

239-2710

03-24-2011

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**U.S. ENVIRONMENTAL PROTECTION AGENCY**  
**Office of Pesticide Programs**  
**Registration Division (7504P)**  
**Ariel Rios Building**  
**1200 Pennsylvania Ave., NW**  
**Washington, D.C. 20460**

EPA Registration  
 Number:  
 239-2710

Date of Issuance:  
 MAR 24 2011

**NOTICE OF PESTICIDE:**

- Registration
- Reregistration

(under FIFRA, as amended)

Term of Issuance: **Unconditional**

Name of Pesticide Product:  
**Ortho MAT28N RTU**

**Name and Address of Registrant (include ZIP Code):**

The Scotts Company  
 d/b/a The Ortho Group  
 P.O. Box 190  
 Marysville, OH 43040

**Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.**

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act. Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is registered in accordance with FIFRA provided that you:

1. Submit and/or cite all data required for registration review/reregistration of your product when the Agency requires all registrants of similar products to submit data.
2. Submit one-year Storage Stability (Guideline 830.6317) and Corrosion Characteristics (Guideline 830.6320) studies within eighteen (18) months from the date of this notice.
3. Make note of the following in reference to the product labeling:
  - a. The marketing claim "new" can only be used for a period of six months from commercial introduction of this product.
  - b. Should you wish to retain a reference to the company's website on your label, then please be aware that the language presented in the website becomes labeling under the FIFRA and is subject to the false and misleading provisions of 40CFR§156.10(a)(5). Therefore, should the Agency find or if it is brought to our attention that a website contains claims substantially differing from the EPA approved §3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Signature of Approving Official:

Kable Bo Davis  
 Product Manager 25  
 Herbicide Branch  
 Registration Division (7505P)

Date:

MAR 24 2011

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Notice of Registration  
EPA Reg. No. 239-2710

The Basic and Alternate #A Confidential Statements of Formula (CSFs) dated July 30, 2010 are acceptable.

A stamped copy of the label is enclosed for your records. Submit one (1) copy of the revised final printed label before you release the product for shipment. Products shipped after eighteen (18) months from the date of this Notice or the next printing of the label, whichever occurs first, must bear the new revised label. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA §6(e). Your release for shipment of the product constitutes acceptance of these conditions.

If you have any questions regarding this Notice, please contact Mindy Ondish at (703)605-0723 or at [ondish.mindy@epa.gov](mailto:ondish.mindy@epa.gov).

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NOTE:

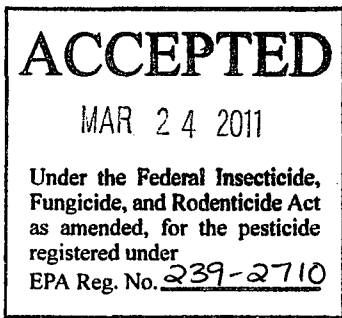
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# Ortho® MAT28N RTU

**Alternate Brand Names**

- [Ortho® Weed B Gon® Weed Killer For Lawns]
- [Ortho® Weed B Gon® Max Weed Killer For Lawns]
- [Weed B Gon® Dandelion and Clover Killer]
- [Weed B Gon® Max Dandelion and Clover Killer]
- [Scotts® Touch Up™<sub>2</sub>]



**ACTIVE INGREDIENT:**

Aminocyclopyrachlor/6-Amino-5-chloro-2-cyclopropyl-4-pyrimidinecarboxylic acid[†]..... 0.01%

OTHER INGREDIENTS:..... 99.99%

TOTAL 100.00%

[†CAS # 858956-08-8]

Contains 0.00083 lb aminocyclopyrachlor per gallon.

## KEEP OUT OF REACH OF CHILDREN CAUTION

See [back/side/top/bottom] [panel/label] for additional precautionary statements.  
[See back for directions.]

