

9688-301

8/6/2012

1/10



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON D C 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

AUG 6 2012

Jessica Goldberg  
Chemsico / United Industries  
P O Box 142642  
St Lois, MO 63114-0642

Subject Notification per PRN 98-10 – Add Non-Public Health Pests

EPA Registration Number 9688-301  
Black Flag Home Insect Control

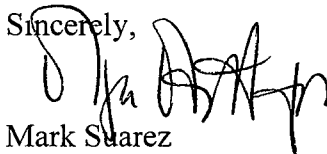
Date of Submission July 17, 2012

Dear Ms Goldberg

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration (PRN) 98-10 for the abovementioned product. The Registration Division (RD) has conducted a review of this request and finds that the actions requested fall within the scope of PRN 98-10. The label submitted with the application has been stamped "Notification" and will be placed in our records.

If you have questions regarding this letter, please contact Olga Odiott at (703) 308-9369

Sincerely,

  
Mark Suarez  
Product Manager 13  
Insecticide Branch  
Registration Division (7505P)

Please read instructions on reverse before completing form

Form Approved OMB No. 2070-0060 Approval expires 11-30-93



United States Environmental Protection Agency  
Office of Pesticide Programs (H7505C)  
Washington, DC 20460  
**Application for Pesticide**

**Registration  
Amendment  
Other**

OPP Identifier Number

**Section I**

1 Company/Product Number <b>9688 301</b>	2 Product Manager <b>M Suarez</b>	3 Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4 Company/Product (Name) <b>Black Flag Home Insect Control</b>	PM# <b>13</b>	
5 Name and Address of Applicant (include ZIP Code) <b>Chemnico, Div Of United Industries Corp P O Box 142642 St Louis, MO 63114</b> <input type="checkbox"/> Check if this is a new address	6 Expedited Review In accordance with FIFRA Section 3(c)(3) (b)(i) my product is similar or identical in composition and labeling to EPA Reg No _____ Product Name _____	

**Section II**

<input type="checkbox"/> Amendment Explain below	<input type="checkbox"/> Final printed label in response to Agency letter date
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> ME TOO Application
<input checked="" type="checkbox"/> Notification Explain below	<input type="checkbox"/> Other explain below

**Explanation** Use additional page(s) if necessary (For section I and Section II)  
Please find the enclosed notification per PR Notice 98 10 to add stink bugs and kudzu bugs We are also adding optional marketing language (Please see cover letter for details)

**Section III**

<b>1 Material in Which This Product Will Be Packaged</b>				<b>2 Type of Container</b>	
Child Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	If YES No per Unit package wgt container		<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
* Certification must be submitted		If YES No per Package wgt container	If YES No per Package wgt container		
<b>3 Location of Net Contents Information</b> <input type="checkbox"/> Label <input type="checkbox"/> Container		<b>4 Size(s) of Retail Container</b>		<b>5 Location of Label Directions</b> <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
<b>6 Manner in Which Label Is Affixed To Product</b> <input type="checkbox"/> Lithographed <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input type="checkbox"/> Other _____		

**Section IV**

<b>1 Contact Point</b> (Complete items directly below for identification of the individual to be contacted if necessary to process this application)		
Name <b>Jessica Goldberg</b>	Title <b>Regulatory Affairs Specialist</b>	Telephone No (include Area Code) <b>314 683-2438</b>
<b>Certification</b> I certify that the statements I have made on this form and all attachments thereto are true accurate and complete I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law		§ Date Application Received (Stamped)
2 Signature 	3 Title <b>Regulatory Affairs Specialist</b>	
4 Typed Name <b>Jessica Goldberg</b>	5 Date <b>July 16, 2012</b>	

3/10

# Chemsico

Division of United Industries  
P O Box 142642  
St Louis, MO 63114 0642

July 17, 2012

Document Processing Desk (NOTIF)  
Office of Pesticide Programs  
United States Environmental Protection Agency  
Room S4900, One Potomac Yard  
2777 S Crystal Drive  
Arlington, VA 22202-4501

