

239-2665

9/8/2008

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

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

SEP - 8 2008

Ms. Kathleen Lee
The Scotts Company, d/b/a The Ortho Group
14111 Scottslawn Road
Marysville, OH 43041

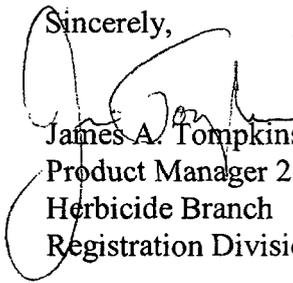
Subject: Weed-B-Gon Lawn Weed Killer 3
EPA Registration Number 239-2665
Resubmission by email on September 3, 2008, application dated August 29, 2008

Dear Ms. Lee:

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act as amended is acceptable, provided you make the following changes before you release the product for shipment.

- 1) Remove, modify, or submit efficacy studies to substantiate the following claims found on pages 9 and 10, as they are overly broad:
 - a. "Kills all major broadleaf lawn weeds: List of the weed species"
 - b. "(Brand name) kills all major broadleaf lawn weeds including....."
 - c. "Kills all major broadleaf weeds including....."
 - d. "Complete root [weed] kill"
 - e. "Kills all major [common] broadleaf weeds"
 - f. "Complete kill"
- 2) Remove the claims "New" and "New [LawnGuard] formula," as this product is no longer new. The claim new may only be used on labeling of a product of new composition for a period of 6 months following approval of the labeling.

Submit one (1) copy of final printed labeling incorporating the above changes before you release the product for shipment. Amended labeling will supercede all previously accepted ones. A stamped copy of labeling is enclosed for your records. If you have any questions, please contact Hope Johnson at 703-305-5410.

Sincerely,

James A. Tompkins
Product Manager 25
Herbicide Branch
Registration Division (7505P)

ORTHO® WEED B GON®LAWN WEED KILLER₃

- ABN:** [Ortho® Weed-B-Gon® Weed Killer For Lawns]
- ABN:** [Ortho® Weed-B-Gon® Concentrate]
- ABN:** [Ortho® Weed-B-Gon® Concentrate for Southern Lawns]
- ABN:** [Ortho® Weed-B-Gon® Max Concentrate Singles]

[CONCENTRATE]

[Icon] [Use with [Ortho®] Dial-N-Spray® or Tank Sprayers]

(Optional Marketing Claims)

- Kills Weeds, Not Lawns
- Kills Dandelion, Clover & [Many] Other Broadleaf [Lawn] Weeds[*] [see back]
- Now Faster Acting
- Rain-Proof in 2-Hours

(See Appendix for list of additional, optional marketing claims)

Active Ingredients

Mecoprop-p, dimethylamine salt *	5.30%
2,4-D, dimethylamine salt**	3.05%
Dicamba, dimethylamine salt***	1.30%
Other Ingredients	90.35%

*(+)-(R)-2-(2-methyl-4-chlorophenoxy) propionic acid equivalent to 4.38%

**2,4-Dichlorophenoxyacetic acid equivalent to 2.53%

***3,6-dichloro-o-anisic acid equivalent to 1.08%

Isomer Specific by AOAC Method 6.DO1-5.

KEEP OUT OF REACH OF CHILDREN

CAUTION See back panel booklet for additional precautionary statements.

NET 16 FL OZ (1 PT) 473 mL
32 FL OZ (1 QT) 946 mL
1.58 L (.42 GAL) 53 FL OZ
½ GAL / 1.89 L
1 GAL / 3.78 L
5 FL OZ / 148 MI
[([4] [3] [2] [1] – 5 FL OZ CONTAINERS)]

ACCEPTED
with COMMENTS
in EPA Letter Dated
SEP - 8 2008

Under the Federal Insecticide,
Fungicide, and Rodenticide Act
as amended, for the pesticide
registered under EPA Reg. No.

239-2665

[OPEN]
[Resealable Label
for Directions & Precautions]
[PRESS TO RESEAL]

[Kills weeds in your lawn - won't harm lawn grasses. Weed-B-Gon singles out weeds, enters through leaves and moves inside the weed to the roots.]

