



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 19, 2019

Chris Zemanek
Sr. Analyst, Registration
The Scotts Company d/b/a/ The Ortho Group
P.O. Box 190
Marysville, OH 43040

Subject: Label Amendment – Addition of marketing claims and ABNs
Product Name: Ortho Insecticide Granule
EPA Registration Number: 239-2701
Application Date: 4-Feb-2019
Decision Number: 548521

Dear Mr. Zemanek:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

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.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance

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with FIFRA section 6. If you have any questions, please contact Matthew Aubuchon by phone at 703 347-0477, or via email at Aubuchon.Matthew@epa.gov.

Sincerely,



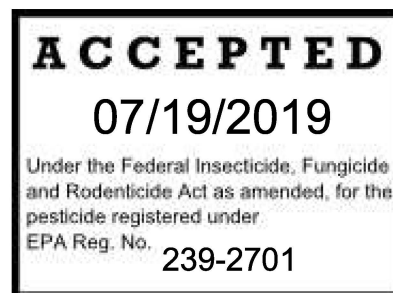
Catherine Aubee, Chief
Invertebrate-Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

Ortho Insecticide Granule

Alternate Brand Names:

- Ortho Bug & Grub Destroyer
- Ortho BugClear with Grub Killer



[ICON] For Residential Lawns, Landscaped areas, and Ornamental & Flower Garden use only. Not for use in commercial nurseries or greenhouses, or on grass grown for seed, or on golf courses and sod farms.

ACTIVE INGREDIENTS:

Chlorantraniliprole: 3-Bromo-N-[4-chloro-2-methyl-6-[(methylamino)carbonyl]phenyl]-1-(3-chloro-2-pyridinyl)-1H-pyrazole-5-carboxamide.....	0.060%
Bifenthrin*	0.115%
OTHER INGREDIENTS	99.825%
Total	100.000%

*Cis isomers 97% minimum, trans isomers 3% maximum.

[Product is covered by one or more of the following patents:

U.S. Patent No. 4,742,060, 5,783,203 and 4,238,505. Other patents pending]

[No Sale, Sale Into, Distribution and/or Use In Nassau, Suffolk, Kings and Queens Counties of New York State.]

Net Weight: 20 lbs (9.1 kg)

[May contain peanut byproducts]

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back panel for additional precautionary statements [and directions for use].

Any or all listed bugs may be represented graphically on Final Printed Labeling

PRECAUTIONARY STATEMENTS [icon]

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

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.

FIRST AID [icon]	
IF IN EYES	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, and then continue rinsing.• Call a poison control center or doctor for treatment advice.
For Medical Emergencies Call 24 Hours a Day 1-800-xxx-xxxx	
Have the product container or label with you when calling poison control center or doctor or going for treatment.	

ENVIRONMENTAL HAZARDS

This product is toxic to wildlife and highly toxic to fish and aquatic invertebrates, including oysters and shrimp. 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. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help to prevent run off to water bodies or drainage systems. This product is toxic to bees exposed to direct treatment or residues on blooming crops or weeds. Do not apply this product or allow it to drift to blooming crops or weeds if bees are visiting the treatment area.

DIRECTIONS FOR USE

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

[In New York State, this product may NOT be applied to any grass or turf area [lawns] within 100 feet of a water body (lake, pond, river, stream, wetland, or drainage ditch).]

