



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

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

July 14, 2017

Katherine Ellis  
Product Development Manager  
Aberdeen Road Company d/b/a Hercon Environmental  
P.O. Box 435  
Emigsville, PA 17318

Subject: Non-PRIA (Pesticide Registration Improvement Act) Labeling Amendment – Change state-specific instructions (“Place trap as beetles emerge in mid-May to early June in GA and South Carolina... mid July in NY, CT, NH, RI, VT, and ME” to “Place traps as beetles emerge and are noticed”).  
Product Name: Lure N Kill Japanese Beetle  
EPA Registration Number: 8730-57  
Application Date: 06/22/2017  
OPP Decision Number: 530878

Dear Ms. Ellis:

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

This approval does not affect any terms or conditions that were previously imposed on this registration. You continue to be subject to existing terms or conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. In accordance with 40 CFR § 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. “To distribute or sell” is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR § 152.3.

Should you wish to add/retain a reference to your company’s website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the U.S. Environmental Protection Agency (EPA). If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the 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

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process. Therefore, should the EPA 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.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6.

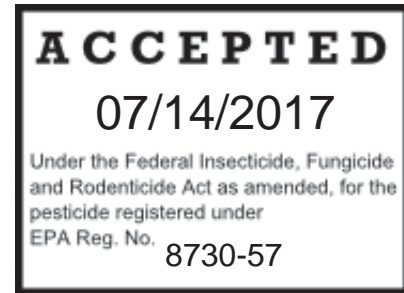
If you have any questions, please contact James Parker by phone at (703) 306-0469 or via email at [parker.james@epa.gov](mailto:parker.james@epa.gov).

Sincerely,

A handwritten signature in blue ink that reads "Andrew C. Bryceland". The signature is fluid and cursive, with the first name being the most prominent.

Andrew Bryceland, Team Leader  
Biochemical Pesticides Branch  
Biopesticides and Pollution  
Prevention Division (7511P)  
Office of Pesticide Programs

Enclosure



MASTER LABEL- (LABEL A) FRONT PANEL (Page #1 of 1)

**LURE N KILL® JAPANESE BEETLE**

[Additional Brand Names]

*HERCON® LURE N KILL® JAPANESE BEETLE*

[Optional Marketing Claims]

*Bait Pack Containing Long-Lasting Sex Lure and Floral (Food) Lure.*

*For Use in LURE N KILL® and Other Japanese Beetle Traps.*

*Protects Your Yard!*

*Lasts The Entire Beetle Season!*

*Easy to use.*

*No sprays.*

*No mess.*

JAPANESE BEETLE SEX LURE

ACTIVE INGREDIENT:	BY BW
(R,Z)-5-(1-Decenyl) dihydro-2(3H)-furanone.....	00.47% <sup>†</sup>
OTHER INGREDIENTS:.....	99.53%
TOTAL:.....	100.00%

<sup>†</sup> Equivalent to 1 mg japonilure pheromone A.I./dispenser  
Net Weight 0.23g (0.008 oz)/Sex Lure.

JAPANESE BEETLE FLORAL (FOOD) LURE

ACTIVE INGREDIENT:	BY BW
Phenylethyl propionate (PEP).....	9.84% <sup>‡</sup>
Geraniol.....	9.84% <sup>‡</sup>
Eugenol.....	23.00% <sup>‡</sup>
OTHER INGREDIENTS:.....	57.32%
TOTAL:.....	100.00%

<sup>‡</sup>Equivalent to 0.96 g (0.03 oz) PEP A.I., 0.96 g (0.03 oz) Geraniol A.I. and 2.24 g (0.08 oz) Eugenol A.I./dispenser.  
Net Weight: 9.7 g (0.34 oz)/Floral Lure

CONTENTS: One Sex Lure/Floral Lure Bait Pack

NET WEIGHT: 9.93 g (0.35 oz)/ Bait Pack

KEEP OUT OF REACH OF CHILDREN

**CAUTION**

(See other panel for additional precautionary statements)

*MASTER LABEL- (LABEL A) BACK PANEL (Page # 1 of 2)*

This LURE N KILL® Japanese Beetle Bait Pack consists of a dual sex lure and floral (food) lure system, which attracts two to five times more Japanese beetles than traps with only a single lure. The lures combine to draw male and female Japanese beetles into a trap...and away from valuable ornamentals, fruit trees, vegetables, flowers and shrubs. This product contains no killing agent to damage the environment and will not harm beneficial insects or attract nuisance animals. Because of the unique controlled release system, the japonilure sex pheromone and floral attractant bait pack is designed to last for the entire trapping season. This LURE N KILL® Japanese Beetle Trap Bait pack was developed for the LURE N KILL® Japanese Beetle Trap but may also be used with other brands of Japanese Beetle traps.

