

72563-5

9/30/2009

1/8



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Biopesticides and Pollution Prevention Division (7511P)
1200 Pennsylvania Avenue NW
Washington, DC 20460

EPA Reg. Number:

Date of Issuance:

72563-5

SEP 30 2009

Term of Issuance:

Unconditional

Name of Pesticide Product:

Mosquito Magnet® R-Octenol
Biting Insect Attractant

NOTICE OF PESTICIDE:

- X Registration
Registration
Reregistration
(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Woodstream Corporation
69 N. Locust Street
Lititz, PA 17543

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Biopesticides and Pollution Prevention Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This registration does not eliminate the need for continual reassessment of the pesticide. If EPA determines at any time, that additional data are required to maintain in effect an existing registration, the Agency will require submission of such data under section 3(c)(2)(B) of FIFRA. This product is unconditionally registered in accordance with FIFRA Sec. 3(c)(5) provided you:

- 1. Submit and/or cite all data required for registration of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar products to submit such data.
2. Revise the EPA Registration Number to read, "EPA Reg. No. 72563-5.
3. Submit within 1 year after the Date of Registration acceptable data packages for Guideline Studies: Storage Stability study (OPPTS GLN: 830.6317) and Corrosion Characteristics study (OPTS GLN: 830.6320) for this product.
4. Submit two (2) copies of the final printed labeling before you release the product for shipment. Refer to the A-79 enclosure for a further description of final printed labeling.

A stamped copy of the label is enclosed for your records.

Signature of Approving Official:

W. Michael McDavit

Date:

9-30-09

W. Michael McDavit, Associate Director,
Biopesticides and Pollution Prevention Division

EPA Form 8570-6

CONCURRENCES

Table with columns for SYMBOL, SURNAME, DATE and several empty columns for concurrence signatures.

**MASTER LABEL - FRONT PANEL OF OUTER RETAIL BOX, INDIVIDUAL
PLASTIC POUCH AND INSERT LABEL [IF APPLICABLE] (Page 1 of 1)**

**Mosquito Magnet®
R-Octenol Biting Insect Attractant**

[Additional Brand Names]

- Mosquito Magnet® R-Octenol
- Mosquito Magnet® Biting Insect Attractant
- Mosquito Magnet® Trap Tech™ Biting Insect Attractant
- Mosquito Magnet® Trap Tech™
- Trap Tech™ Biting Insect Attractant

ACCEPTED

SEP 30 2009

Under the Federal Insecticide, Fungicide,
and Rodenticide Act, as amended, for
the pesticide registered under
EPA Reg. No. **72563-5**

ACTIVE INGREDIENT:

R-(-)-1-Octen-3-ol* 6.89%

OTHER INGREDIENTS: 93.11%

TOTAL: 100.00%

*Contains 207.6 mg of R-(-)-1-Octen-3-ol per cartridge.

KEEP OUT OF REACH OF CHILDREN

CAUTION See (back panel) (insert label) (insert instructions) for additional
precautionary statements and first aid.

NET CONTENTS: .173 oz. (4.90 grams per cartridge). Contains XX cartridges

MASTER LABEL - BACK PANEL OF OUTER RETAIL BOX, INDIVIDUAL PLASTIC POUCH, OR INSERT LABEL (Page 1 of 2)

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

CAUTION: Harmful if swallowed. Avoid contact of skin, eyes or mouth with the evaporation holes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

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

FIRST AID	
If swallowed	<ul style="list-style-type: none">• Call 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.
If on skin or clothing	<ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15-20 minutes• Call a poison control center or doctor for treatment advice.
If in eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 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 inhaled	<ul style="list-style-type: none">• Move person to fresh air.• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible.• Call a poison control center or doctor for treatment advice.
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For emergency information call the National Pesticides Information Center at 1-800-858-7378, 6:30 AM to 4:30 PM Pacific time (PT), seven days a week. During other times, call the poison control center 1-800-222-1222.	

