



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs  
Registration Division (7505P)  
1200 Pennsylvania Ave., N.W.  
Washington, D.C. 20460

EPA Reg. Number:

71995-60

Date of Issuance:

9/15/15

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
(under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

Weed & Grass Killer G1PA2

Name and Address of Registrant (include ZIP Code):

Monsanto Company, Lawn and Garden Products  
1300 I Street, NW, Suite 450 East  
Washington, DC 20005

**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 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 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 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 unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.
2. The data requirements for storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) are not satisfied. A one year study is required to satisfy these data requirements. You have 18 months from the date of registration to provide these data.

*Continued on page 2*

Signature of Approving Official:

Reuben Baris, Product Manager 25  
Herbicide Branch, Registration Division (7505P)

Date:

9/15/15

3. Submit one copy of the revised final printed label for the record before you release the product for shipment.

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

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 08/29/2014
- Alternate CSF #A dated 08/29/2014

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

Sincerely,

Reuben Baris, Product Manager 25  
Herbicide Branch  
Registration Division (7505P)  
Office of Pesticide Programs

Enclosure

# MASTER LABEL FOR EPA REG. NO. 71995-60

Primary Brand Name:

**Weed & Grass Killer G1PA2**

**Editorial Notes:**

***Bold, italicized text is information for the reader and is not part of the label.***

Bracketed text [ ] is optional text and a 'place holder' for graphics.

Text separated by a backslash '/' denotes and/or options.

***Refer to APPENDIX 1 for Consolidated List of Label Claims; APPENDIX 2 for Packaging Related Claims.***

[Insert Brand Name and Logo]

[Insert claims from list in Appendix 1 or 2] [Insert Graphics]

**ACTIVE INGREDIENTS:**

Glyphosate, isopropylamine salt<sup>†</sup> ..... 1.0%

Pelargonic acid and related fatty acids ..... 2.0%

**OTHER INGREDIENTS** ..... 97.0%

**TOTAL** ..... **100.0%**

<sup>†</sup>Contains 0.06 lbs. glyphosate acid equivalent per US gallon.

Keep Out of Reach of Children

## CAUTION

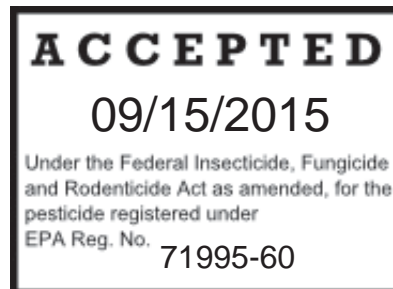
See back [panel/ booklet/ label] for additional precautionary statements.

***Alternative Text:*** [See container label for [complete] use directions and additional precautionary statements.]

NET [Insert Net contents FL OZ or GAL] [Insert Metric Conversion]

***Net contents of final printed labeling based on various commercial sizes to be marketed***

[Insert 2D code/ PPN code/ LB code]



**Optional Instructions for Booklet**

OPEN/ABRA

Open booklet for details

Press to Reseal

Resealable Label for Directions & Precautions

**[DID YOU KNOW?]** [Insert Claims from Appendix 1]

[Insert Brand Name] **[KILLS WEEDS/ KILLS ALL TYPES OF WEEDS & GRASSES]** [Insert Graphics]

[Just [wipe on/ touch] the [weed/ or/ leaf] to kill the root.]

[[Container] [treats/ kills] [up to] [insert value between 500-1000] weeds

**Optional Roundup® Graphics Wheel with the Following Where To Use, What To Know and How To Use Components**

**WHERE TO USE** [Insert Graphics] [Use on weeds in the following areas]

- [Flower Beds [and Pots] / Landscaped Beds]
- [Vegetable Gardens]
- [Tree Rings/ Around Trees]
- [Driveways & Walkways/ Patios]
- [Fence Lines/ Along Fences]
- [Insert locations from Appendix 1- Areas of Use table]

**WHAT TO KNOW** [Insert Graphics]

- [Rainproof in [30 Minutes/ [insert value between 1-4] Hours]]
- [Visible Results in [3/ 6/ 9] Hours]
- [Plant 1-3 Days After Application [(see booklet for details)]

**HOW TO USE** [Insert Graphics]

- [Push/Click the button]
- [Apply to/ Wipe on/ Touch] the Weed]