**PRECAUTIONARY STATEMENTS**

Hazards to Humans and Domestic Animals

**CAUTION:** Avoid contact with skin, eyes and clothing. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco.

**FIRST AID**

**If on skin or clothing:**

- Take off contaminated clothing.
- Rinse skin immediately with plenty of water for 15-20 minutes.
- 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.
- Call a poison control center or doctor for treatment advice.

**If swallowed**

- Call poison control center or doctor immediately for treatment advice.
- Have person sip a glass of water if able to swallow\*
- Do not induce vomiting unless told to do so by the poison control center or doctor.
- Do not give anything by mouth to an unconscious person

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. Contact 1-800-858-7378 for emergency medical treatment advice.

**DIRECTIONS FOR USE:**

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

Do not open protective pouch until ready to use. Remove the bait from its protective package. Peel the protective cover (marked peel) from the LURE N KILL® Japanese Beetle Sex Lure/Floral Lure Bait Pack.

Remove the paper from the adhesive strip on the back of the Sex Lure/Floral Lure Bait Pack and attach the bait onto the trap vane.

**Do not attempt to peel apart the bait pack.** Best results are obtained by attaching the bait pack to the lower third of the trap vane.

*MASTER LABEL- (LABEL A) BACK PANEL (Page # 2 of 2)*

**REPLACEMENT:**

Under ordinary weather conditions, LURE N KILL® Japanese Beetle Sex Lure/Floral Lure Bait Pack should be effective for about 12 weeks.

**STORAGE AND DISPOSAL:**

Do not contaminate water, food, or feed by storage and disposal.

**PESTICIDE STORAGE:** Store unopened sex lure/floral lure bait pack in a cool dry place or refrigerate until ready for use.

**PESTICIDE DISPOSAL:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

**CONTAINER DISPOSAL:** Non-refillable container. Do not reuse or refill this container. Wrap container and put in trash or offer for recycling

**NOTICE:** HERCON ENVIRONMENTAL makes no warranty, express or implied, for any particular purposes concerning the product, other than those which are contained on this label. HERCON ENVIRONMENTAL will not accept liability for damage or injury resulting from misuse.

Made in the USA by  
ABERDEEN ROAD COMPANY  
d/b/a HERCON ENVIRONMENTAL  
Emigsville, PA 17318-0467

EPA Reg. No 8730-57  
EPA Est. No. 8730-PA-001

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MASTER LABEL- (LABEL B) FRONT PANEL (Page #1 of 1)

**LURE N KILL® JAPANESE BEETLE**

[Additional Brand Names]

**HERCON® LURE N KILL® JAPANESE BEETLE**

[Optional Marketing Claims]

*Complete Trap and Bait Package  
Protects Your Yard!  
Lasts The Entire Beetle Season!  
Traps over a 5,000 SQ. FT. Area!  
Jumbo size. Easy to use.  
No sprays.  
No mess.*

**JAPANESE BEETLE TRAP PACKAGE**  
One set of interlocking vanes.  
One Bait Pack.  
Two beetle disposal bags.  
One 18-inch hang tie.  
One complete trap assembly guide.

**JAPANESE BEETLE SEX LURE**

ACTIVE INGREDIENT:	BY WT.
(R,Z)-5-(1-Decenyl) dihydro-2(3H)-furanone.....	00.47% <sup>†</sup>
OTHER INGREDIENTS:.....	99.53%
	TOTAL:.....100.00%

<sup>†</sup> Equivalent to 1 mg japonilure pheromone A.I./dispenser  
Net Weight 0.23g (0.008 oz)/Sex Lure.

