



**OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION**

WASHINGTON, D.C. 20460

May 6, 2024

Christopher Zemanek  
Regulatory Principal, Regulatory Affairs  
The Scotts Company d/b/a The Ortho Group  
P. O. Box 190  
Marysville, OH 43040

Subject: Label Amendment – Add spotted lantern fly, minor label changes, ID label changes, and add ABN  
Product Name: Ortho Bug B Gon/Home Defense-RTS/Concentrate  
EPA Registration Number: 239-2718  
Application Dates: 5/26/2022, 2/19/2021  
Case Numbers: 481245, 480689

Dear Mr. Zemanek:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), 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.

The Agency, in accordance with the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, has completed reviewing all of the information submitted with your application to support the Registration Review of the above referenced product in connection with the Bifenthrin and Zeta-cypermethrin Interim Decisions, and has concluded that your submission is acceptable.

The alternate brand name, ***“Ortho Orthene Fire Ant Killer Lawn & Landscape Broadcast Ready-To-Spray”*** has been added to the product record.

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 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) lists 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 with FIFRA section 6.

If you have any questions, you may contact Hester Dingle at 202-566-2596 or via email at [dingle.hester@epa.gov](mailto:dingle.hester@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Campbell", written in a cursive style.

Scott Campbell, Acting Product Manager 03  
Invertebrate and Vertebrate Branch I  
Registration Division (7505T)  
Office of Pesticide Programs

Enclosure

**NOTE:**

EPA Reg. No. 239-2718

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# Ortho Bug B Gon/Home Defense–RTS/Concentrate

FOR OUTDOOR USE ONLY

Active Ingredient:	By Wt.
Bifenthrin <sup>1</sup>	0.300%
Zeta-Cypermethrin <sup>2</sup>	0.075%
Other Ingredients:	99.625%
Total:	100.000%

<sup>1</sup> Cis isomers 97% min, trans isomers 3% max<sup>2</sup> Cis/trans ratio: Max. 75% (±) cis and min. 25% (±) trans

[This product contains 0.025 lb/gal of Bifenthrin and 0.006 lb/gal of Zeta-Cypermethrin.]

[U.S. Patent No. 4,238,505/X.]

[Other U.S. Patents Pending]

**ACCEPTED****05/06/2024**Under the Federal Insecticide, Fungicide  
and Rodenticide Act as amended, for the  
pesticide registered under

EPA Reg. No. 239-2718

**KEEP OUT OF REACH OF CHILDREN****CAUTION**

See back panel/ [booklet] for additional precautionary statements

**Net Contents** xx fl oz / gal (ml/L)**Alternate Brand Names:**Ortho® Lawn & Garden Insect Killer Ready-to-Spray<sub>1</sub>Ortho® Lawn & Garden Insect Killer Concentrate<sub>1</sub>

Ortho® Insect Killer for Lawns &amp; Gardens Ready-to-Spray

Ortho® Bug B Gon Insect Killer for Lawns & Gardens Concentrate<sub>1</sub>Ortho® Bug B Gon Insect Killer for Lawns & Gardens Ready-to-Spray<sub>1</sub>

Ortho® Insect Killer for Lawns &amp; Gardens Concentrate

Ortho® Bug B Gon Outdoor Insect Killer Concentrate

Ortho® Bug B Gon Outdoor Insect Killer Ready to Spray

Ortho® Bug B Gon Lawn &amp; Garden Insect Killer Concentrate

Ortho® Bug B Gon Lawn &amp; Garden Insect Killer Ready-to-Spray

Ortho® Outdoor Insect Killer Concentrate

Ortho® Outdoor Insect Killer Ready-to-Spray

Ortho® Bug B Gon Insect Killer for Outdoors Concentrate

Ortho® Bug B Gon Insect Killer for Outdoors Ready-to-Spray

Ortho® Insect Killer for Outdoors Concentrate

Ortho® Insect Killer for Outdoors Ready-to-Spray

Ortho® Home Defense Insect Killer for Lawn &amp; Landscape Ready-to-Spray

Ortho® Home Defense Insect Killer for Lawn &amp; Landscape Concentrate

Ortho® Home Defense Lawn &amp; Landscape Insect Killer Ready-to-Spray

Ortho® Home Defense Lawn &amp; Landscape Insect Killer Concentrate

Ortho® Home Defense Backyard Mosquito &amp; Bug Killer Ready-to-Spray

Ortho® Home Defense Backyard Mosquito &amp; Bug Killer Concentrate

Ortho BugClear Insect Killer for Lawns &amp; Landscapes Ready-To-Spray

Ortho BugClear Insect Killer for Lawns &amp; Landscapes Concentrate

Ortho Bug B-Gon Lawn &amp; Landscape Insect Killer Ready-to-Spray

Ortho Bug B-Gon Lawn &amp; Landscape Insect Killer Concentrate

Ortho Orthene Fire Ant Killer Lawn &amp; Landscape Broadcast Ready-To-Spray

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**Note to PM: If any of these ABNS below are used –with “Home and Ranch”, the restriction “Do not allow animals to graze on treated areas.” will be included on the fpl-see Directions for Use for placement**

Ortho® Bug B Gon Home & Ranch Insect Killer for Lawns &/and Gardens Concentrate<sub>1</sub>

Ortho® Bug B Gon Insect Killer for Home & Ranch Concentrate<sub>1</sub>

Ortho® Home & Ranch Insect Killer for Lawns &/and Gardens Concentrate<sub>1</sub>

Ortho® Insect Killer for Home & Ranch Concentrate<sub>1</sub>

**[KEEP OUT OF REACH OF CHILDREN]**

**NOTE to PM: Chart format is optional; content may be formatted without boxes.**

<b>FIRST AID</b>	
<b>If swallowed</b>	Call 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 the poison control center or doctor. Do not give anything by mouth to an unconscious person.
<b>If in eyes</b>	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.
<b>HOTLINE 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- 877-465-5161 for Emergency Assistance.	
<b>NOTE TO PHYSICIAN</b>	
Emergency Information call 1-877-465-5161.	

<b>PRECAUTIONARY STATEMENTS</b>
<b>Hazards to Humans &amp; Domestic Animals</b>
<b>CAUTION.</b> Harmful if swallowed. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wear: Long-sleeved shirt and long pants, socks, shoes, and waterproof gloves. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals.

<b>ENVIRONMENTAL HAZARDS</b>
This pesticide is extremely toxic to fish, aquatic invertebrates, 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. Rinsing application equipment over the treated area will help avoid run off to water bodies or drainage systems. Drift and run-off from treated areas may be hazardous to aquatic organisms in neighboring areas. Care should be used when spraying to avoid fish and reptile pets in/around ornamental ponds. This product is highly toxic to bees exposed to direct treatment of residues on blooming crops or weeds. Do not apply this product or allow to drift to blooming crops if bees are visiting the treatment area.
<b>PHYSICAL OR CHEMICAL HAZARDS</b>
Do not apply this product in or on electrical equipment due to the possibility of shock hazard.

**DIRECTIONS FOR USE**

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

**Note to PM: If ABNS for “Home and Ranch” are used, the additional restriction: “Do not allow animals to graze on treated areas” will appear here.”**

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**USE RESTRICTIONS**

All outdoor spray applications must be limited to spot or crack-and-crevice treatments only, except for the following permitted uses:

1. Application to pervious surfaces such as soil, lawn, turf, and other vegetation;
  2. Perimeter band treatments of 7 feet wide or less from the base of a man-made structure to pervious surfaces (e.g., soil, mulch, or lawn);
  3. Applications to underside of eaves, soffits, doors, or windows permanently protected from rainfall by a covering, overhang, awning, or other structure;
  4. Applications around potential exterior pest entry points into man-made structures such as doorways and windows, when limited to a band not to exceed one inch;
  5. Applications to vertical surfaces (such as the side of a man-made structure) directly above impervious surfaces (e.g., driveways, sidewalks, etc.), up to 2 feet above ground level;
  6. Applications to vertical surfaces directly above pervious surfaces (such as soil, lawn, turf, mulch or other vegetation) only if the pervious surface does not drain into ditches, storm drains, gutters, or surface waters.
- Spot treatments must not exceed two square feet in size (for example, 2 ft. by 1 ft. or 4 ft. by 0.5 ft.).
  - Do not apply directly to impervious horizontal surfaces such as sidewalks, driveways, and patios except as a spot or crack-and-crevice treatment.
  - Treat surfaces to ensure thorough coverage but avoid runoff.
  - To treat insects harbored in voids and cracks-and-crevices, applications must be made in such a manner to limit dripping and avoid runoff onto untreated structural surfaces and plants.
  - Do not make applications during rain. Avoid making applications when rainfall is expected before the product has sufficient time to dry (minimum 4 hours).
  - Rainfall within 24 hours after application may cause unintended runoff of pesticide application.
  - Do not apply or irrigate to the point of runoff.
  - Do not apply when the wind speed is greater than 15 mph.
  - Do not spray the product into fish pools, ponds, streams, or lakes. Do not apply directly to sewers or storm drains, or to any area like a drain or gutter where drainage to sewers, storm drains, water bodies, or aquatic habitat can occur.
  - For soil or foliar applications, do not apply by ground within 25 feet of lakes, reservoirs, rivers, permanent streams, marshes or natural ponds, estuaries and commercial fish farm ponds.
  - Do not allow the product to enter any drain during or after application.



Do not allow to enter indoor or outdoor drains. No permita la entrada a desagües internos o externos. Follow proper disposal procedures on this label. Siga las indicaciones del etiquetado para el desecho apropiado del producto.

**NOTE TO PM: For flexible packaging greater than 20 fl. oz. the following will appear on the label –**

Once empty, discard the empty pouch immediately into a secure trash receptacle that cannot be accessed by children.

Maximum application rate is 22.9 fl. oz. of product per 1000 sq. ft. per application or 32 fl. oz. of product per 1395 sq. ft. (0.2 lb. Bifenthrin & 0.05 lb Zeta-Cypermethrin per acre per application)

[1 Tablespoon (Tbs) = 3 teaspoons (tsp) 1 fl oz = 2 Tbs 4 fl oz = ½ cup]

[Food utensils such as spoons and measuring cups must not be used for food purposes after use with pesticides.]