4/8

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

DIRECTIONS FOR USE

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

(Directions for R-Octenol Insertion/replacement:)

1. (Step 1) Locate Mosquito Magnet® R-Octenol Biting Insect Attractant. Remove mosquito attractant cartridge from bag. Carefully peel back foil cover.
2. (Step 2) Locate the mosquito attractant carrier compartment inside the plume tube. Turn counter-clockwise about 1/8 turn. Remove end cap.
3. (Step 3) Place the open cartridge 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).

[Statement and footnote to be located either on front panel or in Directions for Use]

Replace cartridge every 30 days.* (Note: By day 30 of use the effectiveness of this product will have been diminished as most of the R-Octenol will have been released.)

*Based on release rate studies conducted at an average ambient air temperature of 80°F for 30 days.

STORAGE AND DISPOSAL

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

STORAGE: Store unopened attractant cartridge in a cool, dry area inaccessible to children and pets.

DISPOSAL: Non-refillable container. Do not reuse or refill attractant cartridge. Dispose of used attractant cartridge in the trash or offer for recycling if available.

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.

EPA Reg. No. 72563-_____
Draft Label (Version 4)
September 30, 2009
Page 4 of 7

9/8

**MASTER LABEL - OUTER RETAIL BOX AND INDIVIDUAL PLASTIC POUCH,
AND INSERT LABEL [IF APPLICABLE] (Page 1 of 1)**

Manufactured by:



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

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

[Batch Code:]

6/8

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

[Text on protective foil covering of individual attractant cartridges]

Mosquito Attractant
See Instructions & Precautions Before Use

MASTER LABEL – OPTIONAL CLAIMS (Page 1 of 2)

[Additional - Optional Marketing/Advertising Claims]

- New! *[Claim valid for 6 months from date of first stamp-approval only].*
- Introducing R-Octenol (Mosquito Attractant). *[Claim valid for 6 months from date of first stamp-approval only].*
- R-Octenol (Mosquito Attractant)
- (Outdoor) Biting Insect attractant (for Mosquito Magnet® Traps)
- For Mosquito Magnet® Biting Insect Equipment (Traps)
- For (outdoor) use with Mosquito Magnet® (Defender) (Defender Plus) (Liberty) (Liberty Plus) (Pro) (Pro Plus) (Independence) (Executive) (Commander) (trap or traps).
- (Designed for use) (Use) (For use) with all (outdoor) Mosquito Magnet® (traps) (models).
- Designed exclusively for (use with) Mosquito Magnet® traps.
- Exclusive (attractant) (to) (for) Mosquito Magnet®.
- (Can be used in) (Fits) all Mosquito Magnet® models.
- Fatal Attraction for Mosquitoes.
- Scientifically formulated attractant to lure mosquitoes into the trap where they dehydrate (and die).
- Lures (biting insects) (mosquitoes) to the (trap) (Mosquito Magnet trap), (and) away from you and your family.
- (Effective in attracting) (Targets) mosquito species, including those which may (transmit) (carry) West Nile Virus.
- (R-Octenol) attracts mosquitoes, including those which may (transmit) (carry) West Nile virus, (to (the pesticide device brand name) where they dehydrate (and die)).
- Mosquitoes may transmit West Nile virus. R-Octenol attracts mosquitoes to the (pesticide device brand name) where they dehydrate (and die).
- Mosquitoes are not only a nuisance; they may transmit West Nile virus, a serious health threat to people.
- Increases (Mosquito Magnet) catch rates on targeted species that may carry West Nile virus.
- (Increase(s)) your (Mosquito Magnet) catch rate(s).

8/8

MASTER LABEL – OPTIONAL CLAIMS (Page 2 of 2)

- Optimize(s) your catch rate.
- (Single Cartridge) Lasts 30 days!
- Package contains 3 full months of (mosquito) attractant. -[For 3 ct. packages]
- Replace (with a) (fresh) (new) cartridge every (time you change your tank)(30 days).
- Using a (fresh) (new) attractant increases your catch rate.
- Developed by Woodstream Corporation, the pioneers in species-targeted mosquito attractants.
- Woodstream Corporation 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) 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.
- Patent Pending.
- Made in the USA.
- Customer Care Hotline 1-800-953-5737