



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (H7505C)
401 "M" St., S.W.
Washington, D.C. 20460

EPA Reg.
Number:

2749-521

Date of Issuance:

AUG 23 2004

NOTICE OF PESTICIDE:
 x Registration
 Reregistration

Term of Issuance:

Conditional

Name of Pesticide Product:

Phorate 20 G

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Aceto Agricultural Chemicals Co.
One Hallow Lane
Lake Success, NY 11042-1215

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA sec. 3(c)(7)(A) provided that you:

1. Submit and/or cite all data required for registration of your product when the Agency requires all registrants of similar products to submit such data.

The registration issued for the subject product is conditioned on existing generic data and other pertinent data being acceptable to support the similar registered product or new data being submitted to replace any unacceptable data in addition to any associated label changes.

In the event that the existing data are found unacceptable and will not be replaced, both the similar registered product and your product will be subject to providing these data or being suspended.

Data requirements for the reregistration of acephate products were issued to acephate registrants, including Aceto Agricultural Chemicals Co. in January of 2003 in conjunction with the acephate Interim Reregistration Eligibility Decision (IREL).

2. Make the following label changes before you release the product for shipment:

Signature of Approving Official:

Mark A. Mat

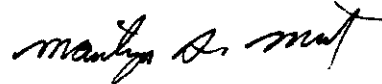
Date:

AUG 23 2004

- a. Add the designation, "EPA Reg. No.2749-521".
 - b. Note the correct spelling for the word "provided" in the second sentence of the Engineering Controls statements on page 3.
 - c. The statement "Do not make any applications after cultivation treatment" appearing in the directions for use should be removed. It is redundant in light of the label statement restricting use to only one application per crop per season.
 - d. The more appropriate location for the restriction, "Do not use this product on Long Island, NY" is in the section headed " General Application Restrictions".
3. Submit two copies of the revised final printed label before you release the product for shipment.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records.



Marilyn A. Mautz
Biologist
Insecticide-Rodenticide Branch
Registration Division (7504C)

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RESTRICTED USE PESTICIDE
Due to acute oral, dermal and inhalation toxicity and avian hazards.
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.

ACCEPTED
with COMMENTS
in EPA Letter Dated:

PHORATE 20 G

AUG 23 2004

Under the Federal Insecticide,
Fungicide, and Rodenticide Act
as amended, for the pesticide
registered under EPA Reg. No.
2749-521

Soil and Systemic Insecticide
Closed Loading System

Organophosphate Insecticide

ACTIVE INGREDIENT:
Phorate: O,O-diethyl S-[(ethylthio) methyl] phosphorodithioate 20.0%

INERT INGREDIENTS: 80.0%

TOTAL..... 100.0%

KEEP OUT OF REACH OF CHILDREN



**DANGER
POISON**

PELIGRO

Si usted no entiende la etiqueta, busque a alguien para que se la explique a usted en detalle. (If you do not understand this label, find someone to explain it to you in detail.)

See Below For Antidote and Other Precautions.
NOT FOR USE OR STORAGE IN OR AROUND THE HOME

EPA REG. NO.2749-XXX
EPA EST. NO.

FIRST AID
THIS PRODUCT CONTAINS AN ORGANOPHOSPHATE THAT INHIBITS
CHOLINESTERASE

IF SWALLOWED: Call a 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 a poison control center or doctor. Do not give anything by mouth to an unconscious person.

IF INHALED: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. Call a poison control center or doctor for further treatment.

IN ON SKIN OR CLOTHING: 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: 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.

CALL A PHYSICIAN AT ONCE IN ALL CASES OF SUSPECTED POISONING
REPEATED EXPOSURES TO CHOLINESTERASE INHIBITORS SUCH AS ARE CONTAINED IN THIS PRODUCT MAY, WITHOUT WARNING, CAUSE PROLONGED SUSCEPTIBILITY TO VERY SMALL DOSES OF ANY CHOLINESTERASE INHIBITOR.

