



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

September 20, 2019

Mandy Slack
Senior Analyst, Regulatory Affairs
The Scotts Company
d/b/a The Ortho Group
P.O. Box 190
Marysville, OH 43040

Subject: Notification per PRN 98-10 – Add applicator claims
Product Name: Brush B-Gon Poison Ivy & Poison Oak Killer
EPA Registration Number: 239-2587
Application Date: July 17, 2019
Decision Number: 553544

Dear Ms. Slack:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, please contact Lydia Crawford by phone at 703-347-0622, or via email at Crawford.Lydia@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Mindy Ondish".

Mindy Ondish
Product Manager 23
Herbicide Branch
Registration Division (7505P)
Office of Pesticide Programs

NOTE:

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EPA Reg. No. 239-2587

[[Icon] Outdoor Use Only]
[Water Based [water droplet icon]]

NOTIFICATION

239-2587

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

09/20/2019

BRUSH-B-GON® POISON IVY & POISON OAK KILLER

Alternate Brand Names:

- Brush-B-Gon® Poison Ivy, Poison Oak & Brush Killer 2
- Ortho® Max™ Poison Ivy & Tough Brush Killer Ready-To-Use
- Ortho® Kudzu MAX™ Tough Brush Killer Ready-To-Use
- Ortho® Poison Ivy MAX™ Tough Brush Killer Ready-To-Use
- Ortho® Poison Oak MAX™ Tough Brush Killer Ready-To-Use
- Ortho® Wild Blackberry MAX™ Tough Brush Killer Ready-To-Use
- Ortho® Poison Ivy & Tough Brush Killer Ready-To-Use

Active Ingredient

| | |
|--------------------------------------|---------|
| Triclopyr, triethylamine salt* | 0.70% |
| Other Ingredients | 99.30% |
| [Total] | 100.00% |

* 0.50% triclopyr acid equivalent (0.043 lb/gal)

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back panel [booklet] for additional [directions and] precautionary statements.

For home use only [or] Residential use only.

- NET CONTENTS 24 FL OZ (1 PT 8 FL OZ) / 709 mL
- NET CONTENTS 32 FL OZ (1 QT) / 946 mL
- NET CONTENTS 64 FL OZ (1/2 Gallon) / 1.89 L
- NET CONTENTS 128 FL OZ / 3.78 L
- NET CONTENTS 1.33 Gallons / 5.03 L

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PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS & DOMESTIC ANIMALS

CAUTION: Harmful if absorbed through the skin. Causes moderate eye irritation. Avoid contact with skin, eyes or clothing. Wear long-sleeved shirt, long pants, shoes and socks when applying this product. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

[reentry icon] Do not enter or allow people or pets to enter treated areas until spray has dried.

FIRST AID

[icon]

If on skin or clothing: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

Note to Physicians: Emergency Information call 1-800-225-2883

ENVIRONMENTAL HAZARDS: To protect the environment, do not allow pesticide to enter or run-off into storm drains, drainage ditches gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help ensure that wind or rain does not blow or wash pesticide off the treatment area.

This product contains a chemical that has properties and characteristics associated with chemicals detected in groundwater. The use of this chemical in areas where soils are permeable, particularly where the water table is shallow, may result in groundwater contamination.

Note to PM –The following statements will appear at the top of the label either within or outside of the product facts table

[OPEN Resealable Label for Directions and/Precautions]

[PRESS TO RESEAL]

[Peel open for use directions and further information]

[Pull here to open label press to reseal.]

