



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

October 18, 2019

Prachi Pandya
Federal Regulatory Associate
SBM Life Science Corp.
1001 Winstead Drive, Suite 500
Cary, NC 27513

Subject: Notification per PRN 98-10 – Addition of fertilizer label statements
Product Name: 15ESP737 Herbicide Granule
EPA Registration Number: 92564-3
Application Date: April 24, 2019
Decision Number: 551483

Dear Ms. Pandya

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

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

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

If you have any questions, please contact Curtis Hildebrandt at 703-347-8198 or by email at hildebrandt.curtis@epa.gov.

Sincerely,

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

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

[FRONT PANEL]

15ESP737 Herbicide Granule

ABN:

Bianova Advanced™ All-in-One Weed & Feed;
BioAdvanced™ All-in-One Weed & Feed; BioAdvanced™
Science-Based Solutions All-in-One Weed & Feed; Fortifend
Advanced™ All-in-One Weed & Feed; Bianova Advanced™
All-in-1 Weed & Feed; BioAdvanced™ All-in-1 Weed & Feed;
BioAdvanced™ Science-Based Solutions All-in-1 Weed &
Feed; Fortifend Advanced™ All-in-1 Weed & Feed; Bianova
Advanced™ All-in-One Weed & Feed with Micro-Feed Action;
BioAdvanced™ All-in-One Weed & Feed with Micro-Feed
Action; BioAdvanced™ Science-Based Solutions All-in-One
Weed & Feed with Micro-Feed Action; Fortifend Advanced™
All-in-1 Weed & Feed with Micro-Feed Action; Bianova
Advanced™ All-in-1 Weed & Feed with Micro-Feed Action;
BioAdvanced™ All-in-1 Weed & Feed with Micro-Feed Action;
BioAdvanced™ Science-Based Solutions All-in-1 Weed &
Feed with Micro-Feed Action; Fortifend Advanced™ All-in-1
Weed & Feed with Micro-Feed Action; Bianova Advanced™
All-in-1 Weed & Feed with Micro-Feed; BioAdvanced™ All-in-
1 Weed & Feed with Micro-Feed; BioAdvanced™ Science-
Based Solutions All-in-1 Weed & Feed with Micro-Feed;
Fortifend Advanced™ All-in-1 Weed & Feed with Micro-Feed

ACTIVE INGREDIENT

2,4-D (dichlorophenoxyacetic acid).....	0.818%
Quinclorac	0.419%
Dicamba (3,6-dichloro-o-anisic acid).....	0.073%
OTHER INGREDIENTS	98.69%
TOTAL	100.00%

EPA Reg. No. 92564-3
Net Contents: 12 lb, 24 lb, 28.8 lb, 36 lb.

NOTIFICATION

92564-3

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

10/18/2019

THIS PRODUCT CONTAINS:

0.00818 lbs 2,4-dichlorophenoxyacetic acid equivalent per pound of product

0.00419 lbs 3,7-dichloro-8-quinolinecarboxylic acid per pound of product

0.00073 lbs 3,6-dichloro-o-anisic acid equivalent per pound of product

Active Ingredients: 0.419% Quinclorac, (CAS# 84087-01-4) 0.073% Dicamba, (CAS #1918-00-9) 0.818%
2,4-D, (CAS #94-75-7)

[GUARANTEED ANALYSIS XX-X-X]

STOP - Read This Entire Label Before Use

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back panel for additional precautionary statements

Not for sale, distribution or use in New York State.



+ FIRST AID

If swallowed	<ul style="list-style-type: none">• Call a poison control center or doctor immediately for treatment advice.• Have person sip a glass of water if able to swallow.• Do not induce vomiting unless told to do so by a poison control center or doctor.• Do not give anything by mouth to an unconscious person.
If on skin or clothing	<ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15 – 20 minutes.• Call a poison control center or doctor for further treatment advice.
<p>NOTE: When calling poison control center, have this product label accessible. If seeking treatment at an emergency room or doctor's office, bring this product label to show medical personnel. You may call toll-free 1-877-229-3763 for medical emergency information. Active Ingredients: 0.419% Quinclorac, (CAS# 84087-01-4) 0.073% Dicamba, (CAS #1918-00-9) 0.818% 2,4-D (CAS #94-75-7)</p>	

[Back Panel]

