

4822-518

8/22/2013

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

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Rachel Callies
S.C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-2236

AUG 22 2013

Subject: Label amendment to Revise Marketing Claims
Product Name: Raid KDN
EPA Registration No. 4822-518
Submission Date: 19 July 2013
Decision Number: # 475488

Dear Ms. Callies,

The labeling referred to above, submitted under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable.

Should you wish to add a reference to the company's website on your label, 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, **regardless of whether a website is referenced on your product's label**, claims made on 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 Assurance.

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) 305-0120 or suarez.mark@epa.gov.

Sincerely,

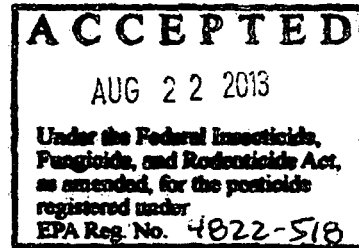
Mark Suarez
Product Manager 13
Insecticide Branch
Registration Division (7505P)

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(optional text)
[note to reviewer]

RAID KDN

- For Household Use Only
- Country Fresh Scent(ed)
- Floral Fresh Scent(ed)
- Outdoor Fresh Scent(ed)
- Mountain Fresh Scent(ed)
- Forest Fresh Scent(ed)
- Spring Fresh Scent(ed)
- Fresh Scent(ed)
- Clean Fresh Scent(ed)
- Unscented



- Water Based (Formula)
- No Greasy Residue
- Won't Stain Carpets & Floors

- Kills fast, Kills long
- Kills on contact (,keeps on killing)
- Kills the insects you see, Kills the ones you don't see
- More Raid killing power than ever before
- Longest killing Raid ever
- Longest lasting Raid ever
- Keeps killing for up to 6 months
- Keeps (on) killing for months
- Long lasting killing power
- Kills long - kills for up to 6 months
- Lasts up to 6 months
- Raid Kills Bugs Dead®
- Spray(s) two ways
- S.C. Johnson (& Son) (A Family Company) (Wax) (Fisk Johnson [signature])

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.

Use this product ([brand name]) to kill roaches and other listed bugs on contact.
 Use to kill roaches and other listed bugs on contact.
 Avoid spraying near baits to make sure roaches (and other listed bugs) can bring the bait back to where they hide.
 Use this product ([brand name]) to (help) keep listed (bugs) (roaches) out (of your home).
 Use to (help) keep listed (bugs) (roaches) out of your home.
 Sprays 2 ways. Spray with the wand up for precise application in tight spots, including cracks, crevices, and under appliances. Spray with the wand folded down for larger areas.
 Read the label to find the right product for your bug problem.

(optional text)
[note to reviewer]

(Additional) Tips (Non-chemical Control Options) [one or more to be chosen from the following list]:

- Remove food spills and exposed food.
- Store food in sealed containers.
- Avoid leaving (accumulating) dirty dishes in sinks.
- Caulk cracks and crevices where roaches enter or escape into walls, including entry points from outside or neighboring units.
- Caulk hiding spots and points of entry (from outside or neighboring units).
- Keep food out of bedroom(s) and living room(s)
- Do not store items like firewood near the home, which provides areas for outdoor roaches to live and breed.

[Segmentation language, if used, to be used in its entirety]

Raid Defense System (Defense System)

- Attack(s) Bugs*
- Control(s) Bugs[†]
- Prevent(s) Bugs[‡]

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

Use this product to:

- Attack Bugs**
- Kill bugs on contact (Kill the bugs you see)

*Use this product to kill (Use to kill) roaches (roaches and other listed bugs) on contact. Sprays 2 ways. Spray with the wand up for precise application in tight spots, including cracks, crevices, and under appliances. Spray with the wand folded down for larger areas. Avoid spraying near baits to make sure bugs can bring the bait back to where they hide.

Use other Raid products to:

- Control Bugs**
- Kill bugs at the source (Kill the bugs you don't see)

[†] Use a Raid Raid Roach bait product to kill roaches where they hide. For heavy infestations, first use a Raid Fogger or Fumigator product and then place baits to provide ongoing control. Read the label to find the right product for your bug problem.

- Prevent Bugs**
- Help keep bugs out (Keep bugs out)

[‡] Use a Raid Max Bug Barrier product to help keep (to keep) roaches (roaches and other listed bugs) out (of your home). Or, spray this product along baseboards, inside cracks, and behind appliances. Do not spray surfaces with more than one pest control product. Read the label to find the right product for your bug problem.

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(optional text)
[note to reviewer]

Raid KDN

Alternate Brand Name: Raid Max Roach Killer 7

ACTIVE INGREDIENTS:

Imiprothrin..... 0.101%

Deltamethrin..... 0.050%

INERT INGREDIENTS:* 99.849%

*Contains petroleum distillates

KEEP OUT OF REACH OF CHILDREN

CAUTION: See additional precautionary statements (and complete use instructions) on (back) (inside)

NET WT.:

(RAID KDN kills (roaches) in two ways: (1) It kills bugs fast - on contact and (2) it keeps on killing with residual action even after you spray, for up to 6 months.)

DIRECTIONS FOR USE

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

FOR HOUSEHOLD USE: SHAKE WELL BEFORE EACH USE. Hold container upright. Do not spray up into air. Apply to surfaces only. Point spray opening toward surface to be sprayed and press button firmly. Hold about 12" from surface being sprayed. Spray until surfaces are wet. Avoid excessive wetting of asphalt, tile, rubber and plastic materials. To maintain control on plywood surfaces, retreat every 4 weeks. On all other surfaces, retreat every 6 months.

ROACHES, WATERBUGS: (Using (attached) applicator wand), spray until wet in cracks around baseboards and other hiding places. When bugs are driven out, spray directly.

ANTS: Apply to ant trails, also around doors, windows and wherever ants enter house.

SILVERFISH, CRICKETS, SPIDERS: Spray areas infested by these pests.

STORAGE AND DISPOSAL

STORAGE: Store away from heat or open flames, in an area inaccessible to children.

DISPOSAL:

Do Not Puncture or Incinerate!

If empty: This container may be recycled in the few but growing number of communities where (steel) aerosol can recycling is available. Before offering for recycling, empty the container (can) by using the product according to the label. If recycling is not available, place in trash.

If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions.

[The steel recycle graphics symbol may be used.]

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling. Do not apply to humans, pets, plants or contaminate feed, foodstuffs, dishes or utensils. Remove pets and birds and cover aquariums. Cover or remove exposed food, dishes, utensils and food handling equipment.

S/S

(optional text)
[note to reviewer]

FIRST AID:

Have the product container or label with you when calling a poison control center or doctor, or going 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. Call a poison control center or doctor for treatment advice.

IF SWALLOWED: Immediately call a poison control center or doctor. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give any liquid to the person. Do not give anything by mouth to an unconscious person.

NOTE TO PHYSICIAN: Contains petroleum distillate -vomiting may cause aspiration pneumonia.

PHYSICAL OR CHEMICAL HAZARDS

FLAMMABLE, CONTENTS UNDER PRESSURE. Keep away from heat, sparks, open flame or pilot lights. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

(Contains No CFCs Or Other Ozone Depleting Substances. Federal Regulations Prohibit CFC Propellants In Aerosols) [optional graphic]

[website may be listed]

Questions? Comments? Call 800-558-5252 or Write Helen Johnson
Sold By (c) [year] S. C. Johnson & Son, Inc. Racine, WI 53403-2236 U.S.A.
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EPA Est. No.