©[Insert year] [MONSANTO COMPANY] [Insert Company Name]

[Produced/ Manufactured/ Distributed] [for/ by]]

[Monsanto Company

Lawn & Garden Products] [Insert Company Name]

[P.O. Box 418 Marysville, OH 43041] [Insert Address]

www.roundup.com

EPA Reg. No. 71995-60

EPA Est. 239-IA-3<sup>l</sup>, 239-MS-1<sup>M</sup>, 91151-BEL-1<sup>K</sup> [Insert Additional Establishments]

Superscript is first letter of lot number

[Made in/ Produced in/ Assembled in/ Product of] [USA/ [Insert Country]]

[Insert 2D code/ PPN code/ LB code] [Insert UPC Barcode/ Proof of Purchase]

[Insert LOT number or LOT number will be printed directly on the container]

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**Optional Section:**  
**PRODUCT FACTS**

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[Insert Brand Name] [**KILLS WEEDS/ KILLS ALL TYPES OF WEEDS & GRASSES**] [Insert Graphics]

[Just [wipe on/ touch] the [weed/ or/ leaf] to kill the root].

[[Container] [treats/ kills] [up to] [insert value between 500-1000] weeds

[Insert claims from Appendix 1 or 2]

**HOW IT WORKS:**

[Insert Brand Name/ Glyphosate] [is absorbed by the weed's leaves/ enters plants through the foliage]. It moves through the weed to the root, stopping the function of an essential enzyme found in plants [but not humans or animals].

[Weeds die, roots and all - so they don't grow back.]

[Kills only what you [treat/ touch.]

[[Early/ Fast] visual symptoms [will] appear only on treated leaves.]

[Any product not absorbed by the plant breaks down without moving in or on the soil to untreated plants.]

[Weeds begin to [yellow and] wilt within [3/ 6/ 9] hours with complete kill in 1 to 2 weeks.]

**Optional Section:**

**[WHERE TO USE]** [On weeds in the following areas]

- [Flower Beds [and Pots] / Landscaped Beds]
- [Vegetable Gardens]
- [Tree Rings/ Around Trees]
- [Driveways & Walkways/ Patios]
- [Fence Lines/ Along Fences]
- [Insert locations from Appendix 1- Areas of Use table]

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**DIRECTIONS FOR USE**

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It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Always read and follow label directions.

*[Printing on the Cap or Foil [Insert Instructions from below/ Insert Claim from Appendix 1 or 2]]*

**HOW TO USE:** [Insert Graphics]

- [To remove cap, squeeze tabs on both sides and pull.] **Alternative text:** [Squeeze tabs on both sides of cap to remove]
- [Before first use,] [remove foil seal then [press/click] [the] [insert color/ blue] button [up to/ insert #/ times] until gel appears.]
- [Press/ click] the [insert color/ blue] button to dispense the gel [once for small annual weeds and twice for large perennial weeds].
- [Apply to/ Wipe on/ Touch/ or] the [leaf/ surface/ of] weeds or grasses you want to kill.
- **After Use**, clean the gel from the applicator top by wiping on a weed leaf, then securely replace the cap.

**WHEN TO APPLY** [Insert Graphics]

- Apply when weeds are actively growing.  
**Alternative Text:** [Use anytime weeds [and grasses] are actively growing.]
- For best results, apply during warm, sunny weather above 60° F [to accelerate systemic movement from foliage to roots]. [Product is still effective when applications are made under cool and cloudy conditions as low as 50° F.]
- [RAINPROOF [Protection:]: Rain or watering [30 Minutes/ [insert value between 1-4] Hours] after application will NOT wash away effectiveness/[Insert Brand Name] is Rainproof in [30 Minutes/ [insert value between 1-4] Hours].]
- [Apply when weeds are small and before seeds form.]

- [Established [perennial] [hard to kill] weeds may require a repeat application after 3-4 weeks.]  
**Alternative Text:** [Repeat application [if/ as] necessary, [should new growth appear/ if complete control is not attained] in 3-4 weeks.]

**IMPORTANT: Do not apply to plants or grasses you like – they will die.** When spot treating weeds in lawns or around desirable plants use caution. If desirable plants are accidentally contacted, rinse off immediately with water [or cut off treated area]. [Do not allow treated weeds to come in contact with desirable plants until gel has dried.]