**NET CONTENTS:** 16 fl oz/473 ml, 24 fl oz/710 ml, 64 fl oz/1.89 L, 1 gal/3.78 L,  
1.1 gal/4.16 L, 1.33 gal/5.03 L, 1.5 gal/5.68 L, 2 gal/7.57 L

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**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes and clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

**FIRST AID**

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

**DIRECTIONS FOR USE**

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

**[Product] Precautions and Restrictions**

Do not allow people or pets to enter treated area until sprays have dried.

Do not use grass clippings from treated areas for mulch or compost. Grass clippings must either be left on the treated lawn or if allowed by local yard waste regulations, disposed of in the trash.

This product is for spot treatment only. If you plan to [treat your entire lawn][make a broadcast application], use [Ortho® MAT28NS CONC][Product Name].

This product applies 0.045 lb aminocyclopyrachlor per acre. Do not apply more than two times per year to the same area. Allow at least 2 months between applications.

**IMPORTANT:** [Avoid use]/[Do not use] around fruits, vegetables or flowers. [Use caution]/[Be careful] whenever applying herbicides to drought stressed [plants][turf][lawns] [;stressed turf is more easily damaged by any weed killer/herbicide].

**Important:** Spray only the weeds, not the entire lawn.

DO NOT use on areas where Dichondra, Lippia or desirable Clover is being grown as [turf]/[a lawn]

**HOW AND WHEN TO APPLY**

- This product will not harm your grass if applied as directed.
- Apply any time of day: high temperature does not affect the performance of this product.
- Apply any time weeds are [present]/[actively growing]. For best results, wait until daytime temperatures are over 60°F for 3 consecutive days.
- Apply on any turf type\* (\*excluding Bentgrass, Buffalograss and St. Augustine). Some [transient damage] [temporary yellowing] may occur on fine fescue turf.
- Rain or watering [30] minutes after application will not wash away the effectiveness
- Apply [on a calm day]/[when it is not windy].
- [Do not over-apply] [Avoid over-application], especially under the [drip line] [drip zone] [shade canopy] of desirable shrubs and trees.,

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**[KILLS WEEDS] [WEEDS CONTROLLED]**

Kills the following [major [broadleaf] weeds [that occur in your lawn]:

***Some or all of the following weeds will appear on the product label.***

Black medic	Dandelion	Narrowleaf cudweed
Brazilian Catsear	Dollarweed	Pineappleweed
Canada Thistle	Dichondra	Plantain, black seed
Carolina Geranium	Facelis	Plantain, bracted
Chamberbitter	Field bindweed	Plantain, broadleaf
Cinquefoil	Florida betony	Plantain, buckhorn
Clover, hop	Ground ivy (Creeping Charlie)	Pennsylvania smartweed
Clover, large hop	Hairy bittercress	Purple cudweed
Clover, red	Hairy buttercup	Purple deadnettle
Clover, sweet	Healall	Redroot pigweed
Clover, white	Henbit	Shepardspurse
Coastal dandelion (Catsear dandelion)	Knawelweed	Spiny sowthistle
Common purslane	Lambsquarter	Stiltgrass
Common vetch	Lespedeza	Stinging nettle
Corn speedwell	Lawn burweed	Virginia buttonweed
Creeping buttercup	Matchweed (Lippia)	Wild violet
Curly dock	Moneywort	

**Seeding/Sodding/Plugging**

If you are planning to seed your lawn with a cool season grass type, [there are no planting restrictions]/[you can seed any time after spray has dried]. If you are planning to sod or plug in your lawn, you should wait at least one month after you have applied [Ortho® MAT28N RTU] [Product Name] / [Do not sod or plant grass plugs for at least one month after using this product.]

**[What to expect]**

[Weed stems and leaves will begin to turn purple, twist and curl within 24 hours, but 2 weeks or more may be required for complete control. A second application may be necessary for larger weeds or heavy infestations.]

***Directions For Use Options Based On Applicator***

**Option 1 – Conventional Trigger Small RTU**

[Applicator (Device) (Applicator Name) Directions]

**[HOW TO APPLY/USE:] [icon]**

- Turn sprayer nozzle to open.
- Adjust sprayer nozzle as desired.