Attention Mr Mark Suarez  
Product Manager Team 13

**Subject NOTIFICATION Label Notification per PRN 98-10  
Black Flag Home Insect Control  
EPA Reg No 9688-301**

Please find the enclosed notification per PR Notice 98-10 to add stink bug and kudzu bugs non-public health pests, to the label The addition of a pest that does not pose a threat to public health is permissible as a notification within PRN 98-10 under Section(II)(B) Adding stink bugs to the label does not result in any exposure greater than the current level on the accepted label, nor does it change the dosage concentration, timing or frequency We have also taken this opportunity to add optional marketing language All changes have been highlighted throughout the label

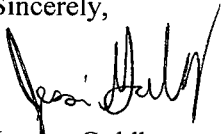
*This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46 and no other changes have been made to the labeling or the confidential statement of formula of this product I understand that it is a violation of 18 U S C Sec 1001 to willfully make any false statement to EPA I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46 this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA*

The following documents are enclosed in support of this submission

- 1 Application for Pesticide (EPA Form 8570-1)
- 2 One copy of the proposed label *with changes highlighted*
- 3 One clean copy of the proposed label

Please call me at 314-683 2438 or via email [jessica\\_goldberg@spectrumbrands.com](mailto:jessica_goldberg@spectrumbrands.com), if you have questions or need further information Thank you in advance for your time

Sincerely,



Jessica Goldberg  
Regulatory Affairs Specialist

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# Black Flag Home Insect Control

## NOTIFICATION

AUG 16 2012

ALTERNATE BRAND NAME Black Flag Home Insect Control<sub>2</sub>  
ALTERNATE BRAND NAME Black Flag Extreme Home Insect Control<sub>2</sub>

See back page for list of optional marketing claims

### [OPTIONAL PRODUCT FACT BOX]

#### PRODUCT FACTS

##### What it Does

Kills ants bed bugs mosquitoes flies roaches fleas ticks centipedes scorpions spiders stink bugs kudzu bugs and other listed home invading insects

##### Where to Use (indoor icon) (outdoor icon)

INDOORS In cracks and crevices along baseboards under sinks behind stoves and refrigerators and anywhere insects may hide

OUTDOORS [On surfaces of] Outside surfaces of screens doors and window frames porches patios buildings or wherever insects may enter

##### Questions & Comments (phone icon) (computer icon)

Call 1 800 332 5553 or Visit our Website at www xxx com

#### DIRECTIONS FOR USE

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

Do not water the treated area to the point of run off Do not make applications during rain All outdoor applications must be limited to spot or crack and crevice treatments only except for the following permitted uses (1) Treatment to soil or vegetation around structures (2) Applications to lawns turf and other vegetation (3) Applications to building foundations up to a maximum height of 3 feet

Other than applications to building foundations all outdoor applications to impervious surfaces such as sidewalks driveways patios porches and structural surfaces (such as windows doors and eaves) are limited to spot and crack and crevice applications only

Application is prohibited directly into sewers or drains or to any area like a gutter where drainage to sewers storm drains water bodies or aquatic habitat can occur Do not allow the product to enter any drain during or after application

0 020%  
99 980%  
100 00%

Active Ingredient  
Deltamethrin  
Other Ingredients

{Note to Reviewer The following will be used when the label includes indoor residential uses only}  
For Indoor Residential [Home] Use Only

{Note to Reviewer The following will be used when the label includes indoor and outdoor residential uses only}

KEEP OUT OF REACH OF CHILDREN

CAUTION See back panel for additional precautionary statements

Net Contents 16 fl oz 24 fl oz 32 fl oz 1 gal (128 fl oz) 1 3 gal (166 fl oz) 1 33 gal (170 fl oz) 1 5 gal (192 fl oz)

