

2020-3120
2020-09-01

[OUTER CARTON]

Thermacell® Tick Control Tubes

FOR OUTDOOR USE ONLY

DOMESTIC
Impregnated Cotton

READ THE LABEL AND ENCLOSED LEAFLET [S] BEFORE USING

KEEP OUT OF REACH OF CHILDREN

ACTIVE INGREDIENT: permethrin 7.4%
REG. NO. 33858 P.C.P. ACT

Contains:
Net Contents: [X] tick control tubes at 4.5 g (0.16 oz) each
Total: [X] grams ([x] ozs)

WARNING



POISON

Thermacell Repellents, Inc.
26 Crosby Drive
Bedford, MA 01730 USA
Telephone: 781-541-6900

Manufactured in Bulgaria

Canadian Patent No. Other Patents Pending
Thermacell® is a Registered United States Trademark of Thermacell Repellents, Inc.

Notes to Reviewer:

- [] Denotes alternate/optional/interchangeable verbiage
- { } Denotes verbiage not printed on market labeling
- {Tick Tube} is interchangeable throughout with [tick control tubes] [tubes] [tick tubes]
- Statements may be combined into small paragraphs or remain as bullets on market label.
- Product boxes come in different sizes. Due to space constraint some optional text may not appear on the "OUTER CARTON" label. In those cases it will appear on the "LEAFLET" label, which will be packaged inside the carton as an insert.

PRECAUTIONS: KEEP OUT OF REACH OF CHILDREN AND PETS.

For outdoor use only to kill ticks. Harmful or fatal if swallowed. Wash hands with soap and water after use. DO NOT place tubes in locations that children and pets can easily access. Place tubes in concealed areas out of reach of children and pets.

ENVIRONMENTAL PRECAUTIONS: Toxic to aquatic organisms.

FIRST AID:

If swallowed, call a poison control centre or doctor immediately for treatment advice. Do not induce vomiting unless told to do so by a poison control centre or doctor. Do not give any liquid to the person. Do not give anything by mouth to an unconscious person.

If on skin or clothing, take off contaminated clothing. Rinse skin immediately with plenty of water for 15–20 minutes. Call a poison control centre or doctor for treatment advice.

Take container, label or product name and Pest Control Product Registration Number with you when seeking medical attention.

TOXICOLOGICAL INFORMATION: Skin exposure may cause transient sensations (tingling, burning, itching, numbness). Treat symptomatically.

STORAGE: To prevent contamination, store this product away from food or feed.

DISPOSAL: DO NOT reuse the empty containers. Dispose in household garbage. Unused or partially used products should be disposed at provincially or municipally designated hazardous waste disposal sites.

NOTICE TO USER: This pest control product is to be used only in accordance with the directions on the label. It is an offence under the Pest Control Products Act to use this product in a way that is inconsistent with the directions on the label.

DIRECTIONS FOR USE: [See [leaflet][s] [insert][s] inside box for usage directions]

DO NOT apply to any body of water. For Outdoor Application Only: [Kills ticks feeding on mice that may carry bacteria causing Lyme disease, anaplasmosis and babesiosis.] [Kills ticks that feed on mice that may serve as reservoirs for organisms causing Lyme disease, anaplasmosis and babesiosis]. [Ticks feeding on mice become infected and may transmit disease to humans, dogs, and horses.]

WHERE TO APPLY [TICK CONTROL TUBES]

Place tubes in concealed areas out of reach of children and pets. For best results, place tubes flat on the ground in all brush-covered and wooded areas in the yard to be treated. Do not exceed the maximum distance of 10 metres between tubes in any direction. Limit treatment to those areas inhabited by mice which does not include mowed lawns. Position tubes so that mice have access to the open ends. Product works best if not covered by leaves or other debris. Mice prefer dry nesting material. Place tubes in areas with good drainage away from marshy ground or areas that flood easily.

