

**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY**

WASHINGTON, D.C. 20460

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

DEC 22 2008

Ms. Kathleen Young  
Black Flag Brands, LLC  
Homax Group, Inc.  
26901 Cannon Road, Suite 190  
Bedford Heights, OH 44146

Subject: Final Label

Black Flag Home Insect Control  
EPA Registration No. 79529-30

Your letter dated September 9, 2008

Dear Ms. Young;

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable subject to the comments listed below. Two (2) copies of the finished labeling must be submitted prior to releasing the product for shipment. A stamped copy of the label is enclosed for your records.

1. Delete the following marketing claims:

- *"No shaking required /No shake formula."* These claims are in conflict with the use instructions.
- *"[Pro], [professional] [commercial]."* The use of these terms for products intended for consumer household use is misleading.
- *"Black Flag [Extreme], [Xtreme], [Max]..."* Terms that imply heightened efficacy or that a product possesses unique characteristics because of its composition are not acceptable.

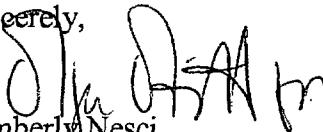
2. Under Storage and Disposal:

- Delete *"This is a refillable container."* Add *"in accordance with the directions for use"* at the end of the sentence beginning with *"This container can be refilled and reused only ..."*

- 2/11
- Revise “Offer for recycling, if available” to read “If empty: Place in trash or offer for recycling, if available. If partially filled: Call your local solid waste agency for disposal instructions. Never placed unused product down any indoor or outdoor drain.”

If you have questions regarding this action, please contact Olga Odiott at (703) 308-9369.

Sincerely,



Kimberly Nesci  
Interim Product Manager 13  
Insecticide Branch  
Registration Division (7505P)

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79529-30

Lbl Revision per EPA 6/19/08

(091208)

### BLACK FLAG® HOME INSECT CONTROL

- Kills [62] listed insects *{Note to reviewer: The actual number used in claim "Kills xx listed insects" is dependent on the specific final printed label for each size bottle. Some uses may be omitted due to space limitations. The actual number of insects will not exceed 62.}*
- Water-Based
- For Indoor and Outdoor Use
- Kills on Contact!
- Kills by Contact!
- Kills Fast!
- Long Lasting
- Kills German Cockroaches for Up to 3 months [12 weeks] [Indoors]
- Up to 3 months [12 weeks] German Cockroach control [Indoors]
- Kills German Cockroaches for Up to 9 months [36 weeks] [Indoors] on non-porous surfaces
- Up to 9 months [36 weeks] German Cockroach control [Indoors] on non-porous surfaces
- Kills Houseflies for up to 5 months [20 weeks]
- Up to 5 months [20 weeks] control of houseflies
- Keeps killing Carpenter Ants Up To 4 Weeks [30 Days, 1 Month] on non-porous surfaces
- Kills mosquitos, flies, roaches, fleas, ticks, centipedes, scorpions, spiders
- Kills Ticks that may transmit Lyme Disease
- Kills stable flies for up to 4 months [18 weeks]
- Up to 4 months [18 weeks] control of stable flies
- Non-Staining
- Guaranteed to work or your money back
- America's 1<sup>st</sup> name in pest control since 1833
- Won't Stain Or Discolor
- Easy-To-Use
- No Drips – No Runs
- Stays where you spray
- No shaking required
- No shake formula
- No drip formula
- Kills listed home invading pests
- Kills pantry pests
- New [size] [16 oz] [24 oz] [32 oz] [1.3 gallon size!][1 gallon size!][1.5 gallon size!]
- [New] [16 oz] [12 oz][10.4oz][8oz] refill [conc][concentrate] available
- New formula!
- For indoor and [&] outdoor insect [pest] control [use]

**ACCEPTED**  
**with COMMENTS**  
**in EPA Letter Dated**  
**DEC 22 2008**  
 Under the Federal Insecticide,  
 Fungicide, and Rodenticide Act,  
 as amended, for the pesticide  
 registered under EPA Reg. No.  
79529-30

