

**RESTRICTED USE PESTICIDE**

Due to Acute Oral Toxicity, for retail sale to and use only by Certified Applicators or persons under their direct supervision and only for those uses covered by the Certified Applicator's certification

**Rentokil**

**DE-MIZE**

**RODENTICIDE SOFT BAIT**



ACCEPTED  
FOR REGISTRATION  
Oct 22, 2020

New York State Department  
of Environmental Conservation  
Division of Materials Management  
Pesticide Product Registration

Classified for  
"RESTRICTED USE"  
in New York State  
under 6NYCRR Part 326

Doc id: 570138

**RODENTICIDE**

**Active Ingredient:**

Brodifacoum 3-[3-(4'-bromo-[1,1'-biphenyl]-4-yl)-1,2,3,4- tetrahydro-1-naphthaleny]  
-4-hydroxy-2H-1-benzopyran-2-one.....  
Other Ingredients <sup>1</sup> .....  
Total:.....

0.005%  
99.995%  
100.00%

<sup>1</sup>contains Bitrex® brand denatonium benzoate

**KEEP OUT OF REACH OF CHILDREN**

**WARNING**

See First Aid statements, additional precautionary statements and directions for use on outer box.  
It is illegal to sell or distribute these bait tubes individually.

EPA Reg. No. 93062-2-95150 EPA Est. 87942-GBR-1

Distributed by: Rentokil North America Inc, 1125 Berkshire Blvd, Suite 150, Reading PA 19610 United States

CAD207  
**Net Weight:**

10.6 oz (300 grams)

## RESTRICTED USE PESTICIDE

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# Rentokil

## DE-MIZE RODENTICIDE SOFT BAIT

### Rodenticide

It is illegal to sell or distribute bait tubes individually. Kills Norway rats, roof rats, and house mice including warfarin-resistant house mice.

Kills other species as listed on this label.

For indoor and outdoor use.

Norway rats and house mice may consume a lethal dose in one night's feeding with first dead rodents appearing four or five days after feeding begins.

Active Ingredient: Brodifacoum

3-[3-(4'-bromo-[1,1'-biphenyl]-4-yl)-1,2,3,4- tetrahydro-1-naphthalenyl]-4-hydroxy-2H-1-benzopyran-2-one..... 0.005%

Other Ingredients<sup>1</sup> ..... 99.995%

Total: ..... 100.000%

<sup>1</sup> contains Bitrex® brand denatonium benzoate

## KEEP OUT OF REACH OF CHILDREN WARNING

See additional precautionary statements and directions for use on label.

EPA Reg. No. 93062-2-95150 EPA Est. 87942-GBR-1

Net weight: 10.6 oz (300 grams) per tube

Contains Twelve tubes, 7.94lbs (3.6 kg)

CLD185

PART No: PSD214

### PRECAUTIONARY STATEMENTS

#### HAZARDS TO HUMANS AND DOMESTIC ANIMALS WARNING

May be fatal if swallowed. Causes moderate eye irritation. Harmful if absorbed through skin. Avoid contact with skin, eyes or clothing. Wear protective eyewear as specified. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

#### Personal Protective Equipment (PPE)

Applicators and other handlers must wear:

- Long-sleeved shirt and long pants.
- Socks and shoes.
- Chemical resistant gloves such as Barrier Laminate, Butyl Rubber, Nitrile Rubber, Neoprene Rubber, PVC, or Viton.

#### User Safety Requirements

Follow manufacturer's instructions for cleaning/maintaining PPE. If no such instructions for washables exist, use detergent and hot water. Keep and wash PPE separately from other laundry.

Any person who retrieves carcasses or unused bait following application of this product must wear waterproof gloves.

#### USER SAFETY RECOMMENDATIONS

Users should:

- Remove clothing/PPE immediately if pesticide gets inside. Then wash thoroughly and put on clean clothing.
- Remove PPE immediately after handling this product. Wash the outside of gloves before removing. As soon as possible, wash hands thoroughly after applying bait and before eating, drinking, chewing gum, using tobacco or using the toilet and change into clean clothing.

#### ENVIRONMENTAL HAZARDS

This product is extremely toxic to mammals and birds. Dogs, cats and other predatory and scavenging mammals and birds might be poisoned if they feed upon animals that have eaten this bait. This pesticide is toxic to fish. Do not apply directly to water, or to areas where surface water is present or to intertidal areas below the mean high water mark. Runoff also may be hazardous to aquatic organisms in water adjacent to treated areas. Do not contaminate water when disposing of equipment wash water or rinsate.

