

228-424

03/06/2009

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

OFFICE OF  
PREVENTION, PESTICIDES AND  
TOXIC SUBSTANCES

Mr. George Meindl  
Product Registration  
Nufarm Americas, Inc.,  
150 Harvester Drive, Suite 200  
Burr Ridge, IL 60527

MAR 6 2009

SUBJECT: Application for Pesticide Notification (PRN 98-10)  
Request General Label Change (Container Size)  
EPA Reg. No. 228-424  
Application Dated February 11, 2009

Dear Mr. Miendl:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated 02/11/09 for the above product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action(s) requested fall within the scope of PRN 98-10. The label submitted with the application has been stamped "Notification" and will be placed in our records.

If you have any questions, please call me directly at 703-305-6249 or Owen F. Beeder of my staff at 703-308-8899.

Sincerely,

A handwritten signature in black ink, appearing to be "Linda Arrington".

Linda Arrington  
Notifications & Minor Formulations Team Leader  
Registration Division (7505P)  
Office of Pesticide Programs





highlighted copy see pg 84/11

(Residential Label)

# HORSEPOWER® CONCENTRATE

FOR SELECTIVE BROADLEAF WEED CONTROL IN RESIDENTIAL TURF  
CONTAINS MCPA, TRICLOPYR AND DICAMBA

KILLS: Dandelion, Clover, Chickweed, Oxalis, Ground Ivy, Wild Violet  
and [many] [OVER 240] other tough lawn weeds.

One quart covers 10,000 sq. ft.

**NOTIFICATION**

MAR 06 2009

**ACTIVE INGREDIENTS:**

Dimethylamine Salt of 2-Methyl-4-Chlorophenoxyacetic Acid* . . . . .	13.72%
Triethylamine Salt of 3,5,6-Trichloro-2-Pyridinyloxyacetic Acid** . . . . .	1.56%
Dimethylamine Salt of Dicamba (3,6-Dichloro-o-Anisic Acid)*** . . . . .	1.35%

<b>OTHER INGREDIENTS</b> . . . . .	<b>83.37%</b>
<b>TOTAL:</b> . . . . .	<b>100.00%</b>

By Isomer Specific Method, Equivalent To:

*2-Methyl-4-Chlorophenoxyacetic Acid . . . . .	11.20%, 0.970 lbs./gal.
**3,5,6-Trichloro-2-Pyridinyloxyacetic Acid . . . . .	1.12%, 0.097 lbs./gal.
***3,6-Dichloro-o-Anisic Acid. . . . .	1.12%, 0.097 lbs./gal.

**KEEP OUT OF REACH OF CHILDREN  
WARNING - AVISO**

Si usted no entiende la etiqueta, busque a alguien para que se la explique a usted en detalle.  
(If you do not understand the label, find someone to explain it to you in detail.)

**SEE INSIDE BOOKLET FOR FIRST AID AND ADDITIONAL PRECAUTIONARY STATEMENTS**

For Chemical Spill, Leak, Fire, or Exposure, Call CHEMTREC (800) 424-9300  
For Medical Emergencies Only, Call (877) 325-1840

NOTE: Spanish Language is optional

EPA REG. NO. 228-424  
EPA EST. NO. 228-IL-1

Manufactured For  
NUFARM AMERICAS INC.  
150 Harvester Drive  
Burr Ridge, IL 60527



NET CONTENTS:        Gals.

000228-00424.20090211.EPA.PRN98-10

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**PRECAUTIONARY STATEMENTS  
HAZARDS TO HUMANS AND DOMESTIC ANIMALS  
WARNING - AVISO**

Causes substantial but temporary eye injury. Harmful if swallowed or absorbed through skin. Do not get in eyes or on clothing. Avoid contact with skin. Wear protective eyewear (goggle, face shield, safety glasses).

