



U.S. ENVIRONMENTAL PROTECTION AGENCY  
 Office of Pesticide Programs  
 Biopesticides and Pollution Prevention Division (7511P)  
 1200 Pennsylvania Ave., N.W.  
 Washington, D.C. 20460

EPA Reg. Number:

538-347

Date of Issuance:

5/11/2023

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
 (under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

ATS Weed and Feed

Name and Address of Registrant (include ZIP Code):

The Scotts Company  
 14111 Scottslawn Road  
 Marysville, OH 43041

**Note:** Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Biopesticides and Pollution Prevention 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 under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA or the Act).

Registration is in no way to be construed as an endorsement or recommendation of this product by the U.S. Environmental Protection Agency (EPA). In order to protect health and the environment, the Administrator, on his or her 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 the 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 unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration or registration review of your product when EPA requires all registrants of similar products to submit such data.

Signature of Approving Official:

Andrew Bryceland, Team Leader  
 Biochemical Pesticides Branch  
 Biopesticides and Pollution Prevention Division (7511M)  
 Office of Pesticide Programs

Date:

5/11/2023

2. Make the following labeling change before you release this product for shipment:
  - Revise the EPA Registration Number to read, “EPA Reg. No. 538-347.”
3. Submit one (1) copy of the final printed labeling for the record before you release this product for shipment.

Should you wish to add/retain a reference to your company’s website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists 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 EPA find or if it is brought to our attention that a website contains statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to EPA’s Office of Enforcement and Compliance Assurance.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6. A stamped copy of the labeling is enclosed for your records. Please also note that the record for this product currently contains the following acceptable Confidential Statement of Formula (CSF):

- Basic CSF dated 04/28/2021
- Alternate A CSF dated 04/28/2021

If you have any questions, please contact Alex Horansky via email at [Horansky.alex@epa.gov](mailto:Horansky.alex@epa.gov).

Sincerely,



Andrew Bryceland, Team Leader  
Biochemical Pesticides Branch  
Biopesticides and Pollution  
Prevention Division (7511M)  
Office of Pesticide Programs

Enclosure

**Note to PM:**

EPA Reg. No. 538-GUT

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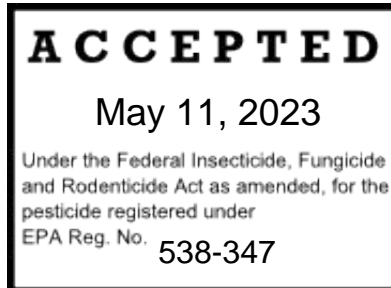
# ATS WEED AND FEED

**ACTIVE INGREDIENT:**

Sodium ferric EDTA[†].....28.578%

**OTHER INGREDIENTS:**.....71.422%

Total: 100.000%



[†CAS# 15708-41-5]

0.2858 lbs Iron Chelate per pound of product

**KEEP OUT OF REACH OF CHILDREN**

## CAUTION

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

[Fertilizer grade:] [X-X-X] [

[Coverage/Treats/Covers/Feeds/Fertilizes [up to] XXXX sq. ft.]

**Note to PM: Fertilizer information denoted by "X" will be added to FPL**

**NET WEIGHT** XX.XX lb (X.XX kg)

**Optional Coverage Examples:**

<b>Bag Weight (lb)</b>	<b>Coverage (sq ft)</b>	<b>A.I. percent (Fe Chelate / Iron)</b>	<b>lb AI per acre (Iron)</b>
10.23	2,500	28.58% / 3.72%	6.62
16.37	4,000	28.58% / 3.72%	6.62
20.46	5,000	28.58% / 3.72%	6.62

[Distributed/Sold/Guaranteed by:]

**Insert Company Name, Street Address, City, State, Zip Code**

EPA Reg. No. 538-GUT

EPA Est. No. XXX-XX-X (**insert EPA Registered Establishment Number(s)**)

[Superscript used is first letter of lot/run code/number [on end of container]]

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## PRECAUTIONARY STATEMENTS

### HAZARDS TO HUMANS AND DOMESTIC ANIMALS

**CAUTION:** Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals

### 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 to ensure that that wind or rain does not blow or wash pesticide off the treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn will help to prevent runoff 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.

### [When to apply/use]

- Apply this product at a rate of 4.09 lbs. per 1000 sq. ft.
- Mow tall grass a day or two before application.
- For best results, apply to grass that is wet, preferably from [early morning] dew/Make sure that the grass is wet from [early morning] dew. [This helps particles stick to leaves to produce best results.]
- Do not water or mow for at least 24 hours after application. [Granules must remain on weeds to be effective.] For best results, water one day after application.
- For tough weeds and heavy weed infestations/invasions, a repeat application is suggested/apply again 21[-28] days after the previous application.

### [Where to apply/use]

- This product can be used on all common lawn grasses when used as directed including: Kentucky bluegrass, fine fescue, tall fescue, perennial ryegrass [, St. Augustinegrass] [, bermudagrass][, buffalograss][, and zoysiagrass[\*]]. If unsure of grass sensitivity, test on a small area of your lawn.