PRODUCT FACTS	
INSECTS CONTROLLED	<p>Use Ortho Insecticide Granule to kill and control: Fleas</p> <p>Use Ortho Insecticide Granule to kill and provide [3-month] control of:</p> <p>Surface Insects: Fire Ants, Ants (including Red Harvester, Pavement, Odorous, Pyramid, Argentine, Black Turf, White-footed Ant, Crazy Ant, Little Black Ant, Small Honey Ant, Black Turf Ant, Lawn Ant, Cornfield Ant, Ghost Ant, Thief Ant, Acrobat Ant, Citronella Ant, Big-headed Ant, Allegheny Mound Ant), American Dog Ticks, Armyworms (including Lawn Armyworm, Fall Armyworm), Billbugs (including Bluegrass Billbug, Hunting Billbug), Black Turfgrass Ataenius adults, Bristletail, Centipedes, Chiggers, Chinch Bugs, Crickets (including House Cricket, Common Short-tailed Cricket, Indies Short-tailed Cricket, Arizona Cricket, Tropical Cricket, Variable Field Cricket, Fall Field Cricket, Southeastern Field Cricket, Texas Field Cricket, Spring Field Cricket, Northern Wood Cricket, Western Striped Cricket, Eastern Striped Cricket, Sand Field Cricket, Vocal Field Cricket, Southern Wood Cricket), Cutworms (including Black Cutworm, Bronzed Cutworm, Granulate Cutworm, Variegated Cutworm), Dichondra Flea Beetle, Earwigs, European Crane Fly Larvae, Fiery Skipper, Firebrat, Frit Fly, Grasshoppers, Greenbug, Ground Beetle, Ground Pearl, Ladybeetles (including Convergent Ladybeetle, Seven-spotted Ladybeetle, Two-spotted Ladybeetle, Thirteen-spotted Ladybeetle, Twice-stabbed Ladybeetle, Asian Ladybeetle, Mealybug Ladybird), Leafhoppers, Lucerne Moth, Mealybugs, Millipedes, Mole Crickets (including Tawny Mole Cricket, Southern Mole Cricket, Short-Winged Mole Cricket), Pillbugs, Arizona Stripetail Scorpion, Southern Unstriped Scorpion, Lesser Stripetail Scorpion, Yellow Ground Scorpion, California Common Scorpion, Northern Scorpion, Eastern Sand Scorpion, Seed Maggots, Sowbugs, Spiders excluding black widow, brown recluse and hobo (including Marbled Cellar Spider, Longbodied Cellar Spider, Shortbodied Cellar Spider, Thinlegged Wolf Spider, Burrowing Wolf Spider, Pirate Wolf Spider), Springtails, Striped Grassworm, Ticks (including Brown Dog Tick and ticks that may transmit Lyme Disease), Two-lined Spittle Bugs, Webworms (including Sod Webworm, Grass Webworm, Tropical Sod Webworm), Weevils (including Hyperodes and Bluegrass) and Wireworms.</p> <p>Subsurface Insects: White Grubs (including larvae of): Japanese Beetles, Asiatic Garden Beetles, Black turfgrass ataenius, Aphodius spp., European chafers, Green June beetles, May/June beetles, Northern masked chafers, Oriental beetles, Southern masked chafers, Caterpillars (Armyworms, Cutworms and Sod Webworms), Billbug grubs, Crane fly larvae.</p>

<p>WHERE TO APPLY/USE</p>	<p>Lawns, Landscapes, Ornamental & Flower Gardens, and Around Home Foundations</p> <p>DO NOT use in vegetable gardens.</p>
<p>WHEN TO APPLY/USE</p>	<p>Apply early/proactively [in the Spring to late Summer] to prevent and resolve/stop infestation. [Works best when applied before grubs hatch.]</p> <p>[For extended surface [feeder/feeding] insect control [in/into the Fall], follow-up your Spring/Summer treatment with Ortho® Bug B Gon® MAX® Insect Killer for Lawns.]</p> <p>DO NOT apply Ortho Insecticide Granule/this product when turf areas are waterlogged. The product may not work effectively under these conditions.</p>
<p>HOW TO APPLY/USE</p>	<p>For best results, thoroughly water treated area immediately after application.</p> <p>On Lawns: [illustration]</p> <ul style="list-style-type: none"> • Using a spreader designed for application of granular materials, uniformly apply product. (see spreader settings chart). A 20 lb bag will treat up to 5,000 sq ft. • [For 3-month control,] apply 4 lbs of product for every 1,000 sq ft. Re- apply after 3-months if necessary. Do not exceed 2 applications per year. [This product can only be applied one time per year in New York.] <p>On Landscapes, and Ornamental & Flower Gardens: [illustration]</p> <ul style="list-style-type: none"> • Apply 2 lb evenly over each 500 sq ft area using a hand held spreader. • Product can be applied just before planting or after plants emerge.
<p>PEOPLE & PETS [icon]</p>	<p>People and pets can enjoy the yard/lawn/area once product has been watered in and allowed to dry.</p> <p>OR</p> <p>People and pets may re-enter treated areas after product has been watered in and allowed to dry.</p>

RESTRICTIONS

- Do not make more than 2 /1* application[s] per year. Do not apply more than 175lb of product per acre per application to residential use sites (i.e. around private homes, apartment buildings, condominiums, non-agricultural out buildings, non-commercial greenhouses, pre-schools or day care facilities.)
- Avoid Run-off or puddling of irrigation water following application.
- Do not apply Ortho Insecticide Granule to areas which are waterlogged or saturated. Doing so will not allow penetration into the root zone of the plant.

