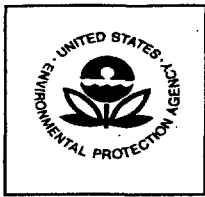


11556-149

3/3/2009

1028



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (7505P)
Ariel Rios Building
1200 Pennsylvania Ave., NW
Washington, D.C. 20460

EPA Reg. Number:

Date of Issuance:

11556-149

MAR - 3 2009

Term of Issuance: **Conditional**

Name of Pesticide Product:

M910 Insecticide Cattle Ear Tag

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Bayer HealthCare, LLC
 Animal Health Division
 P.O. Box 390
 Shawnee Mission, KS 66201-0390

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act. Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA sec. 3(c)(7)(A) provided that you:

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.
2. Submit the results of a one-year Storage Stability study, Guideline 63-17 (830.6317), and Corrosion Characteristics study, Guideline 63-20 (830.6320). It is required that the storage stability and corrosion characteristics observations be made at 0, 3, 6, 9, and 12 month intervals. The results must be submitted to the Agency in the electronic format and as well as a hard copy.
3. Make the labeling changes listed below before you release the product for shipment:
 - a. Add the phrase "EPA Registration No. 11556-149".

Signature of Approving Official:

Kimberly Nesci
 Product Manager 11
 Insecticide Branch
 Registration Division (7505P)

Dana R. Pilitt
for Kimberly Nesci

Date:

MAR - 3 2009

- b. Revise the Hazards to Humans and Domestic Animals text to read as follows:

Harmful if absorbed through skin. Avoid contact with skin, eyes, or clothing. Avoid breathing vapors. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Wear long-sleeved shirt and long pants, socks and shoes. Wear non-permeable protective gloves when applying or removing tags. Remove and wash contaminated clothing before reuse.

- c. In the Limited Warranty and Limitations of Damages, add "To the extent consistent with applicable law," before "Any damages arising...".
- d. In the fifth marketing claim, the term "New" may appear on the label for a period of 6 months after product introduction.
- e. In the ninth marketing claim, delete the word "Advanced".
- f. In the tenth marketing claim, delete the word "Advanced".
- g. Delete the thirteenth marketing claim, the fiber does not kill the pests.
- h. Delete the sixteenth marketing claim, "Kills flies and ticks that may [(transmit) (carry) (vector)] (cattle) disease".
- i. Delete the seventeenth marketing claim, "Reduces potential (cattle) disease transmission (by ticks and face flies)", or specify which cattle diseases are involved.
- j. In the twentieth marketing claim, delete "Advanced".
- k. In the twenty-first marketing claim, the term "New" may appear on the label for a period of 6 months after product introduction.
- l. Delete the twenty-second marketing claim, "Contains > 50% more [(pyrethroid insecticide)(active ingredient) than leading (pyrethroid) tags".

Submit three copies of the revised final printed label for the record.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

3 of 8

Reason to Issue: New product registration.

Date: 08/15/2008
Supersedes: None
Page 1 of 6

Note to Reviewer: Brackets [] and parentheses () denote optional language

M910 Insecticide Cattle Ear Tag

For use on Beef and Dairy Cattle (Including Lactating) to Control Face Flies, Horn Flies (including organophosphate-, chlorinated hydrocarbon- and avermectin-resistant horn flies), Gulf Coast Ticks and Spinose Ear Ticks for up to 5 Months.

For Use with Allflex® Universal Total Tagger with red pin and black clip.

-
-
- [Selected optional label claims bulleted here from page 6.]
-

ACTIVE INGREDIENT:

| | |
|--------------------------------|------|
| Beta-cyfluthrin | 15% |
| OTHER INGREDIENTS | 85% |
| Total: | 100% |

| | |
|---|------------------|
| Net Contents: XX tags – 0.5 oz (14 grams) per tag | |
| EPA Reg. No. 11556-xxx | EPA Est. No. TBD |

**STOP - Read the label before use.
Keep out of reach of children.**

CAUTION

See [location on package] for Precautionary Statements

PRECAUCION AL USUARIO: Si usted no puede leer o entender inglés, no use este producto hasta que la etiqueta le haya sido explicada ampliamente.

(TO THE USER: If you cannot read or understand English, do not use this product until the label has been fully explained to you.)

