

9688-301

11/29/2012

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

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

NOV 29 2012

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

Subject: Label Amendment – Add Efficacy Claims

EPA Registration Number: 9688-301
Black Flag Home Insect Control

Your submission dated July 10, 2012

Dear Ms. Goldberg:

The efficacy data and labeling for the product referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, were reviewed and found acceptable.

A copy of the efficacy/product performance data evaluation record and a stamped copy of the label are enclosed for your records. Two (2) copies of the final printed labeling must be submitted prior to releasing the product for shipment.

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

Sincerely,

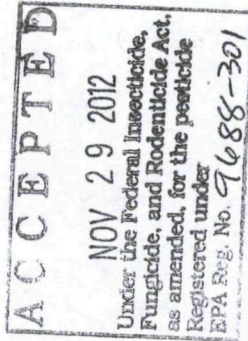
Mark Suarez
Product Manager 13
Insecticide Branch
Registration Division (7505P)

Enclosures

Black Flag Home Insect Control

ALTERNATE BRAND NAME: Black Flag Home Insect Control₂
ALTERNATE BRAND NAME: Black Flag Extreme Home Insect Control₂

See back page for list of optional marketing claims



Active Ingredient:	
Deltamethrin.....	0.020%
Other Ingredients.....	99.980%
	100.00%

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)

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.

{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}

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}

- (Illustration)- Carefully cut the zip ties securing the pump handle with scissors. Use caution not to cut the hose.
 - (Illustration)- Unwind hose.
 - (Illustration)- Lift sprayer wand off bottle.
 - (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.
 - (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.
 - (Illustration)- When finished spraying, place wand back onto the bottle.
 - (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'TM}

Pump 'N SprayTM 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.
- 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.
 - 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.
 - 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).

- 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].
- 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'TM}

Pump 'N SprayTM 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.

- 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.
- To Use: Pump [the sprayer] up to 25 times. Do not pump more than 25 times. Secure for carrying.
- 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).
- 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].
- 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

- Remove cap from container and replace with sprayer hose and cap assembly. Tighten securely.
- 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.
- 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 or remove all 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, Mosquitoes, Palmetto Bugs, Scorpions, Silverfish, Small Flying Moths, Sowbugs, Spiders, 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, stoves, 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, Lone Star Ticks, Mole Crickets, Mosquitoes, Silverfish, 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, Marigolds, 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 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, 1.33 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, 1.3 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

[***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.]

Chemsico
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

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{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 gallon size][1.5 gallon size]
38. [16 oz] [12 oz][10.4oz][8oz] refill [concl][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, Marigolds, 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. 3.3 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. Controls German Cockroaches and Ants** for up to 12 months* [52 weeks] [1 whole year]
64. Kills German Cockroaches and Ants** for up to 12 months* [52 weeks] [1 whole year]
65. Up to 12 month* control for German Cockroaches and Ants**
66. Up to 12 month† control

*On non-porous surfaces

**excluding carpenter, harvester and fire

† for German cockroaches and Ants (excluding carpenter, harvester and fire) on non-porous surfaces

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 [conc][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}

"Reliability" 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

Hose claims:

58. Kink-free hose
59. No kink hose
60. Over 2 ft [kink-free] hose
61. 27 inch [kink-free] hose

Vessel base claims:

62. [Exclusive] [Patent Pending] Triple-Use [purpose] Boot [Shield]
 63. Hose pocket [stow-away] [holster] [storage]
 64. Hose holsterTM
 65. Easy hose storage
 66. Convenient hose storage
 67. Store easily
 68. Self-contained hose storage
 69. Snap [handle] for storage
 70. Wide, sturdy, stable base
 71. Extended [Xtended] spray time – up to 10 minutes
 72. Bonus Refill Included
 73. Bonus Covers More Area [With Refill][Included]
- Volume markings on the vessel
1/4, 1/2, 3/4, 1, 1 1/4, 1.33 Gal, 1.2, 3, 4, 5 liters