Optional "Product Facts Table"

PRODUCT FACTS <i>Select appropriate product option</i> Treats up to 6,400 sq ft (approx. size of 3 tennis courts) [<i>pf</i>] Treats up to 12,800 sq ft (approx. size of 6 tennis courts) [<i>qf</i>] Treats up to 21,200 sq ft (approx. size of 10 tennis courts) [<i>.42 gal</i>] Treats up to 25,600 sq ft (approx. size of 12 tennis courts) [<i>half gal</i>] Treats up to 51,200 sq ft (approx. size of 24 tennis courts) [<i>gal</i>]	
KILLS WEEDS	Dandelion, Clover, Chickweed [<i>illustration</i>] plus over 200 additional [many other] broadleaf [lawn] weeds*
WHERE TO USE	ON LAWNS [<i>illustration</i>] without harming lawn grasses
AMOUNT TO USE	Bent, Buffalo, Centipede & St. Augustine (EXCEPT Floratam) (Do not use on Floratam): 1 fl oz (2 Tbs) / gal of water / 400 sq ft (OR <i>Optional Coverage Rate</i>) ½ fl oz (1 TBS) / gal of water / 200 sq ft
	Bahia, Bermuda, Fescues, Kentucky Blue, Perennial Rye & Zoysia: 2 fl oz (4 Tbs) / gal of water / 400 sq ft (OR <i>Optional Coverage Rate</i>) 1 fl oz (2 TBS) / gal of water / 200 sq ft
	Questions, Comments or Medical Information call 1-800-225-2883 http://www.ortho.com

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Application Restrictions: Do not apply this product in a way that will contact any person or pet, either directly or through drift.

[ICON]

Keep people and pets out of the area during application.

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

Do not apply as a fine mist because of potential injury to desirable plants.

Do not apply directly to or near water, storm drains, gutters, sewers, or drainage ditches. Do not apply within 25 feet of rivers, fish ponds, lakes, streams, reservoirs, marshes, estuaries, bays and oceans. Do not apply when windy. To prevent product run-off, do not over water the treated areas(s) to the point of runoff or apply when raining or when rain is expected that day. Rinse applicator over lawn or garden area only.

The maximum application rate is 5 fl oz of product per 1,000 sq ft per application (0.37 lb 2,4-D acid equivalent per acre per application). The maximum number of broadcast applications is limited to 2 per year. The maximum season rate is 10 fl oz of product per 1,000 sq ft per application (0.74 lb 2,4-D acid equivalent per acre per application).

Personal Hygiene Statements: After using this product, rinse gloves before removing, remove clothing and launder separately before reuse, and promptly and thoroughly wash hands and exposed skin with soap and water. Remove saturated clothing as soon as possible and shower.

[MIXING] INSTRUCTIONS
FOR SENSITIVE LAWNS: Bentgrass, Buffalograss, Centipedegrass & St. Augustinegrass (EXCEPT Floratam*) (Do not use on Floratam*) Amount to Use: 1 fl oz (2 Tbs) per gallon of water for each 400 sq ft <ul style="list-style-type: none">[icon] When using Ortho® Dial 'n Spray®: Set dial to 1 oz. Add 2½ fl oz (5 Tbs) to sprayer jar. DO NOT ADD WATER. Spray evenly over 1,000 sq ft until jar is empty. <p>* Floratam is a variety of St. Augustinegrass widely grown in Florida.</p>
FOR HARDY LAWNS: Bahiagrass, Bermudagrass, Fescues, Kentucky Bluegrass, Perennial Ryegrass & Zoysiagrass Amount to Use: 2 fl oz (4 Tbs) per gallon of water for each 400 sq ft <ul style="list-style-type: none">[icon] When using Ortho® Dial 'n Spray®: Set dial to 2 oz. Add 5 fl oz (10 Tbs) to sprayer jar. DO NOT ADD WATER. Spray evenly over 1,000 sq ft until jar is empty.

(OPTIONAL MIXING INSTRUCTIONS – FOR 1 GAL/200 SQ FT COVERAGE RATE)

[MIXING] INSTRUCTIONS
FOR SENSITIVE LAWNS: Bentgrass, Buffalograss, Centipedegrass & St. Augustinegrass (EXCEPT Floratam*) (Do not use on Floratam) Amount to Use: 1/2 fl oz (1 Tbs) per gallon of water for each 200 sq ft <ul style="list-style-type: none">[icon] When using Ortho® Dial 'n Spray®: Set dial to 1 Tbs. Add 2½ fl oz (5 Tbs) to sprayer jar. DO NOT ADD WATER. Spray evenly over 1,000 sq ft until jar is empty.

