



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

September 18, 2025

April Vingum
avingum@belllabs.com
BELL LABORATORIES, INC

Subject: Non-PRIA (Pesticide Registration Improvement Act) Labeling Amendment - Addition of Alternate Brand Name
Product Name: CONTRAC CALIFORNIA BROMETHALIN SOFT BAIT
Admin Number: 12455-159
EPA Receipt Date: 08/13/2025
Action Case Number: 00664043

Dear April Vingum:

The amended labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable.

The alternate brand name: Contrac 24 Bromethalin Soft Bait has been added to the registration. Our records have been updated accordingly. This approval does not affect any terms or conditions that were previously imposed on this registration. You continue to be subject to existing terms or conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one (1) copy of the final printed labeling before you release this product for shipment with the new labeling. In accordance with 40 CFR § 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR § 152.3.

Should you wish to add/retain a reference to your company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the 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 EPA find or if it is brought to our attention that a website contains statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6.

If you have questions, please contact Melissa Bridges via email at bridges.melissa@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Scott Campbell (for)". The script is cursive and elegant, with the word "for" in parentheses.

Melissa Bridges, PM07
IVB3, RD
Office of Pesticide Programs

Contrac® California Bromethalin Soft Bait

[Alternate Brand Name] CONTRAC® 24 BROMETHALIN SOFT BAIT

Norway rats, Roof rats and House mice usually consume a lethal dose in a single night's feeding, but it may take two or more days from the time of bait consumption for these rodents to die.

FOR INDOOR AND OUTDOOR USE

KILLS RATS, HOUSE MICE, AND MEADOW VOLES*

**KILLS ANTICOAGULANT RESISTANT NORWAY RATS,
ROOF RATS AND HOUSE MICE**

Due to stop feed action, rats and mice typically feed less or cease feeding after consuming a toxic dose.

ACTIVE INGREDIENT

Bromethalin (CAS # 63333-35-7)	0.01%
OTHER INGREDIENTS†	99.99%
TOTAL	100.00%

†Contains Denatonium Benzoate

EPA REG. NO. 12455-159

EPA EST. NO. 12455-WI-1^k

EPA EST. NO. 12455-WI-2^p

EPA EST. NO. 12455-WI-3^w

[superscript is first letter of the lot number]

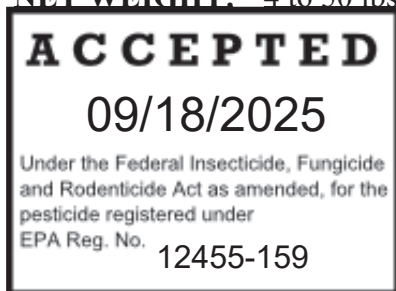
KEEP OUT OF REACH OF CHILDREN

CAUTION

NET CONTENTS: Each Sachet [Pouch][Pac] Contains 0.28 ounce (8 gram) / 229 – 2857 Sachets [Pouches][Pacs]

Alternate Sizes: Each Sachet [Pouch][Pac] Contains 0.35 ounce (10 gram) / 183 – 2285 Sachets [Pouches][Pacs]
Each Sachet [Pouch][Pac] Contains 0.42 ounce (12 gram) / 153 – 1904 Sachets [Pouches][Pacs]
Each Sachet [Pouch][Pac] Contains 0.53 ounce (15 gram) / 121 – 1509 Sachets [Pouches][Pacs]
Each Sachet [Pouch][Pac] Contains 1.4 ounce (40 gram) / 46 – 571 Sachets [Pouches][Pacs]

NET WEIGHT: 4 to 50 lbs. (1.81 – 22.68 kg)



Manufactured By:



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

Batch Code:

See back [bottom] [and] [side] panel[s] for

First Aid, additional Precautionary Statements, and Directions for Use.

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

Text separated by / denotes and/or options.

*Not permitted for use against the following species in California: Cotton rat, Eastern harvest mouse, Golden mouse, Polynesian rat, Meadow vole, White-throated woodrat, Southern plains woodrat, and Mexican woodrat

FIRST AID	
HAVE LABEL WHEN OBTAINING TREATMENT ADVICE	
If Swallowed:	<ul style="list-style-type: none">• 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.• Do not give anything by mouth to an unconscious person.
If on Skin or Clothing:	<ul style="list-style-type: none">• Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.
If in Eyes:	<ul style="list-style-type: none">• 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.
TREATMENT FOR PET POISONING	
If an animal eats this bait, call a veterinarian or 1-877-854-2494 at once.	
NOTE TO PHYSICIAN OR VETERINARIAN	
Contains the nerve poison bromethalin. This product is not an anticoagulant type rodenticide. For humans or animals ingesting bait and/or showing poisoning signs (such as muscle tremors, loss of hind limb use, or seizures for animals), limit absorption by either emesis or gastric lavage. Sublethal symptoms, if present, would be the result of cerebral edema and should be treated accordingly through administration of an osmotic diuretic and corticosteroid.	

