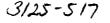
UNITED STATES ENVIRONMENTAL PROTECTION AGENCY







## UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D.C. 20460

**NOV** 1 1999

OFFICE OF PREVENTION, PESTICIDES AND TOXIC SUBSTANCES

P9 1/10

John S. Thornton, Director Product Registrations and Regulatory Affairs Bayer Corporation, Agriculture Division 8400 Hawthorn Road P.O. Box 4913 Kansas City, MO 64120-0013

Subject: Amendment - Label Revision/Alternate Brand Name . Rose, Shrub & Flower Care EPA Registration No. 3125-517 Your submission dated October 22, 1999

Dear Mr. Thornton:

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The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable subject to the comments listed below. Submit two copies of the finished labeling before you release the product for shipment. A stamped copy of the label is enclosed for your records.

Words or phrases implying that a product possesses unique characteristics because of its 1. composition are not acceptable. The alternate brand name, Bayer Advanced Garden 2-in-1 Systemic Azalea, Camellia & Rhododendron Care, must be modified by deleting the phrase "ADVANCED GARDEN" from the product name. Since there has been no change in the product formulation (CSF) since the initial registration, the phrase "ADVANCED GARDEN" is considered false and misleading and, as such, is not considered acceptable either as part of the product name or as a separate marketing claim. We note that our letter of May 19, 1999 regarding revised Consumer Labeling Initiative (CLI) labeling for this product required that the phrase "ADVANCED PROTECTION FORMULA" be deleted from the front panel of the proposed label. This statement is a comparative advertising claim relative to effectiveness and may be false or misleading in comparison with other products that don't include such a statement on their labels. According to 40 CFR 156.10(a)(5), no advertising claims may be false or misleading in any way. In addition, claims that are exaggerated or unsubstantiated can not be made on the label.

N2. Reinstate the statement "For Outdoor Residential Use Only," to the front, panel of the								
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DATE	11/1/99			*****************		******		

EPA Form 1320-1A (1/90)

Printed on Recycled Paper

OFFICIAL FILE COPY

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Since the labeling submitted with your October 22, 1999 letter is substantially similar to that approved on May 19, 1999, is in finished format and the above requested revisions do not raise risk concerns associated with the use of this product, we will allow you to use this labeling for a period not to exceed January 31, 2000. Products released for shipment after January 31, 2000 must bear labeling revised in accordance with this letter.

If you have any questions, please call Dr. William Sproat of my team at 703-308-8587.

Sincerely,

George T. LaRocca Product Manager 13 Insecticide Branch Registration Division (7505C)

Enclosure

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ACCEPTED with COMMENTS in EPA Letter Dated

NOV 1 \* 1999

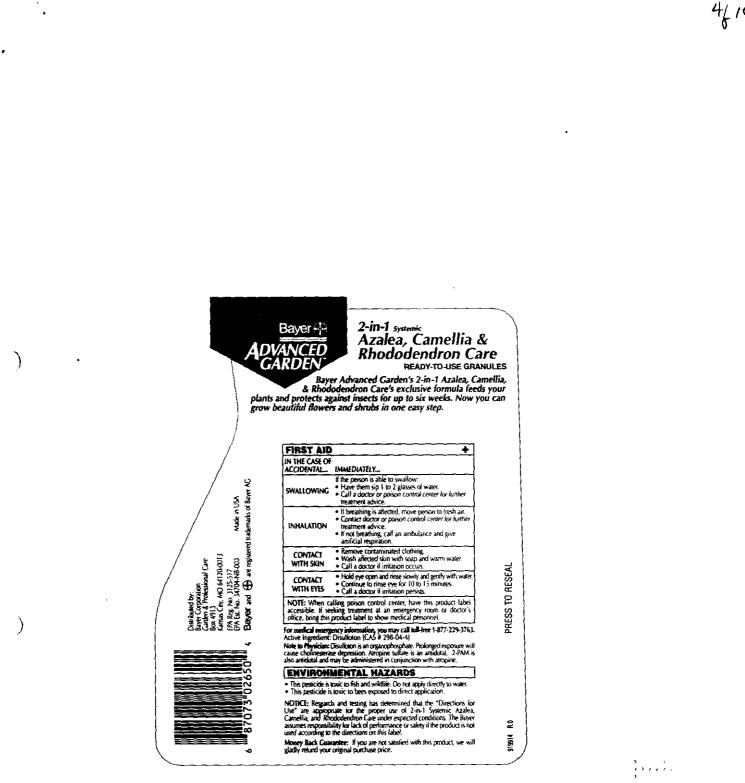
Under the Federal Insecticide. Fungicide, and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No.  $3(\lambda S - 517)$ 