[\*except in CA/California]

### [What to Expect]

- You may notice your lawn darken in color after application. [This is a sign that the iron/ingredient/product is working/has been activated.] [This is part of the greening process.] The lawn should reveal greener grass [in about a week/1-2 weeks].
- You should see listed/susceptible weeds start to [turn black/react/die/disappear] [x] days after application. [Apply as directed for best results] [Quicker results may occur in warmer weather.]

### [Use] Restrictions

- Use of product on lawns or grass that has been weakened or stressed may increase the chance of injury to grass. Stresses may include: drought, excessive temperatures, pests.
- Do not allow product to contact people or pets, either directly or through drift. Keep people and pets out of the area during application. Do not allow people or pets to enter treated areas until dusts have settled.
- Do not apply more than three times per year. Allow at least 21 days between applications.
- Do not apply to turf that is not actively growing, is in its [winter] dormancy period, or if day temperatures are regularly below 50 or above 85°F.
- Do not apply in the spring until grass has been mowed three times.
- You may seed, sod, or sprig new grass one month after your last application.
- Do not apply to newly seeded, sodded, or sprigged grass unless it has been mowed at least three times.
- Apply only to grass. Do not allow granules or dust to drift onto flowers, shrubs, fruit or vegetable plants.
- DO NOT use clippings as mulch around flowers, ornamentals, trees or in vegetable gardens.
- DO NOT apply within 10 feet of a body of water to protect our waterways.
- Do not allow granules to remain on hard surfaces like driveways or sidewalks or staining may occur. Rinse/brush granules back into the lawn.

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**[Kills/controls/suppresses]**

Algae	English daisy
Black medic	Florida pusley*
Broadleaf plantain*	Lawn burweed
Buckhorn plantain	Moss
Bull thistle	Old world diamond flower*
Canada thistle*	Persian speedwell
Catsear dandelion*	Slender speedwell
Common chickweed	White clover
Creeping buttercup	Wild geranium
Dandelion*	Wild violet
Dollarweed (pennywort)	Yellow woodsorrel*
Dove's foot geranium	

\* Multiple applications may be required to achieve control

**SPREADER SETTING OPTIONS**

**NOTE TO PM:** One of the following options will be selected and incorporated into the Directions for use.

The following are optional formats to present spreader setting information on the Final Printed Label.

Appropriate spreader settings, spreader brand names, and coverage will be inserted on Final Printed Label. The term "setting" in the section below refers to the devices setting to deliver the application rate noted in the directions for use above. Spreader Names or Insert Spreader Names will be filled in or updated as needed with Marketplace Branding of Broadcast/Rotary or Drop Spreaders.

**OPTION 1**

Spreader	SETTING
Insert Spreader Name(s)	X
Insert Spreader Name(s)	X

**OPTION 2**

**[1 – PREP ]**

**[KNOW YOUR LAWN SIZE**

Tennis Court	Equals ~2,800 sq. ft.	[Illustration]
Football Field	Equals ~48,000 sq ft	[Illustration]
Standard Parking Space	Equals ~300 sq. ft.	[Illustration]

***Example illustration***



**OR**



**[MOW [ MOW ]]**

If grass is tall enough to touch bottom of the spreader, give it a [quick] cut.]

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**[2 – APPLY/SPREAD]** [ **SPREAD** ]

[Fill and set spreader according to the table below. For best results use a Scott's® Spreader. When you apply walk at a steady pace.]

**[FILL & SET SPREADER]**

Scotts Broadcast/Rotary Spreader	Setting [X]
Scotts Drop Spreader	Setting [X]
Scotts Wizz Spreader	Setting [X]
Scotts Whirl Spreader	Setting [X]
Scotts Elite Spreader	Setting [X]
Scotts (insert brand name)	Setting [X]

**Example Illustrations/Layouts**



**[3 – CLEAN-UP]**



**SWEEP** [ **SWEEP** ]

Sweep any product that lands on the driveway, sidewalk or street back into your lawn.]

**OPTION 3**

[Spreader Settings][How to Apply][Spreaders and Calibrations][**ICON** – spreader application]

[Make and Models]	[Setting]
Spreader Name A	X
Spreader Name B	X
Spreader Name C	X

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**OPTION 4**

[Spreader Settings][How to Apply][Spreaders and Calibrations][**ICON** – spreader application See images on page 5]

<b>Make and Models</b>	<b>4.09 lbs. per 1,000 sq. ft. <sup>1, 2</sup></b>
Spreader A	X
Spreader B	X
Spreader C	X

<sup>1</sup>Assume 2.75 mph walking speed.

<sup>2</sup>It is recommended that you calibrate your spreader before application since manufacturer's settings can vary among the same model of spreader.

[For best results, use a Scotts spreader]

[For additional spreader settings, please call 1-800-543-TURF (8873). ] [Covers X,XXX sq. ft.]

