



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

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

September 3, 2021

Janet Kintz-Early
Agent for Goldwin Holdings Limited
c/o JAK Consulting Services, LLC
2042 Town Center Blvd #172
Knoxville TN 37922

Subject: Pesticide Registration Improvement Act (PRIA) Labeling Amendment – Provide the Agency efficacy data to support claim changes
Product Name: Atrakta
EPA Registration Number: 91610-1
Application Date: 02/04/2021
PRIA code: B680
OPP Case Number: 00150620

Dear Ms. Kintz-Early:

The amended labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable.

This approval does not affect any terms or conditions that were previously imposed on this registration. You continue to be subject to existing terms or conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one (1) copy of the final printed labeling before you release this product for shipment with the new labeling. In accordance with 40 CFR § 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. “To distribute or sell” is defined under FIFRA section 2(gg) and its implementing regulation at 40 § CFR 152.3.

Should you wish to add/retain a reference to your company’s website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the U.S. Environmental Protection Agency (EPA). If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims

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made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the EPA find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA-approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6.

If you have any questions, please contact Susannah Powell of my branch via email at powell.susannah@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "Andrew C. Bryceland". The signature is fluid and cursive, with a long horizontal stroke at the end.

Andrew Bryceland, Team Leader
Biochemical Pesticides Branch
Biopesticides and Pollution
Prevention Division (7511P)
Office of Pesticide Programs

Enclosure

Atrakta®

[Alternate Brand Name: Atrakta® Mosquito Lure]

(Lactic Acid Component (1.495 g))

Active Ingredient:

Lactic acid 63.69%

Other Ingredients: 36.31%

Total:..... 100.00%

(Octenol Component (1.145 g))

Active Ingredient:

1-Octen-3-ol 73.36%

Other Ingredients: 26.64%

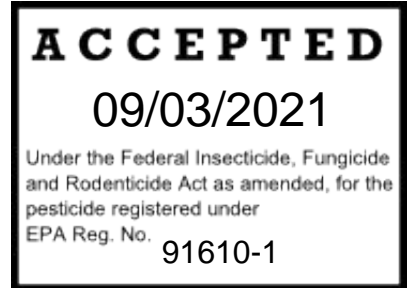
Total:..... 100.00%

(Ammonium Bicarbonate Component (5 g))

Active Ingredient:

Ammonium bicarbonate..... 100.00%

Total:..... 100.00%



Keep Out of Reach of Children

CAUTION

([See] [Open] [back panel] [insert label] [enclosed] [label] [insert instructions] for [additional] [First Aid and] Precautionary Statements and Directions for Use.) [See First Aid and Precautionary Statements on enclosed instructions.]

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EPA Est. No. XXXXX-XX

Net Contents: 0.3 oz. (7.64 grams)[each][per Lure]. Contains XX [30-day][cartridges]
[Lures][XX oz.] [XX grams]

Manufactured by:

Goldwin Holdings, Ltd
MingZhu Road Shatian Town
Dongguan City, 523992
Guangdong Province, China
Tel. 86-(769) 8880-8092

www.maxttrac.com

[Manufactured For: company name, company address]

FIRST AID	
If swallowed	<ul style="list-style-type: none"> • Call 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 the poison control center or doctor. • Do not give anything by mouth to an unconscious person.
If on skin or clothing	<ul style="list-style-type: none"> • Take off contaminated clothing. • Rinse skin immediately with plenty of water for 15 – 20 minutes. • Call a poison control center or doctor for treatment advice.
If in eyes	<ul style="list-style-type: none"> • Hold eye open and rinse slowly and gently with water for 15 – 20 minutes. • Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. • Call a poison control center or doctor for treatment advice.
<p>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.</p>	

{Note: The First Aid Statements grid format will be used if market label space permits; otherwise a paragraph format will be used.}

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals. Caution: Harmful if swallowed. Avoid contact of mouth, skin, or eyes with contents. Wash hands before eating, drinking, chewing gum, using tobacco or using bathroom facilities.

DIRECTIONS FOR USE

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

[DO NOT REMOVE COVER.] [DO NOT OPEN CARTRIDGE.]

[Illustration of Maxttrac: Biting Insect Equipment (devices) – Dynatrap®, Karoo, Breeze, Green]

TO INSTALL OR REPLACE [THE] ATRAKTA® MOSQUITO LURE

(Atrakta® is a lure designed to attract mosquitoes to traps where they die [including those mosquitoes which may transmit Zika virus, West Nile virus, Encephalitis and Chikungunya virus]). Replace the lure after thirty [30] days of use.

1. Disconnect power supply.
2. Using a pen (or similar object), pierce through the aluminum film on the cap.
[Picture or Illustration]
3. Insert the attractant [cartridge] [lure] into the attractant holder on the trap. Make sure the cap portion of the attractant is facing the front *[Picture or Illustration]*.
4. Replace [cartridge] [lure] after 30 days of use. For best results use this lure in Dynatrap DT160.

STORAGE AND DISPOSAL

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

Pesticide Storage: Store in a cool, dry place out of reach of children until ready to use.

Pesticide Disposal and Container Handling: Nonrefillable container; do not reuse or refill this container. Dispose of used container in the trash.

WARRANTY AND DISCLAIMER

{Insert company name } makes no warranty of merchantability, fitness for any particular purpose or otherwise, express or implied, concerning this product or its uses which extend beyond the use of the product under normal conditions in accordance with the statements made on this label.

{Text on protective polybag covering of individual attractant cartridges}

Atrakta® (Manufactured by Goldwin Holdings, Ltd)
See Instructions & Precautions Before Use (Lot No. XXX)

{Optional Marketing Claims}

- Mosquito attractant.
- Replace Atrakta® after 30 days.
- Targeting mosquitoes, including (*Aedes albopictus*) the Asian Tiger Mosquito.
- Atrakta® attracts mosquitoes, including those which may [transmit] [carry] [West Nile virus] [Encephalitis] [Zika virus] [Chikungunya virus] [diseases], to the trap where they die.
- Mosquitoes can transmit [West Nile virus] [Zika virus] [Chikungunya virus] [and other] viruses [that cause encephalitis]. They can also transmit heartworm disease to dogs and cats. Atrakta® attracts mosquitoes to the trap where they die.
- Effective in attracting mosquito species, including those which may [transmit] [carry] diseases such as West Nile virus, Encephalitis, Zika virus, Chikungunya or Dengue.
- Developed to target mosquitoes {insert species}, including those [which] [that] may [transmit] [carry] diseases such as [West Nile virus] [Zika virus] [Chikungunya virus] [and] [Encephalitis].
- Developed for mosquitoes including those which may [transmit] [carry] [West Nile virus] [Zika virus] [Chikungunya virus] [and] [Encephalitis].
- For outdoor use with [Dynatrap®] [and] [Maxttrac®] traps
- Made in China.
- For outdoor use with [Dynatrap] [and] [Mosquito Magnet] traps
- Mosquito Magnet [brand logo illustration]

[] Denotes alternate optional language

{ } Denotes language intended to clarify or describe label elements and will not appear on the market labeling