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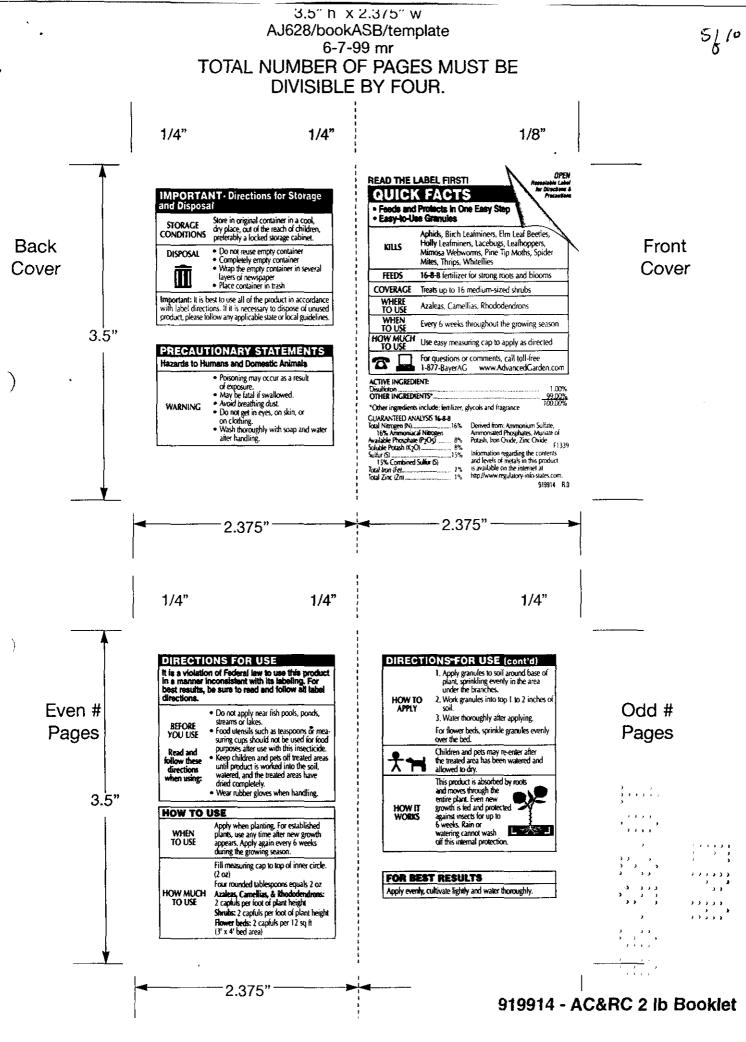


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John S. Thornton, Director Product Registrations and Regulatory Affairs Bayer Corporation, Agriculture Division 8400 Hawthorn Road P.O. Box 4913 Kansas City, MO 64120-0013

Subject:

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Amendment - Label Revision/Alternate Brand Name Rose, Shrub & Flower Care EPA Registration No. 3125-517 Your submission dated October 22, 1999

Dear Mr. Thornton:

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable subject to the comments listed below. Submit two copies of the finished labeling before you release the product for shipment. A stamped copy of the label is enclosed for your records.

1. Words or phrases implying that a product possesses unique characteristics because of its composition are not acceptable. The alternate brand name, Bayer Advanced Garden 2-in-1 Systemic Rose and Flower Care Ready-To-Use Granules, must be modified by deleting the phrase "ADVANCED GARDEN" from the product name. Since there has been no change in the product formulation (CSF) since the initial registration, the phrase "ADVANCED GARDEN" is considered false and misleading and, as such, is not considered acceptable either as part of the product name or as a separate marketing claim. We note that our letter of May 19, 1999 regarding revised Consumer Labeling Initiative (CLI) labeling for this product required that the phrase "ADVANCED PROTECTION FORMULA" be deleted from the front panel of the proposed label. This statement is a comparative advertising claim relative to effectiveness and may be false or misleading in comparison with other products that don't include such a statement on their labels. According to 40 CFR 156.10(a)(5), no advertising claims may be false or misleading in any way. In addition, claims that are exaggerated or unsubstantiated can not be made on the label.

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EPA Form 1320-1A (1/90)

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If you have any questions, please call Dr. William Sproat of my team at 703-308-8587.

Sincerel

George T. LaRocca Product Manager 13 Insecticide Branch Registration Division (7505C)

Enclosure

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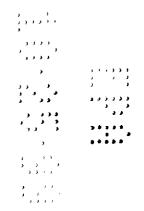


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Bayer & 2-in-1 systemic Rose & Flower Care READY-TO-USE GRANNLES Bayer Advanced Garder's 2-in-1 Systemic Rose & Flower Care's exclusive formula feeds your plants and protects against insects for up to six weeks. Now you can grow beautiful roses and flowers in one easy step.

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	IN THE CASE OF ACCIDENTAL	HAMEDIATELY			
arec A.C.	SWALLOWING	If the person is able to swallow: • Have them sip 1 to 2 glasses of water. • Call a doctor or poison control center for further treatment advice.			
al Care Rogol 3 ABG07 Hadde in USA ABG07 are ergistered trademarks of Bayer AG	INHALATION	<ul> <li>If breathing is affected, move person to fresh air.</li> <li>Contact doctor or poison control center for further treatment advice.</li> <li>if not breathing, call an ambulance and give artificial respiration.</li> </ul>			
egistered	CONTACT WITH SKIN	Remove contaminated cluthing,     Wash affected skin with soap and warm water,     Call a doctor if imitation occurs.	Ł		
2 TAT -	CONTACT WITH EYES	Hold eye open and rinse slowly and gently with water.     Continue to rinse eye for 10 to 15 minutes.     Call a doctor if imitation persists.	RESE		
Contraction of the contraction o	accessible. If set	alling poison control center, have this product label elong treatment at an emergency room or doctor's product label to show medical personnel.	PRESS TO RESEAU		
 ≥32525 	For medical emergency information, you may call tall-free 1-877-229-3763. Active ingredient: Disultionn (CAS ir 298-04-4) Note to Physician Disultion is an organophosphate. Prolonged exposure will cause cholinesterase depression. Atropine suitate is antiototal. 2:PAM is also antidotal and may be administered in computation with atopine.				
	ENVIRON	MENTAL HAZARDS			
oš	<ul> <li>This pesticide is t</li> <li>This pesticide is</li> </ul>	craic to fish and wildlife. Do not apply directly to water. Icraic to bees exposed to direct application.			
87073	Use" are appropria Care under excecta	h and testing has determined that the "Directions for are for the proper use of 2-in-1 Systemic Rose & Flower ed conditions. The Buyer assumes responsibility for lack safety if the product is not used according to the direc-	R0		
		antees. If you are not satisfied with this product, we will original purchase price.	116616		



919911 - R&FC 2 lb Base

