

75015-1

02/06/2009

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

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

FEB 6 2009

Mr. Bernard I. Segal
Owner
Bernard I. Segal
1900 Avenue of the Stars, 25th Floor
Los Angeles, CA 90067

Re: Notification to add Marketing Phrases, revising the Hot Line Number in the First Aid and removing 1-800-CLEANUP in the Storage and Disposal
EPA Reg No.: 75015-1
Date of Submission: December 12, 2008

Dear Mr. Segal:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated, December 12, 2008, for the product DEAD-FAST® Insecticide Chalk. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the actions requested fall within the scope of PRN 98-10. The label submitted with the application has been stamped "Notification" and will be placed in our records.

If you have any questions, please call me directly at 703-305-6249 or Joyce Edwards of my staff at 703-308-5479.

Sincerely,

A handwritten signature in black ink, appearing to be "Linda Arrington".

Linda Arrington
Notifications & Minor Formulations Team Leader
Registration Division (7505P)
Office of Pesticide Programs



United States
Environmental Protection Agency
Washington, DC 20460

Registration
Amendment
Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 75015-1		2. EPA Product Manager Richard Gebken		3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted	
4. Company/Product (Name) DEAD-FAST® Insecticide Chalk		PM# 13			
5. Name and Address of Applicant (Include Zip Code) Bernard I. Segal 1900 Avenue of the Stars, 25th Floor Los Angeles, CA 90067 <input type="checkbox"/> Check if this is a new address			6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____		

NOTIFICATION

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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.)

Label Notification per PR Notice 98-10, Section II. Amended labeling with label claims and changes as highlighted. By Notification, we are adding optional marketing phrases, revising the medical emergencies Hot Line Number in the First Aid and removing 1-800-CLEANUP in the Storage and Disposal. Marketing phrases were reviewed and pre-approved in conference call of November 20, 2008 with R. Gebken, L. Deluise, M. Suarez, Dr. R. Gross, B. Segal, W. Arrison, K. Young.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal	<input type="checkbox"/> Plastic
*Certification must be submitted	If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt.	No. per container	<input type="checkbox"/> Glass
					<input type="checkbox"/> Paper
					<input type="checkbox"/> Other (Specify)
3. Location of Net Contents information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input 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 Bernard I. Segal	Title Owner	Telephone No. (Include Area Code) (310) 772-0110
Certification 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 (Stamped)
2. Signature 	3. Title Owner	
4. Typed Name Bernard I. Segal	5. Date December 12, 2008	

BERNARD I. SEGAL

1900 AVENUE OF THE STARS, 25TH FLOOR
LOS ANGELES, CALIFORNIA 90067

TELEPHONE:
(310) 772-0110

FAX:
(310)772-0770
email: BISAPC@aol.com

December 15, 2008

Document Processing Desk (NOTIF)
Office of Pesticide Programs (H7504P)
U.S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202-4501

Subject: DEAD-FAST® Insecticide Chalk
EPA Reg. No. 75015-1
Notification Per PR Notice 98-10

Dear Sir or Madam:

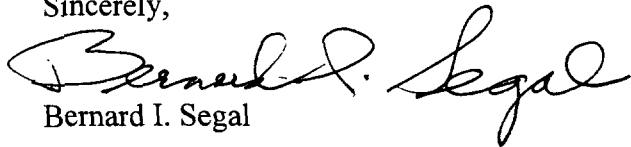
By Notification we are adding optional marketing phrases, revising the Hot Line Number in the First Aid and removing 1-800 CLEANUP in the Storage and Disposal. The added optional marketing phrases were reviewed and pre-approved during a November 20, 2008 conference call with R. Gebken, L. Deluise, M. Suarez, Dr. R. Gross, B. Segal, W. Arrison and K. Young.

Enclosed are 2 copies of the label, one copy has changes highlighted.

I certify that 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 U.S.C. Sec. 1001 to willfully make any false statement 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, then 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.

Please contact me if you have any questions or require additional information.