[Optional Instructions for Side Clip Tape]

[PULL/PEEL HERE [TO REMOVE TAPE]

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Note to PM: The following product fact table format is optional and the information may appear inside or outside of the box

| | |
|--------------------------|---|
| PRODUCT FACTS | |
| WHERE TO USE | Kills poison ivy and poison oak in non-garden [on non-crop] areas around homes, cabins, buildings, fences, and trails. |
| | IMPORTANT: Do not use on or around edible feed or food crops or areas where grazing is allowed. |
| HOW TO USE/APPLY | <ul style="list-style-type: none"> • Spray weed to thoroughly wet foliage, stems and trunk. • Do not spray plants or grasses you like - they may die too. |
| WHEN TO USE/APPLY | <ul style="list-style-type: none"> • Apply when weed(s)/vegetation is/are leafed out and/or actively growing. For best results, apply to mature leaves. |
| [What it does] | |
| /KILLS WEEDS* | Including: Blackberries, Black Cottonwood, Box Elder, Choke Cherry, Elderberry, Elm, Honeysuckle, Horsetail Rush, Kudzu, Maples, Mesquite, Mimosa, Oak, Persimmon, Poison Ivy, Poison Oak, Ragweeds, Raspberry, Red Alder, Sassafras, Sweet Gum, Trumpet Creeper, Virginia Creeper, Wild Rose, Wild Grape & Willows |
| | or |
| | [Kills/Controls] Over 60 types of tough weeds and brush including Poison Ivy, Honeysuckle, Poison Oak, Kudzu & [Wild] Blackberry [as listed] |
| | Note to PM: illustrations may be used of the weeds listed. |
| [Icon] | Do not enter or allow people or pets to enter treated areas until spray has dried. |
| [Icon] | Questions, Comments or Medical Information Call 1-800-225-2883 www.ortho.com |

*For best results, when treating trees, apply when trees are small.

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DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

IMPORTANT: Do not use on or around edible feed or food crops or areas where grazing is allowed.

Kills Woody Plants, Vines and Brambles

| | | |
|----------------------|----------------------|---------------------|
| Arkansas Rose | Giant Ragweed | Ragweeds |
| Big Leaf Maple* | Himalayan Blackberry | Raspberry |
| Black Willow* | Honeysuckle | Red Alder* |
| Black Cottonwood* | Kudzu | Sassafras* |
| Blackberries | Mackenzie Willow | Scouler Willow* |
| Box Elder | Maple* | SweetGum* |
| California Rose | Mesquite* | Trailing Blackberry |
| Choke Cherry* | Mimosa* | Trumpet Creeper |
| Common Ragweed | Narrow Leaf Willow* | Virginia Creeper |
| Elderberry* | Oak* | Wild Blackberry |
| Elm* | Persimmon* | Wild Rose |
| Evergreen Blackberry | Poison Ivy | Wild Grape |
| Field Horsetail Rush | Poison Oak | Willow* |

*small volunteer plants or "suckers" only (or) small trees

Kills Weeds

| | | |
|------------------------------|---------------------|---------------------|
| Bindweed (Wild Morningglory) | Creeping Woodsorrel | Narrowleaf Plantain |
| Broadleaf Plantain | Curly Dock | Oxalis |
| Buckhorn Plantain | Dandelion | Purslane |
| Buttercup | English Daisy | Spurge |
| Canada Thistle | Florida Pusley | Tansy Ragwort |
| Carpetweed | Ground Ivy | White Clover |
| Chickweed | Horsetail Rush | Wild Garlic |
| | Knotweed | |

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Directions For Use Options Based On Applicator

HOW TO APPLY

Option 1 - Quick Connect Sprayer

[Applicator (Device) (Applicator Name) Directions]

Quick Connect Sprayer. 1. Remove sprayer. Pull cord ALL THE WAY OUT. 2. Insert red plug into spout/opening (on cap) until it clicks. 3. Flip up /Twist/Turn/Pull spout/knob. [Open nozzle at end of sprayer]. 4. Adjust/Twist/Turn sprayer nozzle to a coarse spray [spray pattern icon] for treatment of unwanted vegetation.

[HOW TO APPLY /USE]

- Adjust spray nozzle to a coarse spray[spray pattern icon].
- Spray weed to thoroughly wet foliage, stems and trunk.
- Do not spray plants or grasses you like - they may die too. Not recommended for weed control in lawns
- When spot treating weeds around desirable plants shield plants from drift with a sheet of cardboard or plastic. If desirable plants are accidentally sprayed, rinse off immediately with water.