For treatment of yards: Place tubes around the perimeter of the lawn in places with good coverage for mice and where tubes are concealed and out of reach of children and pets such as in the back of flower gardens, under bushes, along fences, in brush, under decks, in stone walls, in wood piles and around sheds. For complete coverage, apply tubes to all brush-covered or wooded areas within 45 metres surrounding the yard area to be protected.

For treatment of wooded areas on the property: Place tubes in a grid pattern with no more than 10 metres between tubes in any direction. For complete coverage, apply tubes up to the brush-covered edge surrounding wooded areas. Tubes placed near thickets or rotting logs within the woodlot will be more effective than those placed in more open woodland terrain.

WHEN TO APPLY [TICK CONTROL TUBES]

- Tubes may be applied anytime between April and September but should be applied at least once in the spring and once in the summer.
- For best results, apply tubes in the spring and summer just prior to the feeding activity periods for nymphal ticks [(May/June)] and larval ticks [(August/September)].

- [The summer application is critical in order to stop the tick lifecycle. It kills larval ticks that turn into next spring's nymphal ticks.]
- Tubes may also be replaced when nesting material is completely removed. The tubes and unused cotton are biodegradable and may be left in the application site.
- While Tick Tubes start killing ticks in mouse nests as soon as mice use the cotton, due to the natural tick life-cycle a reduction in the number of ticks in your yard may not be seen until the year after you start using Tick Tubes.

[How Many [Tick Tubes] to Apply] [Treatment] [Coverage] [Area] [Chart]
 {Coverage Matrix explains how many tubes are needed}

Property Size	Treated Area ¹	Minimum number of applications per year ²	Tubes per application ³	Tubes Peryear ³
1000 m ² [¼ Acre]	up to 500 m ² [5,500 sqft]	2	6	12
2000 m ² [½ Acre]	up to 1,000 m ² [11,000 sqft]	2	12	24
4000 m ² [1 Acre]	up to 2,000 m ² [22,0000 sqft]	2	24	48

¹ There is no need to treat the entire property, only those places inhabited by mice. DO NOT treat mowed lawns or driveways. [Yards or wooded properties with above average amounts of shrubs, tall grass or woods may require additional tubes.]

² Replace tubes if all treated nesting material is removed by mice, following all application directions.

³ More tubes may be required depending on property (e.g., yards with more mouse habitat) or if tubes are emptied of treated nesting material by mice. Follow all application directions when determining the number of tubes required for your yard.

[LEAFLET]

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PRECAUTIONS: KEEP OUT OF REACH OF CHILDREN AND PETS. For outdoor use only to kill ticks. Harmful or fatal if swallowed. Wash hands with soap and water after use. DO NOT place tubes in locations that children and pets can easily access. Place tubes in concealed areas out of reach of children and pets.

ENVIRONMENTAL PRECAUTIONS: Toxic to aquatic organisms.

FIRST AID:

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{Product Welcome} {Optional}

1. Take back your outdoors with the no-spray, easy way to kill ticks. [Welcome to the no-spray, easy way to kill ticks!] [Enjoy your outdoors more with a new way to kill ticks]
2. Because ticks can carry Lyme and other serious diseases, they are not only annoying but dangerous.
3. Tick Tubes provide an easy to apply, no-spray way to kill ticks [that may carry Lyme disease]. By working with nature, Tick Tubes kill young ticks early in their lifecycle.
4. This booklet explains how the product works, along with when and where to use it. Please contact us with any questions, comments or suggestions at service@thermacell.com.
5. [Team Thermacell] [Thermacell]

Quick Start Guide {Optional}

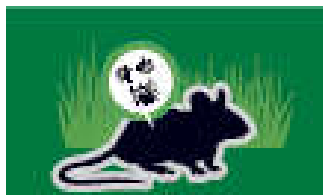
- Treating the area around your yard with Tick Tubes is easy and can be done in a few minutes. No preparation or cleanup is needed.
- [Simply] Put tubes around your yard in places mice frequent such as flowerbeds, bushes, woodpiles, stone walls, and adjacent to sheds.
- Place tubes no more than 10 metres apart.
Apply at least [twice] [2x] a year, once in spring and again in summer.