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

CAUTION: Harmful if swallowed or absorbed through the skin. Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Keep away from children, domestic animals and pets. All handlers (including applicators) must wear shoes plus socks, and waterproof gloves. Any person who retrieves carcasses or unused bait following application of this product must wear waterproof gloves.

User Safety Requirements

Follow manufacturer's instructions for cleaning/maintaining PPE. If no such instructions for washables exist, 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 them. 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.

ENVIRONMENTAL HAZARDS

This product is extremely toxic to mammals and birds. Dogs and other predatory and scavenging mammals and birds might be poisoned if they feed upon animals that have eaten this bait. Do not apply directly to water, or to areas where surface water is present or to intertidal areas below the mean high water mark. Do not contaminate water when disposing of equipment wash water or rinsate.

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

Text separated by / denotes and/or options.

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 the sites, pests, and application methods described on this label.

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

1. Store unused product out of reach of children and pets.
2. 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 hoofed 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.

Bait stations are mandatory for outdoor, above-ground use. Tamper-resistant bait stations must be used wherever children, pets, non-target mammals or birds may have access to the bait placement location.

USE RESTRICTIONS:

This product may only be used to control the following rodent pests in and around man-made structures: House mouse (*Mus musculus*), Norway rat (*Rattus norvegicus*), Roof rat (*Rattus rattus*), Cotton rat* (*Sigmodon hispidus*), Eastern harvest mouse* (*Reithrodontomys humuli*), Golden mouse* (*Ochrotomys nuttalli*), Polynesian rat* (*Rattus exulans*), Meadow vole* (*Microtus pennsylvanicus*), White-throated woodrat* (*Neotoma albigula*), Southern plains woodrat* (*Neotoma micropus*), and Mexican woodrat* (*Neotoma mexicana*). This product must be used in and within 100 feet of man-made structures constructed in a manner so as to be vulnerable to commensal rodent invasions and/or to harboring or attracting rodent infestations. Examples of such structures include homes and other permanent or temporary residences, food processing facilities, industrial and commercial buildings, trash receptacles, agricultural and public buildings, transport vehicles (ships, trains, aircraft), docks and port or terminal buildings and related structures around and associated with these sites. Fence and perimeter baiting, beyond 100 feet from a structure, as defined above, is prohibited. This product must not be applied directly to food or feed crops.

*Not permitted for use against the following species in California: Cotton rat, Eastern harvest mouse, Golden mouse, Polynesian rat, Meadow vole, White-throated woodrat, Southern plains woodrat, and Mexican woodrat

Burrow baiting with Contrac® California Bromethalin Soft Bait [This Product] is prohibited.

Do not place bait near or inside ventilation duct openings. Do not contaminate water, food, feedstuffs, food or feed handling equipment, or milk or meat handling equipment. Do not apply directly to food or feed crops. Do not broadcast bait.

Do not sell or distribute individual containers holding less than 4 pounds of bait.

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[Bracketed information is optional text.]

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SELECTION OF TREATMENT AREAS: Determine areas where rats, house mice, or meadow voles* will most likely find and consume bait. Generally, these are along walls, by gnawed openings, in corners and concealed places, between floors or walls, or in locations where rats, house mice, or meadow voles*, or their signs have been observed. Remove as much alternative food as possible.

APPLICATION DIRECTIONS:

The active ingredient in this product is different from anticoagulant rodenticides. Individual rats and mice typically feed less or cease feeding altogether after consuming a toxic dose.

Bait may be removed from the sachet [pouch][pac] and placed in a feeding device that secures the unwrapped bait in a bait station.

Discard empty wrapper in the trash.

(Only one of the following “Application Directions” will appear on a given label)

Application Directions for 0.28 oz. (8 g) size sachets [pouches][pacs]:

Rats:

Apply 4 to 24 sachets [pouches][pacs] per placement. Space placements at intervals of 15- to 30- feet in infested areas. Adjust the amount of bait applied to the level of rat feeding expected at each bait placement.

