

72563-2

EPA Reg. No 72563-2

Notification of Label Action – Storage & Disposal Statements/Other Minor Revisions

October 8, 2009

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

Text pesticide label without graphics, pictures or illustrations

## LUREX™

**Active Ingredient:**

Lactic acid.....35.4%

**Other Ingredients..... 64.6%**

**Total:.....100.0%**

**Keep Out of Reach of Children**

**CAUTION**

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

EPA Reg. No.: 72563-2

EPA Est. No.: 72563-RI-001; -003

Net Contents: XX oz. (XX grams). Contains XX cartridge(s).

Manufactured for:

**W woodstream**

Woodstream Corporation

69 North Locust Street

Lititz, PA 17543

Made in the USA

### NOTIFICATION

Date Reviewed: 10/8/09

Reviewed By: John Fournier, BPPD

**MASTER LABEL - BACK PANEL OF OUTER RETAIL BOX AND INDIVIDUAL PLASTIC POUCH, OR INSERT LABEL (Page 1 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>
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. (In the U.S.) You may also contact 1-800-222-1222 for emergency medical treatment information.	

**PRECAUTIONARY STATEMENTS**

**Hazards to Humans and Domestic Animals**

**Caution:** Harmful if swallowed. Avoid contact of mouth, skin, or eyes with the evaporation holes. Wash hands before eating, drinking, chewing gum, using tobacco or using bathroom facilities.

**ENVIRONMENTAL HAZARDS**

Do not apply directly to water. Do not contaminate water when disposing of equipment washwaters or rinsate.

**DIRECTIONS FOR USE**

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

**MASTER LABEL - BACK PANEL OF OUTER RETAIL BOX AND INDIVIDUAL PLASTIC POUCH, OR INSERT LABEL (Page 2 of 3)**

**Basic text:**

1. Peel protective foil cover from Lurex™. *(Picture or illustration)*
2. Using a coin, unscrew cover from carrier compartment. This is located inside the black plume chamber. *(Picture or illustration)*
3. Slide Lurex™ into the carrier compartment. *(Picture or Illustration)*
4. Reverse step two to close carrier compartment. *(Picture or illustration)*

**Alternate text for use in LureVac™:**

1. Peel protective foil cover from Lurex™. *(Picture or Illustration)*
2. Fold Lurex™ cartridge in half with ventilation holes facing inward. *(Picture or illustration)*
3. Slide Lurex™ into the Lurex™ attractant carrier, folded side inward. Be sure to align cartridge with the grooves inside the carrier. There must be a gap between both folded halves of the cartridge while inside the carrier. This will expose the ventilation holes to allow proper air flow. *(Picture or illustration)*
4. Reinsert attractant carrier back into LureVac™. Replace Lurex™ after 21 days.

**Alternate text for use in Mosquito Magnet® Defender, Liberty, Freedom and Original Pro:**

1. Locate attractant compartment in the black plume tube. *(Picture or Illustration)*
2. Using a small Phillips head screwdriver remove attractant compartment. *(Picture or Illustration)*
3. Be sure to keep screws and attractant compartment for future use. *(Picture or illustration)*
4. Peel (protective foil) cover from Lurex™. *(Picture or Illustration)*
5. Using two fingers pinch carrier sides and insert into bottom of black plume tube. *(Picture or illustration)*
6. Leave carrier tab showing for easy removal. Replace Lurex™ after 21 days. *(Picture or illustration)*

**Alternate text for use in Mosquito Magnet® Liberty Plus:**

1. Using a twist and pull motion remove black• plume tube from power head trumpet. *(Picture or illustration)*
2. Remove attractant carrier located inside the black plume tube. Note: Do not throw away. *(Picture or illustration)*
3. Peel (protective foil) cover from Lurex™. *(Picture or Illustration)*
4. Using two fingers pinch carrier sides and insert into top of black plume tube. *(Picture or illustration)*
5. Leave carrier tab showing for easy removal. *(Picture or Illustration)*
6. Reinsert black plume tube into power head trumpet. Replace Lurex™ after 21 days. *(Picture or Illustration)*

**MASTER LABEL - BACK PANEL OF OUTER RETAIL BOX AND INDIVIDUAL PLASTIC POUCH, OR INSERT LABEL (Page 2 of 3)**

**Alternate text for use in Mosquito Magnet® Pro and Pro Plus:**

1. Locate black plume tube in the power head trumpet. *(Picture or Illustration)*
2. Peel (protective foil) cover from Lurex™. *(Picture or illustration)*
3. Using two fingers pinch carrier sides and insert into bottom of black plume tube. *(Picture or Illustration)*
4. Leave carrier tab showing for easy removal. Replace Lurex™ after 21 days. *(Picture or Illustration)*

Note: Lurex™ does not fit in attractant carrier under hood of trap. Be sure to place inside black plume tube.