<b>USER SAFETY RECOMMENDATIONS</b>	
<b>Users Should:</b>	
<ul style="list-style-type: none"> <li>• Wash hands before eating, drinking, chewing gum, using tobacco or using the toilet.</li> <li>• Remove clothing/PPE immediately if pesticide gets inside. Then wash thoroughly and put on clean clothing. If pesticide gets on skin, wash immediately with soap and water.</li> <li>• Remove PPE immediately after handling this product. Wash the outside of gloves before removing. Keep and wash protective clothing and equipment separately from other laundry.</li> <li>• This product may cause skin sensitization reactions in some people.</li> </ul>	

<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 to 20 minutes.</li> <li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> <li>• Call a poison control center or doctor for treatment advice.</li> </ul>
<b>IF ON SKIN OR CLOTHING</b>	<ul style="list-style-type: none"> <li>• Take off contaminated clothing.</li> <li>• Rinse skin immediately with plenty of water for 15 to 20 minutes.</li> <li>• Call a poison control center or doctor for treatment advice.</li> </ul>
<b>IF SWALLOWED</b>	<ul style="list-style-type: none"> <li>• Call a poison control center or doctor immediately for treatment advice.</li> <li>• Have person sip a glass of water if able to swallow.</li> <li>• Do not induce vomiting unless told to do so by the poison control center or doctor.</li> <li>• Do not give anything by mouth to an unconscious person.</li> </ul>
<b>HOT LINE NUMBER</b>	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-877-325-1840 for emergency medical treatment information.	
<b>NOTE TO PHYSICIAN</b>	
Probable mucosal damage may contraindicate the use of gastric lavage.	

**ENVIRONMENTAL HAZARDS**

Do not apply directly to water. Drift or runoff may adversely affect non-target plants and may be hazardous to aquatic organisms in water adjacent to treated areas. Runoff of this product will be reduced by avoiding application when rainfall is forecasted to occur within 48 hours. Do not contaminate water when disposing of equipment washwaters or rinsate. When cleaning equipment, do not pour washwater on the ground; spray or drain over a large area away from wells and other water sources. Do not apply this product through any type of irrigation system. Do not contaminate water used for irrigation or domestic purposes.

Most cases of groundwater contamination involving phenoxy herbicides such as MCPA have been associated with mixing/loading and disposal sites. Caution should be exercised when handling these phenoxy pesticides at such sites to prevent contamination of groundwater supplies. Use of closed systems for mixing and transferring this pesticide will reduce the probability of spills. Placement of the mixing/loading equipment on an impervious pad to contain spills will help prevent groundwater contamination.

**DIRECTIONS FOR USE**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read entire label before using this product. Use strictly in accordance with label precautionary statements and directions.

This chemical has 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.

**GENERAL PRECAUTIONS AND RESTRICTIONS**

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

**APPLICATIONS RESTRICTIONS**

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.

**RESIDENTIAL TURF**

Do not apply more than 1.5 lb ae of MCPA per acre per year. Do not apply more than 2 applications per year with a minimum retreatment interval of 21 days.

Horsepower Concentrate is for use on Residential Turf.

**IMPORTANT:** For use on Bluegrass, Fescues, Rye, Bent, Bermuda, Bahia and Zoysia Lawns. Avoid application to St. Augustine or Centipede lawns unless injury can be tolerated. (Do not use on St. Augustine and Centipede lawns). Do not spray Carpet grass,

Dichondra or desirable clovers. May cause temporary yellowing of some Bermudagrass turf. Do not exceed specified dosages for any area. Be particularly careful applying within the drip line of trees and other ornamental species. Avoid contact with exposed feeder roots of ornamentals and trees.

**LAWN WEED CONTROL**

When used as directed kills weeds in your lawn - won't harm lawn grasses.

OR

When used as directed kills broadleaf weeds in lawns - roots and all. Kills weeds - not lawn grasses.