15ESP737 Herbicide Granule is the [new] weed [and] [&] feed that kills both listed broadleaf lawn weeds plus Crabgrass, while feeding and optimizing your turf's [nutrition] at every level [-- Grass, Roots & Soil]. [Plus] Our [proprietary] [Micro-Feed] [Nutri-Feed] [Action] [formula] [every level] releases [natural] enzymes that unlock the essential micro-nutrients [that] [live] [exist] in your soil to make them more available to your turf roots. So your lawn will be better [nourished] during and between [fertilizer][weed & feed] applications. [It's never been easier to give your lawn [what it needs most] [to achieve its true, beautiful potential [- and it's all in this one Blue Bag]. [At SBM Life Science Corp, we put the science in your hands to more easily maintain a lawn that grows stronger and more beautiful over time.]

READ THE LABEL FIRST!

[QUICK FACTS]	
Read entire directions for use before applying.	
Editorial Note – Marketing Claims Positioned Here [see Appendix]	
[KILLS] [PLUS FEEDS]	Kills [listed] broadleaf weeds including [any applicable weed from weed list] Kills [listed] grassy weeds including [any applicable weed from weed list] Feeds lawn at every level – grass, roots and soil
[WHEN TO] [APPLY][USE]	[Apply] [Spring] [Summer] [or] [Fall] [when] [listed] [weeds] [are actively growing] [See Directions for Use for further details.]
[WHERE TO USE]	Use only on established lawns of the following turf types: Bermudagrass**, Buffalograss, Kentucky Bluegrass, Ryegrass, Fescue, Seashore Paspalum and Zoysia. Do not use on Bahiagrass, Carpetgrass, Centipedegrass, St. Augustinegrass (including Floratam) or Dichondra. **Application to Bermudagrass may cause temporary yellowing or discoloration but full recovery can be expected.
[COVERAGE]	This bag treats [5,000 sq ft] [12 lb] [10,000 sq ft] [24 lb] [12,000 sq ft] [28.8 lb] [15,000 sq ft][36 lb]
[ ]	Questions or comments, call toll-free (877) 229-3724 or visit us online at [www.bioadvanced.com] [www.bianovaadvanced.com] [www.BioAdvancedScienceBasedSolutions.com] [www.fortifendadvanced.com].

ACTIVE INGREDIENT

2,4-D (dichlorophenoxyacetic acid)..... 0.818%
 Quinclorac0.419%
 Dicamba (3,6-dichloro-o-anisic acid)..... 0.073%

OTHER INGREDIENTS.....98.69%

TOTAL.....100.00%

THIS PRODUCT CONTAINS:

0.00818 lbs 2,4-dichlorophenoxyacetic acid equivalent per pound of product

0.00419 lbs 3,7-dichloro-8-quinolinecarboxylic acid per pound of product

0.00073 lbs 3,6-dichloro-o-anisic acid equivalent per pound of product

EPA Reg. No. 92564-3

EPA Est. No.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS CAUTION



- | |
|--|
| <ul style="list-style-type: none">• Harmful if swallowed or absorbed through skin.• Avoid contact with skin, eyes, or clothing.• Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.• Wear long-sleeve shirt and long pants, socks, shoes, and gloves. Remove and wash contaminated clothing before reuse. |
|--|


ENVIRONMENTAL HAZARDS

<p>This pesticide is toxic to fish and aquatic invertebrates. Do not apply directly to water, to areas where surface water is present, or to intertidal areas below the mean high water mark. Drift and runoff may be hazardous to aquatic organisms in water adjacent to treated areas. Do not contaminate water when disposing of equipment wash waters or rinsate.</p>

<p>These chemicals (2,4-D and dicamba) have properties and characteristics associated with chemicals detected in groundwater. The use of this chemical in areas where soils are permeable, particularly where the water table is shallow, may result in groundwater contamination. Application around a cistern or well may result in contamination of drinking water or groundwater.</p>