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***Option 2 – Conventional Trigger Large RTU***

[Applicator (Device) (Applicator Name) Directions]

**[HOW TO APPLY/USE:]** [icon]

1. Remove sprayer from side clip. 2. Pull [color] hose connector and coil from the sprayer handle. 3. Insert hose connector into [color] spout on cap until it clicks into place. 4. Flip up spout. Adjust sprayer nozzle as desired, and spray.

***Option 3 - Pull 'N Spray® II***

[Applicator (Device) (Applicator Name) Directions]

**[HOW TO APPLY/USE]**

[Illustration #1]

- Remove sprayer from side carrier and unwrap hose completely.
- Insert (color of plug) plug at end of hose into (color of spout) spout on cap until it clicks.
- Flip up spout. Spout must remain up while spraying

[Illustration #2]

- Twist nozzle at end of sprayer to desired spray pattern.

[Illustration #3]

- Point sprayer away from body.
- Grasp sprayer by the handle.
- Slowly pull ring at bottom of sprayer handle until it stops.
- Hold for two (2) seconds to allow product to fill the sprayer.

[Illustration #4]

- Press and hold button on sprayer to begin spraying.
- Pull ring at sprayer bottom again as needed to continue spraying.

**[HOW TO APPLY/USE:]** [icon]

Follow illustrations and instructions above. Twist nozzle at end of sprayer to desired spray pattern. Point sprayer away from body and press sprayer button to begin spraying. Pull ring at sprayer bottom again as needed to continue spraying.

***Option 4 – Battery Sprayer***

[Applicator (Device) (Applicator Name) Directions]

**[HOW TO APPLY/USE]**

**[1. Remove]** Remove [applicator name] wand from side (carrier, holder, clip) (Illustration #1 & 2)

- Unwrap hose completely
- Remove protective strip from battery compartment to activate batteries

**[2. Connect]** Insert (color of plug) plug at end of hose into (color of spout) spout on cap until it clicks. Flip up spout. Spout must remain up while spraying (Illustration #3)

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**[3. Extend]** Flip open [applicator name] wand until it locks into position (Illustration #4)

**[4. Spray]** Twist nozzle at end of [applicator name] wand to desired spray pattern. [Ensure trigger lock is disengaged before spraying.] Hold (color of trigger) trigger for continuous spray. (Illustration #5)

**[HOW TO APPLY/USE:]** [icon]

Follow illustrations and instructions above. Twist nozzle at end of [applicator name] wand to desired spray pattern. Point [applicator name] wand away from body and hold (color of trigger) trigger for continuous spray. Release trigger to stop spray.

[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 four new AA 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 4 - 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: Red (color) plug at end of hose is not flipped up.

Solution: Insert (color of plug) plug at end of hose into (color of spout) spout on cap until it clicks and flip up spout.

Possible Cause: Sprayer is not primed.

Solution: Press and hold button on sprayer for about [X] 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: [Red] [color of plug] plug at end of hose is not flipped up.

Solution: Insert [color of plug] plug at end of hose into [color of spout] spout on cap until it clicks. (Attach coupler to the cap) and flip up spout. Possible Cause: Nozzle not fully open.

Solution: Turn nozzle to (desired) spray setting (position).]