**WEEDS [illustration]**

Alder	Corn chamomile	Kochia	Red sorrel
Annual yellow sweet clover	Creeping jenny	Knawel	Redstem filarée
Artichoke	Crimson clover	Knotweed	Rough cinquefoil
Aster	Croton	Lambsquarter	Rough fleabane
Austrian fieldcress	Cudweed	Lespedeza	Roundleaved marigold
Bedstraw	Curly dock	Locoweed	Rush
Beggartick	Curly indigo	Lupine	Russian pigweed
Biden	Dandelion	Mallow	Russian thistle
Bindweed	Dead nettle	Marshelder	St. Johnswort
Bird vetch	Dock	Matchweed	Scarlet pimpernel
Bitterweed	Dogbane	Mexicanweed	Scotch thistle
Bitter wintercress	Dogfennel	Milk vetch	Sheep sorrel
Black-eyed Susan	Elderberry	Milkweed bloodflower	Shepherdspurse
Black medic	English daisy	Mugwort	Slender plantain
Black mustard	Fall dandelion	Morningglory	Smallflower galinsoga
Blackseed plantain	False dandelion	Mouseear chickweed	Smartweed
Blessed thistle	False flax	Musk thistle	Smooth dock
Blue lettuce	False sunflower	Mustard	Smooth pigweed
Blue vervain	Fiddleneck	Narrowleaf plantain	Sneezeweed
Box elder	Field bindweed	Narrowleaf vetch	Southern wild rose
Bracted plantain	Field pansy	Nettle	Sowthistle
Brassbuttons	Flea bane (daisy)	Orange hawkweed	Spanishneedle
Bristly oxtongue	Flixweed	Oxalis	Spatterdock
Broadleaf dock	Florida betony	Oxeye daisy	Speedwell
Broadleaf plantain	Florida pusley	Parsley-piert	Spiny amaranth
Broomweed	Frenchweed	Parsnip	Spiny cocklebur
Buckhorn	Galinsoga	Pearlwort	Spotted catsear
Buckhorn plantain	Garlic mustard	Pennycress	Spotted knapweed
Bulbous buttercup	Goathead	Pennywort	Spotted spurge
Bull nettle	Goatsbeard	Peppergrass	Spurge
Bull thistle	Goldenrod	Pepperweed	Spurweed
Burdock	Ground ivy	Pigweed	Stinging nettle
Burning nettle	Gumweed	Pineywoods bedstraw	Stinkweed
Bur ragweed	Hairy bittercress	Plains coreopsis	Stitchwort
Burweed	Hairy fleabane	Plantain	Strawberry clover
Buttercup	Hawkweed	Poison hemlock	Sumac
Canada thistle	Healall	Poison ivy	Sunflower
Carolina geranium	Heartleaf drymary	Poison oak	Sweet clover
Carpetweed	Hedge bindweed	Pokeweed	Tall nettle
Catchweed bedstraw	Hedge mustard	Poorjoe	Tall vervain
Catsear	Hemp	Povertyweed	Tansy mustard
Catnip	Henbit	Prickly lettuce	Tansy ragwort
Chickweed	Hoary cress	Prickly sida	Tanweed
Chicory	Hoary plantain	Primrose	Tarweed
Cinquefoil	Hoary vervain	Prostrate knotweed	Thistle
Clover	Honeysuckle	Prostrate pigweed	Tick trefoil
Cockle	Hop clover	Prostrate spurge	Toadflax
Cocklebur	Horsenettle	Prostrate vervain	Trailing crownvetch
Coffeebean	Horsetail	Puncture vine	Tumble mustard
Coffeeweed	Indiana mallow	Purslane	Tumble pigweed
Common chickweed	Ironweed	Ragweed	Tumbleweed
Common mullein	Jewelweed	Red clover	Velvet leaf
Common sowthistle	Jimsonweed	Redroot pigweed	Venice mallow

(continued)

(Residential Label)

**WEEDS** [illustration] (Cont'd)

Veronica	White mustard	Wild onion	Woodsorrel
Vervain	Wild mustard	Wild parsnip	Wooly croton
Vetch	Wild aster	Wild radish	Wooly plantain
Virginia buttonweed	Wild buckwheat	Wild rape	Wormseed
Virginia creeper	Wild carrot	Wild strawberry	Yarrow
Virginia pepperweed	Wild four-o'clock	Wild sweet potato	Yellow rocket
Wavyleaf bullthistle	Wild garlic	Wild vetch	Yellowflower pepperweed
Western clematis	Wild geranium	Willow	and other broadleaf weeds.
Western salsify	Wild lettuce	Witchweed	
White clover	Wild marigold	Wooly morningglory	