* Floratam is a variety of St. Augustinegrass widely grown in Florida.
FOR HARDY LAWNS: Bahiagrass, Bermudagrass, Fescues, Kentucky Bluegrass, Perennial Ryegrass & Zoysiagrass
Amount to Use: 1 fl oz (2 Tbs) per gallon of water for each 200 sq ft
• [icon] When using Ortho® Dial 'n Spray®: Set dial to 1 oz. Add 5 fl oz (10 Tbs) to sprayer jar. **DO NOT ADD WATER.** Spray evenly over 1,000 sq ft until jar is empty.

(OPTIONAL MIXING INSTRUCTIONS – FOR 5 oz. “Singles” bottles that make 1 gal)

[Instructions] For spot treatment:

[1 Bottle [equals] [=] [makes] 1 Gallon]

Amount to Use: Add entire contents (5 oz.) to an empty tank sprayer, or 1.0 or 1.33 gallon Ortho Weed-B-Gon Max Ready to Use container only. Slowly fill with 123 oz [1 gal] of [clean] tap water.

For broadcast application:

Use broadcast applicator -Ortho-Dial 'N Spray applicator.

FOR SENSITIVE LAWNS: Bentgrass, Buffalograss, Centipedegrass & St. Augustinegrass (EXCEPT Floratam*) (Do not use on Floratam)
Set dial to 1 oz. Empty contents into Ortho® Dial 'n Spray® applicator. **DO NOT ADD WATER.** Spray evenly over 2,000 sq ft until jar is empty.
* Floratam is a variety of St. Augustinegrass widely grown in Florida.

FOR HARDY LAWNS: Bahiagrass, Bermudagrass, Fescues, Kentucky Bluegrass, Perennial Ryegrass & Zoysiagrass
Set dial to 1 oz. Empty contents into Ortho® Dial 'n Spray® applicator. **DO NOT ADD WATER.** Spray evenly over 1,000 sq ft until jar is empty.

FOR TANK SPRAYERS:

FOR SENSITIVE LAWNS: Bentgrass, Buffalograss, Centipedegrass & St. Augustinegrass (EXCEPT Floratam*) (Do not use on Floratam)
Amount to Use: 1 fl oz (2 Tbs) per gallon of water for each 400 sq ft

FOR HARDY LAWNS: Bahiagrass, Bermudagrass, Fescues, Kentucky Bluegrass, Perennial Ryegrass & Zoysiagrass
Amount to Use: 2 fl oz (4 Tbs) per gallon of water for each 400 sq ft

(End of OPTIONAL MIXING INSTRUCTIONS – FOR 5 oz. “Singles” bottles that make 1 gal)

(OPTIONAL MIXING INSTRUCTIONS – FOR refill bottles)

[Refill Directions]

To refill only an empty 1.33 GAL. [EH-1398 Herbicide Container]
 Amount to Use: Add 7 oz. of this product to the empty 1.33 gallon container. Slowly fill with 164 fl. oz. of clean tap water.

To refill only an empty 1 GAL. [EH-1398 Herbicide Container]
 Amount to Use: Add 5 oz. of this product to the empty 1 gallon container. Slowly fill with 123 fl. oz. of clean tap water.

(End of OPTIONAL MIXING INSTRUCTIONS – FOR refill bottles)

Specially formulated for residential use.

[1 Tablespoon (Tbs) = 3 teaspoons (tsp)]

1 fl oz = 2 Tbs]

Optional "For Best Results Table"

FOR BEST RESULTS	
MEASURE [icon / walking man]	<ul style="list-style-type: none"> To treat entire lawn (broadcast application): Use a tank or [Ortho® Dial-N-Spray®] hose-end sprayer. Measure lawn. Calculate square feet by multiplying length times width. Spray evenly over measured area. To spot treat individual weeds in lawns: Use a tank sprayer.
MOW [optional row] [illustration]	<ul style="list-style-type: none"> Do not mow for 1 to 2 days before or after application.
WATER [illustration]	<ul style="list-style-type: none"> If soil is dry, water 1 to 2 days before application. Rain or watering 2 hours after application will not wash away effectiveness.
WHEN TO APPLY [illustration]	<ul style="list-style-type: none"> Spray when weeds are small and actively growing. [Spray when] temperature is below 90°F. [Spray when] air is calm to avoid spray drift onto landscape plants as contact with foliage may injure flowers, shrubs, trees and other desirable plants. Reapplication can be made in 2 to 3 weeks if necessary. Newly seeded lawn can be sprayed after first mowing. Bare spots can be planted with grass seed 1 week after application.