**JAPANESE BEETLE FLORAL (FOOD) LURE**

ACTIVE INGREDIENT:	BY WT.
Phenylethyl propionate (PEP).....	9.84% <sup>‡</sup>
Geraniol.....	9.84% <sup>‡</sup>
Eugenol.....	23.00% <sup>‡</sup>
OTHER INGREDIENTS:.....	57.32%
	TOTAL:.....100.00%

<sup>‡</sup>Equivalent to 0.96 g (0.03 oz) PEP A.I., 0.96 g (0.03 oz) Geraniol A.I. and 2.24 g (0.08 oz) Eugenol A.I./dispenser.  
Net Weight: 9.7 g (0.34 oz)/Floral Lure

NET WEIGHT: 9.93 g (0.35 oz)/ Bait Pack

KEEP OUT OF REACH OF CHILDREN

**CAUTION**

(See other panel for additional precautionary statements)

*MASTER LABEL- (LABEL B) BACK PANEL (Page # 1 of 3)*

**JAPANESE BEETLE TRAP COMPONENTS:**

**INTERLOCKING VANES:** Make the trap quick and easy to assemble.

**LURE:** Bait pack utilizing japonilure, the powerful Japanese beetle sex pheromone (attractant) and the three-component floral lure to attract both male and female beetle throughout the entire beetle season.

**BEETLE DISPOSAL BAG:** Makes disposal of dead beetles easy to do.

This LURE N KILL® Japanese Beetle Bait Pack consists of a dual sex lure and floral (food) lure system, which attracts two to five times more Japanese beetles than traps with only a single lure. The lures combine to draw male and female Japanese beetles into a trap...and away from valuable ornamentals, fruit trees, vegetables, flowers and shrubs. This product contains no killing agent to damage the environment and will not harm beneficial insects or attract nuisance animals. Because of the unique controlled release system, the japonilure sex pheromone and floral attractant bait pack is designed to last for the entire trapping season. This LURE N KILL® Japanese Beetle Trap Bait pack was developed for the LURE N KILL® Japanese Beetle Trap but may also be used with other brands of Japanese Beetle traps.

**PRECAUTIONARY STATEMENTS**

Hazards to Humans and Domestic Animals

**CAUTION:** Do not open protective pouch until ready to use. Avoid contact with skin, eyes and clothing. Wash hands thoroughly with soap and water after handling.

**FIRST AID**

**If on skin or clothing:**

- Take off contaminated clothing.
- Rinse skin immediately with plenty of water for 15-20 minutes.
- 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.
- Call a poison control center or doctor for treatment advice.

**If swallowed**

- Call poison control center or doctor immediately for treatment advice.
- Have person sip a glass of water if able to swallow\*
- Do not induce vomiting unless told to do so by the poison control center or doctor.
- Do not give anything by mouth to an unconscious person

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. Contact 1-800-858-7378 for emergency medical treatment advice.

*MASTER LABEL- (LABEL B) BACK PANEL (Page # 2 of 3)*

**DIRECTIONS FOR USE:** *[For products utilizing package insert only]*

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

Before assembling trap, read enclosed directions for Japanese beetle trap assembly. Use one bait pack for each Japanese beetle trap. Apply the lures to the top part, preferably the vane, of the Japanese beetle trap. **REPLACEMENT:** Under ordinary weather conditions, LURE N KILL® Japanese Beetle Sex Lure/Floral Lure Bait Pack should be effective for about 12 weeks.

**DIRECTIONS FOR USE:** *[For product not utilizing package insert]*

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

**TRAP ASSEMBLY** *[For product not utilizing package insert]*

1. Slide vanes together at the slots to form a cross.
2. Attach the twist tie by inserting about 4" through the holes in the top vane assembly as shown in the diagram and twist to secure the trap.
3. Attach one of the disposable collection bags to the vane assembly by gently sliding the holes in the bag over the cutout hooks on the lower end of the trap vanes.

**BAIT PLACEMENT** *[For product not utilizing package insert]*

4. Remove the bait pack from its protective package. Peel the protective cover (marked "peel") from the LURE N KILL® Japanese Beetle Sex Lure/Floral Lure Bait Pack.
5. Peel the paper from the adhesive strip on the back of the sex/floral lure bait pack and attach the bait onto the trap vane. Do Not Attempt To Peel Apart The Bait. Best results are obtained by attaching the bait pack to the lower third of the trap vane.

**TRAP PLACEMENT, APPLICATION RATE AND USE:** *[For product not utilizing package insert]*

1. Place traps as beetles emerge and are noticed.



*MASTER LABEL- (LABEL B) BACK PANEL (Page # 3 of 3)*

2. Place traps on the generally upwind side of vegetable gardens, flower gardens, ornamental shrub plantings and other outside landscape planting attacked by the beetles. Apply traps at the rate of one trap per 50 linear feet along two sides of plant perimeters. For example, if the site is 1-50 linear feet, place only one trap on each of the two sides. If the site is 51-100 linear feet place two traps on each of the two sides, etc. DO NOT enclose the treated site with traps.
3. Hang traps from any suitable post or stand in sunny areas 3 to 5 feet above the ground.
4. Place traps at least 10 feet away from the plantings as they may attract beetles to the foliage if placed closer.
5. Replace bags when full. If trap catches decline and beetles are still present, replace bait pack. Remove traps from site when beetles are no longer present.

