded 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)
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 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).

**[ALTERNATE DIRECTIONS FOR USE – Bait Stations sold with adhesive]:**

**DIRECTIONS FOR HOUSEHOLD USE:**

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

1. Separate baits before placement. For thorough (ant)(roach) control, use all baits at one time. For larger areas or particularly heavy infestations, we strongly recommend using additional baits.
2. For best results, place baits where you have seen (ants)(roaches) including in corners, under sinks, in cabinets and near plumbing fixtures.
3. To secure bait in place, on walls, or under countertops, use (included) (removable) (non-permanent) adhesive (square). (Separate squares.) Peel off (printed) liner (from one side) and place adhesive on bottom of station. (Both sides of adhesive are the same.) Apply light pressure (for a few seconds).
4. Peel off (blank) liner (on the other side) (of the adhesive) and secure bait where desired. Surface should be clean, smooth and dry. Apply light pressure (for a few seconds). (Do not use on wallpaper, unpainted drywall, antiques, or unfinished wood. For other surfaces, test in an inconspicuous area first.)
5. (Ants)(Roaches) will begin eating the bait immediately and you should expect to see fewer (ants)(roaches) within days.
6. Replace ALL baits every three months to keep (ants)(roaches) from returning.

**[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)

## **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.

Questions? Comments? Call 800-558-5252 or Write Helen Johnson.

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SC Johnson - A Family Company

A family company since 1886

Fisk Johnson

EPA Reg. No. 4822-472

EPA Est. No.

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

([website may be listed])

**(Optional Graphics:)**



(Icon for recycling bait stations.)

**[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 B<sub>1</sub> ..... 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.

(Sign up for a reminder (to replace baits) at [website])

(Sign up for a reminder (to replace baits) via Raid's [name] smartphone application)

(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

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

**CAUTION**

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

**ACTIVE INGREDIENT:**

AVERMECTIN B<sub>1</sub> ..... 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])

**[OPTIONAL CLAIMS:]**

1. Kills at the source
2. Kills (Palmetto Bugs), (Waterbugs), (Cock)(Roaches), (ants)
3. Kills (roaches) (and) (ants) (palmetto bugs) (waterbugs) where they breed
4. (Relief from) (Use) (For) (even) severe (roach) (and)(ant) (palmetto bug) (waterbug) problems
5. Kills even hidden (roaches) (and) (ants) (palmetto bugs) (waterbugs)
6. Kills (the) (roaches) (and) (ants) (palmetto bugs) (waterbugs) you see, kills (the ones) roaches (and)(ants) (palmetto bugs) (waterbugs) you don't see
7. Kills roaches (and) (ants) (palmetto bugs) (waterbugs) for three (3) months
8. Kills (even) (resistant) (roaches) (palmetto bugs) (waterbugs) (including carbamate, organophosphate, organochlorine and pyrethroid resistant strains)
9. Kills (roaches) (and) (ants) (palmetto bugs) (waterbugs), (and) kills the eggs they carry
10. Sterilizes female (roaches) (palmetto bugs) (waterbugs)
11. Halts egg production
12. Inhibits reproduction
13. For (Small) (Large) Roaches
14. Abamectin Formula
15. Sterilizes the Queen
16. Kills the Colony
17. Kills at the Source (of the problem)
18. ([Product Name] can be) (use)(d) anywhere (ants) (roaches) (waterbugs) (and) (palmetto bugs) are a problem.
19. (Contains Abamectin, that) keeps killing (ants) (roaches) (waterbugs) (palmetto bugs) for up to three months.
20. One-Two Punch to (Kill) (Control) (Roaches) (ants)
21. Kills Large and Small Roaches
22. Kills the Colony and Keeps (on) Killing for (up to) 3 Months
23. Destroys the Entire Colony
24. 1. (Ants) (Roaches) (palmetto bugs) (waterbugs) crawl in to eat. 2. Crawl away to die.
25. Kills (ants) (roaches) dead
26. Raid® Kills Bugs Dead!™
27. [Product Name] contain(s) Abamectin, an ingredient that keeps killing (roaches) (and) (ants) (palmetto bugs) (waterbugs) for up to three months. [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.)
28. (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
29. (Ants) (Roaches) (Waterbugs) (Palmetto Bugs) will begin to feed – population reduction and less activity can be expected in about a week.

