



U.S. ENVIRONMENTAL PROTECTION
AGENCY

Office of Pesticide Programs
Registration Division (7505P)
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20460

NOTICE OF PESTICIDE:

Registration
 Reregistration

(Under FIFRA as amended)

EPA Reg.
Number:
80203-2

Date of
Issuance:
FEB 2 2012

Term of Issuance:
Conditional

Go-Away Fabric Treatment

Name and Address of Registrant (include ZIP Code):

Starensier, Inc.
P.O. Box 737
Byfield, MA 01922

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration 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/reregistered 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 product is conditionally registered in accordance with FIFRA sec. 3(c)(7)(A), provided that you:

1. You will submit and/or cite all data required for registration/reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.
2. You will make the following label changes before you release the product for shipment:
 - a. In response to the Starensier, Inc. grossly deficient label submission the Agency has provided major modifications to the October 27, 2011 label submission. This is necessary to satisfy required labeling criteria as specified under The Federal Fungicide and Rodenticide Act as Amended (FIFRA). The Agency revised label must be used in the sale and distribution of this product.

Signature of Approving Official:

see page 2

Date:

February 2, 2012

EPA Reg. No. 80203-2

b. Revise the EPA Registration Number to read "EPA Registration Number 80203-2."

3. The approved Master Label includes a retail package label, a hang tag and a product label. Starensier, Inc. must put the approved labels on the three finished products. The brand name and company name for all products will be Go-Away Fabric Treatment or another alternate brand name approved under this EPA Registration Number.

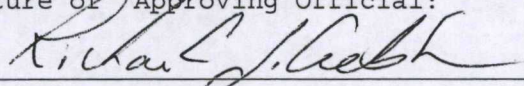
4. The three approved articles that this fabric must be made into are (upholstery fabric on the outside of this furniture or, drapery fabric or mattress ticking on the outside of this mattress). These are the only approved uses. This fabric cannot be used to manufacture clothing.

5. Starensier, Inc. is responsible for the chain of custody from the beginning to the end of the manufacturing process for these three approved finished products (upholstery fabric on the outside of this furniture or, drapery fabric or mattress ticking on the outside of this mattress).

6. All establishments producing finished articles under this label must be registered in accordance with (FIFRA section 7 (7 USC section 136e)). The owner of a producing establishment must register as required by 40CFR Part 167.

7. Submit two (2) copies of your final printed labeling before releasing the product for shipment. 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 amended labeling constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

If you have any questions regarding this action, please contact Linda A. DeLuise of my team at (703) 305-5428.

Signature of Approving Official: 	Date: February 2, 2012
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Master Label

Retail package label: Placed permanently on outside, or directly inside of clear outer packaging. Label will be visible to purchaser at time of purchase. May be removed by retail consumer after purchase

GO-AWAY Fabric Treatment/ <Article>

Alternate Brand Name: [Go Away Fabric/ <article> Treatment]

The [upholstery fabric on the outside of this furniture] or,
[drapery fabric] or,
[mattress ticking on the outside of this mattress] or,
This [mattress encasement]
has been fabricated with **GO-AWAY Fabric Treatment** [*alt. brand name*] that contains the active ingredient permethrin.

Marketing Claims:

Kills Bed Bugs that remain in contact with treated fabric for at least than 24 hours.
Treated fabric has no odor
From Starensier, Inc.

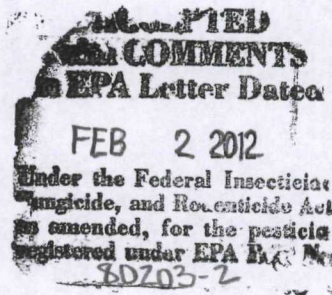
EPA Reg. No. 80203-2
EPA Establishment No. XXXXX-X-XXX

Active Ingredient:

Permethrin.....	0.52%
Other Ingredients:	99.48%
Total	100.00%

Manufactured for:

Starensier, Inc.
P.O. Box 737
Byfield, MA 01922
Net Contents: One item [per package]



Note: </Article> in all locations shall be substituted with one of the following respective items in all locations on the Master label: Upholstered Furniture, Drapes, Mattress, or Mattress Encasement.

DIRECTIONS FOR USE

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

Do not re-treat <GO-AWAY Fabric Treatment/<Article> or (Alternate Brand Name)/<Article> with other Permethrin products.

Spot clean only. Do not dry clean. Dry cleaning will remove the active ingredient.

This product alone is not intended as a complete solution to bed bug infestations, but for use with other bed bug products and methods for killing or preventing them. A partial list of such products and methods is given below.

- Check second hand furniture and bedding for bed bugs before bringing them home
- When travelling, keep luggage up on luggage racks, check hotel beds and head boards for bed bugs
- Upon return from travel, unpack and place clothes directly into washer, then dryer
- Reduce clutter at home
- Heat smaller infested articles to 113° for 1 hour
- Freeze smaller articles at 0°F for 4 days
- Place interceptor traps under bed legs
- Encasements around mattresses and box springs
- Wash and dry bedding items (but not [GO-AWAY Fabric Treatment/<Article>] or, [Alternate Brand Name]/<Article>products)
- Use insecticidal sprays labeled for killing bed bugs

Retain this package label for future reference.

(Additional language for specific articles)

Mattress:

Remove the mattress from protective plastic wrapping and place on top of box spring, bed frame or wherever desired.

Mattress Casing:

Remove mattress casing from package and place mattress inside casing so that it is completely enclosed in the treated fabric casing, then zip casing closed,

Drapes:

Remove Drapes from package and hang from curtain rods or drape hangers.

Storage and Disposal

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

Disposal: Discard in trash. Do not reuse.

Retain this Label for Future Reference on proper use and handling of this GO-AWAY Fabric Treatment/<Article> (Alternate Brand Name)/<Article>

Product Label: Securely sewn into or affixed to the (Product Name or Alternate Brand Name) Fabric Treatment/<Article>

GO-AWAY Fabric Treatment/<Article>

Alternate Brand Name: Go Away Fabric/ <article>

Kills Bed Bugs that remain in contact with treated fabric for at least than 24 hours.

Directions for Use

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

Spot clean only. Do not dry clean, as dry cleaning will remove the active ingredient.

This product alone is not intended as a complete solution to bed bus infestations, but for use with other products and methods, as listed on the main package label.

Do Not Remove This Tag.

Refer to package label for additional information

Active Ingredient: Permethrin 0.52 %

EPA Reg. No. 80203-2

EPA Est. No. XXXXX-X-XXX

Disposal:

Discard in trash. Do not reuse.

Refer to main package label for additional information.

Hang Tag Label: Securely affixed onto (Product Name or Alternate Brand Name)Fabric Treatment/<Article>

GO-AWAY Fabric Treatment / <Article>

Alternate Brand Name: Go Away Fabric / <article>

Kills Bed Bugs that remain in contact with treated fabric for at least than 24 hours.
Spot clean only

Directions for Use

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

Spot clean only. Do not dry clean, as dry cleaning will remove the active ingredient.
Refer to package label for additional information

This product alone is not intended as a complete solution to bed bus infestations, but for use with other products and methods, as listed on the main package label.

Do Not Remove this Hang Tag until the GO-AWAY Fabric Treatment/<Article> is placed at the location where it will be used.

Refer to package label for additional information

Active Ingredient: Permethrin 0.52 %

EPA Reg. No. 80203-2

EPA Est. No. 80203-2-XXX

Disposal:

Discard in trash. Do not reuse.

Refer to main package label for additional information.