Persons working with this product should have frequent blood tests of their cholinesterase levels. If the cholinesterase level falls below a critical point, no further exposure should be allowed until it has been determined by means of blood tests that the cholinesterase level has returned to normal. Before using this product consult the National Pesticide Information Center for recommendations regarding such blood tests, poisoning management, emergency treatment, and other information regarding the toxicity of Phorate. The toll free number for the National Pesticide Information Center is 1-800-858-7378.

ANTIDOTE: Atropine is an antidote. Consult your physician about obtaining a supply of 1/100 grain (0.6 milligram) tablets for emergency use. If symptoms include blurred vision, stomach cramps or tightness in chest, don't wait for a physician but take two tablets at once. Do not take atropine unless symptoms of poisoning have occurred. See a physician as soon as possible.

NOTE TO PHYSICIANS: Warning symptoms including weakness, headache, tightness of chest, blurred vision, nonreactive pinpoint pupils, salivation, sweating, nausea, vomiting, diarrhea and abdominal cramps. Give atropine intramuscularly or intravenously, depending on severity of poisoning, 2 to 4 milligrams (3 to 6 tablets, 1/100 grain each) every 10 minutes until fully atropinized as shown by dilated pupils, dry flushed skin and tachycardia. Twenty to thirty milligrams, or more, may be required during the first 24 hours. Never give opiates or phenothiazine tranquilizers. Clear chest by postural drainage. Artificial respiration or oxygen administration may be necessary. Observe patient continuously for at least 48 hours. Allow no further exposure to any cholinesterase inhibitor until cholinesterase regeneration has taken place as determined by blood tests. Pralidoxime chloride (2-PAM; PROTOPAM chloride) may be effective as an adjunct to atropine. Use according to label directions.

**PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS & DOMESTIC ANIMALS
DANGER**

May be fatal by skin contact, inhalation or swallowing. DO NOT breathe dust. DO NOT get in eyes, on skin, on clothing. Rapidly absorbed through skin. Repeated inhalation or skin contact may, without symptoms, progressively increase susceptibility to poisoning.

PERSONAL PROTECTIVE EQUIPMENT

Some materials that are chemical resistant to this product are those made of waterproof material. If you want more options, follow the instructions for category A on an EPA chemical resistant category selection chart.

Loaders, applicators and other handlers must wear: long-sleeved shirt and long pants, shoes plus socks. In addition to the PPE listed above, loaders must wear chemical resistant gloves. The following PPE must be worn in addition to the PPE listed above when handling tasks other than loading and application such as spill clean-up and equipment maintenance, cleaning and repair: protective eyewear, coveralls, chemical resistant apron, chemical resistant footwear, and a NIOSH-approved dust/mist filtering respirator with MSHA/NIOSH approval number prefix TC-21c or a NIOSH approved respirator with any N, R, P, or HE filter.

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

Engineering controls statements:

This product is formulated into an enclosed system that meets the definition of a closed loading system as defined by the Worker Protection Standard for Agricultural Pesticides. In addition to wearing the required PPE specified above, **loaders** must be approved and must have immediately available for use in case of an accident or spill: Chemical resistant apron, chemical resistant footwear, and a NIOSH-approved dust/mist filtering respirator with MSHA/NOISH approval TC-21C or a NIOSH approved respirator with any N, R, P or HE filter.

Applicators must use an enclosed cab that meets the definition in the Worker Protection Standard for agricultural pesticides for dermal protection. In addition the applicator: must wear PPE as specified above; must either use an enclosed cab that also provides equivalent respiratory protection to a dust mist filtering respirator or wear a NIOSH-approved dust/mist filtering respirator with MSHA/NOISH approval TC-21C or a NIOSH approved respirator with any N, R, P or HE filter; must be provided and must have immediately available for use in case they must exit the cab in the treated area; coveralls, chemical-resistant gloves, chemical resistant footwear, and if using an enclosed cab that provides respiratory protection NIOSH-approved dust/mist filtering respirator with MSHA/NOISH approval TC-21C or a NIOSH approved respirator with any N, R, P or HE filter.

