

72563-1

3-31-2008

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

Woodstream  
c/o Chad Mateer  
69 N. Locust Street  
P.O. Box 327  
Lititz, PA 17543-0327

MAR 31 2008

Subject: Product Name: Mosquito Magnet  
EPA Reg. No: 72563-1  
Application for label Notification dated January 28, 2008 to revise  
direction for use instructions, warranty statement and add marketing  
claim.

Dear Mr. Mateer:

The Biopesticides and Pollution Prevention Division is in receipt of your application for Notification under 98-10 dated above. A preliminary screen of this request has been conducted for its applicability under PRN 98-10 and it has been determined that the action(s) requested falls within the scope of PRN 98-10. Our records have been duly noted, and the label submitted with this application has been stamped "Notification, received and reviewed" and will be placed accordingly in our records.

Questions concerning this action should be directed to Mr. Raderrio Wilkins at (703) 308-1259 or email at wilkins.raderrio@epa.gov.

Sincerely,


*Linda Hollis*

Linda Hollis, Chief  
Biochemical Pesticides Branch  
Biopesticides and Pollution Prevention Division

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Please read instructions on reverse before completing form.

Form Approved, OMB No. 2070-0060, Approval expires 05-31-98

 <b>EPA</b> United States <b>Environmental Protection Agency</b> Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> <b>Other: NOTIFICATION</b>	OPP Identifier Number <b>306943</b>
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**Application for Pesticide - Section I**

1. Company/Product Number <b>72563-1</b>	2. EPA Product Manager <b>Linda Holtis - Chief</b> <b>Biochemical Pesticides Branch</b>	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) <b>Mosquito Magnet Octenol Biting Insect Attractant</b>	PM# <b>91</b>	Date Reviewed: <b>3/31/08</b> Reviewed by: <i>[Signature]</i> <b>NOTIFICATION</b>
5. Name and Address of Applicant (Include ZIP Code) <b>Woodstream Corporation</b> <b>69 N. Locust Street</b> <b>Lititz, PA 17543-0327</b> <input type="checkbox"/> Check if this is a new address	6. <b>Expedited Review.</b> In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

**Section - II**

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below

**Explanation:** Use additional page(s) if necessary. (For Section I and Section II.)

**Notification of Other Minor Revisions and Warranty Statements Per PR-Notice 98-10**  
 Please reference the attached explanation of changes

This notification is consistent with the provisions of PR NOTICE 98-10 and EPA Regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 USC Sec. 1001 to willfully make false statements to EPA. I further understand that if this notification is not consistent with the terms of PR NOTICE 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

**Section - III**

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Metal	<input checked="" type="checkbox"/> Plastic
*Certification must be submitted		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container	<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container <b>3 cartridges - .173 oz. (4.90 grams) per cartridge.</b>		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____					

**Section - IV**

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)		
Name <b>Chad Mateer</b>	Title <b>Regulatory Affairs Manager</b>	Telephone No. (Include Area Code) <b>717-626-2125 x426</b>
I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received <b>(Stamped)</b>
2. Signature <i>[Signature]</i>	3. Title <b>Regulatory Affairs</b>	
4. Typed Name <b>Mark Mongiovi</b>	5. Date <b>3-31-08</b>	

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69 N. Locust Street  
 P.O. Box 327  
 Lititz, PA 17543-0327  
 (717) 626-2125  
 Fax: (717) 626-5350  
[www.woodstreamcorp.com](http://www.woodstreamcorp.com)  
[www.saferbrand.com](http://www.saferbrand.com)  
[www.victorpest.com](http://www.victorpest.com)  
[www.havahart.com](http://www.havahart.com)  
[www.perkypet.com](http://www.perkypet.com)  
[www.fishock.com](http://www.fishock.com)

March 31, 2008

Document Processing Desk [NOTIF]  
 Office of Pesticide Programs (7504P)  
 U.S. Environmental Protection Agency  
 Room S-4900, One Potomac Yard  
 2777 South Crystal Drive  
 Arlington, VA 22202-4501

ATTN: Notification Division

SUBJECT: Notification of Other Minor Revisions and Warranty Statements Per PR-Notice 98-10  
**Woodstream Corporation**  
**Mosquito Magnet Octenol Biting Insect Attractant (EPA Reg. No. 72563-1)**

Please find enclosed a Notification of Other Minor Revisions and Warranty Statements Per PR-Notice 98-10. Also enclosed, please find a copy of our revised master label with changes highlighted and a clean copy for your records.

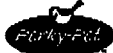
If you have any questions and/or need any additional information, please call Chad Mateer at (717) 626-2125 ext: 426 or email [cmateer@woodstream.com](mailto:cmateer@woodstream.com).

