

239-2711

6/8/2011

10 of 15



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

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

JUN 8 2011

Subject: Notification per PR Notice 98-10 – Add Alternate Brand Name  
Ortho MAT28NS Conc  
EPA Reg. No. 239-2711  
Application Dated – May 26, 2011

Proposed Alternate Name: Ortho Dollarweed & Clover Killer for Lawns Concentrate

Dear Ms. Hollingsworth-Cox:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the subject 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 date-stamped "Notification" and will be placed in our records.

If you have any questions regarding this letter, please contact Maggie Rudick at (703) 347-0257 or [rudick.maggie@epa.gov](mailto:rudick.maggie@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Kable Bo Davis", with a long horizontal flourish extending to the right.

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

2015

<b>EPA</b> United States <b>Environmental Protection Agency</b> Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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**Application for Pesticide - Section I**

1. Company/Product Number 239-2711	2. EPA Product Manager Kable Davis	3. Proposed Classification  <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) The Scotts Company/Ortho MAT28NS Conc	PM# PM-25	
5. Name and Address of Applicant (Include ZIP Code) The Scotts Company d/b/a The Ortho Group P.O. Box 190 Marysville, OH 43040  <input type="checkbox"/> Check if this is a new address	6. <b>Expedited Review.</b> In accordance with FIFRA Section 3(c)(3)(b)(I), my product is similar or identical in composition and labeling to:  EPA Reg. No. _____ Product Name _____	

**Section II**

<input type="checkbox"/> Amendment - Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated <input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated <input type="checkbox"/> "Me Too" Application <input type="checkbox"/> Other - Explain below.
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**NOTIFICATION**  
**JUN - 8 2011**

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

**Addition of Alternate Brand Name: Ortho Dollarweed & Clover Killer For Lawns Concentrate**

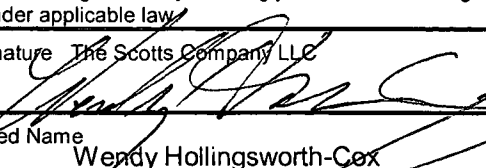
This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under section 12 and 14 of FIFRA.

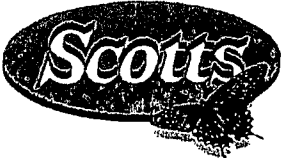
**Section III**

1. Material This Product Will Be Packaged In:			
Child-Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No  If "Yes" Unit Packaging wgt.    No. per Container	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No  If "Yes" Package wgt.    No. per Container	2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container	5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Other _____ <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			

**Section IV**

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Wendy Hollingsworth-Cox	Title Sr. Analyst, Federal Registrations	Telephone No. (Include Area Code) (937) 578-5205

I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete, and I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature BY: 	3. Title Senior Analyst, Federal Registrations	
4. Typed Name Wendy Hollingsworth-Cox	5. Date 05/26/2011	



**The Scotts Company LLC**

and Subsidiaries

May 26, 2011

Kable Davis (PM-25)  
Document Processing Desk (NOTIF)  
Office of Pesticide Programs (7505P)  
Environmental Protection Agency  
Room S-4900, One Potomac Yard  
2777 S. Crystal Drive  
Arlington, VA 22202

**Subject: Notification of Alternate Brand Name per PR Notice 98-10  
Ortho MAT28NS Conc  
EPA Reg. No. 239-2711**

Dear Mr. Davis:

Please accept the enclosed notification of the following Alternate Brand Name - **Ortho Dollarweed & Clover Killer For Lawns Concentrate** for EPA Reg. No. 239-2711. Included is a copy of the master label with changes marked.

The following documentation in support of this submission is enclosed:

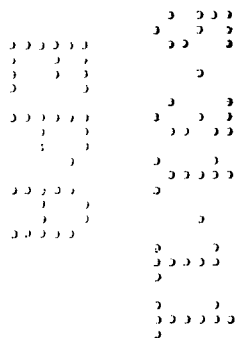
- Application of Pesticide Registration Form 8570-1
- Two (2) copies of the revised master label
- One (1) copy of the revised master label with changes marked and highlighted

We respectfully request the Agency to give favorable consideration to this submission and notify us when you put it in your files. Should you have any questions or require additional information, please do not hesitate to contact me at 937-578-5205 or [wendy.hollingsworth-cox@scotts.com](mailto:wendy.hollingsworth-cox@scotts.com).