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USER SAFETY RECOMMENDATIONS

Users should:

Wash hands before eating, drinking, chewing gum, using tobacco or using the toilet.

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 thoroughly and change into clean clothing.

IMPORTANT! Failure to follow precautions including wearing proper personal protective equipment (PPE) may result in serious or even life threatening poisoning requiring immediate attention. The active ingredient of this granular formulation can be absorbed across the skin to cause poisoning.

ENVIRONMENTAL HAZARDS

This pesticide is very highly toxic to fish and wildlife.

Do not apply directly to water, or to areas where surface water is present or to inter-tidal areas below the mean high water mark. Runoff may be hazardous to aquatic organisms in neighboring areas. Do not contaminate water when disposing of equipment washwater or rinsate.

Birds and mammals may be killed if granules are not properly covered with soil in all areas of the treated field and in loading areas.

DIRECTIONS FOR USE

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

Do not use this product on Long Island, N.Y.

IMPORTANT! Read precautionary statements before using this product.

PHORATE 20 G should be applied with a granular pesticide applicator properly calibrated to assure accurate placement and proper dosage.

General Application Restrictions:

Do not apply by air.

Only one application per crop per season is allowed.

Application must be incorporated into the soil.

Do not treat while precipitation is occurring or while conditions favor runoff from the treated area.

Do not apply this product in a way that will contact workers or other persons, either directly or through drift. Only protected handlers may be in the area during application. For any requirements specific to your State or Tribe, consult the agency responsible for pesticide regulation.

Do not apply in saturated soils.

Do not apply in wet soil conditions that may prevent the equipment from covering pesticide granules.

Under some conditions phorate may have a high potential for runoff into surface water for several days post application. Do not apply in the following areas:

Frequently flooded area

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Areas where intense or sustained rainfall is forecasted to occur within 48 hours.

Use Best Management Practices for minimizing surface runoff in the following areas:

Poorly draining or wet soils with readily visible slopes toward adjacent surface water

Areas over-laying extremely shallow ground water

Areas with in-field canals or ditches that drain to surface water

Areas not separated from adjacent surface waters with vegetated filter strips

Areas over-laying tile drainage systems that drain to surface water

When used on erodible soils, best management practices for minimizing runoff should be employed.

Consult your local soil conservation service for recommendations in your use area. In particular, where highly erodible land (HEL) is adjacent to aquatic bodies, a 66 foot buffer/setback area should be left in grass or other natural vegetation.

Do not apply within 50 feet of any drinking water well to minimize potential contamination.

Do not wash, load or empty application equipment near any well, as this practice is a potential source of groundwater contamination.

AGRICULTURAL USE REQUIREMENTS

Use this product only in accordance with its labeling and with the Worker Protection Standard, 40 CFR part 170. This Standard contains requirements for the protection of agricultural workers on farms, forests, nurseries, and greenhouses, and handlers of agricultural pesticides. It contains requirements for training, decontamination, notification, and emergency assistance. It also contains specific instructions and exceptions pertaining to the statements on this label about personal protective equipment (PPE), notification to workers and restricted-entry interval. The requirements in this box only apply to uses of this product that are covered by the Worker Protection Standard.

Do not enter or allow worker entry into treated areas during the restricted entry interval (REI) of 48 hours. Each 48 hour REI is increased to 72 hours in outdoor areas where average rainfall is less than 25 inches a year.

Exception: if the product is soil-injected or soil incorporated, the Worker Protection Standard, under certain circumstances, allows workers to enter the treated area if there will be no contact with anything that has been treated.

