



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

March 12, 2019

Prachi Pandya  
Federal Regulatory Affairs Associate  
SBM Life Science Corp.  
1001 Winstead Dr., Suite 500  
Cary, NC 27513

Subject: Notification per PRN 98-10 – Add ABN, label claims, company internet address, etc.  
Product Name: Imidacloprid 0.012% + Beta-cyfluthrin 0.0015% Ready-to-Use  
Insecticide  
EPA Registration Number: 92564-11  
Application Date: 2/9/2018  
Decision Number: 538460

Dear Ms. Pandya:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

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.

If you have any questions, please contact Jacquelyn Herrick by phone at 703-347-0559, or via email at [herrick.jacquelyn@epa.gov](mailto:herrick.jacquelyn@epa.gov).

Sincerely,

A handwritten signature in black ink that reads "J. Herrick for".

Venus Eagle, Product Manager 01  
Invertebrate & Vertebrate Branch 3  
Registration Division (7505P)  
Office of Pesticide Programs

[FRONT PANEL]

# Imidacloprid 0.012% +Beta-cyfluthrin 0.0015% Ready-to-Use Insecticide

**(ABN) BioAdvanced® Dual Action Rose & Flower Insect Killer;  
BioAdvanced® Science-Based Solutions Dual Action Rose & Flower  
Insect Killer; Bayer Advanced Dual Action Rose & Flower Insect Killer;  
Bianova Advanced™ Dual Action Rose & Flower Insect Killer;  
Fortifend Advanced™ Dual Action Rose & Flower Insect Killer**

## KILLS LISTED INSECTS

For use on: Flowers, Roses, Shrubs

- Just one application kills listed insects
- Protects up to 30 days
- Rainproof Within 1 Hour of Application
- **For use on Houseplants**
- Long-Lasting Protection
- Fast Acting Formula
- 2 way [action] Formula<sup>‡</sup>
- Powerful Fast Acting [2-Way] Formula<sup>‡</sup>
- Kills Stink Bugs (including Brown Marmorated Stink Bugs and Kudzu Bugs)
- Kills listed [\*] insects through contact
- Imidacloprid 0.012% +Beta-cyfluthrin 0.0015% Ready to Use Insecticide [or other EPA-accepted alternate brand name for that product] is an effective insecticide designed to kill listed insect pests on:
  - Flowers
  - Roses
  - Houseplants
  - Ground covers
  - Shrubs

## NOTIFICATION

92564-11

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

03/12/2019

Marketing Claim for Brand Name Change:

New Name. Same Great Results.

New Name. Same Familiar Formula.

New Name. Same Performance.

<sup>‡</sup>contains both contact and systemic insecticides

\*listed insects [Note to PM: The word "listed" can appear as a footnote on the same page as the claim].

## ACTIVE INGREDIENTS:

Beta-cyfluthrin:.....0.0015 %

Imidacloprid: .....0.0120 %

**OTHER INGREDIENTS:**..... 99.9865 %

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

Net Contents: 24 fl. oz., 1 Gal., and 1.3 Gal.

**STOP - Read This Entire Label Before Use**

# KEEP OUT OF REACH OF CHILDREN

## CAUTION

### FOR RESIDENTIAL USE ONLY


See back panel booklet for First Aid and Additional Precautionary Statements [and Directions for Use]

Not for sale, sale into, distribution and or use Nassau, Suffolk, Kings, and Queens counties of New York.

#### [BACK PANEL]

This product provides up to 30 days protection with a single application. Now keeping your roses and flowers free of listed pests has never been easier.

