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U.S. ENVIRONMENTAL PROTECTION AGENCY  
Office of Pesticide Programs  
Registration Division (H7505C)  
401 "M" St., S.W.  
Washington, D.C. 20460

EPA Reg. Number:  
68497-1

Date of Issuance:  
31 1995

NOTICE OF PESTICIDE:  
 Registration  
 Reregistration

Term of Issuance:  
Conditional

Name of Pesticide Product:  
Flea Away

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):  
Flea Away New Awareness Environmentals Inc.  
P.O. Box 428  
Monte Rio, CA 95462

Note: 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.

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.

This product is conditionally registered in accordance with FIFRA sec. 3(c) (7) (A) provided that you:

1. Submit and/or cite all data or other material required for registration/reregistration of your product under FIFRA sec. 3(c) (5) or FIFRA sec. 4 when the Agency requires all registrants of similar products to submit such data.

2. Make the following label changes:

a. Revise the EPA Registration Number to read, "EPA Reg. No. 68497-1".

b. Revise the ingredient statement to read as follows:

ACTIVE INGREDIENTS:

Silicon Dioxide, from diatomaceous earth.....85%  
Other Elemental Oxides.....10%  
Moisture.....5%  
  
TOTAL.....100%

c. Revise the Hazards to Humans and Domestic Animals to read as follows:

CAUTION: Causes moderate eye irritation. Avoid contact with eyes. Use adequate ventilation and avoid breathing dust. Wear suitable dust mask when using this product during prolonged exposure.

Signature of Approving Official

Date

CA

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

- c. Under the Carpet application, replace the statement "Please vacuum carpet lightly...." with the following statement:

Vacuum carpet 48 hours after application to remove excess dust.

- d. Replace the heading STORAGE with the heading STORAGE AND DISPOSAL and make the following changes:

STORAGE AND DISPOSAL

Storage: Store in cool dry place.

Disposal: Do not reuse container. Rinse thoroughly before discarding in trash.

- e. Delete the following terms:

**Kills by Contact** - This term as stated is misleading in that the mode of action of diatomaceous earth is physical abrasion over time (usually 2 to 3 days to kill the pest). "Contact" refers to those pesticides that kill insects "upon" contact (within a couple minutes).

**You will break the vicious flea cycle** - This statement is misleading for this type of product since diatomaceous earth is not an insect growth regulator and does not interrupt the life cycle of the flea.

3. Submit two copies of the revised final printed label for the record.

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

A stamped copy of the label is enclosed for your records.

Sincerely yours,

**BEST AVAILABLE COPY**

George T. LaRocca  
Product Manager 13  
Insecticide-Rodenticide Branch  
Registration Division (7505C)

Enclosure

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							

BEST AVAILABLE COPY



**DIRECTIONS FOR**

IT IS A VIOLATION OF FEDERAL LAW TO USE  
IN A MANNER INCONSISTENT WITH ITS

**THE FLEA AWAY 2 ZONE APPLICATION INSTRUCTIONS  
FOR YOUR SATISFACTION. PLEASE FOLLOW THE DIRECTIONS**

Every flea you see on your pet means that there are approximately 30 more fleas on your pet. Flea Away as directed below to 2 ZONES, you will break the vicious flea cycle, control fleas and be extremely pleased with the results.

**ZONE #1 - Your Pet**  
**APPLY ONLY TO A THOROUGHLY AND COMPLETELY DRY PET.** Turn container upside down and squeeze one time, dispensing Flea Away powder using 1 teaspoon per 10 lbs. of your pet's weight. (Ex. 3 teaspoons for 30 lb. pet) Apply to the pet's body, going against the grain of the animal's fur. Always apply Flea Away to the body, avoiding the face, ears (avoid eye area), tailbone, belly, legs and feet. Repeat application weekly if needed.

**... VERY IMPORTANT**

Flea Away will control fleas on your pet, but you **MUST ALSO USE FLEA AWAY** in your carpet. **PLEASE TREAT YOUR CARPET AS INSTRUCTED** to achieve maximum effectiveness and the satisfaction you expect from Flea Away.

- ZONE #2 - Your Home**
- A) **CARPET** - Vacuum first, to bring fibers to the surface. Push up flap top dispenser and dispense 1/2 teaspoon of Flea Away powder per sq. yard onto carpet. Using a rug rake, work Flea Away into fibers and matting of carpet. Please vacuum carpet lightly to remove any excess. Repeat application again in one week, then once a month thereafter.
  - B) **SOFA, COUCH, UPHOLSTERY, CHAIRS** - If your pet is allowed in the room, vacuuming is needed. Simply take some Flea Away and rub into cushions and in the cracks and crevices.
  - C) **PET BEDDING** - Rub Flea Away into cushions, cracks, and crevices once a week.

**Storage:** Store in a cool dry place.

**Precautionary Statements:**  
Hazards to Humans and Domestic Animals.  
**CAUTION:** Avoid Contact with eyes. Use adequate ventilation and avoid breathing dust. If eye contact occurs, immediately flush eyes with plenty of water, call physician if irritation persists.

**Statement of Precautions:**  
If Swallowed: Call a physician. Drink 1 or 2 glasses of water. Do not induce vomiting. Do not use ipecac. If by mouth to an unconscious person: Call a physician. If Inhaled: Remove person to fresh air. If On Skin: Wash with plenty of water. Use a soothing lotion or cream. If Irritation persists: Call a physician. If In Eyes: Wash with plenty of water. If Irritation persists: Call a physician.

E.P.A. Reg. No.  
E.P.A. Est. No.

A Product of  
**FLEA AWAY NEW AWARENESS ENVIRONMENTALS Inc.**  
P.O. Box 428, Monte Rio, CA 95462

FOR FURTHER INFORMATION CALL 707-000-0000

NET CONTENTS 8 OZ. (224gr)  
Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the use only registered under EPA Reg. No. 68497-1  
Made and Printed in USA

ACCEPTED  
with COMMENTS  
in EPA Letter Dated

31 1985

68497-1