



REGION 8
DENVER, CO 80202

FILED

Feb 25, 2025

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U.S. EPA REGION 8
HEARING CLERK

SENT VIA EMAIL

DELIVERY RECEIPT REQUESTED

SUBJECT: Requested action to be taken regarding the SimPure Home Water Purifier DB10C-2KDF Whole House Water Filters in shipment with entry number EAE-04785604 FIFRA-08-2025-0010

FROM: David Cobb
Supervisor, Toxics Enforcement Section
Enforcement and Compliance Assurance Division

Cobb,
David

Digitally signed
by Cobb, David
Date: 2025.02.25
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TO: U.S. Department of Homeland Security
Bureau of Customs and Border Protection
Denver, Colorado 3307

By this memorandum, the U.S. Environmental Protection Agency, Region 8, is informing the Bureau of Customs and Border Protection of the U.S. Department of Homeland Security (CBP) that the products in the import shipment described below should be **Denied Entry-Refused Delivery** pursuant to the authority of section 17(c) of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), 7 U.S.C. § 136o(c), and the implementing regulations at 19 C.F.R. section 12.114. The entry was marked "Hold Intact," "Refused," and "Re-Export" in the Automated Commercial Environment (ACE) by the EPA on February 20, 2025. The following information pertains to the shipment:

- The importer is Ningbo Yojoyer Culture Crafts, 160 Time Avenue, Taoyuan Street, Ningbo, China.
- The consignee is Dynasty Shipping LLC, 12750 Moore Street, Cerritos, California, 90703.
- The broker is Dynasty Shipping LLC, customs@dynshippingllc.com.
- The bill of lading number: CMDUCHN2000952.
- The entry file date was February 11, 2025.
- The product in this shipment is 14 SimPure Home Water Purifier DB10C-2KDF Whole House Water Filters, weighing 258 pounds.
- The port of entry is Denver, Colorado 3307.

Section 2(t) of FIFRA, 7 U.S.C. § 136(t) defines "pest" as "(1) any insect, rodent, nematode, fungus, weed, or (2) any other form of terrestrial or aquatic plant or animal life or virus, bacteria, or other micro-organism (except viruses, bacteria, or other micro-organisms on or in living man or other living animals) which the Administrator declares to be a pest under section 136w(c)(1) of this title."

Section 2(h) of FIFRA, 7 U.S.C. § 136(h), defines “device” as “any instrument or contrivance (other than a firearm) which is intended for trapping, destroying, repelling, or mitigating any pest or any other form of plant or animal life (other than man and other than bacteria, virus, or other microorganism on or in living man or other living animals); but not including equipment used for the application of pesticides when sold separately therefrom.” See also 40 C.F.R. § 152.500(a).

Section 2(p) of FIFRA, 7 U.S.C. § 136(p), defines “label” as “the written, printed, or graphic matter on, or attached to, the pesticide or device or any of its containers or wrappers” and defines “labeling” in part, as “all labels and all other written, printed, or graphic matter – (A) accompanying the pesticide or device at any time; or (B) to which reference is made on the label or in literature accompanying the pesticide....”

Under FIFRA section 2(q)(1), 7 U.S.C. § 136(q)(1), a device is misbranded and subject to enforcement action if, among other reasons:

- the labeling bears any statements, designs, or graphic representations that are false or misleading (see also 40 CFR 156.10(a)(5));
- its packaging or wrapping does not conform to standards established pursuant to FIFRA section 25(c)(3);
- it is an imitation of, or is offered for sale under the name of another device;
- the label fails to bear the establishment number of the establishment where it was produced;
- any required information is not prominently displayed on the label;
- it lacks adequate directions for use; or
- it lacks an adequate warning or caution statement.

The label on the SimPure Home Water Purifier DB10C-2KDF Whole House Water Filters included the following information:

- “97260-CHN-1”

On February 18, 2025 the broker submitted the website, <https://www.simpurelife.com/products/2-stage-clear-10-inch-whole-house-kdf-water-filter> as a location where this product is offered for sale. That website included the following language:

- “SimPure DB10C-2KDF first stage 5-micron CTO filter, featuring top-notch coconut shell carbon, removes cloudiness, unpleasant tastes, odors, and up to 99% of chlorine, also excelling against industrial solvents. The second- stage KDF filter, which has excellent adsorption capacity and can effectively reduce heavy metals, algae, microorganismsa [sic], manganese, iron, lead, and chlorine. The KDF filter also effectively inhibits the growth of bacteria and algae, maintaining system hygiene and efficiency.”

These statements demonstrate a pesticidal intent pursuant to the definitions above. Based on the information provided, the SimPure Home Water Purifier DB10C-2KDF Whole House Water Filters in the shipment referenced above fall within the definition of devices under FIFRA section 2(h), 7 U.S.C. § 136(h), and 40 C.F.R § 152.500(a) as “any instrument or contrivance (other than a firearm) which is intended for trapping, destroying, repelling, or mitigating any pest, [which includes virus, bacteria, or other micro-organism,] or any other form of plant or animal life (other than man and other than bacteria, virus, or other microorganism on or in living man or other living animals); but not including equipment used for the application of pesticides when sold separately therefrom.”

The shipment that arrived at the border for import is in violation of FIFRA section 12(a)(2)(N), 7 U.S.C. § 136j(a)(2)(N), because a registrant, wholesaler, dealer, retailer, or other distributor failed to correctly file reports required by the Act. As required by 19 C.F.R. § 12.114, a Notice of Arrival of Pesticides and Devices (NOA), EPA form 3540-1, and a copy of one product label must be submitted. Therefore, these pesticide products in the shipment referenced above should not be allowed entry into the United States.

The EPA hereby notifies CBP that this merchandise should be refused admission pursuant to the authority of FIFRA § 17(c), 7 U.S.C. § 136o(c), and the implementing regulations at 19 C.F.R. § 12.114. The importer should export this merchandise or dispose of the products under supervision of the CBP within ninety calendar days from the date of this memorandum or within such additional time as the District Director of CBP specifies. Failure to do so may result in either the destruction of the merchandise as authorized by FIFRA or in any action necessary to enforce the terms of any bond under which the shipment has been released to the consignee. Alternatively, CBP may elect to seize the products as a prohibited importation pursuant to their authorities as set out at 19 U.S.C. § 1595a(c)(2)(A).

On February 20, 2025, the EPA informed the CBP Cargo Chief in Denver, Colorado, that it would deny entry of this shipment. Please contact Christine Tokarz, the import enforcement coordinator, by email at tokarz.christine@epa.gov, if you have any questions concerning this matter.