



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

May 9, 2017

Ms. Norma C. Pangilinan
Head of Regulatory Affairs
SBM Life Science Corporation
1001 Winstead Drive, Suite 500
Cary, NC 27513

Subject: Notification per PRN 98-10 – Add Alternate Brand Names
and Update Company Information
Product Name: Merit 1.1% Insecticide Plus Fertilizer
EPA Registration Number: 92564-30
Application Date: April 12, 2017
Decision Number: 528448

Dear Ms. Pangilinan:

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.

The Alternate Brand Names: Bianova Advanced 12 Month Tree & Shrub Protect & Feed Ready-To-Use Granules; BioAdvanced 12 Month Tree & Shrub Protect & Feed Ready-To-Use Granules; BioAdvanced Science-Based Solutions 12 Month Tree & Shrub Protect & Feed Ready-To-Use Granules; Fortifend Advanced 12 Month Tree & Shrub Protect & Feed Ready-To-Use Granules

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.

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If you have any questions, you may contact Melody Banks at (703) 305-5413, or via email at Banks.Melody@epa.gov.

Sincerely,

A handwritten signature in cursive script that reads "Melody Banks".


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

(BACK PANEL)

Ment[®] 1.1% Insecticide Plus Fertilizer provides 12-month systemic protection against damaging insects including Adelgids, Aphids, Leafminers, Beetles, and Borers plus feeds the roots (and improves the vitality of trees and shrubs). Having beautiful trees and shrubs has never been easier.

- No spraying or mixing
- Just measure and sprinkle and water-in
- Protects & feeds entire tree or shrub

READ THE LABEL FIRST!

| QUICK FACTS | |
|---|--|
| | <ul style="list-style-type: none"> • Provides Year Long Insect Protection • Will Not Harm Trees, Shrubs, and Containerized Plants • Easy to Use . . . Apply Around Plant, Water in and Walk Away • Not Affected by Rain or Moisture • Rainproof • Dual action, kills insects and feeds your tree • Two Products in one, an insect killer and a fertilizer • Two-in-One formula kills insects while feeding your tree • Unique Double Action Formula (2-in-1): kills insects before they damage tree and feeds root system • Easy to Use measuring (devise name, i.e. cup, cap, etc.) • Provides 12-month insect protection • Provides slow release feeding |
| KILLS | Adelgids, aphids, Emerald Ash Borers, Japanese beetle, leafminers, scale and other listed pests |
| COVERAGE | Trees: 4 trees that measure 8 inches around trunk (3 lb size) Shrubs: 5 shrubs that are 2 foot tall (3 lb size) Containerized Plants: 43 – five gallon containers (3 lb size) |
| WHERE TO USE | Outdoor trees, shrubs, and containerized plants. Do not apply to plants grown for food. |
| HOW TO USE | 1. Measure distance around tree trunk or height of shrub or determine container size. 2. Apply required amount of product around plant base and water in. |
| HOW MUCH TO USE | Trees: approximately 1/4 cup (0.46 grams ai) for every inch of distance around trunk Shrubs: approximately 3/4 cup (1.38 grams ai) for every foot of height Containerized Plants: approximately 2 1/2 Tablespoons (0.345 grams ai) for each five gallon container (Note: Number of cups and tablespoons, or teaspoons will depend on bulk density of the formulation) |
|  | For questions or comments, call toll-free 1-877-BayerAG (1-877-229-3724) or visit our website at www.BayerAdvanced.com or visit us on-line at [INSERT COMPANY WEBSITE HERE] |

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FOR OUTDOOR RESIDENTIAL USE ONLY

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| ACTIVE INGREDIENT: | |
| Imidacloprid | 1.1 % |
| OTHER INGREDIENTS: | 98.9 % |
| TOTAL: | 100.00% |

EPA Reg. No. [72155-72-92564-30](#)

