

74849-3

8/18/2009

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

AUG 18 2009

Marianne Radtke
Advantis Technologies
W175 N11163 Stonewood Drive
Suite 234
Germantown, WI. 53022-4799

RE: Label Amendment Dated May 21, 2009
Product Name: Utima Platinum Plus
EPA Registration Number: 74849-3

Dear Ms. Radtke:

The Agency has reviewed your submission in accordance with continuing registration under the Federal Insecticide Fungicide and Rodenticide Act (FIFRA), as amended, and determined the action acceptable.

In summary, your request to update the Storage and Disposal instructions in accordance with PR Notice 2007-4 and to add optional marketing and advisory statements and a symbol is acceptable. A copy of your stamped label is enclosed.

If you have questions concerning this letter, please contact Tom Luminello by telephone, (703) 308-8075, or by e-mail at luminello.tom@epa.gov.

Sincerely,

Emily Mitchell
Emily H. Mitchell

Product Manager 32
Antimicrobials Division (7510-P)

Enclosure

MASTER LABEL

[All text in brackets [AAA] is optional and may/may not be included on final label]

{All text in braces {AAA} is for information purposes and will not appear on final label}

ULTIMA Platinum Plus

ACTIVE INGREDIENT: Sodium Tetraborate Pentahydrate 100%

**KEEP OUT OF REACH OF CHILDREN
WARNING****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 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 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.

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. IN CASE OF EMERGENCY CALL 1-800-654-6911.

{[See[side][back] panel for additional precautionary statements [and/ or First Aid Statements].}

EPA Reg. No. 74849-3

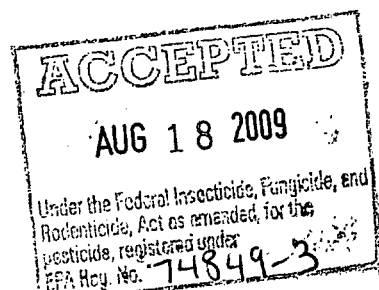
EPA Est. No. 42291-GA-1

Net contents: _____ lbs.

PRECAUTIONARY STATEMENTS**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

WARNING: Causes substantial but temporary eye injury. Harmful if swallowed.

- Do not get in eyes, on skin or on clothing. Wear goggles, face shield or safety glasses and rubber gloves. For additional protection of skin, wear long sleeves and long pants and shoes with socks.
- Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.
- Remove contaminated clothing and wash clothing before reuse.
- Open in a well ventilated area. Avoid breathing dust and fumes.



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MASTER LABEL

- **PHYSICAL OR CHEMICAL HAZARDS:** Do not mix with other chemicals. Do not add through skimmer. Do not add to any dispensing device.
- {This statement will appear on Pool use labels only.} Avoid contact with strong reducing agents.

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 or 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 a pH decreaser (brand name) according to the 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 is 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, only minor and infrequent additions will be required unless a substantial amount of water is drained from the pool. Avoid contamination of food or feed. **[Brand name] levels should be tested once a month and maintained at a level of 30-50 ppm.**

STORAGE & DISPOSAL:

{Nonrefillable container - household/residential use}

[Keep this product dry in its tightly closed container when not in use. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame. Nonrefillable container. Do not reuse or refill this container. Rinse empty container thoroughly with water to dissolve all material prior to disposal. Offer for recycling if available. Do not contaminate food or feed by storage or disposal or cleaning of equipment.]

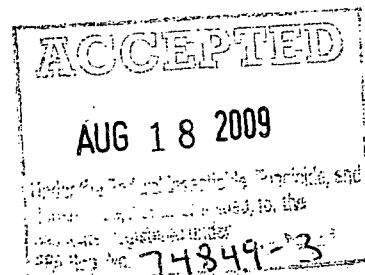
{Nonrefillable container - non-household/residential use}

[Keep this product dry in its tightly closed container when not in use. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame. Do not contaminate food or feed by storage or disposal or cleaning of equipment. Nonrefillable container. Do not reuse this container. Offer for recycling if available. Rinse empty container thoroughly with water to dissolve all material prior to disposal.]

{Optional – for use on residential use swimming pool and spa products.}

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



MASTER LABEL

Ultima® is a registered trademark of Arch Chemicals, Inc.

{OPTIONAL MARKETING CLAIMS}

- PLATINUM PLUS [brand name] 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 or end of season)
- Ideal for closing pools
- 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
- Clarifies water by improving filtration
- Conditions water making it feel better
- Conditions water making it feel softer (currently on label)
- Controls algae growth

