9-27-88

INSECTICIDE/RODENTICIDE PRODUCT PERFORMANCE REVIEW

PM: 15 09-27-88

004822-00323
Raid Ant & Roach Killer 6
S.C. Johnson & Son, Inc.
Racine, WI 53403-5011

IN: 03-17-88
DUE:
AC: 305
RN: 225498
MRID: 405577-1

COM:

FORMULATION

Permethrin ----------0.200%
Pyrethrins----------0.200%
Piperonyl butoxide technical------0.500%
Inert ingredients----------99.100%

Formulation Type - Aerosol

INTRODUCTION

Application for label revision. Efficacy review of data requested by PM to substantiate the following label claims:

"Kills 4 Long Months"
"America's #1 Selling Roach Killer"
"Fastest Killing, Longest Lasting Raid Ever"
"Drives Roaches Out of THeir Hiding Places"
"Kill in Seconds"
"The Fastest Killing Roach Spray You Can Buy"
"Keeps on Killing With Residual Action "
"Kills Bugs on Contact"
"Keeps on Killing"

USES

See proposed label.

1. "Rids your home of ants, roaches, water bugs, crickets, and spiders.
   a. For occasional bugs you see, spray directly to kill them in seconds.
   b. For thorough 4 month control, spray around baseboards, under and behind cabinets, refrigerators, sinks, plumbing and other areas where you have seen bugs. This is especially important whem treating for roaches. To maintain control, treat thoroughly every 3 to 4 months. Heavy infestions may need more frequent treatment".

SUBMITTED DATA

1. To substantiate the label claim "America's #1 Selling Roach Killer", market segment shares representative of the Ant & Roach Aerosol and Liquid Market were provided. The source for these data was the 1987 A.C. Nielson Cases.

2. Data from two C.S.M.A. cockroach residual materials experiments (lucite ring) were provided to substantiate the following claims:

"Kills 4 Long Months"
"Longest Lasting Raid Ever"
"Keeps on KIlling with Residual Action"
"Keeps on Killing"

a. One test examined residual effects on glass and plywood and compared the new product, Raid Ant & Roach #6, to a standard treatment, Raid Ant & Roach (Baygon 0.7% and DDVP 0.2%), and an untreated control.

b. The second test, which did not have a bioassay cover/explanatory letter, examined residual effects of Raid Ant & Roach #6 on glass, ceramic, stainless steel and plywood. The new material , Raid Ant & Roach #6, was compared to a standard, Raid Ant & Roach, (no active ingredient list was provided on this standard) and an untreated control.

3. To substantiate the label claims, "Kills Bugs on Contact", "Fastest Killing" and "Kills in Seconds", the same data that were provided for the 3-17-88 label amendment were re-submitted.

SUMMARY OF RESULTS

1. Market Share Claims:
The 1987 A.C. Nielsen Cases indicate that Raid brand aerosol and liquid products command the largest share, [redacted] of the Ant & Roach aerosal and liquid market.

COMMERCIAL/FINANCIAL INFORMATION IS NOT INCLUDED