**STORAGE AND DISPOSAL:**

Do not contaminate water, food, or feed by storage and disposal.

**PESICIDE STORAGE:** Store unopened sex lure/floral lure bait pack in a cool dry place or refrigerate until ready for use.

**PESTICIDE DISPOSAL:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

**CONTAINER DISPOSAL:** Non-refillable container. Do not reuse or refill this container. Wrap container and put in trash or offer for recycling if available.

**NOTICE:** HERCON ENVIRONMENTAL makes no warranty, express or implied, for any particular purposes concerning the product, other than those which are contained on this label. HERCON ENVIRONMENTAL will not accept liability for damage or injury resulting from misuse.

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MASTER LABEL- PACKAGE INSERT (Page 1 of 4)

**LURE N KILL® JAPANESE BEETLE**

Homeowner's Japanese Beetle Trap Assembly Guide

[Additional Brand Names]

HERCON® LURE N KILL® JAPANESE BEETLE

JAPANESE BEETLE SEX LURE

ACTIVE INGREDIENT:	BY WT.
(R,Z)-5-(1-Decenyl) dihydro-2(3H)-furanone.....	00.47% <sup>†</sup>
OTHER INGREDIENTS:.....	99.53%
TOTAL:.....	100.00%

<sup>†</sup> Equivalent to 1 mg japonilure pheromone A.I./dispenser  
Net Weight 0.23g (0.008 oz)/Sex Lure.

JAPANESE BEETLE FLORAL (FOOD) LURE

ACTIVE INGREDIENT:	BY WT.
Phenylethyl propionate (PEP).....	9.84% <sup>‡</sup>
Geraniol.....	9.84% <sup>‡</sup>
Eugenol.....	23.00% <sup>‡</sup>
OTHER INGREDIENTS:.....	57.32%
TOTAL:.....	100.00%

<sup>‡</sup>Equivalent to 0.96 g (0.03 oz) PEP A.I., 0.96 g (0.03 oz) Geraniol A.I. and 2.24 g (0.08 oz) Eugenol A.I./dispenser.  
Net Weight: 9.7 g (0.34 oz)/Floral Lure

CONTENTS: One Sex Lure/Floral Lure Bait Pack

NET WEIGHT: 9.93 g (0.35 oz)/ Bait Pack

KEEP OUT OF REACH OF CHILDREN

**CAUTION**

(See other panel for additional precautionary statements)

*MASTER LABEL- PACKAGE INSERT (Page 2 of 4)*

This omni directional LURE N KILL® Japanese Beetle Trap is easily assembled by interlocking two attractive bright yellow vanes and attaching a dual sex lure and floral (food) lure bait pack which attract two to five times more Japanese beetles than traps with only a single lure. The trap works by drawing Japanese Beetles away from valuable ornamentals, flowers and shrubs. The beetles attracted by the sex and floral lures and the vanes' bright color, strike the vane and fall into the plastic bag...and then die.

The active ingredient in the sex lure is japonilure, the exact copy of the powerful Japanese beetle sex pheromone (attractant), released by the adult female beetle to attract her mate. The food lure, on the other hand, consists of three components which give off a distinctive floral scent that attracts both male and female beetles throughout the entire beetle season. This product contains no killing agent to damage the environment and will not harm beneficial insects or attract nuisance animals.

**JAPANESE BEETLE TRAP COMPONENTS:**

**INTERLOCKING VANES:** Make the trap quick and easy to assemble.

**LURE:** Bait pack utilizing japonilure, the powerful Japanese beetle sex pheromone (attractant) and the three-component floral lure to attract both male and female beetle throughout the entire beetle season.

**BEETLE DISPOSAL BAG:** Makes disposal of dead beetles easy to do.

**PRECAUTIONARY STATEMENTS**

Hazards to Humans and Domestic Animals

**CAUTION:** Do not open protective pouch until ready to use. Avoid contact with skin, eyes and clothing. Wash hands thoroughly with soap and water after handling.

**FIRST AID**

**If on skin or clothing:**

- Take off contaminated clothing.
- Rinse skin immediately with plenty of water for 15-20 minutes.
- 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.
- Call a poison control center or doctor for treatment advice.

