



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

May 9, 2017

Ms. Norma C. Pangilinan  
Head of Regulatory Affairs  
SBM Life Science Corporation  
1001 Winstead Drive, Suite 500  
Cary, NC 27513

Subject: Notification per PRN 98-10 – Add Alternate Brand Names  
and Update Company Information  
Product Name: Imidacloprid 2.15 RB Insecticide  
EPA Registration Number: 92564-28  
Application Date: April 7, 2017  
Decision Number: 528447

Dear Ms. Pangilinan:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped "Notification" and will be placed in our records.

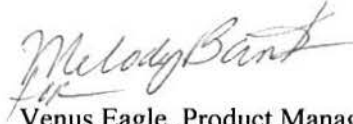
**The Alternate Brand Names:** ABN: Bayer Advanced Home Pest Roach Killer Gel; Bayer Advanced Home Pest Roach Killer Gel Bait; Bayer Advanced Roach Killer Gel; Bayer Advanced Roach Killer Gel Bait; Bianova Advanced Home Pest Roach Killer Gel; BioAdvanced Home Pest Roach Killer Gel; BioAdvanced Science-Based Solutions Home Pest Roach Killer Gel; Fortifend Advanced Home Pest Roach Killer Gel; Bianova Advanced Home Pest Roach Killer Gel Bait; BioAdvanced Home Pest Roach Killer Gel Bait; BioAdvanced Science-Based Solutions Home Pest Roach Killer Gel Bait; Fortifend Advanced Home Pest Roach Killer Gel Bait; Bianova Advanced Roach Killer Gel; BioAdvanced Roach Killer Gel; BioAdvanced Science-Based Solutions Roach Killer Gel; Fortifend Advanced Roach Killer Gel; Bianova Advanced Roach Killer Gel Bait; BioAdvanced Roach Killer Gel Bait; BioAdvanced Science-Based Solutions Roach Killer Gel Bait; Fortifend Advanced Roach Killer Gel Bait.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements 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 Agency 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.

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EPA Reg. No. 92564-28  
Decision No. 528447

If you have any questions, you may contact Melody Banks at (703) 305-5413, or via email at [Banks.Melody@epa.gov](mailto:Banks.Melody@epa.gov).

Sincerely,

A handwritten signature in cursive script that reads "Melody Banks".

Venus Eagle, Product Manager 01  
Invertebrate & Vertebrate Branch 3  
Registration Division (7505P)  
Office of Pesticide Programs

# NOTIFICATION

92564-28

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:

05/09/2017

[FRONT PANEL]

# Imidacloprid 2.15 RB Insecticide

[ABN: Bayer Advanced Home Pest Roach Killer Gel;]

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[ABN: Bayer Advanced Home Pest Roach Killer Gel Bait;]

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[ABN: Bayer Advanced Roach Killer Gel;]

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[ABN: Bayer Advanced Roach Killer Gel Bait;] **Bianova**

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**Advanced Home Pest Roach Killer Gel; BioAdvanced**

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**Home Pest Roach Killer Gel; BioAdvanced Science-**

**Based Solutions Home Pest Roach Killer Gel; Fortifend**

**Advanced Home Pest Roach Killer Gel; Bianova**

**Advanced Home Pest Roach Killer Gel Bait;**

**BioAdvanced Home Pest Roach Killer Gel Bait;**

**BioAdvanced Science-Based Solutions Home Pest**

**Roach Killer Gel Bait; Fortifend Advanced Home Pest**

**Roach Killer Gel Bait; Bianova Advanced Roach Killer**

**Gel; BioAdvanced Roach Killer Gel; BioAdvanced**

**Science-Based Solutions Roach Killer Gel; Fortifend**

**Advanced Roach Killer Gel; Bianova Advanced Roach**

**Killer Gel Bait; BioAdvanced Roach Killer Gel Bait;**

**BioAdvanced Science-Based Solutions Roach Killer Gel**

**Bait; Fortifend Advanced Roach Killer Gel Bait**

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## READY-TO-USE

- |  |   |
|--|---|
| 1. Effective performance   | 9. 9. Works day after day for up to 6 months*                 |
| 2. The lethal roach killer   | 10. Works day and night for up to 6 months*                   |
| 3. Provides long term control for up to 6 months*                          | 11. Works day after day [works day and night]                 |
| 4. Controls roaches at their source  | 12. Works on roaches while you sleep                          |
| 5. Kills the source of the roach problem                                   | 13. Works on roaches while you are away                       |
| 6. Continuous action for [a]round the clock protection for up to 6 months* | 14. Kills/stops/destroys roaches before they become a problem |
| 7. Works every minute of every hour of every day for up to 6 months*       | 15. Preventative maintenance against roaches                  |
| 8. Works on roaches day and night*   | 16. Treat your roaches to their last meal                     |
|  | 17. Stays moist and attractive for up to 6 months*            |