EPA Est. No. XXXX-AA-XX

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FERTILIZER ANALYSIS X-X-X

+ FIRST AID

neonicotinyl Insecticide

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| If swallowed: | <ul style="list-style-type: none">• 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 on skin or clothing: | <ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15 to 20 minutes.• Call a poison control center or doctor for treatment advice. |
| If in eyes: | <ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15 to 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. |

NOTE: Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may contact 877-229-3763 for emergency medical treatment information. Active Ingredient: 1.1% Imidacloprid [CAS # 138261-41-3]

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION

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

ENVIRONMENTAL HAZARDS

- This pesticide is toxic to aquatic invertebrates.
- 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. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help to prevent run off to water bodies or drainage systems.
- Apply this product only as specified on this label.

DIRECTIONS FOR USE

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


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| BEFORE YOU USE | RESTRICTIONS: <ul style="list-style-type: none"> • Do not apply near lakes, streams, rivers, or ponds. • Do not apply to soils which are water-logged or saturated. • Bucket or measuring utensils must not be used for any food or drinking water purposes after use with this product. • Do not allow people or pets to re-enter the treated area until after it has dried. • Do not apply this product, by any application method, to linden, basswood, or other Tilia species. |
| HOW TO USE | Determine the amount to use by measuring the distance around the tree trunk or height of the shrub. Apply the required amount around the base of the tree or shrub. For containerized plants, determine container size and apply the required amount of product on top of the potting soil in the plant container. |
| FOR USE ON | Outdoor trees, shrubs, and containerized plants. Do not apply to plants grown for food. |

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| CONTROLS | Adelgids Aphids Armored Scales (suppression) Borers Roundheaded (including Eucalyptus Longhorned Borers, Asian Longhorned Beetle) Flatheaded (including Emerald Ash Borers, Bronze Birch, and Alder) Bark Beetles (suppression) | Fungus Gnats Japanese Beetles, Adult Lace bugs Leaf Beetles (including Elm Leaf and Viburnum Leaf Beetles) Leafhoppers (including Glassy-winged Sharpshooter) Leafminers (including Birch and Boxwood Leafminers) Mealybugs Pine Tip Moth Larvae | Psyllids Royal Palm Bugs Root Weevil Larvae (including black vine weevil) Sawfly Larvae Soft Scales (including lobate lac scales) Thrips Whiteflies White Grub larvae (such as Japanese Beetles, Chafers, European Chafer, Oriental Beetle, Asiatic Garden Beetle) |
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| HOW MUCH TO APPLY | Trees | Measure the distance in inches around the tree trunk at approximately 4.5 feet from ground level. For each inch of distance around the trunk, apply approximately ¼ cup (0.46 grams ai) product around the tree trunk. Example: For a tree measuring 10 inches around, apply approximately 2 1/2 cups (ten – 1/4 cups) (4.6 grams ai) product in a circle 2 feet from the tree trunk. A flexible tape measure is the recommended method (tool) for measuring the distance around a tree. | | | | | | | | | | | | | | |
|---|--------------------------------|--|----------------|-----------------------|----------|--------------------------|----------|--------------------------|----------|---------------------------|----------|--------------------------------|-----------|---------------------|-----------|---------------------|
| | Tree With 2 or More Trunks | Measure the distance in inches around each tree trunk at approximately 4.5 feet from ground level, add together, and multiply by 0.75. This measurement times 1/4 cups (0.46 grams ai) is the amount of product to apply around the tree trunk. Example: A tree has 4 trunks. They measure 20, 10, 5, and 5 (inches) or a total of 40 inches. 40 x 0.75 = 30 then multiply 30 x (0.46 grams ai) 1/4 cups = 7 1/2 cups (13.8 grams ai). | | | | | | | | | | | | | | |
| | Shrubs | Measure the height of the shrub to the nearest foot. For each foot of height apply approximately ¼ cup (1.38 grams ai) product evenly around the shrub base. | | | | | | | | | | | | | | |
| | Containerized Plants | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Container Size</th> <th style="text-align: left;">Amount Product Needed</th> </tr> </thead> <tbody> <tr> <td>1 gallon</td> <td>(0.077 g ai) 2 teaspoons</td> </tr> <tr> <td>2 gallon</td> <td>(0.193 g ai) 4 teaspoons</td> </tr> <tr> <td>3 gallon</td> <td>(0.23 g ai) 2 Tablespoons</td> </tr> <tr> <td>5 gallon</td> <td>(0.345 g ai) 2 1/2 Tablespoons</td> </tr> <tr> <td>10 gallon</td> <td>(0.69 g ai) 1/3 cup</td> </tr> <tr> <td>15 gallon</td> <td>(1.04 g ai) 1/2 cup</td> </tr> </tbody> </table> | Container Size | Amount Product Needed | 1 gallon | (0.077 g ai) 2 teaspoons | 2 gallon | (0.193 g ai) 4 teaspoons | 3 gallon | (0.23 g ai) 2 Tablespoons | 5 gallon | (0.345 g ai) 2 1/2 Tablespoons | 10 gallon | (0.69 g ai) 1/3 cup | 15 gallon | (1.04 g ai) 1/2 cup |
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| 5 gallon | (0.345 g ai) 2 1/2 Tablespoons | | | | | | | | | | | | | | | |
| 10 gallon | (0.69 g ai) 1/3 cup | | | | | | | | | | | | | | | |
| 15 gallon | (1.04 g ai) 1/2 cup | | | | | | | | | | | | | | | |
| Do not make more than one application per year. Do not apply more than 0.4 lbs of imidacloprid (the active ingredient in this product) per acre per year. This bottle contains [X] lbs of imidacloprid. | | | | | | | | | | | | | | | | |