**WHEN TO REPLANT** [Insert Graphics]

- All ornamental flowers, trees and shrubs may be planted **1 day after** application.
- Lawn grasses, herbs, vegetables and fruits may be planted **3 days after** application.

**Optional Section: Select from the list below**

**KILLS ALL TYPES OF WEEDS AND GRASSES** [Insert Graphics]

[Kills [insert from the list below] [and other broadleaf weeds/ and other grassy weeds].]

**Alternative Text:** [CONTROLS WEEDS AND GRASSES INCLUDING/ WEEDS CONTROLLED INCLUDE:]

Bahiagrass	Evening Primrose	Pennywort
Bentgrass	False Dandelion	Perennial Ryegrass
Bermudagrass	Fennel	Primrose
Bindweed	Fescue	Prostrate Spurge
Black Medic	Fiddleneck	Puncture Vine
Blue Toadflax	Filaree	Quackgrass
Bluegrass	Florida Pusley	Ragweed
Brassbuttons	Garden Spurge	Sandspur
Broadleaf Plantain	Henbit	Shepherdspurse
Bromegrass	Johnsongrass	Smooth Cat's Ear
Bur Clover	Knotweed	Sowthistle
Canada Thistle	Lambsquarters	Spotted Spurge
Chickweed	Little Bitter Cress	St. Augustinegrass
Crabgrass	London Rocket	Tall Fescue
Common Plantain	Maiden Cane	Tansy Ragwort
Common Groundsel	Mallow	Torpedograss
Creeping Bentgrass	Mayweed	White Clover
Creeping Charlie	Mouseear Chickweed	Whitetop
Creeping Beggarweed	Nimblewill	Wild Morning Glory
Curly Dock	Oldenlandia	Wild Barley
Dandelion	Orchardgrass	Yellow Nutgrass
Diffuse Lovegrass	Oxalis	Zoysia
Dog Fennel	Pennsylvania Smartweed	

**[NOTE:** Heavy lawn or well established difficult to control weeds, such as Bermudagrass, Nimblewill, Dandelion, or Canada Thistle may require a repeat application in 3-4 weeks.]

**STORAGE AND DISPOSAL**

**PESTICIDE STORAGE:** Securely replace cap. Store product in original container in a safe place away from direct sunlight. Keep from freezing.

**PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Nonrefillable container. Do not reuse or refill this container. **If Empty:** Place in trash or offer for recycling, if available. **If Partly Filled:** Call your local solid waste agency [or Insert Telephone Number] for disposal instructions. Never place unused product down any indoor or outdoor drain.

**PRECAUTIONARY STATEMENTS****HAZARDS TO HUMANS & DOMESTIC ANIMALS****KEEP OUT OF REACH OF CHILDREN**

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

[Re-entry icon]

People and pets may enter treated area after gel has dried.

**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 first 5 minutes, then continue rinsing eye.
- Call a poison control center [Insert Telephone Number] or doctor for treatment advice.

**EMERGENCY MEDICAL INFORMATION**

- Have the product container or label with you when calling a poison control center or doctor, or going for treatment.
- You may contact [Insert Telephone Number] for emergency medical treatment information.
- This product is identified as [Insert Brand Name], EPA Reg. No. 71995-60.

**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 when rain is not predicted for the next 24 hours will help to ensure that rain does not wash pesticide off the treatment area.

**NOTICE:** To the extent consistent with applicable law, buyer assumes all responsibility for safety and use not in accordance with directions.

**Optional Section****\*CONSUMER GUARANTEE**

If for any reason you are not satisfied after using this product, simply send us original proof of purchase and we will replace the product or refund the purchase price.

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**Optional Section**

**ROUNDUP BRAND FAMILY OF PRODUCTS**

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Visit the Roundup website [www.roundup.com] to learn more about the Roundup [brand] family of products for the best solution to your toughest weed problems.

