



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

July 18, 2018

Ashwini S. Kulkarni  
Regulatory Specialist  
SBM Life Science Corp.  
1001 Winstead Drive Suite 500  
Cary, NC 27513

Subject: Notification per PRN 98-10 – Marketing statements and minor label changes  
Product Name: BETA-CYFLUTHRIN 0.5% FAD INSECTICIDE  
EPA Registration Number: 92564-14  
Application Date: 3/14/2018  
Decision Number: 539576

Dear Ms. Kulkarni:

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, you may contact Angela Hollis at 703-347-0216 or via email at [hollis.angela@epa.gov](mailto:hollis.angela@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Kable Bo Davis", is positioned above the typed name.

Kable Bo Davis, Product Manager 03  
Invertebrate & Vertebrate Branch 1  
Registration Division (7505P)  
Office of Pesticide Programs

# Beta-cyfluthrin 0.5% FAD

## Insecticide

(ABN) –Bianova Advanced<sup>TM</sup> Fire Ant Killer Ready-To-Use Dust; BioAdvanced<sup>TM</sup> Fire Ant Killer Ready-To-Use Dust; BioAdvanced<sup>TM</sup> Science-Based Solutions Fire Ant Killer Ready-To-Use Dust; Fortifend Advanced<sup>TM</sup> Fire Ant Killer Ready-To-Use Dust

- Beta-cyfluthrin 0.5% FAD Insecticide is a highly effective insecticide designed to kill fire ants around homes and in lawns
- Ready to Use
- Sprinkle On, [Water In] Walk Away
- Works Upon [through] Contact
- Highly Effective
- Begins [Starts] Working Immediately
- Also Kills: Red Harvester Ants, Pavement Ants
- Destroys [Kills] the [Entire] Colony
- Fast Acting [Quick Killing] Dust [Formula]
- Treats [Destroys] Up To 130 Mounds (1 lb)
- [Treats [Destroys] Up To 195 Mounds [1.5 lb. Size]]
- [Treats [Destroys] Up To 260 Mounds [2 lb. Size]]
- [Treats [Destroys] Up To 325 Mounds [2.5 lb. Size]]
- [Treats [Destroys] Up To 390 Mounds [3 lb. Size]]
- Low Odor
- Kills the Queens [and Colony]
- Results in 3 days
- Convenient [Ready-To-Use] Shaker Bottle [Shaker Top]
- Even Effective [Works] in the [During] Rain
- Shaker Top Applicator
- Kills the Queen & the Mound
- Fast Acting - Works on Contact
- Starts Working Immediately
- Contains Tempo Ultra®

- Exclusive [insert trademark]<sup>TM</sup> Formula [Technology]
- Kills insects you see and gets the ones you don't.
- Long-Lasting Protection [up to 14 days]
- 2 way [action] Formula
- Dead Queen – Dead mound Guaranteed
- Why wait? – Works immediately
- 100% Satisfaction Guaranteed
- Treats 50% More than the 1 lb. size [1.5 lb. size]
- Treats 100% More than the 1 lb. size

### Optional Product Packaging or Store Offering Marketing Claims:

- [Bonus 1.5 lb. Size] [Bonus 2 lb. Size] [Bonus 2.5 lb. Size] [Bonus 3 lb. Size]
- Double the Value
- Economy Size
- Bonus Value Pack
- [Limited] Special Bonus Size
- [Limited] Bonus Size
- Club Special
- Special Bonus 50% More [!]

Marketing Claim for Brand Name Change:

New Name. Same Great Results.

New Name. Same Familiar Formula.

New Name. Same Performance.

### NOTIFICATION

92564-14

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:

07/18/2018

**ACTIVE INGREDIENT:**

Beta-cyfluthrin ..... 0.5 %

**OTHER INGREDIENTS:** ..... 99.5 %

Net Wt. 16 oz. [1 lb] (454 g) or 24 oz. ~~4~~ 1.5 lb.] (680 g) [2 lb. (907 g), 2.5 lb. (1,134 g) or 3 lb. (1,361 g)]

**KEEP OUT OF REACH OF CHILDREN**  
**CAUTION**

**See Back Panel [Booklet] for Additional Precautionary Statements**

[ ] Information is optional.

(BACK PANEL)


Beta-cyfluthrin 0.5% FAD kills fire ants fast. This convenient low odor formula begins working immediately to kill the queen and the entire colony. Just sprinkle on and walk away. Controlling fire ants has never been easier.

**READ THE LABEL FIRST!**

**QUICK FACTS**

(Marketing Claims Positioned Here)

[Note to PM: May choose any claim from marketing claim list.]