DIRECTIONS FOR USE

<p>It is a violation of Federal law to use this product in a manner inconsistent with its labeling.</p>							
<p>BEFORE YOU USE</p>	<ul style="list-style-type: none"> • Use this product only on established lawns listed on this label – new lawns may be treated after the fourth mowing. Do not make sequential applications sooner than 30 days. • Apply only to actively growing turf. • Apply in spring after the lawn is actively growing and has been mowed 2 times. [Do not apply while turfgrass is just turning green in early spring.] • Apply in fall no closer than [2 weeks] [4 weeks] [6 weeks] [2-6 weeks] before the first historical frost date for your area. • Do not apply this product if the lawn appears unhealthy e.g., due to lack of water. • Do not allow granules to come into contact with flowers, ornamental shrubs or trees, or other desirable broadleaf plants, as serious plant injury may occur. • Apply when the air is calm to avoid drift onto desirable plants. • After application, treated weeds may turn a slight purple color which is an indication that the herbicide is working 						
<p>HOW TO USE</p> <div style="text-align: center;">  <p>[]</p> </div>	<ul style="list-style-type: none"> • Use rotary or drop type spreader to apply granules evenly over the lawn. To be sure you cover lawn areas uniformly, first treat the border of the lawn then fill in the center. Make parallel passes, walking at a steady pace to ensure even distribution of the granules. • If using a broadcast or rotary spreader, make sure each strip overlaps the previous strip to ensure complete coverage. (See Fig. A) • If using a drop spreader, make sure the wheels overlap the wheel marks in the grass from the previous strip to ensure complete coverage. (See Fig B.) • Sweep, brush, or blow any accidentally applied material off driveways, sidewalks etc. back on to the lawn. • Do not make more than two applications per site in any 12-month period. • Do not apply more than 2.4 lbs of this product per 1,000 sq ft per application. 						
<p>FOR BEST RESULTS</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; vertical-align: top;"> <p>WHEN TO APPLY</p> </td> <td> <ul style="list-style-type: none"> • Apply when <ul style="list-style-type: none"> ○ Listed weeds are small and actively growing ○ when Crabgrass is emerging and is visible in thin turf areas ○ temperatures are between 50–90°F, and not above 85°F on Bermudagrass . • For best results apply to dew-wetted lawn. • Lawns may be seeded 4 weeks after applying this product. </td> </tr> <tr> <td style="vertical-align: top;"> <p>[MOWING]</p> </td> <td> <ul style="list-style-type: none"> • If the lawn needs mowing, do it 1 to 2 days before (for best results) or 2 days after applying this product. • Clippings from the first three mowings should be left on the treated area. Do not use the clippings from the treated areas as mulch or compost around flowers, ornamentals, trees, or in vegetable gardens. </td> </tr> <tr> <td style="vertical-align: top;"> <p>[WATERING]</p> </td> <td> <ul style="list-style-type: none"> • If lawn is dry, water 1 to 2 days before using this product. • Do not water for at least 24 hours after application or apply if rain is expected within 24 hours. </td> </tr> </table>	<p>WHEN TO APPLY</p>	<ul style="list-style-type: none"> • Apply when <ul style="list-style-type: none"> ○ Listed weeds are small and actively growing ○ when Crabgrass is emerging and is visible in thin turf areas ○ temperatures are between 50–90°F, and not above 85°F on Bermudagrass . • For best results apply to dew-wetted lawn. • Lawns may be seeded 4 weeks after applying this product. 	<p>[MOWING]</p>	<ul style="list-style-type: none"> • If the lawn needs mowing, do it 1 to 2 days before (for best results) or 2 days after applying this product. • Clippings from the first three mowings should be left on the treated area. Do not use the clippings from the treated areas as mulch or compost around flowers, ornamentals, trees, or in vegetable gardens. 	<p>[WATERING]</p>	<ul style="list-style-type: none"> • If lawn is dry, water 1 to 2 days before using this product. • Do not water for at least 24 hours after application or apply if rain is expected within 24 hours.
<p>WHEN TO APPLY</p>	<ul style="list-style-type: none"> • Apply when <ul style="list-style-type: none"> ○ Listed weeds are small and actively growing ○ when Crabgrass is emerging and is visible in thin turf areas ○ temperatures are between 50–90°F, and not above 85°F on Bermudagrass . • For best results apply to dew-wetted lawn. • Lawns may be seeded 4 weeks after applying this product. 						
<p>[MOWING]</p>	<ul style="list-style-type: none"> • If the lawn needs mowing, do it 1 to 2 days before (for best results) or 2 days after applying this product. • Clippings from the first three mowings should be left on the treated area. Do not use the clippings from the treated areas as mulch or compost around flowers, ornamentals, trees, or in vegetable gardens. 						
<p>[WATERING]</p>	<ul style="list-style-type: none"> • If lawn is dry, water 1 to 2 days before using this product. • Do not water for at least 24 hours after application or apply if rain is expected within 24 hours. 						
<p>HOW IT WORKS</p>	<p>This product contains three proven weed killers to control lawn listed weeds & crabgrass, roots and all. And it won't harm your lawn when used as directed. Listed weeds begin to die in hours and are completely dead within 14-28 days. Plus, the</p>						


	[proprietary] [Micro-Feed] [Nutri-Feed] [Action], combined with fertilizer, feeds your lawn at [every level] – grass, roots and soil – for quick greening and long-lasting feeding.
	Do not apply this product in a way that will contact any person or pet, either directly or through drift. Keep people and pets out of the area during application. Do not allow people or pets to enter the treated area until dusts have settled.

