



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

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

January 11, 2021

Mr. Mark A. Mongiovi  
Sr. Manager  
Department of Regulatory Affairs  
Woodstream Corporation  
69 N. Locust Street  
Lititz, Pennsylvania 17543-0327

Subject: Labeling Notification per Pesticide Registration Notice (PRN) 98-10 – inserting symbols and graphics  
Product Name: Lurex-Cubed  
EPA Registration Number: 72563-4  
Application Date: Nov. 15, 2019  
OPP Submission Number: 1043539  
Case Number: 00088967

Dear Mr. Mongiovi:

The U.S. Environmental Protection Agency (EPA) is in receipt of your application for notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Biopesticides and Pollution Prevention Division (BPPD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The labeling submitted with this application has been stamped “Notification” and will be placed in our records. You must submit one (1) copy of the final printed labeling with the modifications.

Should you wish to add/retain a reference to your company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) and is subject to review by the EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the 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 EPA 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 Assurance.

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EPA Reg. No. 72563-4

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If you have any questions, please contact my team member, Nina Naimy, via email at [naimy.nina@epa.gov](mailto:naimy.nina@epa.gov).

Sincerely,

A handwritten signature in blue ink that reads "Andrew C. Bryceland". The signature is fluid and cursive, with the first name being the most prominent.

Andrew Bryceland, Team Leader  
Biochemical Pesticides Branch  
Biopesticides and Pollution  
Prevention Division (7511P)  
Office of Pesticide Programs

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

# Lurex-Cubed™

## NOTIFICATION

72563-4

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

01/11/2021

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**[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)

***MASTER LABEL – OUTDOOR USE (MOSQUITO MAGNET® TRAPS)  
Back Panel of Outer Retail Box or Insert Label (Page 1 of 4)***

**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)*

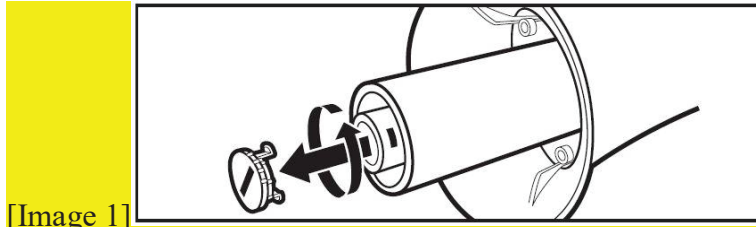
(Lurex-Cubed Outdoor (Usage) (Use) Instructions) (With capped attractant tube) (For this style (illustration) see reverse.)

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

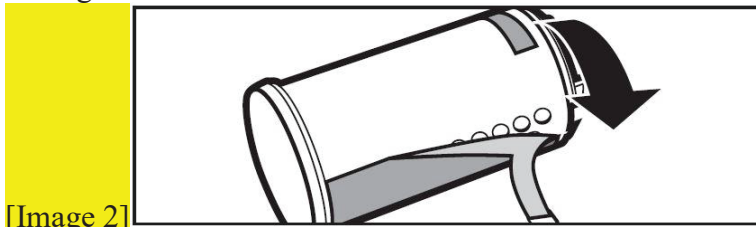
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**MASTER LABEL – OUTDOOR USE (MOSQUITO MAGNET® TRAPS)**  
**Back Panel of Outer Retail Box or Insert Label (Page 2 of 4)**

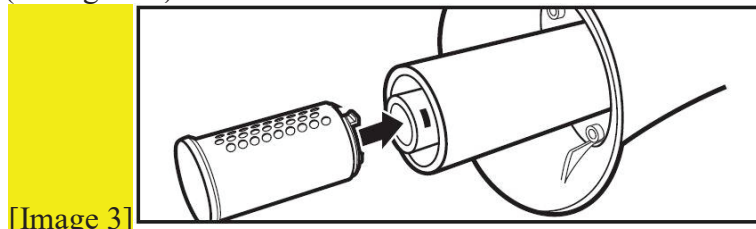
- 1) Locate the carrier compartment inside the attractant tube. Turn cap counter-clockwise about 1/8 turn. Remove end cap. Save for future use, as cap is needed for other attractants.



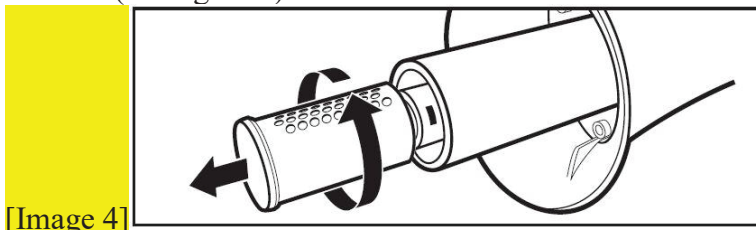
- 2) Peel off the tamper evident seal from Lurex-Cubed attractant cartridge (see figure 2). (The appearance of condensation on the inside of the cartridge is normal.) Do not remove end cap from cartridge.



- 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).

**MASTER LABEL – OUTDOOR USE (MOSQUITO MAGNET® TRAPS)**  
**Back Panel of Outer Retail Box or Insert Label (Page 3 of 4)**

- 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, Executive, Independence, Liberty, Liberty Plus, Freedom, Patriot, Pro, Commercial Pro, and Pro Plus)*

**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.

**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 – OUTDOOR USE (MOSQUITO MAGNET® TRAPS)**  
**Back Panel of Outer Retail Box or Insert Label (Page 4 of 4)**

<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 – 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)



**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**

**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.

**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  
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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)

***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) (Executive) (Independence) (Patriot) (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)).

**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.

**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. [Image]



**MOSQUITO MAGNET®**

- [Image]
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