****Note to PM: 1 application per year applies products sold in New York.***

SPREADER [APPLICATION] TIPS

Spreader settings are approximate. You may need to adjust for proper coverage. Apply header strips, then apply product in the longest direction of lawn. For best results, use a Scotts® spreader.

[Illustrations to correspond with application tips]

Spreader	Spreader Settings Covers 5000 sq ft	Directions
Drop Spreader Scotts® AccuGreen® / Spreader Names	X	Overlap wheel marks to ensure uniform coverage.
Scotts EasyGreen® Rotary Spreader / Spreader Names	X	Make each pass about 30 inches from the previous one.
Broadcast/Rotary Spreaders Scotts® Basic™, Standard™, Deluxe™, EdgeGuard®, Lawn Pro™, or SpeedyGreen® / Spreader Names	X	Make each pass about five feet from the previous one.

[When using other spreaders, calibrate the spreader settings based on the manufacturer's recommendations.]

Note to PM: Actual spreader settings will be added to final label and additional spreader settings may be added, consistent with labeled use rates.

STORAGE AND DISPOSAL [icon]

PESTICIDE STORAGE: Keep out of reach of children and animals. Store in original containers only. Store in a cool, dry place to avoid excess heat. For bags after partial use, reseal opened bag by folding top down and securing.

PESTICIDE and CONTAINER DISPOSAL: **If empty:** Non-refillable bag. Do not reuse or refill bag. Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency. Never place unused product down any indoor or outdoor drain.

[ORTHO AND YOUR ENVIRONMENT

Your home and yard are places for family and pets to enjoy. That's why Ortho® products are designed with care to provide effective solutions to insect problems inside and outside your home. For best results and a healthy environment, please follow instructions for appropriate usage, storage and disposal.]

NOTICE: To the extent consistent with applicable law, buyer assumes all risks of use, storage or handling of this product not in accordance with directions

†THE ORTHO GUARANTEE

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

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

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Sold By: The Ortho Group
PO Box 190, Marysville, OH 43040

EPA Reg. No. 239-2701
EPA Est. 239-OH-001
[Superscript is first letter of lot number]

[Made in USA]

Questions, Comments or Medical Information
1-800-225-2883 [icon] <http://www.ortho.com>[icon]

Optional Marketing Claims

Note to PM: the term insects can be interchanged with any and all instances of bugs, pests and vice versa.

Note to PM: the word "and" can be interchanged with "&" in all instances and vice versa.

Note to PM: the word "plus" can be interchanged with "+" in all instances and vice versa.

Note to PM: Claims containing Now/New may appear on any label panel for 6 months following commercial introduction

[3-Month] Grub Control

White grubs can cause extensive damage to turf by feeding on grass roots. Affected turf turns yellow, then brown, and is easily pulled up in pieces with your hands.

One Application Stops Grubs [for 3 Months]!

Ortho Insecticide Granule works best when applied before grubs hatch. The active ingredient will remain in the root zone of the turf until the eggs of grubs hatch. Newly hatched grubs are highly susceptible to Ortho Insecticide Granule and are killed before they become large enough to cause turf damage.

Ortho Insecticide Granule prevents turf damage by killing grubs when they are newly hatched, before they can cause damage.

Protecting your lawn from damaging insects has never been easier!

Just one application of Ortho Insecticide Granule will protect your lawn for 3 months, both above and below the soil surface. The formula kills invading surface insects like ants (except carpenter & pharaoh ants), fleas and ticks, plus damaging subsurface insects like grubs and European crane fly larvae.

Coverage:

1. 20 lb bag treats / covers 5,000 sq ft [of lawn]
2. Treats [up to] 5,000 sq ft.

Speed Claims:

3. Kills in 24 hours
4. Kills in hours
5. Kills overnight
6. Fast acting [formula]
7. Fast acting against listed lawn insects
8. Fast-acting and long-lasting
9. Starts killing/to kill listed lawn bugs/insects* *after watering in
10. Starts working/to work immediately* *after watering in
11. Kills by Contact [above and below the ground/surface]
12. Stops [lawn] damage in 1/one hour
13. Stops grub damage in 1/one hour
14. Stops grubs [from feeding] in 1/one hour
15. Guaranteed†: Kills 100+ listed insects by contact
16. Guaranteed†: Kills 100+ listed insects [with one application]
17. Kill 100+ Listed Insects - the first time, every time - Guaranteed†
18. 1 Hour to Stop Grubs
19. 1 Hour to Stop Lawn Damage

Residual Claims:

20. Long Lasting! [up to] 3 month control [guaranteed†]
21. Kills listed insects by contact [keeps on killing] for [up to] 3 months
22. Kill[s] [and prevents] 100+ listed insects [for 3 months]
23. Destroys/Kills (*insert any listed insect(s) from label*) [for up to 3 months]
24. Keeps [on] killing for [up to] 3 months
25. One (1) application kills/controls listed [lawn damaging] insects/bugs/pests for up to 3 months
26. One (1) application provides up to 3-month control
27. Apply Once to Kill and Prevent [for up to 3 months]
28. 3-Month Control
29. Provides 3-month soil/lawn control/defense/protection
30. Controls/Kills grubs for up to 3 months [90 days]
31. [Works two (2) ways] [Dual-Action] Kills/Controls/Stops listed insects [above & below ground] [above ground and below] [above & below the surface] [for up to 3 months] [guaranteed†]
32. 3-Month grub control
33. Apply once and you're done [for 3 months]
34. [up to] 3 months of Control/Defense/Protection above & below ground
35. Works two ways: (1) Kills [by contact] [and] (2) Keeps killing for 3 months
36. Works two (2) ways: (1) Starts working immediately, (2) Keeps working for 3 months
37. Kill(s) 100+ listed insects
38. Kill(s) 100+ listed insects for 3 months
39. Powerful protection against Bugs*, even grubs [for up to 3 months]
40. Extended 3 month control
41. Season long** [insect] [any insect from the list] Control
42. Season long** control of 100+ listed insects
43. Season long** control of 100+ listed insects including (*insert any listed insect(s) from label*)
44. One treatment/application prevents/controls 100+ listed insects all season long/for up to 3 months.
45. [Got grubs?] One treatment/application prevents/controls grub problems all season long/for up to 3 months.
46. Apply once to prevent/control 100+ listed insects all season long/for up to 3 months.
47. [Got grubs?] Apply once to prevent/control grub problems all season long/for up to 3 months.
48. Delivers performance: Kills grubs [all season long/for up to 3 months]
49. Delivers performance: Prevents grub damage [all season long/for up to 3 months]
50. The easy way to kill 100+ listed insects/kill grubs/prevent grub damage/problems [all season long/for up to 3 months]
51. Create[s] a/an [invisible] Bug Barrier
52. Creates a barrier to keep insects* from coming in through [your] neighbor's yard
53. Creates a barrier to keep /insects* out of your yard/lawn/home/property
54. Creates a 3 Month Bug* Barrier

*Refer to booklet/back panel for [complete] insect lists

**Refer to booklet/back panel for 3 month controlled insects

Sub-Surface Claims:

55. Controls/Kills above [and/&] below the [lawn('s)] surface
56. [guaranteed†] Above [ground] & Below [ground] Control/Defense/Protection
57. Kills listed [above surface/lawn/ground] insects/bugs
58. Kills listed [below surface/lawn/ground] insects/bugs
59. Kills listed insects in/and under the lawn
60. Prevents turf damage by killing grubs before they destroy your lawn