Option 2 – Pull ‘N Spray

[Applicator (Device) (Applicator Name) Directions]

HOW TO USE:

Spray

1. Remove sprayer from holster [holder].
2. Unwrap [uncoil] hose and insert [color] hose connector into [color] spout/opening on [bottle] cap/knob/lid/opening until it clicks.
3. [Flip up [color] spout until fully upright] / [Twist turn spout/knob to “ON”] / [Pull spout up].
4. Turn/Twist/Rotate sprayer nozzle to desired spray [pattern][spray pattern icon(s)].
5. Point sprayer away from body. Slowly pull ring/handle at bottom of sprayer until it stops, and hold for two [2] seconds to fill sprayer.
6. Press trigger to spray.

Finish

1. [Turn /twist/Rotate sprayer nozzle to “OFF” [X].]
2. [Push/turn/twist cap/ spout to “OFF” [X] / [Flip spout closed.]
3. DO NOT DISCONNECT HOSE CONNECTOR FROM SPOUT/CAP/KNOB/OPENING.
4. Place sprayer back into [on] holster [holder].]

[Optional illustrations may be used in conjunction with the above steps]

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[HOW TO APPLY/USE:] Rotate/Twist/Turn/Adjust nozzle on sprayer to deliver a narrow [spray pattern icon] or wide spray[spray pattern icon]. Pull up on handle – DO NOT PUMP. Follow illustrations and instructions [above/below]. Point sprayer at area to be treated and push button to begin spraying. [Twist/Turn/Rotate nozzle at end of sprayer to adjust spray pattern[spray pattern icon]]. Pull “T-handle” again as needed to continue spraying. **JUST PULL UP – NO NEED TO PUMP.**

[HOW TO APPLY/USE]

- Follow illustrations and instructions [above/below].
- For best results pull out slowly and hold for two (2) seconds.
- Spray weed to thoroughly wet foliage, stems and trunk.
- Do not spray plants or grasses you like - they may die too. Not recommended for weed control in lawns.
- When spot treating weeds around desirable plants shield plants from drift with a sheet of cardboard or plastic. If desirable plants are accidentally sprayed, rinse off immediately with water.

Option 3 – Trigger Sprayer

[Applicator (Device) (Applicator Name) Directions]

Shake before using. [Twist/Turn/Adjust sprayer nozzle to a coarse spray [spray pattern icon] for treatment of unwanted vegetation.]

[HOW TO APPLY/USE]

- [Twist/Turn/Adjust spray nozzle to a coarse spray [spray pattern icon]].
- Spray weed to thoroughly wet foliage, stems and trunk.
- Do not spray plants or grasses you like - they may die too. Not recommended for weed control in lawns
- When spot treating weeds around desirable plants shield plants from drift with a sheet of cardboard or plastic. If desirable plants are accidentally sprayed, rinse off immediately with water.

Option 4– Battery Powered Wand

[Applicator (Device) (Applicator Name) Directions]

Prep [Wand]

1. Remove sprayer [Applicator Name] from holster [holder].
2. [Remove [color] pull strip to activate batteries].
3. Unfold /Flip Open [Applicator Name/wand] until it clicks /locks into position.

Connect

1. Unwrap [uncoil] hose and insert [color] hose connector into [color] spout on bottle cap /knob/opening/lid [until it clicks].
2. [Flip up [color] spout/knob until fully upright.]/ [Twist/tum spout/knob to “ON”.]/ [Pull spout up.]

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Spray

1. Turn/Twist/Rotate [sprayer] nozzle to desired/*spray pattern description* spray [pattern][spray pattern icon].
2. [Slide [color] switch on trigger to "Unlock" [illustration]].
3. Press trigger to spray.

Finish

1. [Turn/Twist/Rotate [sprayer] nozzle to "OFF" [X].]
2. [Slide [color] switch on trigger to "Lock" [illustration]].
3. [Push/turn/twist cap/knob/spout to "OFF" [X]][Flip spout closed].
4. [Fold [Applicator Name] wand closed and place sprayer back in holster [holder].]

