
 <p style="text-align: center;"><b>U.S. ENVIRONMENTAL PROTECTION AGENCY</b> Office of Pesticide Programs Registration Division (7505P) Ariel Rios Building 1200 Pennsylvania Ave., NW Washington, D.C. 20460</p>	EPA Reg. Number: 12455-36	Date of Issuance: MAR 18 2009
	Term of Issuance: <b>Unconditional</b>	
	Name of Pesticide Product: <b>CONTRAC RAT &amp; MOUSE BAIT</b>	
<p>NOTICE OF PESTICIDE:  <input type="checkbox"/> Registration  <input checked="" type="checkbox"/> Reregistration          (under FIFRA, as amended)</p>		
<p>Name and Address of Registrant (include ZIP Code):</p> <p>Dr. John Lublinkhof          Bell Laboratories, Inc.          3699 Kinsman Boulevard          Madison, WI 53704</p>		
<p><b>Note:</b> 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.</p>		
<p>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.</p> <p>Based on your response to the Reregistration Eligibility Decision, EPA has reregistered the product listed above. This action is taken under the authority of section 4(g)(2)(C) of the Federal Insecticide, Fungicide, and Rodenticide Act, as amended. Reregistration under this section does not eliminate the need for continual reassessment of pesticides. EPA may require submission of data at any time to maintain the registration of your product.</p> <p>Generic data requirements that have been identified in the RED as confirmatory data for the active ingredient contained in the subject product will continue to be tracked and assessed in the Agency's continual reassessment of pesticides.</p> <p>The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable with the following comments:</p> <p><b>Please see pages 2, 3, and 4 for label comments.</b></p> <p>You must submit one (1) copy of the final printed label before you release the product for shipment. Products shipped after 12 months from the date of this Notice or the next printing of the label whichever occurs first, must bear the new revised label.</p> <p>A stamped copy of the label is enclosed for your records. Should you have any questions, please contact Jennifer Gaines at (703) 305-5967.</p>		
<p>Signature of Approving Official:</p>  Meredith F. Laws, Chief Insecticide-Rodenticide Branch Registration Division	<p>Date:</p> <p style="text-align: center;">MAR 18 2009</p>	

1. Revise the statement under the product name on pages 1 and 4 to state “*Norway rats, roof rats, and house mice may consume...*”

2. Revise your “**FIRST AID**” and “**NOTE TO PHYSICIAN OR VETERINARIAN**” texts on Pages 1 and 4 as follows:

**FIRST AID**

**HAVE LABEL WHEN OBTAINING TREATMENT ADVICE**

**IF SWALLOWED:**

- Call a poison control center, doctor, 1-877-854-2494, or 1-800-858-7378<sup>1</sup>[optional phone numbers] 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.

**IF ON SKIN:**

- Wash with plenty of soap and water.

**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.

<sup>1</sup> Also call this number for information on health concerns and pesticide incidents.  
[Include this footnote if you choose to use the associated phone number.]

**NOTE TO PHYSICIAN**

If swallowed or absorbed through the skin, this material may reduce the clotting ability of the blood and cause bleeding. If ingested, administer K1 intramuscularly or orally. Repeat as necessary based on monitoring of prothrombin times.

**TREATMENT FOR PET POISONING**

If animal eats bait, call veterinarian or 1-800-xxx-xxxx [optional] at once.

**NOTE TO VETERINARIAN**

**Anticoagulant Bromadiolone:** For animals ingesting bait and/or showing poisoning signs (bleeding or elevated prothrombin times), give Vitamin K<sub>1</sub> at [insert dose if known]. If needed, check prothrombin times every 3 days until values return to normal (up to 30 days). In severe cases, blood transfusions may be needed.

3. As stated in 40CFR156.140(a)(4), a batch code must be included on the label or package.

4. Change the **USE RESTRICTIONS** subsection of the **DIRECTIONS FOR USE** to read:

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**USE RESTRICTIONS:** *“This product may be used to control only Norway rats, roof rats, and house mice in the sites identified below for **Urban Areas** and **Non-urban Areas**. Do not place bait in edible product areas of feed processing plants, restaurants or other areas where food or feed is commercially prepared or processed or place near or inside ventilation duct openings. When this product is used in USDA-inspected facilities, all bait placements must be in tamper-resistant bait stations. Do not broadcast bait”*

