

72563-5

10/29/2010

1028

Mark Mongiovi
Woodstream Corporation
69 N. Locust Street
P.O. Box 327
Lititz, PA 17543-0327

OCT 29 2010

Dear Mr. Mongiovi:

Subject: Registration Amendment to add optional marketing claims
Mosquito Magnet R-Octenol Biting Insect Attractant
EPA Reg. No.: 72563-5
Your submission dated October 6, 2010
Decision Number: 437037, PRIA Category B680

The amendment referred to above submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, has been received and reviewed, and the amendment is acceptable provided that you submit and/or cite all data required for registration/reregistration of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar products to submit such data.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product bearing the amended labeling constitutes acceptance of these conditions. Please submit three (3) copies of your final printed labeling prior to shipment of your product. Should you have any questions, you may contact Mr. Colin Walsh directly at (703) 308-0298 or via email at walsh.colin@epa.gov.

Sincerely,

Linda A. Hollis, Chief
Biochemical Pesticides Branch
Biopesticides and Pollution
Prevention Division (7511P)

CONCURRENCES

SYMBOL ▶	7611P	7511P					
USERNAME ▶	Walsh	COLE					
DATE ▶	10/19/10	10/21/10					

2008

**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
OCT 29 2010

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

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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.	

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 a constant ambient air temperature of 80°F for 30 days. R-Octenol release from this product will be more rapid at higher ambient air temperatures.

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.

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EPA Reg. No. 72563-5
Labeling Amendment – Addition of Marketing Claims
October 6, 2010
Page 4 of 7

***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.: 72563-5
EPA Est. No.: 47629-PA-01

[Batch Code:]

6028

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).

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
- Longer Lasting Lure!*
- *when compared to Mosquito Magnet Octenol (30 days compared to 21)
- Lasts Longer than Mosquito Magnet Octenol!*
- *when compared to Mosquito Magnet Octenol (30 days compared to 21)
- [New] Mosquito Magnet R-Octenol lasts 40% longer than Mosquito Magnet Octenol
- [New] Mosquito Magnet R-Octenol lasts 40% longer*
- *when compared to Mosquito Magnet Octenol (30 days compared to 21)
- Lasts 40% longer than Mosquito Magnet Octenol