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| <p>US ENVIRONMENTAL PROTECTION AGENCY OFFICE OF PESTICIDES PROGRAMS REGISTRATION DIVISION (75-767) WASHINGTON, DC 20480</p> <p>NOTICE OF PESTICIDE: <input type="checkbox"/> REGISTRATION <input type="checkbox"/> REREGISTRATION (Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended)</p> | <p>EPA REGISTRATION NO. 8220-51</p> <p>DATE OF ISSUANCE OCT 22 1990</p> <p>TERM OF ISSUANCE Until Reregistration</p> <p>NAME OF PESTICIDE PRODUCT Shield Creme Rinse For Dogs</p> |
| <p>NAME AND ADDRESS OF REGISTRANT (Include ZIP code)</p> <p>Carter-Wallace, Inc. Lambert Kay Division P.O. Box 1418 Cranbury, NJ 08512-0187</p> <p style="text-align: right;">266623 166/5280447 171</p> | |
| <p>NOTE: Changes in labeling formula differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above U.S. EPA registration number.</p> | |
| <p>On the basis of information furnished by the registrant, the above named pesticide is hereby Registered/Reregistered under the Federal Insecticide, Fungicide, and Rodenticide Act.</p> | |
| <p>A copy of the labeling accepted in connection with this Registration/Reregistration is returned herewith.</p> | |
| <p>Registration is in no way to be construed as an indorsement or approval of this product by this Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.</p> | |
| <p>This product is conditionally registered in accordance with FIFRA sec. 3(c)(7)(A) provided that you:</p> | |
| <ol style="list-style-type: none"> 1. Submit and/or cite all data required for registration/reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data. 2. Make the labeling change listed below before you release the product for shipment: <ol style="list-style-type: none"> a. Add the phrase, "EPA Registration No. 8220-51." b. In the ingredients statement, revise the footnote to Permethrin as follows: <p style="margin-left: 40px;">*cis/trans isomer ratio: min. 35% (+) cis and max. 65% (+) trans</p> c. Replace "solves" with "alleviates", "reduces", or another similar word. "Solves" is too promising and not acceptable. | |
| <p><input type="checkbox"/> ATTACHMENT IS APPLICABLE</p> | |
| SIGNATURE OF APPROVING OFFICIAL | DATE |

leMaster 8/29/90

d. Under Precautionary Statements delete, "Harmful if swallowed", and revise "Avoid contact with eyes, skin or clothing" as follows:

Avoid contact with eyes. Avoid prolonged contact with skin or clothing. Wash thoroughly...

e. Based upon results of the acute toxicity tests (all Toxicity Category IV), you may delete the Statement of Practical Treatment.

3. The acute inhalation toxicity study submitted in support of this registration is acceptable and has been assigned to the following categories:

| <u>STUDY</u> | <u>STUDY CLASSIFICATION</u> | <u>TOXICITY CATEGORY</u> | <u>MRID NUMBER</u> |
|------------------|---------------------------------|------------------------------|------------------------|
| Acute Inhalation | Guideline | IV | 415417-01 |

4. Submit five copies of your final printed labeling before you release the product for shipment. Refer to the A-79 Enclosure for a further description of final printed labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records.

George T. LaRocca
Product Manager (15)
Insecticide-Rodenticide Branch
Registration Division (H7505C)

Enclosures

FRONT LABEL

EPA REG. NO. 8220-LR

Lambert Kay
SHIELD®
CREME RINSE FOR DOGS

- Kills and repels fleas for up to 21 days.
- Kills ticks for up to 14 days.
- Long lasting scent helps keep most dogs smelling fresh for weeks.
- Conditions the coat.
- Helps remove mats and tangles.

Active Ingredient

Permethrin (3-phenoxyphenyl) methyl
(±) cis, trans-3-(2,2-dichloroethenyl)
-2,2-dimethylcyclopropanecarboxylate* 0.5%

Inert Ingredients 99.5% ✓
100.0% ✓

isomer min. 35% max. 65%
*cis/trans ratio: Max 55% (±) cis and min 45%
(±) trans

KEEP OUT OF REACH OF CHILDREN
CAUTION
SEE BACK PANEL FOR ADDITIONAL
PRECAUTIONARY STATEMENTS

Net contents 12 Fl. Oz. (355 mL)

ACCEPTED
with COMMENTS
in EPA Letter Dated:

2/19

Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under EPA Reg. No. 8220-51

Lambert Kay
with LABEL

SHIELD® Creme Rinse for Dogs

SHIELD® Creme Rinse for Dogs solves three common problems with its formula:

1. AN EFFECTIVE INSECTICIDE which kills 100% of fleas and ticks with just one rinse. And its residual formula keeps working to keep your dog free of fleas and ticks.

KILLS AND REPELS FLEA FOR 21 DAYS
KILLS TICKS FOR 14 DAYS

2. A SUBSTANTIVE FRAGRANCE clings to hairshafts and helps keep most dogs smelling fresh and clean for weeks with just one rinsing.
3. CREME RINSE AND CONDITIONERS aid in easy comb through for increased manageability and removal of matting and tangles.

PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION

For animal use only. Not for use on humans. Harmful if swallowed. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after using. Do not use on old, sick or debilitated animals. Do not use on nursing puppies or pups under 12 weeks of age.

STATEMENT OF PRACTICAL TREATMENT

IF SWALLOWED: Call a physician immediately. DO NOT INDUCED VOMITING unless under medical attention.

IF ON SKIN: Remove contaminated clothing and wash skin thoroughly with soap and water.

IF IN EYES: Immediately flush eyes with water for at least five minutes. Get medical attention if irritation persists.

ENVIRONMENTAL HAZARDS

This product is toxic to fish. Do not apply to any body of water. Do not contaminate water by cleaning of equipment or disposal of waste.

DIRECTIONS FOR USE

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

Shampoo as usual and rinse coat thoroughly. Apply SHIELD® Creme Rinse liberally to wet coat and massage thoroughly into coat. Leave on coat for five minutes. Rinse with clean water. Repeat application as required to maintain protection.

✓ STORAGE AND DISPOSAL

- ✓ STORAGE: Store in cool, dry place.
- ✓ PESTICIDE DISPOSAL: Securely wrap original container in several layers of newspaper and discard in trash.
- ✓ CONTAINER DISPOSAL: Do not reuse empty bottle. Wrap bottle and put in trash.

Manufactured for Carter-Wallace, Inc., Lambert Kay Division
✓ P.O. Box 1418, Cranbury, NJ 08512

EPA Reg. No. 8220-LR
EPA Est. 8220-NJ-2

Product No. 35219
LB-35219-01