**Alternative Text: [Roundup® Lawn & Garden products have the best solutions to your toughest weed problems.] [Visit the Roundup website [www.roundup.com] to learn more about the Roundup [brand] family of products.]**

[Insert Graphic or Roundup Product Family Photo]

- [Roundup Extended Control Weed & Grass Killer products] [– kill & prevent weeds for up to 4 months]
- [Roundup Max Control 365 products] [– kill & prevent weeds for up to 12 months]
- [Roundup Weed & Grass Killer Ready-To-Use III/ Insert Brand Name for 71995-33] [– no mixing, no mess]
- [Insert Brand Name for 71995-33] [– kill weeds, protect desirable plants]
- [Roundup Poison Ivy Plus Tough Brush Killer products] [– kill tough, brushy, hard-to-control weeds]
- [Roundup Wild Blackberry Plus Vine & Brush Killer products] [– kill tough brush & vines]
- [Insert Brand Name for 71995-29] [– [fast visible results]
- [Insert Brand Name for 71995-25] [– best Roundup brand concentrate value]

**Optional Spanish Translations:**

[Insert generic logo and brand name in English & Spanish]

[Insert Label Language in Spanish as Applicable]



**Base Label Information:**

[Insert generic logo and brand name in English & Spanish]

**Insert applicable instruction along side of base label:**

[Resealable Label for Directions & Precautions / Etiqueta resellable de instrucciones y avisos de precaución.]

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS & DOMESTIC ANIMALS**

**KEEP OUT OF REACH OF CHILDREN**

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

[Re-entry icon]

People and pets may enter treated area after gel has dried.

<b>FIRST AID</b>	
<b>IF IN EYES</b>	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li> <li>• Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye.</li> <li>• Call a poison control center [Insert Telephone Number] or doctor for treatment advice.</li> </ul>
<b>EMERGENCY MEDICAL INFORMATION</b>	
<ul style="list-style-type: none"> <li>• Have the product container or label with you when calling a poison control center or doctor, or going for treatment.</li> <li>• You may contact [Insert Telephone Number] for emergency medical treatment information.</li> <li>• This product is identified as [<b>Insert Brand Name</b>], <b>EPA Reg. No. 71995-60</b>.</li> </ul>	

<b>STORAGE AND DISPOSAL</b>
<p><b>PESTICIDE STORAGE:</b> Securely replace cap. Store product in original container in a safe place away from direct sunlight. Keep from freezing.</p> <p><b>PESTICIDE DISPOSAL AND CONTAINER HANDLING:</b> Nonrefillable container. Do not reuse or refill this container. <b>If Empty:</b> Place in trash or offer for recycling, if available. <b>If Partly Filled:</b> Call your local solid waste agency [or Insert Telephone Number] for disposal instructions. Never place unused product down any indoor or outdoor drain.</p>

**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 when rain is not predicted for the next 24 hours will help to ensure that rain does not wash pesticide off the treatment area.

[See booklet for additional precautionary statements.]

*[Insert phone & computer icons]*  
Questions, Comments or Information  
Preguntas, Comentarios o Información  
1-800-246-7219      www.roundup.com

©[Insert year] [MONSANTO COMPANY] [Insert Company Name]  
[Produced/ Manufactured/ Distributed] [for/ by]  
[Monsanto Company  
Lawn & Garden Products] [Insert Company Name]  
[P.O. Box 418 Marysville, OH 43041] [Insert Address]  
www.roundup.com

EPA Reg. No. 71995-60

EPA Est. 239-IA-3<sup>l</sup>, 239-MS-1<sup>M</sup>, 91151-BEL-1<sup>K</sup> [Insert Additional Establishments]

Superscript is first letter of lot number

[Made in/ Produced in/ Assembled in/ Product of] [USA/ [Insert Country]]

[This [bottle/ package] [may/ contain[s]] an anti-theft device, [either inside or on the back of the bottle]. [It does not affect product performance.]]

[Insert Relevant Trademark Disclosure Statement(s)]

[Insert relevant Patent Information Statement(s)] [For a list of patents, if any, covering this product or its use, please go to [insert patent website/ [www.monsantotechnology.com/lawnandgarden](http://www.monsantotechnology.com/lawnandgarden)].]