[Spreader Tips]

[Mow lawn first; apply 2 header strips. Then apply product in longest direction of lawn[, overlapping wheel marks.] Make each pass about 5 feet from previous pass to overlap spread width. Make each pass about 30 inches from previous pass to overlap spread with. Close spreader when filling, stopping or turning.]

**OPTION 5**

[**Insert company name**] Quick Start Guide

[You're just three/four/a few [simple/easy] steps away from a beautiful **insert company name** lawn]



[ICON – Spreader/Dia] **FILL & SET SPREADER**

[1.] Fill & Set Spreader

[Settings]

[**Insert company name** Broadcast/Rotary Spreaders]  
[**name** Drop Spreaders]

[X] [**Insert company name**]  
[X]

**OPTION 6**

<b>Spreading Settings</b> [And Information]	Covers X,XXX sq ft	[Settings]
[ILLUS][Spreader]  <b>Scotts Broadcast / Rotary Spreaders</b> [Scotts Basic™, Standard™, Deluxe™ EdgeGuard®, Lawn Pro® or SpeedyGreen®, Wizz®, Elite/ <b>insert brand name</b> ] [Apply header strips. Then apply product in longest direction of lawn. For best results, use a Scotts spreader. Shut off spreader or stop each time you reach header strip. Each pass should be within 5/6 feet of the other to ensure an overlap.]		[XX]
[ILLUS] <b>Scotts Drop Spreaders/SPREADER NAME(s)</b> [Scotts AccuGreen®/ <b>insert brand name</b> ] [Make sure spreader wheel completely overlaps previous wheel marks.]		[XX]
[Scotts Broadcast Tractor Spreader] / <b>insert brand name</b>		[XX]
[For additional spreader settings, please call <b>insert co. phone number</b> ]		

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**OPTION 7**

Apply 4.09 lbs. of product per 1,000 sq. ft.

**Spreader Tips**

- For best results, use a Scotts spreader.
- Mow lawn first; apply 2 header strips. Then apply the product in the longest direction of the lawn[, overlapping wheel marks]. Make each pass about 5/X feet from the previous pass to overlap spread width.
- Close [shut off] spreader when filling, stopping or turning.
- Scotts products are designed to work with Scotts spreaders
- Non-Scotts spreader settings are approximate. You may need to adjust for proper coverage.
- For additional spreader settings, please call 1-800-543-TURF (8873).

**Spreader Settings** [And information]

Covers X,XXX sq. ft.

[Settings]

[ILLUS][Spreader]

[XX]

**Scotts Broadcast / Rotary Spreaders**

[Apply header strips. Then apply the product in the longest direction of the lawn. For best results, use a Scotts spreader. Shut off the spreader or stop each time you reach the header strip. Each pass should be within 5/6/X feet of the other to ensure an overlap.]

[Scotts Basic<sup>TM</sup>, Standard<sup>TM</sup>, Deluxe<sup>TM</sup>, EdgeGuard<sup>TM</sup>, Lawn Pro, or SpeedyGreen, Wizz, Elite/insert brand name]

[ILLUS]

[XX]

**Scotts Drop Spreaders**

[Make sure the spreader wheel completely overlaps previous wheel marks.] [Scotts AccuGreen <sup>TM</sup>/insert brand name]  
[For additional spreader settings, please call insert co. phone number]


[Scotts Broadcast Tractor Spreader] / insert brand name

[XX]

**OPTIONAL STATEMENTS WITH SPREADER SETTING OPTIONS**

***Note to PM: The following are additional statements which may be used with the spreader setting options above.***

- **[Spreading Tips/Advice/Information]**
- [For best results, use a Scotts spreader.]
- [Mow lawn first if grass is tall enough to touch the bottom of the spreader. First apply two header strips. Then operate spreader the longest way of the lawn.]
- [Make each pass about X feet from previous pass to overlap spread width. Make each pass about X inches from previous pass to overlap spread with. Close spreader when filling, stopping or turning.]
- [Shut off spreader anytime you stop.]
- [Non-Scotts spreader settings are approximate. You may need to adjust for proper coverage.]
- [It is recommended that you calibrate your spreader before application since manufacturer's settings can vary among the same model of spreader.]

- [Use Scotts My Lawn App to Calculate Your Lawn Size [icon] My Lawn 
- [Use only with insert company name spreaders/applicators.]
- [Insert company name products are designed to work with insert company name spreaders/applicators.]
- [For additional spreader settings, [please] call 1-800-543-TURF (8873)/**insert company phone number.**]
- [Apply/Applies 4.09 lbs. of product per 1,000 sq. ft.]
- [This package delivers 4.09 lbs. of product per 1,000 sq. ft.]



- **[[ICON – Broom CLEAN-UP]**  
[3.] Clean-Up  
Sweep product from hard surfaces onto the lawn [to keep valuable feeding nutrients on the grass.]
- [4.]You're Done! What's Next?  
Do not allow people or pets to enter treated areas until dusts have settled.