IMPORTANT

If an ornamental shrub or tree is in the lawn, keep spray off foliage and exposed roots. St. Augustinegrass, Centipedegrass or Bermudagrass lawns may have delayed green-up if this product is used when lawns are emerging from dormancy or when temperature drops below 45° F within 72 hours of application. Do not spray

Carpetgrass, Dichondra or desirable clovers. Do not use on or around fruits, vegetables or flowers. **Do not use on Floratam, a variety of St. Augustinegrass.** The maximum number of broadcast applications per treatment site is 2 per year. Do not exceed specified dosages for any area.

[HOW IT WORKS]

[Because broadleaf weeds and grasses grow differently, [Ortho Weed-B-Gon® Max] [insert appropriate brand name] kills broadleaf weeds without harming lawns. [Insert appropriate brand name] [Ortho Weed-B-Gon Max] singles out weeds, enters through leaves and moves inside the weed to the roots.]

[*WEEDS CONTROLLED [icon]]

Note to PM: Product label may list any or all of the following

[White heath Aster, Bushy Aster, Heath Aster, Purple Aster, White prairie Aster, Catchweed Bedstraw, Marsh Bedstraw, Northern Bedstraw, Hairy Beggarticks, Creeping Beggarweed, Threeflower Beggarweed, Florida Bellflower, Florida Betony, Field Bindweed, Hairy Bittercress, Whitehead Broom, Burclover, Common Burdock, Great Burdock, Lawn Burweed, Smallflower Buttercup, Hairy Buttercup, Bushy Buttonweed, Virginia Buttonweed, Black Medic, Carolina Geranium, Carpetweed, Wild Carrot, Cat's-ear, Smooth Chaff-flower, Chicory, Common Chickweed, Mouseeared Chickweed, Sticky Chickweed, Chicory, Common Cinquefoil, Oldfield Cinquefoil, Alyce-clover, Crimson Clover, Hop Clover, White Clover, Wandering Cudweed, Purple Cudweed, Narrowleaf Cudweed, Shiny Cudweed, Cupids Shaving Brush, English Daisy, Oxeye Daisy, Common Dandelion, False Dandelion, Catsear Dandelion, Dayflowers, Purple Deadnettle, Dichondra, Dogfennel, Doveweed, Broadleaf Dock, Curly Dock, Dollarweed, Doveweed, Heartleaf Drymary, Eclipta, Facelis, Oakleaf Fleabane, Rough Fleabane, Wild Garlic, Carolina Geranium, Clammy Ground Cherry, Smooth Ground Cherry, Ground Ivy, Groundsel, Yellow Hawkweed, Healall, Henbit, Sprawling Horseweed, Innocense (blue eyed Mary), Knawel, Prostrate Knotweed, Tufted Knotweed, Kochia, Lambsquarters, Lespedeza, Field Madder, Alkali Mallow, Venice Mallow, Common Mallow, Little Mallow, Dwarf Mallow, Bristly Mallow, Marcela (yellow joyweed), Marestail, Horseweed, Mat Lippia, Milkweed, Moneywort, Mugwort, Common Mullein, Moth Mullein, Mexican Morningglory, Bigroot Morningglory, Ivyleaf Morningglory, Tall Morningglory, Red Morningglory, Ball Mustard, Black Mustard, Blue Mustard, Indian Mustard, Tumble Mustard, Wild Mustard, Tansy Mustard, White Mustard, Wormseed Mustard, Bitter Nightshade, Eastern Black Nightshade, Silverleaf Nightshade, Cutleaf Nightshade, Hairy Nightshade, Wild Onion, Old World Diamond Flower, Birdseye Pearlwort, Florida Pellatory, Pennywort, Asiatic Pennywort, Peppargrass, Virginia Pepparweed, Prostrate Pigweed, Redroot Pigweed, Smooth Pigweed, Tumble Pigweed, Pineappleweed, Broadleaf Plantain, Buckhorn Plantain, Blackseeded Plantain, Poison Ivy, Poison Oak, Cutleaf Evening Primrose, Showy Evening Primrose, Purple cudweed, Purslane, Brazil Pusley, Largeflower Pusley, Florida Pusley, Giant Ragweed, Common Ragweed, Western Ragweed, Lanceleaf Ragweed, Redweed, Yellow Rocket, Field Sandbur, Longspine Sandbur, Mexican or Texas Sandbur, Southern Sandbur, Sibara, Red Sorrel, Sheep Sorrel, Shepardspurse, Pennsylvania Smartweed, Swamp Smartweed, Ladysthumb Smartweed, Pale Smartweed, Bitter Sneezeweed, Bilobed Speedwell, Common Speedwell, Corn Speedwell, Ivyleav Speedwell,