30. (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.]
31. (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). (For best results use all (#) baits at one time as shown)
- [Note to reviewer: Graphics may be included to aid consumer understanding.]
32. How [insert term from "Product Type" list on page 2] Work
33. (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.
34. 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.
35. 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
36. 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).
37. (This product) ([brand name]) provides a discreet way to kill (ants) (roaches) and their hidden colony.
38. This product kills adult roaches and the nest.
39. Kills (Ants)(Roaches)(Bugs) at the source
40. Kills (Ants)(Roaches)(Bugs) where they hide
41. (Kills the Roaches You See), Kills the Roaches You Don't (See)
42. (Kills the Ants You See), Kills the Ants You Don't (See)
43. (Kills the Bugs You See), Kills the Bugs You Don't (See)
44. Kill(s) (bugs) (at) the source
45. Kill(s) later

46. Kill(s) the ones you don't see
47. Kill(s) (get) the source
48. (look!) **[New]** (Discreet) (Bait) (Station) (Unit) Design(!) **["New" to be used only for first 6 months in marketplace]**
49. (Discreet) (decorative) (ant) (roach) [insert phrase from "product Type" list on page 2] (allow(s) for versatile placement) (blend(s) (in with home décor)
50. (On) (floors) (in) (under) (cabinets) (countertops)
51. (Shape) (fit)(s) (in) (into) (corners) (and) (along) (against) (walls)
52. (Shape) (blend)(s) (is) (barely noticeable) (in) (into) (corners) (and) (along) (against) (walls) (surroundings)
53. (Secure) (in place) (with) (bottom-mounted) (adhesive) (on) (clear) (under) (side) (base)
54. (Designed) (custom)(ized) (for) (better) (place)(ment)(s) (for) (bait)(s) (station)(s) (unit)(s) (in) (corners) (along walls) (where) (ants) (roaches) (are seen)
55. (Precision) (precise) [insert term from "Product Type" list on page 2] (placement)
56. (With) (adhesive) (sticker)(s) (on back) (to place) (them) (for) (out of sight) (and) (out of reach) (placement)
57. (Stick) (it) (them) (stays) where you (need) (want) (it) (them)
58. [insert term from "Product Type" list on page 2] stay where you place them
59. [#] Child resistant [insert term from "Product Type" list on page 2]
60. (#) [insert term from "Product Type" list on page 2]
61. Two baits in one (Raid) (Bait) (Station) (Unit).
62. Contains two food sources (ants) (roaches) (waterbugs) (and) (palmetto bugs) (eat.)
63. (With) two foods (ants) (roaches) (waterbugs) (palmetto bugs) (eat), to kill (the) (queen and) (colony) (ants) (roaches) (for up to three months).
64. Kills the (queen and) (the) (colony) (nest) (ants) (roaches) (for up to three months).
65. (4) (8) (12) (#) pack
66. Two Different (Baits) (Foods) (Instead of One)
67. Dual (Bait) (Food) Technology
68. Contains peanuts or peanut by-products.
69. Spanish instructions (and precautions) (inside) (on back) (on side) (of box) (of container)
70. (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.
71. Now includes a quick and easy (replacement) reminder (sign-up) (for) (your) (phone) (calendar)
72. (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])
73. RAID ROACH BAITS V are (packed) (packaged) in Child Resistant [insert term from "Product Type" list on page 2] (containers))
74. Freshness seal
75. Sealed for freshness
76. (For HOUSEHOLD) (USE)- (in) closets, basements, attics, recreation rooms, living areas, kitchens, bathrooms, dining rooms, pantries, food storage shelving, waste receptacles, etc.)