Sincerely,


Bernard I. Segal

Enclosures

DEAD-FAST™ Insecticide Chalk

[Note to Reviewer: Optional Marketing Language to be used on Dispenser Label, Carton Label and/or Pamphlet Label]

Text in { } will not appear on label

{Bugs – Insects are interchangeable}

- Draw the line against bugs [ants and roaches]
- Draw the deadline
- No [chemical] odor
- Non-staining
- [Patented] Chalkholder Technology
- [Patented] Chalkdispenser Technology
- [Patented] [Chalkholder] [for easy application]
- Use on doorways, window frames, cabinets, door jams, moldings, baseboards, trash containers
- Use in the bathroom, living room, bedroom, attic, basement, garage, garden shed, tool shed
- Dare Bugs to Cross the Line!
- Dare'em to cross the line!
- Draw the line against ants and roaches
- The end of the line for ants and roaches
- Guaranteed to work or your money back
- Put ants and roaches on a deadline
- Convenient [visible] and effective
- Use around the house
- Questions? Comments? Call (xxx) xxx-xxxx or E-mail: xxx@xxx.com
- Child Resistant Packaging

DISPENSER LABEL

Page 1 of 1
DEAD-FAST™ Insecticide Chalk
Chalk Dispenser Label

DEAD-FAST™ Insecticide Chalk

Controls Cockroaches, [Roaches] Ants and Crickets

KEEP OUT OF REACH OF CHILDREN

CAUTION

Do not apply where children and pets are likely to come in contact with treated surfaces. Do not remove chalk from dispenser. Close dispenser cap properly when not in use. When closed properly, the cap will not twist off without pressing down.

Note: See accompanying pamphlet for First Aid, Precautionary Statements and Use Directions.

ACTIVE INGREDIENT:
Tralomethrin 1.00%
OTHER INGREDIENTS: 99.00%
100.00%

NOTIFICATION

FEB 6 2009

NET CONTENTS: 0.13 OZ (3.7 g)

EPA Reg. No: 75015-1
EPA Est. No: xxxxx

Bernard I. Segal
Los Angeles, CA 90067

Questions or Comments call: (310) 771-0110

CARTON LABEL

Page 1 of 2 Carton Label
DEAD-FAST™ Insecticide Chalk

DEAD-FAST™ Insecticide Chalk
Residual Control of Cockroaches [Roaches], Ants and Crickets for up to 8 weeks
See enclosed pamphlet for use directions

ACTIVE INGREDIENT:
Tralomethrin 1.00%
OTHER INGREDIENTS: 99.00%
100.00%

NET CONTENTS: 0.13 OZ (3.7 g)

EPA Reg. No: 75015-1
EPA Est. No: xxxxx

KEEP OUT OF REACH OF CHILDREN

CAUTION

Do not apply where children and pets are likely to come in contact with treated surfaces. Do not remove chalk from dispenser. Close dispenser cap properly when not in use. When closed properly, the cap will not twist off without pressing down.

FIRST AID	
IF SWALLOWED	Call a 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 a poison control center or doctor.
IF ON SKIN OR CLOTHING	Take off contaminated clothing. Rinse skin immediately with plenty of water for 15 or 20 minutes. Call a poison control center or doctor for treatment advice.
IF IN EYES	Hold eye open and rinse slowly and gently with water for 15 to 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eyes. Call a poison control center for treatment advice.
IF INHALED	Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth to mouth if possible. Call a poison control center or doctor for further advice.

HOT LINE NUMBER
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. [For information regarding medical emergencies or pesticide incidents call (xxx) xxx-xxxx.]

Page 2 of 2 Carton Label
DEAD-FAST™ Insecticide Chalk

PRECAUTIONARY STATEMENTS
Hazards To Humans & Domestic Animals

CAUTION: Harmful if swallowed, inhaled or absorbed through skin. Causes moderate eye irritation. Avoid contact with eyes or clothing. Avoid breathing dust. Wash thoroughly with soap and water after handling. Remove contaminated clothing and wash before reuse.

STORAGE AND DISPOSAL

STORAGE: Store in original container in an area inaccessible to children and pets. Do not store near foodstuffs, drugs or personal contact items. Close dispenser cap properly when not in use.

DISPOSAL: If Empty: Do not reuse this container. Place in trash or offer for recycling if available. **If Partly Filled:** Call your local waste agency for disposal instructions. Never place unused product in any indoor or outdoor drain.

GENERAL INFORMATION

DEAD-FAST™ Insecticide Chalk is a ready-to-use, residual formulation. DEAD-FAST™ Insecticide Chalk controls COCKROACHES [ROACHES], ANTS, AND CRICKETS in residential, institutional and commercial buildings, including homes, apartment buildings, buses, recreational vehicles, mobile homes, utility vaults, telephone booths, coin boxes, electrical switch boxes, behind switch plates and the non food-feed areas of hospitals, stores, warehouses, trucks, truck trailers, freight cars, storage bins, ships and boats, institutional and commercial buildings.