DIRECTIONS FOR USE: DO NOT apply to any body of water. For Outdoor Application Only: [Kills ticks feeding on mice that may carry bacteria causing Lyme disease, anaplasmosis and babesiosis.] [Kills ticks that feed on mice that may serve as reservoirs for organisms causing Lyme disease, anaplasmosis and babesiosis]. [Ticks feeding on mice become infected and may transmit disease to humans, dogs, and horses.]

[Save these directions] [Keep leaflet for future use]

How it Works [How Tick Tubes work] {Optional}

{Alternate text and graphics to provide clarification to the user on how the product works}



1. [Young] [Deer] Ticks feed on mice.



2. Tubes contain [cotton] [material] treated with [an] [permethrin] insecticide.
[Tubes contain [cotton] [material] treated with permethrin, [an insecticide that kills ticks].



3. Mice collect the treated [cotton] [material] and use it to line their nests.

[Mice use the material to line their nests]



4. [Ticks feeding on the mice die].
[Ticks feeding on the mice are exposed to the permethrin insecticide and die]

- [By working with nature, Tick Tubes kill ticks early in their life cycle]
- [Tick Tubes work with nature to kill ticks]
- [By turning mice from tick hosts into tick killers, [product name] Tick Tubes kill ticks decreasing the number of ticks in the treated area.] [By turning mice from tick hosts into tick killers, Tick Tubes end the tick lifecycle.]

Where to Apply [Tick Control Tubes]

Place tubes in places where tubes are concealed and out of reach of children and pets. For best results, place tubes flat on the ground in all brush-covered and wooded areas in the yard to be treated. Do not exceed the maximum distance of 10 metres between tubes in any direction. Limit treatment to those areas inhabited by mice, which does not include mowed lawns. Position tubes so that mice have access to the open ends. Product works best if not covered by leaves or other debris. Mice prefer dry nesting material. Place tubes in areas with good drainage away from marshy ground or areas that flood easily.

For treatment of yards: Place tubes around the perimeter of the lawn in places with good coverage for mice and in places where tubes are concealed and out of reach of children and pets, such as in the back of flower gardens, under bushes, along fences, in brush, under decks, in stone walls, in wood piles and around sheds. For complete coverage, apply tubes to all brush-covered or wooded areas within 45 metres surrounding the yard area to be protected.

For treatment of wooded areas on the property: Place tubes in a grid pattern with no more than 10 metres between tubes in any direction. For complete coverage, apply tubes up to the brush-covered edge surrounding wooded areas. Tubes placed near thickets or rotting logs within the woodlot will be more effective than those placed in more open woodland terrain.

When to Apply [Tick Control Tubes]

- Tubes may be applied anytime between April and September but should be applied at least once in the spring and once in the summer.
- For best results apply tubes in the spring and summer just prior to the feeding activity periods for nymphal ticks (May/June) and larval ticks (August/September).
- [The summer application is critical in order to stop the tick lifecycle. It kills larval ticks that turn into next spring's nymphal ticks.]
- Tubes may also be replaced when nesting material is completely removed. The tubes and unused cotton are biodegradable and may be left where applied in the application site.
- While Tick Tubes start killing ticks in mouse nests as soon as mice use the cotton, due to the natural tick life-cycle a reduction in the number of ticks in your yard may not be seen until the year after you start using Tick Tubes.

[How Many [Tick Tubes] to Apply] [Treatment] [Coverage] [Area] [Chart]

{Coverage Matrix explains how many tubes are needed}

Property Size	Treated Area ¹	Minimum applications per year ²	Tubes per application ³	Tubes per year ³
1000 m ² [¼ Acre]	up to 500 m ² [5,500 sqft]	2	6	12
2000 m ² [½ Acre]	up to 1,000 m ² [11,000 sqft]	2	12	24
4000 m ² [1 Acre]	up to 2,000 m ² [22,000 sqft]	2	24	48

¹There is no need to treat the entire property, only those places inhabited by mice. DO NOT treat mowed lawns or driveways. [Yards or wooded properties with above average amounts of shrubs, tall grass or woods may require additional tubes]

²Replace tubes if all treated nesting material is removed by mice, following all application directions.