### FIRST AID

<b>If swallowed</b>	<ul style="list-style-type: none"><li>• Call a poison control center, 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>
<b>If in eyes</b>	<ul style="list-style-type: none"><li>• 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.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>If on skin or clothing</b>	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>

### NOTE TO PHYSICIAN

Anticoagulant rodenticide. If swallowed, this material may reduce the clotting ability of the blood and cause bleeding. If ingested, administer vitamin K1 intramuscularly or orally. Vitamin K1 is antidotal at doses of 10-20 mg. (**not** mg/kg). Repeat as necessary based on monitoring of prothrombin times.

**HAVE THE PRODUCT CONTAINER OR LABEL WITH YOU WHEN CALLING A POISON CONTROL CENTER OR DOCTOR OR GOING FOR TREATMENT.**

**YOU MAY ALSO CONTACT 1-800-888-8372 FOR EMERGENCY MEDICAL TREATMENT INFORMATION.**

### TREATMENT FOR PET POISONING

If animal eats bait, call veterinarian or 1-800-888-8372 at once.

### NOTE TO VETERINARIAN

**Anticoagulant Brodifacoum:** For animals ingesting bait, and/or showing poisoning signs (bleeding or elevated prothrombin times), give Vitamin K1 intramuscularly or orally. If needed, check prothrombin times every 3 days until values return to normal (up to 30 days). In severe cases, blood transfusions may be needed.

### CONDITIONS OF SALE AND LIMITATION OF WARRANTY AND LIABILITY

**NOTICE: Read the entire Directions for Use and Conditions of Sale and Limitation of Warranty and Liability before buying or using this product. If the terms are not acceptable, return the product at once, unopened, and the purchase price will be refunded.**

Directions for Use of this product must be followed carefully. It is impossible to eliminate all risks inherently associated with the use of this product. Crop injury, ineffectiveness or other unintended consequences may result because of such factors as manner of use or application, weather or crop conditions, presence of other materials or other influencing factors in the use of the product, which are beyond the control of Rentokil North America Inc or Seller. To the extent permitted by applicable law, Buyer and User agree to hold Rentokil North America Inc and Seller harmless for any claims relating to such factors. Rentokil North America Inc warrants that this product conforms to the chemical description on the label and is reasonably fit for the purposes stated in the Directions for Use, subject to the inherent risks referred to above, when used in accordance with directions under normal use conditions. To the extent permitted by applicable law: (1) this warranty does not extend to the use of this product contrary to label instructions, or under conditions not reasonably foreseeable to or beyond the control of Seller or Rentokil North America Inc, and (2) Buyer and User assume the risk of any such use. TO THE EXTENT PERMITTED BY APPLICABLE LAW, RENTOKIL NORTH AMERICA INC MAKES NO WARRANTIES OF MERCHANTABILITY OR OF FITNESS FOR A PARTICULAR PURPOSE NOR ANY OTHER EXPRESS OR IMPLIED WARRANTY EXCEPT AS WARRANTED BY THIS LABEL.

To the extent permitted by applicable law, in no event shall Rentokil North America Inc or Seller be liable for any incidental, consequential or special damages resulting from the use or handling of this product. **TO THE EXTENT PERMITTED BY APPLICABLE LAW, THE EXCLUSIVE REMEDY OF THE USER OR BUYER, AND THE EXCLUSIVE LIABILITY OF Rentokil North America Inc AND SELLER FOR ANY AND ALL CLAIMS, LOSSES, INJURIES OR DAMAGES (INCLUDING CLAIMS BASED ON BREACH OF WARRANTY, CONTRACT, NEGLIGENCE, TORT, STRICT LIABILITY OR OTHERWISE) RESULTING FROM THE USE OR HANDLING OF THIS PRODUCT, SHALL BE THE RETURN OF THE PURCHASE PRICE OF THE PRODUCT OR, AT THE ELECTION OF RENTOKIL NORTH AMERICA INC OR SELLER, THE REPLACEMENT OF THE PRODUCT.**

Rentokil North America Inc and Seller offer this product, and Buyer and User accept it, subject to the foregoing Conditions of Sale and Limitation of Warranty and Liability, which may not be modified except by written agreement signed by a duly authorized representative of Rentokil North America Inc.

## DIRECTIONS FOR USE

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

**READ THIS LABEL:** Read this entire label and follow all use directions and use precautions. Use only for the sites, pests, and application methods described on this label.

## USE RESTRICTIONS

De-Mize Rodenticide Soft Bait may be used to control Norway rats, roof rats, and house mice *in and within* 100 feet of man-made structures vulnerable to commensal rodent infestations. Examples of such structures include homes and other permanent or temporary residences, food-processing facilities, industrial and commercial buildings, trash receptacles, agricultural and public buildings, transport vehicles (such as ships, trains, and aircraft), docks, and ports or terminal buildings and related structures around and associated with these sites. Fence and perimeter baiting beyond 100 feet from the structures as defined above is prohibited.