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**PREP  
KNOW YOUR LAWN SIZE**

Tennis Court	Equals ~ 2,800 sq. ft.	[Illustration]
Football Field	Equals ~ 48,000 sq. ft.	[Illustration]
Standard Parking Space	Equals ~ 300 sq. ft.	[Illustration]

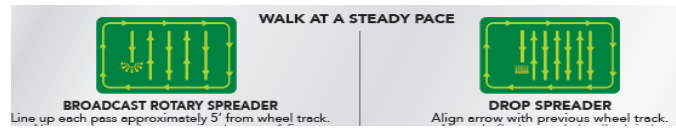
***Example of an illustration***



- **[WALK AT A STEADY PACE Broadcast Rotary Spreader/Wizz/Elite/[Spreader Name]** [Illustration]  
Line up each pass approximately 5'/6'/X' from wheel track.
- **Drop Spreader/[Spreader Name]** [Illustration]  
Align arrow with previous wheel track.

**Note To PM: The above text may be presented with illustrations**

**EXAMPLE ILLUSTRATION**



**END OF SPREADER SETTING INFORMATION OPTIONS**

**[Trash Icon] STORAGE AND DISPOSAL**

**PESTICIDE STORAGE:** Store in a dry place. [Reseal opened bag by folding top down and securing. [Reseal opened box by pushing spout back into the closed position, level with the box wall]

**PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Non-refillable container. Do not reuse or refill this container. **If empty:** [Place in trash for disposal] [Collapse box and place into recycling bin]. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

**WARRANTY INFORMATION**

- **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.

**FERTILIZER GUARANTEE INFORMATION**

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**Note to PM: The following table may be used in whole or in part. Fertilizer information denoted by "X" will be added to FPL.**

**Insert Product Name** X-X-X

**GUARANTEED ANALYSIS**

Total nitrogen (N)		X%
X.X% ammoniacal nitrogen	X.X%	
urea nitrogen		
X.X% other water soluble nitrogen[*]		
X.X% water insoluble nitrogen[*]		
Iron (Fe) (Total)		X%
X% chelated iron (Fe)		
Calcium (Ca)		X%
Magnesium (Mg) (Total)		X%
X.X% water soluble magnesium (Mg)	X.X%	
chelated magnesium (Mg)		
Sulfur (S)		X%
X.X% combined sulfur (S)	X.X%	
sulfur (S)		

Derived from: **insert ingredients as required to comply with State fertilizer regulations**

\*Contains X.X% slowly available **insert source of slowly available nitrogen consistent with State fertilizer regulations**

**Note to PM: Qualifier will be applied to the guaranteed analysis for all sources of slow release nitrogen**

Information regarding the contents and levels of metals in this product is available on the internet at

<https://www.aapfco.org/metals.html>

[FXXX (*insert FL Fertilizer License No.*)]

***Optional Florida Fertilizer Application Language***

**Note to PM: One or more of the following statements may be used based on FL requirements.**

In Florida, X feedings may exceed the Nitrogen limits on certain grass types in some [geographic] areas.

Check with your local Cooperative Extension Agency to obtain specific information on local turf best management practices [for feeding your lawn.]

Check with your county or city government to determine if there are local regulations for fertilizer use.

Florida Fertilizer Applications: [Do not exceed/May apply up to] X annual feedings [X lbs N/1000 sq ft per year] with the following exceptions: On bahiagrass and zoysiagrass do not exceed X feedings [X lbs N/1000 sq ft per year] in the north.

North Florida is defined as north of a line extending from Cedar Key to Daytona Beach. Central Florida is defined as south of the line extending from Cedar Key to Daytona Beach to a line extending from Tampa to Vero Beach. South Florida includes the remaining southern portion of the state.

[Florida Applications: X annual feedings with the exception of bahiagrass (X feedings in the north and X feedings in the central and south)].

**ADDITIONAL STATE FERTILIZER TEXT**

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[[In MS/*insert state name*,] this product is considered a low analysis fertilizer]

[[In Maryland/*insert state name*,] do not apply this product at more than X lbs. per 1,000 sq ft.]

[Apply only to actively growing turf.][Do not apply near water, storm drains or drainage ditches.][Do not apply if heavy rain is expected.][Apply this product only to your lawn, and sweep any product that lands in the driveway, sidewalk, or street, back onto your lawn.][Check with your local Cooperative Extension Agency to obtain specific information on local turf best management practices.][Check with your county or city government to determine if there are local regulations for fertilizer use]

## OPTIONAL TEXT AND CLAIMS

**Note to PM: The following apply to the claims in this section -**

- **May or may not appear on any label panel or in advertising.**
- **May be preceded by "new" or "now" for six (6) months following commercial introduction**
- **The following will be interchangeable – plus/+, and/&.**
- **Number may be expressed numerically or as text on the FPL.**
- **The following will be interchangeable – 'your lawn['][s], 'the lawn['][s], 'your grass', and 'the grass'**
- **Appropriate formula and company specific information will be inserted on Final Printed Label to replace "X".**

