

4822-529

08/27/2013

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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 Street
Racine, WI 53403-2236

AUG 27 2013

Subject: Label amendment to Revise Marketing Claims
Product Name: Raid Rek
EPA Registration No. 4822-529
Submission Date: February 11, 2013
Decision Number: # 476011

Dear Mr. Hollas,

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) 347-0263 or rogala.jessica@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "John Hebert".

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

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

RAID REK

[Alterate Brand Names]:

- Raid Ant Baits III
- Raid Double Control Ant Baits III

ACTIVE INGREDIENT:

Avermectin B₁ 0.01%

OTHER INGREDIENTS:..... 99.99%

KEEP OUT OF REACH OF CHILDREN, (or), 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) (on back) (inside)

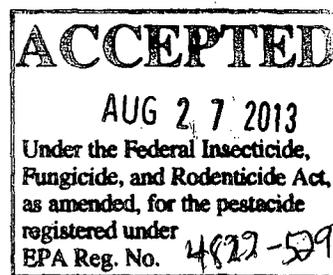
(Contains peanuts or peanut by-products.)

(NET WT.) # OZ.

Contains (#) (Child Resistant) Baits

[Optional Marketing Claims]:

- (#) Child Resistant Baits
- **A family company since 1886- Fisk Johnson**
- **Instructions in Spanish inside the box.**
- Kills ants where they breed
- **Kills (ants) where they hide**
- **Kills (ants) at the source**
- Odorless baits
- **Relief from severe ant (problems)(infestations).**
- **Use for severe ant (problems)(infestations).**
- Kills even hidden ants
- Kills ants you see, kills ants you don't see
- **Kills the ants you don't see**
- Kills ants (continuously) for three (3) months
- (New!) See-Thru Bait **Station**
- **(4)(8)(12) Baits**
- **Abamectin Formula**
- Kills the Colony
- **Use [Product Name] indoors where ants are a problem.**
- Effective against (Argentine Ants), (Black Carpenter Ants), (Cornfield Ants), (Pharoah Ants), (and) a wide variety of household ants.
- Contains two food sources ants eat.



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(Information in parentheses is optional language)

- With two foods ants eat, to kill the colony for up to three months.
- Contains Abamectin, that keeps killing ants continuously for up to three months.
- **Keeps killing ants for up to 3 months.**
- **(Make sure you) replace all baits every 3 months for ongoing ant control. Replace baits more frequently for heavy infestations.**
- **Guaranteed to work or your money back – (see back (panel))(label))**
- 1. Ants crawl in to eat. 2. Crawl away to die.
- Kills (ants) (bugs) dead
- [Product Name] contain(s) Abamectin, an ingredient that keeps killing ants nonstop.
- **[Product name] kills ants where they breed, helping to rid your home of ants for up to three months.**
- **Use [Product Name] indoors where you've seen ants, even in cabinets.**
- **[Product Name] are guaranteed to work, (even for severe ant (infestations)(problems),) or your money back.**
- Ants are attracted to the bait in [Product Name].
- The **bait** is carried back to the nest to destroy the entire colony
- Ants will begin to feed – population reduction and less activity can be expected in about a week.
- 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.
- **Read entire label before use.**
- **Apply this product only as specified.**
- **Visit [website] to identify your bug and best treatment plan.**
- **Sign up for a reminder (to replace baits) at [website]**
- **Sign up for a reminder (to replace baits) via Raid's [name] smartphone application**
- **[website may be listed]**

[Optional Packaging Claims]

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

[Optional Non-Chemical Control Claims][one or more of the non-chemical control claims below will be used]

- **(Additional) Tips (Non-chemical Control Options):**
 - **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 enter into wall voids, cracks and crevices including entry points from outside or neighboring units.**

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[Information in brackets is notes to Reviewer]
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[Advisory Statements]:

- (Do not use residual sprays on or near [Product Name] (baits) (bait stations))
- ([Product Name] (Baits) (Bait Stations) are (packed) in Child Resistant containers)

This is how [Product Name] work

1. [Product Name] 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.