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- Ready-to-use
- Home [Bug][Pest][Insect] control
- Bug [pest] [insect]control system
- Keeps listed insects out of your home
- Kills [hidden] bugs [in cracks][crevices]
- Whole house [home] treatment for listed insects
- Use indoors, kitchens, bathrooms, doors & windows, basements, attics
- For Use Around Horse Stables
- For Use on Houseplants and Ornamental Plants
- For Use on Roses, Asters, Azaleas, Mums, Marigolds, Snapdragons, Zinnias, and Other Ornamentals
- Kills [Controls] Aphids, Japanese Beetles, Armyworms, Lace Bugs, Spider Mites, Mealybugs
- Dual Purpose – Kills Indoor [Pests] and Outdoor Ornamental Garden Pests
- Long Lasting and Gives Immediate Results When Spraying Insects Directly
- No Oily [Greasy] Residue
- Power Pump Sprayer
- The following is marketing language for the 1.5 Gal size only:
  - [Oversized] Easy to Carry  
[ergonomic][comfort][pro][professional][commercial] handle [grip]
  - [Long] Extendable [no drip] wand [spray] [applicator] [for difficult to reach places][for added comfort][for easy reach][for hard to reach places]
  - Up to 5 minutes of continuous [non-stop] spray!
  - [Wide spray] [provides] broad [effective] [long-lasting] coverage
  - 50% more than 1 gallon size!
  - Black Flag [Extreme][Xtreme][Commercial][Max][breakthrough system] [is the only pump spray insecticide that] delivers [provides][dispenses] up to 5 minutes of continuous spray
  - Connect, Extend, Pump [15 times], Spray, Depressurize [retighten to store]
- The following is marketing language for the 1.33 Gal size only:
  - [Oversized] Easy to Carry  
[ergonomic][comfort][pro][professional][commercial] handle [grip]
  - [Long] [no drip] wand [spray] [applicator] [for difficult to reach places][for added comfort][for easy reach][for hard to reach places]
  - Up to 5 minutes of continuous [non-stop] spray!
  - [Wide spray] [provides] broad [effective] [long-lasting] coverage
  - Black Flag [Extreme][Xtreme][Commercial][Max][breakthrough system] [is the only pump spray insecticide that] delivers [provides][dispenses] up to 5 minutes of continuous spray

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ACTIVE INGREDIENTS:

Deltamethrin.....	0.020%
OTHER INGREDIENTS.....	99.980%
	100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back panel for additional precautionary statements

Net Contents:

- 16 Fl oz
- 24 Fl oz
- 32 Fl oz
- 1 Gal (128 Fl oz)
- 1.3 Gal (166 Fl oz)
- 1.33 Gal (170 Fl oz)
- 1.5 Gal (192 Fl oz)

DIRECTIONS FOR USE

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

For Indoor and Outdoor Residential Home Use Only:  
Shake Well Before Using

{Use instructions – 1.5 Gal size}

1. CUT (Illustration) – Carefully cut the two white zip ties securing the hose and pump handle with scissors. Use caution not to cut the white hose.
2. CONNECT (Illustration) – Unwind hose. Firmly push the connector at the end of the hose onto the spout on the pump, until it locks into place.
3. EXTEND WAND (Illustration) – Lift sprayer wand off bottle. Push yellow [red] [black] [white] [orange] [silver] button while pulling out the wand nozzle tip. Fully extend wand until yellow [red] [black] [white] [orange] [silver] button snaps into SPRAY position. NOTE: White trigger will not function until wand is fully extended and yellow [red] [black] [white] [orange] [silver] button is visible in the SPRAY position.
4. PUMP (Illustration) – Pump container 10-20 times to pressurize bottle. A full bottle requires fewer pumps than an empty bottle. Pumping to the higher range will provide longer spray duration. After pumping, push pump down and turn handle clockwise to lock into carrying position. NOTE: This bottle is designed to expand under pressure and cannot be over-pressurized.
5. SPRAY (Illustration) – Aim wand. Spray by pushing down white trigger with thumb. Adjust spray pattern by rotating white nozzle tip up to one half rotation. Spray cracks and crevices and other areas where insects live and hide until slightly moist, but not to the point of runoff.