**If swallowed**

- Call poison control center or doctor immediately for treatment advice.
- Have person sip a glass of water if able to swallow\*
- Do not induce vomiting unless told to do so by the poison control center or doctor.
- Do not give anything by mouth to an unconscious person

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. Contact 1-800-858-7378 for emergency medical treatment advice.

*MASTER LABEL- PACKAGE INSERT (Page 3 of 4)*

**DIRECTIONS FOR USE:**

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

Read directions for Japanese beetle trap assembly BEFORE using the bait pack. Use one bait pack for each Japanese beetle trap. Apply the lures to the top part, preferably the vane, of the Japanese beetle trap. **REPLACEMENT:** Under ordinary weather conditions, LURE N KILL® Japanese Beetle Sex Lure/Floral Lure Bait Pack should be effective for about 12 weeks.

**STORAGE AND DISPOSAL:**

Do not contaminate water, food, or feed by storage and disposal.

**PESICIDE STORAGE:** Store unopened sex lure/floral lure bait pack in a cool dry place or refrigerate until ready for use.

**PESTICIDE DISPOSAL:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

**CONTAINER DISPOSAL:** Non-refillable container. Do not reuse or refill this container. Wrap container and put in trash or offer for recycling.

**TRAP ASSEMBLY DIRECTION:**

Tips on How to Get the Most of Your LURE N KILL® Japanese Beetle Trap

1. Set the omni directional trap by sliding the vanes together so slots interlock (Fig. 1).
2. **ATTACHING THE BAIT PACK** [*for products with combo sex/floral lure bait pack*]: Simply peel away the plastic layer, which covers the “windows” of the sex lure and floral lure compartments (Fig. 4). Next, peel of the backing paper covering the sticky side of the pouch (Fig. 5); press this sticky side against one side of the vane (Fig. 6). For traps with smaller vanes, fold the bait pack and press the sticky side against both sides of the vane (Fig. 7). **DO NOT REMOVE LURES FROM BAIT PACK.**  
*ATTACHING THE SEX LURE* [*for products without the combo sex/floral lure bait pack*]: Remove the lure from its protective pouch. Peel off the backing paper covering the sticky side of sex lure. Attach sex lure by pressing the sticky side against the yellow vane surface (Fig. 2).  
*ATTACHING THE FLORAL LURE LURE* [*for products without the combo sex/floral lure bait pack*]: Remove the lure from its protective pouch. Thread lure through the slots of the two vanes, gently pushing down to lock floral lure dispenser in place (Fig. 3).
3. **BAG ATTACHMENT:** Attach one disposal bag onto the yellow vane assembly. Slip the four small slits on the open end of the bag onto the hooks on the vanes. Be careful not to tear or stretch the slits on the disposal bag.

*MASTER LABEL- PACKAGE INSERT (Page 4 of 4)*

4. **HANGING THE TRAP:** Insert about 3 to 4 inches of the hang tie through the holes in the top part of the vane assembly. Tightly twist the tie to secure the trap in place. Hang the trap by attaching the long end of the hang tie to a post or stake or optional trap stand. The bottom of the bag should be at least 1 foot about the ground (Fig. 8) and the trap free to move in the wind without hitting any obstruction. Hang the trap where small children cannot reach it.
5. **USING THE TRAP:** to intercept beetles heading toward the trap, place the stake with the trap about 30 feet downwind from foliage. Do not place the trap near or in the foliage as it will attract more beetles to it. For maximum effectiveness, use one trap per 1/8 acre. Most Japanese beetles are active and flying during sunny days with temperatures between 70°F -95°F and from mid-morning through mid-afternoon. Check the bag periodically. Replace it when the lower portion is filled with beetles, or every five days to reduce the possibility of other beetles being repelled by the odor of the dead beetles.
6. **BEETLES (BAG) DISPOSAL:** Knot the top funnel portion of filled bag before disposing it in trash receptacle. Generally, beetles trapped in the bag will die after several hours in the heat and sun. To make sure that beetles are dead, leave sealed bags in the sun to kill trapped insects before disposal.
7. **LURE DISPOSAL:** Wrap used lures and put in trash receptacle for collection.

**NOTICE:** HERCON ENVIRONMENTAL makes no warranty, express or implied, for any particular purposes concerning the product, other than those which are contained on this label. HERCON ENVIRONMENTAL will not accept liability for damage or injury resulting from misuse.

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