

Table I**Fraudulent Print and Video Advertising by Dow in New York State
1995 through 2001**

Document	Document Number	Product	Claim	Location of Language
Did You Know	N/A (320-01-030 from a.d. sheet)	Pesticides in General	Illustration of "The Actual Risk" compares pesticides to other activities and products	back side of closed pamphlet
The Best Termite Protection Money Can Buy.	N/A (U010-29-009 from a.d. sheet)	Dursban* TC	Dursban TC-You get a product that has a proven human safety record.	Inside flap, under heading: Dursban TC for Premium Termite Control
Panorama Vol. 7, issue 1, 2000	DAGR 001319	Pesticides in General	"They [pesticides] are essentially 'environmental medicines'..."	DAGR 0001325 "Maintaining public health"
Panorama Vol. 7, issue 2, 2000	DAGR 001303	Dursban	"...the rules have changed, but the safety of Dursban hasn't"	DAGR 0001309 "Safety of Dursban hasn't changed"
Panorama Vol. 7, issue 2, 2000	DAGR 001303	Dursban	Title: "Safety of Dursban hasn't changed",	DAGR 0001309 "Safety of Dursban hasn't changed"
Packet with Letters addressed Dear Business Partner,...	DAGR 000024-000052	Dursban	"We steadfastly believe in the safety of chlorpyrifos..."	DAGR 000024, 28, 30 Cover sheet
Packet with Letters addressed Dear Business Partner,...	DAGR 000024-000052	Dursban	"If you have... pests you want to get rid of, I see no reason why you should not use a product that has been doing so effectively and safely..."	DAGR 000038 "Quotes from Health and Safety experts on the safety of Chlorpyrifos"
Packet with Letters addressed Dear Business Partner,...	DAGR 000024-000052	Dursban	"Chlorpyrifos products have been used safely in and around millions of homes ..."	DAGR 000039 "Why People use Chlorpyrifos (Dursban*/Lorsban*) Products"
Packet with Letters addressed Dear Business Partner,...	DAGR 000024-000052	Dursban	"... the average American wants a safe product ... that gets the job done. Dursban products do that ..."	DAGR 000040
Packet with Letters addressed Dear Business Partner,...	DAGR 000024-000052	Dursban	"We think it is safe and effective when used in accordance with label directions."	DAGR 000040
Packet with Letters addressed Dear Business Partner,...	DAGR 000024-000052	Dursban	"Chlorpyrifos is one of the most important, safe and widely used insecticides in the country."	DAGR 000040
Packet with Letters addressed Dear Business Partner,...	DAGR 000024-000052	Dursban	Title: "Proven Safety and Quality"	DAGR 000042 "Chlorpyrifos (Dursban*/Lorsban*) Products"
Packet with Letters addressed Dear Business Partner,...	DAGR 000024-000052	Dursban	"Used as directed, chlorpyrifos products are safe for use around adults and children."	DAGR 000042
Packet with Letters addressed Dear Business Partner,...	DAGR 000024-000052	Dursban	"Are chlorpyrifos (Dursban) products safe for use around children? Used as directed, chlorpyrifos products provide wide margins of safety for both adults and children." (Also includes several other instances of "wide margins of safety")	DAGR 000047
Outlook-Special Issue	N/A (32001075 from a.d. sheet)	Dursban	"... Dursban is not going to cause injury when used appropriately..."	P. 7 "Defending Dursban Products"
Outlook-Special Issue	N/A (32001075 from a.d. sheet)	Dursban	"And there is simply no credible scientific evidence that Dursban products harm people or the environment when used properly."	P. 9 "The scales of justice"
Outlook-Special Issue	N/A (32001075 from a.d. sheet)	Dursban	"... no significant adverse health effects will likely result from exposures to Dursban, even at levels substantially above those expected to occur when applied at label rates."	P. 11 "Scientific scrutiny"
Just the Facts	DAGR 002107	Lorsban 15G	"Lorsban 15G... is safe to handle."	DAGR 002107

