

72563-4

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: 72563-4  
Application for label Notification dated January 31, 2008 to revise  
direction for use instructions.

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](mailto: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. 2070-0080, 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>306944</b>
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**Application for Pesticide - Section I**

1. Company/Product Number <b>72563-4</b>	2. EPA Product Manager <b>Linda Hollis - Chief                  Biochemical Pesticides Branch</b>	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) <b>Lurex-Cubed</b>	PM# <b>91</b>	Date Reviewed: <b>3/2/08</b> Reviewed By: <i>[Signature]</i>
5. Name and Address of Applicant (Include ZIP Code) <b>Woodstream Corporation                  69 N. Locust Street                  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)(8)(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 Per PR-Notice 98-10**  
 Revision of Directions For Use/Use Instructions - 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:			
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt.      No. per container	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt.      No. per container	2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
*Certification must be submitted			
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container <b>3 cartridges - 73.6 grams (2.6 oz. 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"/> Other _____ <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			

**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>	

**MASTER LABEL – OUTDOOR USE (MOSQUITO MAGNET® TRAPS)**  
**Front Panel of Outer Retail Box (Page 1 of 1)**

**Lurex-Cubed™**

**NOTIFICATION**  
Date Reviewed: 3/31/08  
Reviewed By: [Signature]

[Additional Brand Names]  
Lurex 3™  
Lurex 3™ Biting Insect Attractant

**Lurex™ Component**

<b>ACTIVE INGREDIENT:</b>	
Lactic acid.....	35.40%
<b>OTHER INGREDIENTS:</b> .....	64.60%
<b>TOTAL:</b>	100.00%

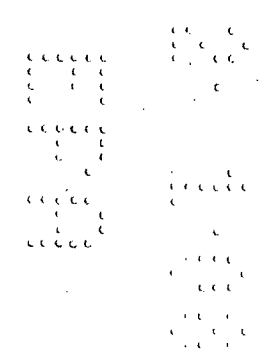
**Ammonium Bicarbonate Component**

<b>ACTIVE INGREDIENT:</b>	
Ammonium Bicarbonate.....	74.63%
<b>OTHER INGREDIENTS:</b> .....	25.37%
<b>TOTAL:</b>	100.00%

**KEEP OUT OF REACH OF CHILDREN**

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

**NET CONTENTS:** Contains XX (lure(s)) (cartridge(s))  
XX g (XX oz.) per (lure) (cartridge)



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**MASTER LABEL – OUTDOOR USE (MOSQUITO MAGNET® TRAPS)**  
**Back Panel of Outer Retail Box 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.

(Important! See (back panel) (map) to see if Lurex-Cubed is right for you.)

*(Map graphic shows a map of the continental US, with southern half of US identified as "Use Lurex-Cubed First" and northern half of US identified as "Use Octenol First." Panel coloring note: For hard to catch species such as the Asian Tiger Mosquito. Panel footnote: \*Mosquito Magnet® Octenol Biting Insect Attractant)*

(Lurex-Cubed is) (a regional attractant (a specially designed attractant) for hard to catch species such as the Asian Tiger mosquito (*Aedes albopictus*).)

((For U.S. only.) Choose the attractant that's right for you. If you live in the southern half of the US, increase your Mosquito Magnet catch rates by using a (fresh) (new) Lurex-Cubed cartridge every time you change the tank. The Asian Tiger, a particularly hard to catch mosquito, is likely the predominant species (in your area). The Asian Tiger is a highly aggressive, non-indigenous species that is primarily located in the southern half of the US, but is spreading across the country. It is a vicious day-biter and may carry West Nile Virus, Dengue fever, Yellow fever and encephalitis. (At your option, try Octenol\* in place of Lurex-Cubed.))

((For U.S. only.) Choose the attractant that's right for you. If you live in the northern half of the US, increase your Mosquito Magnet catch rates by using a (fresh) (new) Octenol cartridge\* every time you change the tank. (At your option, try Lurex-Cubed as hard to catch species are not attracted to Octenol\*..))

(Once your trap starts catching, you know you've found the attractant that's right for you!)

*(Panel footnote: \*Mosquito Magnet® Octenol Biting Insect Attractant)*

(Lurex-Cubed Outdoor (Usage) (Use) Instructions) (With capped attractant tube) (For this style (illustration) see reverse.)

(If you have a Mosquito Magnet® trap with a capped attractant tube (see figure 1), follow these steps)

- 1) Locate the carrier compartment inside the attractant tube. Turn cap counter-clockwise about 1/8 turn. Remove end cap. Save for future use, as cap is needed for other attractants.