**Shake Well**

<b>STORAGE &amp; DISPOSAL</b>	<b>PESTICIDE STORAGE:</b> Keep from freezing. To be stored in original container and placed in areas inaccessible to children. <b>PESTICIDE DISPOSAL AND CONTAINER HANDLING:</b> <b>If empty:</b> Nonrefillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available. <b>If partly filled:</b> Do not pour or dispose down-the-drain or sewer. Call your local solid waste agency for local disposal options.
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**NOTE TO PM: One or more of the following options may appear on FPL**

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**Option 1: Insect Killer****[OPTIONAL] Product Facts:****Kills Insects****[any or all of the following] [insects may or may not appear in table format]**

<b>Adelgids</b>	Eastern Sprucegall		
<b>Ants</b>	Acrobat Allegheny Mound Argentine Big Headed Carpenter Citronella Cornfield	Crazy Ghost Harvester Imported Fire Lasius Little Black Odorous House	Pavement Pharaoh/Sugar Pyramid Small Honey Thief White Footed
<b>Aphids</b>	Apple Black Cherry Black Pecan Buckhorn	Greenbug Pea Root Rose	Rosy Apple Walnut Yellow Pecan
<b>Bees</b>			
<b>Beetles &amp; Larvae</b>	Ambrosia Beetle Bean Leaf Billbugs ( Bluegrass & Hunting) Cucumber (Banded, Spotted & Striped) Black Turfgrass Ataenius Blister Brown Leaf Notcher Carpet Colorado Potato Corn Rootworm (Mexican, Northern, Southern, & Western) Curculio (Cow Pea & Plum)	Elm Leaf Flea (Black, Dichondra, & Sweetpotato) Ground Japanese Adult Ladybeetles (Asian, Convergent, Seven-Spotted, Thirteen-Spotted, & Twice- Stabbed) Mexican Bean Pine Chafer Pine Shoot Red Flour	Rose Chafer Sap Southern Corn Leaf Weevils (Annual Bluegrass, Black Vine, Blue Green Citrus Root, Carrot, Cranberry, Diaprepes Root, Little Leaf Notcher, Northern Pine, Orchard, Orchid, Pea Leaf, Pecan, Pepper, Pine Shoot, & Sweetpotato) Whitefringed
<b>Borers</b>	American Plum Common Stalk European Corn Hop Vine	Lesser Peachtree Peach Twig Peachtree Southern Corn	Southwestern Corn Squash Vine Stalk
<b>Boxelder Bug</b>			
<b>Bristletails</b>			
<b>Caterpillars</b>	Alfalfa Alfalfa Looper Armyworm (Beet, Fall, Southern, True, & Yellowstriped) Bagworms Banded Ash Clearwing Blueberry Spanworm Budworm Casebearers (Pecan Leaf & Pecan Nut) Celery Leaf-tier Corn Earworm (same as Tomato Fruitworm) Cross-Striped Cabbageworm	Cutworms (Black, Bronzed, Dingy, Granulate, Spotted, Variegated, & Western Bean) Fiery Skipper Filbertworm Fruitworms (Cranberry, Green, & Tomato) Green Cloverworm Hickory Shuckworm Imported Cabbageworm Loopers (Cabbage & Celery) Melonworm Navel Orangeworm Orange Tortrix	Painted Lady Pickleworm Pine Tip Moths (Nantucket, Pitch, Ponderosa, Southwestern, & Western) Rindworm Saltmarsh Striped Grassworm Tent Hornworms (Tobacco & Tomato) Tomato Pinworm Webworms (Fall, Mimosa, Oak, Sod, & Tropical Sod) Velvetbean
<b>Centipedes</b>			
<b>Chinch Bugs</b>	False	Hairy	Southern

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<b>Cockroaches</b>	American Asian	Brown Banded German	Smoky Brown
<b>Crickets</b>	Arizona Common Short Tailed Eastern Striped Fall Field House	Indies Short Tailed Northern Wood Sand Field Spring Field Cricket Southeastern Field Southern Wood	Texas Field Tropical Variable Field Vocal Field Western Striped
<b>Earwigs</b>			
<b>Firebrats</b>			
<b>Fleas</b>	Cat	Dog	
<b>Fleahoppers</b>			
<b>Flies</b>	Apple Maggot Biting Flies Cherry Fruit	Corn silk European Crane European Crane (larvae)	Frit House Walnut Husk
<b>Fungus Gnats</b>			
<b>Grasshoppers</b>			
<b>Hornets</b>			
<b>Lace Bugs</b>			
<b>Leaffooted Bugs</b>	Squash Bug		
<b>Leafhoppers</b>	Aster/California Corn Eastern Grape	Glassy Winged Sharpshooter Potato Southern Garden	Western Grape
<b>Leafminers</b>	Alder Boxwood Holly	Oak Spruce Needle Tentiform	Vegetable
<b>Leafrollers</b>	Oblique Banded	Red-Banded	Variegated
<b>Mealybugs</b>			
<b>Midges</b>			
<b>Millipedes</b>			
<b>Mites</b>	Banks Grass Broad Carmine Chigger Clover	European Grain Pacific Spider Pecan Leaf Scorch Pecan Scorch	Red Spider Spider Spruce Two-Spotted Spider
<b>Mole Crickets</b>	European Northern	Prairie Short-winged	Southern Tawny
<b>Mosquitos*</b>	Malaria	Northern House	Yellowfever
	*[including those that may transmit the Chikungunya virus, yellow fever, dengue fever, encephalitis, [and] West Nile Virus [and] [the] Zika Virus ]		
<b>Moths</b>	Artichoke Plume Codling Diamondback	Gypsy/Spongy Lucerne Oriental Fruit	Zimmerman Pine
<b>Periodical Cicadas</b>			
<b>Pillbugs &amp; Rollie Pollies</b>			
<b>Plant Bugs</b>	Tarnished	Lygus Bugs	
<b>Phylloxera</b>	Pecan Leaf	Pecan	
<b>Psyllids</b>			
<b>Sawflies</b>	European Pine	Redheaded Pine	Rose Slug




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<b>Scales</b>	Brown Soft California Red	Crapemyrtle Bark Scale Euonymus	Pine Needle San Jose
<b>Scorpions</b>	California Common Dune Eastern Sand	Lesser Stripetail Northern Southern Unstriped	Striped Tail Yellow Ground
<b>Seed Maggots</b>			
<b>Silverfish</b>			
<b>Sowbugs</b>			
<b>Spiders</b>	Black Widow Burrowing Wolf Brown Recluse Daddy Long Legs	Hobo Long-bodied Cellar Marbled Cellar Pirate Wolf	Short-bodied Cellar Thin-legged Wolf
<b>Spittlebugs</b>	Meadow	Pecan	Two Lined
<b>Stink Bugs</b>	Brown Marmorated	Kudzu	
<b>Springtails</b>			
<b>Spotted Lanternflies</b>			
<b>Stored Product Pests</b>			
<b>Termites</b>			
<b>Thrips</b>			
<b>Ticks*</b>	American Dog	Brown Dog	Deer
	*including ticks that may transmit Lyme disease		
<b>Treehoppers</b>	Threecornered Alfalfa Hopper		
<b>Wasps</b>			
<b>Whiteflies</b>			
<b>Wireworms</b>	Corn	Southern Potato	
<b>Yellowjackets</b>			

<b>Where to Use</b>	<ul style="list-style-type: none"> <li>• Roses and other ornamentals</li> <li>• Listed vegetables and fruit trees [home vegetable gardens]</li> <li>• Trees and shrubs</li> <li>• Lawns</li> <li>• Around house foundations, porches*, patios* and stored lumber</li> </ul> <p>*spot, crack and crevice treatment only.</p>
<b>[Amount to Use]</b> <b>NOTE TO PM: THIS LINE FOR CONCENTRATE ONLY.</b>	<ul style="list-style-type: none"> <li>• <b>Roses, ornamentals, vegetable gardens, melons and fruit trees:</b> Mix 3 Tbs* (1.5 fl oz) per gallon of water. Spray plants until thoroughly covered. *For control of ambrosia beetles, mix 6 Tbs (3.0 fl oz) per gallon of water.</li> <li>• <b>Lawns:</b> Mix 1.5 to 3 Tbs (0.75 fl oz to 1.5 fl oz) per gallon of water sprayed to cover 125 sq ft.</li> <li>• <b>Around house foundations:</b> Mix 3 Tbs (1.5 fl oz) per gallon of water sprayed to cover 65 sq ft.</li> </ul>
<b>People &amp; Pets</b> 	People and pets may enter treated areas after spray has dried.
<b>[When to Use]</b> <b>[OPTIONAL]</b>	Roses, ornamentals, vegetable gardens, trees and lawns: When insects or damage first appear Around house foundations: Early in season or when insects appear.










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<b>ROSES, FLOWERS, SHRUBS, &amp; SMALL [NON-FRUIT BEARING] TREES</b>	
<b>Kills Insects</b>	Aphids, Armyworms (including Beet, Fall, Southern, True, Yellowstriped), Bagworms, Beetles (including Ambrosia Beetle, Elm Leaf, Flea, Japanese (Adult), Pine Chaffer, Pine Shoot, Sap), Caterpillars (including Saltmarsh, Tent), Crapemyrtle Bark Scale, Crickets, Eastern Sprucegall Adelgid, Grasshoppers, Lace Bugs, Lygus Bugs, Mealybugs, Mites (including Spruce, Two-Spotted Spider), Mosquitoes, Moths (including Gypsy/Spongy, Zimmerman Pine), Periodical Cicadas, Plant Bugs (including Tarnished), Sawflies (including European Pine, Redheaded Pine), Spittlebugs, Spotted Lanternflies, Stink Bugs (including Brown Marmorated, Kudzu Bug), Thrips, Wasps/Hornets, Webworms (including Fall, Mimosa, Oak), Weevils (including Northern Pine, Orchard, Pine Shoot), Whiteflies



