

9688-239

05-17-2011

1/5



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

OFFICE OF CHEMICAL SAFETY AND
POLLUTION PREVENTION

MAY 17 2011

Ms. Jessica Goldberg
Regulatory Affairs Specialist
Chemsico
Division of United Industries Corporation
PO Box 142642
St. Louis, MO 63114

Dear Ms. Goldberg:

Subject: Label amendment; additional claims
Chemsico Roach Control 5DW
EPA File Symbol 9688-239
Submission dated December 21, 2010

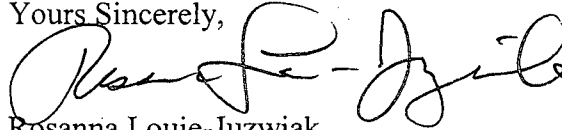
The amendment referred to above is acceptable in accordance with the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) section 3(c)(7)(B), subject to the comments listed below:

1. Registration does not eliminate the need for continual reassessment of pesticides. If the Agency determines that, at any time, additional data are required to maintain in effect an existing registration, the Agency will require submission of such data.
2. We have noticed that you have added a reference to the company's website on the label under the heading *Questions or comments*. Please be aware that the website becomes labeling under the FIFRA and is subject to review by the Agency. If the website is false or misleading in any way, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5). 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.

A stamped copy of the label is enclosed for your records. Please submit one (1) copy of the final printed label (with all the graphics and illustrations) before you release the product for shipment bearing the amended labeling. A copy of the efficacy review is also enclosed for your perusal.

If you have any questions, contact Rita Kumar at (703) 308-8291 or kumar.rita @epa.gov.

Yours Sincerely,



Rosanna Louie-Juzwiak
Acting Product Manager 7
Insecticide Rodenticide Branch
Registration Division (7505P)

Enclosures (2)

MASTER LABEL:

This Master Label contains optional marketing phrases and other statements that are applicable to different sizes and alternate brand names of this product.

CHEMSICO

Roach Control 5DW

For indoor household use only.

Kills roaches for up to 3 months • Lasts for up to 3 Months • Kills [both] small and large roaches • Nothing to Activate • Easy To Use • No Clean-Up • Leaves no mess • Kills roaches where they breed • Kills roaches you see • Kills [hidden] roaches [you don't see] • Kills roaches that eat the bait • Kills [tough] [hard] to find roaches [behind walls] [you can't see] • Keeps on Killing for up to 3 months • Kills common [household] roaches in 24 hours • Works on Common Household Roaches • Use in kitchens and baths • Use near walls, in closets and cabinets, under sinks and refrigerators • Quick Kill Formula • Kills in Hours • Kills in 24 Hours • Works in 24 Hours • Dual Bait - contains both food and water • Ready-to-Use [Just pull the tab] • Advanced wick technology • No Mess! No Spills • [Clear] [Non-Staining] formula [kills roaches fast] • Durable bait stations • Contains two food sources to attract roaches • Water [liquid] bait matrix formula attracts roaches fast • Advanced [liquid] bait technology • Advanced Wick Delivery System • Kills roaches and the eggs they carry

Active Ingredient: Dinotefuran[N-methyl-N'-nitro-N''-(tetrahydro-3-furanyl)methyl]guanidine] 0.05%
Other Ingredients: 99.95%

Do Not Allow Children or Pets to Play with the Bait Stations

CAUTION See back for additional precautionary statements

CONTAINS 6 — [1 fl. oz. (29.6 mL)], [.45 fl. oz. (13.3mL)] Bait Stations

TOTAL NET Contents [6 fl oz. (177 mL)], [2.7 **ACCEPTED** (182.7g) (7.9 fl. oz.) (230 mL)] [2.7 **With COMMENTS**]

In EPA Letter Dated: **MAY 17 2011**

~~Under the Federal Insecticide, Fungicide and Rodenticide Act, As amended, for the pesticide Registered under EPA Reg. No. 9688-239~~

CARTON

Optional Marketing Language

[Chemsico Roach Control 5DW liquid baits contain a [unique][proprietary] bait formula containing both a water source and a food source. Roaches seeking out food or water will be attracted to the bait stations faster than traditional baits containing just a food source].