**Appropriate formula and company specific information will be inserted on Final Printed Label to replace "X"**

### GENERAL CLAIMS

1. A better way to a clearer lawn
2. A "good for your lawn" solution
3. [A] unique formula that built/ready for multiple applications [to keep your lawn green] [all season]
4. Backed / verified by R&D / science / research
5. Before/After [Illustration 
6. Better backyards, together
7. Clean [up] and green [up] [your lawn] in [as soon / little as] 3 days
8. Crafted with Purpose
9. Crafted with your lifestyle in mind
10. Crafted with good intentions
11. Crafted with you/your [lawn] in mind
12. Derived from/ Made with/Minerals from the Earth, backed / perfected by Science
13. Do right by your lawn so kids and pets can make the most of playtime
14. Enhances / Improves / Boosts your lawn/backyard so you [and your kids/pets/dog] can enjoy your event / party / barbeque / playtime / yard]
15. Enhances / Improves / Boosts your lawn/backyard so you [and your kids/pets/dog] can make the most of your event / party / barbeque / playtime / yard]
16. Every ingredient has been hand-selected & chosen intentionally
17. Exceptional ingredients combined into something phenomenal
18. For home lawns only
19. For residential [lawn/outdoor] use only
20. Formulated [with purpose] to give you / for real results
21. Fueled by iron and formulated / designed for your lifestyle
22. Get to the Yard [Faster]!
23. Give your lawn the care it deserves
24. Guilt-free / Worry-free / Sensible lawn care
25. Happy lawn, happy life
26. [Harness the Sun's Warmth] [Add Water] [For] Visible Results in [as soon / little as] 1 day
27. [Helps] rid[s] your lawn [from weeds] so you [and your kids/pets/dog] can enjoy/make the most of your event/ barbeque/party/playtime/yard
28. Ingredients carefully / thoughtfully selected [for a reason] [to provide essential nutrition]
29. Ingredients / Lawn care [that] you can feel good about

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30. Ingredients you know for results you trust
31. Innovation without the compromise
32. Iron works [with water and][ warmer temperatures] to condition / give you your greenest lawn yet
33. Is rooted in 150 years of Scotts expertise
34. Made with / Makes the most of / Harnesses the power of [lawn-replenishing] ingredients / elements [derived / selected from nature]
35. Made with Alternative Ingredients for a Performance without Compromise
36. Lawn care made better
37. Lawncare/fertilizer/lawn products with a conscience
38. Performance without the compromise
39. Powered by/Built with/ingredients/elements you recognize
40. Pursue a healthy and weed-free lawn
41. Pursuing more joy in the yard, less impact on the planet
42. [Quickly] reveal[s] a greener, cleaner lawn
43. [Quickly] [Reveal] Results [you can see] [in 1 day]
44. Raise your lawn right
45. Real lawn care benefits, Real green results
46. Rich in Iron
47. See a greener lawn and less weeds in 3 days
48. See it working in 1 day
49. See less weeds and a greener lawn in 3 days
50. Simple ingredients [and essential nutrients] for a better lawn
51. Simple products, simple steps, simple ingredients
52. Start with exceptional ingredients, make them into something phenomenal
53. Sun's Out, Fun's Out!
54. Takes care of your lawn/backyard/playground/outdoor living spaces so you [and your kids/pets/dog] can enjoy your event / party / barbeque / birthday / party / playtime / home /yard
55. Takes care of your lawn/backyard/playground/outdoor living spaces so you [and your kids/pets/dog] can make the most of your [event / party / barbeque / birthday / party / playtime / home /yard
56. The ideal balance of performance and positive intentions
57. The Scotts Advantage®
58. The start of something good / green
59. Hand Selected / [Thoughtfully] chosen ingredients for real results
60. Hand Selected / [Thoughtfully] chosen ingredients deliver big time green/great greening [results]/a greener lawn [backyard] [yard]



61. Treated/Untreated [illustration]
62. Uses iron to improve the lawn's appearance in [just] 3 days
63. Visible results [may be seen] / Greens [with]in [as soon / little as] 3 days
64. Your lawn's new best friend

**PARTICLE CLAIMS**

65. Exclusive / Patented [Particle][Iron & Particle Combo][Formula][Iron] Technology
66. First of its kind /unique Patented ingredient controls weeds and greens fast
67. First of its kind/ unique formula merges iron with patented All-in-One® Particle technology to control weeds and greens fast
68. Grips the Weeds you see and the ones you don't
69. Scotts All-in-One® particles combine essential nutrients into every particle [for even feeding]
70. This specially sourced mineral / metal merged / combined with our patented All-in-One® particle technology is a powerful weed control duo
71. Unlock the lawn's potential with mindful nutrition and IronGrip technology

**FORMULA CLAIMS**

72. Coverage/Treats/Covers XXXX sq. ft.

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73. Derived from / Boosted by Iron [Fe] [which occurs in nature]
74. First of its kind formula
75. Iron minimizes weeds & maximizes green
76. Lawn-friendly formula\*\*
77. No unpleasant odor
78. No Burn / Non-burning [formula / formulation] [Guaranteed]
79. No Stain / Non-staining [formula / formulation]\*\*
80.  People and pets may re-enter treated area after dusts have settled.
81. Ready to use/spread
82. [For] Use on Kentucky bluegrass, fine fescue, tall fescue, perennial ryegrass [, St. Augustinegrass] [, bermudagrass][, buffalograss][, and zoysiagrass[\*]
83. Won't Harm Grass/Lawns\*\*

