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10-16-2009

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

OCT 16 2009

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

Mr. Jeanette A. Covert
Product & Regulatory Associates, LLC
Agent for Allergy Technologies, LLC
P.O. Box 1683
Voorhees, NJ 08043

SUBJECT: Application for Pesticide Notification (PRN 98-10
"ActiveGuard Mattress Liner"
Request General Label Change (Marketing Claims)
EPA Reg. No. 82123-1
Application Dated September 4, 2009

Dear Registrant:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated 09/04/09 for the above product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action(s) 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 Owen F. Beeder of my staff at 703-308-8899.

Sincerely,

Rachel C. Holloman
Linda Arrington *for*

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

Copy to K. Smalley DA 9/9/19

Please read instructions on reverse before completing.

Form Approved, ON 2070-0080, Approval expires 2-28-95

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 United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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Application for Pesticide - Section I

1. Company/Product Number Allergy Technologies, LLC/82123-1	2. EPA Product Manager Kimberly Nesci	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) ActiveGuard Mattress Liner	PM# 13	
5. Name and Address of Applicant (Include ZIP Code) Allergy Technologies, LLC Product & Regulatory Associates, LLC P.O. Box 1683 Voorhees, NJ 08043-9998 <input checked="" type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(ii), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section - II

<input type="checkbox"/> Amendment - Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated _____ <input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application. <input type="checkbox"/> Other - Explain below.
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NOTIFICATION
SEP 16 2009

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification additional marketing claims as defined in cover letter. 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.

Section - III

1. Material This Product Will Be Packaged In:

Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes" Unit Packaging wgt. 30 No. per container	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes" Package wgt No. per container	2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
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** Certification must be submitted*

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"/>
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____		

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)

Name Jeanette A. Covert	Title Authorized Representative for Allergy	Telephone No. (Include Area Code) 856.751.3432
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<p style="text-align: center;">Certification</p> <p>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 both under applicable law.</p>	6. Date Application Received (Stamped)
2. Signature 	3. Title Authorized Representative for Allergy Technologies, LLC
4. Typed Name Jeanette A. Covert	5. Date 9-4-09

Product & Regulatory Associates, LLC

September 4, 2009

Ms. Sherada Hobgood
Document Processing DESK (NOTIF)
Office of Pesticide Programs (7504C)
U.S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202-4501

Subject: ActiveGuard™ Mattress Liner
EPA Reg. No. 82123-1
Notification Marketing

Dear Ms. Hobgood:

As its authorized representative, Allergy Technologies, LLC wishes to submit a notification to revise ActiveGuard™ Mattress Liner, EPA Reg. No 82123-1.

Changes to that occur on the label are as follows:

- Added additional marketing claims on page 1 of the label.
- Clarifying a use direction for Bed Bugs on page 4.

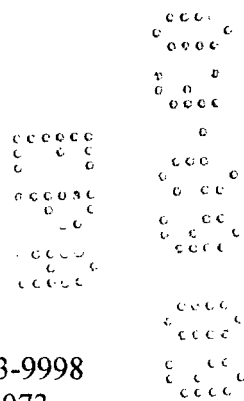
To complete this notification application, enclosed please find:

- Application for Pesticide: Notification (EPA Form 8750-1)
- One highlighted copy of the proposed label.
- One clean copy of the proposed label.
- One CD e-label file name 082123-00001.20090904.NotifMarketing.pdf

I trust that this information will assist the Agency in its efforts to complete this notification. If you have any question in regard to this mater, feel free to contact me at (856) 751-3432 or jacouvert@comcast.net.

Sincerely,

Jeanette Covert
Product & Regulatory Associates, LLC
Authorized Representative of Allergy Technologies, LLC



P.O. Box 1683
Telephone 856 424-1528

Voorhees, NJ 08043-9998
FAX 856 424-1073

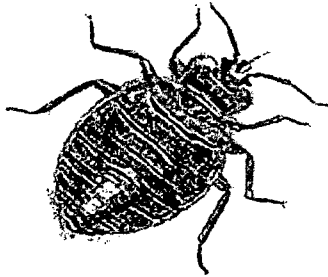
Front panel:
ActiveGuard™ Mattress Liner

[Marketing Claims (Use appropriate ones)]