61. With/Plus [the power of Scotts] GrubEx
62. [Now] with the power of [Scotts] GrubEx
63. [Scotts] GrubEx soil/lawn protection
64. With/Plus GrubEx [subsurface insect] control
65. Dual Action formula: 1. Ortho MAX surface insect/bug control, 2. [Scotts] GrubEx Soil/Lawn Protection
66. Defends against grubs [[plus] [to] help[s] turf recover]
67. [Helps] Prevent/Stop[s] root damage/destructive grubs for a healthier/stronger lawn
68. Kills/controls/prevents/stops grubs and/to strengthen[s] your lawn
69. Kills/controls/prevents/stops grubs so the lawn can repair itself
70. Penetrates deep [in the soil] to kill lawn [damaging] grubs
71. Protect[s]/revitalize[s]/regenerate [s]/renew[s]/rejuvenate[s]/refresh[es] your lawn by killing [lawn damaging] grubs
72. The active ingredient in [product name] will remain in the root zone of the turf until the grub eggs hatch. Young, newly hatched grubs are very susceptible to [product name] and are killed before they become large enough to cause turf damage.
73. Kill[s] the Bugs you See and the Grubs you Don't
74. 2-in-1/ Dual Action [Kill(s) [surface insects] and [sub-surface insects] [Above & Below]]
75. 2-in-1/Dual Action
76. 2-in-1/ Dual Action Kill[s] and Prevent[s] [Above & Below]
77. [2-in-1] [Formula] Lawn/Surface Insect Killer plus/and Grub Killer
78. Two Products in One [bag]
79. Two Benefits in One [bag]
80. 2-in-1 Formula [Insect [Control] and/plus Grub Control]
81. [Conveniently] Treat Two Insect problems at Once [Above and Below]
82. 2-in-1/ Dual Action [[kills] Above & Below]
83. 2-in-1/ Dual Action [Surface and/plus Soil Insects]
84. All-in-One [Insect Killer]
85. Kill[s] Insects Above and below the ground [even Grubs]
86. Dual Action [formula]: Kills and Prevents/Controls
87. Kill[s] [white] Grubs
88. Stop/Kill/Destroy[s] Grubs [before they damage your lawn]
89. Kill[s] / Control[s] / Prevent[s] / Stop[s]grubs before they become beetles
90. Kill[s] / Control[s] / Prevent[s] / Stop[s] grubs so the lawn can repair itself
91. Stop[s] grub[s] [problems] before they start
92. Cure[s] your grub problems
93. Protect/Guard your lawn [from grub damage]
94. Kills late instar grubs
95. [2 bags in 1] Lawn/Surface Insect Killer plus/and Grub Killer
96. All-in-One Insect Killer
97. 3 [Benefits] in 1 [Bag] Kills Lawn/Surface Insects plus/and Kills Grubs plus/and Prevents for 3 Months
98. All in One Bag Kill & Prevent: Lawn/Surface Insect Killer plus/and [Mature] Grub Killer plus/and 3 Month Prevention [Above & Below]
99. Kills insects above and below ground [even grubs]
100. [Multi-purpose] lawn/surface insect and grub control
101. [One application] kills 100+ listed insects [on contact]
102. Kills 100+ listed insects [on contact] [with one application]
103. Kills Lawn [Insects] and Soil Insects
104. Kills Lawn Insects and Grubs
105. Kills any size grubs
106. Kills lawn damaging grubs
107. Bug plus/and Grub Killer

- 108. Long lasting grub control guaranteed [all season long -] for up to 3 months
- 109. Kill Grubs Before they Damage Your Lawn
- 110. Prevent Turf Damage [with Insert product name]
- 111. Apply/Works anytime spring through late summer
- 112. Apply/Works between spring and late summer
- 113. [Apply/Works] Spring to [late] Summer
- 114. Kill[s] / Control[s] / Prevent[s] / Stop[s] lawn damaging insects
- 115. Protect[s] your lawn from [lawn damaging] [bugs] [and] grubs
- 116. Invest in your lawn. Protect it from [lawn damaging] insects/bugs [and] [grubs]
- 117. You've worked hard for this lawn. Save/Protect it from [lawn damaging] insects/bugs [and] [grubs]

[GRAPHIC - Note to PM: this will be a picture of lawn damaged by insects] - UNTREATED / BEFORE / Insect/Grub Infested Turf

[GRAPHIC - Note to PM: this will be a picture of lawn treated with Bug Destroyer] - TREATED / AFTER / Lawn Protected by Bug Destroyer

Specific Insect Claims: *Note to reviewer: Full insect list will appear on the label*

- 118. Kills [1,2,3... 103] listed insects [by contact]
- 119. Kills listed lawn-damaging insects
- 120. Kills listed lawn insects [for up to 3 months]
- 121. Controls chinch bugs, sod webworms (lawn moth), fleas, ticks (including ticks that may transmit Lyme Disease), and other lawn pests listed on the back
- 122. Kills European Crane Fly Larvae
- 123. Kills [lawn damaging] Grubs
- 124. Kills listed [surface and subsurface] insects with a single application
- 125. One application kills grubs before they damage your lawn
- 126. Kills/controls/ prevents/stops grubs now and prevents them for up to 3 months
- 127. Kills/Suppresses (*insert any listed insect*)
- 128. Use in landscape beds to protect shrubs/ornamentals/flowers/ [and] ground cover from (*insert any listed insect*)
- 129. Kills surface insects by contact
- 130. Tough on bugs*, Easy to Use
- 131. Tough on (insert any insect from list), Easy to Use
- 132. Lawn protection [against / from] (insert any listed insect)
- 133. Kills 100+ Listed Insects [even grubs]

*Refer to booklet/back panel for [complete] insect lists

Usage Site Claims:

- 134. Use on residential lawns, home perimeters, ornamental & flower gardens
- 135. Use around outside of homes, porches, and/& patios
- 136. For use on lawns, ornamentals, home perimeter/foundation and flower beds/gardens