For Indoor and Outdoor Residential [Home] Use Only

Shake Well Before Using

{Use instructions 1 5 Gal size}

- 1 CUT (Illustration) – Carefully cut the two white zip ties securing the hose and pump handle with scissors. Use caution not to cut the white hose.
- 2 CONNECT (Illustration) Unwind hose. Firmly push the connector at the end of the hose onto the spout on the pump until it locks into place.
- 3 EXTEND WAND (Illustration) Lift sprayer wand off bottle. Push yellow [red][black] [white] [orange] [silver] button while pulling out the wand nozzle tip. Fully extend wand until yellow [red] [black] [white] [orange] [silver] button snaps into SPRAY position. NOTE: White trigger will not function until wand is fully extended and yellow [red] [black] [white] [orange] [silver] button is visible in the SPRAY position.
- 4 PUMP (Illustration) Pump container 10-20 times to pressurize bottle. A full bottle requires fewer pumps than an empty bottle. Pumping to the higher range will provide longer spray duration. After pumping, push pump down and turn handle clockwise to lock into carrying position. NOTE: This bottle is designed to expand under pressure and cannot be over pressurized.
- 5 SPRAY (Illustration) Aim wand. Spray by pushing down white trigger with thumb. Adjust spray pattern by rotating white nozzle tip to one half rotation. Spray cracks and crevices and other areas where insects live and hide until slightly moist but not to the point of runoff.
- 6 STORE (Illustration) When finished spraying, press the yellow [red][black][white][orange][silver] button and push wand back to the original storage position until the yellow [red][black][white][orange][silver] button snaps into place. Place wand back onto the bottle with nozzle facing down.
- 7 DEPRESSURIZE (Illustration) Push pump handle all the way down and turn pump handle and cap counter clockwise to relieve pressure, then retighten prior to storing.

Note: If sprayer does not function properly, remove nozzle cover and check nozzle and holes in rubber component for obstructions. Replace nozzle cover and use as instructed above.

#### {Use Instructions – 1 33 Gal size}

- 1 (Illustration) Carefully cut the zip ties securing the pump handle with scissors. Use caution not to cut the hose.
- 2 (Illustration) Unwind hose.
- 3 (Illustration) Lift sprayer wand off bottle.
- 4 (Illustration) Pump container 10-20 times to pressurize bottle. A full bottle requires fewer pumps than an empty bottle. Pumping to the higher range will provide longer spray duration. After pumping, push pump down and turn handle counter clockwise to lock into carrying position. NOTE: This bottle is designed to expand under pressure and cannot be over pressurized.
- 5 (Illustration) Aim wand. Spray by pushing trigger with thumb. Adjust spray pattern by rotating nozzle tip. Spray cracks and crevices and other areas where insects live and hide until slightly moist but not to the point of runoff.
- 6 (Illustration) When finished spraying, place wand back onto the bottle.
- 7 (Illustration) Push pump handle all the way down and turn pump handle and cap counter clockwise to relieve pressure, then retighten prior to storing.

Note: If sprayer does not function properly, remove nozzle cover and check nozzle and holes in rubber component for obstructions. Replace nozzle cover and use as instructed above.

#### {Alternate Use Instructions For use with new 1 33 Gal size Pump 'N Spray'™}

Pump 'N Spray'™ Instructions  
Shake Well Before Using

- Turn pump handle counterclockwise to untighten, remove pin, or to secure for carrying. Turn pump handle clockwise to tighten, or pump.
- 1 Before Use [Remove pump lock strip from pump handle]. Remove wand from holster [clip]. Pull the hose from the storage [area] compartment. Tighten pump handle to ensure air tight seal. Secure for carrying.
  - 2 To Use Pump [the sprayer] up to 25 times or until the pressure indicator pops up about ¼ inch. Do not pump more than 25 times. Secure for carrying.
  - 3 To Spray [Begin spraying by pushing] Push down the [grey][black] lever on the [spray] [wand] handle. Rotate the [white][gray] nozzle at the tip of the wand to adjust spray [from a stream to gentle mist]. For continuous spraying, push the [grey][black][spray] lever down and slide forward to lock. Pull back to release. (Illustration)
  - 4 To Store [Slowly turn the pump handle counterclockwise to] Untighten and release pressure. Retighten for next use. Push the hose back into the storage [area] compartment and put the wand back in holster [clip].
  - 5 To Refill Untighten and remove pump (Illustration) [When empty] [Refill with] Use Black Flag® Home Insect Control® Concentrate [product name] [Turn the pump handle counterclockwise to untighten and remove the pump] (Illustration). Follow [the Black Flag® Home Insect Control® Concentrate] [product name] label directions to refill. Put the pump back into the sprayer. Retighten for next use.

