

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460



OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 22, 2014

Annette M. Bloomberg
Bayer Advanced
P.O. Box 12014
2 T.W. Alexander Drive
Research Triangle Park, NC 27709

Subject: Label Amendment – Minor revisions to the directions for use; addition of new alternate brand names; addition of new marketing claims
Product Name: Imidacloprid 2.15 RB Insecticide
EPA Registration Number: 72155-70
Application dated March 27, 2014; resubmission dated July 14, 2014
Decision Number: 489470

Dear Ms. Bloomberg:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one (1) copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label (www.BayerAdvanced.com), then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). If you have any questions, please contact Julie Chao by phone at (703) 308-8735, or via email at chao.julie@epa.gov.

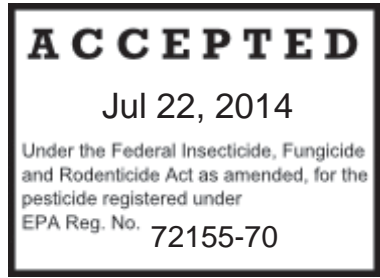
Sincerely,

A handwritten signature in black ink, appearing to read "Venus Eagle". The signature is fluid and cursive, with a small "for" written at the end.

Venus Eagle, Product Manager 01
Insecticide-Rodenticide Branch
Registration Division (7505P)
Office of Pesticide Programs

[FRONT PANEL]

Imidacloprid 2.15 RB Insecticide



[ABN: Bayer Advanced Home Pest Roach Killer Gel]
[ABN: Bayer Advanced Home Pest Roach Killer Gel Bait]
[ABN: Bayer Advanced Roach Killer Gel]
[ABN: Bayer Advanced Roach Killer Gel Bait]

READY-TO-USE

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> 1. Effective performance 2. The lethal roach killer 3. Provides long term control for up to 6 months* 4. Controls roaches at their source 5. Kills the source of the roach problem 6. Continuous action for [a]round the clock protection for up to 6 months* 7. Works every minute of every hour of every day for up to 6 months* 8. Works on roaches day and night* 9. Works day after day for up to 6 months* 10. Works day and night for up to 6 months* 11. Works day after day [works day and night] 12. Works on roaches while you sleep 13. Works on roaches while you are away 14. Kills/stops/destroys roaches before they become a problem 15. Preventative maintenance against roaches 16. Treat your roaches to their last meal 17. Stays moist and attractive for up to 6 months* 18. Roach food and water source 19. Easy to use 20. Kills roaches hiding in cracks, crevices, cabinets, and & other areas. 21. Kills the roaches where they hide/breed/live 22. Ideal for kitchen use 23. Kills roaches whether they eat the bait or share it. 24. Kills all major types of roaches 25. Easy to apply 26. Stays in place 27. Stays where you put it | <ol style="list-style-type: none"> 28. For hard to reach places such as cracks and crevices 29. Easy to clean-up 30. No odor / No mess 31. No fumes or vapor 32. Non-oily 33. Dual action – attracts and kills 34. Dual action formula– attracts and kills 35. Double action – attracts and kills 36. Double action formula– attracts and kills 37. 2-in-1 formula – attracts and kills 38. No unsightly brown gel/residue (color) 39. Even controls hidden cockroaches 40. Kills large and small roaches 41. Kills all common roaches 42. Patented formula – or - ingredient 43. Contains the active ingredient in Merit® 44. White Gel 45. Up to 6 months* protection 46. Use indoors & outdoors 47. [Contains] [X+] [75+] [bait] placements 48. Treats an average home 49. [Contains] enough bait [placements] to treat an average home 50. [Precise] [Precision] bait placement 51. Measured dose 52. Only need a drop for bait placement |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
- *or until bait is consumed

ACTIVE INGREDIENT:

Imidacloprid 2.15%

OTHER INGREDIENTS: 97.85%

TOTAL: **100%**

KEEP OUT OF REACH OF CHILDREN


CAUTION

See back panel for additional precautionary statements and First Aid

[BACK PANEL]

Imidacloprid 2.15 RB Insecticide provides a better way to control household roaches. This easy-to-use formula quickly attracts hidden roaches 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! • 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, and 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

ACTIVE INGREDIENT:

Imidacloprid 2.15%

OTHER INGREDIENT: 97.85%

TOTAL: 100.00%

EPA Reg. No. 72155-70

EPA Est. No. XXXX-AA-XX

FIRST AID +	
neonicotynyl 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 advice.
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]	

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.


DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.
Read and follow all label directions.

BEFORE YOU USE	<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.
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 <p>* Do not apply bait inside these items. Locate behind or under item.</p>
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. • Recommended spot size [graphic] 
HOW TO APPLY	<ul style="list-style-type: none"> ○ Remove cap from tip ○ Place tip (of Power Wand) (of Power Stick) against area to be treated ○ To dispense, press button to deliver on bait placement ○ NOTE: The first time will require several pumps to prime prior to dispensing ○ When finished, replace cap
FOR BEST RESULTS	<ul style="list-style-type: none"> • Numerous, smaller bait placements will provide faster more effective control than fewer larger placements. • Gel must 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.
HOW IMIDACLOPRID 2.15 RB INSECTICIDE WORKS	<p>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.</p>

STORAGE AND DISPOSAL

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

Pesticide Storage:	Store in original container in a cool, dry place, out of the reach of children, preferably a locked storage cabinet.
Pesticide Disposal and Container Handling: 	If Empty: Non-refillable container. Do not refill or 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 Insecticide under expected conditions. To the extent consistent with applicable law, 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.

Net Weight: [10 grams; 0.35 oz] [15 grams; 0.53 oz]

PRODUCED FOR



A Division of Bayer CropScience LP
P.O. Box 12014, 2 T.W. Alexander Drive
Research Triangle Park, North Carolina 27709

[UNIT LABEL FOR]

Bayer Advanced Home Pest Roach Killer Gel [Bait]

ACTIVE INGREDIENT:

Imidacloprid† 2.15%

OTHER INGREDIENTS: 97.85%

TOTAL **100%**

†CAS No.138261-41-3

KEEP OUT OR REACH OF CHILDREN

CAUTION

See card for additional direction for use

EPA Reg. No. 72155-70

EPA Est. No. _____

Apply only to areas not easily accessible to children and pets.

FIRST AID neonicotinyl Insecticide	
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NET CONTENTS: [10 g; 0.35 oz] [15 g; 0.53 oz]

Produced for:



Bayer Advanced
A Division of Bayer CropScience LP
P.O.Box 12014, 2T.W. Alexander Drive
Research Triangle Park, North Carolina 27709

Imidacloprid 2.15 RB (PENDING) 05/16/2013, 03/18/2014, 03/21/2014, 03/26/2014, 06/16/2014, 06/23/2014, 07/08/2014

[IMAGES]

Scan for how to use