**ACCEPTED
with COMMENTS
In EPA Letter Dated:
MAR - 3 2009**

**Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under EPA Reg. No.
11556-149**

Note to Reviewer: Brackets [] and parentheses () denote optional language

| FIRST AID | |
|---|--|
| If In Eyes: | Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice. |
| If Swallowed: | Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person. |
| If On Skin or Clothing: | Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice. |
| 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. |
| HOT LINE NUMBER | |
| Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For emergency medical treatment call 1-800-422-9874. For customer service or to obtain product information, including the MSDS, call 1-800-633-3796. | |

PRECAUTIONARY STATEMENTS


HAZARDS TO HUMANS AND DOMESTIC ANIMALS CAUTION

May cause eye irritation. Harmful if swallowed, inhaled or absorbed through the skin. Avoid contact with eyes, skin, or clothing. Avoid breathing vapors. Wear nonpermeable protective gloves when applying or removing tags. Wash thoroughly with soap and water after use and before eating, drinking or using tobacco.

ENVIRONMENTAL HAZARDS

This pesticide is toxic to fish. Do not contaminate water when disposing of used tags. Apply this product only as specified on the label.

Note to Reviewer: Brackets [] and parentheses () denote optional language

| M910 Insecticide Cattle Ear Tags <i>QuickFacts</i> | |
|--|--|
| | <ul style="list-style-type: none"> • • • [Selected optional label claims bulleted here from page 6.] • • |
| WHERE TO APPLY | <ul style="list-style-type: none"> • Beef and Dairy Cattle (Including Lactating) |
| HOW TO APPLY | <ul style="list-style-type: none"> • Use Allflex Universal Total Tagger with red pin and black clip to apply tags to cattle. |
| COVERAGE | <ul style="list-style-type: none"> • [All mature animals in the herd should be tagged.] • [For optimum control of Horn Flies, Face Flies, Gulf Coast Ticks, and Spinose Ear Ticks, attach two tags per mature animal (one tag to each ear).] • [Use one ear tag per calf] [for face fly control.] • [For adequate control of Horn Flies, Face Flies, Gulf Coast Ticks, and Spinose Ear Ticks, attach one tag per mature animal.] |
| RE-APPLY | <ul style="list-style-type: none"> • [M910 Insecticide Cattle Ear Tags have been proven to be effective against Face Flies and Horn Flies for up to five months.] • [Replace as necessary.] • [Remove tags at end of fly season or prior to slaughter.] |
| QUESTIONS?  | <ul style="list-style-type: none"> • For questions or comments, call toll-free 1-800-633-3796. |

DIRECTIONS FOR USE

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

IMPORTANT: Read the entire Directions for Use, Conditions of Sale and Disclaimer of Warranties and Limitations of liability before using this product.

Conditions of Sale: The directions on this label are believed to be adequate and must be followed carefully. This product has been tested under different environmental conditions similar to those that are ordinary and customary for use of the product. However, it is impossible to eliminate all risks associated with the use of this product. Failure to follow label directions may cause injury to animals, humans and damage to the environment. Insufficient control of pests, injury or other unintended consequences may result because of such factors as weather conditions, presence of other materials, or the manner of use or application, all of which are beyond the control of Bayer HealthCare LLC. To the extent consistent with applicable law, all such risks shall be assumed by the user or buyer.

Reformulation or repackaging of this product is prohibited.

Note to Reviewer: Brackets [] and parentheses () denote optional language

For the control of horn flies, face flies, Gulf Coast ticks, and spinose ear ticks on beef and dairy cattle (including lactating).

For optimum control of face flies, horn flies, Gulf Coast ticks, and spinose ear ticks, attach one tag to each ear (two tags per animal) per mature animal. For adequate control of horn flies, face flies, Gulf Coast ticks, and spinose ear ticks attach one tag per mature animal. Apply one tag per calf [for face fly control].

M910 Insecticide Ear Tags have been proven to be effective against face and horn flies for up to five months.

Replace as necessary.

Use the Allflex Universal Total Tagger with the red pin and black clip to apply tags to cattle.

Apply as indicated (figures 1-4). Remove tags at end of fly season or prior to slaughter.

| | | | |
|----------------|----------------|----------------|----------------|
| (illustration) | (illustration) | (illustration) | (illustration) |
|----------------|----------------|----------------|----------------|

Figure 1

Disinfect pliers prior to use. Place male button onto pin until it projects through the tip.