**Do not expose children, pets, or other non-target mammals or birds to any rodenticide.**

To reduce exposure:

- Do not store De-Mize Rodenticide Soft Bait in a location accessible to children or pets.
- When used in residential structures or in locations accessible to children, pets or non-target wildlife, this product must be applied in tamper-resistant bait stations.
- Do not place near or inside ventilation duct openings.
- All outdoor applications must be in tamper-resistant bait stations.
- These stations must be resistant to destruction by dogs and by children under 6 years of age, and must be used in a manner that prevents such children from reaching into bait compartments and obtaining bait.
- If bait can be shaken from stations when they are lifted, units must be secured or otherwise immobilized.
- Stronger bait stations are required in areas accessible to hoofed livestock, raccoons, bears, or other potentially destructive animals, or in areas prone to vandalism.
- Do not apply directly to food or feed crops.
- Do not contaminate water, food, feedstuffs, food- or feed-handling equipment, or milk- or meat-handling equipment or surfaces that come into direct contact with food. When used in USDA-inspected facilities, this product must be applied in tamper-resistant bait stations.

## FOLLOW-UP TO APPLICATION

Replace contaminated or spoiled bait immediately. Collect and dispose of all dead animals and unconsumed bait according to the **Pesticide Disposal** instructions.

## STORAGE AND DISPOSAL

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

### PESTICIDE STORAGE

Store only in original container in a cool, dry place inaccessible to children and pets. Keep containers closed and away from other chemicals.

### PESTICIDE DISPOSAL

Dispose of wastes resulting from the use of this product at an approved waste disposal facility or call your local solid waste agency for alternative disposal instructions. Never dispose of unused product down any indoor or outdoor drain.

### CONTAINER HANDLING

Nonrefillable container. Do not reuse or refill this container. When completely empty, offer for recycling if available, or dispose of empty container in a sanitary landfill, or by incineration, or, if allowed by state and local authorities, by burning. If burned, stay out of smoke.

Bitrex® is a trademark of Macfarlan Smith Ltd., Edinburgh, Scotland.

Distributed by:  
Rentokil North America Inc  
1125 Berkshire Blvd  
Suite 150  
Reading  
PA 19610  
United States

- Do not use De-Mize Rodenticide Soft Bait as a broadcast treatment.
- Burrow baiting with De-Mize Rodenticide Soft Bait is prohibited.
- Do not sell this product in individual containers holding less than twelve 300-gram bait tubes (8lbs of bait).
- Do not dispose of product container or any unused, spoiled, or unconsumed bait by any means other than that specified on this label.

## APPLICATION DIRECTIONS

### Where to treat

Determine areas where rats and mice will most likely find and consume the bait. Generally, these areas are along walls, by gnawed openings, in corners and concealed places, between floors and walls, beside burrows or in locations where rodents or their signs have been observed. Remove as much food as possible prior to baiting.

### How to treat

Cut off the dome end of the tube taking care not to damage the screw thread. Cut off tapered nozzle to achieve an opening of approximately ½ inch in diameter. Screw the nozzle onto the tube before inserting into the caulking gun.

Apply the required amount of De-Mize Rodenticide Soft Bait (see table below) at intervals spaced 10 to 30 feet apart in areas where rats or mice are active, in runs or near harborages. For severe infestations, apply at the highest listed treatment rate in bait stations 10 to 15 feet apart.

After application, deposit any 'run-on' by drawing the end of the nozzle against the bait container. Cover the nozzle when not in use, and release the caulking gun pressure to prevent leakage.

### When to Retreat

Maintain an uninterrupted supply of fresh bait for 10 days or until signs of rat or mouse activity stops. To reduce re-infestation, limit food, water, and harborage as much as possible. If re-infestation does occur, repeat treatment.

Target Pest	Amount of De-Mize Rodenticide Soft Bait per Placement <sup>2</sup>	Number of Bait Spots per Placement <sup>2</sup>	Approximate Visual Amount per Placement <sup>2</sup>
Norway and Roof Rats	80-150 grams	8 to 15 spots <sup>1</sup>	1/2 cup <sup>2</sup>
House Mouse	10-80 grams	1 to 4 spots <sup>1</sup>	1 to 4 Tablespoons <sup>2</sup>

<sup>1</sup>A spot of bait one inch in diameter is approximately 10 grams of bait.

<sup>2</sup>This measure is for approximation only and does not suggest that cups or tablespoons should be used to dispense product. Dispense directly to target site from the bait tube.

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