[Optional illustrations may be used in conjunction with the above steps]

[HOW TO APPLY/USE: [icon]]

- Follow illustrations and instructions [above/below].
- Twist/Turn/Rotate nozzle at end of [applicator name] wand to desired/*spray pattern descriptor* spray pattern[spray pattern icon].
- Point [applicator name/ wand] away from body and hold (color of trigger) trigger for continuous spray.
- Release trigger to stop spray.
- Spray weed to thoroughly wet foliage, stems and trunk.
- Do not spray plants or grasses you like - they may die too. Not recommended for weed control in lawns
- When spot treating weeds around desirable plants shield plants from drift with a sheet of cardboard or plastic. If desirable plants are accidentally sprayed, rinse off immediately with water.

[After Use: twist nozzle to OFF position. [Engage trigger lock.] Flip the [applicator name/wand] closed and store [on the side carrier /holder/clip].

Important Use Information: Do not submerge in water. When storing sprayer for long periods, remove batteries.

To replace batteries: Open battery compartment at bottom of [applicator name] wand. Remove used batteries and replace [with [XX] [new] [XX] batteries] in correct position as marked per diagram inside battery compartment. Securely close battery compartment door. [Always use a complete set of the same type when replacing batteries. Never mix alkaline, carbon-zinc or rechargeable batteries.]

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Optional Trouble Shooting Section for Battery Powered Wand

[Troubleshooting Tips:

Problem: Sprayer does not spray (function).
Possible Cause: Batteries not installed properly.
Solution: See instructions for correct battery placement.

Problem: Sprayer makes a straining noise (Sprayer runs but nothing (no product) comes out).
Possible Cause: Nozzle is turned Off.
Solution: Turn nozzle to (desired) spray setting (position).

Possible Cause: Sprayer is not primed.
Solution: Press and hold button on sprayer for about X (10, 15, 20, 30) seconds to prime the sprayer.

Problem: Spray pattern is weak (or uneven) (product flow is uneven or dribbles out of nozzle).
Possible Cause: Weak batteries.
Solution: Install a fresh set of batteries.

Possible Cause: Nozzle not fully open.
Solution: Turn nozzle to (desired) spray setting (position).]

Option 5 – Easy-Shot System

[Applicator (Device) (Applicator Name) Directions]

[Insert:] Attach refill bottle by removing cap and twisting into [applicator name]. Do not over-tighten. [Illustration #1]

[Spray:] Twist nozzle at end of wand to desired spray pattern. Hold [color of trigger] trigger for continuous spray. [Illustration #2]

For hard to reach areas

[Extend:] Extend wand by sliding wand forward until it locks into place [Illustration #3]

[Remove:] Remove wand and aim at target while holding the [applicator name] facing toward the ground. [Illustration #4]

[Optional Directions]:

[[Clean:] Remove cartridge and clean applicator after each use. [Always clean applicator before switching from one Ortho® product to another.] See [applicator name] applicator for cleaning directions.

- Remove refill cartridge from [applicator name]
- Remove cap from cleaning cartridge and fill with tap water
- Replace cap and insert cleaning cartridge by twisting into [applicator name]
- Spray in an area that is designated by this product label until cleaning cartridge is empty.]

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[HOW TO APPLY/USE: [icon]]

Follow illustrations and instructions [above/below]. Twist/Turn/Rotate nozzle at end of sprayer to desired/*spray pattern descriptor* spray pattern[spray pattern icon]. Point sprayer away from body and hold [color of trigger] trigger for continuous spray. Spray weed to thoroughly wet foliage, stems and trunk. Do not spray plants or grasses you like - they may die too. Not recommended for weed control in lawns. When spot treating weeds around desirable plants shield plants from drift with a sheet of cardboard or plastic. If desirable plants are accidentally sprayed, rinse off immediately with water.

[[After Use:] Twist nozzle to CLOSED position.]

Important Use Information: Do not submerge in water. When storing sprayer for long periods, remove batteries.

To replace batteries: Open battery compartment on side of [applicator name]. Remove used batteries and replace [with [XX] [new] [XX]] batteries in correct position as marked per diagram inside battery compartment. Securely close battery compartment door. [Always use a complete set of the same type when replacing batteries. Never mix alkaline, carbon-zinc or rechargeable batteries.]

