



**Pageant<sup>®</sup>**  
Intrinsic™ brand fungicide

**BASF**

The Chemical Company

MAKE "IMPOSSIBLES" EASY  
55,000 G/Galen DROP A GAL

WORLD'S TOP PLANT SUPPLY  
WORLD'S TOP BRAND  
Gold Medal

NORMS #4

# SUPERthrive

Original VITAMINS-HORMONES Solution

## #1 PLANT HEALTH EXTRA LIFE™

Greatest Guarantee-Offer PROOF Ever

65 YEARS GUARANTEED \$5,000.00

### World CHAMPION

#1 Activator #1 Reviver #1 Planter #1 Grower #1 Perfector

1 GALLON / 3.786 LITERS

NOTHING ELSE...  
...can give your plants and landscapes the same extra life and beauty that SUPERthrive can!

MADE IN THE U.S.A. BY BASF CORPORATION  
10000 W. BRIDGEWAY, HOUSTON, TEXAS 77042  
TEL: (713) 962-1100 FAX: (713) 962-1101

EXTRA LIFE FOR YOUR: **PLANTING** (1) PLANTING (2) PLANTING (3) PLANTING (4) PLANTING (5) PLANTING (6) PLANTING (7) PLANTING (8) PLANTING (9) PLANTING (10) PLANTING (11) PLANTING (12) PLANTING (13) PLANTING (14) PLANTING (15) PLANTING (16) PLANTING (17) PLANTING (18) PLANTING (19) PLANTING (20) PLANTING (21) PLANTING (22) PLANTING (23) PLANTING (24) PLANTING (25) PLANTING (26) PLANTING (27) PLANTING (28) PLANTING (29) PLANTING (30) PLANTING (31) PLANTING (32) PLANTING (33) PLANTING (34) PLANTING (35) PLANTING (36) PLANTING (37) PLANTING (38) PLANTING (39) PLANTING (40) PLANTING (41) PLANTING (42) PLANTING (43) PLANTING (44) PLANTING (45) PLANTING (46) PLANTING (47) PLANTING (48) PLANTING (49) PLANTING (50) PLANTING (51) PLANTING (52) PLANTING (53) PLANTING (54) PLANTING (55) PLANTING (56) PLANTING (57) PLANTING (58) PLANTING (59) PLANTING (60) PLANTING (61) PLANTING (62) PLANTING (63) PLANTING (64) PLANTING (65) PLANTING (66) PLANTING (67) PLANTING (68) PLANTING (69) PLANTING (70) PLANTING (71) PLANTING (72) PLANTING (73) PLANTING (74) PLANTING (75) PLANTING (76) PLANTING (77) PLANTING (78) PLANTING (79) PLANTING (80) PLANTING (81) PLANTING (82) PLANTING (83) PLANTING (84) PLANTING (85) PLANTING (86) PLANTING (87) PLANTING (88) PLANTING (89) PLANTING (90) PLANTING (91) PLANTING (92) PLANTING (93) PLANTING (94) PLANTING (95) PLANTING (96) PLANTING (97) PLANTING (98) PLANTING (99) PLANTING (100)

UNIQUE, NORMALIZING VITAMINS-HORMONES for water plant success  
NOTHING IS AT ALL "LIKE" SUPERthrive™. WARNING: be realistic: REFUSE  
REASONABLE PRICES IN THE FUTURE. NO ONE CAN AFFORD TO BE SURE.

**DIRECTIONS - EASY!**

1. Add 1/2 tsp. (1.25 ml) to 1 gallon (3.786 L) of water. Mix well.

2. Apply to plants as follows: (1) PLANTING (2) PLANTING (3) PLANTING (4) PLANTING (5) PLANTING (6) PLANTING (7) PLANTING (8) PLANTING (9) PLANTING (10) PLANTING (11) PLANTING (12) PLANTING (13) PLANTING (14) PLANTING (15) PLANTING (16) PLANTING (17) PLANTING (18) PLANTING (19) PLANTING (20) PLANTING (21) PLANTING (22) PLANTING (23) PLANTING (24) PLANTING (25) PLANTING (26) PLANTING (27) PLANTING (28) PLANTING (29) PLANTING (30) PLANTING (31) PLANTING (32) PLANTING (33) PLANTING (34) PLANTING (35) PLANTING (36) PLANTING (37) PLANTING (38) PLANTING (39) PLANTING (40) PLANTING (41) PLANTING (42) PLANTING (43) PLANTING (44) PLANTING (45) PLANTING (46) PLANTING (47) PLANTING (48) PLANTING (49) PLANTING (50) PLANTING (51) PLANTING (52) PLANTING (53) PLANTING (54) PLANTING (55) PLANTING (56) PLANTING (57) PLANTING (58) PLANTING (59) PLANTING (60) PLANTING (61) PLANTING (62) PLANTING (63) PLANTING (64) PLANTING (65) PLANTING (66) PLANTING (67) PLANTING (68) PLANTING (69) PLANTING (70) PLANTING (71) PLANTING (72) PLANTING (73) PLANTING (74) PLANTING (75) PLANTING (76) PLANTING (77) PLANTING (78) PLANTING (79) PLANTING (80) PLANTING (81) PLANTING (82) PLANTING (83) PLANTING (84) PLANTING (85) PLANTING (86) PLANTING (87) PLANTING (88) PLANTING (89) PLANTING (90) PLANTING (91) PLANTING (92) PLANTING (93) PLANTING (94) PLANTING (95) PLANTING (96) PLANTING (97) PLANTING (98) PLANTING (99) PLANTING (100)