77. Raid ([insert term from "Product Type" list on page 2]) (ant) (roach) Reminders
78. (MORE) (ANT) (ROACH) CONTROL TIPS
79. Learn more about how you can control your (ant) (roach) problem.
80. 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).
81. ([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.)
82. 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.
83. Choose how you would like to be reminded.
84. Now let's kill some (ants!) (Roaches!)
85. Now let's show (these) (those) (ants) (roaches) who's boss!
86. (Click here) for more (ant) (roaches) control tips
87. Replace every 3 months to keep the food fresh and help keep your (roach) (ant) problem under control.
88. 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.
89. For maximum effectiveness, place all baits at the same time.
90. Avoid placing baits directly on top of surfaces treated with an insecticide spray to make sure (ants) (roaches) can bring the bait back (to the colony) (to the nest) (to where they hide).
91. Keeps killing (ants) (roaches) for up to 3 months.
92. (Make sure you) replace all baits every 3 months for ongoing (ant) (roach) control.
93. Replace baits more frequently for heavy infestations.
94. The bait stations are designed to blend (into corners) (in along walls) (or) (and) fit under appliances.
95. Adhesive strips on the back let you place them under countertops (or) (and) on vertical surfaces.
96. The Raid online reminder will help you remember to replace baits, which is key to controlling the problem.
97. Visit [website] to identify your bug and best treatment plan.
98. Read the label to find the right product for your bug problem.
99. (New) **(With)** adhesive secures bait (under countertops) (and) (on walls) (vertical surfaces) **["New" to be used only for first 6 months in marketplace]**
100. (New) **(With)** adhesive (to secure) (secures) bait out of sight **["New" to be used only for first 6 months in marketplace]**
101. (New) **(With)** adhesive (to secure) (secures) bait in place **["New" to be used only for first 6 months in marketplace]**
102. (New) **(With)** adhesive for flexible placement **["New" to be used only for first 6 months in marketplace]**
103. (New) discreet design **["New" to be used only for first 6 months in marketplace]**
104. (New) simple design doesn't stand out **["New" to be used only for first 6 months in marketplace]**
105. Pre-filled & ready-to-use
106. **Dual Bait Technology to kill ants (up to 3 months)**

107. (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.

108. (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 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.

109. (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) (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].)

Peel (remove) (tear) label (sticker) (coupon) (here) for complete use directions

Peel (remove) (tear) label (sticker) (coupon) (here) for complete use directions and precautionary statements

Peel (remove) (tear) label (sticker) (coupon) (here) before use

Read entire label before use

Apply this product only as specified

Visit [website] to identify your bug and best treatment plan

(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 accumulating (leaving) 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.
- Caulk any points where (ants)(roaches)(bugs) enter into wall voids, cracks and crevices including entry points from outside or neighboring units.
- Caulk hiding spots and points of entry from outside or neighboring units.
- Do not store items like firewood near the home, which provides areas for outdoor roaches to live and breed.



Raid Defense System (Defense System)

Attack(s) Bugs\*  
Control(s) Bugs<sup>†</sup>  
Prevent(s) Bugs<sup>‡</sup>

Raid Defense System (Raid Guided Support) helps you work smarter, not harder, to fight bugs. Visit [raidkillsbugs.com](http://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)

[either [1] or [2] will be on the product label, not both]

[1] <sup>†</sup> Use (this product) indoors in corners, along walls and near entry points to kill (ants)(roaches)(ants and roaches)where they hide. For maximum effectiveness, place all baits at the same time. Avoid placing baits directly on top of surfaces treated with a Raid spray product to make sure (ants)(roaches)(ants and roaches) can bring the bait back to where they hide.

[2] <sup>†</sup> (This product) provide(s) a discreet way to kill (ants)(roaches)(ants and roaches) where they hide. The bait stations are designed to blend (in)(into corners) along walls or fit under appliances. Adhesive strips on the back let you place them under countertops or on vertical surfaces.

Use other Raid products to:

Attack Bugs

Kill bugs on contact (Kill the bugs you see)

\* Use a (Raid Ant Killer)(Raid Max Roach Killer) (or) (Raid Ant & Roach Killer) spray product to kill (ants)(roaches)(ants and roaches)(bugs) on contact. Avoid spraying near baits to make sure (ants)(roaches)(ants and roaches) can bring the bait back to where they hide.

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

Prevent Bugs

Help keep bugs out (Keep bugs out)

[either [1] or [2] will be on the product label, not both]

[1] <sup>‡</sup> Use a Raid Max Bug Barrier product to (help) keep (ants)(roaches)(ants and roaches)(bugs) out (of your home).  
Read the label to find the right product for your bug problem.

[2] <sup>‡</sup> Use a Raid 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.