**MASTER LABEL – OUTDOOR USE (MOSQUITO MAGNET® TRAPS)**  
**Back Panel of Outer Retail Box or Insert Label (Page 2 of 3)**

- 2) Peel off the tamper evident seal from Lurex-Cubed attractant cartridge (see figure 2). (The appearance of condensation on the inside of the cartridge is normal.) Do not remove end cap from cartridge.
- 3) Insert Lurex-Cubed attractant cartridge into attractant tube. Turn clockwise until it snaps into place (see figure 3).
- 4) Remove and replace Lurex-Cubed attractant cartridge every 21 days, using a counter clockwise rotation (see figure 4).

(Without capped attractant tube) (For this style *(illustration)* see reverse.)

(If you have a Mosquito Magnet® trap without a capped attractant tube see (see figure 1), follow these steps)

- 1) Snap the attractant adapter onto the Lurex-Cubed attractant cartridge (see figure 1).
- 2) Peel off tamper evident seal from Lurex-Cubed attractant cartridge (see figure 2). (The appearance of condensation on the inside of the cartridge is normal.) Do not remove end cap.
- 3) Insert Lurex-Cubed attractant cartridge into attractant tube. Turn clockwise until it snaps into place (see figure 3).
- 4) Remove and replace Lurex-Cubed attractant cartridge every 21 days, using a counter clockwise rotation (see figure 4).

(Lurex-Cubed can be used simultaneously with Mosquito Magnet® Octenol Biting Insect Attractant. Important! Octenol is recommended for use where no-see-ums, gnats, & midges are prevalent.)

*(Illustration of Mosquito Magnet® Biting Insect Equipment (devices) – Defender, Liberty, Liberty Plus, Freedom, Pro, Commercial Pro, and Pro Plus)*

**STORAGE AND DISPOSAL**

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

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

**DISPOSAL:** Do not reuse attractant cartridge. Dispose of used attractant cartridge in the trash.

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**MASTER LABEL – OUTDOOR USE (MOSQUITO MAGNET® TRAPS)**  
**Back Panel of Outer Retail Box or Insert Label (Page 3 of 3)**

**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.

<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>
<p>Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-222-1222 for emergency medical treatment information.</p>	

**ENVIRONMENTAL HAZARDS:** Do not apply directly to water. Do not contaminate water when disposing of equipment washwaters or rinsate.

**EPA Reg. No.:** 72563-4  
**EPA Est. No.:** 46270-NY-001

Manufactured for:



Woodstream Corporation  
69 North Locust Street  
Lititz, PA 17543  
Customer Care (800) 953-5737

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**MASTER LABEL – INDOOR USE (LUREVAC® TRAP)**  
**Front Panel of Outer Retail Box (Page 1 of 1)**

## Lurex-Cubed

**[Additional Brand Names]**

Lurex 3™  
Lurex 3™ Biting Insect Attractant

### Lurex™ Component

**ACTIVE INGREDIENT:**

Lactic acid.....35.40%

**OTHER INGREDIENTS:**.....64.60%

**TOTAL:** 100.00%

### Ammonium Bicarbonate Component

**ACTIVE INGREDIENT:**

Ammonium Bicarbonate.....74.63%

**OTHER INGREDIENTS:**.....25.37%

**TOTAL:** 100.00%

**KEEP OUT OF REACH OF CHILDREN**

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

**NET CONTENTS:** Contains XX (lure(s)) (cartridge(s))  
XX g (XX oz.) per (lure) (cartridge)

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**MASTER LABEL – INDOOR USE (LUREVAC® TRAP)**  
**Back Panel of Outer Retail Box or Insert Label (Page 1 of 2)**

**DIRECTIONS FOR USE**

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

(Lurex-Cubed is) (a regional attractant (a specially designed attractant) for hard to catch species such as the Asian Tiger mosquito (*Aedes albopictus*).

(Lurex-Cubed Indoor (Usage) (Use) Instructions)

- 1) Remove the tamper evident seal from the Lurex-Cubed attractant cartridge (see figure 1).  
(The appearance of condensation on the inside of the cartridge is normal.)
- 2) Insert cartridge into LureVac® attractant opening, with the knob facing towards you, in a vertical (12:00) direction (see figure 2).
- 3) For best results, turn the knob all the way to the right, to the “3 waves” setting (see figure 3).
- 4) Discard and replace entire Lurex-Cubed attractant cartridge every 21 days, using a counter clockwise rotation (see figure 4).

(Illustration of (devices) – LureVac)

**STORAGE AND DISPOSAL**

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

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

**DISPOSAL:** Do not reuse attractant cartridge. Dispose of used attractant cartridge in the trash.

**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.



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**MASTER LABEL – INDOOR USE (LUREVAC® TRAP)**  
**Back Panel of Outer Retail Box or Insert Label (Page 2 of 2)**

<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. You may also contact 1-800-222-1222 for emergency medical treatment information.	

