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TOXIC PESTICIDES IN PET PRODUCTS

EPA Seeking Comments on Proposed Guidance on False or Misleading Pesticide Product Brand Names

EPA is seeking public comment on a revised draft Pesticide Registration Notice (PRN) that proposes guidance on pesticide product brand names that may be false or misleading, either by themselves or in association with particular company names or trademarks.

Most insect control and skin care products sold in the pet industry contain Pyrethrum, Pyrethroid, Permethrin, Rosemary or other neuro-toxic ingredients that the EPA is reviewing and NRDC are proposing to ban in the United States and already can not be shipped outside the US. Lindane was banned globally in 2009. News specials on this issue have appeared on ABC and CBS along with featured articles in national and regional publications across the U.S. Lawsuits have also been filed against brand name manufacturers in New Jersey and California.

The Agency believes that additional guidance is needed so that registrants can better understand the circumstances under which product brand names are potentially false or misleading and what kinds of corrective actions are needed for registered products already bearing such brand names. For example, one significant issue that continues to arise has been product brand names that involve safety-related claims such as "safe" or "natural," and may often include specific statements, claims, logos, pictures or other aspects of the label. A previous draft of this guidance was issued on March 28, 2002 for public comment.

Manufactures that use botanical ingredients or other non-toxic chemicals are well known to be effective in the control of flies, mosquitoes, fleas, ticks and other insects. These products are already available in the US and do not contain Pyrethrum, Pyrethroid, Permethrin, Rosemary or other neuro-toxic agents. Some have the Organic Materials Review Institute (OMRI) approval. Although primarily focused on the pet industry and safety for lactating animals, these same products are also people safe for pet owners.

Overall, the intent of EPA's proposed guidance is to bring all product names, which may include trademarked company names or brand names, into compliance with FIFRA and its regulations. Ensuring that pesticide product names are not false or misleading will help protect consumers who may consider product names as part of their purchase decision-making. This proposed guidance would also protect competitors that "play by the rules" with respect to product names. Comments on the revised draft PRN will be accepted until June 18, 2010. The revised draft PRN and responses to previous public comments can be found at <http://www.regulations.gov/search/Regs/home.html#home> in Docket ID # EPA-HQ-OPP-2010-0282. The Federal Register Notice of this action was published on May 19, 2010, and is available at <http://edocket.access.gpo.gov/2010/2010-11977.htm>

Nature's Balance Care® bio-based, eco-friendly fly, tick and insect products are the healthy choice for horse owners, their pets and their family. With the only organic listed OMRI® approved products on the market today that do not contain Pyrethrum, Permethrin, Rosemary or neuro-toxic ingredients, Nature's Balance Care® sets the standards with fully disclosed ingredients from active to inert so the customer can make an informed healthy choice for their horses, their pets and their families.

Visit www.NaturesBalanceCare.com and choose Where to Buy to find an online store or dealer near you.

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