*(Illustration of Mosquito Magnet Biting Insect Equipment (devices) — Defender, Liberty, Liberty Plus, Freedom, Pro, Original Pro, Pro Plus and LureVac™)*

**STORAGE AND DISPOSAL**

**Pesticide Storage:** Store unopened attractant cartridge in a cool, dry place.

**Pesticide Disposal and Container Handling:** Non-refillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

*(Warranty Statement)*

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***MASTER LABEL - FRONT PANEL OF ATTRACTANT CARTRIDGE (Page 1 of 1)***

**(Text on protective foil covering of individual attractant cartridges)**

Lurex™ (Manufactured for Woodstream Corporation)

See Instructions & Precautions Before Use

(Lot No. XXX)

**MASTER LABEL – OPTIONAL CLAIMS (Page 1 of 2)**

**[Optional Label Claims]**

- Mosquito attractant
- Outdoor
- (Outdoor) Biting Insect Attractant for Mosquito Magnet® traps
- Designed for use with all Outdoor Mosquito Magnet® Traps
- Use with all Mosquito Magnet® traps
- For Mosquito Magnet® Biting Insect Equipment
- For outdoor use with Mosquito Magnet® (Defender) (Liberty) (Liberty Plus) (Freedom) (Pro) (Original Pro) (Pro Plus) trap(s)
- Indoor
- (Indoor) Mosquito Attractant for LureVac™
- Indoor Mosquito Attractant
- Designed for use with LureVac™ Indoor Mosquito Control System
- For indoor use with LureVac™ (Indoor Mosquito Control System)
- Attracts and captures mosquitoes that enter your home
- For use inside your home, in your garage or enclosed porch
- Made in the USA
- Patented Lure
- Replace (Lurex™) (every 3 weeks) (after 21 days)
- Effective for 21 days
- Single cartridge lasts up to 3 weeks
- Odorless
- Attracts *Aedes albopictus*, Asian Tiger Mosquito
- Lurex™ is a (attractant) (technology) for mosquito control
- Increase your catch rates
- Added attractants further lure insects
- Lures mosquitoes to (the) trap, (and) away from you and your family
- Scientifically formulated attractant to lure mosquitoes into the trap where they dehydrate
- Lurex™ attracts mosquitoes, including those which may (transmit) (carry) West Nile virus (encephalitis) (diseases), (to the (pesticide device brand name) where they dehydrate (and die))
- Mosquitoes can transmit West Nile virus and other viruses that cause encephalitis. They can also transmit heartworm disease to dogs and cats. Lurex™ attracts mosquitoes to the (pesticide device brand name) where they dehydrate (and die)
- Lurex™ attracts mosquitoes, including those which may (transmit) (carry) heartworm disease to dogs and cats
- (Effective in attracting) (Targets) a broad range of mosquito species, including those which may (transmit) (carry) diseases such as West Nile Virus and Encephalitis
- Mimics naturally occurring short-range mosquito attractants including human skin (scents) (emanations) (odors)
- Mimics naturally occurring human skin (scents) (emanations) (odors) (which attract mosquitoes) (to which mosquitoes are attracted)
- Mimics naturally occurring human skin (scents) (emanations) (odors) which are short-range mosquito attractants

***MASTER LABEL – OPTIONAL CLAIMS (Page 2 of 2)***

- Development of Lurex™ is based on naturally occurring (scents) (emanations) (odors) (emitted from) (found in) human skin
- Developed for (targeting) (attracting) a wide range of mosquitoes, including the Asian Tiger Mosquito
- Developed to target a wide range of (mosquito) (biting insect) species, including those (which) (that) may (transmit) (carry) diseases such as West Nile Virus (and) (Encephalitis)
- Developed for hard-to-catch species of mosquitoes and other biting insects, including those which may (transmit) (carry) West Nile Virus and Encephalitis
- Mosquitoes and other biting insects use carbon dioxide (CO<sub>2</sub>) to locate people. Once in close proximity, mosquitoes use short-range attractants such as (scents) (odors) emitted from the skin, to locate a target to bite
- Mosquitoes are not only a nuisance; they can 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.