Other Claims:

- 137. Easy to Use
- 138. Odor-Free
- 139. Easy to apply
- 140. Not harmful to lawn grasses
- 141. Won't harm lawns
- 142. Guaranteed†

143. Guaranteed results†
144. Guaranteed kill or your money back†
145. Dual Action formula
146. Formulated for lawns [and landscapes]
147. New [Formula] (to be used for six months after commercial introduction)
148. Protects [Defends] your lawn from top to bottom
149. Apply anytime spring through late Summer
150. Apply both in spring and summer
151. Apply early April to late August
152. From the experts at Ortho
153. Defend What's Yours™ [for up to 3 months]
154. Trusted/Proven [insert Brand name] results
155. Works - the first time, every time - Guaranteed†
156. Kills/Destroys Bugs*/[any listed insect], Not the Lawn
157. Take Control of Your Yard with [Brand]
158. Look out bugs*, [Brand] is coming after you too
159. Look out (any insect on the list), [Brand] is coming after you too
160. Draw the Line on bugs* [with Brand]
161. Draw the Line on (any insect from the list) [with Brand]
162. [Brand], The better way to fight bugs* [in your lawn]
163. Kill Bugs* with the power of [Brand]
164. Kill (any insect from the list) with the power of [Brand]
165. From the Experts at [Brand]
166. Protect What's Yours with [Brand]
167. Bring Back the Life to Your Yard
168. Protect your Lawn with [Sub Registrant]
169. Prevent Turf Damage [with Sub Registrant]
170. Stop/Prevent Skunk/Mole/Armadillo/Raccoon problems caused by grubs in your lawn with [Sub Registrant].
171. [Have a] skunk/mole/armadillo/raccoon problem? It might be grubs/bugs. [Prevent turf damage with][Sub Registrant]
172. Enjoy what's yours [Bug Free]
173. Part of the [sub registrant] Destroyer Family of Products
174. Kill more by using with [sub registrant]
175. The [sub registrant] [Summer] Destroyer Program/Plan
176. Won't Harm the Lawn
177. Helps prevent root damage caused by insects/grubs for a healthier / stronger lawn
178. Prevents lawn damage for a healthier / stronger lawn
179. Dead Insects* Guaranteed†
180. Works the first time every time - Guaranteed†
181. Satisfaction Guaranteed†
182. [Get][Insert Brand name], Part of the [Insert Brand name] Family of Products
183. Got [tough] Bugs*? Get [Insert Brand name]
184. Say Goodbye to Bugs*/[any listed insect on the label]
185. Get Tough on Bugs with [Insert Brand name]
186. From the Experts at [Insert Brand name]
187. Enjoy What's Yours
188. No Bugs*, No problem[s]
189. Kills [lawn] insects that are annoying to children/people/pets
190. Kill and Prevent [listed insects/insert any insect from list] [to Save you Time]
191. Outsmart/Kill/Prevent Bugs* the First Time* [with confidence]
192. Kill [Bugs*] with Confidence
193. Outsmart Bugs* [with Insert Brand name]

- 194. Outsmart [Insert any insect from the list].
- 195. [Fix/Prevent with][Insert Brand name]

*Refer to booklet/back panel for [complete] insect lists

Promotional Offering Options

- 196. Great Value- 2 [products] in 1 [bag]
- 197. Great/Best Value - 2 [products] in 1
- 198. Bonus [Size/Pack/Pak]
- 199. [Insert value]% Free [More][than X] qualify
- 200. [Insert value]% More value size [than X] qualify
- 201. Club [Pack/Pak]
- 202. Combo [Pack/Pak]
- 203. New! (The following claim may appear on any label panel for 6 months following commercial introduction.)
- 204. New and Improved! (The following claim may appear on any label panel for 6 months following commercial introduction)
- 205. New! Larger Size [covers up to [insert value] sq ft] (if a new size is introduced)
- 206. NOW! (The following claim may appear on any label panel for 6 months following commercial introduction)
- 207. Value [size/sized]
- 208. [Insert Dollar Amount] Rebate
- 209. A [Insert dollar amount] value Free [insert description] with this purchase [insert brand name][insert container size]
- 210. Free [insert brand name][insert amount][value]
- 211. Free Sample
- 212. Great Value
- 213. Twin [pack/pak]
- 214. Bundle Pack
- 215. [Insert number] Bottles [Included]
- 216. Value [pack/pak]
- 217. A [Insert dollar amount] value
- 218. Free [insert description] with this purchase [insert brand name][insert container size]