



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

April 30, 2018

Norma Pangilinan, Ph.D.  
Head of Regulatory Affairs North America  
SBM Life Science Corp.  
1001 Winstead Drive, Suite 500  
Cary, NC 27513

Subject: Notification per PRN 98-10 – Added trademark symbol, marketing graphics, website addresses, and restriction for lawns  
Product Name: Merit 1.47% Insecticide Plus Fertilizer  
EPA Registration Number: 92564-33  
Application Date: November 1, 2017  
Decision Number: 535624

Dear Dr. 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. 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 Dee Colby, Ph.D. at 703-347-8657 or via email at colby.deanna@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "D. Colby" with a small flourish underneath.

Venus Eagle, Product Manager 01  
Invertebrate and Vertebrate Branch  
Registration Division  
Office of Pesticide Programs

(Front Panel)

# Merit<sup>®</sup> 1.47% Insecticide Plus Fertilizer

[ABN] Bayer Advanced 12 Month Tree & Shrub Protect & Feed Concentrate;  
Bianova Advanced<sup>TM</sup> 12 Month Tree & Shrub Protect & Feed Concentrate;  
BioAdvanced<sup>TM</sup> 12 Month Tree & Shrub Protect & Feed Concentrate;  
BioAdvanced<sup>TM</sup> Science-Based Solutions 12 Month Tree & Shrub Protect & Feed Concentrate; Fortifend Advanced<sup>TM</sup> 12 Month Tree & Shrub Protect & Feed Concentrate.

- Stimulates Tree & Shrub recovery
- Green color liquid fertilizer formula
- Dual Action - Protect & Feeds
- Protects and Feeds
- Protects for up to a year (with a single application) and Feeds
- Listed 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
- Year-long insect protection for trees and shrubs
- 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
- For use on ornamental trees, shrubs, and containerized plants
- Kills listed insects & prevents new infestations
- One application feeds and protects up to 12 months
- Provides 12-Month Insect Protection
- Rainproof Protection
- Apply around plant and walk away
- Feeds and protects against listed insects in one easy step
- Feeds, and protects against listed insects for up to 12 months
- No spraying, just mix and pour around tree base (trunk)
- No messy spraying
- A new way to protect (and feed) trees and shrubs
- Cost effective alternative to professional treatments
- Do it Yourself Tree Protection
- Protects against listed insects PLUS improves vitality of trees and shrubs
- Provides 12 month insect protection Plus Feeds
- 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
- A breakthrough in Do-It-Yourself tree care
- 12-MONTH PROTECTION with one application
- Protects the entire tree or shrub – especially new growth
- Rainproof protection won't wash off
- Kills devastating listed pests like: Adelgids, Borers, Emerald Ash Borers, Leafminers, Japanese Beetles, and many others
- No spraying! Just mix and pour at base of tree or shrub
- Significantly easier way to protect trees
- Contains MERIT<sup>®</sup> Insecticide
- 100% Satisfaction Guaranteed \*(or your money back)
- Easy Measure-up<sup>®</sup> Cup
- Protects for 12 months Plus feeds
- Kills listed insects including Japanese Beetles & Emerald Ash borers
- **Kills Emerald Ash Borers**
- **Kills Japanese Beetles**
- Now Feeds and Protects
- Now 25% more vs. 32 oz size [40 oz size]
- Now 25% more vs. 1 gallon size [1.25 gallon size]
- Insect Protection and Slow Release Fertilizer

## NOTIFICATION

92564-33

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:

04/30/2018

Marketing Claim for Brand Name Change:

New Name. Same Great Results.

New Name. Same Familiar Formula.

New Name. Same Performance.

**(Note to Reviewer: Claims with "New" will only be used 6 months from the date EPA is notified of first use.)**

[The word "listed" can appear as a footnote on the same page as the claim with the appropriate phrase, such as \*listed insects]

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**ACTIVE INGREDIENT:**

Imidacloprid ..... 1.47 %

**OTHER INGREDIENTS:** ..... 98.53 %

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

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**STOP - Read This Entire Label Before Use  
KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

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

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

Text in ( ) is optional.

**(BACK PANEL)**


This product provides 12-month systemic protection against damaging listed insects including Adelgids, Aphids, Borers (including emerald ash borer), Japanese Beetles (adult), Leafminers, Scale, and Whiteflies plus feeds in a single application. Having beautiful trees and shrubs has never been easier.

No spraying, just mix and pour. Protects and feeds entire tree and shrub.