#### {Alternate A Use Instructions For use with new 1 33 Gal size Pump 'N Spray'™}

Pump 'N Spray'™ Instructions  
Shake Well Before Using

- Turn pump handle counterclockwise to untighten, remove pump, or to secure for carrying. Turn pump handle clockwise to tighten or pump.
- 1 Before Use [Remove pump lock strip from pump handle]. Remove wand from holster [clip]. Pull the hose from the storage [area] compartment. Tighten pump handle to ensure air tight seal. Secure for carrying.
  - 2 To Use Pump [the sprayer] up to 25 times. Do not pump more than 25 times. Secure for carrying.
  - 3 To Spray [Begin spraying by pushing] Push down the [grey][black] lever on the [spray] [wand] handle. Rotate the [white][gray] nozzle at the tip of the wand to adjust spray [from a stream to gentle mist]. For continuous spraying, push the [grey][black][spray] lever down and slide forward to lock. Pull back to release. (Illustration)

- 4 To Store [Slowly turn the pump handle counterclockwise to] Untighten and release pressure Retighten for next use Push the hose back into the storage [area] compartment and put the wand back in holster [clip]
- 5 To Refill [When empty] [Refill with] [Use] Black Flag® Home Insect Control® Concentrate [product name] [Turn the pump handle counterclockwise to untighten and remove the pump] (Illustration) Follow [the Black Flag® Home Insect Control® Concentrate] [product name] label directions to refill Put the pump back into the sprayer Retighten for next use

#### **{Use instructions 1 0 Gal size or 1 3 Gal size sprayer in a bag}**

##### How to Prime and Care For Your Sprayer

- 1 Remove cap from container and replace with sprayer hose and cap assembly Tighten securely
- 2 Turn sprayer nozzle one half turn counterclockwise (Illustration) Hold sprayer below the level of container and prime by pumping trigger 10 15 times until product is dispensed (Illustration) Adjust nozzle to fine spray or jet stream as needed
- 3 After each use thoroughly flush sprayer and hose with water (Illustration) Return hose and cap assembly to container tighten securely Turn nozzle to OFF position and store above level of liquid in container to prevent leakage

Note If sprayer does not function properly remove nozzle cover and check nozzle and holes in rubber component for obstructions Check to make sure nozzle is not in OFF position Replace nozzle cover return sprayer assembly to container and use as instructed above

{Note to Reviewer A concentrate refill will not be offered for the 16 Fl oz 24 Fl oz or 32 Fl oz RTU sizes} {Use Instructions 16 Fl oz 24 Fl oz 32 Fl oz - RTU} Adjust sprayer to desired pattern and spray insects directly or treat areas where insects live and hide

#### **{OPTIONAL DIRECTIONS FOR CAPTIVE SPRAYER PRODUCT}**

##### **HOW TO USE**

###### BEFORE USE

- 1 Shake well before each use
- 2 Peel sticker from flip top cap and open cap Discard sticker
- 3 Remove sprayer from its slot beneath the bottle handle and remove and discard plastic wrap Pull black hose tip to completely extend tubing
- 4 Firmly press black hose tip into opening in cap until it snaps into place
- 5 Hold sprayer below the level of the container and prime by pumping trigger several times until product is dispensed
- 6 Adjust nozzle to desired setting

###### AFTER USE

- 7 To store turn sprayer nozzle off
- 8 DO NOT disconnect hose
- 9 Return sprayer to its slot Hose can be pushed back into sprayer handle

##### **HOW TO USE**

Hold container upright Do not spray up into air Use only for spot treatment Adjust sprayer to mist or spray [Adjust sprayer to begin] [Adjust sprayer to desired pattern] [Adjust sprayer to On [position]] {Note to Reviewer Sprayer adjustment instruction will be dependent on sprayer unit used in finished product.} Hold sprayer 12 inches from the insect or surface to be sprayed Spray until the surface is slightly moist but not to the point of runoff Repeat treatment as necessary but do not apply more than once per week Children and pets may re enter treated areas after the spray has dried Cover all food handling surfaces and cover exposed food and cooking utensils or wash thoroughly after treatment Exposed food should be covered or removed