WEEDS Kills Over 200 Listed Weeds including:			
Annual Yellow Sweetclover	Curly Dock	Pennywort	Velvetleaf
Aster	Daisy, English	Peppergrass	Venice Mallow
Austrian Fieldcress	Daisy, Fleabane	Pepperweed	Virginia Buttonweed
Barnyardgrass	Daisy, Oxeye	Pigweed	Virginia Creeper
Bedstraw	Dandelion	Pineywoods	Virginia Pepperweed
Beggarticks	Dichondra	Bedstraw	Water Pennywort
Bentgrass, Colonial	Dogbane	Plains Coreopsis	Wavyleaf Bullthistle
Bentgrass, Seaside	Dogfennel	(Tickseed)	Western Clematis
Betony, Florida	Dollarweed	Plantain	Western Salsify
Bindweed, Field	Elderberry	Poison Ivy	White Mustard
Bird Vetch	False Dandelion	Poison Oak	Wild Aster
Bitter Wintercress	False Flax	Pokeweed	Wild Buckwheat
Bittercress, Hairy	False Sunflower	Poorjoe	Wild Carrot
Bitterweed	Fiddleneck	Prairie Sun	Wild Four-o'clock
Black-eyed Susan	Florida Pusley	flower	Wild Garlic
Black Medic	Foxtail, Giant	Prickly Lettuce	Wild Geranium
Black Mustard	Foxtail, Green	Prickly Sida	Wild Lettuce
Blackseed Plantain	Foxtail, Yellow	Prostrate Knotweed	Wild Marigold
Blessed Thistle	Frenchweed	Prostrate Pigweed	Wild Mustard
Bloodflower Milkweed	Galinsoga	Prostrate Spurge	Wild Onion
Blue Lettuce	Goathead	Prostrate Vervain	Wild Parsnip
Blue Vervain	Goldenrod	Puncturevine	Wild Radish
Bracted Plantain	Goosegrass	Purslane, Common	Wild Rape
Brassbuttons	Ground Ivy	Ragweed	Wild Strawberry
Bristly Oxtongue	Gumweed	Red Sorrel	Wild Sweet Potato
Broadleaf Doc	Hairy Fleabane	Redroot Pigweed	Wild Vetch
Broadleaf Plantain	Hawkweed	Redstem Filaree	Wild Violet
Broadleaf Signalgrass	Healall	Rough Cinquefoil	Woodsorrel
Broomweed	Heartleaf Drymary	Rough Fleabane	Wooly Croton
Buckhorn	Heath Aster	Russian Pigweed	Wooly Morningglory
Buckhorn Plantain	Hedge Bindweed	Russian Thistle	Wooly Plantain
Bulbous Buttercup	Hedge Mustard	Scarlet Pimpernel	Wormseed
Bull Thistle	Hemp	Scotch Thistle	Yarrow
Bullnettle	Henbit	Sheep Sorrel	Yellow Rocket
Burclover	Hoary Cress	Shepherdspurge	Yellow flower
Burdock	Hoary Plantain	Slender Plantain	Pepperweed
Burning Nettle	Hoary Vervain	Small	
Burweed	Horsenettle	flower Galinsoga	
Buttercup	Jimsonweed	Smooth Dock	
Buttonweed	Kikuyugrass	Smooth Pigweed	
Canada Thistle	Knawel	Sorrel	
Carolina Geranium	Knotweed	Sowthistle	
Carpetweed	Kochia	Spanishneedles	
Catchweed Bedstraw	Lambsquarters	Speedwell	
Catnip	Lespedeza	Spiny Amaranth	