Sincerely,

Mark Mongiovi  
 Regulatory Affairs  
 Woodstream Corporation

Enclosures:

Notification of Label Action  
 Copy of revised master label with changes highlighted  
 Clean copy of revised master label



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**MASTER LABEL - FRONT PANEL OF OUTER RETAIL BOX AND INDIVIDUAL  
PLASTIC POUCH (Page 1 of 1)**

**NOTIFICATION**  
Date Reviewed: 3/30/08  
Reviewed By: [Signature]

**Mosquito Magnet®  
Octenol Biting Insect Attractant**

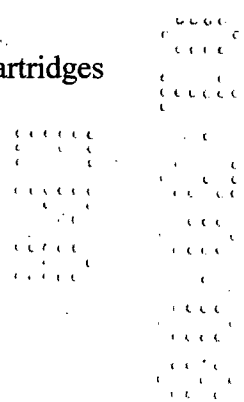
<b>ACTIVE INGREDIENT:</b>	
1-Octen-3-ol*.....	55.15%
<b>OTHER INGREDIENTS:</b> .....	44.85%
<b>TOTAL:</b>	100.00%

\*Contains 1660 mg of Octenol per cartridge.

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION** See (back panel) (insert label) (insert instructions) for additional  
Precautionary Statements and Directions for Use.

**NET CONTENTS:** XX oz. (4.90 grams per cartridge). Contains XX cartridges



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**MASTER LABEL - BACK PANEL OF OUTER RETAIL BOX AND INDIVIDUAL PLASTIC POUCH, OR INSERT LABEL (Page 1 of 3)**

**DIRECTIONS FOR USE**

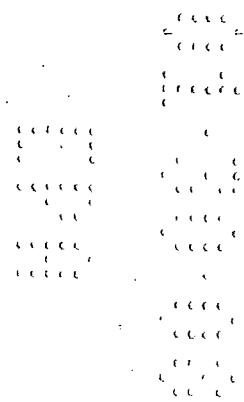
It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

(See instructions for Mosquito Magnet® use and replacement.)

(Directions for Octenol Insertion/replacement:)

*(Pictures or Illustrations)*

1. (Step 1) Locate Mosquito Magnet® Octenol Biting Insect Attractant. Remove mosquito attractant packet from bag. Carefully peel back foil cover.
2. (Step 2) Locate the octenol carrier compartment inside the plume tube. Turn counter-clockwise about 1/8 turn. Remove end cap.
3. (Step 3) Place the open packet of mosquito attractant into the carrier compartment.
4. (Step 4) Replace end cap on carrier compartment. Be sure to align cap's "feet" with grooves inside carrier compartment. Secure cap by turning clockwise until it clicks (about 1/8 turn).





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**MASTER LABEL - BACK PANEL OF OUTER RETAIL BOX AND INDIVIDUAL PLASTIC POUCH, OR INSERT LABEL (Page 3 of 3)**

<b>FIRST AID</b>	
<b>If swallowed</b>	<ul style="list-style-type: none"><li>• Call poison control center or doctor immediately for treatment advice.</li><li>• Have person sip a glass of water if able to swallow.</li><li>• Do not induce vomiting unless told to do so by the poison control center or doctor.</li><li>• Do not give anything by mouth to an unconscious person.</li></ul>
<b>If on skin or clothing</b>	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>If in eyes</b>	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>If inhaled</b>	<ul style="list-style-type: none"><li>• Move person to fresh air.</li><li>• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

**Note:** Seller warrants that this product complies with the specifications expressed in this label. To the extent consistent with applicable law, Seller makes no other warranties, and disclaims all other warranties, express or implied, including but not limited to warranties of merchantability and fitness for the intended purpose. To the extent consistent with applicable law, Seller's liability or default, breach or failure under this label shall be limited to the amount of the purchase price. To the extent consistent with applicable law, Seller shall have no liability for consequential damages.

Manufactured by:



Woodstream Corporation  
69 North Locust Street  
Lititz, PA 17543  
Made in the USA

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EPA Reg. No.: 72563-1  
EPA Est. No.: 47629-PA-01





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**MASTER LABEL – OPTIONAL CLAIMS (Page 1 of 1)**

**[Additional - Optional Marketing/Advertising Claims]**

- Biting Insect attractant.
- Fatal Attraction for Mosquitoes.
- (Use) (For use) with all Mosquito Magnet® traps.
- For Mosquito Magnet® Biting Insect Equipment
- (Increase(s)) your catch rates.
- Replace (with a) (fresh) (new) cartridge (every time you change your tank) (every 21 days).
- Lures biting insects to (trap) (Mosquito Magnet traps), away from you and your family.
- (Octenol) attracts mosquitoes, including those which may transmit (carry) West Nile virus (encephalitis) (diseases) (and heartworm disease), (to (the pesticide device brand name) where they dehydrate (and die)).
- Octenol attracts mosquitoes, including those which may transmit heartworm disease to dogs and cats.
- Mosquitoes are not only a nuisance; they may transmit diseases that are a serious health threat to people and pets.
- Developed by American Biophysics Corporation, the pioneers in species-targeted mosquito attractants.
- American Biophysics is a scientific company that has isolated and synthesized short-range attractants and uses them for the purpose of targeting specific species of mosquitoes, especially those which may (transmit) (carry) diseases such as Encephalitis and West Nile Virus.
- For more information on mosquito species, attractants and how to get the most out of your Mosquito Magnet, visit us at [www.mosquitomagnet.com](http://www.mosquitomagnet.com).
- Made in the USA.
- Customer Care Hotline 1-800-953-5737
- For Outdoor Use with Mosquito Magnet® (Defender) (Liberty) (Liberty Plus) (trap).