**URBAN AREAS:** *“This product may only be used in and around homes, industrial, commercial, and public buildings; in transport vehicles (ships, trains, aircraft) and in and around related port or terminal buildings; and in alleys. Do not apply further than 50 feet from buildings. Do not use this product in sewers.”*

**NON-URBAN AREAS:** *“This product may only be used inside of homes and agricultural buildings.”*

5. Revise the first sentence of the **RATS** subsection of the **APPLICATION DIRECTIONS** to read *“Apply 3 to 16 ounces of bait at intervals of 15 to 30 feet per placement.”*
6. Under **APPLICATION DIRECTIONS**, insert **HOUSE** before **MICE**.
7. Revise the second sentence of the **FOLLOW-UP** section to read, *“Wearing gloves, collect and dispose...”*
8. Revise the text under **CAUTION** under the **HAZARDS TO HUMANS AND DOMESTIC ANIMALS** section as follows:

**CAUTION:** Harmful if swallowed or absorbed through the skin. Keep away from children, domestic animals and pets. Do not get in eyes, on skin or on clothing. All handlers (including applicators) must wear: shoes plus socks, and gloves. Any person who retrieves carcasses or unused bait following application of this product must wear gloves.

**User Safety Requirements**

Follow manufacturer’s instructions for cleaning/maintaining PPE. If no such instructions for washables, use detergent and hot water. Keep and wash PPE separately from other laundry. Remove PPE immediately after handling this product. Wash the outside of gloves before removing. As soon as possible, wash hands thoroughly after applying bait and before eating, drinking, chewing gum, using tobacco or using the toilet and change into clean clothing.

9. Add the following statement to the **ENVIRONMENTAL HAZARDS** section: *“Dogs and predatory and scavenging mammals and birds might be poisoned if they feed upon animals that have eaten this bait.”*
10. Insert **“Pesticide”** before **“Storage”** in the **STORAGE AND DISPOSAL** section.

11. Revise your **WARRANTY** statement to include "*To the extent consistent with applicable law,...*"

Stocks of product with existing labels may be used for twelve (12) months. As stated under the **Terms and Conditions of Sale and Distribution** on page 35 of the Agency's revised May 28, 2008 "*Risk Mitigation Decision for Ten Rodenticides*":

- a. Product is prohibited for sale in stores oriented towards residential consumers: Grocery, Drug, Hardware and Home Improvement. It is acceptable for sale in stores oriented toward agricultural consumers: Farm, Agricultural, Tractor Stores.
- b. Product may not be sold in packaging that holds less than 16 pounds of bait.

This product is in full compliance with the Agency's revised May 28, 2008 "*Risk Mitigation Decision for Ten Rodenticides*".

**Note:** Should you wish to add/retain a reference to the company's website on your label, please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, **regardless of whether a website is referenced on your product's label**, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed. If you have any questions, please contact Jennifer Gaines by phone (703) 305-5967, or e-mail ([gaines.jennifer@epa.gov](mailto:gaines.jennifer@epa.gov)).

Enclosures: 1. Stamped Label

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# CONTRAC<sup>®</sup>

## RAT & MOUSE BAIT

**KILLS RATS AND MICE**

**KILLS WARFARIN RESISTANT NORWAY RATS**

Norway rats and house mice may consume a lethal dose in one night's feeding with first dead rodents appearing four or five days after feeding begins.

**ACTIVE INGREDIENT:**

Bromadiolone (CAS #28772-56-7):.....0.005%

INERT INGREDIENTS\*:..... 99.995%  
100.000%

\*Contains Denatonium Benzoate

ACCEPTED  
with COMMENTS  
in EPA Letter Dated  
MAR 18 2009  
Under the Federal Insecticide,  
Fungicide, and Rodenticide Act,  
as amended, for the pesticide  
registered under EPA Reg. No.  
12455-36

**KEEP OUT OF REACH OF CHILDREN**  
**CAUTION**

**FIRST AID**

**HAVE LABEL WITH YOU WHEN OBTAINING TREATMENT ADVICE**

**IF SWALLOWED:**

- Call a poison control center, doctor, or 1-877-854-2494 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.

**IF ON SKIN:**

- Wash with plenty of soap and water.

**NOTE TO PHYSICIAN OR VETERINARIAN**

If swallowed, this material may reduce the clotting ability of the blood and cause bleeding. If ingested, administer Vitamin K<sub>1</sub> intramuscularly or orally as indicated in bishydroxycoumarin overdoses. Repeat as necessary based on monitoring of prothrombin times.

