

# Fascination benefits Lily growers three ways.

1. *Fascination* prevents lower leaf yellowing.



Untreated

*Fascination*

2. *Fascination* delays flower senescence.\*



Untreated

*Fascination*

3. *Fascination* results in more marketable lilies at Easter. (See inside for details.)

## The Growing Family of Valent Professional Products

### INSECTICIDES

Orthene® Turf, Tree & Ornamental Spray  
*Orthene* Turf, Tree & Ornamental Spray 97

*Orthene* PCO Pellets

Tame® 2.4 EC Insecticide/Miticide

### INSECT GROWTH REGULATORS

Distance® IGR

NEW! TetraSan™ Miticide/Ovicide

### BIOLOGICAL INSECTICIDES

DiPel® PRO DF Biological Insecticide

Gnatrol® Biological Larvicide

### BAITS

*Distance* Fire Ant Bait

### HERBICIDES

NEW! BroadStar™ Herbicide

Envoy® Herbicide

NEW! SureGuard™ Herbicide

### PLANT GROWTH REGULATORS

*Fascination*™ PGR

ProGibb® T&O PGR

Sumagic® PGR



Valent U.S.A. Corporation  
P.O. Box 8025  
Walnut Creek, CA 94596-8025

*Products That Work, From People Who Care™*  
[www.valentpro.com](http://www.valentpro.com) | 800-89-VALENT (898-2536)

*Read and follow the label instructions before using.*

*BroadStar, SureGuard, TetraSan and Products That Work, From People Who Care are trademarks and Distance, Envoy and Tame are registered trademarks of Valent U.S.A. Corporation. Fascination is a trademark and DiPel, Gnatrol and ProGibb are registered trademarks of Valent BioSciences Corporation. Sumagic is a registered trademark of Sumitomo Chemical Company, Limited. Orthene is a registered trademark of OMS Investments, Inc. Orthene 97 is U.S. patent 6,013,272. ©2004 Valent U.S.A. Corporation. All rights reserved. Printed in the U.S.A. 2004-FAS-2900 AM/LT 2/04*

*Tame is a restricted use pesticide.*



# Fascination™

PLANT GROWTH REGULATOR



More Marketable Lilies

\*Photo courtesy of the Dept. of Horticulture, Michigan State University.

# Fascination™

PLANT GROWTH REGULATOR

## Bring out the best in your lilies

Fascination™ Plant Growth Regulator provides lily growers with a tool for more presentable, more marketable Easter and LA hybrid lilies.

*Fascination* is a unique combination of two plant growth regulators that influence plant growth and maturity in several ways.

Applied as a foliar spray, *Fascination* affects plant growth by signaling something to occur in the plant that is natural, but that may not normally occur at precisely the desired time.

- Gibberellins 4 (GA<sub>4</sub>) and 7 (GA<sub>7</sub>) are naturally occurring plant growth regulators widely used in agricultural crops for many years with excellent results. Gibberellins 4 and 7 maintain plant tissue in a juvenile stage and retard aging.
- 6-benzyladenine (6BA) is another widely used plant growth regulator well known to delay chlorophyll degradation and maintain greenness in leaves.



When sprayed properly and uniformly, early applications of *Fascination* can protect plants from lower-leaf yellowing for up to three weeks. Later in the season, *Fascination* can help delay flower senescence by promoting plant growth and initiating flowering before shipping or cooler storage.

## How to achieve the best results with *Fascination*

*Fascination* is easy to use and requires no special equipment.

*Fascination* does NOT move systemically within the plant. This means two things for the applicator:

- *Fascination* stays put, doesn't migrate to growth points.
- Uniform application to target leaves is critical.

For optimum results on Easter lilies, up to three applications of *Fascination* are recommended:

### APPLICATION #1

Prevents lower leaf yellowing for three weeks

Apply 7 to 10 days *prior* to visible bud

Apply at a rate of 5 to 10 ppm in water

Avoid direct contact of spray on immature (upper) leaves—may result in undesirable stem elongation

### APPLICATION #2

Prevents leaf yellowing in the cooler

Apply 7 to 10 days *after* visible bud

Apply at a rate of 5 to 10 ppm in water

Avoid direct contact of spray on immature leaves—may result in undesirable stem elongation

### APPLICATION #3

Prolongs flowering

Apply no more than 14 days before placing plants in a cooler or before shipping

Apply *Fascination* at a rate of 100 ppm

Can be applied over the top, since plant stretch is not a concern at this time

Research at Michigan State University has documented buds remaining on plants for 18 to 24 days without plant stretch when using this application method