House Mice, Eastern Harvest Mice, Golden Mice and Meadow Voles*:

Apply 1 to 2 sachets [pouches][pacs] per placement. Space placements at intervals of 8- to 12- feet in infested areas. Larger placements, up to 4 sachets [pouches][pacs], may be needed at points of extremely high house mouse, eastern harvest mouse, golden mouse, or meadow vole* activity.

OR

Application Directions for 0.35 oz. (10 g) size sachets [pouches][pacs]:

Rats:

Apply 3 to 20 sachets [pouches][pacs] per placement. Space placements at intervals of 15- to 30- feet in infested areas. Adjust the amount of bait applied to the level of rat feeding expected at each bait placement.

House Mice, Eastern Harvest Mice, Golden Mice and Meadow Voles*:

Apply 1 to 2 sachets [pouches][pacs] per placement. Space placements at intervals of 8- to 12- feet in infested areas. Larger placements, up to 3 sachets [pouches][pacs], may be needed at points of extremely high house mouse, eastern harvest mouse, golden mouse, or meadow vole* activity.

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OR

Application Directions for 0.42 oz. (12 g) size sachets [pouches][pacs]:

Rats:

Apply 3 to 16 sachets [pouches][pacs] per placement. Space placements at intervals of 15- to 30- feet in infested areas. Adjust the amount of bait applied to the level of rat feeding expected at each bait placement.

House Mice, Eastern Harvest Mice, Golden Mice and Meadow Voles*:

Apply 1 to 2 sachets [pouches][pacs] per placement. Space placements at intervals of 8- to 12- feet in infested areas. Larger placements, up to 3 sachets [pouches][pacs], may be needed at points of extremely high house mouse, eastern harvest mouse, golden mouse, or meadow vole* activity.

OR

Application Directions for 0.53 oz. (15 g) size sachets [pouches][pacs]:

Rats:

Apply 2 to 13 sachets [pouches][pacs] per placement. Space placements at intervals of 15- to 30- feet in infested areas. Adjust the amount of bait applied to the level of rat feeding expected at each bait placement.

House Mice, Eastern Harvest Mice, Golden Mice and Meadow Voles*:

Apply 1 sachet [pouch][pac] per placement. Space placements at intervals of 8- to 12- feet in infested areas. Larger placements, up to 2 sachets [pouches][pacs], may be needed at points of extremely high house mouse, eastern harvest mouse, golden mouse, or meadow vole* activity.

OR

Application Directions for 1.4 oz. (40 g) size sachets [pouches][pacs]:

Rats:

Apply 1 to 5 sachets [pouches][pacs] per placement. Space placements at intervals of 15- to 30- feet in infested areas. Adjust the amount of bait applied to the level of rat feeding expected at each bait placement.

House Mice, Eastern Harvest Mice, Golden Mice and Meadow Voles*:

Apply 1 sachet [pouch][pac] per placement. Space placements at intervals of 8- to 12- feet in infested areas.

Baiting Strategy: Highest bait consumption is expected to occur on the first day or two after treatment begins. After several days, inspect the placement and replenish bait at sites where there is evidence of heavy feeding or where there is continued evidence of rodent activity.

Normally, the volume of bait consumed will be significantly less with bromethalin baits than with anticoagulant baits. Although one night's feeding will usually provide a lethal dose for house mice and rats, maintain bait for at least one week to provide all individuals a chance to feed on the bait. Continue baiting until all signs of feeding have ceased.

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[Bracketed information is optional text.]

Text separated by / denotes and/or options.

Follow-up:

Replace contaminated or spoiled bait immediately. Wearing waterproof gloves, collect and dispose of all dead, exposed animals and leftover bait. To discourage 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 them as needed.

STORAGE AND DISPOSAL

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

Pesticide Storage: Store only in original container in a cool, dry place inaccessible to children and pets.

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

Container Handling: Nonrefillable container. Do not reuse or refill this container.

[Plastic:] Offer for recycling or reconditioning; or puncture and dispose of container in a sanitary landfill.

[Paper:] Dispose of empty container by placing in trash, at an approved disposal facility or by incineration.

WARRANTY: To the extent consistent with applicable law, 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.

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Contrac® California Bromethalin Soft Bait

Norway rats, Roofrats and House mice usually consume a lethal dose in a single night's feeding, but it may take two or more days from the time of bait consumption for these rodents to die.