**NOTE TO PM: FOR USE WITH CONSUMER-MIXED CONCENTRATE PRODUCTS ONLY**

<b>HOW TO USE:</b>	<p><b>Option 1 – Dial ‘N Spray/Dial ‘N Spray with Direct Connect</b></p> <p>[]</p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p><b>[HOW TO USE:]</b></p> <p><b>Set:[Applicator name] []</b></p> <ol style="list-style-type: none"> <li>1. Turn dial to 1.5 fl oz.</li> </ol> <p><b>Fill:</b></p> <ol style="list-style-type: none"> <li>1. Pour [desired amount of] concentrate/product into sprayer jar.</li> <li>2. Turn sprayer nozzle to preferred spray.</li> <li>3. Do NOT add water.</li> </ol> <p><b>Spray:</b> []</p> <ol style="list-style-type: none"> <li>1. Connect [garden] hose to sprayer.</li> <li>2. Turn on water.</li> <li>3. Press and hold trigger for continuous spray. Apply evenly.</li> <li>4. Spray only until surface [of the plants] is/are wet.</li> </ol> <p><b>Finish:</b> []</p> <ol style="list-style-type: none"> <li>1. Pour unused concentrate/product back into its original container.</li> <li>2. To clean: refer to the Ortho® Dial N Spray® cleaning instructions.</li> </ol> <p><b>AND/OR</b></p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p><b>[HOW TO USE:]</b></p> <p><b>Set: [Applicator Name] []</b></p> <ol style="list-style-type: none"> <li>1. Turn dial to 1.5 fl oz.</li> </ol> <p><b>Connect:</b> []</p> <ol style="list-style-type: none"> <li>1. Remove jar/container from/Ortho® Dial ‘N Spray®/applicator name [applicator/sprayer].</li> <li>2. Remove cap from the concentrate bottle. [Keep cap for storage.]</li> <li>3. Twist [screw] the [Ortho® Dial ‘N Spray®] [applicator name] [applicator/sprayer] onto concentrate bottle to attach.</li> <li>4. Connect [garden] hose to the sprayer and turn on water.</li> </ol> <p><b>Spray:</b> []</p> <ol style="list-style-type: none"> <li>1. Press and hold trigger for continuous spray. Apply evenly.</li> <li>2. Spray only until the surface [of the plants] is/are wet.</li> </ol>
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	<p><b>Finish:</b>  [ ]</p> <ol style="list-style-type: none"> <li>1. Untwist [unscrew] the [product name] concentrate bottle from the /Ortho® Dial 'N Spray®/applicator name/applicator/sprayer.</li> <li>2. Replace cap on the [product name] concentrate bottle.</li> <li>3. To clean: Refer to the Ortho® Dial 'N Spray® cleaning instructions.</li> </ol> <p>Refer to the Ortho® Dial 'N Spray label and booklet for additional information.</p> <p><b>Important:</b> To prevent sprayer from clogging, always clean after use, as directed.</p> <p><b>Option 2 – Tank Sprayer</b></p> <p> [ ]</p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p><b>[HOW TO USE:]</b></p> <ol style="list-style-type: none"> <li>1. Add 1.5 fl oz per gallon of water.</li> <li>2. Spray plants until thoroughly covered.</li> </ol>
<b>How to Apply</b>	<ul style="list-style-type: none"> <li>• Spray to uniformly cover upper and lower leaf surfaces, stems, and branches. When treating potted plants also lightly spray the soil surface.</li> <li>• Spray when air is calm to avoid drift. Apply as necessary, waiting 7 to 14 days between each application. Hard to control insects may require 2 to 3 applications.</li> <li>• If temperature is expected to exceed 85°F, spray in early morning or late afternoon when it is cooler.</li> <li>• Mosquitoes coming to rest on treated areas will be killed for varying periods of time after application, depending on exposure of treated areas to weather conditions.</li> <li>• Try to spray underside of leaves and penetrate dense foliage. Bottle (32 fl oz)/(xx fl oz/xx gal) will treat 2,700 sq. ft./(xx sq. ft.) (0.1 lb of Bifenthrin &amp; 0.025 lb Zeta-Cypermethrin per acre).</li> <li>• For treatment of ambrosia beetles., spray trunk, scaffolding, and limbs of trees until thoroughly wetted by spray in early spring or prior to adult beetle flight and tree infestation. Apply at a rate of 3.0 fl oz (6 Tbs) per gallon water. (0.2 lb of Bifenthrin &amp; 0.05 lb Zeta-Cypermethrin per acre).</li> </ul>

**NOTE TO PM: FOR USE WITH READY-TO-SPRAY PRODUCTS ONLY**

<b>How to Use</b>	<p><b>Connect</b></p> <ul style="list-style-type: none"> <li>• Connect sprayer to [garden] hose.</li> <li>• Turn on water</li> <li>• [User tip: start at the farthest point in your yard and work back.]</li> </ul> <p><b>Spray</b></p> <ul style="list-style-type: none"> <li>• To BEGIN spraying, [Bend small plastic tab back and] move/turn/rotate/slide [color] switch/knob/lever/slider to ON position.</li> <li>• [Spray only until the surface of the [plants/leaves] are/is wet. Apply evenly]</li> <li>• [Spray as directed in the [How Much to Use][How To Apply]/[Section Header] [instructions]</li> </ul> <p><b>Finish</b></p> <ul style="list-style-type: none"> <li>• To STOP spraying, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li> <li>• Turn off water</li> </ul>
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	<ul style="list-style-type: none"> <li>Relieve water pressure by moving/turning/rotating/sliding [color] switch/knob/lever/slider to ON/WATER position.</li> <li>After water slows to a drip, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li> <li>Disconnect sprayer from [garden] hose.</li> </ul>
<b>How To Apply/How Much to Use</b>	<ul style="list-style-type: none"> <li>Spray to uniformly cover upper and lower leaf surfaces, stems, and branches. When treating potted plants also lightly spray the soil surface.</li> <li>Spray when air is calm to avoid drift. Apply as necessary, waiting 7 to 14 days between each application. Hard to control insects may require 2 to 3 applications.</li> <li>If temperature is expected to exceed 85°F, spray in early morning or late afternoon when it is cooler.</li> <li>Mosquitoes coming to rest on treated areas will be killed for varying periods of time after application, depending on exposure of treated areas to weather conditions.</li> <li>Try to spray underside of leaves and penetrate dense foliage. Bottle (32 fl oz)/(xx fl oz/xx gal) will treat 2,700 sq. ft./(xx sq.ft.) (0.1 lb of Bifenthrin &amp; 0.025 lb Zeta-Cypermethrin per acre).</li> <li>For treatment of ambrosia beetles, spray trunk, scaffolding, and limbs of trees until thoroughly wetted by spray in early spring or prior to adult beetle flight and tree infestation. Apply at a rate of 3.0 fl oz (6 Tbs) per gallon water. (0.2 lb of Bifenthrin &amp; 0.05 lb Zeta-Cypermethrin per acre)</li> </ul>

**AROUND HOUSE FOUNDATIONS/PERIMETERS, PORCHES\*, PATIOS\* & STORED LUMBER**

Do not treat Firewood. \*spot, crack and crevice treatment only.

<b>Kills Insects</b>	Ants (including Argentine, Carpenter, Lasius, Odorous, Pavement, Pharaoh/Sugar, Pyramid, Red Harvester), Centipedes, Cockroaches/Roaches (including American/Palmetto/Waterbug, Asian/Oriental, German), Crickets, Earwigs, Fleas, House Flies, Millipedes, Mosquitoes, Scorpions, Sowbugs/Pillbugs/Rollie Pollies, Spiders (including Black Widow, Brown Recluse, Hobo), Stink Bugs (including Brown Marmorated and Kudzu Bug), Ticks (including American, Brown Dog, Deer)
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**NOTE TO PM: FOR USE WITH CONSUMER-MIXED CONCENTRATE PRODUCTS ONLY**

<b>How to Use</b>	<p><b>Option 1 – Dial ‘N Spray/Dial ‘N Spray with Direct Connect</b></p> <p> [Applicator /Device/Applicator Name/ Directions/Instructions]</p> <p><b>Set: [Applicator name] </b></p> <ol style="list-style-type: none"> <li>Turn dial to 1.5 fl oz.</li> </ol> <p><b>Fill:</b></p> <ol style="list-style-type: none"> <li>Pour 6 fl oz of concentrate/product into sprayer jar.</li> <li>Turn sprayer nozzle to preferred spray.</li> <li>Do NOT add water.</li> </ol> <p><b>Spray: </b></p> <ol style="list-style-type: none"> <li>Connect [garden] hose to sprayer.</li> <li>Turn on water.</li> <li>Press and hold trigger for continuous spray. Apply evenly.</li> <li>Spray evenly over 64 linear feet (or 260 sq. feet) until jar is empty.</li> </ol> <p><b>Finish: </b></p> <ol style="list-style-type: none"> <li>Pour unused concentrate/product back into its original container.</li> <li>To clean: refer to the Ortho® Dial N Spray® cleaning instructions.</li> </ol>
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	<p><b>AND/OR</b></p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p><b>Set:</b> [Applicator Name] [</p> <ol style="list-style-type: none"><li>1. Turn dial to 1.5 fl oz.</li></ol> <p><b>Connect:</b> [</p> <ol style="list-style-type: none"><li>1. Remove jar/container from [Ortho® Dial 'N Spray®] [applicator name] [applicator/sprayer].</li><li>2. Remove cap from the concentrate bottle. [Keep cap for storage.]</li><li>3. Twist [screw] the [Ortho® Dial 'N Spray®] [applicator name] [applicator/sprayer] onto concentrate bottle to attach.</li><li>4. Connect [garden] hose to the sprayer and turn on water.</li></ol> <p><b>Spray:</b> [</p> <ol style="list-style-type: none"><li>1. Press and hold trigger for continuous spray. Apply evenly.</li><li>2. Spray only until the surface is wet.</li></ol> <p><b>Finish:</b> [</p> <ol style="list-style-type: none"><li>1. Untwist [unscrew] the [product name] concentrate bottle from the [Ortho® Dial 'N Spray®] [applicator name] [applicator/sprayer].</li><li>2. Replace cap on the [product name] concentrate bottle.</li><li>3. To clean: Refer to the Ortho® Dial 'N Spray® cleaning instructions.</li></ol> <p>Refer to the Ortho® Dial 'N Spray label and booklet for additional information.</p> <p><b>Important:</b> To prevent sprayer from clogging, always clean after use, as directed.</p> <p><b>Option 2 – Tank Sprayer</b></p> <p>[]</p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <ol style="list-style-type: none"><li>1. Add 1.5 fl oz (3 Tbs) per gallon of water for every 16 linear feet (65 sq. ft).</li></ol>
<b>How To Apply</b>	<ul style="list-style-type: none"><li>• To keep insects from entering the house, use a hose-end or tank sprayer to spray a 2 foot band of soil around the house next to the foundation. Also spray the foundation of the house to a height of 2 feet.</li><li>• Repeat application every 14 days if necessary.</li><li>• Bottle (32 fl oz./(xx fl oz/xx gal) will treat 1,400 sq. ft./(xx sq.ft.) of foundation/perimeter (0.2 lb of Bifenthrin &amp; 0.05 lb Zeta-Cypermethrin per acre)</li></ul>

