

28293-329

6/19/2013

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460-0001

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

6-19-13

Becky Horton  
Registraton by Design, Inc.  
P.O. Box 1019  
Salem, VA 24153

Subject: Amended Reregistration Label  
Product Name: Unicorn .50% Permethrin Granules  
EPA Registration Number: 28293-329

Dear Ms. Horton:

The Agency, in accordance with the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, has completed reviewing all of the information submitted with your application to support the reregistration of the above referenced product in connection with the permethrin RED(s), and has concluded that your submission is acceptable.

NOTE: This product is not being reregistered under sections 3(c)5 and 4(g) of FIFRA at this time.

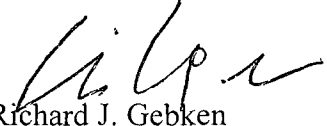
Please be reminded that 40 CFR Part 156.140(a)(4) requires that a batch code, lot number, or other code identifying the batch of the pesticide distributed and sold be placed on non-refillable containers. The code may appear either on the label or durably marked on the container itself, and can be added by non-notification per PRN 98-10.

A copy of your label stamped "Accepted" is enclosed for the subject product. Products shipped after 12 months from the date of this amendment or the next printing of the label whichever occurs first, must bear the new revised label. Your release for shipment of the product bearing the amended label constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e).

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If you have any questions about this letter, please contact either Erik Kraft at (703-308-9358) or via email at [Kraft.Erik@epa.gov](mailto:Kraft.Erik@epa.gov) or Richard J. Gebken at (703) 305-6701 or via e-mail at [Gebken.Richard@epa.gov](mailto:Gebken.Richard@epa.gov).

Sincerely yours,



Richard J. Gebken  
Product Manager (10)  
Insecticide Branch  
Registration Division (7504P)

# Unicorn .50% Permethrin Granules

- [KILLS INSECTS IN LAWNS] [Easy-to-Use Shaker Bag] (editor's note: for applicable container)]
- [LAWN & GARDEN INSECT CONTROL [KILLER]
- [TREATS UP TO 5,000 10,000, 15,000 SQ. FT.] (Resealable Bag (editor's note: for applicable container)]
- PROTECTS YOUR HOME FROM INVADING PESTS [LAWNS AND GARDENS]]
- [10 POUNDS TREATS 5,000 SQ. FT.] [COVERS [TREATS UP TO] 12,5000 SQ. FT. (For 25 lb. package)]
- [CONTROLS SURFACE AND FOLIAGE FEEDING PESTS] [Perimeter Defense]
- [FOR GRASS AND DICHONDRA LAWNS] [For Perimeter Treatment Around Your House Foundation]
- [CONTAINS SYNTHETIC PYRETHROID] [CONTAINS PERMETHRIN]
- [FOR OUTDOOR USE [ONLY] ON [THE] HOME LAWN[S] [AND HOME GARDEN]]
- [BROADCAST AND MOUND TREATMENT] READY TO USE [GRANULES]]
- [PATENTED QUICK DISSOLVE GRANULES (Bio 170 Granules Patent No. 5,219,818)]
- [KILLS [CONTROLS]: Ants, Armyworms (including Fall, Yellow-striped, etc.), Bear Tick, Bermudagrass mites, Billbugs (adult), Black Legged Tick, Boxelder Bugs, Brown Dog Ticks, Centipedes, Chiggers, Chinch Bugs, Clover mites, Cockroaches, Crickets, Cutworms, Darkling Ground beetles, Deer Tick (*Ixodes dammini*), Digger wasps, Dung Beetles (*Ataenais Spretulus*), Essex Skipper, European Crane Fly Larvae, Field Crickets, Fiery Skipper, Fire Ants, Flea Beetle, Fleas, Grasshopper, Grubs, Hyperodes (Turfglass Weevil), Japanese Beetle (adult), Lawn Moths, Leafhoppers, Lone Star Tick, Scorpions, Silverfish & Firebrats, Sod Webworms, Sowbugs, Spiders (including Black Widow), Spittlebugs, Springtails, Ticks, Vegetable Weevils, Western Black Legged Tick (*Ixodes pacificus*)]
- [PROVIDES CONTACT AND RESIDUAL CONTROL FOR UP TO 4 WEEKS]
- [CONTAINS PERMETHRIN, A LONG LASTING INSECTICIDE WHICH PROVIDES CONTACT AND RESIDUAL CONTROL OF OUTDOOR INSECT PESTS]
- [KILLS ANTS, FLEAS, BROWN DOG TICKS, CRICKETS, CHINCH BUGS, CUTWORMS, BILLBUGS, SCORPIONS, SILVERFISH & FIREBRATS, SOWBUGS, SPIDERS (INC. BLACK WIDOW), SOD WEBWORMS, TICKS GRUBS AND OTHER LISTED INSECTS.]
- [LONG LASTING INSECT CONTROL] [CONTACT KILL AND RESIDUAL CONTROL OF OUTDOOR INSECTS] [Provides Contact and Long-lasting insect Control]
- [KILLS 30+ INSECTS] [No spreader required]
- [KILLS FIRE ANTS PLUS INSECTS IN LAWNS]