**READ THE LABEL FIRST!**

**QUICK FACTS**

- Provides Year Long (12 month) Insect Protection
- Easy to Use in three steps: Measure, Mix and Apply Around Plant
- Rain or Moisture can not wash off this internal protection
- Rainproof Protection
- Dual action, kills listed insects and feeds your tree
- Two Products in one, an insect killer and a fertilizer
- Two-in-One formula kills listed insects while feeding your tree
- Double Action Formula (2-in-1) kills listed insects before they damage tree and feeds root system
- Provides slow-releasing feeding
- Easy-to-use measuring cup

<b>KILLS</b>	Adelgids, aphids, borers (including emerald ash borer), Japanese beetles (adult), leafminers, scale, whiteflies and other listed pests
<b>WHERE TO USE</b>	Outdoor trees, shrubs, and containerized plants. Do not apply to plants grown for food. <b>Not for use on lawns.</b>
<b>HOW TO USE</b>	1. Measure distance around tree trunk or height of shrub or determine container size 2. Measure and pour required amount of product into bucket of water 3. Pour solution around tree or shrub base or in container
<b>HOW MUCH TO USE</b>	<b>Trees:</b> 1 oz for every inch of distance around trunk; treats 4 trees that measure 8 inches around trunk (32 fl oz size) <b>Shrubs:</b> 3 oz for every foot of height; treats 5 shrubs that are 2 foot tall (32 fl oz size) <b>Containerized Plants:</b> 1 2/3 tablespoons for each five gallon container; treats up to 38 - five gallon containers (32 fl oz size)
	For questions or comments, call toll-free 1-877-229-3724 or visit us on-line at <a href="http://www.BioAdvanced.com">www.BioAdvanced.com</a> <b>INSERT COMPANY WEBSITE HERE</b> <a href="http://www.bianovaadvanced.com">www.bianovaadvanced.com</a>   <a href="http://www.BioAdvancedScienceBasedSolutions.com">www.BioAdvancedScienceBasedSolutions.com</a> <a href="http://www.fortifendadvanced.com">www.fortifendadvanced.com</a> .

**FOR OUTDOOR RESIDENTIAL USE ONLY**

**ACTIVE INGREDIENT:**

Imidacloprid ..... 1.47 %

**OTHER INGREDIENTS:** ..... 98.53 %

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

Imidacloprid is the chemical name for Merit® Insecticide.

EPA Reg. No. 92564-33

EPA Est. No. XXXX-AA-XX

**FERTILIZER ANALYSIS X-X-X**

Information regarding the contents and levels of metals in this product is available on the internet at <http://www.aapfco.org/metals.html>.

## FIRST AID +

Neonicotinyl Insecticide

<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 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 to 20 minutes.</li><li>• Call a poison control center or doctor for 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:** 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: 1.47% 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.
- Do not dump rinse water into sewers or other bodies of water.
- Apply this product only as specified on this label.
- 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. Rinsing application equipment over the treated area will help avoid run off to water bodies or drainage systems.
- This product is highly toxic to bees exposed to direct treatment or residues on blooming plants or weeds. Do not apply product to blooming plants or weeds if bees are foraging in the treatment area.

## DIRECTIONS FOR USE

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

Before use, read and follow all label directions.

#### BEFORE YOU USE


#### RESTRICTIONS

- Do not apply near lakes, streams, rivers, or ponds.
- Do not apply to soils which are waterlogged or saturated.
- **Not for use on lawns.**
- Bucket or measuring utensils must not be used for any food or drinking water purposes after use with this product.
- Children and pets may re-enter the treated area after it has dried.
- Do not apply this product, by any application method, to linden, basswood, or other *Tilia* species.
- Do not apply more than 0.4 lbs imidacloprid per acre per year. This bottle contains [x] lbs. of imidacloprid.