PPE required for early entry to treated areas that is permitted under the Worker Protection Standard and that involves contact with anything that has been treated, such as plants, soil, or water, is: coveralls over long-sleeved shirt and long pants, chemical-resistant gloves, chemical-resistant footwear plus socks, protective eyewear and chemical-resistant headgear for overhead exposure. Notify workers of the application by warning them orally and by posting warning signs at entrances to treated areas.

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STORAGE AND DISPOSAL

PROHIBITIONS: Do not contaminate water, food, or feed by storage or disposal. Open dumping is prohibited. Cover or incorporate spills.

STORAGE: Store pesticide products in a secure locked area where children, unauthorized persons and animals cannot enter. Do not store in the same area with food or feed. Do not store opened containers.

PESTICIDE DISPOSAL: Pesticide wastes are acutely hazardous. Improper disposal of excess pesticide, spray mixture, or rinsate is a violation of Federal law. If these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste representative at the nearest EPA Regional Office for guidance.

CONTAINER DISPOSAL: Return empty container to point of purchase.

**FORMULATED FOR
ACETO AGRICULTURAL CHEMICALS CORP.
ONE HOLLOW LANE, LAKE SUCCESS, NY 11402-1215**

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PHORATE 20 G
EPA REG. NO. 2749-XXXX
DIRECTIONS FOR USE

Crop	Pests Controlled	Rate PHORATE 20 G	Application	Remarks
BEANS At Planting	Mexican Bean Beetles	4¼ to 9 ozs. per 1000 ft. of row for any spacing (minimum 30-inch spacing)	Distribute the granules evenly in the row to the side of the seed at planting time and lightly incorporate into soil.	Do not graze or feed treated hay or forage to livestock.
	Leafhoppers, Aphids, Lygus Bugs, Thrips, Mites and Seedcorn Maggots	4¼ to 7 ozs. per 1000 ft. of row for any row spacing (minimum 30-inch spacing)	Do not place PHORATE 20 G granules in direct contact with the seed.	Do not apply later than 60 days before harvest. Do not make more than one application per crop season.
FIELD CORN AND SWEET CORN (excluding popcorn): Applications at Planting Time	Corn Rootworms, Mites, Seed Corn Beetle (Iowa and Illinois Only), Reduction of Wireworms (North Central and Southeastern States only)	8 ozs. per 1000 ft. of row for any row spacing (minimum 30-inch row spacing)	Place granules in a 7-inch band over the row directly behind the planter shoe in front of the press wheel and lightly incorporate.	Do not place PHORATE 20 G granules in direct contact with seed. Do not use in-furrow application. Do not make more than one application per crop season.
FIELD CORN AND SWEET CORN (excluding popcorn): Application at Cultivation	Corn Rootworms		Apply granules at time of cultivation in a band at base of plants just ahead of cultivator shovels so as to cover granules with soil. Apply in June as soon as Rootworm activity is observed.	Do not make any applications after cultivation treatment. Do not harvest, graze or cut forage within 30 days of last treatment. Do not make more than one application per crop season.
FIELD CORN (excluding sweet and popcorn): Application At Cultivation:	Chinch bug nymphs (Arkansas, Colorado, Kansas, Louisiana, Mississippi, Nebraska, Oklahoma, Tennessee, Texas)		Apply granules at time of cultivation in a band at base of plants just ahead of cultivator shovels so as to cover granules with soil. Apply as soon as chinch bugs are observed at base of plants. Granules must be placed at the infested regions of the plants and adequately covered with soil.	Do not make any applications after cultivation treatment. Do not harvest, graze or cut forage within 30 days of last treatment. Do not make more than one application per crop season.
COTTON: At Planting Time	Early season Thrips, Aphids, Mites & Leaf Miners Mites, Thrips, Aphids, Black Cutworms, Leafhoppers, White Flies and Leaf Miners.	3 ozs. per 1000 ft. of row for any row spacing (minimum 30-inch spacing or no more than 3.3 lbs./A.) 6 to 9 ozs. per 1000 ft. of row for any row spacing (minimum 36-inch spacing or no more than 8.2 lbs./A. 6 to 7.5 oz per 1000 ft. of row for 30-inch row spacing or no more than 8.2 lbs./A.	Distribute the granules evenly in the furrow at planting time. Soil temperature, moisture and tillth should be favorable for good germination and emergence. Distribute the granules evenly in the furrow at planting time. Soil temperature, moisture and tillth should be favorable for good germination and emergence. Under adverse conditions plant stand may be affected.	Suggested for areas where a limited period of protection against early season pests is necessary for good cotton growth. Use 2 lbs. PHORATE 20 G per acre for hill-dropped cotton. Do not feed treated hay or forage to livestock. Recommended for areas requiring an extended period of mite control as well as early season protection against other cotton pests. The higher rate is suggested for heavier soil. Do not feed treated hay or forage to livestock. Do not make more than one application per crop season.
COTTON: Side-Dressing (Irrigated cotton in California and Arizona only)	Mites from spring to early summer	9 to 12 ozs. per 1000 ft. of row for any row spacing (minimum 36-inch spacing or no more than 10.9 lbs./A.) 9 to 10 oz. per 1000 ft. of row for 30-inch row spacing or no more than 10.9 lbs./A.	Incorporate granules into soil as a side-dress application deep enough to avoid disturbance by future cultivations.	Irrigate as soon as possible after treatment. Do not apply later than 60 days before harvest. Do not feed treated hay or forage to livestock. Do not make more than one application per crop season.
PEANUTS: At Planting Time	Thrips, Leafhoppers	5 ozs. Per 1000 ft. of row for any row spacing (minimum 24-inch spacing)	Distribute the granules evenly in the furrow at planting time. For best results, plant peanuts when soil temperatures are favorable for establishing good peanut stands.	Do not graze or feed treated hay or forage to livestock. Wait 90 days after treatment before harvesting peanuts. Do not make more than one application per crop season.