HOW TO USE THE READY-SPRAY® SYSTEM	
(illustrations)	<b>Connect</b> 1. Shake well before using. 2. Connect sprayer to hose. 3. Turn on water.
	<b>Spray</b> 1. To begin spraying, point nozzle in the direction you want to spray. 2. Bend small yellow plastic tab on side of sprayer back and turn knob clockwise to ON position. 3. Spray evenly over measured area.
	<b>Finish</b> 1. To stop spraying, bend small yellow plastic tab back and turn knob counter clockwise to OFF position. 2. Turn off water. 3. Relieve water pressure by bending plastic tab back and turning knob to ON position until water slows to drip. Then, turn knob back to OFF position. 4. Disconnect sprayer from hose.

<b>AMOUNT TO USE</b>	For Northern Lawns (grasses): Fescues, Kentucky Bluegrass, Perennial Rye & Zoysia: 4 fl. oz. per 1 gal. of water for each 1,000 sq. ft.
	For Southern Lawns (grasses): Bermuda, Bahia & Bent (Do not use on Centipede & St. Augustine): 2 fl. oz. per 1 gal. of water for each 1,000 sq. ft.
(If you are unsure of your lawn type) (Use the map to determine which lawn types are most common in your area). ([color] = Fescues, Kentucky Bluegrass, Perennial Rye & Zoysia). ([color] = Bermuda, Bahia & Bent). (If you are unsure of your lawn type, contact your local county extension service before applying.)	

**MIXING INSTRUCTIONS**

1 Tablespoon (Tbs.) = 3 teaspoons (tsp.), 1 fl. oz. = 2 Tbs.

<p><b>(For (on) Northern Lawns (grasses))</b></p> <ul style="list-style-type: none"> <li><u>Fescues, Kentucky Bluegrass, Perennial Rye &amp; Zoysia</u>  <b>Amount to Use:</b> When using a tank sprayer, use 4 fl. oz. per gallon of water for each 1,000 sq. ft.  <i>[icon]</i> When using <b>(Name of Sprayer)</b>: Set dial to 4 oz. Add 20 fl. oz. to sprayer jar. <b>DO NOT ADD WATER.</b> Spray evenly over 5,000 sq. ft. There's no waste! Any unused product should be poured back into its original container.</li> </ul>
<p><b>(For (on) Southern Lawns (grasses))</b></p> <ul style="list-style-type: none"> <li><u>Bermuda, Bahia &amp; Bent (Do not use on Centipede &amp; St. Augustine)</u>  <b>Amount to Use:</b> When using a tank sprayer, use 2 fl. oz. per 1 gallon of water for each 1,000 sq. ft.  <i>[icon]</i> When using <b>(Name of Sprayer)</b>: Set dial to 2 oz. Add 10 fl. oz. (40 Tbs.) to sprayer jar. <b>DO NOT ADD WATER.</b> Spray evenly over 5,000 sq. ft. There's no waste! Any unused product should be poured back into its original container.</li> </ul>

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**(Optional Directions for Hose-End Sprayer)**

<b>AMOUNT TO SPRAY</b>	
<i>[walking man icon]</i>	<ul style="list-style-type: none"> <li>• Measure lawn. Calculate square feet by multiplying length times width.</li> <li>• Use the amount indicated for your lawn variety.</li> </ul>
<b>(For (on) Northern Lawns (grasses))</b>	
<ul style="list-style-type: none"> <li>• <u>Fescues, Kentucky Bluegrass, Perennial Rye &amp; Zoysia</u> 16 fl. oz. (1/2 bottle) treats 4,000 sq. ft.</li> </ul>	
<b>(For (on) Southern Lawns (grasses))</b>	
<ul style="list-style-type: none"> <li>• <u>Bermuda, Bahia &amp; Bent. (Do not use on Centipede &amp; St. Augustine)</u> 16 fl. oz. (1/2 bottle) treats 8,000 sq. ft.</li> </ul>	