[Product Usage: Kills imported fire ants and other listed lawn and garden insects  
 Use on: Lawns and around shrubbery and house foundations  
 Amount to Use: Fire Ants: Apply one cup over and 2 ft. around each fire ant mound  
 Lawn and Garden Insects: 2-3 lbs. per 1000 sq. ft.]

### ACTIVE INGREDIENT:

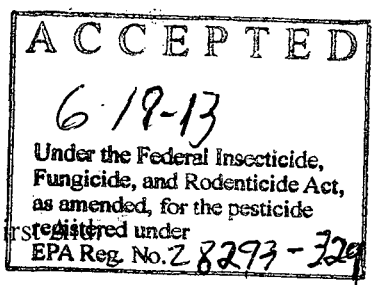
*Permethrin.....	0.5%
OTHER INGREDIENTS:.....	99.5%
TOTAL	100.0%

\*Cis/trans ratio: Maximum 55% (±) cis and minimum 45% (±) trans

**KEEP OUT OF REACH OF CHILDREN  
CAUTION**

See side/back panel(s) (Label) for Additional Precautionary Statements & First Aid

Net Weight \_\_\_\_\_



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<b>FIRST AID</b>	
<b>IF IN EYES</b>	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.
Have the product container or label with you when calling a poison control center or doctor or going for treatment. [You may also contact 1-800-xxx-xxxx for emergency medical treatment information.]	

**PRECAUTIONARY STATEMENTS**

Hazards to Humans and Domestic Animals

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

**ENVIRONMENTAL HAZARDS**

This pesticide is extremely toxic to aquatic organisms, including fish and invertebrates. 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. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help to prevent run off to water bodies or drainage systems. This pesticide is highly toxic to bees exposed to direct treatment on blooming crops or weeds. Do not apply this product or allow it to drift to blooming crops or weeds while bees are actively visiting the treatment area.

**DIRECTIONS FOR USE**

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

**Restrictions**

Apply this product directly to the lawn or garden area. Water treated area as directed on this label. Do not water to the point of run off. Do not make applications during rain. 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. Do not apply this product in a manner that will contact adults, children or pets, either directly or through drift. Do not allow adults, children, or pets to enter the treated area until dusts have settled. Food utensils such as teaspoons and measuring cups should not be used for food purposes after use with pesticides.

**READ ENTIRE LABEL. USE STRICTLY IN ACCORDANCE WITH LABEL PRECAUTIONARY STATEMENTS AND DIRECTIONS.**

Unicorn .50% Permethrin Granules is recommended for the control of lawn insects, fleas, and ticks outdoors in residential areas. Repeated applications are made by broadcast treatment with a spreader to lawns, under shrubbery, and other ornamental and turf grass areas. Band treatments are recommended around house foundation and spot applications are made to ant mounds and wasp nests.

