



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

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

May 12, 2023

Dr. Janet Kintz-Early
Authorized Agent
Goldwin Holdings Ltd.
c/o JAK Consulting Services
2042 Town Center Blvd. #172
Knoxville, TN 37922

Subject: Labeling Notification per Pesticide Registration Notice (PRN) 98-10 – Changing product name; adding alternate brand name
Product Name: Atrakta®
EPA Registration Number: 91610-1
EPA Receipt Date: 04/28/2023
Action Case Number: 00451693

Dear Dr. Kintz-Early:

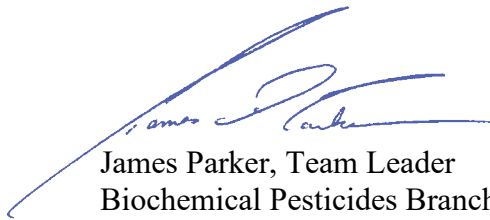
The U.S. Environmental Protection Agency (EPA) is in receipt of your application for notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Biopesticides and Pollution Prevention Division (BPPD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the actions requested fall within the scope of PRN 98-10.

The labeling submitted with this application has been stamped “Notification” and will be placed in our records. The brand name has been changed to Maxxtrac. The alternate brand name: Atrakta has been added to the product’s records. You must submit one (1) copy of the final printed labeling with the modifications.

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 the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) and is subject to review by the 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 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 statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA’s Office of Enforcement and Compliance Assurance.

If you have any questions, please contact Nina Naimy via email at naimy.nina@epa.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "James Parker", with a long, sweeping underline that extends to the left.

James Parker, Team Leader
Biochemical Pesticides Branch
Biopesticides and Pollution
Prevention Division (7511M)
Office of Pesticide Programs

Enclosure

NOTIFICATION

91610-1

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

05/12/2023

91610-1 Atrakta

Revised Label

Additions Deletions



[Alternate Brand Names:

Atrakta

Atrakta® Mosquito Lure]

(Lactic Acid Component (1.495 g))

Active Ingredient:

Lactic acid.....63.69%

Other Ingredients36.31%

Total100.00%

(Octenol Component (1.145 g))

Active Ingredient:

1-Octen-3-ol.....73.36%

Other Ingredients26.64%

Total100.00%

(Ammonium Bicarbonate Component (5 g))

Active Ingredient:

Ammonium bicarbonate100.00%

Total100.00%

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.]

EPA Reg. No. 91610-1

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.
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.	

{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