Should you have any questions or require additional information, please do not hesitate to contact me at 937-578-5205 or [wendy.hollingsworth-cox@scotts.com](mailto:wendy.hollingsworth-cox@scotts.com).

Sincerely,

Wendy Hollingsworth-Cox  
Senior Analyst, Federal Registrations  
Regulatory Affairs



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

# Ortho® MAT28NS CONC

***Alternate Brand Names***

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

**NOTIFICATION**  
**JUN - 8 2011**

**ACTIVE INGREDIENT:**

Aminocyclopyrachlor/6-Amino-5-chloro-2-cyclopropyl-4-pyrimidinecarboxylic acid[†].....	0.25%
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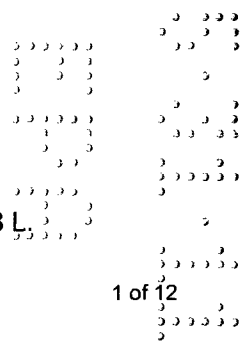
<b>OTHER INGREDIENTS:</b> .....	<b>99.75%</b>
<b>TOTAL</b>	<b>100.00%</b>

[†CAS # 858956-08-8]

Contains 0.02 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

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1.1 gal/4.16 L, 1.33 gal/5.03 L, 1.5 gal/5.68 L, 2 gal/7.57 L

**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. Rinsing application equipment over the treated area will help to avoid run off to water bodies or drainage systems.

**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.

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].

This product will not harm your grass if applied as directed, though temporary discoloration may occur on some varieties of St. Augustinegrass.

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 and Buffalograss)
- Rain or watering [30] minutes after application will not wash away the effectiveness
- Apply [on a calm day] / [when it is not windy].

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- [Do not over apply]/[Avoid over-application], especially under the [drip line] [drip zone] [shade canopy] of desirable shrubs and trees.

**[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/Sprigging /Plugging]**

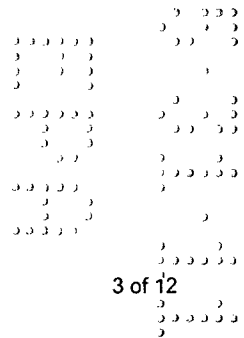
[If you are planning to seed your lawn with a cool season grass type, [there are no planting restrictions]/[you can seed any time after spray has dried]. If you are planning to sod, plug or sprig your lawn, you should wait at least one month after you have applied [Ortho® MAT28NS CONC] [Product Name]]./[Do not sprig, sod or plant grass sprigs/plugs for at least one month after using this product.]

**[Extreme Conditions]**

[Apply anytime weeds are [present]/[actively growing].] [High temperature does not affect the efficacy of this product.] [Some [transient damage]/[temporary yellowing] may occur to some varieties of St. Augustinegrass turf if the product is applied when temperatures exceed 90°F.] [Use caution whenever applying herbicides to drought stressed [plants]/[turf]/[lawns].]

**[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.]



NOTE:

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

***Entire Lawn Treatment***

***Option 1 - Dial Type Hose-End Sprayers***

**Three Easy Steps To Mix And Apply:**

**1. FILL**

Determine/Measure the total lawn area to be sprayed. For rectangular areas, multiply the length by the width to obtain total square feet.

The application rate for this product is 5.7 fl. oz. of product per 1,000 sq. ft. of lawn for [Northern]/[cool season] turf. For [Southern]/[warm season] turf, use 2 fl. oz. of product per 1,000 sq. ft. of lawn]. Add an adequate amount of herbicide to the spray bottle to treat the total lawn area. Over-application of rates above those listed on this label can cause turf injury.

Do not add water to the sprayer jar.

**2. SET THE DIAL**

For Hose-End Sprayers: Set the dial to the rate per gallon and keep the dial set to this setting while spraying. The dial setting or rate per gallon for this product is 3 fl. oz. of product per gallon of water for [Northern]/[cool season] turf. For [Southern]/[warm season] turf use 1 fl. oz. setting]. Application should take approximately 1 minute for every 525 sq. ft. for Northern/cool season turf and every 500 sq. ft. for Southern/warm season turf.

**3. SPRAY**

Apply evenly over the lawn.