##### **INDOORS**

To Kill Cockroaches [Roaches] Ants (including Carpenter Ants) Box Elder Bugs Carpet Beetles Centipedes Crickets Firebrats Gnats Ground Beetles Houseflies kudzu bugs Mosquitos Palmetto Bugs Scorpions Silverfish Small Flying Moths Sowbugs Spiders stink bugs and Waterbugs Spray directly on insects or indoor areas where these insects may live and hide including in kitchens and bathrooms behind baseboards along cracks and crevices behind and under refrigerators sinks stove storage areas and cabinets around doors and windows around plumbing in attics basements and crawl spaces garbage cans edges of floor coverings and under rugs Flying insects resting on treated surfaces will be killed

To Kill Fleas & Ticks Remove pet bedding and destroy or clean thoroughly Spray pet resting quarters until moist Put fresh bedding down once spray has dried Do not spray animals directly For best results pets should be treated with an appropriate flea and/or tick control product registered for use on pets before allowing them to return to the treated area Also treat rugs and carpets that may be infested

Horse Stables To Kill stable flies horn flies houseflies face flies horse flies deer flies mosquitoes and gnats Apply thoroughly to surfaces until wet Insects coming to rest on treated surfaces will be killed or repelled Do not treat more than once per week Do not spray animals or humans or apply to animal feed or watering equipment Controls stable flies for up to 4 months

To Kill Pantry Pests including Rusty Merchant and Saw Toothed Grain Beetles Red and Confused Flour Beetles Chocolate Moths Cigarette Beetles Clover Mites Cluster Flies Drugstore Beetles Elm Leaf Beetles Rice Weevils Lesser Grain Borers Spider Beetles and Tobacco Moths Treat exposed stages Remove all foodstuffs utensils and shelf paper from area to be treated Apply spray to shelves and in cracks and crevices behind and under pantry Allow to dry prior to replacement of shelf paper food and utensils Wash any exposed food handling surfaces and utensils before use

Webbing Clothes Moth Apply as a crack and crevice treatment in closets and other storage areas where these pests are found This treatment will not control moth larvae already on clothes Do not apply to clothing

To Kill Bedbugs Apply to cracks and crevices where evidence of bedbugs occurs This includes bed frames box springs inside empty dressers and clothes closets and carpet edges high and low wall moldings and wallpaper edges Do not use this product on mattresses pillows bed linens or clothes Remove all clothes and other articles from dressers or clothes closets before application Allow all treated areas to dry thoroughly before use Not recommended for use as sole protection against bedbugs If evidence of bedbugs is found in/on mattresses use products approved for this use

#### OUTDOORS

Spray with wind if breeze is blowing Do not contaminate fish ponds or apply directly to water Remove all exposed food and cooking utensils Cover all food handling surfaces or wash thoroughly after treatment and before use Do not use on edible crops

To Kill Ants Crickets Sowbugs (Pillbugs) Cockroaches [Roaches] including Asian Cockroaches Centipedes Dog Ticks Fleas Gnats Houseflies kudzu bugs Lone Star Ticks Mole Crickets Mosquitos Silverfish stink bugs and Waterbugs Spray directly on insects or outdoor areas where insects live and hide including the perimeter of foundations around homes and residential storage buildings doors and windows window screens and frames light fixtures eaves porches patios decks garages and infested bushes grass and weeds Spray ant trails and hills Spray ant nests until wet

To Kill Carpenter Ants or Carpenter Bees Apply to voids or channels of damaged wood Treat cracks and crevices of wooden sections between the wood and foundation of the home or outdoor storage structures

To Kill Wasps Hornets Yellow Jackets and Bees Spray directly at nest openings Applications should be made late in the evening when insects are at rest

Houseplants To Kill Aphids Japanese Beetles Lace Bugs Leafminers Mealybugs Mites and Spider Mites Remove plants from living and eating areas prior to spraying Plants can be returned after the leaves are dry if plants cannot be moved cover or remove exposed food and food handling surfaces