\*except in CA/California

\*\* When used as directed

**PESTICIDE CLAIMS**

84. [A] unique / patented formula [that] controls weeds without harsh ingredients
85. Controls weeds in your lawn
86. [Derives] weed-killing power from Iron which occurs in nature [and plants need to survive]
87. Easy on lawns, tough on weeds!
88. Effective to temper / minimize / suppress dandelion, [thistle,] [pusley] and more [weeds as listed]
89. For [common] weed control
90. [For] Killing/Controlling/Taking care of [common] weeds
91. Gets rid/takes care of weeds the greenest way possible/sustainably/responsibly
92. Harnesses the power of elements [found in nature] / Earth's basic building blocks / Iron to control weeds
93. Irons out weeds
94. Kills/Controls/Takes care of [common] weeds
95. Kills weeds, [and nothing else] [grows your lawn][not your lawn] [great for grass]
96. Made without Active Ingredients commonly found in other Weed & Feeds
97. Mean to weeds, nice to everything else/lawns/grass/your yard/your backyard/your grass
98. [Treatment] For common weeds
99. Visible [results] / [signs of] weed control [may be seen] [with]in / [as little as] [x] hours / days [after application]
100. Works with nature / water / oxygen to control weeds

**FERTILIZER CLAIMS**

101. Build[s] a strong[er], green[er] lawn [this spring/summer/fall/year]
102. Builds thick, green lawns
103. Builds thick, green turf from the roots up [without burning your lawn]
104. Contains slow-release nitrogen for growing a thick green lawn
105. Deeper\* Green so you can Feel as Good as Your Lawn Looks (\*vs unfed and/or w/o iron)
106. Encourage a quick green-up [after winter / summer]
107. Enriches soil—feeds the lawn
108. Fast, long-lasting greening power
109. Feeds for up to X days/ X weeks/ X months
110. Feeds lawn, helping turf to fill in where weeds once were
111. Feed regularly for your best lawn
112. Feeds to build a thick[er] / beautiful / lush / green lawn
113. [Fertilizer grade:] [X-X-X] **Note to PM: Fertilizer information denoted by "X" will be added to FPL**
114. For grass that's always green/greener
115. Greens fast & lasts
116. Green[er] Grass/Lawn [Icon] [vs unfed lawn]
117. Includes Urea/Nitrogen to promote dense/thick lawn[s] [growth]
118. Made with / contains [x%] Iron [for a greener, [stronger] lawn
119. Made without Phosphorus; [Manure]; [Artificial Colors]; [Animal By-Products];
120. Nitrogen | [for] feel good growth

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- 121. Nitrogen (N) [Iron (Fe)] For Deep Green Color
- 122. Phosphorus Free
- 123. Quick greening, long lasting.
- 124. Strengthens/protects your lawn
- 125. The result is a beautiful, thicker, greener lawn
- 126. [Truly] Mindful nutrition
- 127. Truly / Deeply nourishing


**COMBO CLAIMS**

- 128. 2-in-1 / Two-in-one Benefits
- 129. A green[er] fertilizer with [great][excellent][revolutionary] weed & feed strength
- 130. [Alternative Formula:] Rich in Iron to Kill/Control/Takes Care Of Weeds & for a [Healthy] Green Lawn
- 131. [Alternative Formula:] Kills/Controls/Take Care Of Weeds & is Infused with Nutrients for a Greener, Healthier Lawn
- 132. An iron-rich formula that kills weeds and greens your lawn [in a matter of [x] hours/days]
- 133. [Both] boosts the appearance of your lawn and clears out / suppresses weeds [with one ingredient] [over time]
- 134. Dual-Action
- 135. Dual Action/ 2 in 1/ All-in-One Mixture/ Formula: Kills Weeds & Feeds Lawn
- 136. Dual Action/ 2 in 1/ All-in-One Mixture/ Formula: Weed Out & Green up
- 137. Dual Action/ 2 in 1/ All-in-One Mixture/ Formula: Kills/Controls/Takes Care Of Weeds & Greens your Lawn
- 138. Essential nutrition that is also tough on weeds
- 139. Green up and weed out
- 140. It Fertilizes / Maximizes Green. It Suppresses / Minimizes Weeds. It Does Both
- 141. Increase [the] green, [decrease [the] weeds]
- 142. [Iron ][both] maximizes green and minimizes weeds
- 143. Iron is an essential [plant/turf/grass] [micro]nutrient that is also tough on weeds
- 144. Lawn nutrition that also fights weeds
- 145. [Marvelous][Fantastic][Essential][Powerful][ micronutrient that] deep greens and knocks out weeds
- 146. Mineral-based weed & feed
- 147. Mineral-based, dual-action greening power and weed control
- 148. [Packed with / Boosted by] Iron [to] minimize[s] [the appearance of] weeds and maximize[s] green [potential]
- 149. [Uses / Harnesses the power of] Iron for a better looking lawn
- 150. Weed[ing] and Feed[ing] made better
- 151. Weed[ing] and Feed[ing] made better
- 152. Weed Control with Lawn Food

