



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

November 21, 2016

Ms. Rebecca M. Horton, Agent  
Excel Marketing  
c/o Registrations by Design, Inc.  
P.O. Box 1019  
Salem, VA 24153

Subject: Label Amendment – Adding clarifying information about application rates  
Product Name: Excel Systemic Rose & Flower Care  
EPA Registration Number: 71376-1  
Application Date: November 14, 2016  
Decision Number: 523486

Dear Ms. Horton:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

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

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with FIFRA section 6. If you have any questions, please contact Eric Bohnenblust by phone at (703) 347-0426, or via email at [Bohnenblust.eric@epa.gov](mailto:Bohnenblust.eric@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read 'Richard Gebken', written in a cursive style.

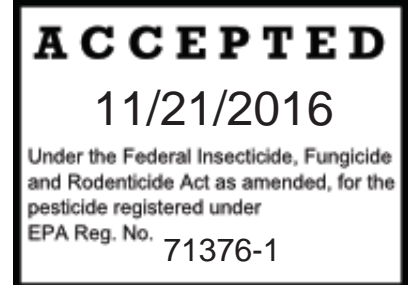
Richard Gebken  
Product Manager 10  
Invertebrate & Vertebrate Branch 2  
Office of Pesticide Programs

Enclosure

# Excel<sup>®</sup> Systemic Rose & Flower Care

[Additional Brand Name(s): Lilly Miller Ready to Use Systemic Rose & Flower Care]

**X-X-X**



**Optional Marketing Statements**

Ready-to-Use

No Mixing

Insecticide & Plant Food [Fertilizer]

[Feeds plants and provides] 6 Week Protection

For Roses, Flowers and Shrubs

Absorbs through the roots to protect from the inside out

Kills both chewing and sucking insects as listed: Aphids, Lace Bugs, Leafhoppers, Cuban Laurel

Thrips, Leafminers, Leaf Beetles, Leaf tiers, Root Weevils and Worms

Won't wash off with rain or sprinklers

**ACTIVE INGREDIENT:**

Acephate (CAS No. 30560-19-1)..... 1.5%

**OTHER INGREDIENTS:** ..... 98.5%

**TOTAL:** ..... 100.00%

**KEEP OUT OF REACH OF CHILDREN  
CAUTION**

(See back/side/other panel(s) for additional Precautionary Statements and First Aid)

**NET WT 4, 5 LB (1.8, 2.27 kg)**

**Excel® Systemic Rose & Flower Care** contains an effective systemic insecticide that provides up to 6 weeks control of Aphids, Lace Bugs, Leafhoppers, Cuban Laurel Thrips, Leafminers, Leaf Beetles, Leaf-tiers and Worms.

**Excel® Systemic Rose & Flower Care's** combination of fertilizer and systemic insecticide helps plants grow strong and vigorously, and prevents damage caused by the destructive insects listed on this label. *Systemic* means that the plant actually absorbs the insecticide through its root system and then moves it internally through the sap stream into its branches, leaves, blossoms and new growth.

**Excel® Systemic Rose & Flower Care** protects against insects for 6 weeks. It cannot be washed by rain or sprinkling, since the protection is internal. This systemic action protects all plant surfaces, including undersides of leaves and blossoms. New growth is also fully protected.

**Excel® Systemic Rose & Flower Care** kills the following insects on roses, flowers and shrubs:

Aphids (plant lice)	Cuban Laurel Thrips*	Leafhoppers
Lace Bugs	Holly Leafminers	Birch Leafminers
Maple Shoot Moth	Elm Leaf Beetle	Willow Leaf Beetle
Obscure Root Weevil**		

\*\*on azalea and rhododendron

\*on ficus

## DIRECTIONS FOR USE

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

**USE RESTRICTIONS: For outdoor use around the home only.** Do not allow people or pets to enter treatment area until dusts have settled. Do not apply this product in a way that will contact people or pets. Do not apply to plants used for food or feed. Do not apply to ornamentals that are planted directly beneath food producing trees such as fruit or nut bearing trees. Do not apply to lawns.