Persian Speedwell, Purslane Speedwell, Slender Speedwell, Snow Speedwell, Thymeleaf Speedwell, Winter Speedwell, Common Spiderwort, Spotted Spurge, Prostrate Spurge, Corn Spurry, Swinecress, Bull Thistle, Canada Thistle, Flodman Thistle, Cotton Thistle, Distaff Thistle, Drummonds Thistle, Elk Thistle, Gray Thistle, Italian Thistle, Leafy Thistle, Meadow Thistle, Milk Thistle, Platte Thistle, Plumeless Thistle, Russian Thistle, Scotch Thistle, Slenderflower Thistle, Tall Thistle, Wavyleaf Thistle, Yellowspine Thistle, Stiff Verbena, Camplipoda Veronica, Common Vetch, Hairy Vetch, Winter Vetch, Wooley Vetch, Violet, Field Violet, Wild Carrot, Wild Lettuce, Woodsorrel, Creeping Woodsorrel, Yellow Woodsorrel, Florida Yellow Woodsorrel, Wooleyleaf Bursage, Common Yarrow, Western Yarrow, Yellow Yarrow]

PRECAUTIONARY STATEMENTS [icon]

HAZARDS TO HUMANS & DOMESTIC ANIMALS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Harmful if swallowed. Wear long sleeved shirt, long pants, socks, and shoes. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals.

STORAGE AND DISPOSAL [icon]

STORAGE: Store in original container in a locked storage area inaccessible to children or pets. Keep from freezing.

DISPOSAL: **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 for disposal instructions. Never place unused product down any indoor or outdoor drain.

FIRST AID:

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

If on skin or clothing: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.

If swallowed: 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.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

Note to Physician: Emergency information call 1-800-225-2883.

ENVIRONMENTAL HAZARDS: This pesticide is toxic to fish and aquatic invertebrates and may adversely affect non-target plants. Drift and runoff may be hazardous to aquatic organisms in water adjacent to treated areas. 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 wind or rain does not blow or wash pesticide off the treatment area. Rinsing application equipment over the treated area will help avoid run off to water bodies or drainage systems.

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. Application around a cistern or well may result in contamination of drinking water or groundwater.

NOTICE: Buyer assumes all risks of use, storage or handling of this product not in accordance with directions.

[The ORTHO 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.]

[Visit www.ortho.com for complete Spanish translation.]

[icon] [Questions, Comments or Medical Information]

[icon] [call 1-800-225-2883 [<http://www.ortho.com>]

Manufactured for
The ORTHO Group
P.O. Box 190
Marysville, OH 43040
EPA Reg. No 239-2665
EPA Est. 239-IA-3¹, 58996-MO-1^A
Superscript is first letter of lot number

[Made in USA]

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Optional Marketing Claims - Appendix

- I. These claims may be presented on the retail container label or on the labeling accompanying the product.
 - ◆ Kills Dandelion, Chickweed, Knotweed, Plantain, Henbit, Spurge and many other broadleaf lawn weeds.
 - ◆ Kills weeds - not lawn grasses.