ONLY RECOMMENDED BY THE U.S. GOVERNMENT FOR USE BY THE U.S. ARMY, NAVY, AIR FORCE, MARINE CORPS, AND COAST GUARD. SUPERthrive is the only product of its kind that has been tested and approved by the U.S. Government for use by the military.

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## SUPERthrive

VITAMINS-HORMONES

50 GALLONS

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Bozens  
WORLD'S  
SCIENCE  
MIRACLES  
EACH  
DASH!

\$6.67  
GAL

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# What is Pageant Intrinsic?

- Why did we go from  to  ?
- We support our plant disease message
  - Pageant Intrinsic is the broadest spectrum ornamentals fungicide
  - Pageant Intrinsic offers effective control of the four major fungi groups
  - Pageant Intrinsic consists of two ai's: boscalid & pyraclostrobin
  - **Pageant Intrinsic is exactly the same fungicide as Pageant**
- Disease control research came first
- Plant health research followed
  - We refer all of our products with plant health benefits as 'Intrinsic'

# The history of Pageant Intrinsic

## Disease Control First



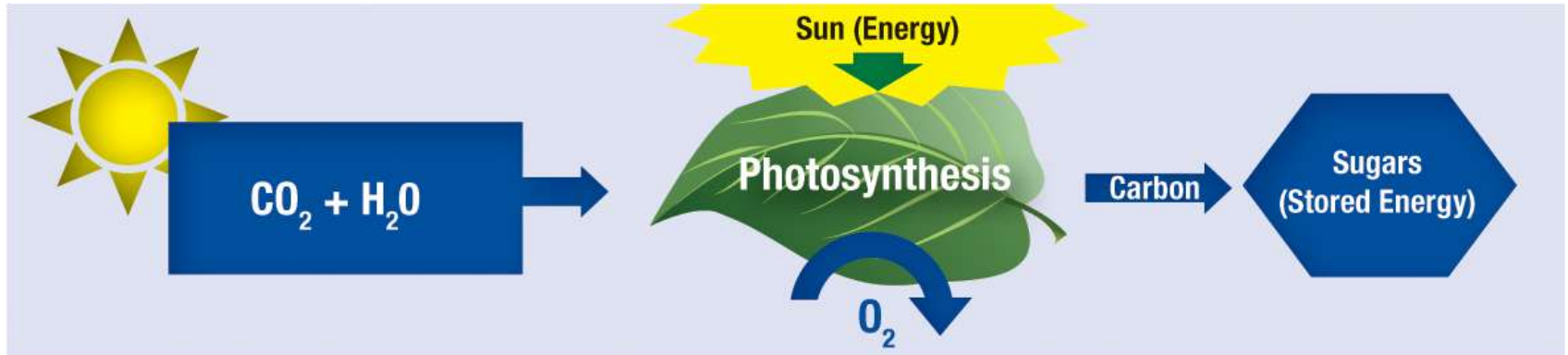
## Plant Health Second



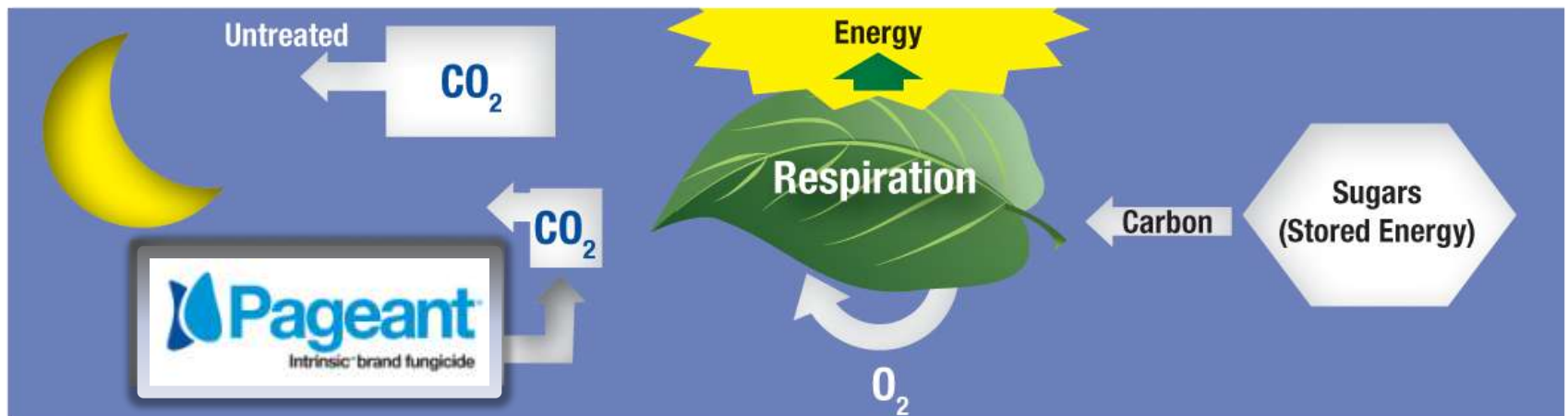
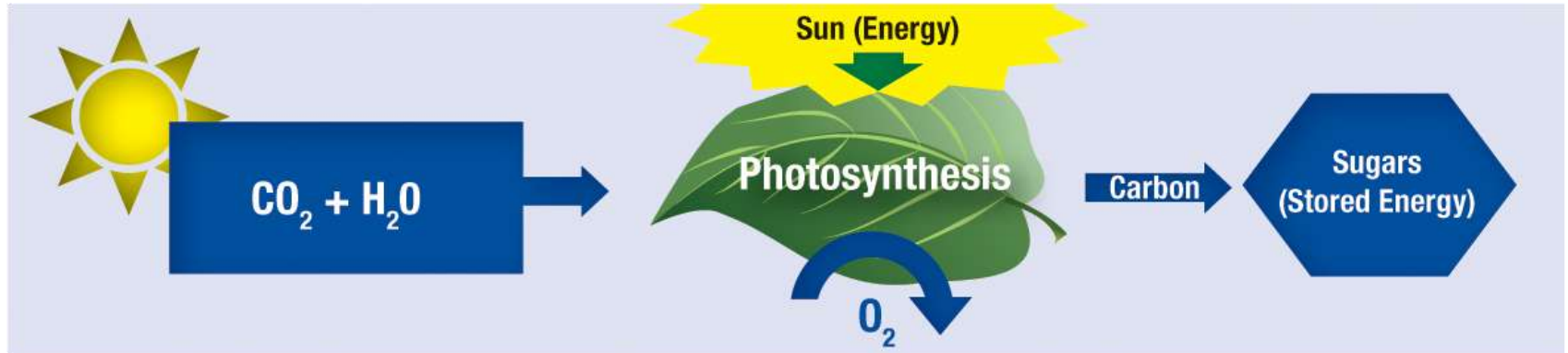
# Basic plant health points

1. Plant health effects were first noticed on grain crops
2. It was discovered that plant health is tied to pyraclostrobin
3. Aside from being an excellent fungicide, pyraclostrobin affects plant metabolism in a positive way
4. These subtle, important metabolic changes help the plant through stressful events
5. Pyraclostrobin must be applied prior to the stress event