- Kills dust mites and bed bugs in mattresses!
 - Kills dust mites and bed bugs in bedding (mattress, air mattress, box spring, sofa bed, etc...).
 - Kills dust mites in mattresses.
 - Kills dust mites in mattresses which may be a source of home allergens.
 - Kills dust mites in mattresses.
 - ActiveGuard™ is fatal to dust mites.
 - Kills dust mites in mattresses for up to 2 years.
 - Dust mites in the home live in mattresses.
 - Dust mite allergens may cause allergies in humans.
 - Dust mites live and breed in mattresses.
 - Fits mattresses up to 14 inches deep.
 - Kills bed bugs in mattresses.
 - ActiveGuard™ is fatal to bed bugs.
 - Kills bed bugs in bedding (mattress, air mattress, box spring, sofa bed, etc...).
 - Bed bug bites can be itchy and painful and may cause allergic reactions.
- [Format pictures with line through them – implying that we kill the pests]
- Tough and Durable
 - Easy, one-person installation
 - Made in the United Kingdom
 - Mattress Liners for Bed Bugs & Dust Mite

NOTIFICATION

SEP 16 2009



[Placeholder for picture of product]

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'page 1 of 7'

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Notification Marketing

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Impregnated Liner:
Soft and Comfortable
Completely Odorless
Easy to use

ACTIVE INGREDIENT: Permethrin 1.64%
OTHER INGREDIENTS: 98.36%
100.00%

CAUTION

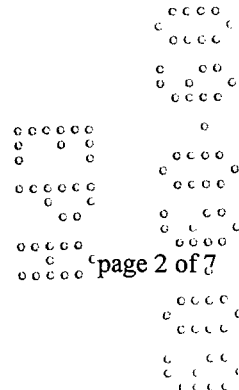
Do Not Allow Children to Play with Mattress Liner.
READ THE DIRECTIONS FOR USE AND PRECAUTIONS ON BACK PANEL.
Retain This Package Label or a Copy of the Label for Future Reference on Proper Handling of
This Mattress Liner.
EPA Reg. No. 82123-1
NET CONTENTS: xxx

[Bedding Size: Single/Twin - 75 x 38 x 14 inches,
Double/Full - 75 x 64 x 14 inches,
Queen - 80 x 60 x 14 inches,
King- 80 x 74 x 14 inches]

[Bulk Roll - Mattress Liner Size: L x W x H]
For Bed Bugs: [Travel Version]

September 4, 2009

Notification Marketing



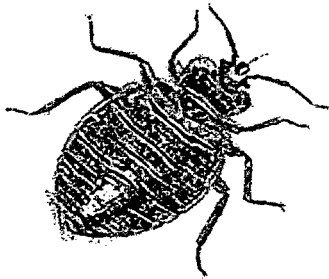
Back panel:
ActiveGuard™ Mattress Liner

Use ActiveGuard™ Mattress Liner on bedding, e.g. mattress, air mattress, box spring, sofa bed, etc.

Apply to bedding with mattress pad and top sheet.

Kills dust mites [*and* bed bugs] in bedding.

[Format pictures with line through them – implying that we stop kill the pests]



ActiveGuard™ Mattress Liners, manufactured with patented ActiveGuard™ technology, are soft, comfortable, completely odorless and easy to use.

DIRECTIONS FOR USE

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

IMPORTANT

Do Not Use This Product on Bedding (mattress, air mattress, box spring, sofa bed, etc.) of Children Five (5) Years Old or Under.

Do Not Lie Directly on the Mattress Liner.

Do Not Use for Purposes Other Than a Mattress Liner.

Always Place Another Surface such as Mattress Pad, Barrier Encasement or Bottom Sheet over Mattress Liner Before Use.

Apply on bedding, e.g. mattress, air mattress, box spring, sofa bed, etc.

[For both dust mite and bed bug]

Fit the ActiveGuard™ liner over the bedding. Pull down on the edges of the liner to insure a tight fit against bedding. Place another surface such as mattress pad, barrier encasement or bottom sheet over the mattress liner.

If the liner is installed for house dust mites: after eight (8) weeks remove the ActiveGuard™ liner and vacuum your bedding thoroughly while ventilating the room. Removing the liner to vacuum the bedding is not required for liners installed for bed bugs. For best results, use new filters and fresh bags in your vacuum cleaner. If you suffer from dust mite induced allergies, have someone else vacuum your mattress.