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**NOTE TO PM: FOR USE WITH READY-TO-SPRAY PRODUCTS ONLY**

<b>How to Use</b>	<p><b>Connect</b></p> <ul style="list-style-type: none"> <li>• Connect sprayer to [garden] hose.</li> <li>• Turn on water</li> <li>• [User tip: start at the farthest point in your yard and work back.]</li> </ul> <p><b>Spray</b></p> <ul style="list-style-type: none"> <li>• To BEGIN spraying, [Bend small plastic tab back and] move/turn/rotate/slide [color] switch/knob/lever/slider to ON position.</li> <li>• [Spray as directed in the [How Much to Use][How to Apply/[Section Header] [instructions]</li> </ul> <p><b>Finish</b></p> <ul style="list-style-type: none"> <li>• To STOP spraying, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li> <li>• Turn off water</li> <li>• Relieve water pressure by moving/turning/rotating/sliding [color] switch/knob/lever/slider to ON/WATER position.</li> <li>• After water slows to a drip, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li> <li>• Disconnect sprayer from [garden] hose.</li> </ul>
<b>How to Apply/How Much to Use</b>	<ul style="list-style-type: none"> <li>• To keep insects from entering the house, spray a 2 foot band [on the soil] around the house next to the foundation. Also spray the foundation of the house to a height of 2 feet.</li> <li>• Repeat application every 14 days if necessary.</li> <li>• Bottle (32 fl oz)/(xx fl oz/xx gal) will treat 1,400 sq. ft./(xx sq. ft.) of foundation/perimeter. (0.2 lb of Bifenthrin &amp; 0.05 lb Zeta-Cypermethrin per acre)</li> </ul>

<b>LAWN INSECTS</b>	
<b>Kills Insects</b>	Ants (including Argentine, Carpenter, Foraging Fire), Armyworms, Beetles (including Black Turfgrass Ataenius, Adult Japanese), Billbugs, Chinch Bugs, Crickets, Cutworms, Deer Ticks, Greenbug, Mole Crickets, Mosquitoes, Sod Webworms, Weevils (including Annual Bluegrass)
<b>WHEN TO MOW &amp; WATER</b>	<ul style="list-style-type: none"> <li>• Apply to lawn that was mowed and watered within the last 24 hours. Mowing may be resumed after 2-3 days.</li> <li>• For mole cricket control, water thoroughly immediately after application.</li> </ul>
<b>WHEN TO APPLY</b>	<ul style="list-style-type: none"> <li>• Apply when insects first appear.</li> <li>• Wait 4 to 6 weeks between applications.</li> </ul>









**NOTE TO PM: FOR USE WITH CONSUMER-MIXED CONCENTRATE PRODUCTS ONLY**

<b>How to Use</b>	<p><b>Option 1 – Dial ‘N Spray/Dial ‘N Spray with Direct Connect</b></p> <p>[  ]</p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p><b>Set: [Applicator name] [  ]</b></p> <ol style="list-style-type: none"> <li>1. Turn dial to 1.5 fl oz.</li> </ol> <p><b>Fill:</b></p> <ol style="list-style-type: none"> <li>1. Pour [desired amount] of concentrate/product into sprayer jar.</li> <li>2. Turn sprayer nozzle to preferred spray.</li> <li>3. Do NOT add water.</li> </ol>
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	<p><b>Spray:</b> </p> <ol style="list-style-type: none"><li>1. Connect [garden] hose to sprayer.</li><li>2. Turn on water.</li><li>3. Press and hold trigger for continuous spray. Apply evenly.</li><li>4. Spray only until leaves are wet.</li></ol> <p><b>Finish:</b> </p> <ol style="list-style-type: none"><li>1. Pour unused concentrate/product back into its original container.</li><li>2. To clean: refer to the Ortho® Dial N Spray® cleaning instructions.</li></ol> <p><b>AND/OR</b></p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p><b>Set:</b> [Applicator Name] </p> <ol style="list-style-type: none"><li>1. Turn dial to 1.5 fl oz.</li></ol> <p><b>Connect:</b> </p> <ol style="list-style-type: none"><li>1. Remove jar/container from [Ortho® Dial 'N Spray®] [applicator name] [applicator/sprayer].</li><li>2. Remove cap from the concentrate bottle. [Keep cap for storage.]</li><li>3. Twist [screw] the [Ortho® Dial 'N Spray®] [applicator name] [applicator/sprayer] onto concentrate bottle to attach.</li><li>4. Connect [garden] hose to the sprayer and turn on water.</li></ol> <p><b>Spray:</b> </p> <ol style="list-style-type: none"><li>1. Press and hold trigger for continuous spray. Apply evenly.</li><li>2. Spray only until the surface [of the lawn] is wet.</li></ol> <p><b>Finish:</b> </p> <ol style="list-style-type: none"><li>1. Untwist [unscrew] the [product name] concentrate bottle from the [Ortho® Dial 'N Spray®] [applicator name] [applicator/sprayer].</li><li>2. Replace cap on the [product name] concentrate bottle.</li><li>3. To clean: Refer to the Ortho® Dial 'N Spray® cleaning instructions.</li></ol> <p>Refer to the Ortho® Dial 'N Spray label and booklet for additional information.</p> <p><b>Important:</b> To prevent sprayer from clogging, always clean after use, as directed.</p> <p><b>Option 2 – Tank Sprayer</b></p> <p> [ ]</p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <ol style="list-style-type: none"><li>1. Add 0.75 to 1.5 fl oz (1.5 to 3 Tbs) per gallon of water for every 125 sq. ft.</li></ol>
<b>How to Apply</b>	<ul style="list-style-type: none"><li>• Measure lawn. Calculate square feet by multiplying length times width. </li><li>• Spray evenly over measured area. Treat entire lawn.</li><li>• Bottle (32 fl oz.)/(xx fl oz/xx gal) will treat up to 5,300 sq. ft./(xx sq.ft.) (0.05 lb of Bifenthrin &amp; 0.0125 lb Zeta-Cypermethrin per acre)</li><li>• Tough to Control Insects: To control carpenter ants spray 1.5 fl oz per gallon evenly over 65 sq ft. (0.2 lb of Bifenthrin &amp; 0.05 lb Zeta-Cypermethrin per acre)</li><li>• Mosquitoes coming to rest on treated areas will be killed for varying periods of time after application, depending on exposure of treated areas to weather conditions.</li></ul>



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**NOTE TO PM: FOR USE WITH READY-TO-SPRAY PRODUCTS ONLY**

<b>How to Use</b>	<p><b>Connect</b></p> <ul style="list-style-type: none"> <li>• Connect sprayer to [garden] hose.</li> <li>• Turn on water</li> <li>• [User tip: start at the farthest point in your yard and work back.]</li> </ul> <p><b>Spray</b></p> <ul style="list-style-type: none"> <li>• To BEGIN spraying, [Bend small plastic tab back and] move/turn/rotate/slide [color] switch/knob/lever/slider to ON position.</li> <li>• [Spray only until the surface of the lawn is wet.] [Spray evenly]</li> <li>• [Spray as directed in the [How Much to Use][How to Apply/[Section Header] [instructions]</li> </ul> <p><b>Finish</b></p> <ul style="list-style-type: none"> <li>• To STOP spraying, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li> <li>• Turn off water</li> <li>• Relieve water pressure by moving/turning/rotating/sliding [color] switch/knob/lever/slider to ON/WATER position.</li> <li>• After water slows to a drip, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li> <li>• Disconnect sprayer from [garden] hose.</li> </ul>
<b>How to Apply/How Much to Use</b>	<ul style="list-style-type: none"> <li>• Spray evenly over desired area. Bottle (32 fl oz.)/(xx fl oz/ xx gal) will treat up to 5,300 sq. ft./(xx sq. ft.) (0.05 lb of Bifenthrin &amp; 0.0125 lb Zeta-Cypermethrin per acre)</li> <li>• Tough to Control Insects: To control carpenter ants spray evenly over 1,400 sq ft. (0.2 lb of Bifenthrin &amp; 0.05 lb Zeta-Cypermethrin per acre)</li> <li>• Mosquitoes coming to rest on treated areas will be killed for varying periods of time after application, depending on exposure of treated areas to weather conditions.</li> </ul>

**HOME VEGETABLE GARDENS, MELONS & FRUIT and NUT TREES****Kills Insects**

Aphids (including Apple, Black Cherry, Buckhorn, Pea, Pecan, Rosy Apple, Walnut), Apple Maggot, Armyworms (including Beet), Beetles (including Ambrosia Beetles, Colorado Potato, Flea, Mexican Bean, Sap, Spotted Cucumber, Striped Cucumber), Borers (including American Plum, Lesser Peachtree, Peachtree, Peach Twig, Squash Vine, Stalk), Caterpillars (including Alfalfa, Alfalfa Looper, Blueberry Spanworm, Cabbage Looper, Celery Looper, Cranberry Fruitworm, Filbertworm, Green Cloverworm, Green Fruitworm, Hickory Shuckworm, Imported Cabbageworm, Navel Orangeworm, Painted Lady, Pickleworm, Rindworm, Saltmarsh, Tobacco Hornworm, Tomato Fruitworm/Corn Earworm, Tomato Hornworm, Tomato Pinworm, Velvetbean), Chinch Bugs, Corn Borers (including European, Southwestern), Corn Rootworms, Crickets, Cutworms (including Western Bean, Fall Webworms), Flies (including Cherry Fruit, Cornsilk, Walnut Husk), Grasshoppers, Lace Bugs, Leafhoppers (including Potato), Leafminers (including Tentiform, Vegetable), Leafrollers (including Oblique Banded, Red-Banded, Variegated), Lygus Bug, Mites (including Clover), Moths (including Artichoke Plume, Codling, Diamondback, Oriental Fruit), Pear Psylla, Pecan Leaf Casebearer, Pecan Leaf Phylloxera, Pecan Nut Casebearer, Pecan Spittlebug, Plant Bugs (including Tarnished), Scales (including San Jose [and crapemyrtle bark scales]), Spotted Lanternflies, Squash Bug, Stink Bug (including Brown Marmorated, Kudzu Bug), Weevils (including Black Vine, Carrot, Cow Pea Curculio, Cranberry, Pea, Pecan, Pepper, Plum Curculio), Whiteflies

**When to Use**

- Apply when insects first appear.
- Re-apply as necessary to maintain control waiting at least 7 days between each application.