Option 6 - Squeeze

[[Applicator Name] [Applicator/Wand] Directions]

HOW TO USE/APPLY *Alternative Text:* [HOW TO ASSEMBLE AND USE INSTRUCTIONS]:

Open:

- [Twist off cap and remove foil liner.]
- [Replace cap.]
- Flip/Twist/Open Cap

Spray:

- To BEGIN spraying, invert the bottle and point/aim/direct [at the weed/or area of application]
- Squeeze the bottle [to initiate the flow of product.]
- Spray only until the surface [of the weed] is wet. / Spray evenly

[Finish:]

- To STOP spraying, [release pressure] [turn bottle upright]
- Flip/twist/close the cap [until you hear an audible snap] [until secure].

[HOW TO APPLY/USE: [icon]]

Follow illustrations and instructions [above/below]. Twist/Turn/Rotate nozzle at end of sprayer to desired/*spray pattern descriptor* spray pattern[spray pattern icon]. Point sprayer away from body and hold [color of trigger] trigger for continuous spray. Spray weed to thoroughly wet foliage, stems and trunk. Do not spray plants or grasses you like - they may die too. Not recommended for weed control in lawns. When spot treating weeds around desirable plants

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shield plants from drift with a sheet of cardboard or plastic. If desirable plants are accidentally sprayed, rinse off immediately with water.

WHEN TO APPLY: Apply when weed(s)/vegetation is/are leafed out and/or actively growing. For best results, apply to mature leaves. Apply when air is calm to prevent drift to desirable vegetation (or) plants. Rain or watering 2 hours after application will not reduce effectiveness. Wilting or other symptoms (i.e. yellowing) will occur in two to six weeks. (or) Wilting or yellowing will occur in 2 to 6 weeks. Hard to kill weeds may require retreatment if regrowth occurs.

Hard-to-control plants, (such as Poison Oak, Poison Ivy, Blackberries, and Honeysuckle) may require retreatment the following season if regrowth occurs.

Maximum application rate is 9 lbs ae/acre (0.62 fl oz product/sq. ft.)

IMPORTANT: Do not allow spray to contact desirable vegetation or ornamental plants as injury may result.

[NOTE: For treating in larger areas, use BRUSH-B-GON Brush Killer- a concentrated product.]

Note: Contact with Poison Oak or Poison Ivy anytime of the year can cause an allergic reaction. Handle dead plants with rubber gloves. Dispose of plants & rubber gloves in tightly sealed garbage bags.

OPTIONAL [REUSE AND] REFILL INSTRUCTIONS: *Only for 1 gallon/1.33 gallon size containers*

(1.33 gallon size)

To refill 1.33 Gallon Brush-B-Gon Poison Ivy & Poison Oak Killer: Add [entire contents] (15.0 fl oz) of ORTHO Brush-B-Gon Brush Killer (EPA Reg. No. 239-2491) to this empty 1.33 Gallon container. Slowly fill with 155 fl. oz. of clean tap water.

(1 gallon size)

To refill 1 Gallon Brush-B-Gon Poison Ivy & Poison Oak Killer: Add [entire contents] (11.2 fl oz) of ORTHO Brush-B-Gon Brush Killer (EPA Reg. No. 239-2491) to this empty 1 Gallon container. Slowly fill with 117 fl. oz. of clean tap water.

STORAGE AND DISPOSAL

[For Quick Connect Sprayer and bottle] **PESTICIDE STORAGE:** Flip down /Twist/Turn/Pull spout/knob to close. No need to disconnect trigger sprayer. Close nozzle on trigger sprayer. Snap sprayer back in place.

[For PNS (II)/Pull 'N Spray (II)] **PESTICIDE STORAGE:** Completely discharge/dispense product in sprayer prior to storage. Flip down /Twist/Turn/Pull [color of spout] spout/knob on cap. DO NOT DISCONNECT SPRAYER HOSE FROM CAP. Place sprayer back inside carrier on bottle with the nozzle facing down.

[For conventional trigger sprayers – i.e. 24 fl oz. size] **PESTICIDE STORAGE:** Rotate nozzle to closed position. –OR– Turn sprayer nozzle to “OFF”.