# Pageant Intrinsic preserves energy



# Pageant Intrinsic preserves energy

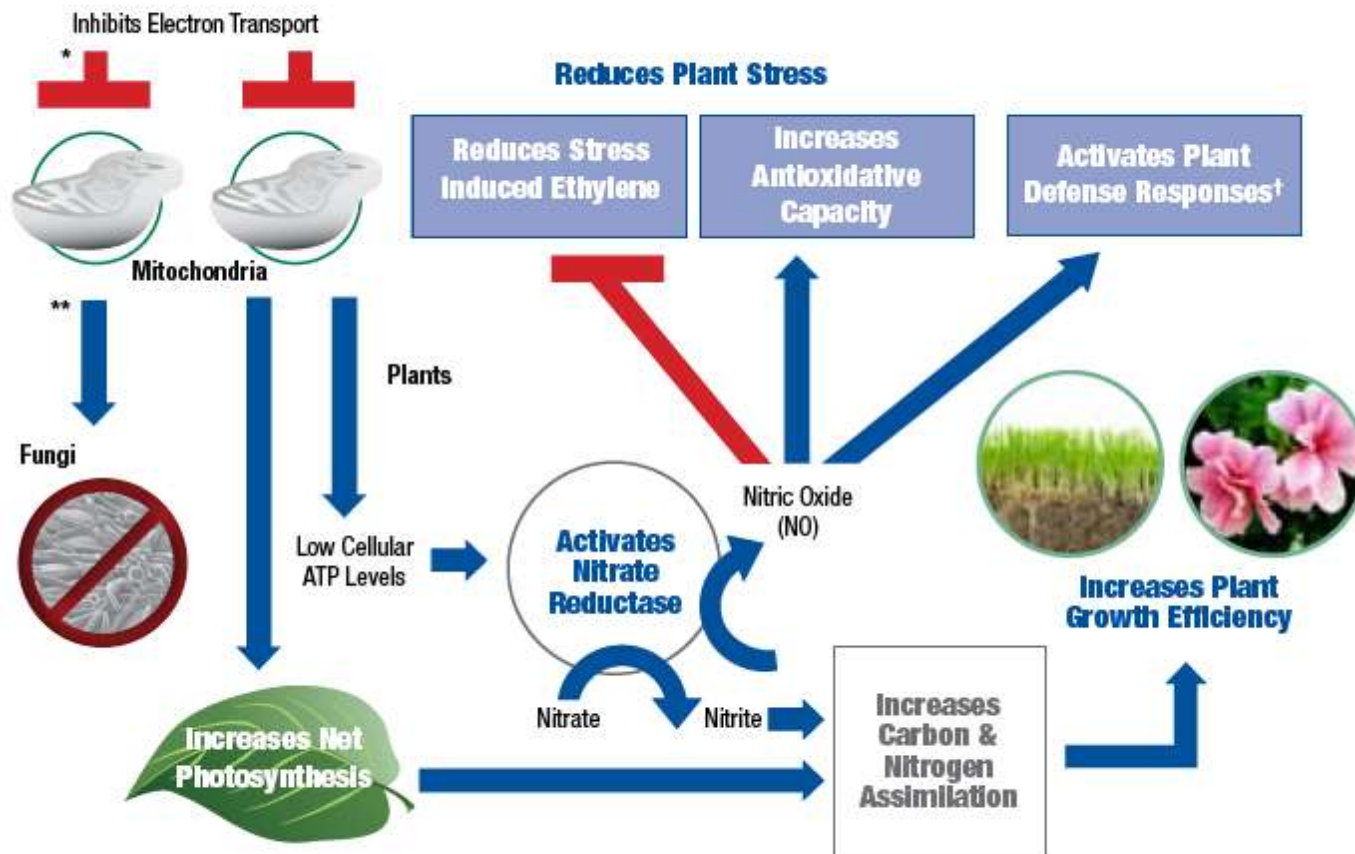


**Keeps More Energy (Sugars) for Plant Growth**



# Pageant Intrinsic benefits the plant

## Pyraclostrobin



\*red lines indicate inhibition of pathway or process  
\*\*blue arrows indicate activation of pathway or process  
<sup>†</sup>Increased tolerance to bacterial and viral infections

# Pageant Intrinsic benefits to the plant

- Pageant Intrinsic improves  $\text{CH}_2\text{O}$  utilization
- Pageant Intrinsic increases N assimilation
- Pageant Intrinsic reduces ethylene production during stress
- Pageant Intrinsic increases anti-stress compounds
- Pageant Intrinsic activates plant defense responses
- Responses differ by plant species and varieties
- Stress conditions trigger visible results

# Pageant Intrinsic is science-based



# Plant health claims

- Pageant Intrinsic claims are EPA approved
- Impatiens, petunia, geranium and pansy are the only species fully vetted
- These were selected on the basis of their widespread use and susceptibility to stresses in retail centers & landscapes
- Other plant species are being evaluated
- It is likely many ornamental species will show a response

Fuchsia plants: Untreated, treated with Heritage<sup>®</sup> fungicide and treated with **Pageant<sup>®</sup> Intrinsic<sup>™</sup> brand fungicide**. **Pageant Intrinsic** and Heritage were applied 2 days prior to start of the experiment. Plants were watered on day 1 and again on day 9 to simulate drought stress and demonstrate recovery after irrigation.

**Pageant Intrinsic** was applied at an experimental, unlabeled rate of 3.25 oz. / 100 gal. to determine if this low rate would also demonstrate plant health benefits. Heritage was applied at the standard rate of 2.0 oz. / 100 gal. Always use **Pageant Intrinsic** as a fungicide first for disease control and always read and follow label directions.





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