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<p><b>How to Use</b></p>	<p><b>Option 1 – Dial ‘N Spray/Dial ‘N Spray with Direct Connect</b></p> <p>[]</p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p><b>Set:</b>[Applicator name] []</p> <ol style="list-style-type: none"><li>1. Turn dial to 1.5 fl oz.</li></ol> <p><b>Fill:</b></p> <ol style="list-style-type: none"><li>1. Pour [desired amount of] concentrate/product into sprayer jar.</li><li>2. Turn sprayer nozzle to preferred spray.</li><li>3. Do NOT add water.</li></ol> <p><b>Spray:</b> []</p> <ol style="list-style-type: none"><li>1. Connect [garden] hose to sprayer.</li><li>2. Turn on water.</li><li>3. Press and hold trigger for continuous spray. Apply evenly.</li><li>4. Spray only until leaves are wet.</li></ol> <p><b>Finish:</b> []</p> <ol style="list-style-type: none"><li>1. Pour unused concentrate/product back into its original container.</li><li>2. To clean: refer to the Ortho® Dial N Spray® cleaning instructions</li></ol> <p><b>AND/OR</b></p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p><b>Set:</b> [Applicator Name] []</p> <ol style="list-style-type: none"><li>1. Turn dial to 1.5 fl oz.</li></ol> <p><b>Connect:</b> []</p> <ol style="list-style-type: none"><li>1. Remove jar/container from [Ortho® Dial ‘N Spray®] [applicator name] [applicator/sprayer].</li><li>2. Remove cap from the concentrate bottle. [Keep cap for storage.]</li><li>3. Twist [screw] the [Ortho® Dial ‘N Spray®] [applicator name] [applicator/sprayer] onto concentrate bottle to attach.</li><li>4. Connect [garden] hose to the sprayer and turn on water.</li></ol> <p><b>Spray:</b> []</p> <ol style="list-style-type: none"><li>1. Press and hold trigger for continuous spray. Apply evenly.</li><li>2. Spray only until the leaves are wet.</li></ol> <p><b>Finish:</b> []</p> <ol style="list-style-type: none"><li>1. Untwist [unscrew] the [product name] concentrate bottle from the [Ortho® Dial ‘N Spray®] [applicator name] [applicator/sprayer].</li><li>2. Replace cap on the [product name] concentrate bottle.</li><li>3. To clean: Refer to the Ortho® Dial ‘N Spray® cleaning instructions.</li></ol> <p>Refer to the Ortho® Dial ‘N Spray label and booklet for additional information.</p> <p><b>Important:</b></p> <p>To prevent sprayer from clogging, always clean after use, as directed.</p>
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	<p><b>Option 2 – Tank Sprayer</b></p> <p> [ ]</p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p>1. Mix 1.5 fl oz (3 Tbs) per gallon of water.</p>
<b>How to Apply</b>	<ul style="list-style-type: none"> <li>• Apply as a thorough spray, wetting leaves and branches, but do not let runoff occur.</li> <li>• Be sure to follow important limitations for the specific edible plant you are spraying, including the amount of spray which can be applied, the interval between sprays, and the days to wait before harvest.</li> <li>• Try to spray underside of leaves and penetrate dense foliage. Bottle (32 fl oz.)/(xx fl oz/xx gal) will treat 2,700 sq. ft (xx sq. ft.). (0.1 lb of Bifenthrin &amp; 0.025 lb Zeta-Cypermethrin per acre)</li> <li>• For treatment of ambrosia beetles., spray trunk, scaffolding, and limbs of trees until thoroughly wetted by spray in early spring or prior to adult beetle flight and tree infestation. Apply at a rate of 3.0 fl oz (6 Tbs) per gallon water. (0.2 lb of Bifenthrin &amp; 0.05 lb Zeta-Cypermethrin per acre).</li> </ul>

**NOTE TO PM: FOR USE WITH READY-TO-SPRAY PRODUCTS ONLY**

<b>How to Use</b>	<p><b>Connect</b></p> <ul style="list-style-type: none"> <li>• Connect sprayer to [garden] hose.</li> <li>• Turn on water</li> <li>• [User tip: start at the farthest point in your yard and work back.]</li> </ul> <p><b>Spray</b></p> <ul style="list-style-type: none"> <li>• To BEGIN spraying, [Bend small plastic tab back and] move/turn/rotate/slide [color] switch/knob/lever/slider to ON position.</li> <li>• [[Spray as directed in the [How Much to Use][How to Apply/[Section Header] [instructions]</li> </ul> <p><b>Finish</b></p> <ul style="list-style-type: none"> <li>• To STOP spraying, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li> <li>• Turn off water</li> <li>• Relieve water pressure by moving/turning/rotating/sliding [color] switch/knob/lever/slider to ON/WATER position.</li> <li>• After water slows to a drip, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li> <li>• Disconnect sprayer from [garden] hose.</li> </ul>
<b>How to Apply/How Much to Use</b>	<ul style="list-style-type: none"> <li>• Apply as a thorough spray, wetting leaves and branches, but do not let runoff occur.</li> <li>• Be sure to follow important limitations for the specific edible plant you are spraying, including the amount of spray which can be applied, the interval between sprays, and the days to wait before harvest.</li> <li>• Try to spray underside of leaves and penetrate dense foliage. Bottle (32 fl oz.)/(xx fl oz/xx gal) will treat 2,700 sq. ft./(xx sq. ft.). (0.1 lb of Bifenthrin &amp; 0.025 lb Zeta-Cypermethrin per acre).</li> <li>• For treatment of ambrosia beetles., spray trunk, scaffolding, and limbs of trees until thoroughly wetted by spray in early spring or prior to adult beetle flight and tree infestation. Apply at a rate of 3.0 fl oz (6 Tbs) per gallon water. (0.2 lb of Bifenthrin &amp; 0.05 lb Zeta-Cypermethrin per acre).</li> </ul>


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VEGETABLES AND FRUITS	DAYS TO HARVEST
Corn (Sweet corn)	3
Tomatoes	1
Blackberries, Raspberries	3
Lima Beans	3
Peas (Green pea, Snow pea, Sugar Snap pea), Beans (Snap bean, Wax bean), Blackeyed pea	3
Chayote (fruit), Cucumber, Edible gourds, Cantaloupe, Casaba, Honeydew melon, Pumpkin, Summer squash (Zucchini), Winter squash (Butternut squash, Acorn squash, Spaghetti squash), Watermelon	3
Mustard Greens ( <b>DO NOT USE IN CA</b> )	7
Broccoli, Chinese broccoli, Cabbage, Cauliflower,	7
Peppers (Bell and Non-bell), Eggplant	7
Head Lettuce	7
Pears	14
Pecans	21

**END OF OPTION 1: Insect Killer****Option 2: FIRE ANT MOUND TREATMENT****[OPTIONAL] Product Facts:**

<b>Kills Fire Ants</b>	On lawns, flower beds, landscape areas, patios, driveways, and sidewalks
<b>Where To Apply/Use</b>	On fire ant mounds
<b>When To Apply/Use</b>	Apply any time fire ant mounds are present
<b>[How To Apply/Use] [APPLIES TO READY TO SPRAY ONLY]</b>	Apply for 30 seconds directly to mound and surrounding 2 ft. radius
<b>[Helpful Hints]</b>	For best results, apply in cool weather (65° to 80°F), or in early morning or late evening hours when it is cool and the ants are most active.
<b>People &amp; Pets</b> 	People and pets may enter treated area after application has dried.

FIRE ANT MOUNDS	
<b>Kills Insects</b>	Fire Ants
<b>WHEN TO APPLY</b>	Apply any time fire ant mounds are present

**NOTE TO PM: FOR USE WITH READY-TO-SPRAY PRODUCTS ONLY**

<b>How to Apply</b>	Apply for 30 seconds directly to mound and surrounding 2 ft. radius
<b>How to Use</b>	<b>Connect</b> <ul style="list-style-type: none"> <li>• Connect sprayer to [garden] hose.</li> <li>• Turn on water</li> <li>• [User tip: start at the farthest point in your yard and work back.]</li> </ul>

**NOTE:**


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	<p><b>Spray</b></p> <ul style="list-style-type: none"> <li>• To BEGIN spraying, [Bend small plastic tab back and] move/turn/rotate/slide [color] switch/knob/lever/slider to ON position.</li> </ul> <p><b>Finish</b></p> <ul style="list-style-type: none"> <li>• To STOP spraying, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li> <li>• Turn off water</li> <li>• Relieve water pressure by moving/turning/rotating/sliding [color] switch/knob/lever/slider to ON/WATER position.</li> <li>• After water slows to a drip, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li> <li>• Disconnect sprayer from [garden] hose.</li> </ul>
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### ***End of Option 2: FIRE ANT MOUND TREATMENT***

### ***Option 3: OUTDOOR PERIMETER TREATMENT***

Outdoor Perimeter Treatment	
<b>Kills Insects</b>	Ants (including Argentine, Carpenter, Foraging Fire Ants, Lasius, Odorous, Pavement, Pharaoh/Sugar, Pyramid, Red Harvester), Centipedes, Cockroaches/Roaches (including American/Palmetto/Waterbug, Asian/Oriental, German), Crickets, Earwigs, Fleas, House Flies, Millipedes, Mosquitoes, Scorpions, Stink Bugs (including Brown Marmorated, Kudzu Bug), Sowbugs/Pillbugs/Rollie Pollies, Spiders (including Black Widow, Brown Recluse, Hobo), Ticks (including American, Brown Dog, Deer)
<b>Where to Use</b>	<ul style="list-style-type: none"> <li>• Home foundation (perimeter)</li> <li>• Exterior doors and windows</li> <li>• Porches* and patios*</li> <li>• Along eaves and exterior siding</li> </ul> <p>*spot, crack and crevice treatment only</p>
<b>When to Re-Apply</b>	<ul style="list-style-type: none"> <li>• Repeat application is necessary only if there are signs of renewed insect activity.</li> <li>• Repeat application must be limited to no more than once per seven days.</li> <li>• <b>DO NOT APPLY THIS PRODUCT TO HUMANS OR ANIMALS</b></li> <li>• <b>DO NOT TREAT FIREWOOD</b></li> </ul>
<b>People &amp; Pets</b> 	People and pets may enter treated area after application has dried.