<b>KILLS</b>	Fire Ants and other listed pests [Fire Ants Pavement Ants Red Harvester Ants]
<b>COVERAGE</b>	Treats Up To 130 Mounds [1 lb.] [Treats Up to 195 Mounds [1.5 lb.]] [Treats Up To 260 Mounds [2 lb.]] [Treats Up To 325 Mounds [2.5 lb.]] [Treats Up To 390 Mounds [3 lb.]]
<b>WHERE TO USE</b>	Lawns, Flower Beds, Ground Covers and around Trees & Shrubs.
<b>WHEN TO USE</b>	When Fire Ant mounds or other listed pests are present
<b>HOW MUCH TO USE</b>	1 teaspoon per mound (For mounds larger than 12" use 2 tsp.)
	For questions or comments, call toll-free 1-877-229-3724 or visit us on-line at [INSERT COMPANY WEBSITE HERE] [www.bianovaadvanced.com][www.BioAdvanced.com] [www.bioadvancedsciencebasedsolutions.com][www.fortifendadvanced.com]

**FOR OUTDOOR RESIDENTIAL USE ONLY**

**ACTIVE INGREDIENT:**

Beta-cyfluthrin ..... 0.5 %

**OTHER INGREDIENTS:** ..... 99.5 %  
100.0 %


EPA Reg. No. 92564-14


EPA Est. No. \_-AA-\_

## DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. Before you use, read and follow all label directions.

<b>BEFORE YOU USE</b> Read and follow these directions when using:	<b>Restrictions</b> <ul style="list-style-type: none"> <li>Do not apply near fish pools, ponds, streams or lakes.</li> <li>Food utensils such as teaspoons should not be used for food purposes after use with insecticide.</li> <li>Do not water the treated area to the point of run-off.</li> <li>Do not make applications during rain.</li> </ul>	
<b>HOW TO USE</b>	Shake well. Remove [Child Resistant] Closure [Cap]. [DO NOT REMOVE foil shaker top.]	
<b>TO CONTROL</b>	<b>HOW MUCH TO APPLY</b>	<b>HOW TO APPLY</b>
Fire Ants Red Harvester Ants Pavement Ants	1 tsp. (2 shakes) per mound (for mounds larger than 12" use 2 tsp. [4 shakes] )	<b>To Apply as Shaker</b> Hold container 12 – 18" above mound. Tilt to use multiple holes, shake gently and sprinkle evenly over the mound. [ For best results, follow application with a gentle 1 gallon sprinkling of water – high pressure will cause the ants to move the mound.] Treat new mounds as they appear.  <b>To Measure and Apply</b> Flip open top. Tilt to use single hole, measure product and distribute evenly over mound.
<b>HOW Beta-cyfluthrin 0.5% FAD INSECTICIDE WORKS</b>	Beta-cyfluthrin 0.5%FAD Insecticide begins to work upon contact, although death is not immediate. This is important, as it allows the worker ants enough time to track the powder down into the mound. Here it is picked up and spread throughout the mound, killing the entire colony, including the queens.	

	Do not allow children or pets to contact treated areas.
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<b>IMPORTANT: Directions for Storage and Disposal</b> Do not contaminate water, food, or feed by storage or disposal.	
<b>STORAGE CONDITIONS:</b>	Store in original container in a cool, dry place, out of the reach of children, preferably a locked storage cabinet.
<b>DISPOSAL</b> 	<ul style="list-style-type: none"> <li><b>If Empty:</b> Non-refillable container. Do not refill or reuse this container. Place in trash or offer for recycling if available.</li> <li><b>If partly filled:</b> Call your local solid waste agency or toll-free 877-229-3725 for disposal instructions. Never place unused product down any indoor or outdoor drain.</li> </ul>

## PRECAUTIONARY STATEMENTS

### HAZARDS TO HUMANS AND DOMESTIC ANIMALS

#### CAUTION

- Harmful if swallowed or inhaled.
- Causes eye irritation.
- Avoid contact with skin, eyes or clothing.
- Wash thoroughly with soap and water after handling.

## 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 do so by the poison control center or doctor.</li> <li>• Do not give anything by mouth to an unconscious person.</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 preferable mouth to mouth, if possible.</li> <li>• Contact poison control center or doctor for further treatment advice.</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 eye.</li> <li>• Call a poison control center or doctor for treatment advice.</li> </ul>

**NOTE:** When calling poison control center, have this product label accessible. If seeking treatment at an emergency room or doctor's office, bring this product label to show medical personnel. You may call toll-free 877-229-3763 for medical emergency information.

Active Ingredient: 0.5% Beta-cyfluthrin [CAS # 68359-37-5]

## ENVIRONMENTAL HAZARDS

- This pesticide is toxic to 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.
- Apply this product only as specified on this label.

**NOTICE:** Research and testing have determined that the "Directions for Use" are appropriate for the proper use of Beta-cyfluthrin 0.5% FAD Insecticide **[this product]** under expected conditions. 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.






**BioAdvanced™ [Fortifend Advanced™] [Bianova Advanced™] are trademarks of SBM Life Science Corp.**

**Produced for  
[Distributed by]**

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

Beta-Cyfluthrin 0.5% Dust **(PENDING) 04/10/17 11/30/2017**

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