**PACKAGING CLAIMS**

- 153. [100%] Recyclable [packaging]
- 154. Can be recycled
- 155. Do not recycle
- 156. How2Recycle Logo **NOTE To PM: Below are examples of images from the How2recycle program. Image on FPL will be based upon the programs assessment of the packaging material.**



- 157. I'm green<sup>TM</sup> [logo 
- I'm green<sup>TM</sup> Polyethylene is a plastic produced from sugarcane, a renewable raw material, that captures and fixes CO2 from the atmosphere during its production.
- 158. Made with [post consumer] recycled materials
- 159. Open Here
- 160. Open Spout Here [and Pour]
- 161. Pull Spout to Open
- 162. Press Spout to Close



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- 163. Resealable
- 164. Suppliers must meet the principles of sustainable development present in the "Responsible Ethanol Sourcing" developed and implemented by Braskem.
- 165. This bag / box / package can be recycled
- 166. [This bag / box / package / packaging] Contains x% [post-consumer] recycled plastic
- 167. [This bag / box / package / packaging] Contains x% [less] plastic
- 168. [This bag / box / package / packaging] Uses x% less plastic [compared to x]
- 169. [This] [bag / box / package / packaging] [is] made with sustainable material[s]
- 170. This bag is made from I'm green™ Polyethylene
- 171. This bag made with recycled materials
- 172. This Side Up When Opening Spout
- 173. To Open, Pull Spout, [Press to Reseal]
- 174. This bag made with recycled materials
- 175. Use Spout to Pour Fertilizer/Product/Granules [Into Spreader]

**GUARANTEES**

- 176. A greener lawn, guaranteed. †
- 177. A lawn you will be proud of, guaranteed. †
- 178. [Backed by] Scotts No-Quibble [Money Back] Guarantee® †
- 179. [Backed by] Scotts No-Guilt Guarantee. †
- 180. Does not harm lawn\*\*. [Guaranteed] †
- 181. Guaranteed [Satisfaction/Feels/Green] †
- 182. Guaranteed!†
- 183. Guaranteed results or your money back†
- 184. Kills Weeds – Won't Harm Lawns, [Guaranteed†]\*\*
- 185. The Scotts Difference™
- 186. Won't burn lawns, guaranteed. \*\*†
- 187. Won't harm/burn your lawn [guaranteed] \*\*†



188. Scotts Guarantee Image -

\*\* When used as directed


†See Scotts ® No-Quibble Guarantee on back panel/website **OR** Satisfaction guaranteed or your money back

**[†]SCOTTS [NO-QUIBBLE/CONSUMER][MONEY BACK] GUARANTEE[®]**

If for any reason you [the customer/consumer] are not satisfied [with results] after using this product [when purchased from a Scotts authorized reseller], you are entitled to get your money back. Simply send us evidence of purchase [from an authorized reseller] and we will mail you a refund [check] promptly.

**OTHER**

- 189. © 20XX [Licensed by] **insert company name.** [World rights reserved.]
- 190. Country of Origin XXXXX
- 191. Distributed/Sold/Guaranteed by: **insert company name and address**
- 192. U.S. Patent No. X,XXX,XXX (**insert patent information, if applicable**)
- 193. Made in U.S.A.
- 194. Made/Packaged in the USA
- 195. Product of \_\_\_\_\_

196. Scotts Logo 



- 197. SMG/NYSE icon
- 198. Questions / Comments / [Medical] Information
- 199. Lawn Questions?
- 200. Have questions or need advice?
- 201. If you have questions you can talk directly with a Scotts Lawn Counselor. Simply call the toll-free

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number: X-XXX-XXX-XXXX

202. Visit us on the internet or call our customer satisfaction hotline [insert company address/phone number/www.scotts.com]

203. For additional questions, comments and information, contact the Scotts Lawn Pro retailer where you bought this product or you can....

204. Call -or- Consumer Helpline -or- phone toll-free -or- [Call] Scott's [toll-free] consumer hotline X-XXX-XXX-XXXX

205. Open Monday through Saturday 9:00 a.m. to 5:00 p.m. Eastern time]


206. [ICON: – computer mouse 


207. [ICON: - phone 

208. [Visit [our website] [www.scotts.com](http://www.scotts.com)]

209. Visit Scotts' website at [www.scotts.com](http://www.scotts.com)

210. Contact the experts at [www.scotts.com](http://www.scotts.com)

211. Use Scotts My Lawn App to Calculate Your Lawn Size [[icon] My Lawn 

212. Find out how much you need [[icon] My Lawn 

213. The MyLawn app from Scotts simplifies lawncare by creating an easy-to-follow lawn maintenance plan so you know the right products to use at the right time



App Store is a trademark of Apple Inc.  
Google Play and the Google Play logo are trademarks of Google Inc.

