



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510C)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

EPA Reg.

Date of Issuance:

Number:

74849-3

July 2, 2008

Term of Issuance:

Unconditional

Name of Pesticide Product:

Ultima Platinum Plus

NOTICE OF PESTICIDE:

☒ Registration
☐ Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Advantis Technologies, Inc.
W175 N1163 Stonewood Dr. Ste 234
Germantown, WI 53022

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 (OPP Decision No. 391240) 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 under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.

2. Make the labeling changes listed below before you release the product for shipment:

a. Revise the "EPA Registration Number to read, "EPA Reg. No. 74849-3".

Signature of Approving Official:

Date:

JUL - 2 2008

Product Manager Team-
Regulatory Management Branch
Antimicrobials Division (7510P)

EPA Form 8570-6

CONCURRENCES

YMBOL	7510P	7510P						
JRNAME	EK Borg	E. Mink						
ATE	7/2/08	7/2/08						

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b. On page one (1) of the product label, revise the First Aid Statement sections in this order: If In Eyes, If Swallowed, If Inhaled, If On Skin or Clothing.

c. On page two (2) of the product label, bold and capitalize the heading "Environmental Hazards;" separate it from the "Physical or Chemical Hazards" section.

d. On page two (2) of the product label, revise the phrase "Sanitized with bromine" to read "Sanitize with bromine".

e. On page three (3) of the product label, the following marketing statements must be removed: "Softens skin" and "Gentle on hair and eyes". These statements are not FIFRA claims and do not belong on an EPA label.

Submit three (3) copies of your final printed labeling before distributing or selling the product bearing the revised labeling.

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.

Sincerely,

Emily H. Mitchell
Product Manager (32)
Regulatory Management Branch
Antimicrobials Division (7510P)

Enclosure: (Stamped Label)

CONCURRENCES							
YMBOL							
URNAME							
ATE							

ULTIMAACCEPTED
with COMMENTS
EPA Letter Dated:

JUL - 2 2008

PLATINUM PLUSUnder the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 74849-3**ACTIVE INGREDIENT:**

Sodium Tetraborate Pentahydrate 100%

KEEP OUT OF REACH OF CHILDREN**WARNING****PRECAUTIONARY STATEMENTS****HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

WARNING: Causes substantial but temporary eye injury. Harmful if swallowed. Do not get in eyes or on clothing. Wear goggles or face shield (safety goggles). Wash hands before eating, drinking, chewing gum, using tobacco or using the toilet. Remove contaminated clothing and wash clothing before reuse.

FIRST AID

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.

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 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 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.

NOTE TO PHYSICIAN: Probable mucosal damage may contraindicate the use of gastric lavage. Have the product container or label with you when calling a poison control center or doctor or going for treatment. You may also contact 1-800-222-1222 for emergency medical treatment.

See other precautions and first aid on back panel.

NET WT. ____ LB. (kg)

EPA Reg. No. 74849-

EPA Est. No. 42291-GA-1

PHYSICAL OR CHEMICAL HAZARDS: Do not mix with other chemicals. Do not add through skimmer. Do not add to any dispensing device.
ENVIRONMENTAL HAZARDS: Keep out of lakes, ponds or streams. Do not contaminate water by cleaning of equipment or disposal of wastes.

DIRECTIONS FOR USE:

It is a violation of federal law to use this product in a manner inconsistent with its labeling.
Read entire label and use strictly in accordance with precautionary statements and directions.

FOR INITIAL APPLICATION IN POOLS:

Sanitize with bromine, chlorine and biguanide (PHMB), backwash and clean filter. Balance your pool water and adjust pH between 7.2 - 7.6. Add 2 lbs of this product per 1,000 gallons of pool water by broadcasting the product over the surface of the pool with the pump running. This initial treatment should be added in three doses with one third of the required amount being added with each application. Brush any undissolved product from the bottom of the pool. The pH of the water will rise as a normal reaction to the introduction of this product. One hour after each application, adjust the pH to 7.2 - 7.6 with pH decreaser according to label directions. Allow at least 8 hours between the applications of this product. Do not add additional products until the pH is between 7.2 - 7.6 (NOTE: For every 2 lbs of this product, approximately 1 lb of pH decreaser will be required for pH adjustment). Within 10 days, take a water sample to your dealer to test for water balance and to determine if an adequate amount of this product has been added.

FOR MAINTENANCE APPLICATION AND WINTERIZING:


This product is stable in pool water and not degraded by sunlight. The primary loss of product is through splash-out, backwashing and dilution from heavy rains. Therefore, once the initial application is made, minor and infrequent additions would be all that is required unless a substantial amount of water is drained from the pool. Avoid contamination of food or feed.

STORAGE AND DISPOSAL: Do not contaminate water, food or feed by storage or disposal. Keep this product dry in original tightly closed container until use. Store in a cool, dry, well ventilated area away from heat or open flame. Do not reuse container, but place in trash collection. Rinse thoroughly before discarding in trash. Do not store where children or animals may gain access.

UltimaPool.com
Advantis Technologies, Inc.
1400 Bluegrass Lakes Pkwy.
Alpharetta, GA 30004

Master Label
Ultima Platinum Plus
74849-xx

MARKETING CLAIMS

- PLATINUM PLUS is a multi-function formula
- Conditions, clarifies and clears pool water
- special formulation prevents algae
- creates crystal clear water
- 
- Safe for all pool surfaces
- Compatible with all sanitizing systems
- Only apply once a year (only at spring opening)
- Granular formula dissolves quickly
- Clears water and makes it sparkle
- Conditions water and gives it a softer, gentler feel
- Clarifies by inhibiting algae growth
- Compatible with all sanitizing systems
- Reduces sanitizer consumption
- Not affected by UV or evaporation
- Helps maintain water balance
- Buffers total alkalinity
- Helps maintain stable pH

Sizes

2 lb. Item # 26281
8 lb. Item # 26282
40 lb. Item # 26283