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[For Pull 'N Spray 1] **PESTICIDE STORAGE:** Push "T-handle" gently down to cap. Slide white strip on cap back to closed position. LEAVE WAND PLUG CONNECTED TO "T_HANDLE". Snap wand back into place on side of container.

[For Battery Powered Wand] **PESTICIDE STORAGE:** Flip down/Twist/Turn/Pull (color of spout) spout/knob on cap. NO NEED TO DISCONNECT SPRAYER HOSE FROM CAP. Completely discharge/dispense product in sprayer prior to storage. Twist sprayer nozzle to the OFF position. [Engage trigger lock.] Flip the [applicator name] wand closed and place [sprayer] back in side carrier [clip] [holder].

[For Easy Shot System] **PESTICIDE STORAGE:** Replace cap.

[For Squeeze] **PESTICIDE STORAGE:** Flip/Twist/Close cap.

(Note to EPA Reviewer – These storage statements will used for all applicators):

Store this product in its original container and keep out of reach of children and domestic animals, preferably in a locked storage area. Do not put concentrate or dilute into food or drink containers. Avoid contamination of feed and foodstuffs. Store in a cool, dry place, Keep from freezing.

(Note to EPA Reviewer: For all products except those with refill instructions):

PESTICIDE AND CONTAINER DISPOSAL: Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

(Note to EPA Reviewer: Only for those package designs with refill instructions)

PESTICIDE AND CONTAINER DISPOSAL: Nonrefillable container. Do not reuse or refill this container unless a more concentrated formula of the same active ingredient (triclopyr, triethylamine salt) is diluted in it. If not used for diluting, place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

NOTICE: To the extent consistent with applicable law, buyer assumes all risks of use, storage or handling of this product not in accordance with label directions.

The ORTHO Guarantee

If for any reason you, the consumer, are not satisfied with this product, mail us your original proof of purchase to obtain a full refund of your purchase price.

[Ortho & Your Environment - Your yard is a place for family and pets to enjoy. That's why Ortho products are designed with care to provide effective solutions to weed problems. Follow instructions for appropriate usage, storage and disposal.]

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Manufactured for/ Sold By/ Distributed for/by:
The ORTHO Group
P.O. Box 190
Marysville, OH 43040

EPA Reg. No. 239-2587
EPA Est. No. 239-IA-3¹, 239-MS-001^M, 58996-MO-1^A
Superscript is first letter of lot number
[Made in USA]

Note to PM: The following claims may appear on any label panel and may be preceded by “new” or “now” for six (6) months following commercial introduction.

| |
|-----------------|
| APPENDIX |
|-----------------|

1. Applicator Claims

- ◆ Now with Quick Connect Sprayer
- ◆ Quick Click Sprayer
- ◆ [Quick &] Easy to Use
- ◆ No Leaks or Mess
- ◆ EASY-TO-USE [Store]
- ◆ Pull 'N Spray
- ◆ The easy way to spray Brush-B-Gon
- ◆ The easier way to spray
- ◆ No [More] Hand Fatigue
- ◆ No more squeeze, squeeze, squeeze
- ◆ 33% more than 1 gallon size
- ◆ Precise control for maximum accuracy
- ◆ Consistent spray for maximum accuracy
- ◆ No more tired hands
- ◆ Revolutionary [new] applicator
- ◆ Change the way you spray
- ◆ Ideal for large or small jobs [areas]
- ◆ Great for large or small jobs [areas]
- ◆ Precise control—sprays only what you want
- ◆ Adjustable spray nozzle for maximum control
- ◆ Adjustable spray pattern for maximum control
- ◆ Cut your time spent spraying in half
- ◆ You're always ready to spray
- ◆ It's always ready to spray
- ◆ Targets weeds in tight places
- ◆ Save [s] time and energy
- ◆ One pull [delivers] [=] 34 trigger sprays
- ◆ NEW Applicator [applicator name]
- ◆ NOW with [new] applicator [applicator name]
- ◆ No pumping, just pull
- ◆ The easier way to kill tough weeds (poison ivy)
- ◆ Refillable