<b>HOW TO USE</b>	Determine the amount to use by measuring the distance around the tree trunk or height of the shrub. Pour the required amount into a bucket of water and empty the bucket around the base of the tree/shrub. For containerized plants, determine container size and pour required amount into enough water to wet the potting soil thoroughly but not causing loss of water from bottom of container.		
<b>FOR USE ON</b>	Outdoor trees, shrubs, and containerized plants. Do not apply to plants grown for food.		
<b>CONTROLS</b>	Adelgids Aphids Armored Scales (suppression) Borers Roundheaded (including Eucalyptus Longhorned Borers and -Asian Longhorned Beetle) Flatheaded (including Bronze Birch, Alder, and Emerald Ash Borers) Pine Bark Beetles (including Ips beetles) (suppression)	Fungus Gnat Larvae Japanese Beetles, Adult Lace bugs Leaf Beetles (including Elm Leaf, Viburnum Leaf, and Lily 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 weevils) 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)
<b>HOW MUCH TO APPLY</b>	Trees	Measure the distance in inches around the tree trunk at approximately 4.5 feet from ground level. This measurement is the amount of ounces of product to add to 1 gallon of water.  Example: A tree measuring 8 inches around, pour 8 ounces of product into one gallon of water.  If the tree measures greater than 50 inches around, pour the required product into 2 gallons of water.  A flexible tape measure is the recommended method [tool] for measuring the distance around a tree.	
	Trees 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 is the number of ounces of product to add to one gallon of water.  Example: A tree has 4 trunks. They measure 20, 10, 5, and 5 (inches) or a total of 40 inches. $40 \times 0.75 = 30$ ounces, pour 30 ounces of product into one gallon of water. If 50 or more ounces of product are required, pour into 2 gallons of water.	
	Shrubs	Measure the height of the shrub to the nearest foot. Multiply the number of feet by 3 – this is the number of ounces of product to add to 1 gallon of water.	
	Containerized Plants	<b>Container Size</b> 1 gallon 2 gallon 3 gallon 5 gallon 10 gallon 15 gallon 20 gallon	<b>Amount Product Needed</b> 1 teaspoon 2 teaspoons 1 Tablespoon 1 2/3 -Tablespoons 3 1/3 -Tablespoons 5 Tablespoons 6 2/3 -Tablespoons  Pour the required product into sufficient water to wet the potting soil thoroughly. To help assure that roots absorb the insecticide, do not water too heavily for the first 10 days.
	Restriction: Do not make more than one application per year.		

<p><b>HOW TO APPLY</b></p>	<p>Pull back mulch and weed barrier before application.</p> <p><b>Trees and Shrubs:</b></p> <ul style="list-style-type: none"> <li>• Fill a bucket or watering can with 1 gallon of water. [For trees with circumference greater than 50", use 2 gallons of water.]</li> <li>• <u>Shake the bottle well.</u></li> <li>• <u>Carefully measure required amount of product into bucket.</u></li> <li>• <u>Slowly pour the solution evenly around the tree. For best results, pour as close to the TRUNK/main stem of the tree/shrub as possible.</u></li> <li>• Fill the bucket with clean water and pour it around the trunk as well.</li> </ul> <p><b>Containerized Plants:</b></p> <ul style="list-style-type: none"> <li>• Apply the solution evenly on top of potting soil and water thoroughly.</li> <li>• For the first 10 days, avoid flushing through the container to the point where it flows out the bottom.</li> <li>• For indoor containerized plants, bring outdoors, make treatment, and return indoors when no excess water is present.</li> </ul> <p><b>Additional Directions:</b></p> <ul style="list-style-type: none"> <li>• Use this product as part of an overall tree and shrub health care program before problems start (preferably in the fall). (However,) MERIT 1.47% 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.</li> <li>• For severe infestations, treat with a foliar insecticide such as <b>3 in 1 Insect, Disease &amp; Mite Control Ready-to-Spray Bayer contact Insecticide</b>, then use this product as part of a routine care program.</li> <li>• 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.</li> </ul>
<p><b>HOW THIS PRODUCT WORKS</b></p> <p>(SHOW IMAGE OF HOW THE PRODUCT WORKS SYSTEMICALLY)</p>	<p>The insecticide and fertilizer 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 and feeds. This product even moves into new growth after application, thus protecting and feeding it, too! To get complete results, the insecticide and fertilizer 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 and feeding.</p>

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

<p align="center"><b>STORAGE AND DISPOSAL</b></p>	
<p><b>PESTICIDE STORAGE</b></p>	<p>Store in original container in a cool, dry place, out of the reach of children, preferably a locked storage cabinet. Protect from freezing</p>
<p><b>PESTICIDE DISPOSAL</b></p> <p align="center"></p>	<p><b>If empty:</b></p> <ul style="list-style-type: none"> <li>• Non-refillable container. Do not refill or reuse container.</li> <li>• Rinse the empty product container thoroughly and disperse the rinse water around tree or shrub as part of application.</li> <li>• Place empty container in trash or offer for recycling if available.</li> </ul> <p><b>If partly filled:</b></p> <ul style="list-style-type: none"> <li>• Call your local solid waste agency or toll free 1-877-229-3724 for disposal instructions.</li> <li>• Never place unused product down any indoor or outdoor drain.</li> </ul>

**NOTICE:** Research and testing have determined that the “Directions for Use” are appropriate for the proper use of this product under expected conditions. To the extent consistent with applicable law, the Buyer assumes to the extent consistent with applicable law, 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:** 32 fl. oz., or 40 fl. oz., 64 fl. oz., or 1 Gal., or 1.25 Gal.

**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**

**Merit 1.47 Insecticide Plus Fertilizer (PENDING) 04/11/201710/27/2017**



ART

