



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

EPA Reg. Number:

72155-70

Date of Issuance:

NOV 17 2004

NOTICE OF PESTICIDE:

Registration

Reregistration

(under FIFRA, as amended)

Term of Issuance: Conditional

Name of Pesticide Product:

Imidacloprid 2.15 RB
Insecticide

Name and Address of Registrant (include ZIP Code):

Mr. Charles W. Boyd
Bayer Advanced
95 Chestnut Ridge Rd.
Montvale, NJ 07645

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). Once a pesticide is registered, however, it is not regarded as permanently acceptable. Registration does not eliminate the need for continual reassessment of pesticides. If the Agency determines that, at any time, additional data are required to maintain in effect an existing registration, the Agency will require submission of such data under FIFRA section (3)(c)(2)(B).

- 1. Revise the EPA Registration Number to read, "EPA Reg. No. 72155-70"

Signature of Approving Official:

Dani Daniel
Insecticide-Rodenticide Branch
Registration Division (7505C)

Date:

NOV 17 2004

2. The following claims must be removed from the label:

- Up to 12 months protection;
- Bait breakthrough/break thru - attractive up to 12 months;
- Dual Action - starts working immediately and keeps working for up to 12 months;
- Kills roaches where you can't find them;
- Kills roaches you don't see;
- Kills roaches you see and (even) those you don't [for complete protection];
- Special formula
- Guaranteed to kill roaches;
- Guaranteed day and night roach control;
- Guaranteed to rid your home of roaches;
- Guaranteed to protect your home from roaches; and
- Guaranteed to solve your roach problem.

Unless you can prove these claims the Agency consider them false and misleading. The Agency does not allow "guarantee" claims unless there is an obvious qualifying statement supporting it, such as a "money back refund"

3. Submit two (2) copies of your final printed labeling before you release the product for shipment.

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. If you have any questions regarding this notice, please contact me at (703) 305-5409.

Enclosure :

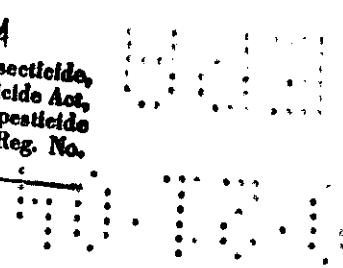
Imidacloprid 2.15 RB Insecticide

READY-TO-USE

- Effective performance
- The lethal roach killer
- Kills roaches fast before they multiply
- Provides long term control
- Controls roaches at their source
- Kills the source of the roach problem
- Continuous action for [a]round the clock protection
- Works every minute of every hour of every day
- Works on roaches day and night
- Works continuously, [24 hours a day,] [7 days a week] [24/7]
- Works day after day/ works day and night
- Works on roaches while you sleep
- Works on roaches while you are away
- Kills/stops/destroys roaches before they become a problem
- Preventative maintenance against roaches
- Protects – or – defends your home against roaches
- Protect your home from roaches
- Rid[s] your home from roaches
- Gets rid of roaches [in your home]
- For a roach free home
- Treat your roaches to their last meal
- ~~Even attractive to roaches up to 12 months after application~~
- ~~Starts working immediately and keeps on working up to 12 months~~
- ~~Up to 12 months roach protection~~
- ~~Roach food – Starts working immediately and keeps working for up to 12 months~~
- ~~Roach food and water source – attractive up to 12 months~~
- Stays moist and attractive for months
- Roach food and water source
- Easy to use
- Overnight results
- Keeps working under different heat and moisture conditions
- Very attractive to roaches, so they die fast
- Kills roaches hiding in cracks, crevices, cabinets, & other areas.
- Kills the roaches where they hide/breed/live
- ~~Kills roaches where you can't find them~~
- ~~Kills roaches as you disturb them~~
- ~~Kills roaches as you disturb them~~
- ~~Kills roaches (you see and even) those you don't see for complete protection~~
- Ideal for kitchen use
- Kills all major types of roaches
- Easy to apply
- Stays in place
- Stays where you put it
- For hard to reach places such as cracks and crevices

- Easy to clean-up
- No odor / No mess
- No fumes or vapor
- Non-oily
- Innovative, fast-acting – or – fast-action formula that quickly kills roaches
- Kills roaches quickly
- Starts killing roaches in hours
- [Delivers] fast killing results
- Starts killing in hours and keeps on killing
- Quick kill formula
- ~~Spot treatment~~
- Fast action – or – acting formula
- Dual action – attracts and kills
- Dual action formula– attracts and kills
- Double action – attracts and kills
- Double action formula– attracts and kills
- 2-in-1 formula – attracts and kills
- Clean, white gel.
- No unsightly brown gel/residue (color)
- Enough to protect an entire house
- Even controls hidden cockroaches
- Kills large and small roaches
- Kills all common roaches
- ~~Guaranteed to kill roaches~~
- ~~Guaranteed day and night roach control~~
- ~~Guaranteed to rid your home of roaches~~
- ~~Guaranteed to protect your home from roaches~~
- ~~Guaranteed to solve your roach problem~~
- Patented formula – or - Ingredient
- Contains the active ingredient in Merit®

ACCEPTED
with **COMMENTS**
In EPA Letter Dated
NOV 17 2004
Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under EPA Reg. No.
72155-70



ACTIVE INGREDIENT:

Imidacloprid..... 2.15%

OTHER INGREDIENT: 97.85%

Net Weight: ___ grams

KEEP OUT OF REACH OF CHILDREN


CAUTION

See back panel for precautionary statements

[BACK PANEL]

Imidacloprid 2.15 RB Insecticide provides a better way to control household roaches. This easy-to-use formula immediately attracts hidden roaches and keeps working up to 12 months, or until the bait is fully consumed – without any odor or oily mess. Controlling roaches in and around your home has never been easier.