- ◆ Kills weeds – not lawns
- ◆ For Lawns Containing Kentucky Bluegrass, Fescues, Bentgrass, Perennial Ryegrass, Bermudagrass, Bahiagrass, Centipedegrass, Zoysiagrass, St. Augustinegrass, and Buffalograss.
- ◆ Can be applied with hose-end or pump-up (tank) sprayers.
- ◆ For northern and southern grasses.
- ◆ Won't harm lawn grasses shown on container label.
- ◆ Won't harm lawn grasses
- ◆ Kills weeds in your lawn.
- ◆ Formulated for use on northern and sensitive southern lawns.
- ◆ Kills all major broadleaf lawn weeds: List of the weed species.
- ◆ Helps provide a beautiful lawn.
- ◆ For cool and warm season lawn grasses
- ◆ (Brand Name) kills all major broadleaf lawn weeds including dandelion, chickweed, knotweed, in lawns without harming lawn grasses.
- ◆ For use on grass lawns especially Kentucky Bluegrass, Fescues, Perennial Ryegrass, Bentgrass, Bermudagrass, Bahiagrass, Centipedegrass, Zoysiagrass, St. Augustinegrass, and Buffalograss.
- ◆ A Trimec[®] Turf Herbicide Formulation.
- ◆ Controls Dandelion, Chickweed, Knotweed, Plantain, Henbit, Spurge and many other broadleaf lawn weeds including those shown on the side panel.
- ◆ "One Quart Covers Up To 12,800 Square Feet" or "One Pint Covers Up To 6,400 Square Feet".
- ◆ Can be applied with hose-end and tank sprayers.
- ◆ Makes up to ____ gallons of spray (Volume dependent upon package size)
- ◆ Now for northern and southern lawns.
- ◆ Kills over 2 times/twice as many weeds.
- ◆ Water based.
- ◆ Low odor formula.
- ◆ Low odor.
- ◆ Kills all major broadleaf weeds including Dandelion, Clover, Oxalis, Chickweed, Knotweed Plantain, Henbit, Spurge and others.
- ◆ Concentrate
- ◆ Now faster results
- ◆ Now fast acting
- ◆ For control that doesn't/won't wash away/off.
- ◆ Effective even with rain in 2 hours.
- ◆ Does not harm lawn when used properly
- ◆ [Weed-B-Gon] kills [lawn] weeds, not [the] lawn(s) (grass).
- ◆ ORTHO[®] WEED-B-GON[®] for the lawn.
- ◆ For a beautiful Weed-Free Lawn
- ◆ Kills weeds down to the root.
- ◆ Rainproof (rain-fast) in two [2] hours.
- ◆ Kills broadleaf weeds in your lawn.
- ◆ Won't harm most lawn grasses.
- ◆ Ideal for spot treating individual lawn weeds.
- ◆ Rain proof in hours.
- ◆ Kills Dandelion, Clover and Other Broadleaf Weeds—Won't Harm Lawns.
- ◆ Kills Weeds—Not Lawn Grasses
- ◆ Guaranteed [Results]
- ◆ Guaranteed not to harm one single blade of grass.
- ◆ Won't harm lawns, guaranteed.
- ◆ Guaranteed not to harm the lawn.
- ◆ Guaranteed to kill weeds, not grass [the lawn].
- ◆ Starts working on contact
- ◆ Fast results