6. STORE (Illustration) – When finished spraying, press the yellow [red] [black] [white] [orange] [silver] button and push wand back to the original storage position until the yellow [red] [black] [white] [orange] [silver] button snaps into place. Place wand back onto the bottle with nozzle facing down.
7. DEPRESSURIZE (Illustration) – Push pump handle all the way down and turn pump handle and cap counter-clockwise to relieve pressure, then retighten prior to storing.

Note: If sprayer does not function properly, remove nozzle cover and check nozzle and holes in rubber component for obstructions. Replace nozzle cover and use as instructed above.

{Use instructions – 1.33 Gal size}

1. (Illustration) – Carefully cut the zip ties securing the pump handle with scissors. Use caution not to cut the hose.
2. (Illustration) – Unwind hose.
3. (Illustration) – Lift sprayer wand off bottle.
4. (Illustration) – Pump container 10-20 times to pressurize bottle. A full bottle requires fewer pumps than an empty bottle. Pumping to the higher range will provide longer spray duration. After pumping, push pump down and turn handle counter-clockwise to lock into carrying position. NOTE: This bottle is designed to expand under pressure and cannot be over-pressurized.
5. (Illustration) – Aim wand. Spray by pushing trigger with thumb. Adjust spray pattern by rotating nozzle tip. Spray cracks and crevices and other areas where insects live and hide until slightly moist, but not to the point of runoff.
6. (Illustration) – When finished spraying, place wand back onto the bottle.
7. (Illustration) – Push pump handle all the way down and turn pump handle and cap counter-clockwise to relieve pressure, then retighten prior to storing.

Note: If sprayer does not function properly, remove nozzle cover and check nozzle and holes in rubber component for obstructions. Replace nozzle cover and use as instructed above.

{Use instructions – 1.0 Gal size or 1.3 Gal. size – sprayer in a bag}

How to Prime and Care For Your Sprayer

1. Remove cap from container and replace with sprayer hose and cap assembly. Tighten securely.
2. Turn sprayer nozzle one-half turn counterclockwise. (Illustration) Hold sprayer below the level of container and prime by pumping trigger 10-15 times until product is dispensed. (Illustration) Adjust nozzle to fine spray or jet stream as needed.
3. After each use, thoroughly flush sprayer and hose with water. (Illustration) Return hose and cap assembly to container, tighten securely. Turn nozzle to “OFF” position and store above level of liquid in container to prevent leakage.

Note: If sprayer does not function properly, remove nozzle cover and check nozzle and holes in rubber component for obstructions. Check to make sure nozzle is not in “OFF”

position. Replace nozzle cover, return sprayer assembly to container and use as instructed above.

{Note to Reviewer: A concentrate refill will not be offered for the 16 Fl oz, 24 Fl oz or 32 Fl oz RTU sizes.}

{Use Instructions – 16 Fl oz, 24 Fl oz, 32 Fl oz – RTU}

Adjust sprayer to desired pattern and spray insects directly or treat areas where insects live and hide.

#### **HOW TO USE:**

Hold container upright. Do not spray up into air. Use only for spot treatment. Adjust sprayer to mist or spray. Hold sprayer 12 inches from the insect or surface to be sprayed. Spray until the surface is slightly moist but not to the point of runoff. Repeat treatment as necessary but do not apply more than once per week. Children and pets may re-enter treated areas after the spray has dried.

Cover all food handling surfaces and cover or remove all food and cooking utensils or wash thoroughly after treatment. Exposed food should be covered or removed.

#### **INDOORS:**

To Kill Cockroaches, Ants (including Carpenter Ants), Box Elder Bugs, Carpet Beetles, Centipedes, Crickets, Firebrats, Gnats, Ground Beetles, Houseflies, Mosquitos, Palmetto Bugs, Silverfish, Small Flying Moths, Sowbugs, Spiders, and Waterbugs:

Spray directly on insects or indoor areas where these insects may live and hide including in kitchens and bathrooms; behind baseboards; along cracks and crevices; behind and under refrigerators, sinks, stoves, storage areas, and cabinets; around doors and windows; around plumbing; in attics, basements, and crawl spaces; garbage cans; edges of floor coverings and under rugs. Flying insects resting on treated surfaces will be killed.