### ***NOTE TO PM: FOR USE WITH CONSUMER-MIXED CONCENTRATE PRODUCTS ONLY***

<b>How to Use</b>	<p><b>Option 1 – Dial ‘N Spray/Dial ‘N Spray with Direct Connect</b></p> <p>[]</p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p><b>Set:[Applicator name] []</b></p> <p>1. Turn dial to 1.5 fl oz.</p> <p><b>Fill:</b></p> <ol style="list-style-type: none"> <li>1. Pour [desired amount of] concentrate/product into sprayer jar.</li> <li>2. Turn sprayer nozzle to preferred spray.</li> <li>3. Do NOT add water.</li> </ol>
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	<p><b>Spray:</b> </p> <ol style="list-style-type: none"><li>1. Connect [garden] hose to sprayer.</li><li>2. Turn on water.</li><li>3. Press and hold trigger for continuous spray. Apply evenly.</li></ol> <p><b>Finish:</b> </p> <ol style="list-style-type: none"><li>1. Pour unused concentrate/product back into its original container.</li><li>2. To clean: refer to the Ortho® Dial N Spray® cleaning instructions</li></ol> <p><b>AND/OR</b></p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p><b>Set:</b> [Applicator Name] </p> <ol style="list-style-type: none"><li>1. Turn dial to 1.5 fl oz.</li></ol> <p><b>Connect:</b> </p> <ol style="list-style-type: none"><li>1. Remove jar/container from [Ortho® Dial 'N Spray®] [applicator name] [applicator/sprayer].</li><li>2. Remove cap from the concentrate bottle. [Keep cap for storage.]</li><li>3. Twist [screw] the [Ortho® Dial 'N Spray®] [applicator name] [applicator/sprayer] onto concentrate bottle to attach.</li><li>4. Connect [garden] hose to the sprayer and turn on water.</li></ol> <p><b>Spray:</b> </p> <ol style="list-style-type: none"><li>1. Press and hold trigger for continuous spray. Apply evenly.</li><li>2. Spray only until the surface is wet.</li></ol> <p><b>Finish:</b> </p> <ol style="list-style-type: none"><li>1. Untwist [unscrew] the [product name] concentrate bottle from the [Ortho® Dial 'N Spray®] [applicator name] [applicator/sprayer].</li><li>2. Replace cap on the [product name] concentrate bottle.</li><li>3. To clean: Refer to the Ortho® Dial 'N Spray® cleaning instructions.</li></ol> <p>Refer to the Ortho® Dial 'N Spray label and booklet for additional information.</p> <p><b>Important:</b> To prevent sprayer from clogging, always clean after use, as directed.</p> <p><b>Option 2 – Tank Sprayer</b></p> <p> [ ]</p> <p>[Applicator (Device) (Applicator Name) Directions/Instructions]</p> <p>Add 1.5 fl oz (3 Tbs) per gallon of water for every 16 linear feet (65 sq. ft.)</p>
<b>How to Apply</b>	<ul style="list-style-type: none"><li>• To keep insects from entering the house, use a hose-end or tank sprayer to spray a 2 foot band of soil around the house next to the foundation. Also spray the foundation of the house to a height of 2 feet.</li><li>• Repeat application every 14 days if necessary.</li><li>• Bottle (32 fl oz.)/(xx fl oz/xx gal) will treat 1,400 sq. ft./(xx sq.ft) of foundation/perimeter (0.2 lb of Bifenthrin &amp; 0.05 lb Zeta-Cypermethrin per acre)</li></ul>

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**NOTE TO PM: FOR USE WITH READY-TO-SPRAY PRODUCTS ONLY**

<b>How to Use</b>	<b>Connect</b> <ul style="list-style-type: none"><li>• Connect sprayer to [garden] hose.</li><li>• Turn on water</li><li>• [User tip: start at the farthest point in your yard and work back.]</li></ul> <b>Spray</b> <ul style="list-style-type: none"><li>• To BEGIN spraying, [Bend small plastic tab back and] move/turn/rotate/slide [color] switch/knob/lever/slider to ON position.</li><li>• [Spray as directed in the [How Much to Use][How to Apply/[Section Header] [instructions]</li></ul> <b>Finish</b> <ul style="list-style-type: none"><li>• To STOP spraying, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li><li>• Turn off water</li><li>• Relieve water pressure by moving/turning/rotating/sliding [color] switch/knob/lever/slider to ON/WATER position.</li><li>• After water slows to a drip, move/turn/rotate/slide [color] switch/knob/lever/slider to OFF position.</li><li>• Disconnect sprayer from [garden] hose.</li></ul>
<b>How to Apply/How Much to Use</b>	<ul style="list-style-type: none"><li>• To keep insects from entering the house, spray a 2 foot band [on the soil] around the house next to the foundation. Also spray the foundation of the house to a height of 2 feet.</li><li>• This package will treat up to 360 linear feet with a 4 foot band of product. Apply product at a rate of approximately 1 linear foot for every 2 seconds</li><li>• In addition to the foundation, product can also be used around window frames and doorways, porches* and patios*, along eaves and exterior siding.</li></ul>

**End of Option 3: OUTDOOR PERIMETER INSECT KILLER**

[Visit] [our website][www.ortho.com](http://www.ortho.com)

Manufactured/Sold/Distributed by/for:

The ORTHO Group

P.O. Box 190

Marysville, OH 43040

[Product of/ Made in] USA/**INSERT COUNTRY**

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EPA Est. No. xxxxxxxxxx [Superscript if first letter of lot number]

**† The ORTHO Guarantee:**

[When purchased from an authorized seller,] 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.

**OR**

**†The [Company/Brand] Guarantee:** If for any reason you, the end-user consumer, are not satisfied with the performance of your Scotts-Miracle-Gro family/**INSERT BRANDING/BRAND NAME** product, simply submit your proof of purchase and we will happily refund the purchase price or provide a replacement product (in our sole discretion). [Visit [scotts.com/ortho.com](http://scotts.com/ortho.com) refunds for more details.] [Contact (**insert company/brand name**) Consumer Services for additional details.]

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**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.

**Questions,[and/or] Comments [or Medical Information] [?]  
[call] 1-800-225-2883**

**OPTIONAL CLAIMS****Optional Corner Flap Labeling Information**

- Indicate page where Spanish begins
- OPEN
- PRESS TO RESEAL (Placed on base label)
- Resealable Label for Directions & Precautions

**Optional Fill Marker Embossed on Bottle**

Linear Feet [Ft] /Square Feet [Ft]

Ounces / fl Oz / mL / L

**Optional Marketing Claims (claims may appear on any or all label panels):**

**Note to PM: insects/pests/bugs may be used interchangeably**

**Note to PM: house/home may be used interchangeably**

**Note to PM: When qualified claims are used on the market label, the qualifying statement will appear in close proximity to the claim when it does not impact any mandatory language.**

**Note to PM: Any combination of approved claims may be inserted dependent upon sites listed on the market label and product size.**


	[32 oz ] xx oz/gal Ready to Spray	[32] xx oz/gal Concentrate
[Brand]	Ortho Bug B Gon Insect Killer for Lawns & Gardens Ready-to- Spray <sub>1</sub> [product name]	Ortho Bug B Gon Insect Killer for Lawns & Gardens Concentrate <sub>1</sub> [product name]
[Marketing Call-out]	Kills Bugs* Outside/Outdoors Before They Come Inside <b>NOTE TO PM: See Image Set 1for FPL Images</b>	
[Claims]		
1.	Kills 300 [Listed] Insects <b>NOTE TO PM:See Image Set 2 for FPL Images</b>	
2.	Treats up to 5,300 sq ft	Makes up to 42 gallons
3. <b>NOTE TO PM: See Image 3 for FPL Images</b>	[Easy] [Ergonomic] Comfort Grip [Design] <b>OR</b> Easy-to-use sprayer <b>OR</b> One-handed operation	Direct connect to Ortho Dial n Spray [applicator product name]]
4.	Kills by Contact <b>NOTE TO PM: See Image Set 2 FPL Images</b>	
5.	Formulated for use on Edibles <b>NOTE TO PM: See Image Set 4 for FPL Images</b>	
[Product Facts:]	[Product Facts:] What it Does: Kills 300 insects including [ants], [fleas], [ticks], [mosquitoes], [chinch bugs], [mole crickets], [sod webworms], [spiders], [stink bugs], [whiteflies], [aphids], [Japanese beetles],[spotted lanternflies], [crapemyrtle bark scale](see inside for complete list)	



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	<p><b>OR</b></p> <p>What it Does: Protects your backyard from bugs* *refer to booklet for complete list of bugs</p> <p><b>OR</b></p> <p>What it Does: Kills Home Invading Bugs* *refer to booklet for complete list of bugs</p> <p><b>OR</b></p> <p>What it Does: Kills fire ants [and controls/prevents new mounds from forming] [for] [[up to]12 weeks) /3] months.] <b>NOTE TO PM: See Image Set 2 for FPL Images</b></p> <p>Where to Use: Use on lawns, around home perimeter, ornamentals, flowers, trees, shrubs, vegetables &amp; fruit trees <b>NOTE TO PM: See Image Set 4 &amp; 5 for FPL Images</b></p> <p>When to use: Apply when insects first appear <b>NOTE TO PM: See Image Set 6 for FPL Images</b></p> <p>People and pets may enter treated areas after spray has dried. </p> <p>Questions &amp; Comments: Call 1-800-225-2883 or [visit] [our website at][www.]ortho.com</p>
[Ortho] Guarantee	The ORTHO Guarantee: [When purchased from an authorized seller,] If for any reason you are not satisfied with this product, mail us your original proof of purchase to obtain a full refund of your purchase price.
[UPC]	UPC Placeholder
[Standard Copy]	© 20XX The ORTHO Group. World rights reserved. Sold by The ORTHO Group PO Box 190, Marysville, OH 43040
[EPA Info]	EPA Reg. No. 239-2718
	EPA Est. XXX, XXX, XXX, XXX, XXX, XXX
	[Superscript is first letter of lot number.]
[Component Number]	Component # Placeholder
[Other]	(Recycle Symbol)
-	Open Resealable Label For Directions and/& Precautions (Spanish page X)

**Efficacy:****GENERAL**

1. Kills ticks that may transmit Lyme disease
2. Kills mosquitoes that may transmit West Nile Virus
3. Kills mosquitoes and other listed nuisance insects
4. [Satisfaction] [Guaranteed] [kill] [or your money back][†]
5. Kills [1,2,3,4...200... 300] insects\* /[by contact]
6. [Plus] Kills/controls [insert any combination of listed insects]/[300] insects\*].
7. Kills/controls bugs\* on [insert any combination of listed use sites]
8. Two active ingredients in one product
9. [Plus] kills mosquitoes outdoors
10. Kills/Controls bugs\* outdoors before they can come indoors/inside.

