

74849-3

8/30/2012

1/8



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON D C 20460

August 30, 2012

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Leigh Ann Richardson
Regulatory Supervisor
Advantis Technologies-Lonza
5660 New Northside Dr , Suite 1100
Atlanta, GA 30328

Subject Ultima Platinum Plus
 EPA Reg # 74849-3
 Notification Date July 31, 2012
 Receipt Date August 3, 2012

Dear Ms Richardson

This acknowledges the receipt of your notification, submitted under the provision of PR Notice 98-10 and FIFRA section 3(c)9

Proposed Notification

To correct minor spelling errors, move First Aid Statement from front panel by adding referral statement, add "Multi-Action" claim, and posting of revise website for "Ultima Platinum Plus" (EPA Reg#74849-3) product label Submitted label dated 7/31/12 and pin punch 8/03/12

General Comment

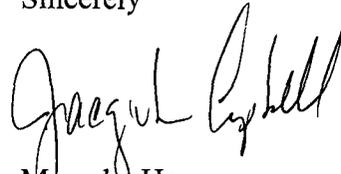
Based on the review of the material submitted, the Notification application is acceptable

On page 1 of the current label, it was noted website addition www UltimaPoolSpa.com If you wish to retain a reference to the company's website on your label, then please be aware that such a reference transforms the website into labeling under the Federal Insecticide Fungicide and Rodenticide Act sec 2 (p) (2) and then the website is subject to review by the Agency If the website content is false or misleading, the product would be misbranded and its sale or distribution unlawful to sell or distribute under FIFRA section 12(a)(1)(E) 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 Although EPA has not yet determined the extent to which it will routinely review company websites, if the Agency finds or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from claims approved through the registration process, the website may be referred to the EPA's Office of Enforcement and Compliance Assurance

This notification and this letter have been inserted in your file for future reference

If you have further question on this letter, please contact David Liem at 703-305-1284 or by email at liem.david@epa.gov

Sincerely



Monisha Harris
Product Manager (32)
Regulatory Management Branch II
Antimicrobials Division (7510P)

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<p>EPA Environmental Protection Agency Washington DC 20460</p>	Unit <input type="checkbox"/> Registratic ates <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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Application for Pesticide - Section I

1 Company/Product Number 74849 3	2 EPA Product Manager Monisha Harris	3 Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4 Company/Product (Name) Ultima Platinum Plus	PM# 32	
5 Name and Address of Applicant (Include ZIP Code) Advantis Technologies- now owned by Lonza 5660 New Northside Dr NW Suite 1100 Atlanta GA 30328 <input type="checkbox"/> Check if this is a new address		6 Expedited Review In accordance with FIFRA Section 3(c)(3)(b)(I) my product is similar or identical in composition and labeling to EPA Reg No Product Name

Section - II

<input type="checkbox"/> Amendment Explain below	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> Me Too Application
<input checked="" type="checkbox"/> Notification Explain below	<input type="checkbox"/> Other Explain below

Explanation Use additional page(s) if necessary (For Section I and Section II)

Not Subject to PRIA

Label Notification for the addition of marketing claims and other minor label changes Refer to cover letter for details

This notification is consistent with the provisions of PR-Notice 98 10 and EPA regulations at 40 CFR 152 46 and no other changes have been made to the labeling or the confidential statement of formula of this product I understand that it is a violation of 18 U S C Sec 1001 to willfully make any false statement to EPA I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152 46 this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA

Signature Leigh Ann Richardson Date 7/31/12

Section - III

1 Material This Product Will Be Packaged In				2 Type of Container	
Child Resistant Packaging <input checked="" type="checkbox"/> Yes* <input type="checkbox"/> No *Certification must be submitted	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
	If Yes Unit Packaging wgt	No per container	If Yes Package wgt	No per container	
3 Location of Net Contents Information <input checked="" type="checkbox"/> Label <input checked="" type="checkbox"/> Container	4 Size(s) Retail Container various		5 Location of Label Directions <input checked="" type="checkbox"/> On Label <input checked="" type="checkbox"/> On labeling accompanying product		
6 Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Other <input checked="" type="checkbox"/> Paper glued <input checked="" type="checkbox"/> Stenciled					