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**Option 5 – Pump-n-Go® Applicator**

[Applicator (Device) (Applicator Name) Directions]

[HOW TO APPLY/USE]

**1. CUT**

Carefully cut the two white zip ties securing the hose and pump handle with scissors. Use caution not to cut the white hose. [photo]

**2. CONNECT**

Unwind hose. Firmly push the connector at the end of the hose onto the spout on the pump, until it locks into place. [photo]

**3. EXTEND WAND**

Lift sprayer wand off bottle. Push yellow button while pulling out on the wand nozzle tip. Fully extend wand until yellow button snaps into SPRAY position. NOTE: White trigger will not function until wand is fully extended and yellow button is visible in the spray position. [photo]

**4. PUMP**

Make sure handle is screwed on TIGHTLY or the bottle will not pressurize. Pump container 10-20 times to pressurize bottle. A full bottle requires fewer pumps than an empty bottle. Pumping to the higher range will provide longer spray duration. After pumping, push pump down and turn handle clockwise to lock into carrying position. NOTE: This bottle is designed to expand under pressure and cannot be over-pressurized. [photo]

**5. SPRAY**

Aim wand. Spray by pushing down yellow trigger with thumb. Adjust spray pattern by rotating white nozzle tip up to one-half rotation. [photo]

**6. STORE**

When finished spraying, push the yellow button and push the wand until the yellow button snaps back into the original storage position. Place wand back onto the bottle with nozzle facing down. [photo]

**7. DEPRESSURIZE**

Push pump handle all the way down and turn pump handle and cap counter-clockwise to relieve pressure, then retighten prior to storing. [photo]

**Option 6 – Other Pump Style Applicator**

[Applicator (Device) (Applicator Name) Directions]

**1. TO USE**

Remove wand from holster and pull the hose from the storage compartment. Turn the pump handle clockwise to make sure the pump is tight and push the pop-up pressure indicator completely down before pumping. [photo]

**2. TO PUMP**

Turn the pump handle counterclockwise on-quarter turn to release the handle. Pump the sprayer until the pressure indicator pops up about an inch. That's your signal you are ready to spray. Turn the pump handle clockwise one-quarter turn to secure the handle for carrying. [photo]



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### 3. TO SPRAY

Begin spraying by pushing the lever on the spray handle down. Rotate the nozzle at the tip of the wand to adjust spray from a stream to gentle mist. For continuous spraying, push the lever down and slide forward to lock. Pull back to release. [photo]

### 4. TO STORE

Slowly turn the pump handle counterclockwise to untighten and release pressure, then turn back clockwise to retighten the handle. Push the hose back into the storage compartment and put the wand back in holster. [photo]

#### ***Optional [Reuse and] Refill Directions***

REFILL: This container may be refilled with [Ortho® MAT28N RTU] [Product Name]. To refill pour [Ortho® MAT28N RTU] [Product Name] into this container. DO NOT add water.

#### ***Pesticide Storage and Disposal Options Based On Applicator***

#### **STORAGE AND/ DISPOSAL**

**PESTICIDE STORAGE:** Keep from freezing. Keep pesticide in original container. Do not put into food or drink containers. Avoid contamination of feed and foodstuffs. Store in a cool, dry place.

**PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Non-refillable 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 disposal agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

#### ***Option 1 – Conventional Trigger Sprayers***

#### **STORAGE AND/ DISPOSAL**

**PESTICIDE STORAGE:** Rotate nozzle to closed position. –OR– Turn sprayer nozzle to “OFF” [X]. Keep from freezing. Keep pesticide in original container. Do not put into food or drink containers. Avoid contamination of feed and foodstuffs. Store in a cool, dry place.

**PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Non-refillable 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 disposal agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

#### ***Option 2 – Quick Connect Sprayer***

#### **STORAGE AND/ DISPOSAL**

**PESTICIDE STORAGE:** Flip down spout to close. No need to disconnect trigger sprayer. Close nozzle on trigger sprayer [Turn sprayer nozzle to “OFF” [X]]. Snap sprayer back in place. Keep from freezing. Keep pesticide in original container. Do not put into food or drink containers. Avoid contamination of feed and foodstuffs. Store in a cool, dry place.

**PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Non-refillable 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 disposal agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

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**Option 3 – Pull 'N Spray II**

**STORAGE AND/ & DISPOSAL**

**PESTICIDE STORAGE:** Completely discharge/dispense product in sprayer prior to storage. Flip down (color of spout) spout on cap. **DO NOT DISCONNECT SPRAYER HOSE FROM CAP.** Place sprayer back inside carrier on bottle with the nozzle facing down. Keep from freezing. Keep pesticide in original container. Do not put into food or drink containers. Avoid contamination of feed and foodstuffs. Store in a cool, dry place.

**PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Non-refillable 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 disposal agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

**Option 4 – Battery Powered Wand**

**STORAGE AND/ & DISPOSAL**

**PESTICIDE STORAGE:** lip down (color of spout) spout 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]. Keep from freezing. Keep pesticide in original container. Do not put into food or drink containers. Avoid contamination of feed and foodstuffs. Store in a cool, dry place.

**PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Non-refillable 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 disposal agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

**Option 5 - [Pump-n-Spray] [Refillable Container]**

**STORAGE AND/ & DISPOSAL**

**PESTICIDE STORAGE:** Keep from freezing. Keep pesticide in original container. Do not put into food or drink containers. Avoid contamination of feed and foodstuffs. Store in a cool, dry place.

**PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Do not reuse or refill this container unless the directions for use allow refill according to the directions contained on the REFILL section. See the **REFILL** section for details. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste disposal agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

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**OPTIONAL MARKETING CLAIMS**

*The following Product Facts format is optional and the information may appear inside or outside of a box.*

**PRODUCT FACTS**

[Container treats more than [133 weeds **16 oz package**] [200 weeds **32 oz package**] [500 weeds **64 oz package**] [1000 weeds **1 gallon package**] [1333 weeds **1.33 gallon package**] [1580 weeds **1.58 gallon package**]]

**[KILLS WEEDS]**

***[Insert any or all of the weeds listed on the label]***

[Kills listed weeds in your lawn without killing your grass.] [Ortho® MAT28N RTU] [Product Name] targets [only the] listed weeds and moves inside the weed to [kill] the root.] / [Ortho® MAT28N RTU] [Product Name] kills listed weeds in lawns.]

**[WHERE TO USE]**

[Apply on any turf type\* \*(excluding Bentgrass, Buffalograss and St. Augustine)]

[Reentry Icon] [Do not allow people or pets to enter treated area until sprays have dried.]

**[Questions Comments or Medical Information]**

[Call 1-800-225-2883 or www.ortho.com]

*The following claims may or may not appear on any label panel or in advertising. Appropriate formula and company specific information will be inserted on Final Printed Label to replace "X"*

**Formula Claims**

- Up to 6 months [of listed weed prevention][control of listed weeds]
- [Kills] [Controls] and [prevents] [protects] [lasts] for [up to] 6 months
- Clears out [listed weeds][***insert any or all of the weeds listed on the label***] for up to [6] months
- [2-WAY ACTION -] Kills listed weeds [and roots] [and] [Prevents] [new listed weeds] [from establishing] for up to 6 months
- All-Weather Formula
- Apply [any time] [any season] [any temp] [to any listed lawn type]
- [Contains] [new] [herbicide] [weed killing][weed killer] [weed control]
- New [weed control] [formula]
- Dual Action Formula
- All-in-one [weed killer] [control]
- Kills/Controls/Eliminates [tough/hard to kill] listed weeds
- [Formulated] [for use on lawns] [for lawns]
- How it works: [Product Name] contains an ingredient that kills listed broadleaf weeds [in one easy step], without harming your lawn - guaranteed!
- How it works: [Product Name] contains an ingredient [proven to kill even the toughest listed lawn weeds down to the roots.][This dual action formula works through the leaves and the roots, providing a thorough kill!][Best of all,] the killing power only works on listed weeds, so it [Product Name] won't kill [harm] your lawn [grass] - guaranteed!