- ◆ Fast-acting formula
- ◆ Weeds begin wilting overnight
- ◆ Weeds begin to wilt and die overnight
- ◆ Rainproof in 2 hours – so it [the weed killing power] won't wash away.
- ◆ Rainproof in 2 hours so you won't have to respray.
- ◆ Kills to the root so weeds don't [won't] ever come [grow] back.
- ◆ Kills more weeds
- ◆ Complete root [weed] kill
- ◆ Kills all major [common] broadleaf weeds
- ◆ Complete kill
- ◆ Kills even tough lawn weeds
- ◆ Kills the toughest lawn weeds
- ◆ Kills over 200 weeds [lawn weeds]
- ◆ Weed-B-Gon singles out weeds leaves [lawn] grass(es) alone [unharmed].
- ◆ For use on lawns
- ◆ How it works – Weed-B-Gon's exclusive [special] [LawnGuard™] [LawnProtect™] [smart] [proven] formula specifically targets [seeks out] weeds, killing them, while leaving the grass [lawn] unharmed – guaranteed.
- ◆ How it works – Weed-B-Gon [LawnGuard™] [LawnProtect™] contains [is] a special [unique] [exclusive] blend of proven ingredients that seek out [target] and destroy [kill] weeds, while leaving the [your] grass [lawn] unharmed – guaranteed.
- ◆ Specially formulated to kill weeds, not the lawn.
- ◆ Targets weeds, leaves grass [the lawn] unharmed.
- ◆ Made [scientifically formulated] [special formula] for use on lawns.
- ◆ LawnGuard™ [LawnProtect™]
- ◆ With LawnGuard™[LawnProtect™]
- ◆ Contains LawnGuard™ [LawnProtect™] [formula].
- ◆ Contains Ortho's) [Weed-B-Gon's] exclusive [special] [scientific] LawnGuard™ [LawnProtect™] formula.
- ◆ Contains Trimec® Formula
- ◆ Exclusive Trimec® Formula
- ◆ Exclusive [special] formula.
- ◆ Exclusive [special] LawnGuard™ [LawnProtect™] formula.
- ◆ Exclusive blend of ingredients
- ◆ Patented formula
- ◆ Now with LawnGuard™ [LawnProtect™]
- ◆ With LawnGuard™ [LawnProtect™] Weed Control
- ◆ LawnGuard™ Formula
- ◆ New [LawnGuard™] Formula!
- ◆ New
- ◆ Now
- ◆ Helps keep lawn[s] healthy and weed-free.
- ◆ Helps keep[s] the lawn look [ing] beautiful.
- ◆ Easy to use
- ◆ Ideal for use in between fertilizer applications to spot treat weeds
- ◆ Trial Size [2 oz. Trial Size]
- ◆ Free [Sample]
- ◆ *[Icon]* Use with [Ortho®] Dial-N-Spray® or Tank Sprayers
- ◆ Contains the special Ortho LawnGuard formula.
- ◆ It's Rain-Proof™ Brand is Rain two hours after spraying won't wash away the weed killing power!
- ◆ For weeds outside the lawn (on driveways, sidewalks, [patios and mulched areas] / [etc.]) – use [Ortho GroundClear Complete Vegetation Killer] / [Ortho Season-Long Grass & Weed Killer] /

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[Ortho Season-Long Max grass & Weed Killer]. It kills weeds and grasses [you see] and prevents new [growth for up to 1 year] / [ones from growing for an entire season].

- ◆ Kills the Toughest Lawn Weeds!
- ◆ Ortho & Your Environment – Your yard is a place for family and pets to enjoy. That's why Ortho products are designed with care to provide effective solutions to weed problems. For best results, please follow instructions for appropriate usage, storage and disposal.
- ◆ HOW IT WORKS: Ortho Weed-B-Gon for Southern Lawns Concentrate specifically targets weeds, killing them while leaving the grass unharmed – guaranteed. It's Rain-Proof in two hours, so the weed killing power won't wash away!
- ◆ No Measuring, No Mess Weed-B-Gon Max Concentrate Singles makes using concentrates easier than ever. No more measuring and no more mess. Mix each pre-measured bottle with one gallon of water to deliver consistent results that kill even the toughest weeds down to the root. And its formula won't harm your lawn – guaranteed.
- ◆ Pre-measured concentrate bottles
- ◆ Perfect for Tank Sprayers
- ◆ 1 Bottle [equals] [=] [makes] 1 Gallon
- ◆ Visit www.ortho.com for complete Spanish translation

LABEL SUBSET A (To be used for private label)

BRANDNAME [logo]

WEEDS CONTROLLED: Annual Aster, Bedstraw, Beggarweed, Bindweed, Bittercress, Black Medic, Brassbuttons, Broadleaf Plantain, Buckhorn, Bull Thistle, Burdock, Bur Clover, Burweed, Buttercup, Buttonweed, Carolina Geranium, Carpetweed, Catsear, Chicory, Chickweed, Cinquefoil, Clover, Cocklebur, Common Chickweed, Cudweed, Curly Dock, Dandelion, Dock, English Daisy, False Dandelion, Florida Pusley, Galinsoga, Geranium, Ground Ivy, Hairy Fleabane, Hawkweed, Healall, Henbit, Knawel, Knotweed, Lambsquarters, Lespedeza, Mallow, Matchweed, Morningglory, Mouseear Chickweed, Musk Thistle, Mustard, Narrowleaf Plantain, Oxalis, Pennsylvania Smartweed, Pennywort (Creeping Charlie), Peppergrass, Pigweed, Piney Woods Bedstraw, Plantain, Poison Ivy, Poison Oak, Prickly Lettuce, Prostrate Spurge, Puncture Vine, Purslane, Ragweed, Red Clover, Red Henbit, Scarlet Pimpernel, Sheep Sorrel, Shepherdspurge, Sowthistle, Speedwell, Spotted Spurge, Spurge, Tansy Mustard, Thistle, Velvetleaf, White Clover, Wild Carrot, Wild Garlic, Wild Lettuce, Wild Onion, Wild Strawberry, Yarrow & other broadleaf weeds