ACTIVE INGREDIENT

Bromethalin (CAS # 63333-35-7)	0.01%
OTHER INGREDIENTS†	<u>99.99%</u>
TOTAL	100.00%

†Contains Denatonium Benzoate

EPA REG. NO. 12455-159

EPA EST. NO. 12455-WI-1k

EPA EST. NO. 12455-WI-2p

EPA EST. NO. 12455-WI-3w

[superscript is first letter of the lot number]

KEEP OUT OF REACH OF CHILDREN

CAUTION

INDIVIDUAL SALE AND DISTRIBUTION IS PROHIBITED BY LAW

DIRECTIONS FOR USE

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

NET CONTENTS: 0.28 ounce (8 gram) sachet [pouch][pac]
Alternate Sizes: 0.35 ounce (10 gram) sachet [pouch][pac]
0.42 ounce (12 gram) sachet [pouch][pac]
0.53 ounce (15 gram) sachet [pouch][pac]
1.43 ounce (40 gram) sachet [pouch][pac]

NET WEIGHT: 0.28 ounce (8 gram) sachet [pouch][pac]
Alternate Sizes: 0.35 ounce (10 gram) sachet [pouch][pac]
0.42 ounce (12 gram) sachet [pouch][pac]
0.53 ounce (15 gram) sachet [pouch][pac]
1.43 ounce (40 gram) sachet [pouch][pac]

Manufactured By:



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

See Outer Packing Label for
First Aid, additional Precautionary Statements, and Directions for Use.

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OPTIONAL MARKETING STATEMENTS:

Norway Rats, Roof Rats and House Mice usually consume a lethal dose in a single night's feeding but it may take two or more days from time of consumption for them to die.

- Bait Easily Secured Inside Station
- Can be Used in Protecta® [Tomcat®] Bait Stations
- Can be Used Indoors or [&][and] Out
- Contains Bromethalin
- Designed to be Used in Protecta® [Tomcat®] Bait Stations
- Designed to be Used Indoors or [&][and] Out
- For Farm and [&] Home Use
- For Indoor and [&] Outdoor Use
- For Use In and [&] Around Agricultural Buildings
- For Use In and [&] Around Agricultural Buildings & Homes
- For Use In and [&] Around Homes and Buildings
- For Use Indoors and [&] Outdoors
- House Mice cease feeding after consuming a toxic dose
- House Mice Usually Consume a Lethal Dose in a Single Night's Feeding
- Indigo Bait [Color]
- Indigo [Colored] Bait
- Indoor and Outdoor Use
- Kills Anticoagulant Resistant Norway Rats, Roof Rats and House Mice
- Kills House Mice
- Kills Listed Rodent Species
- Kills Meadow Voles*
- Kills Rats
- Kills Rats, House Mice and Meadow Voles*
- Made in USA
- Made with Bromethalin
- Meadow Vole* Killer
- Oil-Based Formula [Formulation]
- Pac(s) [Pouch(es)][Sachet(s)] Containing Paste Bait
- Palatable Formula [Formulation]
- Palatable Oil-Based Formula [Formulation]
- Paste Bait
- Paste Bait Pac(s) [Pouch(es)][Sachet(s)]
- Rat, Mouse and Meadow Vole* Killer
- Rats and [&] House Mice cease feeding after consuming a toxic dose
- Rats and [&] House Mice Usually Consume a Lethal Dose in a Single Night's Feeding
- Rats cease feeding after consuming a toxic dose
- Rats Usually Consume a Lethal Dose in a Single Night's Feeding
- House Mouse Killer
- Rat Killer
- Soft Bait
- Soft Bait Pac(s) [Pouch(es)][Sachet(s)]
- Vibrant Indigo [Colored] Bait
- Vibrant Indigo Bait [Color]

Results Guaranteed▲

▲BELL LABORATORIES, INC. GUARANTEE:

If for any reason you, the consumer, are not satisfied with this product, mail us your original proof of purchase to obtain a full refund of your purchase price."

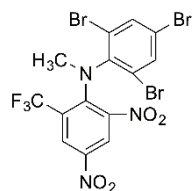
Note to PM: This disclaimer will be placed in the same vicinity of the packaging as the optional marketing claim it supports.

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[Bracketed information is optional text.]

Text separated by / denotes and/or options.

OPTIONAL GRAPHICS:



[Image of Bromethalin Structure]

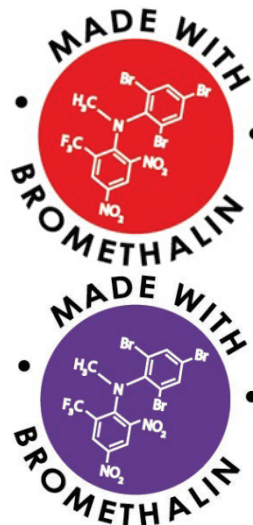


Photo may not be representative of a label-consistent bait placement



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