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- 18. Roach food and water source
- 19. Easy to use
- 20. Kills roaches hiding in cracks, crevices, cabinets, and & other areas.
- 21. Kills the roaches where they hide/breed/live
- 22. Ideal for kitchen use
- 23. Kills roaches whether they eat the bait or share it.
- 24. Kills all major types of roaches
- 25. Easy to apply
- 26. Stays in place
- 27. Stays where you put it
- 28. For hard to reach places such as cracks and crevices
- 29. Easy to clean-up  
\*or until bait is consumed
- 30. No odor / No mess
- 31. No fumes or vapor
- 32. Non-oily
- 33. Dual action – attracts and kills
- 34. Dual action formula– attracts and kills
- 35. Double action – attracts and kills
- 36. Double action formula– attracts and kills
- 37. 2-in-1 formula – attracts and kills
- 38. No unsightly brown gel/residue (color)
- 39. Even controls hidden cockroaches
- 40. Kills large and small roaches
- 41. Kills all common roaches
- 42. Patented formula – or - ingredient
- 43. Contains the active ingredient in Merit®
- 44. White Gel
- 45. Up to 6 months\* protection
- 46. Use indoors & outdoors
- 47. [Contains] [X+] [75+] [bait] placements
- 48. Treats an average home
- 49. [Contains] enough bait [placements] to treat an average home
- 50. [Precise] [Precision] bait placement
- 51. Measured dose
- 52. Only need a drop for bait placement

**Marketing Claim for Brand Name Change:**

**New Name. Same Great Results.**

**New Name. Same Familiar Formula.**

**New Name. Same Performance.**

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**ACTIVE INGREDIENT:**

Imidacloprid ..... 2.15%

**OTHER INGREDIENTS:** ..... 97.85%

**TOTAL:** ..... **100%**

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

See back panel for additional precautionary statements and First Aid

[BACK PANEL]

Imidacloprid 2.15 RB Insecticide provides a better way to control household roaches. This easy-to-use formula quickly attracts hidden roaches without any odor or oily mess. Controlling roaches in and around your home has never been easier.

READ THE LABEL FIRST!

<b>Quick Facts</b>	
<ul style="list-style-type: none"> <li>• Very attractive to roaches so they die fast!</li> <li>• Kills roaches in cracks, crevices, cabinets, and wall voids</li> <li>• Easy to apply – no odor / no mess</li> </ul>	
<b>KILLS</b>	Cockroaches, including German, American, Smokybrown, Oriental and other species
<b>WHERE TO USE</b>	Areas cockroaches seek food, water, or shelter. Areas cockroaches travel. For example, Kitchens, Bathrooms, Laundry rooms, Basements, Garages, and Outdoor areas.
<b>WHEN TO USE</b>	When cockroaches are present
	For questions or comments, call toll-free <a href="tel:1-877-BayerAG">1-877-BayerAG (1-877-229-3724)</a> or visit us on-line at <a href="http://www.BayerAdvanced.com">www.BayerAdvanced.com</a> <b>[INSERT COMPANY WEBSITE HERE]</b>

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ACTIVE INGREDIENT:

Imidacloprid ..... 2.15%

OTHER INGREDIENT: ..... 97.85%

TOTAL: ..... 100.00%

100.00%

EPA Reg. No. [72455-70-92564-28](tel:72455-70-92564-28)

EPA Est. No. XXXX-AA-XX

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<b>FIRST AID +</b> neonicotinyl Insecticide	
<b>If in eyes:</b>	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15 to 20 minutes.</li> <li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> <li>• Call a poison control center or doctor for treatment advice.</li> </ul>
<b>If swallowed:</b>	<ul style="list-style-type: none"> <li>• Call a poison control center or doctor immediately for treatment advice</li> <li>• Have person sip a glass of water if able to swallow.</li> <li>• Do not induce vomiting unless told to do so by the poison control center or doctor.</li> <li>• Do not give anything by mouth to an unconscious person.</li> </ul>
<p><b>NOTE:</b> Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may contact 877-229-3763 for emergency medical treatment information. Active Ingredient: 2.15% Imidacloprid [CAS # 138261-41-3]</p>	

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**



**CAUTION**

- Causes moderate eye irritation.
- Avoid contact with eyes, skin, or clothing
- Wash thoroughly with soap and water after handling and before eating, drinking, or using tobacco.

## DIRECTIONS FOR USE

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


Read and follow all label directions.