Catsear	Mallow	Spiny Cocklebur	
Chickweed, Common	Matchweed	Spiny Sowthistle	
Chickweed, Mouseear	Mexicanweed	Spotted Catsear	
Chicory	Milk Vetch	Spotted Spurge	
Cinquefoil	Morningglory	Sprangletop	
Clover, Crimson	Mouseear Hawkweed	Spurweed	
Clover, Hop	Mugwort	Stinging Nettle	
Clover, Red	Musk Thistle	Strawberry, India	
Clover, Strawberry	Mustard	Mock	
Clover, Sweet	Narrowleaf Plantain	Tall Nettle	
Clover, White	Narrowleaf Vetch	Tall Vervain	
Cockle	Nettle	Tansy Mustard	
Cocklebur	Orange Hawkweed	Tansy Ragwort	
Common Mullein	Oriental Cocklebur	Tanweed	
Crabgrass, Large (Hairy)	Oxalis	Thistle	
Crabgrass, Small (Smooth)	Parsley-piert	Torpedograss	
Creeping Charlie	Parsnip	Trailing Crownvetch	
Creeping Jenny	Pearlwort	Tumble Mustard	
Cudweed	Pennycress	Tumble Pigweed	

SPREADER SETTINGS

If your spreader is not listed, please call our Consumer Service Hotline toll-free (877) 229-3724 for help.

SPREADER		SETTING to deliver 2.4 lbs per 1,000 sq ft
[SPREADER SETTING TABLE TO BE INSERTED HERE]		
<p>Settings are approximate. The condition of your spreader, the speed at which you walk and uneven terrain may affect the rate of application. Calibrate your spreader according to manufacturer's directions.</p> <ul style="list-style-type: none"> • Tip: 1,000 sq ft = 20 ft x 50 ft • Do not use a spreader that applies granules in narrow, concentrated or uneven bands. Be sure the spreader works properly and spreads granules evenly. 		

(Fig. A) Broadcast Spreader Application

(Fig. B) Drop Spreader Application

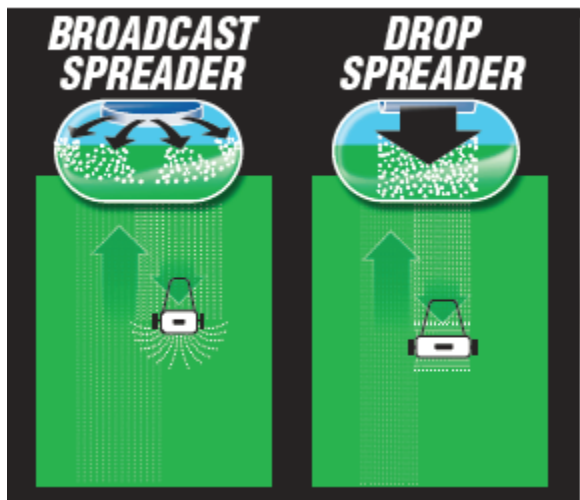



Figure A.

Make sure each strip overlaps the previous strip to ensure complete coverage.

Figure B.

Make sure the wheels overlap the wheel marks in the grass from the previous strip to ensure complete coverage.

STORAGE AND DISPOSAL	
Do not contaminate water, food, or feed by storage and disposal.	
Pesticide Storage	Store in original container in a cool, dry place, out of the reach of children, preferably a locked storage cabinet. Protect from freezing.
Pesticide Disposal and Container Handling []	If empty: Non-refillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency or toll free 1-877-229-3724 for disposal instructions. Never place unused product down any indoor or outdoor drain.

NOTICE
Research and testing have determined that the "Directions for Use" are appropriate for the proper use of this product under expected conditions. To the extent permitted by applicable law, the Buyer assumes responsibility for lack of performance or safety if the product is not used according to the directions on this label.

Money Back Guarantee: If you are not satisfied with this product, we will gladly refund your original purchase price.
For the full Spanish translation go to [www.bioadvanced.com] [www.bianovaadvanced.com]
[www.BioAdvancedScienceBasedSolutions.com] [www.fortifendadvanced.com].

BioAdvanced™ [Fortifend Advanced™] [Bianova Advanced™] is a trademark of SBM Life Science Corp.