#### **To Kill Fleas & Ticks:**

Remove pet bedding and destroy or clean thoroughly. Spray pet resting quarters until moist. Put fresh bedding down once spray has dried. Do not spray animals directly. For best results, pets should be treated with an appropriate flea and/or tick control product registered for use on pets before allowing them to return to the treated area. Also treat rugs and carpets that may be infested.

Horse Stables: To Kill stable flies, horn flies, houseflies, face flies, horse flies, deer flies, mosquitos and gnats:

Apply thoroughly to surfaces until wet. Insects coming to rest on treated surfaces will be killed or repelled. Do not treat more than once per week. Do not spray animals or humans, or apply to animal feed or watering equipment. Controls stable flies for up to 4 months.

To Kill Pantry Pests including Rusty, Merchant and Saw-Toothed Grain Beetles, Red and Confused Flour Beetles, Chocolate Moths, Cigarette Beetles, Clover Mites, Cluster Flies,

Drugstore Beetles, Elm Leaf Beetles, Rice Weevils, Lesser Grain Borers, Spider Beetles, and Tobacco Moths:

Treat exposed stages. Remove all foodstuffs, utensils and shelf paper from area to be treated. Apply spray to shelves and in cracks and crevices behind and under pantry. Allow to dry prior to replacement of shelf paper, food, and utensils. Wash any exposed food handling surfaces and utensils before use.

Webbing Clothes Moth: Apply as a crack and crevice treatment in closets and other storage areas where these pests are found. This treatment will not control moth larvae already on clothes. Do not apply to clothing.

To Kill Bedbugs:

Apply to cracks and crevices where evidence of bedbugs occurs. This includes bed frames, box springs, inside empty dressers and clothes closets and carpet edges, high and low wall moldings and wallpaper edges. Do not use this product on mattresses, pillows, bed linens, or clothes. Remove all clothes and other articles from dressers or clothes closets before application. Allow all treated areas to dry thoroughly before use. Not recommended for use as sole protection against bedbugs. If evidence of bedbugs is found in/on mattresses use products approved for this use.

OUTDOORS:

Spray with wind if breeze is blowing. Do not contaminate fish ponds or apply directly to water. Remove all exposed food and cooking utensils. Cover all food handling surfaces or wash thoroughly after treatment and before use. Do not use on edible crops.

To Kill Ants, Crickets, Sowbugs (Pillbugs), Cockroaches including Asian Cockroaches, Centipedes, Dog Ticks, Fleas, Gnats, Houseflies, Lone Star Ticks, Mole Crickets, Mosquitos, Silverfish, and Waterbugs:

Spray directly on insects or outdoor areas where insects live and hide including the perimeter of foundations around homes and residential storage buildings; doors and windows; window screens and frames; light fixtures; eaves; porches; patios, decks; garages; and infested bushes, grass, and weeds. Spray ant trails and hills. Spray ant nests until wet.

To Kill Carpenter Ants or Carpenter Bees:

Apply to voids or channels of damaged wood. Treat cracks and crevices of wooden sections between the wood and foundation of the home or outdoor storage structures.

To Kill Wasps, Hornets, Yellow Jackets and Bees:

Spray directly at nest openings. Applications should be made late in the evening when insects are at rest.



Houseplants: To Kill Aphids, Japanese Beetles, Lace Bugs, Leafminers, Mealybugs, Mites, and Spider Mites. Remove plants from living and eating areas prior to spraying. Plants can be returned after the leaves are dry. If plants cannot be moved, cover or remove exposed food and food handling surfaces.

Spray both leaf surfaces. Avoid wetting blossoms if possible. Do not apply more than once per week.