[Northern]/[Cool season]/[Kentucky bluegrass, fescues ((including fine and tall)), perennial ryegrass, or blends] sprayer settings:

<b>Types of Hose-End Sprayers</b>	<b>Dial Setting</b>
Ortho® Dial'N Spray® Hose-End Sprayer	3 oz.
Hudson® Hose End Liquid Concentrate Sprayer	3 fl. oz.
Gilmour® Dial-A-Mix® Lawn and Garden Sprayer	18 Teaspoons or 6 tablespoons

***The table below is optional language to be used for Southern products.***

[Southern]/[Warm season]/[St. Augustinegrass ((including Floratam)), Zoysiagrass, Bermudagrass, Centipedegrass, Bahiagrass, and Seashore paspalum]sprayer settings:

<b>Types of Hose-End Sprayers</b>	<b>Dial Setting</b>
Ortho® Dial'N Spray® Hose-End Sprayer	1 oz.
Hudson® Hose End Liquid Concentrate Sprayer	1 fl. oz.
Gilmour® Dial-A-Mix® Lawn and Garden Sprayer	6 Teaspoons or 2 tablespoons

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NOTE:

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**Option 2 – Ready-To Use Hose-End Sprayers**

***This product is packaged as a ready-to-spray concentrate product with no mixing. The retail plastic container is fitted with a sprayer body that delivers spray droplets at a fixed rate.***

This [retail sprayer] bottle will cover [xxxx sq. ft.]/ [the treated areas described] below when this product is applied at 3 fl. oz. of product per 525 sq. ft. for [Northern]/[cool season] turf. For [Southern]/[warm season] turf, add 1 fl. oz. of product per 500 sq. ft. of lawn. Over-application of rates above those listed on this label can cause turf injury.

**Instructions:** Determine/Measure the total lawn area to be sprayed. For rectangular areas, multiply the length by the width to obtain total square feet.

**CONNECT:** Remove bottle cap and screw the spray nozzle onto the bottle. Attach [Connect] garden hose to spray nozzle. Turn [Rotate] the spray nozzle lever to the "OFF" position.

**SPRAY:** Turn on water at faucet. Extend hose to the farthest area of lawn [turf] to be treated. To begin spraying, turn [rotate] the spray nozzle lever to the "SPRAY" position. The herbicide mixes automatically with the water. Walk at a steady pace while spraying evenly and working towards the faucet. Refer to view strip [graduated scale] on side of container to guide coverage. This [32] [xx] fl. oz. container will treat up to [16,000] [xxxx] sq.ft. of turfgrass.

**FINISH:** To stop spraying, turn [rotate] spray nozzle lever to the "OFF" position. Turn off water at faucet. To relieve pressure, turn [rotate] spray nozzle to the "ON" position and point sprayer away from any desirable plants before disconnecting the sprayer nozzle from the garden hose.

**Option 3 – Ortho® Ready-Spray® System**

How To Use The Ready-Spray® System

**Connect:**

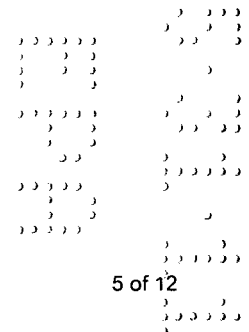
- 1. Shake well before using.
- 2. Connect sprayer to hose.
- 3. Turn on water.

**Spray:**

- 1. To begin spraying, point nozzle in the direction you want to spray.
- 2. Bend small plastic tab back and turn knob clockwise to ON position.
- 3. Spray evenly over measured area.

**Finish:**

- 1. To STOP spraying, rotate the knob counterclockwise to the OFF position.
- 2. Turn off water.
- 3. Relieve water pressure by bending plastic tab back and turning knob to ON position until water slows to a drip. Then, turn knob back to OFF position.
- 4. Disconnect sprayer from hose.





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NOTE:

EPA Reg. No. 239-2711

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**Option 4 – Ortho® Ready-Spray® II System**

How To Use The Ready-Spray® II System

Optional:

1. [Measure the total [entire] area to be sprayed. For rectangular areas, multiply the length by width to obtain total square feet.
2. See below directions for the ready-to-use hose-end sprayer.
3. Spray evenly over the entire measured area.]