³More tubes may be required depending on property (e.g., yards with more mouse habitat) or if tubes are emptied of treated nesting material by mice. Follow all application directions when determining the number of tubes required for your yard.

Optional Text:

- For a typical home on a 500 m² [quarter acre] lot, six tubes will cover the mouse habitat per application. A minimum of 12 tubes are required annually
- Apply tubes at least once in spring and once in summer

Tick Lifecycle {optional}

- Ticks have a complex 2-year lifecycle with four stages: egg, larva, nymph, [and] adult
- [Young] [larval and nymphal] ticks feed primarily on mice, [but also feed on rodents, deer and humans.]. [Adult ticks feed primarily on deer and humans.]
- [Eggs laid in the spring hatch in the summer as larvae. These ticks need a blood meal and feed primarily on mice. The larvae molt, overwinter and emerge in May as nymphs. Nymphs feed in May, June and July primarily on mice but also on rodents and humans. Nymphs then molt into adults which becomes active in October and feed primarily on deer but also on people and pets. In the spring the adult female tick lays up to 3000 eggs and the cycle starts over again.]

- By turning mice from tick hosts into tick killers, [product name] Tick Tubes kill ticks decreasing the number of ticks in the treated area [By turning mice from tick hosts into tick killers, Tick Tubes end the tick lifecycle.]

Deer Tick Information (Optional)

Black-legged ticks (aka Deer ticks) can carry dangerous diseases such as Lyme disease, Babesiosis, and Anaplasmosis. Nymphal and adult female ticks [can] transmit diseases[to humans][to people and pets].

Source: Tick Encounter Resource Center



Most people get Lyme disease from nymphal ticks because they are difficult to spot and feed during May, June and July when people are spending time outside [when people are enjoying outdoor activities]. A nymphal tick is the size of a poppy seed.

Smart Landscaping for Tick Control¹ {optional}

In addition to using Tick Tubes, you can make your yard less attractive to ticks through smart landscaping. Here are some simple landscaping techniques that can help reduce tick populations:

- Mow the lawn regularly to keep the grass short
- Remove leaf litter, brush and weeds at the edge of the lawn and around stonewalls and woodpiles
- Stack firewood neatly and in a dry area
- Put barriers to exclude deer around your home and seal stonewalls and small openings to discourage rodent activity
- Place children's recreational playground sets, patios and decks away from the yard edges and trees. Place them on a woodchip or mulch foundation and in a sunny location, if possible.
- Treat pets that are commonly exposed to ticks with registered oral or topical acaricides (as recommended by your veterinarian) to prevent them from carrying ticks into the home

¹ Government of Canada, "Prevention of Lyme Disease." <https://www.canada.ca/en/public-health/services/diseases/lyme-disease/prevention-lyme-disease.html>

Frequently Asked Questions {Optional}

How do I know that the tubes are working?

After only a few days or weeks, you will notice that mice have begun removing the cotton from the Tick Tubes. Replace empty tubes with new ones.

What should I do if the specially treated material has not been removed from a tube?

If it's been a few weeks, place the Tick Tube in another part of the yard. It's important to place Tick Tubes in places where mice frequent, usually in places with good coverage where they feel safe from predators.

What if my neighbours do not treat their property? Are Tick Tubes still useful?

Yes. Ticks don't move more than a few feet, so they can't move from your neighbour's yard to yours on their own power. However, they could get into your treated yard on the back of an animal –for example a dog, cat or deer. So in the ideal world, your neighbours would also treat their yard with Tick Tubes because the larger the treated area, the greater the area where ticks are killed. That said, the most important thing is to continually treat your own yard.

What is in the specially treated material inside the Tick Tubes that kills ticks?

The material is treated with permethrin, an insecticide that kills ticks.