<p><b>BEFORE YOU USE</b></p> 	<ul style="list-style-type: none"> <li>• Apply only to areas not easily accessible to children and pets.</li> <li>• Avoid applying gel to fabric or carpeting, as it may stain some materials.</li> <li>• Do not apply in or on electrical equipment due to the possibility of shock.</li> <li>• Gel cleans up easily with damp paper towel while still wet.</li> </ul>
<p><b>WHERE TO USE</b></p>	<ul style="list-style-type: none"> <li>• Kitchens - Cupboards, Dishwashers*, Garbage Cans, Refrigerators*, Stoves*.</li> <li>• Bathrooms - Bathtubs*, Garbage Cans</li> <li>• Laundry Rooms - Drains, Laundry Tubs*, Washing Machines*</li> <li>• Basements, Garages, Outdoor Areas - Drains, Garbage Cans, Laundry Tubs*, Manholes, Pipe Collars, Sewers, Washing Machines*, Water Pipes*</li> <li>• General - Cabinets, Closets, Counters, Cracks, Crevices, Shelving, Sinks</li> </ul> <p>* Do not apply bait inside these items. Locate behind or under item.</p>
<p><b>HOW MUCH TO APPLY</b></p>	<ul style="list-style-type: none"> <li>• Spot Treatment: 1 – 2 spots per square yard, each spot ¼" across.</li> <li>• Crack and Crevice Treatment: Squeeze a small amount into crack or crevice.</li> <li>• Recommended spot size [graphic] </li> </ul>
<p><b>HOW TO APPLY</b></p>	<ul style="list-style-type: none"> <li>○ Remove cap from tip</li> <li>○ Place tip (of Power Wand) (of Power Stick) against area to be treated</li> <li>○ To dispense, press button to deliver on bait placement</li> <li>○ NOTE: The first time will require several pumps to prime prior to dispensing</li> <li>○ When finished, replace cap</li> </ul>
<p><b>FOR BEST RESULTS</b></p>	<ul style="list-style-type: none"> <li>• Numerous, smaller bait placements will provide faster more effective control than fewer larger placements.</li> <li>• Gel must be applied to clean, dry surfaces.</li> <li>• If bait is completely eaten, reapply more to the same site since additional roaches will be attracted by the secretions and droppings left by the earlier cockroaches.</li> <li>• Do not apply roach baits to areas recently sprayed with insecticides and do not spray insecticides over these baits. The spray insecticides may repel roaches from the baited area.</li> </ul>
<p><b>HOW IMIDACLOPRID 2.15 RB INSECTICIDE WORKS</b></p>	<p>This bait was specifically formulated to be both a food and water source with extra long attractiveness. It contains a low level of insecticide which cockroaches cannot detect.</p>

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### STORAGE AND DISPOSAL

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

Pesticide Storage:	Store in original container in a cool, dry place, out of the reach of children, preferably a locked storage cabinet.
Pesticide Disposal and Container Handling: 	<b>If Empty:</b> Non-refillable container. Do not refill or reuse this container. Place in trash or offer for recycling if available. <b>If partly filled:</b> Call your local solid waste agency or call 1-877-229-3724 for disposal instructions. Never place unused product down any indoor or outdoor drain.

### NOTICE

Research and testing has determined that the "Directions for Use" are appropriate for the proper use of Imidacloprid 2.15 RB Insecticide under expected conditions. To the extent consistent with applicable law, the Buyer assumes responsibility for lack of performance or safety if not used according to the directions.

Money Back Guarantee: If you are not satisfied with this product, we will gladly refund your original purchase price.

Net Weight: [10 grams; 0.35 oz] [15 grams; 0.53 oz]

PRODUCED FOR  
DISTRIBUTED BY



SBM Life Science Corp  
1001 Winstead Drive, Suite 500

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Cary, North Carolina 27513  
A Division of Bayer Crop Science LP  
P.O. Box 12014, 2 T.W. Alexander Drive  
Research Triangle Park, North Carolina 27709

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[UNIT LABEL FOR]

## Bayer Advanced Home Pest Roach Killer Gel [Bait]

<b>ACTIVE INGREDIENT:</b>	
Imidacloprid†	2.15%
<b>OTHER INGREDIENTS:</b>	
	97.85%
<b>TOTAL</b>	<b>100%</b>

†CAS No.138261-41-3

**KEEP OUT OR REACH OF CHILDREN**

### CAUTION

See card for additional direction for use

EPA Reg. No. **72455-70-92564-28**

EPA Est. No. \_\_\_\_\_

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Apply only to areas not easily accessible to children and pets.

<b>FIRST AID</b> neonicotinyl Insecticide	
<b>If in eyes:</b>	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15 to 20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call poison control center or doctor for treatment advice.</li></ul>
<b>If swallowed:</b>	<ul style="list-style-type: none"><li>• Call a poison control center or doctor immediately for treatment advice.</li><li>• Have a person sip a glass of water if able to swallow.</li><li>• Do not induce vomiting unless told to do so by the poison control center or doctor.</li><li>• Do not give anything by mouth to an unconscious person.</li></ul>
<b>NOTE:</b> Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may contact 877-229-3763 for emergency medical treatment information. Active Ingredient: 2.15% Imidacloprid [CAS#138261-41-3]	

## PRECAUTIONARY STATEMENTS

**HAZARDOUS TO HUMANS AND DOMESTIC ANIMALS**

**CAUTION:**

- Causes moderate eye irritation.
- Avoid contact with eyes, skin, or clothing.
- Wash thoroughly with soap and water after handling and before eating, drinking, or using tobacco.

NET CONTENTS: [10 g; 0.35 oz] [15 g; 0.53 oz]

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Distributed by

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SBM Life Science Corp  
1001 Winstead Drive, Suite 500  
Cary, North Carolina 27513  
Bayer-Advanced  
A Division of Bayer CropScience LP  
P.O. Box 12014, 21 W. Alexander Drive

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Research Triangle Park, North Carolina 27709

Imidacloprid 2.15 RB (Pending) 04/06/2017

[IMAGES]

Scan for how to use