[Insert PPN code/ Insert LB code] [UPC Code/ Proof of Purchase]

## APPENDIX 1: Consolidated List of Label Claims

### Areas of Use:

**Any claim listed below must be used in combination with one or more locations in the table below:**

- [Also] Kills weeds [in/ on/ along/ around] + [insert from table below] + [guaranteed[!/\*] **qualify guarantee**
- [Also] Target[s] weeds [in/ on/ along/ around] + [insert from table below]
- Apply [with confidence] [in/ on/ along/ around/ to] + [insert from table below]
- Approved for [use/ in/ on/ along/ around] + [insert from table below]
- Can be used [on/ in/ around/ along/ to] + [insert from table below]
- Great for [use/ in/ on/ along/ around] + [insert from table below]
- Ideal for [use/ in/ on/ along/ around] + [insert from table below]
- Ideal for [spot treatment/ in/ on/ along/ around] + [insert from table below]
- Ideal for tough to [reach/ spray] weeds [in/ on/ along/ around] + [insert from table below]
- Keeps [insert from table below] weed free + [insert from table below]
- Perfect for [use/ in/ on/ along/ around] + [insert from table below]
- Use [with confidence] [in/ on/ along/ around/ to] + [insert from table below]

<b><i>Can be used alone or in combination</i></b>	<b><i>Can be used alone or in combination</i></b>	<b><i>Can be used alone or in combination</i></b>	<b><i>Can be used alone or in combination</i></b>	<b><i>Must be used in combination</i></b>
All types of weeds	Animal enclosures	Fruit [and nut] [trees]	[Retaining] Walls	Area[s]
[Any]where [tough] weeds [and grasses] grow	Asphalt	[Fruit[s] and] Vegetable[s]	Rockways	Bed[s]
[Any]where [tough] weeds are invading [your yard]	Barns	Garages	Rubber [mulch/ mats]	Border[s]
[Any]where weeds are a problem	Brick[s]	Garden[s]	[RV/ boat] Parking	Brush[y]
[Any]where you can't spray	Buildings	[Grape] vines	Sheds	Container[s]
[Any]where you [don't want/ prefer not] to spray	Bush[es]	Gravel	Shrub[s]	Desert
[Any]where you have weeds	Cabins	[Landscape[s]/ Landscaped/ Landscaping]	Sidewalk[s]	House[s]
Garden [plot] preparation	Camp sites	Lawns	Skate[board] park[s]	Lot[s]
Hard [scapes/ surfaces]	Cement	Lodges	Sports facilities	Overgrown
[Hard/ tough] to [reach/ spray] places	Crack[s]	[Mobile] Homes	Stair[s]	Paved
Lawn renovation	Crevice[s]	[Mulch/ Mulched]	Stairway[s]	Place[s]
[Most/ many /all/ the] lawn & garden [uses]	Curb[s]	Non-lawn areas	Storage areas	Plot[s]
Outdoors [only]	[Decorative] Rock[s]	Ornamental[s]	[Tennis/Basketball] courts	Pot[s]
Prepare areas for planting	[Decorative] Stone[s]	Parks	Tent areas	[Plus] Other
[Small/ Large] [jobs/ areas/ projects]	[Dense] Fields	Path[s]	Trailers	Space[s]
Soft [scapes/ surfaces]	[Dense] Trails	Pathway[s]	Tree[s] [rings]	Surface[s]
Spot treatment [of weeds]	Drive[s]	Patio[s]	[Under] Decks	[Trimming/ Trim]
Tight [spaces/ places]	Driveway[s]	Paver[s]	Walk[s]	Vacant
Weed [control/ killing]	[Edging/ Edges]	Pine [straw/ needles]	Walkway[s]	[Wood[ed]/ Woody]
	[Established/ Plant[s]/ Planting[s]]	Play areas	Wildlife areas	
	Fence lines	Playgrounds	Wood chips	
	Fence[s]	[Pool] deck[s]	[Xeriscapes/ Xeriscaped/ Xeriscaping]	
	Flower[s]	Porch[es]	Yards	
	Foundations	Recreational areas	[Zeroscapes/ Zeroscaped/ Zeroscaping]	

### **Consumer Guarantee:**

- **Product guarantee statement for use throughout\*** [Guaranteed Satisfaction/ Consumer Guarantee]  
If for any reason you are not satisfied after using this product, simply send us the original proof of purchase and we will replace the product or refund the purchase price.
- **Guaranteed [satisfaction/ results/ effective!/\*] qualify guarantee**