**ENVIRONMENTAL HAZARDS:** Do not apply directly to water. Do not contaminate water when disposing of equipment washwaters or rinsate.

EPA Reg. No.: 72563-4  
EPA Est. No.: 46270-NY-001

Manufactured for:



Woodstream Corporation  
69 North Locust Street  
Lititz, PA 17543  
Customer Care (800) 953-5737

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**MASTER LABEL – TEXT ON PACKAGING OF INDIVIDUAL ATTRACTANTS (Page 1 of 1)**

**(Text on plastic cartridge or plastic seal covering of individual attractant cartridges)**

Lurex-Cubed™ (Manufactured by American Biophysics Corporation)  
((U.S.) (Foreign) Patents Pending)  
(See Instructions & Precautions Before Use)  
(Lot No. XXX)  
(The appearance of condensation on the inside of the cartridge is normal.)  
(Do Not Remove End Cap)  
(Peel here slowly to expose (all) attractant release holes)

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**MASTER LABEL – OPTIONAL CLAIMS (Page 1 of 3)**

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

**Outdoor Use Claims (Apply to Outdoor Use Mosquito Magnet® Traps Only):**

- (Outdoor) Biting Insect Attractant for Mosquito Magnet® traps.
- Designed for use with all Outdoor Mosquito Magnet® traps.
- For outdoor use with Mosquito Magnet® (Defender) (Liberty) (Liberty Plus) (Freedom) (Pro) (Original Pro) (Commercial Pro) (Pro Plus) trap(s).
- Fits all Mosquito Magnet models.
- Designed exclusively for (use with) Mosquito Magnet traps – (fits all our models) (does not fit (other non-Mosquito Magnet traps) (competitive brand traps)).
- (Designed for ) (Use) with all Mosquito Magnet® (traps) (biting insect defense systems).
- For Mosquito Magnet® Biting Insect (Equipment) (Defense Systems).
- (Increase(s)) your (Mosquito Magnet) catch rates.
- Increases (Mosquito Magnet) catch rates on targeted species that may carry West Nile virus and heartworm disease.
- Using (fresh) (new) attractants increases catch rates.
- Replace with a (fresh) (new) cartridge (every time you change your tank) (every 21 days).
- Added attractants further lure insects.

**Indoor Use Claims (Apply to Indoor Use LureVac® Traps Only):**

- (Indoor) Mosquito Attractant for LureVac™.
- Indoor Mosquito Attractant.
- Designed for use with LureVac™ Indoor Mosquito Control (Defense) System.
- For indoor use with LureVac™ (Indoor Mosquito Control (Defense) System).
- Attracts and captures mosquitoes that enter your home.
- For use inside your home, in your garage or enclosed porch.

**General Claims (Apply to Both Outdoor Mosquito Magnet® and Indoor LureVac® Traps):**

- New! [Claim valid for 6 months from date of first stamp-approval only].
- Lurex-Cubed (mosquito attractant).
- Introducing Lurex-Cubed (mosquito attractant).
- Made in the U.S.A.
- Patent Pending Lure.
- Replace (Lurex-Cubed (attractant) (every 3 weeks) (after 21 days) (every 21 days).

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**MASTER LABEL – OPTIONAL CLAIMS (Page 2 of 3)**

- Effective for 21 days.
- Single cartridge lasts up to 3 weeks.
- Odorless.
- The appearance of condensation on the inside of the cartridge is normal.
- Attracts (*Aedes albopictus*) Asian Tiger Mosquito.
- (Lurex-Cubed) is a (new) (attractant) (technology) for mosquito control.
- Lures mosquitoes to (the) trap, (and) away from you and your family.
- Scientifically formulated attractant to lure mosquitoes into the trap where they dehydrate (and die).
- (Lurex-Cubed) 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 may transmit West Nile virus and other viruses that cause encephalitis. They may also transmit heartworm disease to dogs and cats. Lurex-Cubed attracts mosquitoes to the (pesticide device brand name) where they dehydrate (and die).
- Lurex-Cubed attracts mosquitoes, including those which may (transmit) (carry) heartworm disease to dogs and cats.
- (Effective in attracting) (Targets) 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.
- Development of Lurex-Cubed is based on naturally occurring (scents) (emanations) (odors) (emitted from) (found in) human skin.
- Developed for (targeting (attracting) mosquitoes, including the Asian Tiger Mosquito.
- Lurex-Cubed is the (new) mosquito attractant that mimics the scents from human skin.
- Developed to target (mosquitoes) (a wide range of 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 may transmit diseases (such as West Nile virus and heartworm) that are a serious health threat to people and pets.
- Developed by American Biophysics Corporation, the pioneers in species-targeted mosquito attractants.

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**MASTER LABEL – OPTIONAL CLAIMS (Page 3 of 3)**

- 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).
- Customer Care Hotline 1-800-953-5737.