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11. Helps protect your house from invading\* insects.
12. Kills/controls outdoor insects\* by contact so you and your family can enjoy your home
13. Dual Action Formula: (1) Kills and (2) Controls
14. 2 in 1 Action/Formula: (1) Kills and (2) Controls
15. [Dual Action Formula] Starts Killing fast and lasts long\*\*
16. 2 in 1 Action/Formula: (1) Starts Killing fast and (2) lasts long\*\*
17. Kills mosquitoes that may transmit the Chikungunya virus
18. Kills mosquitoes that may transmit yellow fever
19. Kills mosquitoes that may transmit dengue fever
20. Kills mosquitoes that may transmit encephalitis
21. Kills/Controls insects\* outdoors before they can come indoors/inside
22. Kills/controls outdoor insects\* by contact so you and your family can enjoy your home
23. [Plus] Kills/controls [insert any combination of insects appearing on label]/[300 insects\*].
24. [Provides] Contact Kill
25. Kills lawn [destroying] [invading] insects\* [by/through contact]
26. Apply at first sign(s) of insect damage or activity
27. Easy-to-use/apply
28. Not harmful to/on lawn grasses/lawns
29. Kills outdoor pests in lawns and around homes [and many other lawn insects]
30. Kills [lawn-damaging] [invading] insects\* that cause your lawn to thin and turn brown
31. Kills Fleas that may transmit Flea Allergy Dermatitis (FAD)/ Flea-Bite Anemia/ Tapeworms/ Haemobartonellosis [to cats/dogs]
32. Kills Fleas that may transmit Bartonellosis [to cats/dogs/people]
33. Kills Fleas that may transmit Mycoplasma to cats
34. Kills Ticks that may transmit Haemobartonellosis/ Anaplasma phagocytophilum [to cats/dogs]
35. Kills Ticks that may transmit Cytauxzoonosis/ Tularemia to cats
36. Kills Ticks that may transmit Anaplasma/ Babesiosis/ Ehrlichiosis/ Lyme borreliosis/ Rocky Mountain spotted fever/ Hemoplasmosis/ Mycoplasma [to dogs]
37. Kills mosquitoes that may transmit Heart worm [to cats/dogs]
38. Kills mosquitoes that may transmit Subcutaneous dirofilariasis [to cats/dogs/people]
48. Creates a barrier to keep insects from coming in through your neighbor's yard
49. Creates a barrier to keep insects out of your yard/lawn/home/property
50. Kills mosquitoes that may transmit [the] Zika Virus
51. Kills ticks that may transmit [the] Powassin/POW disease/virus

\*Refer to booklet/back panel for complete list of insects/bugs/pests

\*\*Starts killing within minutes and 3 month control of ants, fleas, cockroaches, spiders (excluding black widow), house flies, scorpions, and American dog ticks **OR** 6 months Outdoors for spiders (excluding black widow, brown recluse, hobo)

**NOTE to PM: If qualifier is not present, "listed" will be inserted before "insects/bugs/pests"**

**INSECT KILLER SPECIFIC**

1. Kills bugs\* on your [lawns], [trees & shrubs], [roses & flowers], [fruits], [nuts] & [vegetables].
2. Protects your [lawn/backyard/patio/deck/porch/garden/playground/outdoor living spaces] from bugs\* [so you [and your kids/pets/dog] [can enjoy your] [event/party/barbeque/birthday party/playtime/home/yard] [  ]
3. Protects lawns from pests\*
4. Kills/controls bugs\* [which destroy lawns, roses, flowers, tree, shrubs, edibles] [and/or] [which] [annoy people/kids/pets.]
5. Protects your yard all weekend long from pests\*
6. Kills/Controls all insects\* [like...insert any combination of insects on label] [that commonly harm roses/flowers/trees/shrubs/ edibles/fruits/vegetables/ornamentals/lawns]
7. Kills/Controls home invading pests\*

\*Refer to booklet/back panel for complete list of insects/bugs/pests

**NOTE to PM: If qualifier is not present, "listed" will be inserted before "insects/bugs/pests".**

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**OUTDOOR PERIMETER INSECT KILLER SPECIFIC**

1. Keeps bugs\* from coming inside [the house]!
2. Create(s) a long-lasting [bug] [barrier/perimeter/border/residual treatment] [for/on insects\*]
3. Creates an exterior [home perimeter] bug barrier [for/on insects\*]
4. Create an exterior [home perimeter] bug [perimeter/border/residual treatment] [for insects\*]
5. Creates a protective perimeter/barrier/border/residual treatment that keeps insects\* from coming in the house
6. Kills/Controls insects\* outdoors before they can come indoors/inside.
7. Kills [nuisance] insects\* around home foundations
8. Use as an outdoor perimeter treatment

\*Refer to booklet/back panel for complete list of insects/bugs/pests

**NOTE to PM: If qualifier is not present, "listed" will be inserted before "insects/bugs/pests"**

**FIRE ANT SPECIFIC**

1. Kills the queen. [Kills the [entire/mound/colony]]
2. Kills the queen [&/and the] colony
3. Fire ant mound drench
4. Kills foraging fire ants
5. Complete mound kill

**Speed:**

**GENERAL**

1. Starts to kill/killing/working within/in minutes/quick/fast<sup>∞</sup> [and creates a 3 month bug barrier\*\*/provides 3 month control\*\*/lasts for 3 months\*\*] [for/on insects]
2. Starts to kill [any combination of insects below] in minutes<sup>∞</sup>
3. Starts to kill/Stops [any combination of insects below] in minutes<sup>∞</sup>
4. Goes to work in minutes<sup>∞</sup>
5. Starts activity within minutes<sup>∞</sup>
6. Kills insects\* by contact
7. Kills by contact (guaranteed<sup>†</sup>)
8. Fast acting [formula] <sup>†</sup>
9. Starts [killing/to kill/working/to work on ] insects\* [immediately] [by/through contact]
10. Starts killing within minutes
11. Kills insects\* [immediately] [by/through contact]
12. Starts to kill immediately<sup>∞</sup>
13. Starts Creating A Bug Barrier In Minutes
14. Fast Acting, [Long Lasting] [Insect Control]\*\*\*

\*Refer to booklet/back panel for complete list of insects/bugs/pests

<sup>∞</sup> [Applies to/for]: carpenter ants, harvester ants, oriental and german cockroaches

<sup>†</sup> Starts working within minutes on carpenter ants, harvester ants, oriental and german cockroaches

**\*\***[Applies to/for] [any combination of the following]: ants, fleas, cockroaches, spiders (excluding black widow), house flies, scorpions, and American dog ticks

**\*\*\***Starts killing within minutes and 3 month control of ants, fleas, cockroaches, spiders (excluding black widow), house flies, scorpions, and American dog ticks **OR** 6 months Outdoors for spiders (excluding black widow, brown recluse, hobo)

**NOTE TO PM: Qualifier for \*\*\* will not contain the residual text if not included in the claim.**

**FIRE ANT SPECIFIC**

1. Kills [the] colony in 24 hours.
2. Starts killing fire ants immediately.
3. Kills [Foraging][Biting] Fire Ants [in 15/30 minutes [Guaranteed<sup>†</sup>]]
4. Guaranteed to kill [Foraging] Fire Ants in 15/30 minutes

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**3- Month claims**

1. Provides residual control for [up to] 3 months [outdoors]\*\*
2. Creates/Provides a 3 Month Bug Barrier\*\*
3. Kills/Controls [any combination of insects from qualified list below][for] [up to] 3/three months [outdoors]\*\*
4. [One application] [provides] [Up to] three/3 month control/protection [outdoors]\*\*
5. [One application] Keeps bugs away/out for [up to] 3/three months\*\*
6. Kills insects [outdoors] for [up to] 3 months\*\*
7. Provides Long Lasting Control/Provides 3 Month Control\*\*/Creates a 3 Month Bug Barrier\*\*
8. Provides a protective barrier to keep bugs away [for] 3 months\*\*
9. Three (3) month control\*\* on/for [a wide variety of insects]\* \*
10. [Long lasting!] [up to] {3 month control\*\*} [Guaranteed†]
11. Kills/Controls/Protects] [for] up to 3 months [outdoors] \*\*
12. [Kills and/&] / Keeps [on] killing for [up to] 3 months\*\*
13. Keeps [on] killing for [up to] 3 months\*\*
14. Keeps bugs out for up to 3 months\*\*
15. Guards/Defends/Shields/Safeguards/Protects flowers and edibles from insects/bugs for [up to] 3 months.\* \*
16. Guards/Defends/Shields/Safeguards/Protects fruit and vegetables from insects/bugs for [up to] 3 months\*\*
18. Guards/Defends/Shields/Safeguards/Protects gardens and landscapes from insects/bugs for [up to] 3 months.\* \*

\*\*[Applies to/for] [any combination of the following]: ants, fleas, cockroaches, spiders (excluding black widow), house flies, scorpions, and American dog ticks

**6-Month Claims**

1. Up to 6 month control/protection\*\*\*
2. Kills/Controls/Protects [for] up to 6 months\*\*\*
3. Kills bugs for 6 months\*\*\*
4. [Up to] 6 month control/protection\*\*\*
5. Provides residual control for up to 6 months.\*\*\*
6. Kills/Controls/Protects] [for] up to 6 months\*\*\*
7. Provides Long Lasting Control/
8. Provides 6 Month Control\*\*\*
9. [Long lasting!] [up to] {6 month control\*\*\*} [Guaranteed†]
10. [Kills and/&] / Keeps [on] killing for [up to] 6 months\*\*\*
11. Keeps [on] killing for [up to] 6 months\*\*\*
12. Keeps bugs out for up to 6 months\*\*\*
13. One application...[up to six [6] month control]\*\*\*

\*\*\* [Applies Outdoors to/for]: spiders (excluding black widow, brown recluse, hobo)

**Note to PM: Outdoors will appear in either the claim or the qualifier**

**OUTDOOR PERIMETER INSECT KILLER SPECIFIC**

1. One application keeps bugs out for an entire month!^
  2. Keeps ~~listed~~ bugs away for up to 1 month^
  3. One application keeps [any combination of insects from qualified list below] out for up to 1 month!
- ^ [Applies to/for]: Mosquitoes, Fleas, Cockroaches and Flies.

