

SEP 24 1996

Ms. J. Evelyn Lawson  
Maxforce Insect Control Systems  
P.O. Box 493  
Pleaston, CA 94566-0803

Dear Ms. Lawson:

Subject: Amendment-Label: Application for Use in Food Handling  
Establishments  
Maxforce Professional Insect Control Roach Killer Bait Gel  
EPA Registration No. 64248-5  
Your Submissions dated April 25, 1996

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable subject to the comments listed below. A stamped copy is enclosed for your records.

1. Delete the term "Professional" from the product name, since it is also intended for homeowner use. This was mentioned in Item 3 of our letter dated March 21, 1995.

2. Under "Directions for Use" add the term "feed" wherever "food" is mentioned, e.g.,  
.....Food /feed handling establishments.....  
.....Food /feed areas.....

3. Delete the term "innovative" e.g., innovative new gel. Superlatives such as: perfect, paramount, ideal, innovative, etc. and non-specific terminology without valid comparison such as; "great new weapon", "innovative gel" etc. are not acceptable

4. The terms "New" and "Improved" can be used on labeling produced for a period of six months from the date of this approval.

If you have any questions, please contact Sheila Moats at (703) 305-6701.

Sincerely yours,

RPK

Richard P. Keigwin, Jr.  
Product Manager (10)  
Insecticide-Rodenticide Branch  
Registration Division(7505C)

Enclosure:

Maxforce Professional Insect Control Roach Killer Bait Gel  
UNIT LABEL  
EPA Reg. No. 64248-5



**PROFESSIONAL INSECT CONTROL® ROACH KILLER BAIT GEL**

**PRECAUTIONARY STATEMENTS  
HAZARD TO HUMANS AND DOMESTIC ANIMALS**

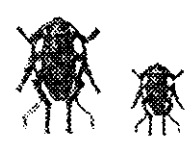
**CAUTION:** May be harmful if swallowed. Avoid contact with skin and clothing. Keep exposed gel away from open foods and food contact surfaces. Wash hands thoroughly after handling. In case of emergency, call day or night: 1-800-426-6228.

**STATEMENT OF PRACTICAL TREATMENT:** If swallowed, drink two glasses of water and induce vomiting by touching back of throat with finger. Do not induce vomiting or give anything by mouth to an unconscious person. Get medical attention. For more information, call: 1-800-426-6228.

**STORAGE AND DISPOSAL:** Do not contaminate water, food or feed by storage or disposal. Wrap used pre-filled plastic dispenser[s] -or- reservoir[s] -or- syringe[s] -or- roach bait injector[s] and place in a trash can. Store in cool, dry area.

**ACTIVE INGREDIENT:** Hydramethylnon [tetrahydro-5,5-dimethyl-2-*H*-pyrimidinone-3-(4-(trifluoromethyl)phenyl)-1-(2-(4-(trifluoromethyl)phenyl)ethenyl)-2-propenylidene]hydrazonone] ..... 2.15%  
**INERT INGREDIENTS:** ..... 97.85%  
**TOTAL** ..... 100.00%

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1221 Broadway, Oakland, CA 94612



Refer to outer box for complete Directions for Use.

**KEEP OUT OF REACH OF CHILDREN**

**FOR USE IN COMMERCIAL, INDUSTRIAL AND RESIDENTIAL AREAS. USE ONLY IN AREAS NOT EASILY ACCESSIBLE TO CHILDREN AND PETS.**

Product may stain textiles and clothing.

EPA Reg. No. 64248-5

EPA Est. No. 35132-OH-001 -or-

EPA Est. No. 65335-RI-001 -or-

EPA Est. No. 5813-MS-001

U.S. PATENT NOS. 4,163,102;  
4,213,988; 4,191,768, 4,812,309

**NET WT. 30 g (1.05 oz)**

RU-07211-4

**ACCEPTED  
with COMMENTS  
in EPA Letter Dated**

**SEP 24 1996**

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act  
as amended, the pesticide  
registered under EPA Reg. No.  
64248-5