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

[Note to reviewer: Graphics may be included to aid consumer understanding. Graphics may depict images of the bait station, images of ants entering and/or exiting the bait station, and/or images of ants crawling back to the nest. Images of dead ants may be included.]

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

[DIRECTIONS FOR USE]:

DIRECTIONS FOR HOUSEHOLD USE

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

1. (Break) (Separate) (baits) (bait stations) [Product Name] (apart from the plastic frame) before placement.
2. Place (baits) (bait stations) [Product Name] (by ant trails or) close to areas where ants are present, (even on food preparation surfaces or next to food. 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.)

[ALTERNATE DIRECTIONS FOR USE]:

DIRECTIONS FOR HOUSEHOLD USE:

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

(For thorough ant control, use all (#) baits at one time.) To keep ants from returning, replace all baits every three months.

1. (Break) (Separate) ([Product Name]) baits (apart from the plastic frame) before placement.
2. [Note to Reviewer: (a) is for a 12- or 18-count package, (b) is for the 4-count or 8-count sizes, and (c) has more specific placement instructions, but without specific numbers.]
 - (a) For thorough ant 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

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

recommend using additional baits and placing at least 12-15 baits in the kitchen and 2-4 in each bathroom. If you see ants in other areas, such as the bedroom or utility room, use 2-4 additional baits.

- (b) For thorough ant control, all (#) baits must be used at one time. For larger kitchens or particularly heavy infestations, we strongly recommend using additional baits.
 - (c) For thorough ant 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 ants in other areas, such as the bedroom or utility room, use (#?) additional baits in these areas also.
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]) bait(s) (stations) 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. (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. Ants 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. (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 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.

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

[Individual Bait Station Label A]

RAID REK

(KEEP OUT OF REACH OF CHILDREN (or) DO NOT ALLOW CHILDREN OR PETS TO PLAY WITH THE BAITS.)

CAUTION

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

ACTIVE INGREDIENT:

Avermectin B₁ 0.01%

INERT INGREDIENTS:..... 99.99%

(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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EPA Reg. No. 4822-529

EPA Est. No.

3 Month Reminder Sticker:

3 Month Reminder (name)

Replace all (#) [Product Name] Bait(s) 3 months after placement to keep ants 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 ants where they breed for three months

Time to replace

[Product Name]

(3 months after placement)

Date: ____/____/____

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(SATISFACTION GUARANTEED:

If (Product Name) do not provide effective ant, 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.

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[website may be used]

EPA Reg. No. 4822-529

EPA Est. No.

[On inner plastic wrap:]

Freshness seal

Sealed for freshness

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

Raid REK

KEEP OUT OF REACH OF CHILDREN, (or), DO NOT ALLOW CHILDREN OR PETS TO PLAY WITH THE BAITS.

CAUTION

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

ACTIVE INGREDIENT:

Avermectin B1 0.01%

INERT INGREDIENTS:..... 99.99%

(BAITS & OILS, EMUSIFIERS (to keep product from separating), THICKENER (for proper product consistency),
BINDER (to keep product from separating))

(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. 4822-529

EPA Est. No.

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

Raid Defense System (Defense System)

Attack(s) Bugs*

Control(s) Bugs[†]

Prevent(s) Bugs[‡]

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

Use this product to:

Control Bugs

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

[†] Use (this product) indoors in corners, along walls and near entry points to kill ants 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 can bring the bait back to where they hide.

Use other Raid products to:

Attack Bugs

Kill bugs on contact (Kill the bugs you see)

*** Use a Raid Ant Killer (or Raid Ant & Roach Killer) spray product to kill ants on contact. Avoid spraying near baits to make sure ants 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)

[‡] Use a Raid Max Bug Barrier product to (help) keep ants out (of your home).

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