**FIRE ANT SPECIFIC**

1. One application lasts/prevents for [up to] 12 weeks / 3 months against fire ants
2. Kills fire ants on contact [and prevents/lasts/keeps killing for [up to] 12 weeks / 3 months]
3. Kills fire ants [and controls/prevents new mounds from forming] [for] [[up to] 12 weeks) / 3 months.]

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**Usage:**

**INSECT KILLER SPECIFIC**

1. Use on lawns, around home perimeter, ornamentals, flowers, trees, shrubs, vegetables & fruit trees.
2. [One [32 fl oz ][xx fl oz][xx gal] bottle] covers up to 5300/xxx square feet [sq ft] > Lawn insects
3. [One [32 fl oz][xx fl oz][xx gal] bottle] covers up to 2700/xxx square feet [sq ft] > Flowers, shrubs
4. [One [32 fl oz][xx fl oz][xx gal] bottle] covers up to 1400/xxx square feet [sq ft] > Home Perimeter
5. [One [32 fl oz][xx fl oz][xx gal] bottle] Makes up to 42/xxx gallons – [concentrate product package only]
6. [One [32 fl oz][xx fl oz][xx gal] bottle] Makes up to 21/xxx gallons – [concentrate product package only]
7. [One [132 fl oz ][xx fl oz][xx gal] bottle] covers up to 22,000/xxx square feet [sq ft]
8. [One [132 fl oz ][xx fl oz][xx gal] bottle] treats/covers half [1/2] an acre/[XX acre]
9. Half acre coverage [One [132 fl oz ][xx fl oz][xx gal] bottle]

**Note To PM: Alternate values for Xs will maintain approved ratio**

**OUTDOOR PERIMETER INSECT KILLER SPECIFIC**

1. Great for treating the home foundation!
2. Great for treating large areas [like [around] the home foundation]!
3. Treats the exterior perimeter of an average [2,000] [X] sq ft. 2-story home
4. 1 bottle treats the exterior perimeter of an average [2,000] [X] sq ft. 2-story home over 2X (32 fl oz. Consumer Mixed Concentrate) [Illustration of 1 bottle = 2 homes]
5. Use outside your home
6. Sprays up to xx/42 gallons
7. Makes up to xx/ 42 gallons of spray
8. Makes X Gallons[!] (Consumer Mixed Concentrate)

**Plants & Vegetables:**

**Residual:**

**INSECT KILLER SPECIFIC**

1. Provides residual control for up to 6 weeks#
2. Kills/Controls [insects] [for up to] ([4,5,6] weeks / [1,2] months) [outdoors] #
3. Up to six [6] week protection. #
4. One application...[up to six [6] week control] #
5. Contains bifenthrin, a long-lasting insecticide that provides contact and residual control of listed hard-to-kill sucking and chewing insects for up to [4,5,6] weeks. #
6. Provides residual control for up to 6 weeks. #
7. Provides residual control#
8. Guards/Defends/Shields/Safeguards/Protects flowers and edibles from bugs for [up to [2,3,4,5,6]] weeks. #
9. Guards/Defends/Shields/Safeguards/Protects fruit and vegetables from bugs for [up to [2,3,4,5,6]] weeks. #
10. Guards/Defends/Shields/Safeguards/Protects gardens and landscapes from bugs for [up to [2,3,4,5,6]] weeks.#

**2 week residual claims**

# [Applies to/for]: aphids, whiteflies, flea beetles, pee weevil, potato leaf hopper, cabbage looper, mites

**Up to 4 week residual claims**

# [Applies to/for]: pee weevil, potato leaf hopper, cabbage looper, mites

**Up to six weeks residual claims**

#[Applies to/for]: cabbage looper, mites

1. Formulated for [use on] Vegetables/Edibles/[Edible plants]
2. Can be used [use in/on/around] Vegetables/[&] Edibles/[&] Edible plants]
3. [Miracle-Gro] Recommended/Endorsed [by Miracle-Gro] to help grow big, beautiful plants.
4. [Miracle-Gro] Recommended/Endorsed [by Miracle-Gro] to help grow plants twice as big.
5. [Miracle-Gro] Recommended/Endorsed [by Miracle-Gro] to help grow big, beautiful flowers, fruits & vegetables.

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**Houseplants:**

**INSECT KILLER SPECIFIC**

1. Controls/Kills listed insects that attack outdoor plants
2. Guard/Defends/Shields/Safeguards/Protects your Outdoor Plants from bugs
3. Guard/Defends/Shields/Safeguards/Protects Houseplants from insects
4. May be used on outdoor plants.

**FORMULA CLAIMS**

**General**

1. Non-staining
2. Odor Free
3. Low Odor



4. Water Based[



**NOTE TO PM: Icon for use with odor/staining claims**

**APPLICATOR & PACKAGING CLAIMS**

**FIRE ANT SPECIFIC**

1. [One/1] [32 fl oz] bottle kills 21 mounds
2. Just apply for 30 seconds directly to mound and surrounding 2 foot radius.

**Outdoor Perimeter specific**

1. Easy-to-use perimeter treatment

**ORTHO DIAL N SPRAY DIRECT CONNECT CLAIMS:**

1. Direct connect to the Ortho Dial N Spray [applicator name]
2. Direct connect to Ortho Dial N Spray [applicator name] means no more measuring
3. No more measuring concentrates with Ortho Dial N Spray [applicator name]
4. No concentrate contact with Ortho Dial N Spray [applicator name]
5. No over/under application with Ortho Dial N Spray [applicator name]
6. Exact measurement with Ortho Dial N Spray [applicator name]
7. Simple, direct connect capability with Ortho Dial N Spray [applicator name]
8. No measure, direct connect capability with Ortho Dial N Spray [applicator name]
9. No over/under application, direct connect capability to Ortho Dial N Spray [applicator name]
10. Quick and easy to attach to Ortho Dial N Spray [applicator name]
11. Easily connects to the Ortho Dial N Spray [applicator name]
12. No measuring! Attaches directly to the Ortho Dial N Spray. [applicator name]
13. With a quick twist, attach directly to the Ortho Dial N Spray [applicator name]
14. Direct Connect [applicator name]
15. No measuring (with Direct Connect) [applicator name]

**Ready-to-Spray Applicator Claims:**

**GENERAL**


1. Ready to Spray Hose-end applicator
2. [Now with a] Low pressure shower applicator- won't harm plants [or blooms]
3. [Now with a] Low pressure shower applicator- won't damage plants [or blooms]
4. [Now with] One-handed operation
5. Ergonomic [design]
6. Ready-Spray [II]<sup>®</sup> [Ready-to-Spray] [Applicator Name]
7. [Simply] attach to [garden] hose and spray [go]




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8. No mixing required
9. [Now with a] Low pressure [applicator] [spray pattern]
10. [Now with a] Broadcast [applicator] [spray pattern]
11. Simple [and/ easy] [to use]
12. Convenient [Simple] [Design]
13. Economical – use to cover large areas
14. Easily cover large areas
15. Hand doesn't get wet
16. [Hand stays dry][ 
17. Easy grip [control]
18. Includes water [only] setting [option]
19. [Easy] [Ergonomic] Comfort Grip [Design]
20. [Instant] [Easy] [One-handed] on/off [applicator] [switch] [action]
21. No mixing, no measuring- just spray!
22. Easy-to-use sprayer
23. Improved [Applicator/Application] [System! /Device!]
24. One-hand design

**Packaging Claims:**

1. Easy-Measure [Cap] [Top] [Lid] [Cup] [
2. Drain-Back [Cap] [Top] [Lid] [Cup]

**Value Claims:**

1. X% more than X size!
2. X% More [Free]!
3. Bonus Size
4. Combo Pack
5. Wow (Pack)
6. Value size
7. Value/Twin pack
8. Great value
9. Exclusive to Club Stores!
10. Exclusive Club (Bonus) Size!
11. Value/Bonus Size – 2-pack!

**Other:**

1. For Large/Rural/Countryside Lawns
2. For Larger/Rural/Countryside Acreage
3. Ideally Suited for Larger/Rural/Countryside Lawns
4. For Large/Rural/Countryside Lawns
5. For Larger/Rural/Countryside Acreage
6. Ideally Suited for Larger/Rural/Countryside Lawns
7. Home & Ranch [Value] Size
8. Treats/Covers up to 1/2 Acre (or other coverage dependent on package size)
9. Contains Bifenthrin and/& Zeta-Cypermethrin



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## **IMAGE INDEX**

**NOTE TO PM:** Image Set descriptions indicate claim types that images may be used in relation with beyond those indicated elsewhere in the label.

### **IMAGE SET 1 - INSECT/ WHERE TO USE CLAIMS OR TEXT**





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**IMAGE SET 2 – FOR USE WITH KILL/CONTROL/WHAT IT DOES TEXT & CLAIMS**



**IMAGE SET 3 – FOR USE WITH APPLICATOR/MAKES UP TO CLAIMS & TEXT**



**IMAGE SET 4 – FOR USE WITH EDIBLE/GARDEN TEXT & CLAIMS**



**IMAGE SET 5 – FOR USE WITH USE SITE TEXT & CLAIMS**



**IMAGE SET 6 – FOR USE WITH WHEN TO USE TEXT & CLAIMS**



**IMAGE SET 7 – FOR USE WITH TIME/SPEED/RESIDUAL TEXT & CLAIMS**



**IMAGE SET 8 – FOR USE WITH COVERAGE TEXT & CLAIMS**



**IMAGE SET 9 – FOR FIRE ANT & ANT TEXT & CLAIMS**



**IMAGE 10 - FOR USE WITH WEBSITES/INTERNET TEXT & CLAIMS**



**IMAGE 11 - FOR USE WITH PHONE NUMBERS or TEXT WITH PHONE NUMBERS**