End of optional section

**Connect:**

1. Shake well before using. [optional step]
2. Connect sprayer to hose.
3. Turn on water.
4. Extend hose to farthest area of the measured area to be treated. [optional step]

**Spray:**

1. To begin spraying, [disengage safety lock and] point nozzle in the direction you want to spray.
2. Slide thumb activation switch forward to ON position.
3. Spray evenly over measured area.

**Finish:**

1. To STOP spraying, slide thumb activation switch backward to OFF position.
2. Turn off water.
3. Relieve water pressure by sliding thumb switch to ON /WATER/ WATER ONLY position until water slows to a drip. Then, slide switch back to OFF position [and engage safety lock].
4. Disconnect sprayer from hose.

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

**[For Spot treatments using Hand-Operated Sprayers (Backpack, Knapsack, Tank-Type or Pump-Up):**

[How to Use/Apply]

[Apply to actively growing grass and broadleaf weeds during the early growth stages.

Measure and mix the proper amount of product with water as described below. Mix 3 fl. oz. of product with 1-2 gallons of water to treat 525 sq. ft. of lawn for [Northern]/[cool season] turf. For [Southern]/[warm season] turf, add 1 fl. oz. of product per 500 sq. ft. of lawn. See below for additional spray preparations

Spray evenly over the lawn. Spray coverage should be uniform and complete. Over-application of rates above those listed on this label can cause turf injury.]

**OR**

[Measure product and pour into tank. Dilute with water according to the following chart. Adjust the nozzle to deliver coarse spray droplets and treat the area indicated.]

[Northern]/[Cool season]/[Kentucky bluegrass, fescues[(including fine and tall)], perennial ryegrass, or blends]

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NOTE:

EPA Reg. No. 239-2711

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[Amount of Product to Use (Fluid Ounces)]	Amount of Water In Sprayer (Gallons)	Approximate Treated Area (Square feet)
3 fl. oz.	1 gallon	525 sq. ft.
6 fl. oz.	2 gallons	1050 sq. ft.
9 fl. oz.	3 gallons	1575 sq. ft.
12 fl. oz.	4 gallons	2100 sq. ft.
Equal measures: 3 fl. oz. = 6 Tablespoons      1 cup = 8 fl. oz. = 1/2 pint]		

*The table below is optional language that will appear on Southern products.*

[Southern]/[Warm season]/[St. Augustinegrass ((including Floratam)), Zoysiagrass, Bermudagrass, and Seashore paspalum]

[Amount of Product to Use (Fluid Ounces)]	Amount of Water In Sprayer (Gallons)	Approximate Treated Area (Square feet)
1 fl. oz.	1 gallon	500 sq. ft.
2 fl. oz.	2 gallons	1000 sq. ft.
3 fl. oz.	3 gallons	1500 sq. ft.
6 fl. oz.	4 gallons	3000 sq. ft.
Equal measures: 1 fl. oz. = 2 Tablespoons      ½ cup = 4 fl. oz.]		

**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.

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NOTE:

EPA Reg. No. 239-2711

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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**

**[KILLS WEEDS]**

[Kills listed weeds in your lawn—won't harm lawn grasses. [Ortho<sup>®</sup> MAT28NS CONC] [Product Name] targets [only the] listed weeds and moves inside the weed to [kill] the root.]/[Ortho<sup>®</sup> MAT28NS CONC] [Product Name] kills listed weeds in lawns]

[For]/[To kill] listed weeds that are not in the lawn (Example: On driveways, sidewalks, patios and mulched areas) use Ortho<sup>®</sup> Season-Long Grass & Weed Killer [Product Name].

**[WHERE TO USE]**

[Apply on any turf type\* \*(excluding Bentgrass and Buffalograss)]

[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 [1, 2, 3, 4, 5, 6] months [of listed weed prevention][control of listed weeds]
- [Kills] [Controls] and [prevents] [protects] [lasts] for [up to] [1, 2, 3, 4, 5, 6] months
- Clears out [listed weeds][*insert any or all of the weeds listed on the label*] for up to [1, 2, 3, 4, 5, 6] months
- [2-WAY ACTION -] Kills listed weeds] [and roots] [and] [Prevents new listed weeds] [from establishing] for up to [1, 2, 3, 4, 5, 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] technology
- New [weed control] [formula]
- Dual Action Formula
- Kills/Controls/Eliminates [tough/hard to kill] listed weeds
- Made for use on 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!
- 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 [1, 2, 3, 4, 5, 6] months]
- [New] formula [ingredients][results]