Table I (Continued)

Document	Document Number	Product	Claim	Location of Language
Just the Facts	DAGR 002089	Lorsban 15G	"Benefits of Lorsban 15G: ...Safe use with all herbicides"	DAGR 002089
Panorama Vol. 7, issue 1, 2000	DAGR 001179	Spinosad	"...offering an environmentally sound approach..." (talking about the active ingredient, Spinosad, in Conserve insecticide. Conserve contains >88% inerts-see MSDS DAGR 000423	DAGR 001180
Panorama Vol. 7, issue 3, 2000	DAGR 001295	Conserve* SC	"... safe at high rates..."	DAGR 001297
Panorama Vol. 7, issue 3, 2000	DAGR 001295	Gallery	"Safe for over-the-top application..."	DAGR 001298 "Gallery Herbicide" box
Panorama Vol. 7, issue 3, 2000	DAGR 001295	Snapshot	"There's safety and savings in Snapshot herbicide"	DAGR 001298 "Snapshot herbicide"
Panorama Vol. 7, issue 3, 2000	DAGR 001295	Herbicides-Gen	Title: "Preemergence Herbicides Control Weeds Safely.."	DAGR 001298 Page title
Panorama Vol. 7, issue 3, 2000	DAGR 001295	Surflan	"...and [Surflan] is safe to use around ornamental."	DAGR 001300 "Yielding successful results"
Panorama Vol. 8, issue 1, 2001	DAGR 001271	Conserve SC and Spinosad	"It's easy on beneficial insects and is not harmful to the environment or ornamentals."	DAGR 001276 caption under ant
Individual Plant Treatment	N/A (351-02-022 from a.d. sheet)	Herbicides-Gen	"in addition, the Dow AgroSciences herbicide formulations used for individual plant treatments biodegrade naturally in the soil."	P. 3 "targeted control and the environment"
Panorama Vol. 7, issue 3, 2000	DAGR 001287	Surflan	"Surflan is also gentle enough for safe use directly over the top of more than 400 ornamentals..." (See label-DAGR000340)	DAGR 001289 "Surflan Herbicide(southern turf)"
Lontrel-Dead Weeds. Healthy Turf... 15	DAGR 001191	Lontrel Turf & Ornamental	"...an excellent choice for environmentally sensitive accounts." (see MSDS DAGR000336)	DAGR 001190 "More Lontrel Advantages"
CenterLine	DAGR 000576	Garlon* 4 Herbicides	"I want to spend the least amount of money in the shortest time frame, yet be environmentally conscious,..."	DAGR 000577 "Love Of The Land"
Retailer Training Video	DAGR 000013	Various pesticides	In response to "Are these Pesticides Safe?" "No risk to the consumer from the use of pesticides when they are used as directed."	Segment entitled "Proper Use of Pesticides"
Retailer Training Video	DAGR 000013	Various pesticides	"... the amount of Dursban, Team, Balan and Gallery that is sold in products you use in and around your home is ... not enough to harm you if used as directed ..."	Segment entitled "Proper Use of Pesticides"
Retailer Training Video	DAGR 000013	Team, Balan & Gallery	"When applied according to label instructions these herbicides will not ... cause adverse effects in fish or birds or other wildlife."	Segment entitled "Proper Use of Pesticides"
Retailer Training Video	DAGR 000013	Pesticides in general	"Every effect that a pesticide could have on our health and the environment is tested"	Segment entitled "Proper Use of Pesticides"
Video "Make Your Own TV Commercial"	Film 320-01-066	Pesticides in general	"Our experienced technicians give you safe, reliable service which quickly and effectively eliminates pests"	
Video " Basal Application Clearing the Way for You"	Film 320-02-010	Herbicides	"Brush can be safely controlled ..."	
Video " Basal Application Clearing the Way for You"	Film 320-02-010	Herbicides	"Herbicides are tested thoroughly for their ... safety to wildlife, humans, and the environment."	