POTATOES: At Planting	Aphids, Leafhoppers, Leaf Miners, Psyllids, Flea Beetle Larvae and reduction of Flea Beetle Adults.	LIGHT OR SANDY SOILS: 11½ ozs. per 1000 ft. of row for any row spacing (minimum 32-inch spacing) HEAVY OR CLAY SOILS: 17½ ozs. per 1000 ft. of row for any row spacing (minimum 32-inch spacing)	Distribute the granules evenly in the furrow or band on each side of the row at planting time and incorporate.	Wait 90 days after treatment before harvesting potatoes. Do not make more than one application per crop season.
	Colorado Potato Beetle (early season control)	HEAVY OR CLAY SOILS: 17½ ozs per 1000 ft. of row for any row spacing (minimum 32-inch spacing)		Do not use for Colorado potato beetle control on the DelMarva Peninsula Do not graze or feed treated hay or forage to livestock. Do not make more than one application per crop season.
SORGHUM: At Planting	Aphids (Greenbugs)	6 ozs. Per 1000 ft. of row for any row spacing (minimum 30-inch spacing)	Drill granules 2 inches to side and 1 inch below the seed at planting or apply as a 7-inch band over the row just prior to press wheel and lightly incorporate.	Do not place PHORATE 20 G granules in direct contact with seed. Do not make more than one application per crop season.
SORGHUM: At Cultivation	Chinch bug nymphs (Colorado, Kansas, Nebraska)		Apply granules to base of plants just ahead of cultivation shovels so as to cover granules with soil. Apply as soon as chinch bug nymphs are observed at base of plants. Granules must be placed at the infested region of the plants and adequately covered with soil.	Later infestation of chinch bugs may not be controlled. Do not feed foliage before grain harvest. Do not apply within 30 days of harvest. Do not make more than one application per crop season.
SOYBEANS: At Planting	For the early season control of Mexican bean beetle Leafhoppers Lygus bugs Seedcorn maggots Thrips Aphids mites	9 ozs. Per 1000 ft. of row for any row spacing (minimum 30-inch row spacing)	Drill granules to the side of the seed at planting time.	Do not place granules in direct contact with the seed. Do not feed the foliage of treated soybeans. Crop injury may result when preplant incorporated or preemergence applications of metribuzin herbicides or other soil-applied organophosphate pesticides are used in conjunction with this product.
	Seedcorn maggots		Distribute the granules evenly in the row to the side of the seed at planting time, or place granules in a 7" band over the row directly behind the planter shoe in front of the press wheel and lightly incorporate.	Do not make more than one application per crop season.
SUGAR BEETS: At Planting	Aphids, Beet Root Maggots, Leafhoppers, Mites, Leaf Miners	4½ ozs. per 1000 ft. of row for any row spacing (minimum 20-inches spacing) in your area.	Drill granules to the side of the seed OR place granules in a band over the seed and lightly incorporate.	Do not place PHORATE 20 G granules in direct contact with the seed. Do not apply within 30 days of harvest. Do not make more than one application per crop season.
SUGAR BEETS: Post-Emergence	Mites Aphids Beet root maggots	4 to 7½ lbs. per acre	Drill granules over the row towards the base of the plants. Lightly incorporate granules into the soil using tines, shovels or a rotary hoe.	Do not apply within 30 days of harvest. Do not broadcast. Do not make more than one application per crop season. Do not feed sugar beet tops or silage to dairy cattle. Consult your state experiment station or state extension service for proper timing of application.