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| HOW TO APPLY | <p>Trees and Shrubs:</p> <ul style="list-style-type: none"> • For trees with distance around trunk less than 30 inches, apply the required amount of product evenly in a circle 2 feet from the tree trunk. Trees with distance around trunk greater than 30 inches, apply the product evenly in a circle 3 - 4 feet from the tree trunk. • For shrubs less than 3 feet tall, apply the required amount of product evenly in a circle 1 foot from the base of the shrub. Shrubs greater than 3 feet tall, evenly apply granules in a circle 2 feet from the base of the shrub. • Brush or wash off any granules from plant foliage to prevent injury. <p>Containerized Plants:</p> <ul style="list-style-type: none"> • Apply the required amount of granules evenly on top of potting soil and water thoroughly. • For the first 10 days, avoid flushing through the container to the point where it flows out the bottom. • For indoor containerized plants, bring outdoors, make treatment, and return indoors when no excess water is present. |
| FOR BEST RESULTS | <p>Water in granules immediately after application with enough water to dissolve the granules and cause the soil to be wet to a depth of 3 - 4 inches. With watering, granules will slowly dissolve to release the insecticide and fertilizer into the soil.</p> <p>Pull back mulch and weed barrier before application.</p> <p>Use this product as part of an overall tree and shrub health care program before problems start (preferably in the fall). (However,) Merit 1.1% Insecticide Plus Fertilizer can be applied anytime except when the soil is waterlogged or frozen. These conditions inhibit the movement of the product down into the root zone. During prolonged dry periods, saturate the soil around the tree or shrub well with water the night before making an application.</p> <p>For severe infestations, treat with a foliar insecticide such as Merit + Tempo Ultra Concentrate Insecticide, then use Merit 1.1% Insecticide Plus Fertilizer as part of a routine care program.</p> |
| HOW Merit 1.1% Insecticide Plus Fertilizer WORKS | <p>The insecticide dissolved in water moves down through the soil, where it is absorbed by the roots. Once absorbed, it moves up through the tree or shrub providing year-long insect protection. Merit 1.1% Insecticide Plus Fertilizer even moves into new growth after application, thus protecting it, too! To get full protection, the insecticide must distribute completely through the tree or shrub. Depending on the size and health of the plant, this may take one week to three months (for very large trees). Rain or water cannot wash off this internal protection. In addition to insect protection, a slow release nitrogen fertilizer is supplied for the tree or shrub.</p> |

(NOTE: Application to trees heavily infested may not prevent their eventual loss due to existing pest damage and tree stress.)