Re-apply the ActiveGuard™ mattress liner on your bedding immediately, and then leave the mattress liner undisturbed for two (2) years. No need for further removal or vacuuming.

Note: Washing the ActiveGuard™ mattress liner removes the active ingredient and reduces the effectiveness of the product against dust mites and bed bugs.

Follow the above directions for re-applying or fitting a new mattress liner.

For best results, replace with a new ActiveGuard™ Mattress Liner every 18 months.

Note: Wash hands immediately after applying or fitting the ActiveGuard™ mattress liner.

PRODUCT RANGE

ActiveGuard™ mattress liners come in a range of sizes to accommodate most standard mattress sizes - (Single/Twin, Double/Full, Queen and King).

[For beg bugs only]

[Fitted Liner] [Traveler Version]

Fit the ActiveGuard™ liner over the bedding. Pull down on the edges of the liner to insure a tight fit against the bedding. Place another surface such as mattress pad, barrier encasement or bottom sheet over the mattress liner.

Note: Washing the ActiveGuard™ mattress liner removes the active ingredient and reduces the effectiveness of the product against bed bugs.

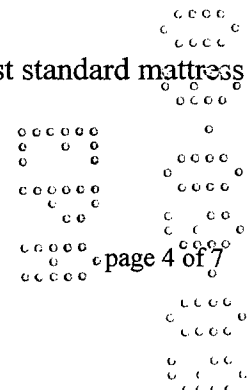
PRODUCT RANGE

ActiveGuard™ mattress liners come in a range of sizes to accommodate most standard mattress sizes - (Single/Twin, Double/Full, Queen and King).

[Bulk Roll]

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Notification Marketing



Cut sheet to match the bedding size. Secure the mattress liner label to the sheet, e.g. stapling, permanent glue, etc. Fit the ActiveGuard™ liner over the bedding. Secure down the edges of the liner to insure a tight fit against the bedding. Place another surface such as mattress pad, barrier encasement or bottom sheet over the mattress liner

Note: Washing the ActiveGuard™ mattress liner removes the active ingredient and reduces the effectiveness of the product against bed bugs.

STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage and disposal.
STORAGE: Prior to installation, store product in a cool, dry place away from direct sunlight.
DISPOSAL: Nonrefillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available. Discard used mattress liner in trash.

NOTICE: Buyer assumes all risks of use, storage or handling of this product not in accordance with directions.

Contact InfoTrac at 1-800-535-5053 for emergency medical treatment information.

U.S. Patents 5,916,580, 6,214,365, 6,440,438 and pending patents

ActiveGuard and logos are trade marks of Allergy Technologies, LLC, © 2009 Allergy Technologies LLC

EPA Est. No. 083228-GBR-001

Allergy Technologies LLC.
124 South Maple Street
Ambler, PA 19002
UPC Code

Size:

September 4, 2009

Notification Marketing



Mattress Liner Label

This label is to be attached to the ActiveGuard™ Mattress Liner.

[For Dust Mites]
ActiveGuard™ Mattress Liner

Active Ingredient:
Permethrin
1.64% w/w

CAUTION
Do Not Allow Children to Play with Mattress Liner or Container

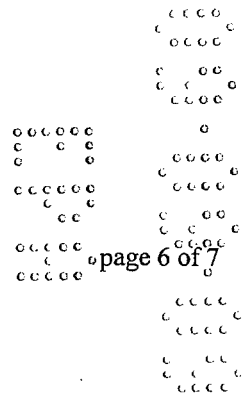
EPA Reg. No.
82123-1
EPA Est. No.
083228-GBR-001

See package label for complete directions and precautions for use.

Kills dust mites in mattress for up to two (2) years.

Date first fitted to
bed ----/----/----

Discard used mattress liner in trash.



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[For Bed Bugs]
ActiveGuard™ Mattress Liner

Active Ingredient:
Permethrin
1.64% w/w

CAUTION
Do Not Allow Children to Play with Mattress Liner or Container

EPA Reg. No.
82123-1
EPA Est. No.
083228-GBR-001

See package label for complete directions and precautions for use.

Kills bed bugs.

Date first fitted to
bed -----/-----/-----

Discard used mattress liner in trash.

September 4, 2009

Notification Marketing

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