Spray both leaf surfaces Avoid wetting blossoms if possible Do not apply more than once per week

Ornamental Garden Insects To Kill Japanese Beetles Whiteflies Aphids Armyworms Lace Bugs Mealybugs Exposed Thrips Pavement Ants Spiders Spider and Red Mites Clover Mites and Leafminers

Spray directly to insects on African Violets Asters Azaleas Begonias Camellias Carnations Chrysanthemums[Mums] Dahlias Delphiniums Dogwoods English Ivy Euonymus Fuchsia Geraniums Crassula Grape Vine Kentia Palm Laurel Margolds Rhododendrons Roses Rubber Plants Snapdragons Stocks Wandering Jew Zinnias and other ornamentals

Apply spray at least 18 inches from plants Cover both leaf surfaces thoroughly but not to the point to runoff Tender foliage young plants and new growth may be

[Bracketed Text] = Optional language

damaged if temperatures exceed 90 F Do not apply to vegetable plants or other plants used for food Not for use on plants grown for sale or other commercial use

## STORAGE AND DISPOSAL

{Note to Reviewer The following Storage Statement will be used with the 1 Gal 1 3 Gal 1 33 Gal and 1 5 Gal Containers}   
**STORAGE** Store in a cool dry area away from [inaccessible to] children [Do not transport or store below 32 F (0 C)] [Protect from freezing] [Store above 32 F] If freezing occurs allow product to thaw and shake well before using [use] [Some product separation may occur on freezing which is reversible on shaking] Freezing does not adversely affect [this product] [performance] [This container can be refilled and reused only with Black Flag Home Insect Control Concentrate [or product name] in accordance with directions for use However, when ready to dispose of container follow disposal directions below ]

{Note to Reviewer The following Storage Statement will be used with the 16 Fl oz 24 Fl oz and 32 Fl oz Containers}

**STORAGE** Store in a cool dry area away from [inaccessible to] children [Do not transport or store below 32 F (0 C)] [Protect from freezing] [Store above 32 F] If freezing occurs allow product to thaw and shake well before using [use] [Some product separation may occur on freezing which is reversible on shaking] Freezing does not adversely affect [this product] [performance]

## DISPOSAL

{Note to Reviewer The following Disposal Statement will be used with the 1 Gal 1 33 Gal and 1 5 Gal Containers }

Nonrefillable container Do not reuse or refill this container unless the directions for use allow a different (concentrated) product to be diluted in the container If empty Place in trash or offer for recycling if available If partially filled Call your local solid waste agency for disposal instructions Never place unused product down any indoor or outdoor drain   
 {Note to Reviewer The following Disposal Statement will be used with the 16 Fl oz 24 Fl oz and 32 Fl oz Nonrefillable containers }   
 Nonrefillable container Do not reuse or refill this container If empty Place in trash or offer for recycling if available If partially filled Call your local solid waste agency for disposal instructions Never place unused product down any indoor or outdoor drain

## PRECAUTIONARY STATEMENTS

Have the product container or label with you when calling a poison control center or doctor or going for treatment In case of medical emergencies or health and safety inquiries or in case of fire leaking or damaged containers information may be obtained by calling 1 800 332 5553

## ENVIRONMENTAL HAZARDS

This product is extremely toxic to fish and aquatic invertebrates This product is highly toxic to bees exposed to direct treatment or residues on blooming crops or weeds Do not apply this product or allow it to drift to blooming crops or weeds if bees are visiting the treatment area

{Note to Reviewer The following Environmental Hazards Statement will be used with the 1 Gal 1 33 Gal and 1 5 Gal Containers}  
 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 Rinsing application equipment over the treated area will help avoid run off to water bodies or drainage systems

{Note to Reviewer The following Environmental Hazards Statement will be used with the 16 Fl oz 24 Fl oz and 32 Fl oz Containers}  
 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

**Physical or Chemical Hazards**

Do not apply this product in or on electrical equipment due to possibility of shock hazard

**NOTICE To the extent consistent with applicable law, the 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 [www.ffffffzzzz.com](http://www.ffffffzzzz.com)