**[Read the Label First!]**

<b>QUICK FACTS</b>																																									
Kills Listed Insects through Contact Keeps on Killing for Up to 30 Days Ready to Use -- No Mixing, No Measuring Kills Stink Bugs (including Brown Marmorated Stink Bugs and Kudzu Bugs) [Choose from optional marketing claims list]																																									
<b>KILLS</b>	(ART: Aphid, Japanese Beetle (adult)) <table><tbody><tr><td>Adelgids</td><td>Fungus gnats</td><td>Mealybugs</td><td>Rose Slugs</td></tr><tr><td>Aphids</td><td>Grasshoppers</td><td>Midges</td><td>Sawflies (Sawfly Larvae)</td></tr><tr><td>Bagworms</td><td>Gypsy moth larvae</td><td>Pillbugs</td><td>Scale insects (crawler stages)</td></tr><tr><td>Boxelder bugs</td><td>Japanese beetles (adult)</td><td>Pine Shoot moths</td><td>Sowbugs</td></tr><tr><td>Caterpillars</td><td>Lace bugs</td><td>Pine Tip moths</td><td>Spittlebugs</td></tr><tr><td>Clover mites</td><td>Leaf-feeding beetles</td><td>Plant bugs</td><td>Stink Bugs (including Brown Marmorated Stink Bugs and Kudzu Bugs)</td></tr><tr><td>Crickets</td><td>Leaf-feeding caterpillars</td><td>Psyllids</td><td>Thrips</td></tr><tr><td>Earwigs</td><td>Leafhoppers (including Glassy-Winged Sharpshooter)</td><td>Rose Midges</td><td>Webworms</td></tr><tr><td>Elm leaf beetles</td><td>Leafminers</td><td></td><td>Weevils (including root weevils)</td></tr><tr><td></td><td></td><td></td><td>Whiteflies</td></tr></tbody></table>	Adelgids	Fungus gnats	Mealybugs	Rose Slugs	Aphids	Grasshoppers	Midges	Sawflies (Sawfly Larvae)	Bagworms	Gypsy moth larvae	Pillbugs	Scale insects (crawler stages)	Boxelder bugs	Japanese beetles (adult)	Pine Shoot moths	Sowbugs	Caterpillars	Lace bugs	Pine Tip moths	Spittlebugs	Clover mites	Leaf-feeding beetles	Plant bugs	Stink Bugs (including Brown Marmorated Stink Bugs and Kudzu Bugs)	Crickets	Leaf-feeding caterpillars	Psyllids	Thrips	Earwigs	Leafhoppers (including Glassy-Winged Sharpshooter)	Rose Midges	Webworms	Elm leaf beetles	Leafminers		Weevils (including root weevils)				Whiteflies
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<b>COVERAGE</b>	Treats up to 34 medium-sized plants																																								
<b>WHERE TO USE</b>	Flowers, roses, and shrubs <b>Not for use on Lawns</b>																																								
<b>WHEN TO USE</b>	When insects or damage first appear																																								
	For questions or comments, call toll-free (1-877-229-3724) or visit our website at <a href="http://www.bianovaadvanced.com">www.bianovaadvanced.com</a> <a href="http://www.BioAdvanced.com">www.BioAdvanced.com</a> <a href="http://www.bioadvancedsciencebasedsolutions.com">www.bioadvancedsciencebasedsolutions.com</a> <a href="http://www.fortifendadvanced.com">www.fortifendadvanced.com</a>																																								

## + FIRST AID

<b>If swallowed:</b>	<ul style="list-style-type: none"><li>• Call a poison control center or doctor immediately for treatment advice.</li><li>• Have person sip a glass of water if able to swallow.</li><li>• Do not induce vomiting unless told to by a poison control center or doctor.</li><li>• Do not give anything by mouth to an unconscious person.</li></ul>
<b>If in eyes:</b>	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15 to 20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eyes.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
<b>If inhaled:</b>	<ul style="list-style-type: none"><li>• Move person to fresh air.</li><li>• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouthy-to-mouth if possible.</li><li>• Call a poison control center or doctor for further treatment advice</li></ul>
<b>If on skin or clothing:</b>	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li><li>• Call poison control center or doctor for treatment advice.</li></ul>

Have the product container or label with you when calling a poison control center or doctor or going for treatment. You may also contact 1-877-229-3763 for emergency medical treatment information.

Active Ingredients: 0.0015% Beta-cyfluthrin [CAS # 68359-37-5], 0.012% Imidacloprid [CAS # 138261-41-3]

## PRECAUTIONARY STATEMENTS

### HAZARDS TO HUMANS AND DOMESTIC ANIMALS

#### CAUTION

- Harmful if swallowed.
- Harmful if absorbed through skin.
- Harmful if inhaled.
- Causes moderate eye irritation.
- Avoid contact with eyes, skin, or clothing.
- Avoid breathing spray mist.
- Wash hands before eating, drinking, chewing gum, using tobacco, or using the toilet.

### ENVIRONMENTAL HAZARDS

This pesticide is highly toxic to aquatic invertebrates and fish. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters, or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area.

This pesticide is highly toxic to bees. Do not apply this product when bees are foraging.

## PROTECTION OF POLLINATORS



**APPLICATION RESTRICTIONS EXIST FOR THIS PRODUCT** BECAUSE OF RISK TO BEES AND OTHER INSECT POLLINATORS. FOLLOW APPLICATION RESTRICTIONS FOUND IN THE DIRECTIONS FOR USE TO PROTECT POLLINATORS.

**This product can kill bees and other insect pollinators.**

Bees and other insect pollinators will forage on plants when they flower, shed pollen, or produce nectar.

*Bees and other insect pollinators can be exposed to this pesticide from:*

- Direct contact during foliar applications, or contact with residues on plant surfaces after foliar applications
- Ingestion of residues in nectar and pollen when the pesticide is applied as a seed treatment, soil, tree injection, as well as foliar applications.

*When Using This Product Take Steps To:*

- Minimize exposure of this product to bees and other insect pollinators when they are foraging on pollinator attractive plants around the application site.
- Minimize drift of this product on to beehives or to off-site pollinator attractive habitat. Drift of this product onto beehives or off-site to pollinator attractive habitat can result in bee kills.