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- How it works: [Product Name] contains an ingredient [proven to kill even the toughest listed lawn weeds down to the roots.] [This dual action formula works through the leaves and the roots, providing a thorough kill! [It]] [Any Alternative Brand Name not only kills the listed weeds you have but prevents new ones from invading your lawn for up to 6 months]
- [New] formula [ingredients][results]
- Kills Weeds, Not Lawns™
- Use [***insert product name***] to control listed weeds everywhere in your lawn
- Tough on listed weeds. Gentle [easy] on lawns.
- [For use on] [Won't harm] [***any listed grass type***][lawns]
- Weed control for any season
- Weed control for your lawn
- For Lawns

***Efficacy Claims***

- Kills/Controls/Eliminates weeds\* for up to [6] months \*as listed
- Kills/Controls/Eliminates major/common [broadleaf] listed lawn weeds [in your lawn]
- Kills/Controls/Eliminates major listed lawn weeds [in your lawn]
- Kills/Controls/Eliminates [tough/hard to kill] listed weeds
- Kills listed weeds/***insert any or all of the weeds listed on the label*** [dead/to the root]
- Kills [***insert any or all of the weeds listed on the label***] and [many] other tough listed [lawn] weeds
- Kills [even] hard to control [kill] listed weeds
- Controls/Kills/ Eliminates / Clears [out] [***insert any or all of the weeds listed on the label***] and more/over [than] [***up to number of weeds listed on the label***] other listed broadleaf weeds [fast]
- Kills/Controls/Eliminates [***insert any or all of the weeds listed on the label***] [and other listed broadleaf weeds] [and other major/common listed lawn weeds.]
- Kills/Controls/Eliminates [the most] common listed lawn weeds [including ***any listed weed or combination of listed weeds*** and others as listed on the label] [fast].
- Kills/Controls/Eliminates ***any listed weed or combination of listed weeds*** [and other listed weeds] [and other major listed lawn weeds][and many other listed weeds] [fast].
- Kills/Controls/Eliminates [***insert any or all of the weeds listed on the label***] [and other listed lawn/broadleaf weeds].
- Kills/Controls/Eliminates [the most] common listed lawn weeds [***insert any or all of the weeds listed on the label***]
- Kills [***insert any or all of the weeds listed on the label***] [and over # of listed weeds other listed lawn weeds] - Won't Harm Lawns When Used As Directed
- [***insert product name***] – controls [***insert any or all of the weeds listed on the label***] [and other listed broadleaf weeds] in your lawn [for up to 6 months.]
- Tough weed [killer] [formula]
- Results [works] with 1 application
- Tough weed [killer] [formula]
- Kills the root
- [Prevents] [Works] [Protects from] [listed weeds] for [up to] 6 months
- [Kills] [Controls] and [prevents] [protects] [lasts] all season\* \*up to 6 months
- Apply once and you're done [battling listed weeds] for a season\* \*up to 6 months
- Results [works] with 1 application
- Blocks listed weeds for up to 6 months
- Prevents [***insert any or all of the weeds listed on the label***]/ listed broadleaf weeds [for [up to] 6 months]
- Provides listed weed control
- [3-WAY ACTION -] Kills listed weeds [and roots] – [Prevents listed weeds from re-establishing] for up to 6 months
- Kills/Controls/Eliminates [***insert any or all of the weeds listed on the label***] [and other listed tough [Northern] weeds] [fast]
- Works below the surface to kill the root

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- Kills listed weeds through the roots
- Kills/Controls/Eliminates [many types of] listed weeds [[down] to the root]
- [Kills] [Attacks] [Eliminates] [Gets [to]] the [entire] root
- Apply [any time] [any season] [any temp]
- Kills to the root
- Guaranteed not to harm your lawn
- Won't harm [lawns][grass][guaranteed]