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- ◆ Exclusive [technology]
- ◆ Patented [technology]
- ◆ No Mixing, No (or) Measuring
- ◆ The easy way to kill [control] Poison Ivy.
- ◆ No Spill [bottle] design
- ◆ Easy to attach to [applicator name]
- ◆ Grab & Go
- ◆ Specifically designed for [For use with] the [applicator name] system
- ◆ Lightweight
- ◆ No Mixing
- ◆ No Mess
- ◆ X minutes of continuous spraying
- ◆ One hand design
- ◆ Up to X minutes of continuous spray
- ◆ Over X minutes of continuous spray
- ◆ [New] [Improved Applicator]
- ◆ [New] [Comfort] [Shot] Wand [illustration]
- ◆ Continuous Spray [Wand]
- ◆ Extended Reach [illustration]
- ◆ REUSABLE [COMFORT] WAND®
- ◆ COMFORT WAND™ CONTINUOUS SPRAY EXTENDED REACH
- ◆ COMFORT WAND® CONTINUOUS SPRAY EXTENDED REACH POWERED BY DURACELL®
- ◆ COMFORT WAND® CONTINUOUS, ADJUSTABLE SPRAY POWERED BY DURACELL®
- ◆ COMFORT WAND® FASTER APPLICATION POWERED BY DURACELL®
- ◆ **[Applicator Name] Extends 2 feet - Continuous Spray [illustration]**
- ◆ **2x extended reach* *vs previous design**
- ◆ **[Applicator Name] - Continuous Spray [illustration]**
- ◆ **[Comfort/Extended] Wand**
- ◆ **Extends 2 feet**
- ◆ **Battery Image**
- ◆ **ALWAYS lock after use [illustration]**
- ◆ Before [illustration]/After [illustration]
- ◆ Customize your spray pattern
- ◆ 2-in-1 spray pattern adjusts to all spaces
- ◆ Adjustable spray pattern to meet your needs!
- ◆ Multiple spray patterns
- ◆ More spray patterns make your job easy
- ◆ Use stream setting for targeted spray. Use fan setting when treating larger areas.
- ◆ No matter the size of the space, Ortho has you covered!
- ◆ Cover your area 1/3 [33%] faster
- ◆ 18" [-inch] fan pattern to cover your biggest jobs!
- ◆ Killing weeds just got easier
- ◆ Cover more ground faster!
- ◆ The fastest way to kill weeds
- ◆ High-speed weed killing
- ◆ Rapid Technology
- ◆ Accelerate your weed treatment
- ◆ Spend less time killing weeds
- ◆ Treating large areas has never been easier
- ◆ Cover large areas in a one-third [1/3] less time
- ◆ Now with a fan-shaped spray pattern to cover more area faster/in less time
- ◆ Sharply defined fan spray for concentrated impact

NOTE:

EPA Reg. No. 239-2587

Bold, italicized text is information for the reader and is not part of the label.
[Bracketed information is optional text]. Text separated by / denotes and/or options.

- ◆ Spray nozzle designed to improve application efficiency
- ◆ More powerful flow/stream than ever
- ◆ Jet stream flow
- ◆ Higher pressure system
- ◆ As powerful as a tank sprayer
- ◆ 1/3 faster coverage
- ◆ [33% faster coverage
- ◆ 33% / 1/3 faster
- ◆ Fan spray for increased coverage
- ◆ Fan spray for better application
- ◆ Now with a fan spray
- ◆ 1/3 Faster Application [Coverage]
- ◆ Performs like a tank sprayer with no [without] pumping
- ◆ More power to deliver tank sprayer experience
- ◆ Performs like a tank sprayer
- ◆ Equal performance to a tank sprayer with no [without] pumping
- ◆ Tank sprayer power with no [without] pumping
- ◆ Tank sprayer power
- ◆ Same coverage in [33% less] time
- ◆ [New & Improved]/[More Versatile] (Applicator Name) Treat(s)/Cover(s) the same area (XX%) faster
- ◆ [New & Improved]/[More Versatile] (Applicator Name) sprays out (XX%) quicker/faster
- ◆ Multi-tip nozzle
- ◆ (Applicator Name) has 2 spray patterns for precise/[efficient]/[targeted]/[adjustable]/[exact] application
- ◆ (Applicator Name) (with) Dual-tip Nozzle with Foam and/& Stream settings
- ◆ High-powered wand
- ◆ Cover more area faster [than ever]
- ◆ Wide-angle spray covers more area [faster]
- ◆ Spray faster, cover more
- ◆ QuickSpray Wand
- ◆ EZ Coverage Wand
- ◆ Spray Fast Technology
- ◆ Cover Fast Wand
- ◆ (Applicator Name) (with) Wide & Narrow fan patterns