READ THE LABEL FIRST!

Quick Facts	
<ul style="list-style-type: none"> • Very attractive to roaches so they die fast! • Dual Action Gel - Starts working immediately and remains attractive to roaches for up to 12 months* • Kills roaches in cracks, crevices, cabinets, and wall voids • Easy to apply – no odor / no mess 	
KILLS	Cockroaches, including German, American, Smokybrown, Oriental and other species
WHERE TO USE	Areas cockroaches seek food, water, or shelter. Areas cockroaches travel. For example, Kitchens, Bathrooms, Laundry rooms, Basements, Garages, Outdoor areas.
WHEN TO USE	When cockroaches are present
	For questions or comments, call toll-free 1-877 BayerAG (1-877-229-3724) or visit us on-line at www.BayerAdvanced.com

* Or until bait is fully consumed.

ACTIVE INGREDIENT:

Imidacloprid..... 2.15%

OTHER INGREDIENT: 97.85%
100%

EPA Reg. No. 72155-XX

EPA Est. No. XXXX-AA-XX

PRECAUTIONARY STATEMENTS
Hazards to Humans and Domestic Animals

CAUTION

- Causes moderate eye irritation.
- Avoid contact with eyes, skin or clothing
- Wash thoroughly with soap and water after handling and before eating, drinking or using tobacco.

First Aid +

neonicotinyl Insecticide

If in eyes	<ul style="list-style-type: none"> • Hold eye open and rinse slowly and gently with water for 15 to 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 advise.
If swallowed	<ul style="list-style-type: none"> • Call a poison control center or doctor 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.


NOTE: Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may contact 877-229-3763 for emergency medical treatment information. Active Ingredient: 2.15% Imidacloprid [CAS # 138261-41-3]

DIRECTIONS FOR USE

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

For best results, read and follow all label directions.

<p>BEFORE YOU USE</p> <p>Read and follow these directions when using:</p>	<ul style="list-style-type: none"> • Apply only to areas not easily accessible to children and pets. • Avoid applying gel to fabric or carpeting, as it may stain some materials. • Do not apply in or on electrical equipment due to the possibility of shock. • Gel cleans up easily with damp paper towel while still wet, or scrap away with putty knife once dry. Discard the clean-up debris.
WHERE TO USE	<ul style="list-style-type: none"> • Kitchens - Cupboards, Dishwashers*, Garbage Cans, Refrigerators*, Stoves*. • Bathrooms - Bathtubs*, Garbage Cans • Laundry Rooms - Drains, Laundry Tubs*, Washing Machines* • Basements, Garages, Outdoor Areas - Drains, Garbage Cans, Laundry Tubs*, Manholes, Pipe Collars, Sewers, Washing Machines*, Water Pipes* • General - Cabinets, Closets, Counters, Cracks, Crevices, Shelving, Sinks
HOW MUCH TO APPLY	<ul style="list-style-type: none"> • Spot Treatment: 1 – 2 spots per square yard, each spot ¼" across. • Crack and Crevice Treatment: Squeeze a small amount into crack or crevice.
HOW TO APPLY	<ul style="list-style-type: none"> • Remove cap from tip, touch tip to surface and depress plunger.
FOR BEST RESULTS	<ul style="list-style-type: none"> • Numerous, smaller bait placements will provide faster more effective control than fewer larger placements. • For thorough control, use entire tube at one time. • Gel should be applied to clean, dry surfaces. • If bait is completely eaten, reapply more to the same site since additional roaches will be attracted by the secretions and droppings left by the earlier cockroaches. • Do not apply roach baits to areas recently sprayed with insecticides and do not spray insecticides over these baits. The spray insecticides may repel roaches from the baited area. • For severe infestations consider using this product in conjunction with Imidacloprid 2.15 RBS Insecticide. • For additional information on proper placement and sustainable roach control, please visit bayeradvanced.com.
HOW IMIDACLOPRID 2.15 RB INSECTICIDE WORKS	<ul style="list-style-type: none"> • This bait was specifically formulated to be both a food and water source with extra long attractiveness. It contains a low level of insecticide which cockroaches cannot detect.

Storage and Disposal Do not contaminate water, food, or feed by storage or disposal.	
STORAGE CONDITIONS:	Store in original container in a cool, dry place, out of the reach of children, preferably a locked storage cabinet.
DISPOSAL 	<ul style="list-style-type: none">• If Empty: Do not reuse this container. Place in trash or offer for recycling if available.• If partly filled: Call your local solid waste agency or call 1-877-229-3724 for disposal instructions. Never place unused product down any indoor or outdoor drain.

NOTICE
Research and testing has determined that the "Directions for Use" are appropriate for the proper use of Imidacloprid 2.15 RB under expected conditions. The Buyer assumes responsibility for lack of performance or safety if not used according to the directions.

Money Back Guarantee: If you are not satisfied with this product, we will gladly refund your original purchase price.

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Bayer Advanced
A business group of Bayer CropScience, LP
95 Chestnut Ridge Road
Montvale, NJ 07645