# MAXFORCE

PROFESSIONAL INSECT CONTROL® ROACH KILLER

Small Cockroaches

- Kills Eggs
- Breaks the Roach Life Cycle
- EggStopping Ingredient -or- Formula
- Prevents Egg Production
- Prevents Roach Reproduction
- Prevents Egg Hatching
- Inhibits Egg Production
- Inhibits Roach Reproduction
- Inhibits Egg Hatching
- Reproduction Inhibiting Ingredient -or- Formula
- Egg Inhibiting Ingredient -or- Formula
- Patented Action EEG Control
- Sterilizes female roaches
- Creates females that are unable to produce eggs
- As The Domino Effect™ spreads through the roach population, most roaches are killed, and still others lose their ability to produce eggs.
- This product's patented action formula kills roaches and eggs.
- As The Domino Effect™ spreads through the roach population, roaches that are affected either die or lose their ability to produce eggs.

Large Cockroaches

- Even kills roaches resistant to pyrethroids and organophosphates.
- New Improved Formula
- New! Improved Roach Control

3-PACK

ILLUSTRATION  
T.K.

Guaranteed to work or your money back.

Use only in areas not easily accessible to children and pets.

Product may stain textiles and clothing.

TOTAL N

ACCEPTED  
with COMMENTS  
in EPA Letter Dated

SEP 24 1996

Under the Federal Insecticide  
Fungicide, and Fertilizer Act  
as amended, for use as a roachicide  
registered under EPA Reg. No.

64248-5

- EggStopping Gel
- Female roaches carry the egg sac and stay near the nest.
- This product can be injected behind appliances and into cracks and crevices, right into roach nesting areas where pregnant -or- egg-bearing roaches are hiding.
- Many bait placements of this product close to the nest means that more roaches eat the bait and more roaches die.
- Complete control by targeting the nest and eliminating the eggs.
- This product controls roaches by targeting the nest and eliminating the eggs.
- This product controls by targeting the nest and the eggs.
- Roach & Egg Control Gel
- Kills pregnant roaches where they live -or- hide.
- Targeted roach (and egg) control.
- A totally new approach to killing -or- controlling roaches and eggs.
- A totally new approach to killing -or- controlling roaches and eggs they carry.
- Kills without a trace.
- For cracks and crevices.
- For hard to reach places.

MAXFORCE Kills roaches and the eggs they carry

MAXFORCE's patented action formula provides complete roach control by killing roaches and the eggs they carry. This innovative new gel can be injected behind appliances and in cracks and crevices, right into nesting areas where egg-bearing -or- pregnant roaches are hiding. MAXFORCE also allows you to place bait in many more locations in your home, which means more roaches contact and eat the bait, and more roaches die.

MAXFORCE targets roach nesting areas

MAXFORCE's patented action formula provides complete roach control by targeting roach nesting areas. This innovative new gel can be injected behind appliances and in cracks and crevices, right into nesting areas where egg-bearing -or- pregnant roaches are hiding. MAXFORCE also allows you to place bait in many more locations in your home, which means more roaches contact and eat the bait, and more roaches die.

**CAUTION: KEEP OUT OF REACH OF CHILDREN**  
(See cautions on end -or- side -or- bottom panel)

FOR USE IN COMMERCIAL, INDUSTRIAL AND RESIDENTIAL AREAS  
USE ONLY IN AREAS NOT EASILY ACCESSIBLE TO CHILDREN AND PETS.  
Product may stain textiles and clothing.

Contains \_\_\_ pre-filled plastic dispenser[s] -or- reservoir[s] -or- syringe[s] -or- [roach] bait injector[s] for use with  
Specialty Products Gun™ -or- MAXFORCE Bait Injector -

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dimethyl-2-1H-pyrimidinone-3-(4-(trifluoromethyl)  
phenyl)-1-(2-(4-(trifluoromethyl)phenyl)  
ethenyl)-2-propenylidene]hydrazonone] .....2.15%

INERT INGREDIENTS: .....97.85%

TOTAL .....100.00%

**MAXFORCE**

PROFESSIONAL INSECT CONTROL® ROACH KILLER BAIT GEL

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R-07211-6