Net Weight: 16-50 lb. containers

*Manufactured by:*



**Bell Laboratories, Inc.**  
3699 Kinsman Blvd.  
Madison, WI 53704

EPA Reg. No.: 12455-36

EPA Est. No.: 12455-WI-1

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## DIRECTIONS FOR USE

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

**READ THIS LABEL:** Read this entire label and follow all use directions and use precautions. Use only for sites, pests and application methods described on this label.

**IMPORTANT:** Do not expose children, pets, or nontarget animals to rodenticides. To help to prevent accidents:

1. Store unused product out of reach of children and pets.
2. Bait stations are mandatory for outdoor, above ground use. Apply bait in locations out of reach of children, pets, domestic animals and nontarget wildlife, or in tamper-resistant bait stations. These stations must be resistant to destruction by dogs and by children under six years of age, and must be used in a manner that prevents such children from reaching into bait compartments and obtaining bait. If bait can be shaken from bait stations when they are lifted, units must be secured or otherwise immobilized. Stronger bait stations are needed in areas open to hooved livestock, raccoons, bears, or other potentially destructive animals, or in areas prone to vandalism.
3. Dispose of product container and unused, spoiled, or unconsumed bait as specified on this label.

**USE RESTRICTIONS:** For control of Norway rats, roof rats and house mice in and around homes, industrial, commercial, agricultural, and public buildings, and similar manmade structures. May also be used in transport vehicles (ships, trains, aircraft) and in and around related port and terminal buildings. The product may also be used in alleys. Do not use in sewers. Do not apply further than 50 feet from buildings. Do not place bait in areas where there is a possibility of contaminating food or surfaces that come in direct contact with food. When used in USDA-inspected facilities, this product must be applied in tamper-resistant bait stations. Do not broadcast bait.

Do not sell this product in individual containers holding less than 16 pounds of bait

**SELECTION OF TREATMENT AREAS:** Determine areas where rats or mice will most likely find and consume the bait. Generally, these areas are along walls, by gnawed openings, in or beside burrows, in corners and concealed places, between floors and walls, or in locations where rodents or their signs have been seen. Protect bait from rain and snow. Remove as much alternative food as possible.

### APPLICATION DIRECTIONS:

**RATS:** Apply 3 to 16 ounces of bait (usually at intervals of 15 to 30 feet) per placement. Maintain an uninterrupted supply of fresh bait for at least 10 days or until signs of rat activity cease.

**MICE:** Apply 1/4 to 1/2 oz. (1 - 2 level tablespoons) of bait per placement at 8 to 12 foot intervals. Larger placements (up to 2 oz.) may be needed at points of very high mouse activity. Maintain an uninterrupted supply of fresh bait for at least 15 days or until signs of mouse activity cease.

**FOLLOW-UP:** Replace contaminated or spoiled bait immediately. Collect and dispose of all dead, exposed animals and leftover bait. To prevent reinfestation, limit sources of rodent food, water, and harborage as much as possible. If reinfestation does occur, repeat treatment. Where a continuous source of infestation is present, establish permanent bait stations and replenish as needed.

## PRECAUTIONARY STATEMENTS

### HAZARDS TO HUMANS AND DOMESTIC ANIMALS

**CAUTION:** Harmful if swallowed. Wash thoroughly with soap and water after handling.

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### ENVIRONMENTAL HAZARDS

This product is toxic to fish, birds and other wildlife. Do not apply this product directly to water or to areas where surface water is present or to intertidal areas below the mean high water mark.

### STORAGE AND DISPOSAL

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

**Storage:** Store only in original container in a cool, dry place inaccessible to children and pets. Keep containers closed and away from other chemicals.

**Pesticide Disposal:** Wastes resulting from the use of this product may be placed in trash or delivered to an approved waste disposal facility.

**Pesticide Container:** Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available. Do not reuse empty container. Dispose of empty container by placing in trash, at an approved waste disposal facility or by incineration or, if allowed by state and local authorities, by burning. If burned stay out of smoke. Call your Local Waste Agency for any questions on proper disposal.

**WARRANTY:** Seller makes no warranty, expressed or implied, concerning the use of this product other than indicated on the label. Buyer assumes all risk of use and/or handling of this material when such use and/or handling is contrary to label instructions.

### OPTIONAL MARKETING STATEMENTS

Meal Bait

Meal formula

Meal formulation

Version 082908