**USE DIRECTIONS [THREE EASY STEPS TO USE THIS PRODUCT]**

1. [Step #1] Determine size of area to be treated – measure and multiply length times width.
2. [Step #2] Determine appropriate spreader setting using chart.
3. [Step #3] Treat as directed – thorough coverage is important. Water in where indicated.

Treatment Areas	Pests	Use Rate	How to Use
OVERALL LAWN TREATMENT FOR GRASS AND DICHONDRA LAWNS	Ants, Armyworms (including Fall, Yellow-striped, etc.), Bermudagrass mites, Boxelder Bugs, Centipedes, Chiggers, Chinch Bugs, Clover mites, Cockroaches, Crickets, Cutworms, Darkling Ground Beetles, Digger wasps, Essex Skipper, European Crane Fly Larvae, Field Crickets, Fiery Skipper, Flea Beetle, Grasshopper, Hyperodes (Turfgrass Weevil), Lawn Moths, Leafhoppers, Scorpions, Silverfish & Firebrats, Sod Webworms, Sowbugs, Spiders (including Black Widow), Spittlebugs, Springtails, Vegetable Weevils	Treat when insects first appear using granules at the rate of 2 pounds per 1,000 sq. ft. or, for heavy lawns such as St. Augustine grass, 3 pounds per 1,000 sq. ft. using a fertilizer spreader. See spreader setting chart below.	Apply this product uniformly to home lawns and under shrubbery. To help obtain uniform distribution, apply one-half required amount of product in one direction, then apply the balance at a right angle. Immediately after application, water the lawn lightly. <b>European Crane fly larvae (Leatherjackets)</b> – the best time to apply is in May or June when the insects are young. <b>Chinch Bugs</b> – Start treatments when temperatures reach 80° F or above. A second application may be necessary in 6 weeks if insect activity continues.
	Billbugs, Grubs, Japanese Beetle (adult), Dung Beetles ( <i>Ataenius Spretulus</i> )	Use granules at the rate of 2 ½ pounds per 1,000 sq. ft.	Water grass thoroughly after application. <b>For Billbug control</b> , apply when activity is first observed or when chewed or brown grass indicates damage from these insects. <b>For Grub control</b> , except Dung Beetle, treat any time between late July and early October. <b>For Dung Beetle Grub control</b> , apply in spring or early summer when damage is first noticed. Water grass thoroughly with ¼ to ½ inch of water after application. Treat again in late summer or early fall if a second generation occurs.

Treatment Areas	Pests	Use Rate	How to Use
SPOT TREATMENT	Ants nesting outdoors including: Acrobat, Argentine, Big Headed, Cornfield, Field, Harvester, Leafcutter, Little Black, Pavement and Pyramid Ants	Product should be applied to thoroughly cover the nest (1 to 2 teaspoons) and sprinkled gently with water.	If possible, it is best to try to locate nest and treat this first. Nests will usually be found in the ground but may be concealed under stones, boards, slabs or in stumps or logs. In addition to treating ant nests or mounds, entry points of buildings (used by ants) and the soil surface along the perimeter of the building should be treated.
	Digger Wasps	Apply 1 to 2 teaspoons of granules in and around each individual ground neat opening.	Make the application at dusk when the wasps are not active.
	Imported Fire Ants	Apply one cup over, and 2 feet around each fire ant mound.	Immediately after application, water the granules into the soil gently with a light sprinkling to avoid disturbing the colony. Use at least 1 gallon of water per mound, but no more than 2 gallons. Use of high pressure watering equipment may disturb the colony and cause migration of the ants, thus reducing the effectiveness of the treatment. Apply in cool weather (65°-80°F), or in early morning or late evening for best results. Treat new mounds as they appear.
BAND (PERIMETER) TREATMENT AROUND HOUSE FOUNDATION	Ants, Boxelder Bugs, Brown Dog Ticks, Centipedes, Cockroaches, Clover Mites, Crickets, Field Crickets, Fleas, Scorpions, Sowbugs, Spiders, (Inc. Black Widow), Springtails, (Collembola) and Ticks	Treat at a rate of 1 lb. per 500 sq. ft. or 2 lbs. per 1,000 sq. ft.	To help prevent infestation of buildings, apply a 5 foot band of granules next to the house foundation. Distribute granules uniformly. Water lightly after application.