### Storage & Disposal

**Storage:** Keep in original container. Store in a cool, dry, preferably locked area away from children and pets.

**Disposal:** *If empty* – Do not reuse this container. Place in trash or offer for recycling if available. *If partly filled* – Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

<b>PRODUCT USAGE</b>	
<b>Kills</b>	Aphids, Lace Bugs, Leaf Beetles, Leafhoppers, Leafminers, Worms, and other listed insects.
<b>Feeds</b>	X-X-X Fertilizer
<b>Use on</b>	Roses, Flowers, Shrubs & Ornamentals including ageratum, aster, azalea, birch, cherry laurel, chrysanthemum, crape myrtle, Cuban laurel (figus), dahlia, elm, holly, maple, marigold, petunia, photinia, pyracantha, salvia, spirea, snapdragon, sycamore, viburnum, willow, yaupon, zinnia
<b>Amount to Use</b>	<p><b>Established Roses:</b>                    ½ cup (5 oz.) per 9 sq. ft. (3' x 3')</p> <p><b>Flowers:</b>                                    ⅔ lb. per 25 sq. ft. (5' x 5')</p> <p><b>Shrubs &amp; Ornamentals:</b>            ⅔ cup (6½ oz.) for each foot of plant height.</p>
<b>When to Use</b>	When plants have about 1 inch of new growth in the spring. Reapply every 6 weeks through the summer.
<b>How to Use</b>	<p><b>Established Roses:</b> Work into the top 1-2 inches of the soil, taking care not to disturb plant roots. Water thoroughly. Do not apply to newly planted roses until they have become well established (planted in the ground for 3 months).</p> <p><b>Flower Beds:</b> Work into the top 1-2 inches of the soil. Plant seed or set plants and water thoroughly. Do not apply additional fertilizer for 6 weeks. Do not get on foliage when foliage is wet.</p> <p><b>Ornamental Shrubs &amp; Trees</b> (under 12 ft. tall): Distribute evenly from the base to the dripline of all sides of the plant. Work into the top 1-2 inches of the soil and water in thoroughly.</p>

### **PRECAUTIONARY STATEMENTS**

#### **Hazards to Humans and Domestic Animals**

**CAUTION:** Harmful if swallowed or absorbed through the skin. Causes moderate eye irritation. Avoid contact with skin, eyes or clothing. When handling this product or mixing into the soil as directed, wear long pants and long-sleeved shirt, socks, shoes and gloves. Wash the outside of gloves with soap and water before removing. Remove and wash contaminated clothing before reuse.

#### **USER SAFETY RECOMMENDATIONS**

Users should wash hands before eating, drinking, chewing gum, using tobacco, or using the toilet. Users should remove clothing immediately if pesticide gets inside. Then wash thoroughly and put on clean clothing.

#### **Environmental Hazards**

Do not apply directly to water. Do not contaminate water by cleaning of equipment washwaters or rinsate.

## **FIRST AID**

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact x-xxx-xxx-xxxx [the National Pesticide Information Center at 1-800-858-7378] for emergency medical treatment information.

**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 the poison control center or doctor. 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 center or doctor for treatment advice.

**If inhaled:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible. Call a poison control center or doctor for further 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 five 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

**NOTE TO PHYSICIAN:** Contains an organophosphate that inhibits cholinesterase. If symptoms of cholinesterase inhibition are present, atropine sulfate by injection is antidotal. 2-PAM is also antidotal and may be administered in conjunction with atropine.

**NOTICE:** To the extent consistent with applicable law, seller makes no warranty, expressed or implied, concerning the use of this product other than indicated on the label. To the extent consistent with applicable law, buyer assumes all risk of use and/or handling of this material when use and/or handling is contrary to label instructions.

Optional:

? 1-888-648-9855

+ 1-800-424-9300

Guaranteed by  
**Excel Marketing**  
1340 Treat Blvd., Suite 650  
Walnut Creek, CA 94597

[Fertilizer guarantee/claims:]

<b>GUARANTEED ANALYSIS .....</b>	<b>X-X-X</b>
Total Nitrogen (N).....	x.xx%
x.xx% Ammoniacal Nitrogen	
x.xx% Nitrate Nitrogen	
x.xx% Urea Nitrogen (and/or Other Water Soluble Nitrogen)	
x.xx% Water Insoluble Nitrogen*	
Available Phosphate (P <sub>2</sub> O <sub>5</sub> ) .....	x.xx%
Soluble Potash (K <sub>2</sub> O) .....	x.xx%
Calcium (Ca) .....	x.xx%
Magnesium (Mg).....	x.xx%
x.xx% Water Soluble Magnesium (Mg)	
Sulfur (S).....	x.xx%
x.xx% Combined Sulfur (S)	
Boron (B) .....	x.xx%
Total Iron (Fe).....	x.xx%
x.xx% Water Soluble Iron (Fe)	
Total Manganese (Mn).....	x.xx%
x.xx% Water Soluble Manganese (Mn)	
Molybdenum (Mo).....	x.xxx%
Total Zinc (Zn).....	x.xx%
x.xx% Water Soluble Zinc (Zn)	

Derived from .....

\*x.xx% slowly available nitrogen from ...

Information concerning the raw materials composing this product can be obtained by writing to the Guarantor listed on this label, and referring to the batch number found on this container.

Information regarding the contents and levels of metals in the fertilizer portion of this product is available on the internet at <http://www.aapfco.org/metals.html>

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