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|  | <p>Do not allow people or pets to re-enter the treated area until after it has dried.</p> |
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STORAGE AND DISPOSAL

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| Pesticide Storage | Store in original container in a cool, dry place, out of the reach of children, preferably a locked storage cabinet. |
| Pesticide Disposal & Container Handling  | If empty: <ul style="list-style-type: none">• Non-refillable container. Do not refill or reuse container.• Place empty container in trash or offer for recycling if available. If partly filled: <ul style="list-style-type: none">• 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. |

NOTICE: Research and testing have determined that the "Directions for Use" are appropriate for the proper use of Merit 1.1% Insecticide Plus Fertilizer 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.

Net Contents: 3 lbs (1.36kg) or 12 lbs (5.45 kg), 4 lbs, 10 lbs

PRODUCED FOR
DISTRIBUTED BY

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



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Merit 1.1% Insecticide Plus Fertilizer (PENDING) 04/11/2017

FERTILIZER CLAIMS

- Improves plant growth
- Improves plant health
- Revitalize trees and shrubs
- Spurs tree and shrub recovery
- Stimulates Tree & Shrub recovery
- Advances plant health
- Increases plant health
- Increases plant growth
- Provides Annual Nutrition [Nutrient requirements]
- Provides slow release nitrogen
- Provides a full season's (season of) nutritional (feeding) requirements
- Fertilizer – Feeds & Renews
- Premium Fertilizer

PESTICIDE CLAIMS

- Insects stop eating when they feed on the plant
- Protects trees, shrubs, and containerized plants from damaging listed insects with one easy treatment
- Helps keep trees and shrubs strong. Protects new growth
- Kills listed insects that damage trees and shrubs
- Controls listed insects that damage trees and shrubs
- Season long protection
- The Insect Guard
- The Tree Guardian
- Year-long insect protection for trees and shrubs as listed
- Systemic insecticide is absorbed through the roots, carried up into the plant and won't wash off
- Prevents listed insects from damaging trees and shrubs
- Will not harm trees and shrubs
- For use on ornamental trees, shrubs, and containerized plants
- Kills insects & prevents new infestations
- One application feeds and protects up to 12 months
- Provides 12-Month Insect Protection
- Rainproof Protection
- Apply granules around the base of the plant and walk away
- Feeds and protects against insects in one easy step
- Feeds and protects against insects for up to 12 months
- Contains Merit® (a proprietary formula)
- Protects trees and shrubs from insects and feeds roots
- Fast releasing (dissolving) granules
- Easy to use granules
- Ready to Spread Granules – no mixing
- No messy spraying
- Do it Yourself Tree Protection
- Protects against listed insects PLUS improves vitality of trees and shrubs
- formula - Provides 12 month insect Patented protection Plus season long feeding

- Patented formula protects your trees and shrubs from listed insects plus feeds
- Delivers 12 month insect protection
- Delivers year long insect protection
- No Spray technology
- Protects against listed insects plus restores vitality of trees and shrubs
- Rainproof
- Easy Measuring Cup
- Protects for 12 months plus feeds
- Kills insects
- Provides slow release feeding
- Insect protection
- 100% satisfaction guaranteed* (or your money back)
- Kills Emerald Ash Borers
- Kills devastating pests like: [Adelgids], [Borers], [Emerald Ash Borers], [Leafminers], [Japanese Beetles], [Whiteflies], and other listed pests
- Now 33% more vs. 3 lb size [4 lb size]

Marketing Claim for Brand Name Change:

New Name. Same Great Results.

New Name. Same Familiar Formula.

New Name. Same Performance.