- Roaches eat bait, then return to where they breed, carrying the active ingredient with them.
- Roaches die, along with the eggs they carry.

[Roaches eat the bait and return to [where they breed] [the nest]. The roaches die leaving a killing residual for the remaining roaches to consume.] [They eat the bait and crawl away to die.] [Guaranteed to work or your money back*.]

- *(graphic)* **Roaches enter bait station** and eat the bait.
- *(graphic)* **Roaches take the bait back to the nest.**

How it works [Why Use a Liquid Bait]:

Roaches enter the home in search of water and are most often found near water sources (ie: kitchen and bathroom). This is because a roach can live for up to a month without food, but can only survive seven days without water. This bait is extremely attractive to roaches because it combines an attractive food source with the water source they need, delivering a lethal dose quickly.

OPTION A LABEL FORMAT

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.

1. Pull tab located on side of bait station to break seal on the vial containing the bait. [Optional graphic showing bait station and location of tab]

2. Place bait stations where roaches have been seen or in out-of-the-way places near walls in cabinets, under sinks and refrigerators and in closets. Place 5 bait stations in the kitchen and one in the bathroom.

[Optional graphic showing locations for bait station placement] Heavily infested areas may require additional bait stations.

3. Examine bait stations once per month to verify that bait is still present in the station. Replace bait stations every three months or sooner if empty bait stations are found.

STORAGE AND DISPOSAL

Storage: Store in a cool, dry place inaccessible to children and pets. **Disposal:** If empty: Do not reuse this container. Place in trash or offer for recycling if available. **if partly filled:** Call your local solid waste agency for disposal instructions.

**PRECAUTIONARY STATEMENTS
Hazards to Humans and Domestic Animals**

CAUTION. Wash thoroughly with soap and water after handling bait stations.

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

Questions or comments? Call 1-800-332-5553 or visit our Website at www.hotshotbrand.com

[Satisfaction Guarantee: If you are not completely satisfied with this product, send the proof of purchase and your name, address and original cash register receipt showing price, date and place of purchase for full refund to: Chemsico, P.O. Box 142642, St. Louis, MO 63114-0642]

Made in the USA for Chemsico
Division of United Industries Corporation
P. O. Box 142642
St. Louis, MO 63114-0642

EPA Reg. No. 9688-239

EPA Est. No. 9688-MO-1

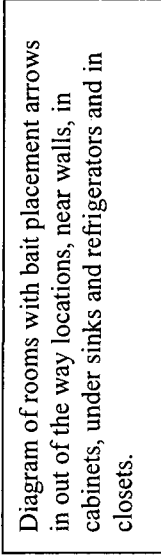
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OPTION B SIMPLIFIED LABEL FORMAT

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.



1. Pull tab located on side of bait station to break seal on the vial containing the bait. [Optional graphic showing bait station and location of tab]

2. Place bait stations where roaches have been seen or in out-of-the-way places near walls in cabinets, under sinks and refrigerators and in closets. Place up to 5 bait stations in the kitchen and one in the bathroom. [Optional graphic showing locations for bait station placement] Heavily infested areas may require additional bait stations.

3. Examine bait stations once per month to verify that bait is still present in the station. Replace bait stations every three months or sooner if empty bait stations are found.

STORAGE AND DISPOSAL

Storage: Store in a cool, dry place inaccessible to children and pets. **Disposal:** If empty: Do not reuse this container. Place in trash or offer for recycling if available. **if partly filled:** Call your local solid waste agency for disposal instructions.

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BAIT STICKER

See outer carton for complete directions and precautions.

CHEMSICO ROACH CONTROL 5DW

Active Ingredient:
Dinotefuran[N-methyl-N'-nitro-N''-(tetrahydro-3-furanyl)methyl]guanidine]..... 0.05%
Other Ingredients..... 99.95%

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5/5