{\*\*if you are not satisfied with this product for any reason send your written request for a refund to the address below together with the dated store receipt showing the price you paid Please allow 6 8 weeks for processing }

Chemisico  
 Division of United Industries Corporation  
 P O Box 142642 St Louis MO 63114-0642

EPA Reg No 9688 301  
 EPA Est No 9688 MO 1  
 © 2012

{Note to Reviewer Roaches and Cockroaches are interchangeable throughout label}

**OPTIONAL MARKETING CLAIMS**

- 1 Kills [62] listed insects {Note to reviewer The actual number used in claim
- 2 Kills xx listed insects is dependent on the specific final printed label for each size bottle Some uses may be omitted due to space limitations The actual number of insects will not exceed 62 }
- 3 Save money!
- 4 Do it yourself and save!
- 5 Do your own bug [pest] [insect] control
- 6 Do bug [pest] [insect] control yourself [and save]
- 7 Do it yourself bug [pest] [insect] control

- 8 Fragrance free
- 9 Water Based
- 10 For Indoor and Outdoor Use
- 11 For Indoor Use
- 12 Kills on Contact!
- 13 Kills by Contact!
- 14 Kills Fast!
- 15 Long Lasting
- 16 Kills German Cockroaches [Roaches] for Up to 3 months [12 weeks] [Indoors]
- 17 Up to 3 months [12 weeks] German Cockroach [Roach] control [Indoors]
- 18 Kills German Cockroaches [Roaches] for Up to 9 months [36 weeks] [Indoors] on non porous surfaces
- 19 Up to 9 months [36 weeks] German Cockroach [Roach] control [Indoors] on non porous surfaces
- 20 Kills Houseflies for up to 5 months [20 weeks]
- 21 Up to 5 months [20 weeks] control of houseflies
- 22 Keeps killing Carpenter Ants Up To 4 Weeks [30 Days 1 Month] on non porous surfaces
- 23 Kills ants bed bugs mosquitoes flies roaches fleas ticks centipedes scorpions spiders
- 24 Kills Ticks that may transmit Lyme Disease
- 25 Kills stable flies for up to 4 months [18 weeks]
- 26 Up to 4 months [18 weeks] control of stable flies
- 27 Non Staining
- 28 Guaranteed \*\* to work or your money back
- 29 America's 1st name in pest control since 1833
- 30 Won't Stain Or Discolor
- 31 Easy To Use
- 32 No Drips - No Runs
- 33 Stays where you spray
- 34 No drip formula
- 35 Kills listed home invading pests
- 36 Kills pantry pests
- 37 [16 oz] [24 oz] [32 oz] [size] [1 3 gallon size][1 5 gallon size]
- 38 [16 oz] [12 oz][10 4oz][8oz] refill [conc][concentrate] available
- 39 For indoor and [&] outdoor insect [pest] control [use]
- 40 For indoor insect [pest] control [use]
- 41 Ready to use
- 42 Home [Bug] [Pest][Insect] control
- 43 Bug [pest] [insect]control system
- 44 Keeps listed insects out of your home
- 45 Kills [hidden] bugs [in cracks] [crevices]
- 46 Whole house [home] treatment for listed insects
- 47 Use indoors in kitchens bathrooms basements attics [around] doors & windows
- 48 Use in kitchens bathrooms basements [and] attics
- 49 Use indoors around doors and [&] windows
- 50 For Use Around Horse Stables



- 51 For Use on Houseplants and Ornamental Plants
- 52 For Use on Roses Asters Azaleas Mums Margolds Snapdragons  
Zinnias and Other Ornamentals
- 53 Kills [Controls] Aphids Japanese Beetles Armyworms Lace Bugs Spider  
Mites Mealybugs
- 54 Dual Purpose – Kills Indoor [Pests] and Outdoor Ornamental Garden  
Pests
- 55 Long Lasting and Gives Immediate Results When Spraying Insects  
Directly
- 56 No Oily [Greasy] Residue
- 57 Power Pump Sprayer
- 58 Save Now
- 59 3 Gallons of Home Insect Control
- 60 Sam's Club Exclusive {Note to reviewer This claim applies to our Open  
Stock Branded Product only when shipped to specific customer (Sam's  
Club) – Black Flag Home Insect Control}
- 61 Makes an additional [2] [4] gallons
- 62 [32 oz size bottle =] 33% more [product] vs [than] 24 oz size [bottle]
- 63 Kills stnk bugs [and kudzu bugs]