**PRODUCED FOR
[DISTRIBUTED BY]**

**SBM Life Science Corp
1001 Winstead Drive, Suite 500
Cary, North Carolina 27513**

15ESP737 Herbicide Granule (Pending) 03/30/2017, 04/19/2017, 11/17/2017, 04/24/2019

[Pesticide Marketing Claims]

Appendix-

Optional Weed Control Advertising Claims

- One step kills both [listed] broadleaf weeds plus Crabgrass
- One treatment kills both kinds [listed] of weeds
- One step kills both [Dandelions] [Chickweed] [Clover] [Plus Crabgrass]
- One step kills [Dandelions] [Crabgrass] [Chickweed][Clover] [and 200+ other listed weeds]
- Kills tough [listed] weeds[*] like[insert any weed from table of listed weeds[*]] [and 200+ other listed weeds]
- You'll see weeds die in (range) days/hours
- One step kills[listed]broadleaf weeds plus grassy weeds, including Crabgrass
- Listed weeds
- Kills [listed] grassy weeds including Crabgrass,
- Treated Crabgrass starts to purple in 3 days – that's the sign that it's working.
- One easy application does it all - kills over 200 [Listed] broadleaf weeds [As Listed], tough to kill weeds including dandelion, chickweed, thistle, crabgrass, henbit, even clover.
- Kills [existing] [listed] weeds, [including Crabgrass][and feeds your lawn] in one step
- Especially effective on hard-to-kill listed weeds like [insert any listed weed from table here]
- Consistently fast on tough weeds like [insert any listed weed from table here]
- Forgot to apply Crabgrass preventer? It's not too late [with All-in-One Weed & Feed]
- [All-in-One Weed & Feed] Kills Crabgrass that your crabgrass preventer missed
- Treat tough-to-control weeds in the Fall to kill to the root
- Apply in Fall, for fewer weeds next Spring
- Treat weeds in Fall, for better control of weeds next Spring
- Kills [Tough][Broadleaf] [listed] [Lawn] Weeds Including Dandelion, Clover & Chickweed
- Feeds [&] Greens [&] [Strengthens] [Your Lawn]
- Kills Crabgrass Plus Other [listed]Grassy Weeds

Fertilizer Claims

- Feeds greens and thickens for X months
- [Plus] improves turf nutrition during and between feedings
- Feeds lawn, helping turf to fill in where weeds once were
- Feeds/thickens/provides nutrients to grass to crowd out new/future weeds.
- Feeds/thickens/provides nutrients to grass to fill in bare spots.
- Apply in Fall [to kill weeds][and][help][helps] your lawn [survive][prepare] for the [winter] [stress][cold], [and wear and tear!]
- Apply in Spring [to kill weeds][and][help][helps] your lawn [survive][prepare] for the [summer] [stress] [and wear and tear!]
- [Product Name] includes/contains slow release nitrogen that releases gradually over time to help reduce nitrogen loss [into our waterways] [to protect [our/the] ecosystem/environment/water quality]
- Green up after summer in [as quick as] X days/hours
- Green up after winter in [as quick as] X days
- [Deep] Greens/feeds in [X] hours/days, lasts for weeks/months
- Deep] Greens/feeds in [X] days /hours
- [Deep] Greens/feeds [in] as fast as X days/hours
- Feeds/greens lawns/grass for [up to] X days/weeks/months [without burning your lawn]
- Deep greening/feeding for X months/ weeks/days
- Feeds at every level– Grass, Roots, [and][&] Soil
- You'll see visible greening in (range) X days
- Grass will look thicker in (range) days

Triple Action [Feeding] [Fertilizer] [Improves] [Supports] [Optimal] Turf Nutrition at Every Level up to 3 Months

- Grass – Greens, Thickens Lawn
- Roots – Builds Strong Roots
- Soil – [Enriches & Fortifies Soil] [Micro-Feed action] [Nutri-Feed action] [unlocks soil micro-nutrients below to better nourish turf above]

[Triple] [3-in-1] Action [Feeding] [Fertilizer]