Do not use in the food/feed areas of food/feed handling establishments, restaurants or other areas where food is commercially prepared, processed or served. Non food/feed areas of food/feed handling establishments are areas such as garbage rooms, lavatories, floor drains (to sewer entries and vestibules), offices, locker rooms, machine rooms, boiler rooms, garages, mop closets, and storage (after canning or bottling).

Questions or Comments call: (310) 771-0110



PAMPHLET LABEL

Page 1 of 4 Pamphlet Label
DEAD-FAST™ Insecticide Chalk

DEAD-FAST™ Insecticide Chalk
Residual Control of Cockroaches [Roaches], Ants and Crickets for up to 8 weeks

ACTIVE INGREDIENT:
Tralomethrin 1.00%
OTHER INGREDIENTS: 99.00%
100.00%

NET CONTENTS: 0.13 OZ (3.8 g)

EPA Reg. No: 75015-1
EPA Est. No: xxxxx

KEEP OUT OF REACH OF CHILDREN

CAUTION

**Do not apply where children and pets are likely to come in contact with treated surfaces.
Do not remove chalk from dispenser. Close dispenser cap properly when not in use. When closed properly, the cap will not twist off without pressing down.**

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FIRST AID	
IF SWALLOWED	Call a 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 a poison control center or doctor.
IF ON SKIN OR CLOTHING	Take off contaminated clothing. Rinse skin immediately with plenty of water for 15 or 20 minutes. Call a poison control center or doctor for treatment advice.
IF IN EYES	Hold eye open and rinse slowly and gently with water for 15 to 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eyes. Call a poison control center for treatment advice.
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HOT LINE NUMBER	
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Page 3 of 4 Pamphlet Label
DEAD-FAST™ Insecticide Chalk

DISPENSER INSTRUCTIONS: Following the instructions below, remove cap, extend chalk and lock in position for application. After use, retract chalk and close cap making sure it has locked in position.

1.
Illustration
of hands
removing
cap

2.
Illustration
of hands
extending
chalk

3.
Illustration
of hands
retracting
chalk

4.
Illustration
of hands
closing
dispenser

1. TO REMOVE CAP: PUSH DOWN AND TURN.
2. TO EXTEND CHALK: PRESS BUTTON DOWN. ALLOW CHALK TO SLIDE ½ INCH OUT OF OPENING. RELEASE BUTTON TO LOCK.
3. TO RETRACT CHALK: HOLD TUBE UPRIGHT (OPEN END UP). PRESS BUTTON IN ALL THE WAY. ALLOW CHALK TO FALL COMPLETELY INSIDE HOLDER BEFORE RELEASING BUTTON.
4. CLOSE CAP PROPERLY.

APPLICATION INSTRUCTIONS:

DEAD-FAST Insecticide Chalk, properly applied, forms barriers over which insects must crawl to enter the facility or to get to and from food and water. These barriers are formed by drawing treatment bands. These treatment bands must intersect without breaks or gaps for complete and effective barriers. A single band or bands, the width of the chalk, is effective. Wider bands are unnecessary.

Draw a DEAD-FAST Insecticide Chalk band completely around the underside of all shelving. Remove all drawers and draw treatment bands completely around the underside of the counter and all interior sides of the cabinet. Do not apply to the interior of drawers or to the front exterior of the cabinets. In the home do not allow the insecticide to contact food or food processing surfaces. Band cabinet exteriors where they join the wall or at points of cracks or crevices. Do not allow the insecticide to contact food or food processing surfaces.

Page 4 of 4 Pamphlet Label
DEAD-FAST™ Insecticide Chalk

Draw a band of DEAD-FAST Insecticide Chalk around the cabinet base and baseboards of the entire home or facility, the flat surface around each door casing, under the shelving in closets and storage areas, and on the back of pictures. Treat bathroom vanities in the same manner as cabinets. This application will ensure that insects crawling along and up walls will come in contact with the insecticide barrier. Interior and exterior casings and exterior thresholds may be treated for control of CRICKETS, ANTS AND ROACHES.

NOTE: Product effectiveness is likely to be reduced in areas wet enough to dampen treatment bands.

Other areas to be treated include baseboards, moldings, around plumbing and other utility installations, dark corners in closets, and around doors, ventilators, windows and other openings. Completely band the undersides of work tables and storage shelving. Floor drains, garbage rooms, locker rooms, switch boxes, and the back of switch plates should be included in the treatment. Do not apply where children and pets are likely to come in contact with treated surfaces. Close cap dispenser properly when not in use. When closed properly, the cap will not twist off without pressing down.