### **How it Works:**

#### **Formula:**

- Contains [Glyphosate/ Pelargonic [acid]]
- [Exclusive/ Innovative/ Patented/ Tough] [gel] formula [kills to the root]
- Glyphosate targets an enzyme found in plants but not in people or pets
- Outdoor use only [Insert Graphic]
- WATER BASED [insert icon]
- Water-based formula

#### **Leaves:**

- Absorbed through the leaves [and moves to the root] [for total/ complete kill]
- Sticks to the leaf [to kill the root]
- Systemic weed and grass killer
- [Treat/ Touch/ Wipe on/ Apply to] the [leaf/ leaves] [to kill [the root/ to the roots]]
- Works only when absorbed by the foliage of weeds

#### **Soil:**

- Does not have soil activity
- Won't build up in soil [to hurt/ damage nearby [desirable] plants]
- Won't move in the soil [to nearby [desirable] plants]

### **Kills:**

- After [graphic of dead weed]
- Before [graphic of live weed]
- Kills [all types of] [annual and perennial] weeds, grasses and other unwanted plants
- Kills [all types of/ over 200] [types of] [tough] weeds [and grasses] [roots and all/ to the roots]
- [Kills/ controls] [tough/ even the toughest] weeds [and grasses] [to the root] [so they don't [come/ grow] back [again]]
- Kills [existing/ actively growing] weeds
- Kills only what you [treat/ touch]
- Kills the weed you see and the root others leave behind
- Kills the weed you see and the root you don't
- Kills [to] the root[s] [Guaranteed!/\*] **qualify guarantee**
- Kills [tough/ unwanted/ undesirable] weeds [and grasses] [roots and all]
- Kills [tough] weeds [and grasses] [in 1 to 2 weeks] [to the root]
- Kills [treated] [weeds] to the root[s] so [they/ weeds] don't [come/ grow] back [guaranteed!/\*] **qualify guarantee**
- Kills [ugly/ annoying] weeds
- Kills weeds dead [guaranteed!/\*] **qualify guarantee**
- [Kills/ Works] on [both] broadleaf and grassy weeds
- [Kills/ Works] on [insert weed list] [guaranteed!/\*] **qualify guarantee**
- [Kills/ Works] the first time, every time [guaranteed!/\*] **qualify guarantee**
- Will not prevent new weeds from growing

### **Product Marketing:**

- Got Tough Weeds – Get [Insert Brand Name]
- No root. No weed. No problem.®
- [Proven/ Trusted] performance [Roundup brands work the first time, every time – and have] [for [more than] insert # years]
- Roundup® [brand] products help you triumph over the toughest weeds
- Use with confidence

**Speed/ Visible Results:**

- Absorbs [on contact/ immediately/ fast]
- [Contains] [Patented] [Exclusive] FastAct® [II] [Technology] [formula]
- Fast-acting [formula] [for visible results in [3/ 6/ 9] hours]] [guaranteed[!/\*] **qualify guarantee**
- [Moves to/ Starts to kill] the root in hours
- [See/ Visible] [Results/ Works/ in] [insert# minutes/ hours] [even when it's cool/ even in the Spring] [guaranteed[!/\*] **qualify guarantee**
- Starts [killing/ working/ absorbing on contact/ immediately/ fast]

**Rainproof:**

- [RainFast/ Rainproof [Protection] in [less than] [30 Minutes/ [insert value between 1-4] Hours] [after application] [for control that won't wash away] [guaranteed[!/\*] **qualify guarantee**

**Ready-To-Use:**

- No mixing, no measuring, no mess
- [No mix,] no mess
- Ready-To-Use [grass & weed killer] [applicator]
- [Requires] No Mixing