**[END Optional use directions for (Brand Name) Hose-End Sprayer]**

**FOR BEST RESULTS**

**MEASURE**

*[icon/walking man]*

- To treat entire lawn (broadcast application): Use a tank sprayer or hose-end sprayer. Measure lawn. Calculate square feet by multiplying length times width. Spray evenly over measured area.
- To spot treat individual lawn weeds: Use a tank sprayer and spray to wet weeds. To reduce spray drift, adjust sprayer nozzle to deliver a coarse spray.

**MOW**

*[illustration]*

- Do not mow for 1 to 2 days before or after application.

**WATER**

*[illustration]*

- If soil is dry, water before application.
- Rain or watering 1 hour after application will not wash away effectiveness.

**WHEN TO APPLY**

*[illustration]*

- Spray when weeds are actively growing.
- [Spray when] temperature is below 90°F.
- Spray when air is calm to avoid drift to vegetables, flowers, ornamental plants, trees, shrubs and other desirable plants.
- Do not apply to newly seeded grasses until well-established (they have been mowed 3 times).
- Reseed no sooner than 3 weeks after application.

**STORAGE AND DISPOSAL**

Do not contaminate water, food or feed by storage or disposal.

**PESTICIDE STORAGE:** To be stored in original container and placed in an area inaccessible to children.

**PESTICIDE DISPOSAL:** **If empty** - Non-refillable. Do not reuse or refill this container. Place in trash or offer for recycling if available. **If partly filled** - If product cannot be used as directed, call your local solid waste agency or for disposal instructions. Never place unused product down any indoor (including toilet) or outdoor (including sewer) drain.

☎ (Questions, Comments or Medical Information)  
Call 1-800-XXX-XXXX      www.XXXXX.com

**The Seller's Guarantee**

If for any reason you are not satisfied with this product, mail us proof of purchase to obtain a full refund of your purchase price.

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**WARRANTY DISCLAIMER**

The directions for use of this product must be followed carefully. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, (1) THE GOODS DELIVERED TO YOU ARE FURNISHED "AS IS" BY MANUFACTURER OR SELLER AND (2) MANUFACTURER AND SELLER MAKE NO WARRANTIES, GUARANTEES, OR REPRESENTATIONS OF ANY KIND TO BUYER OR USER, EITHER EXPRESS OR IMPLIED, OR BY USAGE OF TRADE, STATUTORY OR OTHERWISE, WITH REGARD TO THE PRODUCT SOLD, INCLUDING, BUT NOT LIMITED TO MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, USE, OR ELIGIBILITY OF THE PRODUCT FOR ANY PARTICULAR TRADE USAGE. UNINTENDED CONSEQUENCES, INCLUDING BUT NOT LIMITED TO INEFFECTIVENESS, MAY RESULT BECAUSE OF SUCH FACTORS AS THE PRESENCE OR ABSENCE OF OTHER MATERIALS USED IN COMBINATION WITH THE GOODS, OR THE MANNER OF USE OR APPLICATION, INCLUDING WEATHER, ALL OF WHICH ARE BEYOND THE CONTROL OF MANUFACTURER OR SELLER AND ASSUMED BY BUYER OR USER. THIS WRITING CONTAINS ALL OF THE REPRESENTATIONS AND AGREEMENTS BETWEEN BUYER, MANUFACTURER AND SELLER, AND NO PERSON OR AGENT OF MANUFACTURER OR SELLER HAS ANY AUTHORITY TO MAKE ANY REPRESENTATION OR WARRANTY OR AGREEMENT RELATING IN ANY WAY TO THESE GOODS.