1. FEEDS up to X Months
 2. SHIELDS roots from heat, drought & traffic stress
 3. IMPROVES turf nutrition during & between feedings
- Supports optimal turf nutrition – Spring or Fall
 - [Use] [Apply] [anytime] [Spring or Fall]
 - [Provides] quick greening [in just X days]
 - Feeds [greens] [&] [thickens] up to X months
 - Feeds up to X months
 - [PLUS] improves turf nutrition during & between feedings
 - [Proprietary] [formula] unlocks [essential nutrients that [live] [exist] in the soil below] [to better nourish the turf above]
 - [PLUS] releases soil-acting enzymes to improve nutrient availability during & between feedings
 - [PLUS] releases soil-acting enzymes that help make the nutrients that [already] [live] [exist] in your soil more available to your turf [during & between feedings] [Contains] [Proprietary] [MICRO-FEED] [NUTRI-FEED] [Action]
 - [Natural] [biologic] [produces enzymes that] colonize[s] turf roots to improve turf access to nutrition, thus increasing strength and resilience
 - [Proprietary] [MICRO-FEED] [NUTRI-FEED] [Action] creates a more nutritious, resilient root zone environment
 - [Proprietary] [MICRO-FEED] [NUTRI-FEED] [Action] produces natural enzymes that work with turf roots to improve turf nutrition, strength and resilience
 - [Proprietary] [MICRO-FEED] [NUTRI-FEED] [Action] releases soil-acting enzymes to improve nutrient availability during and between feedings
 - Does more than meet your turf's basic nutritional needs
 - Offers a more [sustainable][responsible] way to [nourish][fertilize][feed] your lawn
 - [Proprietary] [biological] [biologic] formula works with the fertilizer to [support more efficient feeding] [improve turf nutrition] during [and] [&] between applications
 - [Micro-Feed][Nutri-Feed] [Action] [uses][introduces][utilizes] natural enzymes to unlock essential nutrients that live in your soil, so your turf will be better nourished during and between [feedings] [fertilizer] [applications].

- [XX%][Bonus] [Size][Bag]
- XX% Bonus [vs. xx lb. size]
- XX% More [vs. xx lb. size]
- Guaranteed not to burn
- Contains 50% slow-release fertilizer
- Does not contain phosphorous
- Phosphorous-free
- Slow-release fertilizer is a [responsible] way to feed your lawn because it releases gradually over time to help reduce nitrogen loss
- 100% Satisfaction Guarantee*
- [*Money Back Guarantee: If you are not satisfied with this product, we will gladly refund your original purchase price.]
- Get More from the Blue Bag
- Let Us Customize A [Simple] [Effective][Lawn] Care Plan For You
Regular fertilizing [and listed weed control] is essential to building a thick, green lawn [that lasts]. We're here to make sure you're feeding your lawn [and controlling listed weeds] when it's most beneficial.

*listed (Note to PM: The word "listed" can appear as a footnote with the appropriate phrase, such a *listed pests/weeds)

[For placement under Fertilizer Guarantee Section]

[15ESP737 Herbicide Granule XX-X-X]

GUARANTEED ANALYSIS

Total Nitrogen (N).....	XX.0%
XX% Urea Nitrogen*	
Soluble Potash (K2O).....	X.0%
Sulfur (S) Total.....	X.X%
X.X% Free Sulfur (S)	
X.X% Combined Sulfur (S)	
F2414	

[Derived From: Urea, Polymer Coated Sulfur Coated Urea, & Potassium Sulfate]

[*Contains XX.X% slowly available Nitrogen from Polymer Coated Sulfur Coated Urea]

[This product does not contain live microbial inoculum.]

[Fertilizer components are all synthetically derived.]

[Microbiological guarantees are not claimed on this product.]

ALSO CONTAINS NON-PLANT FOOD INGREDIENTS

[SOIL AMENDMENT GUARANTEED ANALYSIS]

Bacillus subtilis1.0 x 10⁷ cfu/g

Purpose: For home lawns

Information regarding the contents and levels of metals in this product are available on the Internet at [www.bioadvanced.com][http://www.aapfco.org/metals.html].

Net Weight: 12 lbs, 24lbs, 28.8 lbs, 36 lbs

[The following optional statements are added in order to comply with the Florida (fertilizer) Urban Turf Rule.]

[Florida Applications: X annual feedings [X lbs N/1000 sq ft] with the following exceptions: On Centipedegrass do not exceed X feedings [X lbs N/1000 sq ft] in the north and X feedings [X lbs N/1000 sq ft] in the central and south.
On zoysiagrass do not exceed X feedings [X lbs N/1000 sq ft] in the north.]

[North Florida extends north from Cedar Key to Daytona Beach.]
[Central Florida extends across Florida from Cedar Key to Daytona Beach down to south of Sarasota County.
South Florida includes all remaining counties from Sarasota to Coco Beach South]

[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 Annual Fertilizer Applications]

[On Centipede lawns, do not exceed rate of X lbs. of Nitrogen per 1,000 sq. ft. in the north and X lbs. of Nitrogen per 1,000 sq. ft. in the central and south.]

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

[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.]

[ART]

	
	 or your money back
	