

Table IV
Fraudulent Print Advertising by Dow in
New York State Beginning in 1991 or Earlier to 1995

Claim Ref *	Claim
1.03	"does not affect reproduction or cause cancer in animals" (Dursban) "Dursban Insecticides pose very little risk to humans when used according to label directions."
1.04	"since humans are very large relative to insects, they must receive doses many times higher to cause adverse health effects." (Dursban)
1.05	"Dursban insecticides met stringent standards for registration by the Environmental Protection Agency before they were approved for sale." "no evidence of significant risk to the environment when Dursban insecticides are properly applied." "The 20-plus years of chlorpyrifos use ... confirm that there is not a single documented incident of significant adverse health effect resulting from proper use of Dursban insecticide." "When Dursban Insecticides are used in accordance with label directions there is very little chance of any adverse health effects."
1.06	Question: "Are Dursban insecticides dangerous to pets?" Answer: "Some Dursban formulations have been licensed for use in pet care products." Question: "The Material Safety Data Sheet (MSDS) talks of severe effects and gives scary warnings. Are you sure these pesticides are safe to use around the house?" Answer: "The MSDS... applies only to a pesticide concentrate...the MSDS statements would not apply to the finished application solution." (Dursban)
1.07	"All available information indicates that Dursban insecticides do not present a unique hazard to the fetus." "It was determined that when given orally to pregnant female mice and rats at high doses, chlorpyrifos did not cause birth defects." (Dursban) Question: "Is it safe for my baby to play on a treated carpet?" Answer: "After the treated surface is dry, a child cannot remove enough to cause a health problem." (Dursban)
1.08	Question: "If a carpet treatment kills fleas, why won't it hurt my baby?" Answer: "... human exposure more limited... deposits are not easily dislodged ... the insecticide is poorly absorbed through the skin" (Dursban)
1.09	"Products containing Dursban have been tested for skin sensitization properties in 100 human volunteers, and none of them showed any evidence of a skin sensitization response."
1.11	Question: "Does Dursban have any long term effects?" Answer: " No."
2.02	"... Dursban will control deer ticks and other surface-feeding insects without harming non-targeted species."

*Number refers to advertisement number in Key and page number (e.g., "1.03" means: advertisement 1, page 3).

Claim Ref

Claim

- 2.02 "Every tick brings Lyme disease closer to you." (Dursban)
- 3.02 "... because the insecticide should not be disturbed until it has completely dried. That's why your pest control operator will ask that you not enter your home for a few hours after application."
- 6.02 "... compounds ... receive Environmental Protection Agency (EPA) registration approval."
"Once ... a product receives EPA's registration approval, ... it meets all federal laws and agency requirements."
- 6.03 "The government sets strict regulation requirements to assure that no person's safety is compromised when people use the herbicide according to the label."
- 6.07 "Although this intricate registration process appears puzzling ... and assure your well-being."
- 7.02 "picloram poses no hazard to birds"
Question: "Does the Restricted Use classification ... mean that it is dangerous to me?" Answer: "No. This classification relates to the ability of picloram to injure non-target plants."
- 8.05 "... the use of picloram... will present no significant hazard to soil, aquatic fauna or flora, wildlife, livestock, pets or humans."
"degradion (sic) products are harmless to living organisms and the environment." (Picloram)
- 9.06 "Garlon herbicides degrade rapidly in soil with no substantial adverse effects on human health, wildlife or environment."
- 9.07 "Data here shows that Garlon and Tordon are less toxic than aspirin or caffeine."
"Selective herbicide formulations with... safe use credentials."
"When used at recommended rates, GARLON, TORDON, and ACCESS herbicides are low in mammalian toxicity."
- 10.02 "... carries Environmental Protection Agency's approval. This is to ensure that... it poses minimal risk to the environment" (Herbicide)
"... herbicide ... carries the Environmental Protection Agency's approval." (Herbicides)
"...carries the Environmental Protection Agency's approval ... This is to ensure that ... is effective for controlling unwanted vegetation."
(Herbicides)
- 12.06 "all herbicide products meet the stringent regulations of the U.S. Environmental Protection Agency: EPA registration is based on years of

12.06 rigorous testing." (Herbicides)

"Unless herbicides are applied directly to water surfaces or the banks of ponds or feeder streams, it is unlikely they will wash into the pond." (Herbicides)

"when used properly, herbicides manufactured by DowElanco have no effect on health, weight gain, egg production, fertility or hatchability of birds." (Herbicides)

12.07 "it is impossible for livestock to consume enough treated forage to obtain a harmful dose." (Herbicides)

12.08 "Research and many years of use have shown that the products DowElanco sells are effective and can be used safely. Anything less and they wouldn't be registered by the Environmental Protection Agency." (Herbicides)

Question: "Do herbicides pose any risk to my family?" Answer: "No.... Anything less, and they wouldn't be registered by the Environmental Protection Agency." (Herbicides)

12.09 "Before any product is registered for use, rigorous tests are performed. All test results are thoroughly reviewed by the EPA. Using the most up-to-date testing procedures... these studies have determined that when used properly, DowElanco Industrial Herbicides do not cause cancer, genetic changes or birth defects." (Herbicides)

12.10 Question: "What is groundwater?" Answer: "It is the water found in pores, cracks, crevices and channels of the rocks below the surface of the earth."

12.13 "Drift exposure of garden plants to DowElanco Industrial Herbicides should pose no hazard to people that eat such produce." (Herbicides)

12.15 Question: "Why are some herbicides classified as Restricted Use Pesticides?" Answer: "... This classification does not mean that these herbicides are a threat to man, livestock, wildlife or fish." (Herbicides)

13.01 Question: "Can you use the herbicides safely?" Answer: "... The EPA clears these products for use only after determining they will not adversely affect people, animals or the environment when applied properly." (Herbicides)

KEY TO DOWELANCO ADVERTISEMENTS

1. Straight talk on dursban insecticides (3/91)
2. When you see what makes Lyme disease tick (6/91)
3. Fleology
4. Welcome to a partnership with your pest control professional
5. Chlorpyrifos toxicity and health hazards
6. Your sign of assurance - EPA registration
7. The toxicology of Picloram
8. Straight talk on picloram (1988?)
9. Low maintenance vegetation control
10. Working with herbicides safely
11. The environmental properties of triclopyr (4/90)
12. Straight talk on herbicides (4/90)
13. A message for our neighbors (9/90?)