

9688-302

4/12/2012

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

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

APR 12 2012

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

Subject: Notification per PRN 98-10 – Marketing Claims

EPA Registration Number: 9688-302  
Black Flag Home Insect Control Concentrate

Date of Submission: March 12, 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,

A handwritten signature in black ink, appearing to read "Mark Suarez".

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>9688-302</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 Concentrate</b>	PM# <b>13</b>	
5. Name and Address of Applicant (include ZIP Code) <b>Chemsico, 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 labelling 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 dated _____
<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 an optional marketing claim. (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	<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," Unit package wgt _____ No. per container _____ If "YES," Package wgt _____ No. per container _____			
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) of Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label Is Affixed To Product <input type="checkbox"/> Lithographed <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input type="checkbox"/> Other _____		

**Section IV**

1. Contact Point (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>
Certification 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.		6. Date Application Received (Stamped)
2. Signature 	3. Title <b>Regulatory Affairs Specialist</b>	
4. Typed Name <b>Jessica Goldberg</b>	5. Date <b>March 12, 2012</b>	





**NOTIFICATION**

APR 12 2012

# Black Flag Home Insect Control Concentrate

See back page for list of optional marketing claims

ACTIVE INGREDIENT:	
Deltamethrin.....	0.32%
OTHER INGREDIENTS .....	99.68%
	100.00%

[Peel Here For [Complete] Directions and Precautions]

KEEP OUT OF REACH OF CHILDREN

**CAUTION** See back panel for additional precautionary statements

Net Contents: 3 fl oz, 10.4 fl oz, 12 fl oz, 16 fl oz (473 mL), 32 fl oz (946 mL)

## DIRECTIONS FOR USE

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

For Indoor and Outdoor Residential [Home] Use Only:

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.

To Be Used As A Refill for Black Flag Home Insect Control [or product name][Only].

To an empty [Black Flag Home Insect Control] [or product name] [container] [sprayer] [remove the pump handle and] add [8 oz] [1 bottle] [8 Fl oz] for 1 Gal] [12 Fl oz for 1.5 Gal], [10.4 Fl oz for 1.3 Gal], of Black Flag Home Insect Control Refill Concentrate [or product name] and fill slowly with water to make [1 Gallon] [1.5 Gallon] [1.3 Gallon] of [Ready-To-Use Spray] spray. Replace [pump handle] [cap] [sprayer] and shake well before using. [Shake sprayer well before each use.] Store unused Black Flag Home Insect Control Concentrate [product name] in original container, with cap tightly closed in a cool, dry area away from children. See Storage and Disposal for additional storage instructions. [See Black Flag Home Insect Control 1.33 Gal. label for complete [sprayer] [container] [Pump 'N Spray] instructions.]

{Note to Reviewer: Marketing language for 16 oz Black Flag Home Insect Control Concentrate refill}

One 16 oz bottle [will make] [makes] [provides] [yields] [supplies] [up to] 2 Gal. of Black Flag Home Insect Control [or product name] Ready-To-Use Spray.

{Use Instructions for 16 Fl oz Black Flag Home Insect Control Concentrate Refill} To an empty [product name] [container] [sprayer] remove the pump handle and add [1/2 bottle] [8 oz] of Black Flag Home Insect Control Concentrate [or product name] and fill slowly with water to make 1 Gallon of [Ready-To-Use Spray] spray. Replace [pump handle] [cap] [sprayer] and shake well before using. [Shake sprayer well before each use.] Store unused Black Flag Home Insect Control Concentrate [product name] in original container, with cap tightly closed in a cool, dry area away from [inaccessible to] children. See Storage and Disposal for additional storage

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instructions. [See Black Flag Home Insect Control 1.33 Gal. label for complete [sprayer] [container] [Pump'N Spray] instructions.]

[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.]

**HOW TO USE:**

Hold container upright. Do not spray up into air. Use only for spot treatment. Adjust sprayer to [mist or spray] [begin] [desired pattern] [ON [position]]. 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 [application] as necessary but do not apply more than [once per week] [one application 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, 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 snail 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 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.

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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

**STORAGE:** Store in original container 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:

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 HAZARDS TO HUMANS AND DOMESTIC ANIMALS

**CAUTION.** Harmful if inhaled. Avoid breathing spray mist. Contact with product may result in transient tingling and reddening of the skin. Avoid contact with skin or clothing. Remove and wash contaminated clothing before reuse. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco.

### FIRST AID

**IF INHALED:** Move person to fresh air.

If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible.  
Call a poison control center or doctor for further treatment advice.

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.

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.

### 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.ksxxxxxyzzzz.com](http://www.ksxxxxxyzzzz.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.]

