

All Pesticide Registrants

GUIDELINES ON APPLICATION FOR APPROVAL OF ADVERTISEMENTS ON PESTICIDES

Control of Pesticides Act No: 33 of 1980

Introduction

The provisions for regulation of advertisements of pesticides are prescribed under the subsections 2 and 3 of the section 18 of the Control of Pesticides Act No: 33 of 1980. Currently, for Agro-pesticides, a self-regulation is practiced by the industry through Sri Lanka Crop Protection Association (SLCPA), on an understanding between the Registration Authority and the Industry.

Office of the Registrar of Pesticides is of the view that more detailed and defined guidelines on pesticide advertisements are required in order to ensure the consumer safety and protect the environment through judicious use. Advertisements of household pesticides are already regulated through registration and prior approval scheme.

Product promotional activities in all printed, electronic and other media such as leaflets, pamphlets, banners, cutouts, newspaper articles, demonstrations, radio and TV spot messages or programs are considered as advertisements, for this purpose.

As an initial step, the Registrants of Agro-pesticides are requested to comply with the Guidelines. The SLCPA would monitor and coordinate the members for this purpose. Any cases of deviation from regulations will be handled individually by the Office of the Registrar of Pesticides. If the compliance is not satisfactory, a regulatory procedure will be enforced to control the advertisements without prior notice.

Field demonstrations should be conducted in collaboration with the Authorized Officer or an Extension Officer identified for that purpose of the area.

1. Only a registered pesticide with a valid license or a provisional permit issued by the Registrar of Pesticides may be advertised. However, pesticides which are legally restricted to use by trained or registered operators should not be advertised unless the restricted availability and relevant other special directions indicated in the license are clearly and prominently shown.

Prohibitions in pesticide advertisements

2. Where applicable, an advertisement must be submitted at least one month prior to its intended date of production.

Applications for approval of advertisements

3. For an advertisement in the form of an announcement, the script must be submitted. For an advertisement in the form of visuals (film or slide), a storyboard with the corresponding script must be submitted. Scripts must be submitted in duplicate for each and every language used.

4. The contents of an advertisement must be in accordance with that of the label approved by the Registrar of Pesticides, specially in the case of recommendations and use directions

Requirement for statements of technical nature used

5. Advertisements should not imply or contain statements pertaining to false, misleading or deceptive comparisons with other pesticides. Comparative statements or technical specifications cannot be used to infer that a similar competitive product is substandard.

6. Advertisements should not lead consumers to over-estimate the quality/value of a product or its effectiveness either by exaggeration or unrealistic comparisons. They should not be formulated so as to abuse the trust of the consumer on the product/brand or exploit his lack of experience or knowledge.

7. Pesticides must not be shown within reach of children. Persons below 12 years of age, pregnant women and health professionals should not be shown as using pesticides in anyway. No

Restrictions on child safety, health claims and environmental claims

product shall be shown as using in close vicinity of such persons.

8. Advertisements should not contain the claim of "suitable for children". Any statement with similar meaning or any visual representation of children under 12 years of age or objects representing children (toys, etc.) which directly or indirectly refer to the above claim.
9. Advertisements should not show or imply indiscriminate, unnecessary, unsafe or excessive use of pesticides and potentially dangerous practices, for example, spraying over food-stuffs, cooking utensils, toys, etc., and mixing or application without sufficient protective clothing.
10. Claims or implications which directly or indirectly refer to safety of the pesticide or its ingredients are not allowed, including statements such as 'safe' 'non-poisonous' 'non-injurious' 'harmless' or 'non-toxic to humans or pets' or 'can be used anywhere' with or without a qualifying phrase such as 'when used as directed'.
11. Advertisement should not contain any statement or visual presentation which is likely to mislead the consumer about the pesticide advertised or the advertiser or about any other article or advertiser. For example, use of any statement or visual, product identities, dummies or any other trade promotions of a competitor product in such a manner that demote other product/s or promote superiority of own product/s, are not allowed.
12. Display of any visual advertisements should not be placed in surroundings, which mislead the consumer of judicious use or give false impression on its approved uses. (eg: advertisements appear in tea lands of pesticides not recommended for tea)

Misleading
information

13. Statements that imply professional advice or recommendations or those presented by or the appearance of a related professional in the advertisement directly or indirectly are not allowed.
14. Advertisements should not contain words such as 'sweet-smelling', 'fragrant', 'perfumed' or any other similar claims that may mislead the consumer to prompt indiscriminate use of the product.
15. An advertisement should not contain any reference to 'College', 'Institute', 'Hospital', 'Laboratory' or similar establishments corresponding to the description used, unless there is satisfactory technical evidences on such claims.
16. Pesticides should not be advertised in places or manner that jeopardize the safer product promotion effort of the Department of Agriculture. Statements that would imply any opinion against the concept of Integrated Pest Management (IPM) practices and/or incompatible with the concepts are not allowed. For example, ordinary statements such as "quick kill actions" " Pesticides increase yields" " Pesticides are indispensable for bountiful harvest" etc. will not be allowed.
17. Additional information or technical reports may be requested from the registrant for the evaluation of an advertisement. All descriptions, claims, comparisons and references to tests, trials, research and related findings may be used only if they are fully substantiated by credible technical reports. Failure to substantiate the claims would result in deletion of a part or several parts of the advertisement or prohibition of publishing of the entire advertisement.

Statements
related to
National
Policies and
Interests

Revision or
cancellation of
advertisements

Registrar of Pesticides