{Universal Marketing Language – may be added to the marketing label}

{Where to use}

1. Use [treat] [around yards]
2. For treatment around yards, [ornamental gardens] including wooded areas.
3. Place in brush, woodpiles, rock walls and flower beds
4. Place tubes no more than 10 metres apart from each other.

{When to Use}

5. Apply at least [twice a year] [2x per year] [once in the spring and once in the summer].
6. Apply at least 2x a year [once in spring and once in the summer]

{Product Amounts}

7. [X²] [Product Name] [tubes] treats [up to] Y³m². ([Z⁴] acre)
8. [X²] tubes treats [up to] Y³ m². [of mouse habitat] in your yard [including] [brush-covered areas, wooded areas, flower beds, woodpiles, rock walls] [per application]
9. *[How Many Tick Tubes to Apply] [Treatment] [Coverage] [Area] Chart
{ Asterisk refers consumer to the Treatment Chart on the side of the box}*

{Efficacy}

6. Kills ticks [that may carry Lyme disease] [and other diseases] [such as] [Lyme disease, Powassan virus, Anaplasmosis and Babesiosis] [that infest mice and nests of mice found around yards]
7. Kills ticks that feed on mice, reducing the number of ticks in the treated area
8. Controls [deer ticks] [black-legged ticks] ticks [that may carry Lyme]
9. Controls ticks [that may carry] [diseases] [such as] [Lyme disease, Powassan Virus, Anaplasmosis and Babesiosis] [that infest mice and nests of mice found around yards].
10. Mice serve as reservoirs for pathogens causing Lyme disease, Powassan virus, Anaplasmosis, and Babesiosis. Ticks feeding on mice become infected and may transmit disease to humans, dogs, and horses

{Product Benefits}

11. Easy to use
12. Easy to apply
13. Apply in Minutes
14. Targets ticks, not beneficial insects
15. Biodegradable
16. [No set-up]; [No clean-up] [No prep] [No preparation] [No mess]
17. No spray [application]
18. No spray easy way to kill [deer] ticks
19. Tick Tubes turn mice from tick hosts into tick killers
20. Tick Tubes work with nature to turn mice from tick hosts into tick killers
21. Tick Tubes work with nature to kill ticks.
22. Tick Tubes work with nature to kill ticks before they can harm you or your family. Each tick tube can kill hundreds of ticks in your yard each season
23. By turning mice from tick hosts into tick killers, Thermacell Tick Control Tubes kill ticks decreasing the number of ticks in the treated area.
24. By turning mice from tick hosts into tick killers, Thermacell Tick Control Tubes end the tick lifecycle.

{Additional language that helps us talk with the consumer}

25. The no-spray way to kill ticks [that may carry Lyme]
26. Designed [Invented] [Developed] [by researchers] at the Harvard School of Public Health

{Promotional Language}

² [X = 1, 6, 12, 24, 96 tubes]

³.] Y= 500, 1000, 2000, 8000 m² ([Y = 916, 5,500, 11,000, 22,000, 88,000 sq. ft)

⁴ [Z = ¼, ½, and 1 acre]

27. [Value Pack] [Bonus Pack] [Mega Pack] [# of Tubes] [Treats [approximately] [up to] X m²] [ft²]
28. [#] [XX ⁵⁰/o] more [Tick Control Tubes] [Tubes] [in] [box] [pack] treats [YY metres] [or] [Y] [acre][s]
29. [Limited Time] [Bonus][Offer] [Special] [free][Extra] [Inside] [booklet]
30. 100% Satisfaction Guaranteed
31. At Thermacell we stand behind our products and our quality. If you are not completely satisfied with your Tick Tube purchase, you may return it to us [at our option] for replacement or refund.]
32. For refund or replacement, please call customer service at 1-866-753-3837 [for a return authorization number]. Note you must have a receipt and be within a year from the original purchase date to qualify.

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{Customer Service}

Questions? We're here to help:

service@thermacell.net

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Thermacell Repellents, Inc., 26 Crosby Drive, Bedford, MA 01730

[TUBE LABEL]

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