

7/9/97

PM 10

64396-1

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JUL 09 1997

Mr. Mark Studtmann
Bio Batural, Inc.
4648 Ashton Road
Sarasota, Florida 34233

Subject: Efficacy Data & Label Amendment
Dia Flea - Mate
EPA File Number: 64396-1
Application Dated: January 14, 1997

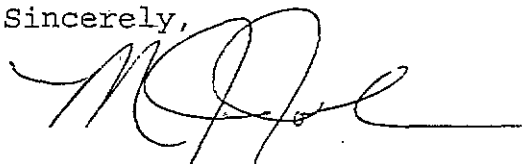
Dear Mr. Studtmann:

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:

The efficacy data submitted to include claims for preventing Flea Larvae for a 12 month period is acceptable.

A stamped copy of the label is enclosed. Submit three copies of revised final printed labeling prior to releasing product for shipment.

Sincerely,



Marion J. Johnson, Jr.
Product Manager 10
Insecticide Branch
Registration Division (7505c)

Precautionary Statements

HAZARDS TO HUMANS And
DOMESTIC ANIMALS

CAUTION

Harmful if swallowed. May cause eye irritation. Avoid eye contact. Avoid excessive inhalation. Not to be used on pets. Wash thoroughly after handling.

DIRECTIONS FOR USE

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

Children and pets should not be in treatment area until after application is completed. Do not treat pets with this product. Avoid contamination of feed or foodstuffs. Avoid contamination of ornamental plants.

TO KILL FLEA LARVAE AND DEODORIZE CARPET:

Vacuum carpet thoroughly before applying product.

Apply to dry surfaces only.

Apply directly on carpets where pets frequently traffic or sleep at the rate of 16 oz. (1lb.) per 620 sq.ft. Work powder deeply into carpet fibers with a broom or rug rake. Any powder visible after application must be brushed into carpet fibers or removed.

For upholstery, remove loose cushions: apply along creases and into corners and furniture wells; do not apply product to exposed fabric. Any product visible after application must be removed.

Allow 3-5 weeks for treatment to have effect:

Reapply as necessary.

TO KILL ANTS, ROACHES AND SILVERFISH:

Apply DuFLEA™ MATE behind and under kitchen appliances, cabinets, sinks, washing machines, in and around plumbing voids and wall openings, and in cracks and crevices. Reapply as necessary. Any powder visible after application must be brushed into cracks and crevices or removed. Apply only in areas inaccessible to children and pets. Avoid contamination

DIA FLEA - MATE

RECD EPA/OP/17/11/96
Indoor Carpet Treatment

'96 OCT -1 P3:30

**KILLS FLEAS
IN THE LARVAL LIFE CYCLE**

STAGES

KILLS FLEA LARVAE *
FOR UP TO 12 MONTHS

Breaks the flea life cycle

Covers 1,860 sq. ft.

Money Back Guarantee

Deodorizes Pet Odors

Kills Ants, Roaches, Silverfish

Active Ingredient:

Boric acid	64.0%
(Boric oxide, B ₂ O ₃ , equivalent - 36.0%)	
Inert Ingredients:	36.0%
Total	100.0%

Net Contents: 3 Pounds (1.36 kg)

KEEP OUT OF REACH
OF CHILDREN
CAUTION

See side panel for additional
precautionary statements

EPA REG. NO 64396-1
EPA. EST. NO. 64396 -FL-1.

Statement of Practical Treatment

If swallowed contact physician or poison control center. If eye contact occurs, flush with plenty of water. Get medical attention if irritation persists. In case of excessive inhalation, remove to fresh air.

STORAGE AND DISPOSAL

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

Storage: Store in dry place where children or animals may not gain access.

Disposal: Do not re-use empty container. Wrap in newspaper and discard in trash.

GUARANTEE: If not completely satisfied with this product, return unused portion and proof of purchase to Bio Natural, Inc. at the address listed on this package for full refund.

ACCEPTED
with COMMENT Allow 4 - 6 weeks for processing.
in EPA Letter Dated

JUL 09 1997

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

64396-1

Bio Natural, Inc.
3560 Webber Street
Sarasota, Florida 34239

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* AND, ALTERNATELY:

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Label Claims to be Added to the Dia Flea-Mate EPA Label¹

[Dia Flea-Mate] inhibits flea reinfestation [of your home] [for up to (12 months) (1 year) (365 days)]

[Dia Flea-Mate] kills (controls) fleas larvae [for up to (12 months) (1 year) (365 days)]

[Dia Flea-Mate] prevents [stops] [hatching eggs] [(hatching) flea larvae] from [becoming] [developing into] [biting] [egg-laying] adults [for up to (12 months) (1 year) (365 days)]

One treatment [application] works [lasts] [against flea larvae] for up to (12 months) [1 year] [365 days]

[Dia Flea-Mate] prevents [stops] emergence of [biting] adult fleas [for up to (12 months) (1 year) (365 days)]

Effective, long term control

Activity keeps working for up to (12 months) [1 year] [365 days]

Flea eggs deposited on treated areas will not develop into [biting] [egg-laying] adults

Larvae in treated areas will not develop into adult fleas

Acts on [an immature] [the larval] stage of the flea, preventing [stopping] it from developing into a biting adult

If adult fleas are introduced from untreated areas [such as outdoors], their offspring will not become biting [reproducing] adults

If adult fleas are introduced into your house, their offspring will not become [biting] [breeding] [reproducing] adults

Prior to the flea season, previously known infested areas can be pretreated to reduce the developing population

¹ [] or () indicates alternate or optional wording