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SUGAR CANE: Wireworms (Florida)	10½ lbs. per acre	Apply in a 10 to 12 inch band directly on the seed piece and surrounding soil in the open furrow immediately before covering with soil	Do not graze or feed treated hay or forage to livestock. Do not make more than one application per crop season.
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TYPICAL APPLICATION RATES FOR VARIOUS ROW SPACINGS
RATE oz./1,000 Ft of Row

	1.6 oz.	2 oz.	4 oz.	6 oz.	8 oz.	10 oz.	12 oz.	14 oz.	16 oz.	17.2 oz.
40"				4.9	6.5	8.2	9.8	11.4	13.1	14.1
38"				5.2	6.9	8.6	10.3	12.0	13.7	14.7
36"				5.4	7.3	9.1	10.9	12.7	14.5	15.6
34"				5.6	7.7	9.7	11.6	13.5	15.4	16.6
32"				6.1	8.2	10.2	12.3	14.3	16.3	17.5
30"				6.5	8.7	10.9	13.1	15.2	17.4	18.7
26"				7.1	9.5	11.8	14.2	16.6	18.9	
24"			5.4	8.2	10.9	13.6	16.3	19.1		
22"			5.9	8.9	11.9	14.9	17.9			
20"			6.5	9.8	13.1	16.3				
16"			8.2	12.3	16.3					
12"		5.4	10.9	16.3						
8"	6.5	8.2	16.3							
6"		10.9								

EQUIVALENT POUNDS PER ACRE

NOTICE

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 weather conditions, presence of other materials, or the manner of use or application, all of which are beyond the control of Aceto, the manufacturer or seller. In no case shall Aceto, the manufacturer or seller be liable for consequential, special or indirect damages resulting from the use or handling of this product. All such risks shall be assumed by the buyer.

Except as expressly provided herein, Aceto, the manufacturer or seller makes no warranties, guarantees, or representations of any kind, either express or implied, or by usage of trade, statutory or otherwise, with regard to the product sold, including, but not limited to, merchantability, fitness for a particular purpose, use or eligibility of the product for any particular trade usage. Buyer's or user's exclusive remedy, and Aceto's, the manufacturer's or seller's total liability, shall be for damages not exceeding the cost of the product.