

9688-173

08/25/2011

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

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

August 25, 2011

Jessica Goldberg  
Chemsico  
P.O. Box 142642  
St. Louis, MO 63114

Subject: Amendment – Adding Optional Marketing Claims  
Chemsico Insecticide DE  
EPA Reg. No. 9688-173  
Your submission dated July 19, 2011

Dear Ms. Goldberg:

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable subject to the comments listed below. Two (2) copies of the finished labeling must be submitted prior to releasing the product for shipment. A stamped copy of the label is enclosed for your records.

If you have any questions regarding this action, please contact BeWanda Alexander at [Alexander.bewanda@epa.gov](mailto:Alexander.bewanda@epa.gov) or (703) 305-7460.

Sincerely,  
*BeWanda Alexander for*  
Richard Gebken  
Product Manager 10  
Insecticide Branch  
Registration Division (7505P)

Enclosure

# CHEMSICO

## Insecticide DE

Effective and Long Lasting [When Dry] • Kills [controls] Cockroaches, Ants, Silverfish, Beetles, [and Other Crawling Insects as listed] • Contains Diatomaceous Earth • Kills Crawling Insects • Crawling Insect Killer [Control] • Kills [Within] [In] 24 hrs of contact • For use Indoors and Outdoors • Multipurpose Insect Killer [Control] • No odor • Non-staining • Long Lasting Insect Control • [Satisfaction] [Guaranteed\*][to Work or Your Money Back] • [Money Back Guarantee\*] • Can be used on [Mattresses][Baseboards][in Cracks & Crevices]

ACCEPTED  
with COMMENTS  
In EPA Letter Dated  
AUG 25 2011

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

9688-173

Active Ingredient:  
Silicon Dioxide.....85%  
Other Ingredients .....15%

KEEP OUT OF REACH OF CHILDREN

CAUTION See [back] [side] for additional precautionary statements

NET WEIGHT 1 LB (16 oz /453g)

### OPTIONAL MARKETING LANGUAGE

[Chemsico Insecticide DE is a no odor, non-staining insect killer that contains diatomaceous earth. Insects come in contact or ingest this powder and die within 24 hours, and they cannot become immune to its killing action.]

### OPTIONAL MARKETING LANGUAGE FOR SUPPLEMENTAL DISTRIBUTOR BRANDS

**Earth Care®**  
*Caring for your home, Caring for the Earth*  
Earth Care is a line of pest control products. This product kills within 24 hours of contact and provides effective and long-lasting control of the listed insects. You can be confident in the product's effectiveness because your satisfaction is guaranteed.\*

### OPTIONAL PRODUCT FACT BOX

**PRODUCT FACTS**  
**WHAT IT DOES:** Kills cockroaches, ants, slugs, fleas, beetles, silverfish and other crawling insects as listed.  
**WHERE TO USE:** **Indoors** in cracks & crevices, baseboards, mattresses, garbage cans & other places where insects may hide. **Outdoors** where insects are found such as patios, planting beds, along foundations, outdoor sills and door frames.  
**Questions & Comments:** (phone icon) (computer icon). Call 1-800-332-5553 or visit our website at [www.zzzzzzz.com](http://www.zzzzzzz.com)

**STOP.** READ ENTIRE LABEL BEFORE USE.

### DIRECTIONS FOR USE

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

[HOW TO APPLY] [APPLICATION INSTRUCTIONS] [HOW TO USE]

[OPTIONAL INSTRUCTIONS FOR BAGGED PRODUCT]

Apply Chemsico Insecticide DE with a hand duster, power duster, or squeeze bottle for application to areas where crawling insects are found. Apply to cracks and crevices and other areas as directed].

#### [OPTIONAL INSTRUCTIONS FOR BOTTLED PRODUCT]

Remove protective cap and snip off end of applicator. Replace protective cap after use.

#### [WHERE TO USE] [USE SITES]

##### INDOOR [USE]

**Cockroaches, Ants, Earwigs, Millipedes and Centipedes, Crickets and Silverfish:** Lightly coat a thin layer of Chemsico Insecticide DE in areas where these pests are found and may hide such as cracks and crevices, behind and beneath refrigerators, cabinets, stoves, garbage cans and in and around sewer pipes and drains, window frames and in attics and basements. Dust [Apply to] insects directly if possible. Repeat application when dust is no longer present and insects are observed.

**[Fleas:** Thoroughly treat floor and bedding in and around pet sleeping quarters. Treat surrounding cracks and crevices, baseboards, carpeting and wherever fleas are suspected.]

**[Carpet Beetles:** Dust along baseboards, carpet edges, under carpeting, furniture, in closets and shelving where these insects are seen or suspected.]

**[Bedbugs:** Dismantle bed. Use Chemsico Insecticide DE in joints, crevices and where rungs are inserted. See that all interior areas are dusted. Dust mattresses, especially folds and edges. All cracks and crevices in the bedroom should be treated. Repeat application when dust is no longer present and insects are observed.]

##### OUTDOOR [USE]

**Cockroaches, Earwigs, Millipedes, Centipedes, Slugs, Grasshoppers, Ants, Crickets and other crawling insects:** Lightly coat areas where these insects are found or may hide such as patios, planting beds, outdoor sills, window and door frames, outside of entrance ways. Dust around foundations, along ant trails and around sewer pipes and drains.

#### STORAGE AND DISPOSAL

**Storage:** Store in a cool dry area. **Disposal: If empty:** Nonrefillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

#### 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 and before eating, drinking, chewing gum, using tobacco or using the toilet.

##### FIRST AID

**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 five minutes, then continue rinsing eyes. Call a Poison Control Center or doctor for treatment advice.

**Hot Line Number:** Have the product container or label with you when calling a Poison Control Center or doctor, or going for treatment. You may also contact 1-800-xxx-xxxx for emergency medical treatment information.

#### ENVIRONMENTAL HAZARDS

To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area.

**NOTICE:** To the extent consistent with applicable law, buyer assumes all responsibility for safety and use not in accordance with directions.

[\*If you are not satisfied with this product, please send your written request for a refund to the address below, together with the original store receipt showing the price you paid. Please allow 6-8 weeks for processing.]

[The Garden Safe Promise – Satisfaction guaranteed or your money back, If you apply this product as directed and you are not completely satisfied, send proof of purchase from this package and the original cash register receipt to the address above. We will refund the purchase price you paid.]

[Questions or Comments: Call toll free 1-800-332-5553 or visit our website [www.xxxx.com](http://www.xxxx.com)]

Made in the USA by Chemsico  
Division of United Industries Corporation  
PO Box 142642  
St. Louis, Missouri 63114-0642

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