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Application Restrictions: Do not apply this product in a way that will contact any person or pet, either directly or through drift.

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Keep people and pets out of the area during application.

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

Do not apply as a fine mist because of potential injury to desirable plants.

Do not apply directly to or near water, storm drains, gutters, sewers, or drainage ditches. Do not apply within 25 feet of rivers, fish ponds, lakes, streams, reservoirs, marshes, estuaries, bays and oceans. Do not apply when windy. To prevent product run-off, do not over water the treated areas(s) to the point of runoff or apply when raining or when rain is expected that day. Rinse applicator over lawn or garden area only.

The maximum application rate is 5 fl oz of product per 1,000 sq ft per application (0.37 lb 2,4-D acid equivalent per acre per application). The maximum number of broadcast applications is limited to 2 per year. The maximum season rate is 10 fl oz of product per 1,000 sq ft per application (0.74 lb 2,4-D acid equivalent per acre per application).

Personal Hygiene Statements: After using this product, rinse gloves before removing, remove clothing and launder separately before reuse, and promptly and thoroughly wash hands and exposed skin with soap and water. Remove saturated clothing as soon as possible and shower.

MIXING INSTRUCTIONS

Bentgrass, Buffalograss, Centipedegrass & St. Augustinegrass (EXCEPT Floratam). Do not use on Floratam or other improved varieties of St. Augustinegrass. Do not apply to St. Augustinegrass or centipedegrass emerging from winter dormancy.

Amount to Use: 1 fl oz (2 Tbs) per gallon of water for each 400 sq ft

When using Ortho® Dial 'n Spray®: Set dial to 1 oz. Add 2-1/2 fl oz (5 Tbs) to sprayer jar. DO NOT add water. Spray evenly over 1,000 sq ft until jar is empty.

Bahiagrass, Bermudagrass, Fescues, Kentucky Bluegrass, Perennial Ryegrass & Zoysiagrass

Amount to Use: 2 fl oz (4 Tbs) per gallon of water for each 400 sq ft

When using Ortho® Dial 'n Spray®: Set dial to 2 oz. Add 5 fl oz (10 Tbs) to sprayer jar. DO NOT add water. Spray evenly over 1,000 sq ft until jar is empty.

1 Tablespoon (Tbs) = 3 teaspoons (tsp)

1 fl oz = 2 Tbs

HOW TO USE

To treat entire lawn (broadcast application): Use a tank or hose-end sprayer. Measure lawn. Calculate square feet by multiplying length times width. Spray evenly over measured area.

To spot treat individual weeds in lawns: Use a tank sprayer.

WHEN TO MOW

Do not mow for 1 to 2 days after application.

WHEN TO WATER

If soil is dry, water 1 to 2 days before application.

WHEN TO USE

- Spray when weeds are small and actively growing
- Spray when temperature is below 90°F
- Spray when air is calm to avoid spray drift onto landscape plants as contact with foliage may injure flowers, shrubs, trees and other desirable plants
- Reapplication can be made in 2 to 3 weeks if necessary.
- Newly seeded lawn can be sprayed after first mowing.
- Bare spots can be planted with grass seed 1 week after application.

IMPORTANT

If an ornamental shrub or tree is in the lawn, keep spray off foliage and exposed roots.

St. Augustinegrass, Centipedegrass or Bermudagrass lawns may have delayed green-up if this product is used when lawns are emerging from dormancy or when temperature drops below 45° F within 72 hours of application. Do not spray Carpetgrass, Dichondra or desirable clovers. Do not use on or around fruits, vegetables or flowers. The maximum number of broadcast applications per treatment site is 2 per year. Do not exceed specified dosages for any area.