NOTE:

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- 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 [lawns]] [Won't harm] [**any listed grass type**] [including Floratam\* \*some temporary discoloration may occur [on some varieties]
- Weed control for any season
- Weed Control for your lawn
- For Lawns

**Efficacy Claims**

- Kills/Controls/Eliminates weeds\* for up to [1, 2, 3, 4, 5, 6] months \*as listed
- Kills/Controls/Eliminates major/common listed [broadleaf] lawn weeds [in your lawn]
- Kills/Controls/Eliminates major I listed awn 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 listed major/common 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].
- Listed weeds are killed completely
- 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 1, 2, 3, 4, 5, 6 months.]
- Tough weed [killer] [formula]
- Results [works] with 1 application
- Tough weed [killer] [formula]
- Kills the root
- [Prevents] [Protects] [Lasts] all season\* \*[up to 1, 2, 3, 4, 5, 6 months]
- [Prevents] [Works] [Protects from] [listed weeds] for [up to] [1,2,3,4,5,6] months
- [Kills] [Controls] and [prevents] [protects] [lasts] all season\* \*[up to 1, 2, 3, 4, 5, 6 months]
- Apply once and you're done [battling listed weeds] for a season\* \*[up to 1, 2, 3, 4, 5, 6 months]
- Results [works] with 1 application
- Blocks listed weeds for up to [1,2,3,4,5,6] months
- Prevents [*insert any or all of the weeds listed on the label*]/ listed broadleaf weeds [for [up to], [1,2,3,4,5,6] months]
- Provides weed control
- [3-WAY ACTION -] Kills listed weeds and roots – [Prevents listed weeds from re-establishing] for, up to [1,2,3,4,5,6] 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

NOTE:

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

- 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

**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 contact]
- Starts working
- Apply Anytime Rain or Shine

**Environmental**

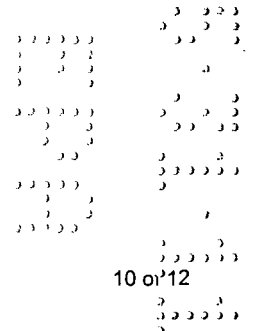
- Won't harm lawns when used as directed [guaranteed]

**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**

- Easy to use
- The easy way to spray Weed B Gon®
- [insert brand name] wand
- The easier way to spray



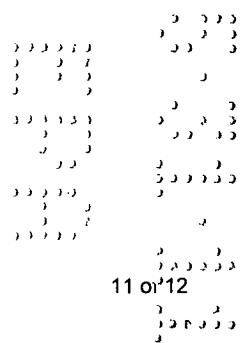
NOTE:

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[Bracketed information is optional text.] Text separated by a / denotes and/or options.

- 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
- 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 [lawn] listed weeds]
- 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
- Convenient [Simple] [Design]
- Easily covers large areas
- [Easy] [Ergonomic] Comfort Grip [Design]
- Easy grip [control]
- Easy [to use]
- Economical – use to cover large areas
- Ergonomic [design]
- Extended Reach
- Gentle shower [applicator] [spray pattern]
- Hand doesn't get wet
- Hand stays dry
- Includes water [only] setting/option
- Instant/Easy [One-handed] on/off applicator/switch/action
- New/Now (***on labeling for the first six (6) months following commercial introduction***)
- No mixing required
- One-handed operation
- Ready-Spray®/Ready-to-Spray/Applicator Name
- Simple [and easy] [to use]
- [Simply] attach to [garden] hose and spray/go

**Miscellaneous**

- Before [Illustration] / After [Illustration]
- NEW (***To be used for 6 months following commercial introduction of product***)
- Grass Good. Weeds Bad
- [weed icon]
- Guaranteed [results] [kill]
- Results guaranteed
- Proven [Ortho®] performance
- No root, no weeds [no problem] [guaranteed]



NOTE:

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[Bracketed information is optional text.] Text separated by a / denotes and/or options.

- 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

**Questions Comments or Medical Information**

Call 1-800-225-2883

[www.ortho.com](http://www.ortho.com)

**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](http://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.

EPA Reg. No. 239-2711

EPA Est. No. 239-MS-001<sup>M</sup>

[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.]

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