2. Formula Claims

- ◆ Kills the root
- ◆ Kills [Controls] Poison Ivy
- ◆ [Provides] root kill
- ◆ The tough weed [poison ivy] solution
- ◆ Guaranteed [results]
- ◆ Takes out tough weeds [poison ivy]
- ◆ Kills roots so weeds don't [doesn't] come back
- ◆ Kills [tough] brushy weeds to the root
- ◆ Eliminates [kills] brush and other tough weeds
- ◆ Kills Over 60 Types Of Tough Brush & Weeds: Poison Ivy, Poison Oak, Kudzu
- ◆ Kills over 60 types of tough brush and weeds – including [Poison ivy], [kudzu] & [poison oak]
- ◆ For residential use only
- ◆ Formulated for residential use
- ◆ Use for control of poison ivy and poison oak in non-garden areas [on non-crop] – around homes, cabins, buildings, fences and trails
- ◆ It works systemically killing weeds right down to the root.

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- ◆ Kills Woody Plants, Weeds, Vines and Brambles – Including: Blackberries, kudzu, poison ivy, poison oak
- ◆ Kills Poison Ivy, Poison Oak, Kudzu and other woody vines
- ◆ Kills Poison Ivy & Poison Oak, Kills Poison Ivy, Kills Poison Oak, Kills Blackberries, Kills Kudzu, Controls Poison Ivy & Poison Oak, Controls Poison Ivy, Controls Poison Oak, Controls Blackberries, Controls Kudzu
- ◆ The tough weed solution
- ◆ Kills Poison Ivy, Poison Oak, Blackberries, Kudzu, Willows and Other Listed Woody Plants
- ◆ Kills Brush, Woody Weeds & Vines
- ◆ Kills Weeds - Dandelion, Knotweed, Plantains, Oxalis, Spurge, Thistles, Wild Morningglory, and Other Listed Weeds
- ◆ Also Kills Kudzu, Blackberries, Vines, Willows, and other Woody Plants
- ◆ Ready-to-Use
- ◆ Rainproof in (2) hours [for control that won't wash away.]
- ◆ Rain ***or watering*** 2 hours after application will not reduce effectiveness
- ◆ FORMULATED for "spot" application to kill unwanted vegetation, vines, brambles and weeds on non-crop [in non-garden] areas around homes, cabins, buildings, fences, and trails.
- ◆ Kills Woody Plants, Weeds, Vines and Brambles on non-crop [in non-garden] areas around homes, cabins, and fences. Ready-To-Use. Kills Poison Ivy, Poison Oak, Blackberries, Kudzu, Willows and Other Listed Plants.
- ◆ [Visible] results in 24 hours
- ◆ [Visible] results in only 24 hours
- ◆ Visible results in [only] a day
- ◆ Visible results in [only] 1 day
- ◆ [See] results in only 24 hours
- ◆ [See] results in [only] a day
- ◆ [See] results in [only] 1 day
- ◆ [Ortho's Fastest] Poison Ivy Formula
- ◆ [Ortho's Fastest] Poison Ivy Product
- ◆ [Ortho's Fastest] Poison Ivy Killer
- ◆ Spray today, [see] visible results tomorrow
- ◆ Fast [Visible] Results
- ◆ [New] Faster Formula*
- ◆ [Now] Faster*
- ◆ [Now] Fastest [Results] Yet*

*compared to previous Ortho Poison Ivy formulas