**Specific Gel Claims:****One Touch**

- A [gentle/ light] [touch/ wipe/ swipe/ spread/ stroke/ click] is all you need
- A [touch/ wipe/ swipe/ spread/ stroke/ click] is all it takes!
- [Easily/ Easy to] see [exactly/ precisely] [where/ the weeds/ what] [you've/ you have] [treated/ applied]
- [Gel] [Sticks/ clings] to the [weed/ leaf] [to kill the root]
- [Gel] [Stays/ sticks/ clings] where you apply it on the [weed/ leaf]
- [Gently] [touch/ wipe/ swipe /spread/ stroke/ click] the weed and gel will [cling/ stick] [to the leaf]
- Just one [touch/ wipe/ swipe/ spread/ stroke/ click] kills [treated] [weeds] to the root [so they won't [come/ grow] back]
- [Just] [touch/ wipe/ swipe/ spread/ stroke/ click] the [weed/ leaf]
- Just [touch/ wipe/ swipe/ spread/ stroke/ click] the [weed/ leaf] to kill [to the root/ even the toughest weeds]
- [Just] Wipe on to wipe out weeds
- One [touch/ wipe/ swipe/ spread/ stroke/ click] kill
- One [touch/ wipe/ swipe/ spread/ stroke/ click] gives you [just] the right amount
- No drip gel [stays/ sticks/ clings] [where you apply it]
- No need to press hard [onto the [weed/ leaf]]
- Use one [touch/ wipe/ swipe/ spread/ stroke/ click] per weed
- Use only what you need

**Pulling Weeds**

- [Gel is an] Alternative to pulling weeds
- No need to pull weeds
- Use [gel] instead of pulling weeds

### **Promotional Offering Options**

- [Insert #] Bottles [Included]
- [Insert value]% Free [More] [than X] **qualify vs. another size of this same product**
- [Insert value]% More Value size [than X] **qualify vs. another size of this same product**
- Bonus [Size/ Pack/ Pak]
- Bundle Pack
- Club [Pack/ Pak/ Size]
- Combo [Pack/ Pak/ Size]
- FREE [Insert Brand Name] [Insert Amount/ VALUE]
- Free [Insert Container Size] [Insert Brand Name] [Included/ Attached/ Inside/ With Purchase/ Coupon]
- Free [Insert Description] with this purchase of [Insert Brand Name] [Insert Container Size]
- FREE SAMPLE
- Great Value
- Innovative [Applicator/ Package/ Product] Design
- [New/ Improved/ Redesigned] [Applicator/ Package/ Packaging] **Use only for package design improvements compared to previous packaging of this product**
- [New/ New!] **Use only if new package or formulation**
- NOT FOR INDIVIDUAL SALE
- [Now/ Now!] **Use only if new package or formulation**
- Redesigned [Applicator/ Package/ Packaging] [for/ optimal] [application/ to leaves/ leaf/ coverage]
- SAMPLE NOT FOR SALE
- Save up to \$[Insert Value] on [your] next purchase
- TWIN [Pack/ Pak]
- Value [Pack/ Pak]
- VALUE [SIZE/ SIZED]

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## APPENDIX 2: Packaging Related Claims

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### **Convenient:**

- Apply with one hand
- Convenient [applicator/ design]
- Easy to store [(see back for instructions)]
- [Easy/ Convenient] To [carry/ use]
- Fast and easy [application/ way to apply]
- Gel is always ready to go
- [Lightweight/ and/ durable]
- One-handed application/use
- Quick [& and] easy to use
- [Save/ Saves] time [vs. pulling]
- See through package lets you know how much is left
- The [fast/ easy] way to kill [tough] weeds
- You're always ready to treat weeds

### **General:**

- [A/ An] [alternative/ another/ innovative/ new/ one more] way to [treat/ kill] weeds
- Change the way you [treat/ kill] weeds
- [This [bottle/ package] [may] contain[s] an anti-theft device, [either inside or on the back of the bottle]. [It does not affect product performance.]]

### **Targets:**

- Accurate
- [Accurately] targets [precisely/ exactly] [what/ the weeds] you want to [treat/ kill]
- Apply with precision
- Direct application [reduces/ prevents] [unintended] damage to nearby plants
- [Easy/ Easier] to avoid desirable plants [like flowers/ shrubs/ trees]
- [Easy/ Easier] to kill weeds in more places
- Easily get[s] into hard to [reach/ spray] areas
- [Easily/ Precisely] Targets weeds [in tight/ hard to reach/ awkward] places [you want to kill]
- Kills weeds, helps protect desirable plants
- Kills weeds, helps prevent [transfer/ damage] to desirable plants
- Pinpoint the weeds [you want] to kill
- [Precise/ Precision] control [for maximum accuracy]
- [Precise/ Targeted] application
- [Only] goes where you want it to go
- [So precise you] Won't harm nearby plants [or soil]
- Targets only what you want to kill
- Target[s] hard to [reach/ spray] weeds