Information on protecting bees and other insect pollinators may be found at the Pesticide Environmental Stewardship website at: <http://pesticidestewardship.org/PollinatorProtection/Pages/default.aspx>.


Pesticide incidents (for example, bee kills) should immediately be reported to the state/tribal lead agency. For contact information for your state, go to: [www.aapco.org/officials.html](http://www.aapco.org/officials.html). Pesticide incidents should also be reported to the National Pesticide Information Center at: [www.npic.orst.edu](http://www.npic.orst.edu) or directly to EPA at: [beekill@epa.gov](mailto:beekill@epa.gov)

## DIRECTIONS FOR USE

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



**Do not apply this product while bees are foraging. Do not apply this product to plants that are flowering. Only apply after all flower petals have fallen off.**

<p><b>BEFORE USE</b></p> <p>Read and follow all label directions.</p> 	<p><b>RESTRICTIONS:</b></p> <ul style="list-style-type: none"> <li>• Do not spray the product into fish pools, ponds, streams, or lakes.</li> <li>• Remove animal feeding dishes prior to application.</li> <li>• Do not use in small, enclosed areas where spray may be inhaled.</li> <li>• Do not apply to fruits or vegetables used for food.</li> <li>• Do not water the treated area to the point of run-off.</li> <li>• Do not make applications during rain.</li> <li>• Do not allow children or pets to re-enter until sprays have dried.</li> <li>• Do not wet the foliage within one hour after applying.</li> <li>• Do not apply more than 0.4 lb. of imidacloprid [x bottles] per acre per year. This bottle contains [X] lbs. of imidacloprid.</li> <li>• <b>Not for use on Lawns</b></li> </ul>
<p><b>WHEN TO USE</b></p>	<ul style="list-style-type: none"> <li>• When insects or damage first appear.</li> <li>• To avoid serious damage, eliminate pests early in the season before they multiply.</li> </ul>
<p><b>WHERE TO USE</b></p>	<ul style="list-style-type: none"> <li>• Outdoors on flowers, roses, shrubs and ground cover (see pollinator restrictions on page [X])</li> <li>• Outdoors on houseplants (including flowering houseplants)</li> <li>• For houseplants, move them outside <b>before treatment</b>, treat, let dry, and bring back indoors.</li> <li>•</li> </ul>
<p><b>HOW TO USE</b></p> <p>Shake well before using.</p>	<ul style="list-style-type: none"> <li>• Adjust nozzle to desired spray pattern.</li> <li>• Hold sprayer about 12 inches from foliage.</li> <li>• Spray leaves, stems, and tender new shoots. (ART: of steps above)</li> </ul> <p>To kill insects that hide, spray the underside of the leaves. Apply until leaves are evenly coated with spray, but not dripping.</p>
<p><b>HOW OFTEN</b></p>	<ul style="list-style-type: none"> <li>• Kills listed insects through contact and keeps on killing for up to 30 days.</li> <li>• For severe infestations, repeat every 7 to 14 days as necessary.</li> </ul>

### PRODUCT INFORMATION

To avoid serious damage to plants, eliminate pests early in the season before they multiply.

## STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage or disposal.

Pesticide Storage:

Store in an area out of the reach of children, preferably a locked storage cabinet. Protect from freezing.

Pesticide Disposal

Container Handling:



If Empty:

- Non-refillable container. Do not refill or reuse container.
- Place empty container in trash or offer for recycling if available

If Partly Filled:

- Call your local solid waste agency or toll free 1-877-229-3724 for disposal instructions.
- Never place unused product down any indoor or outdoor drain.

**Important:** Use all of the product in accordance with label directions. If it is necessary to dispose of unused product, please follow any applicable state or local guidelines.

## NOTICE

Research and testing have determined that the "Directions for Use" are appropriate for the proper use of Imidacloprid 0.012%+Beta-cyfluthrin 0.0015% Ready-to-Use Insecticide under expected conditions. To the extent consistent with applicable law, the Buyer assumes responsibility for lack of performance or safety if not used according to the directions.

**Money Back Guarantee:** If you are not satisfied with this product, we will gladly refund your original purchase price.

{Note to PM, batch code to be added at time of production}

BioAdvanced® [Fortifend Advanced™] [Bianova Advanced™] is a trademark of SBM Life Science Corp.

### PRODUCED FOR

#### [Distributed By]

SBM Life Science Corp.  
1001 Winstead Drive, Suite 500  
Cary, North Carolina 27513

Imidacloprid 0.012%+Beta-Cyfluthrin 0.0015% RTU 03/11/2019

[ART]



[Font cover of the booklet on back label]



[Optional in front panel]



[Under "How to use" section]



[Front cover of booklet on the back label]



[Optional in front panel] \*or your money back