**LIMITATION OF LIABILITY**

TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, IN NO EVENT SHALL MANUFACTURER OR SELLER BE LIABLE FOR SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, OR FOR DAMAGES IN THEIR NATURE OF PENALTIES RELATING TO THE GOODS SOLD, INCLUDING USE, APPLICATION, HANDLING, AND DISPOSAL. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, MANUFACTURER OR SELLER SHALL NOT BE LIABLE TO BUYER OR USER BY WAY OF INDEMNIFICATION TO BUYER OR TO CUSTOMERS OF BUYER, IF ANY, OR FOR ANY DAMAGES OR SUMS OF MONEY, CLAIMS OR DEMANDS WHATSOEVER, RESULTING FROM OR BY REASON OF, OR ARISING OUT OF THE MISUSE, OR FAILURE TO FOLLOW LABEL WARNINGS OR INSTRUCTIONS FOR USE, OF THE GOODS SOLD BY MANUFACTURER OR SELLER TO BUYER. ALL SUCH RISKS SHALL BE ASSUMED BY THE BUYER, USER, OR ITS CUSTOMERS. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, BUYER'S OR USER'S EXCLUSIVE REMEDY, AND MANUFACTURER'S OR SELLER'S TOTAL LIABILITY SHALL BE FOR DAMAGES NOT EXCEEDING THE COST OF THE PRODUCT.

**If you do not agree with or do not accept any of directions for use, the warranty disclaimers, or limitations on liability, do not use the product, and return it unopened to the Seller, and the purchase price will be refunded.**

(RV021109N)

Horsepower is a registered trademark of Nufarm Americas Inc.

**NOTIFICATION  
MAR 06 2009**

**OPTIONAL TEXT**

**USE PRECAUTIONS – This section is optional**

Do not pour spray solutions near desirable plants. Avoid fine mists. Maximum kill (or control) of weeds will be obtained from Spring or early Fall applications when weeds are actively growing.

The suitable use of Horsepower Concentrate on non-recommended turf species may be determined by treating a small area at any rate/sq. ft. which does not exceed 3 pints/12,000 sq. ft. Prior to treatment of larger areas, the treated area should be observed for any sign of turf injury for a period of 30 days of normal growing conditions to determine the phytotoxicity and efficacy to the treated area. The user assumes the responsibility for any plant damage or other liability resulting from the use of this product on species not recommended on this label.

For optimum results: (1) avoid applying during excessively dry or hot periods unless irrigation is used; (2) avoid applying if rainfall is expected within 24 hours, nor should lawns be irrigated (watered) for 24 hours following application. Clean and rinse spray equipment using soap or detergent and water, and rinse thoroughly before reuse for other sprays.

**APPENDIX**

**Formula Claims:** These claims may be presented on the retail container label or on the labeling accompanying the product.