Figure 2

Slide tag under the clip of the pliers by depressing the lever.

Figure 3

Position tag in the center portion of the front side of the ear.

Figure 4

Apply the tag between the second and third rib cartilage.

Continual exposure of horn flies to a single class of insecticide (e.g. pyrethroids, organophosphates, chlorinated hydrocarbons or avermectin) may lead to the development of resistance to that class of insecticide. In order to reduce the possibility of horn flies developing resistance it is important to rotate the class of insecticide used and/or the method of horn fly control on a seasonal basis. M910 Insecticide Cattle Ear Tag contains the pyrethroid insecticide beta-cyfluthrin.

Storage and Disposal:

Do not contaminate water, food or feed by storage or disposal.

Storage: Store in a cool place in original container. Opened pouches containing ear tags should be resealed for storage.

Pesticide Disposal: Waste (spent tags) resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

Container Disposal: Non-refillable container. Do not reuse or refill this container. Dispose of empty pouch in a sanitary landfill or by incineration, or if allowed by State and Local authorities

Reason to Issue: New product registration.

7 of 8
Date: 08/15/2008

Supersedes: None

Page 5 of 6

Note to Reviewer: Brackets [] and parentheses () denote optional language

by burning. If burned stay out of smoke.

Limited Warranty and Limitation of Damages: Bayer HealthCare LLC, Animal Health Division warrants that this material conforms to the chemical description on the label. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, BAYER MAKES NO OTHER WARRANTIES, EXPRESS OR IMPLIED, OF MERCHANTABILITY OR OF FITNESS FOR A PARTICULAR PURPOSE OR OTHERWISE, THAT EXTEND BEYOND THE STATEMENTS MADE ON THIS LABEL, and no agent of Bayer is authorized to make or modify any warranties beyond those contained herein. Any damages arising from breach of this warranty shall be limited to direct damages and shall not include special, incidental or consequential damages resulting from the use of handling of this product.

Bayer HealthCare LLC, Animal Health Division
PO Box 390
Shawnee Mission, KS 66201 U.S.A.

Note to Reviewer: Brackets [] and parentheses () denote optional language

Optional/Alternative Marketing Claims

- Effective against face flies and (pyrethroid susceptible) horn flies for up to 5 months.
- Kills and repels face flies – mechanical vector of *Moraxella bovis* bacteria causing “pink eye” of cattle
- Contains beta-cyfluthrin [a 5th generation pyrethroid insecticide]
- Contains 15% [(active ingredient)(beta-cyfluthrin)] [a 5th generation pyrethroid insecticide]
- [New] [(red) (yellow) (tan)] color [ear tag]
- Use in rotation with [Bayer’s] M904 Insecticide Cattle Ear Tag
- Use in rotation with [(non-pyrethroid) (avermectin) (organophosphate) (chlorinated hydrocarbon)] [containing] ear tags
- Easy to apply
- [Advanced] [cellulose] fiber [(technology) (matrix)] [for [(dependable) (effective)] (fly and tick) control]
- [Advanced] [cellulose] fiber tag for [(dependable) (effective)] (fly and tick) control]
- Maximum insecticide [holding] capacity [(tag) (technology) (matrix)]
- Contains insecticide holding [cellulose] fibers
- Fiber [(technology) (tag) (matrix)] effectively kills and repels (flies and ticks)
- [(FiberTech) (FiberCell)] matrix: [(effective) (dependable) (long lasting)] (fly and tick) control [for up to 5 months]
- Fiber [(technology) (tag) (matrix)] allows even dispersion of insecticide
- Kills flies and ticks that may [(transmit) (carry) (vector)] (cattle) disease.
- Reduces potential (cattle) disease transmission (by ticks and face flies)
- Controls [prevents] horn fly feeding and irritation
- Controls [prevents] face fly disease transmission
- [Advanced] [fiber] technology holds [contains] [87.5%] more [(pyrethroid) (beta-cyfluthrin)] insecticide than [Bayer’s] CyLence Ultra Insecticide Cattle Ear Tag
- [New] fiber [(technology) (tag) (matrix)] holds more insecticide
- Contains > 50% more [(pyrethroid insecticide)(active ingredient)] than leading (pyrethroid) tags