Section - IV

1 Contact Point (Complete items directly below for identification of individual to be contacted if necessary to process this application)		
Name Leigh Ann Richardson	Title Regulatory Supervisor	Telephone No (Include Area Code) 678-627-2126
Certification I certify that the statements I have made on this form and all attachments thereto are true accurate and complete I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law		6 Date Application Received (Stamped)
2 Signature <u>Leigh Ann Richardson</u>	3 Title Regulatory Supervisor	
4 Typed Name Leigh Ann Richardson	5 Date <u>7/31/12</u>	

Via Fed Ex

Ms Monisha Harris PM 32
Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U S Environmental Protection Agency
Room S 4900 One Potomac Yard
2777 South Crystal Drive
Arlington VA 22202 4501

Advantis Technologies
5660 New Northside Drive
Suite 1100
Atlanta GA 30328
USA

Leigh Ann Richardson
Lonza Microbial Control
Regulatory Services

Tel 678 627 2126
Fax 678 627-2081
LeighAnn.Richardson@Lonza.com

July 31 2012

**SUBJECT Ultima Platinum Plus EPA Reg No 74849 3
Application for Label Notification**

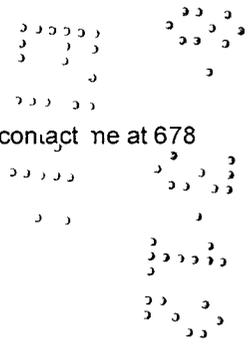
Dear Ms Harris

I am submitting an application to make the following changes to the above named product label

- 1 Add Note to reviewer' to the top of page 1
- 2 On page 1 change the reference statement to Read all precautionary statements and first aid statements on [left] [right] [back] [side] panel before use
- 3 Added Sold by revised the website and added a customer care number on page 1
- 4 Moved the First Aid to page 2
- 5 On page 2 added a hyphen to well ventilated
- 6 On page 4 added the optional marketing claim Multi Action

Please find enclosed the following documents in support of this notification

- Application for Pesticide (8570 1)
- Certification with Respect to Label Integrity
- 1 copy of the proposed label with changes highlighted
- 1 CD with proposed label



If you have any questions or need any additional information please feel free to contact me at 678 627 2126

Sincerely
Advantis Technologies

Leigh Ann Richardson
Regulatory Supervisor

Note to reviewer

[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

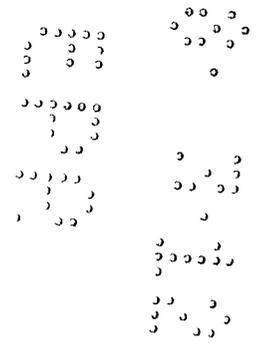
Read all Precautionary Statements and First Aid on [side][back][right][left] before use

EPA Reg No 74849-3
EPA Est No xxxx-yy-zz
Net contents _____ lbs

Sold by
Advantis Technologies
1400 Bluegrass Lakes Pkwy
Alpharetta GA 30004

NOTIFICATION
Date Reviewed 8/30/12
Reviewed By [Signature]

Ultima® is a registered trademark of Arch Chemicals Inc
Visit UltimaPoolSpa.com
Customer Care 1-800-455-4311



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

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

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

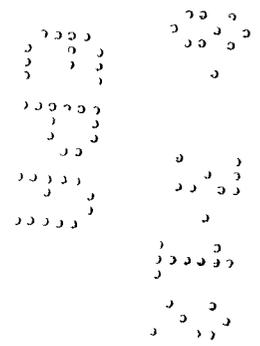
- Do not get in eyes, on skin or on clothing. Wear goggles, face shield or safety glasses and rubber gloves. For additional protection of skin, wear long sleeves and long pants and shoes with socks.
- Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco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

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 decriaser (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 decriaser 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

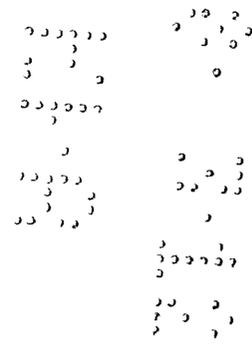
STORAGE & DISPOSAL

{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 }



{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
- Controls algae growth
- Multi-Action