**APPENDIX**

- ◊ Kills weeds - not lawns.
- ◊ For a beautiful Weed-Free Lawn
- ◊ Use [Product Name] to control weeds everywhere around [or in] your lawn.
- ◊ Kills broadleaf weeds in your lawn.
- ◊ Ideal for spot treating individual lawn weeds.
- ◊ Rain proof in hours
- ◊ New Formula
- ◊ Can be used on all cool season [turf] [grass] [lawns].
- ◊ Guaranteed [Results]
- ◊ Kills weeds the first time, every time, guaranteed.
- ◊ Guaranteed not to harm the lawn.
- ◊ Kills to the root so weeds don't [won't] ever come [grow] back.
- ◊ Formerly [Product Name]
- ◊ Complete [total] root [weed] kill
- ◊ Kills all major [common] broadleaf weeds
- ◊ Complete kill [root kill] [weed kill]
- ◊ Kills [even] hard to control [kill] weeds
- ◊ Kills even tough [the toughest] [lawn] weeds [to the root]
- ◊ Won't harm lawns, when used as directed.
- ◊ Total root kill
- ◊ Kills [dandelions] [chickweed] [clover] [ground ivy] [creeping Charlie] [oxalis] [wild violet] [poison ivy] [poison oak] [over 250] and other [over 240 other] tough [lawn] weeds [tough [lawn] weeds].
- ◊ Kills over 250 [tough] [lawn] weeds
- ◊ [Product Name] singles out weeds leaves grass alone [unharmd].
- ◊ Targets weeds, leaves grass [the lawn] unharmd.
- ◊ Made [scientifically formulated] [special formula] for use on lawns.
- ◊ New
- ◊ Now
- ◊ Helps keep lawn[s] healthy and weed-free.
- ◊ How it works: [Product Name] contains an exclusive blend of ingredients scientifically proven to kill even the toughest lawn weeds down to the roots. And its revolutionary formula won't kill [harm] your lawn [grass] – guaranteed! [Best of all], the killing power [the exclusive ingredients] only work[s] on weeds, so it [Product Name] won't kill [harm] your lawn [grass] – guaranteed!]
- ◊ Helps keep[s] the lawn look [ing] beautiful.
- ◊ Great [ideal] for spot treatments
- ◊ Kills the toughest [lawn] weeds, guaranteed.
- ◊ Results [works] with 1 application
- ◊ Tough weed formula
- ◊ Max Kill Formula
- ◊ Kills weeds to the MAX
- ◊ Revolutionary [tough weed] formula
- ◊ [Company Name] [our] [Product Name] best lawn weed killer [weed killer for lawns] [brush killer]
- ◊ [Company Name] [our] [Product Name] most-effective lawn weed killer [weed killer for lawns] [brush killer]
- ◊ [Company Name] [our] [Product Name] most powerful lawn weed killer [weed killer for lawns] [brush killer]
- ◊ [Company Name] [Product Name] strongest formula [ever]

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- ◇ Kills the [entire] root
- ◇ 100% [MAX] root [weed] kill
- ◇ [Product Name] MAX
- ◇ Guaranteed kill.
- ◇ Tough on weeds. Gentle [easy] on lawns.
- ◇ Easy to use.
- ◇ Just attach hose and spray.
- ◇ Results in 24 hours
- ◇ Overnight results
- ◇ Rain-Proof in 1 hour
- ◇ Treats up to 8,000 sq. ft. [16 oz. size] (at 2 fl. oz./1 Gal/1,000 sq. ft. rate)
- ◇ Treats up to 16,000 sq. ft. [32 oz. size] (at 2 fl. oz./1 Gal/1,000 sq. ft. rate)
- ◇ Treats up to 20,000 sq. ft. [40 oz. size] (at 2 fl. oz./1 Gal/1,000 sq. ft. rate)
- ◇ Treats up to 32,000 sq. ft. [64 oz. size] (at 2 fl. oz./1 Gal/1,000 sq. ft. rate)
- ◇ Treats up to 64,000 sq. ft. [128 oz. size] (at 2 fl. oz./1 Gal/1,000 sq. ft. rate)
- ◇ Makes up to 8 gallons of spray [16 oz. size] (at 2 fl. oz./1 Gal/1,000 sq. ft. rate)
- ◇ Makes up to 16 gallons of spray [32 oz. size] (at 2 fl. oz./1 Gal/1,000 sq. ft. rate)
- ◇ Makes up to 20 gallons of spray [40 oz. size] (at 2 fl. oz./1 Gal/1,000 sq. ft. rate)
- ◇ Makes up to 32 gallons of spray [64 oz. size] (at 2 fl. oz./1 Gal/1,000 sq. ft. rate)
- ◇ Makes up to 64 gallons of spray [128 oz. size] (at 2 fl. oz./1 Gal/1,000 sq. ft. rate)
- ◇ New Tough Weed Formula
- ◇ Kills Weeds, Not Lawns
- ◇ 100% Root Kill
- ◇ Results in 24 hours
- ◇ Kills over 250 weeds
- ◇ Results Guaranteed
- ◇ Coverage Claim – “25% More Coverage\*” (\*vs previous Weed B Gon formula) or “Treats up to 64,000 sq. ft.”

**NOTIFICATION**

**MAR 0 6 2009**