**OPTIONAL MARKETING LANGUAGE**

*The following is marketing language for the 1.5 Gal size only*

- 1 [Oversized] Easy to Carry [ergonomic][comfort] handle [grip]
- 2 [Long] Extendable [no drip] wand [spray] [applicator][for difficult to reach  
places] [for added comfort] [for easy reach] [for hard to reach places]
- 3 Up to 5 minutes of continuous [non stop] spray
- 4 [Wide spray] [provides] broad [effective] [long lasting] coverage
- 5 50% more than 1 gallon size!
- 6 Connect Extend Pump [15 times] Spray Depressurize [retighten to store]

*The following is marketing language for the 1.33 Gal size only { Note to Reviewer  
The supplier of our new Pump N Spray 1.33 Gal sprayer has confirmed this new  
sprayer will provide up to Ten (10) minutes of continuous spray based on development  
and testing }*

- 1 [Oversized] Easy to Carry [ergonomic][comfort] handle [grip]
- 2 [Long] [no drip] wand [spray] [applicator][for difficult to reach places] [for  
added comfort] [for easy reach] [for hard to reach places]
- 3 Up to 10 minutes of continuous [non stop] spray!
- 4 [Wide spray] [provides] broad [effective] [long lasting] coverage
- 5 Black Flag [product name] [breakthrough system] delivers  
[provides][dispenses] up to 10 minutes of continuous spray
- 6 2 Gal refill [concl][concentrate] available

Pump Claims.

- 7 Pump n Spray [TM]
- 8 Easy Spray [Pump] System [TM]
- 9 Non stop for up to 10 minutes
- 10 [Long] [Longer] spray time
- 11 Up to 10 minutes continuous [non stop] spray
- 12 Refill [with Black Flag] [Concentrate] [product name] and save [money]
- 13 Refill multiple times [and save] [money]

- 14 Save [money] with [Black Flag] [product name] refills
- 15 Lock to carry
- 16 Lock n carry
- 17 Twist n lock handle
- 18 Pump Lock & Carry
- 19 Easy Grip
- 20 Pump N Spray makes killing bugs easy {reference is to patented 1.33 gallon  
Pump N Spray bottle to be used with refill concentrate product}

Refillability Claims.

- 21 No spill [wide] mouth
- 22 Easy to refill
- 23 Easy Fill
- 24 Easy Lock Handle
- 25 Refillable
- 26 Refill with Black Flag Home Insect Control Concentrate [product name]

Pop up pressure indicator claims.

- 27 [Patented] [pop up] [pressure] [ready to use] [ready to spray] indicator
- 28 No extra pumping [required] [necessary]
- 29 Pop up [ready] [to] spray
- 30 [Pump][pop up] spray
- 31 Pop N Spray
- 32 Pop N Go
- 33 Pops up [when] Ready to Spray

Design Claims.

- 34 Compact design
- 35 Convenient
- 36 Easy storage
- 37 Self contained for easy storage
- 38 Easy to store
- 39 Easy to handle
- 40 Ready to use

Spray pattern claims.

- 41 Full range spray control [pattern]
- 42 Twist n Spray
- 43 Spray patterns [to] fit your needs
- 44 Multi spray nozzle
- 45 Twist N Spray
- 46 Adjust N spray
- 47 [Sprays a] stream to gentle mist

Wand claims.

- 48 Extra long sprayer [wand]
- 49 No assembly [required]
- 50 Easy reach sprayer [wand]
- 51 Reaches [Penetrates] Cracks & Crevices
- 52 Thumb lock trigger
- 53 Lock for continuous spray
- 54 Lock for easy spray
- 55 Ergonomic [handle]
- 56 Easy grip [handle]
- 57 Push to Lock