Ornamental Garden Insects: To Kill Japanese Beetles, Whiteflies, Aphids, Armyworms, Lace Bugs, Mealybugs, Exposed Thrips, Pavement Ants, Spiders, Spider and Red Mites, Clover Mites and Leafminers.

Spray directly to insects on African Violets, Asters, Azaleas, Begonias, Camellias, Carnations, Chrysanthemums[Mums], Dahlias, Delphiniums, Dogwoods, English Ivy, Euonymus, Fushia, Geraniums, Crassula, Grape Vine, Kentia Palm, Laurel, Marigolds, Rhododendrons, Roses, Rubber Plants, Snapdragons, Stocks, Wandering Jew, Zinnias, and other ornamentals.

Apply spray at least 18 inches from plants. Cover both leaf surfaces thoroughly, but not to the point to runoff. Tender foliage, young plants, and new growth may be damaged if temperatures exceed 90° F. Do not apply to vegetable plants or other plants used for food. Not for use on plants grown for sale or other commercial use.

#### STORAGE AND DISPOSAL

{Note to Reviewer: The following Storage Statement will be used with the 1 Gal, 1.3 Gal, 1.33 Gal, and 1.5 Gal Containers}

**STORAGE:** Store in a cool, dry area away from [inaccessible to] children. [Do not transport or store below 32° F (0 ° C).] [Protect from freezing.] [Store above 32° F.] If freezing occurs, allow product to thaw and shake well before using [use]. [Some product separation may occur on freezing which is reversible on shaking]. Freezing does not adversely affect [this product][performance]. This is a refillable container. This container can be refilled and reused only with Black Flag Home Insect Control Concentrate [or product name.] However, when ready to dispose of container follow disposal directions below.

{Note to Reviewer: The following Storage Statement will be used with the 1.6 Fl oz, 24 Fl oz and 32 Fl oz Containers.}

**STORAGE:** Store in a cool, dry area away from [inaccessible to] children. [Do not transport or store below 32° F (0 ° C).] [Protect from freezing.] [Store above 32° F.] If freezing occurs, allow product to thaw and shake well before using [use]. [Some product separation may occur on freezing which is reversible on shaking]. Freezing does not adversely affect [this product][performance].

DISPOSAL:

{Note to Reviewer: The following Disposal Statement will be used with the 1 Gal, 1.33 Gal, and 1.5 Gal Containers.}

Nonrefillable container. Do not reuse or refill this container unless the directions for use allow a different (concentrated) product to be diluted in the container. Offer for recycling, if available.

{Note to Reviewer: The following Disposal Statement will be used with the 16 Fl oz, 24 Fl oz and 32 Fl oz Nonrefillable containers.}

Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available.

PRECAUTIONARY STATEMENTS

Have the product container or label with you when calling a poison control center or doctor or going for treatment. In case of medical emergencies or health and safety inquiries or in case of fire, leaking or damaged containers, information may be obtained by calling 1-866-767-5047.

ENVIRONMENTAL HAZARDS

This product is extremely toxic to fish and aquatic invertebrates. This product is highly toxic to bees exposed to direct treatment or residues on blooming crops or weeds. Do not apply this product or allow it to drift to blooming crops or weeds if bees are visiting the treatment area.

{Note to Reviewer: The following Environmental Hazards Statement will be used with the 1 Gal, 1.3 Gal, 1.33 Gal and 1.5 Gal Containers}

To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Rinsing application equipment over the treated area will help avoid run off to water bodies or drainage systems.

{Note to Reviewer: The following Environmental Hazards Statement will be used with the 16 Fl oz, 24 Fl oz and 32 Fl oz Containers}

To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area.

PHYSICAL OR CHEMICAL HAZARDS

Do not apply this product in or on electrical equipment due to possibility of shock hazard.

Notice: To the extent consistent with applicable law, the buyer assumes all responsibility for safety and use not in accordance with directions.

Questions? Comments? Call (800) 887-3524 or  
E-mail [info@BlackFlagBrands.com](mailto:info@BlackFlagBrands.com)

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EPA REG NO: 79529-30  
EPA EST NO: XXXXX

The first letter of the lot code corresponds to the establishment.