Chemisco  
Division of United Industries Corporation,  
P.O. Box 142642, St. Louis, MO 63114-0642

EPA Reg. No. 9688-302

EPA Est. No. 9688-MO-1

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### OPTIONAL MARKETING CLAIMS

1. Kills [62] listed insects {Note to reviewer: The actual number used in claim "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.}
2. Save money!
3. Do it yourself and save!
4. Do your own bug [pest] [insect] control
5. Do bug [pest] [insect] control yourself [and save]
6. Do it yourself bug [pest] [insect] control
7. Best Black Flag [product name] concentrate value!
8. Super concentrate
9. Makes 2 gallons
10. Bonus [refill][concentrate] makes 2 [extra] gallons
11. Bonus [value] pack 3.33 gallons\*  
\*1.33 gallons of ready-to-use product and 2 diluted gallons from the attached 16 oz. container
12. Perfect for tank sprayers



13. Fragrance free
14. 16 oz Refill Makes 2 Gal [gallons] of ready-to-use spray
15. 32 oz Refill Makes 4 Gal [gallons] of ready-to-use spray
16. Single Use Refill [makes] [makes up] [produces] [supplies] [yields] [1.5 Gal.] [1.3 Gal] [1.0 Gal] of spray
17. Single Use Refill [makes] [makes up] [produces] [supplies] [yields] [1.5 Gal.] [1.3 Gal] [1.0 Gal] of ready-to-use spray
18. Makes up to [1] [2] Gal. of [finished product] [ready-to-use spray] [spray]
19. Concentrated Formula 16 oz [makes] [makes up] [produces] [supplies] [yields] up to 2 Gal. ready-to-use spray
20. Concentrated Formula 16 oz [makes] [makes up] [produces] [provides] [supplies] [yields] two 1 Gal. of [ready-to-use spray] [spray]
21. Concentrated Formula 32 oz [makes] [makes up] [produces] [provides] [supplies] [yields] up to 4 Gal. of [ready-to-use] [spray]
22. [16oz] Refill to [make] [produce] [make up] [2] Gal. [ready-to-use spray] [spray]
23. [32oz] Refill to [make] [produce] [make up] [4] Gal. [ready-to-use spray] [spray]
24. Black Flag Home Insect Control Refill
25. Concentrated Formula 12 oz. [makes] [makes up] [produces] [supplies] [yields] 1.5 Gal. [ready to use spray] [of spray]
26. Concentrated Formula 10.4 oz. [makes] [makes up] [produces] [supplies] [yields] 1.3 Gal. [ready to use spray] [of spray]
27. Concentrated Formula 8 oz. [makes] [makes up] [produces] [supplies] [yields] 1 Gal. [ready to use spray] [of spray]
28. Refill Concentrate
29. Refill To Make [Produce] [Make up] 1.5 Gal [1.3 Gal] [1.0 Gal] Ready to Use Spray
30. Refill To Make [Produce] [Make up] 1.5 Gal [1.3 Gal] [1.0 Gal] of spray
31. Water-Based
32. For Indoor and Outdoor Use
33. Kills on Contact!
34. Kills by Contact!
35. Kills Fast!
36. Long Lasting
37. Kills German Cockroaches for Up to 3 months [12 weeks] [Indoors]
38. Up to 3 months [12 weeks] German Cockroach control [Indoors]
39. Kills German Cockroaches for Up to 9 months [36 weeks] [Indoors] on non-porous surfaces
40. Kills Houseflies for up to 5 months [20 weeks]
41. Up to 5 months [20 weeks] control of houseflies
42. Keeps killing Carpenter Ants up to 4 Weeks [30 Days, 1 Month] on non-porous surfaces
43. Kills ants, bed bugs, mosquitoes, flies, roaches, fleas, ticks, centipedes, scorpions, spiders
44. Kills Ticks that may transmit Lyme Disease
45. Kills stable flies for up to 4 months [18 weeks]
46. Up to 4 months [18 weeks] control of stable flies
47. Non-Staining

48. Guaranteed\*\* to work or your money back
49. America's 1<sup>st</sup> name in pest control since 1833
50. Won't Stain or Discolor
51. Easy-To-Use
52. No Drips – No Runs
53. Stays where you spray
54. No drip formula
55. Kills listed home invading pests
56. Kills pantry pests
57. [32 oz] [16 oz] [12 oz] [10.4 oz] [8 oz] refill [conc] [concentrate] available
58. For indoor and [&] outdoor insect [pest] control [use]
59. Ready-to-use
60. Home [Bug] [Pest] [Insect] control
61. Bug [pest] [insect] control system
62. Keeps listed insects out of your home
63. Kills [hidden] bugs [in cracks] [crevices]
64. Whole house [home] treatment for listed insects
65. Use indoors, kitchens, bathrooms, doors & windows, basements, attics
66. For Use Around Horse Stables
67. For Use on Houseplants and Ornamental Plants
68. For Use on Roses, Asters, Azaleas, Mums, Marigolds, Snapdragons, Zinnias, and Other Ornamentals
69. Kills [Controls] Aphids, Japanese Beetles, Armyworms, Lace Bugs, Spider Mites, Mealybugs
70. Dual Purpose – Kills Indoor [Pests] and Outdoor Ornamental Garden Pests
71. Long Lasting and Gives Immediate Results When Spraying Insects Directly
72. No Oily [Greasy] [Residue]