***Weather & Speed***

- Rainproof in minutes
- Rainproof [in minutes]-won't wash away
- Rain or watering minutes after application will not wash away effectiveness
- Weather Resistant
- Rain [within minutes] will not [wash away] [diminish] [reduce] effectiveness
- Rainproof [in minutes]
- Rapid and effective weed control for common [and troublesome] listed weed species in turfgrass
- [See/Visible results] / [Works] in 24 hours
- Fast /Speedy [results]
- Fast acting with evidence of injury within [24 hours] [a day]
- Fast acting
- See results in a day
- Listed weeds begin [wilting] [to wilt and die] within 24 hours
- Fast acting [formula]
- [Kills] [Controls] [Works] [Starts working] on contact
- All-Weather Formula
- Works fast
- Starts working [killing] [in 24 hours] [on] [with] [contact]
- Starts working
- Won't harm lawn/grass [guaranteed] when used as directed
- Apply Anytime Rain or Shine

***Characteristics***

- Water-based
- Non-staining
- Systemic [formula]
- [Dual] [Triple] action [formula]
- Cleans up listed weeds
- [Kills] [Absorbed] above and below [ground].
- No Chemical Odor
- [No odor] /[Odor free]

***Applicator***

- Extended Reach
- Easy to use
- The easy way to spray Weed B Gon®
- [insert brand name] wand
- The easier way to spray
- No More Hand Fatigue
- Pull 'N Spray Continuous spray for less hand fatigue
- No more squeeze squeeze squeeze
- Precise control for maximum accuracy
- Consistent spray for maximum accuracy

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- Targets listed weeds in tight places
- Saves time and energy
- One pull delivers 34 trigger sprays
- Improved Application
- Improved Applicator [System] [Device]
- Continuous Spray
- No more bending kneeling
- Adjustable spray nozzle for maximum control
- Simple and easy
- Just attach hose and spray
- Ideal for spot treatments
- Great /Ideal for spot treatments [spot treating individual listed [lawn] weeds] [pop up weeds]
- [spot] weed control for your lawn [grass]
- Bonus size [XX% more than the X [gallon] [ounce] [size]]
- Applicator Claims
- Pull 'N Spray
- Less Hand fatigue
- Up to XX seconds/minutes of continuous spray
- Revolutionary new applicator
- [Comfort] [Shot] Wand

**Miscellaneous**

- NEW (*To be used for 6 months following commercial introduction of product*)
- Before [Illustration] / After [Illustration]
- Grass Good. Weeds Bad
- [weed icon]
- Guaranteed [results] [kill]
- Results guaranteed
- Proven [Ortho®] performance
- No root, no weeds [no problem] [guaranteed]
- Gets rid of [unsightly] listed weeds [in your lawn]
- Helps keep the lawn looking beautiful
- Helps provide a beautiful lawn
- Targets listed weeds, [and] leaves grass [the lawn] unharmed
- [**Product Name**] singles out listed weeds and leaves grass alone [unharmed]
- Ideal for use in between fertilizer applications
- For [use on] lawns /[For the lawn]
- [**Product Name**- the] Lawn Cleaner
- Defend your lawn from the/a weed invasion[!]
- Protect your home/lawn [from [unsightly] [ugly][invading][invasive] listed weeds]
- [From][Ortho®], the performance leader
- Hold the line [against listed weeds][!]
- Proper care [for your yard/lawn]
- Weed control made simple/easy
- [one] [easy] solution for [*insert any or all of the weeds listed on the label*]
- 10% more than 1 Gallon
- Bonus Size!
- Value Size!
- Exclusive Club Bonus Size!
- Value Size – 2-pack!
- Value Size – 2 gallons!
- Bonus Size – 2-pack!
- Bonus Size – 2 gallons!
- Value Size – 2-pack = 2 gallons!

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- Bonus Size – 2-pack = 2 gallons

**Questions Comments or Medical Information**

Call 1-800-225-2883

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**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.

Learn more about our products at [the Ortho®]/[our] website at www.ortho.com

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

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EPA Est. No. XXX-XX-X

[Superscript used is first letter of lot number on [end] [side] [top] [bottom] of container

Manufactured [by] / [for] / [Sold by] / [Distributed by]:

The Ortho Group

PO Box 190

Marysville, OH 43040

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[Product of] [Made in] [Country Name] [U.S.A.]