214.

**PRIVATE LABEL**


215. Bigger, better, bolder lawns


**MESSAGE/MISSION STATEMENTS & SCOTTS FULL PROGRAM TEXT**


**WATER STEWARDSHIP**

That's why we've made changes to our product formulation, improved our application devices and formed alliances with important environmental partners. There is more to do, which is why we continue to innovate every day. We believe our planet is everything. It's our job to protect it, nourish it, and make it a healthy place for you, your family and the community around you, one patch of Earth at a time.

**[Lawncare Information:] [Water Smart®] Tips for Lawncare Success:**

[] Feed regularly for your best lawn – Regular feeding will help build a lawn you and your family can enjoy. [Product Name] provides the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought and family activity.

[] Mow your lawn high. Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively. Leave the grass clippings on your lawn. This recycles the plant nutrients back into the soil.

[] Conserve water. Well fed lawns are more efficient at using available water. Feeding with [Scotts] fertilizer helps build a thick lawn with more roots to better absorb water and nutrients than unfed lawns. This helps protect your lawn against heat, drought and other stresses. Remember your lawn will begin to wilt when water is needed. As much as possible, take advantage of nature's sprinkler and rely on the rain to water your lawn.

[Do Your Part: A well-fed lawn leads to cleaner air, less nutrient run-off, and will crowd out future weeds, for a Scotts yard you can feel good about]



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[Benefits of multiple feedings]

[art] one annual feeding



[art] 2-3 annual feedings



[art] 4 annual feedings



## **Scotts & Your Environment**

We care. Scotts products are designed with care to grow thicker, greener lawns.

[Because] A Green Lawn Is A Good Lawn[™]. A healthy lawn can clean the air, produce oxygen and prevent runoff and soil erosion.

You can make a difference. Help keep our water resources clean. Apply this product only to your lawn, and sweep any product that lands in the driveway, sidewalk or street back on to your lawn.

## **Dedicated to a Beautiful World**

Trusted by generations of homeowners [gardeners], Scotts [Miracle-Gro] is dedicated to helping you enhance and protect the beauty of your home environment.

## **THE BRAND STORY OPTIONS**

### ***Option 1***

Scotts is there for your lawn care needs.

Founded in 1868, we are proud of our long history and celebrate the lawn by offering best-in-class products. [We start with the fundamental truth; your lawn is a living, growing thing.] [We start with the fundamental truth; the lawn is alive].

Our scientists embrace this truth by developing technologies that benefit the lawn and fit your lawn care needs. If you need to feed the lawn - we are here. If you have issues with pesky diseases - we got your back. So if you're a die-hard lawn warrior or a novice learning how to care for your lawn - [let us help.] [We would like to help].

### ***Option 2***

Scotts is your go-to for everything lawn care. We're extremely proud of our heritage and proven expertise. And we celebrate this by continually offering industry-leading products-always with the consumer in mind.

We believe the fundamental truth; your lawn is alive. With that in mind, we create advanced technologies and innovative formulas that help create the lawn you've always dreamed of. From feeding and maintaining your lawn to protecting against weeds, pests/insects and disease, we have the best-in-class products and advice to help you successfully care for your lawn this season-and for years to come.

### ***Option 3***

Scotts has helped people create the lawn they've always dreamed of. Founded in 1868 by O.M. Scott, we're extremely proud of our rich history and hard-earned reputation. We are honored to be the leader in lawn and garden care for everyone from first-time gardeners to seasoned green thumbs. We do it by developing advanced technologies and innovative formulas - all based on your needs. From feeding and maintaining a hearty, beautiful lawn to banishing pesky diseases, we have the best-in-class products-and expert advice-to consistently make garden care easier and a lot more enjoyable.

### ***Option 4***

#### **SCOTTS PURSUE**

Just like you, Scotts is in the pursuit of smarter, cleaner and better. And now we can do better, together. Just like so many other great moments in life, it starts in your backyard. Building upon 150 years of lawn care experience, Scotts is helping you pursue a better backyard with products you can feel good about. Scotts Pursue balances simplicity, with easy-to-achieve results, while working to reduce impact on the environment. The pursuit of better should feel good. Join Scotts in the journey and let's build the backyard of your dreams, together.

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**Option 5**

SCOTTS PURSUE, is a line of outdoor products that balances simplicity, with easy-to-achieve results, while working to reduce impact on the environment. Scotts is helping you pursue a better backyard with products you can feel good about.

**OPTIONAL FEEDBACK OR ASSISTANCE TEXT**


**Are you proud of your lawn?**

If you have a lawn success story using Scotts products, we'd like to hear about it. Write to Scotts Consumer Service, 14111 Scottslawn Road, Marysville, Ohio 43041. Photos are welcome.

**Get expert advice for your lawn now.**

Want information on what to use and when? Sign up today to get free expert advice specifically for your lawn. Visit [scotts.com](http://scotts.com) or call 1-800-543-TURF (8843).

**CUSTOMER SERVICE INFORMATION**

- [icon - phone 

538-GUT.20230511.New Registration