**FLEA AND TICK CONTROL (OUTDOORS)**

In summer months, fleas and ticks frequently become established in lawns and pet resting areas surrounding the home. For best control of Fleas and Ticks (including but not limited to Bear Tick, Black-legged Tick, Brown Dog Tick, Deer Tick (*Ixodes dammini*), Lone Star Tick, Western Black-legged Tick, Wood Tick): a regular treatment program should be followed. Treat once a month when pests first appear in late spring (May-June) and continue until late summer (September-October). Fall temperatures below 50° decrease pest activity. Eliminating weeds around the home and mowing lawns frequently reduces the hiding places for these pests.

Note: Dogs, cats, their kennel or bedding area should also be treated with a registered product. In addition, if fleas and ticks are indoors on carpets or pet resting areas, use a registered product such as (product brand name), ideally in combination with an Insect Growth Regulator such as (product brand name). It is very important that all three sites –outdoors, indoors and also the pet be treated with appropriate labeled product to achieve satisfactory control. If any of these areas is not treated, it could serve as a source of reinfestation to the entire premises.

**SOD WEBWORMS (CRAMBUS SPP)**

Sod Webworms are the light brown caterpillars ¼ to ¾ inch long, that hide in the grass during the day and feed on the grass blades at night. Adult webworms, usually referred to as Lawn Moths (about 1 inch in length with long snout) emerge from the grass at dusk. They fly over the lawn laying eggs that later hatch into destructive caterpillars. Damage appears first as small brown spots which, if not treated, may rapidly develop into large brown areas of severely damaged or dead grass. If Lawn Moths (Sod Webworm Adults) are noticed in large numbers at dusk, or at first sign of damage to lawn, treat entire lawn evenly.

**SPREADER SETTINGS**

<b>Spreader Make and Model</b>	<b>Grass or Dichondra Lawns at 2 lbs. per 1000 sq. ft.</b>	<b>White Grubs, Billbugs at 2½ lbs. per 1000 sq. ft.</b>	<b>St. Augustine Lawns at 3 lbs. per 1000 sq. ft.</b>
Cyclone Broadcast	3	4	5
Greenview Drop Spred III	3	4	5
Greenview Jet Spred III	4	5	6
Republic Drop EZ530	6 ½	7	8
Republic Broadcast EZ540	2	3	4
Scotts AG3	6	6 ½	7
Scotts SG3	4	4 ½	5
Scotts EG3	24	25	26
Scotts PF4	6	6 ½	7
Sears Drop 1927	5 ½	6	7
Sears Broadcast 1922	5 ½	6	7

Note: Spreader settings given are approximate and variation can occur between identical models. User should calibrate spreader by accurately weighing a few pounds into your spreader and applying to a measured area. Then adjust spreader setting if necessary to assure correct rate of application.

**STORAGE AND DISPOSAL**

**PESTICIDE STORAGE:** Store product in its original container in a cool, dry locked place out of reach of children.

**PESTICIDE DISPOSAL:** If partly filled – Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

**CONTAINER HANDLING:** If empty – Non-refillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available.

[NOTICE: To the extent consistent with applicable law, Seller warrants that the product conforms to its chemical description and is reasonably fit for the purposes stated on the label when used in accordance with directions under normal conditions of use, but neither this warranty or any other warranty of Merchantability or Fitness for a Particular Purpose, expressed or implied, extends to the use of this product contrary to label instructions, or under abnormal conditions, or under conditions not reasonably foreseeable to seller, and buyer assumes the risk of any such use.]

[NOTICE: To the extent consistent with applicable law, buyer assumes all risks of use, storage or handling of this product not in accordance with directions.]

Brackets “[ ]” denote optional wording.

PHAETON CORPORATION  
P.O. Box 290  
Madison, GA 30650

*(Batch Code inserted at production)*