

75015-1

03-08-2010

1/21



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

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

Mr. Bernard I Segal
2406 Vallecitos
LaJolla, CA 92037

MAR 8 2010

Subject: Label Notification(s) for Pesticide Registration Notice 2007-4 and 98-10
Storage and disposal update and other changes (reinstate previously omitted
statement)

Dear Registrant,

The Agency is in receipt of your Application(s) for Pesticide Notification under
Pesticide Registration Notice (PRN) 2007-4 and 98-10 dated December 18, 2009 for:

EPA Registration 75015-1 Dead-Fast Insecticide Chalk

The Registration Division (RD) has conducted a review of this request for applicability
under PRN 2007-4 and 98-10, and finds that the label change(s) requested falls within the
scope of PRN-2007-4 and 98-10. The label has been date-stamped "Notification" and will be
placed in our records.

Please be reminded that 40 CFR Part 156.140(a)(4) requires that a batch code, lot
number, or other code identifying the batch of the pesticide distributed and sold be placed on
nonrefillable containers. The code may appear either on the label (and can be added by non-
notification/PR Notice 98-10) or durably marked on the container itself.

If you have any questions, please contact me directly at 703-305-6249 or Banza
Djapao of my staff at 703-305-7269.

Sincerely,

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

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

RE: DEAD-FAST INSECTICIDE CHALK
EPA REG. NO. 75015-1 (NOTIFICATION)

"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 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, 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."

[Handwritten Signature]
FEB 26 - 2010

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}

NOTIFICATION

MAR 8 - 2010

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 (310) 567-8607 or E-mail: bisapc@aol.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 **NOTIFICATION**

KEEP OUT OF REACH OF CHILDREN

MAR 8 - 2010

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%

NET CONTENTS: 0.13 OZ (3.7 g)

EPA Reg. No: 75015-1
EPA Est. No: 82252-CHN-001

Bernard I. Segal
La Jolla, CA 92037

Questions or Comments call: (310) 567-8607

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%
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NET CONTENTS: 0.13 OZ (3.7 g)

EPA Reg. No: 75015-1
EPA Est. No: 82252-CHN-001

[Batch Code or Lot Number]

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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 1-800-222-1222.]

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: Nonrefillable container. Do not reuse or refill 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) 567-8607]

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

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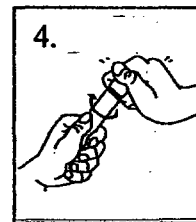
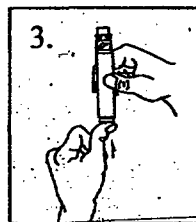
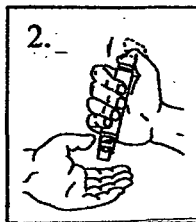
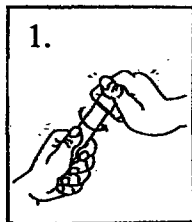
KEEP OUT OF REACH OF CHILDREN

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.**

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. 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. Give special attention to treating under and around the sink. 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 2 of 4 Pamphlet Label
DEAD-FAST™ Insecticide Chalk

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 <u>1-800-222-1222</u> .]	

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:** Nonrefillable container. Do not reuse or refill 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.

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.

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 (310) 567-8607 or E-mail: bisapc@aol.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.

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100.00%

NET CONTENTS: 0.13 OZ (3.7 g)

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

PRECAUTIONARY STATEMENTS
Hazards To Humans & Domestic Animals

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STORAGE AND DISPOSAL

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PAMPHLET LABEL

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

DEAD-FAST™ Insecticide Chalk
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Page 2 of 4 Pamphlet Label
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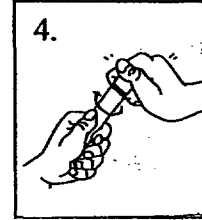
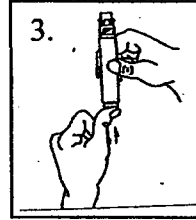
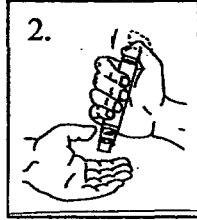
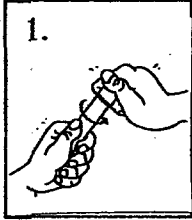
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