



U.S. ENVIRONMENTAL PROTECTION AGENCY
 Office of Pesticide Programs
 Registration Division (7505P)
 1200 Pennsylvania Ave., N.W.
 Washington, D.C. 20460

EPA Reg. Number:

239-2742

Date of Issuance:

12/11/17

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

WHITEOUT CONCENTRATE

Name and Address of Registrant (include ZIP Code):

Mandy Slack
 The Scotts Company d/b/a/ The Ortho Group
 P.O. Box 190
 Marysville, Oh 43040

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Kathryn Montague Product Manager 23
 Herbicide Branch, Registration Division (7505P)

Date:

12/11/17

2. You are required to comply with the data requirements described in the DCI identified below:

a. Topramezone GDCI-123009-1578

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI listed above, you may contact the Chemical Review Manager in the Pesticide Reevaluation Division: <http://iaspub.epa.gov/apex/pesticides/f?p=chemicalsearch:1>

3. Make the following label changes before you release the product for shipment:

- Revise the EPA Registration Number to read, "EPA Reg. No. 239-2742."

4. Submit one copy of the final printed label for the record before you release the product for shipment.

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.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 1/12/2017
- Alternate CSF A dated 1/12/2017
- Alternate CSF B dated 1/12/2017

If you have any questions, please contact Grant Rowland by phone at 703-347-0254, or via email at rowland.grant@epa.gov.

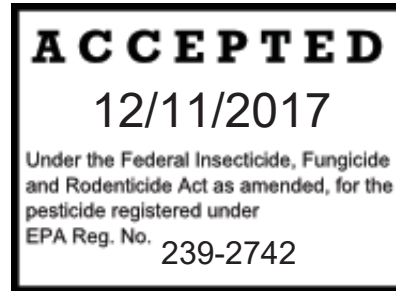
Enclosure

NOTE:

Bold, italicized text is information for the reader and is not part of the label.
[Bracketed information is optional text]. Text separated by / denotes and/or options.

EPA Reg. No. 239-NEW

WhiteOut Concentrate



ACTIVE INGREDIENTS:

Topramezone.....0.18%

OTHER INGREDIENTS:99.82%

TOTAL:100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION

See [back/side/top/bottom] [panel/label] for additional precautionary statements

Intended for use only on residential lawns.

NET CONTENTS: XX FL OZ (X [GAL/QT/PT]) XX [L/mL]

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PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS & 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. Remove and wash contaminated clothing before reuse. Keep away from children.

FIRST AID

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

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-225-2883 for emergency medical treatment information.

ENVIRONMENTAL HAZARDS:

This product is toxic to plants. Drift and run-off may be hazardous to plants in water adjacent to treated areas. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow pesticide off the treatment area. Rinsing application equipment over the treated area will help to avoid run off to water bodies or drainage systems.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow label instructions. Shake well before use.

Restrictions:

- **DO NOT** enter or allow people or pets to enter the treated area until spray has dried. [People and pets may enter treated areas after spray has dried.]
- **DO NOT** apply to bahiagrass, bermudagrass, buffalograss, carpetgrass, clover (desirable), creeping bentgrass, dichondra, St. Augustinegrass (including Floratam), seashore paspalum or zoysiagrass.
- **DO NOT** apply this product in a way that will contact people either directly or through drift, or if winds speeds are greater than 10 mph.
- **DO NOT** apply more than 2X / year.
- **DO NOT** apply more than 6.4 fl oz per 1000 sq ft per application.
- **DO NOT** apply more than 12.8 fl oz per 1000 sq ft per year.
- **DO NOT** mow 2 days before to 2 days after applying.
- **DO NOT** irrigate or apply if rain is expected within 24 hrs/hours of applying.
- **DO NOT** apply for 28 days after seeding of tolerant turfgrasses.
- **DO NOT** apply to drought stressed lawns and/or drought stressed weeds, exposed feeder roots of trees or ornamentals, or within the dripline of trees and other ornamental plants, or within ornamental beds, or to areas where runoff into those areas is likely to occur.
- **DO NOT** use clippings as mulch around flowers, ornamentals, trees or in vegetable gardens.
- **DO NOT** apply an OP (such as malathion) or carbamate insecticide (such as carbaryl) within 1 week of applying WhiteOut Concentrate/this product or lawn injury may result.

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HOW IT WORKS/PRODUCT INFORMATION

- WhiteOut Concentrate/this/the product kills existing weeds.
- WhiteOut Concentrate/this/the product enters weeds through leaves, roots and shoots and moves to the growing points of target weeds. Whiteout Concentrate/this/the product works by stopping plant pigment production, causing treated weeds to turn white and stop growing. Affected weeds turn brown and are controlled.

WHERE TO APPLY/USE:

- Apply WhiteOut Concentrate/this/the product to Kentucky bluegrass, fine fescue, perennial ryegrass and tall fescue

HOW MUCH TO USE/APPLY:

- Add 2.5 fl oz of product per 1 gallon of water to treat 400 sq ft

WHEN TO APPLY/USE:

- Apply this product to actively-growing weeds (during the early growth stages for the best results).
- Apply when daytime temperatures are between 45° and 90° F.
- WhiteOut Concentrate/this/the product may be applied before seeding [of tolerant turfgrasses], including day of seeding.

WEEDS CONTROLLED / KILLS WEEDS INCLUDING:

Barnyardgrass Crabgrass, southern Foxtail, giant Goosegrass Nimblewill* Signalgrass, broadleaf	Crabgrass, large Cupgrass, wooly Foxtail, green Johnsongrass, seedling Panicum, fall Stiltgrass, Japanese	Crabgrass, smooth Dallisgrass* Foxtail, yellow Millet, wild proso Shattercane
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*Control requires a second application of WhiteOut Concentrate/this/the product after 3-4 weeks.

HOW TO USE/APPLY:

Option 1 - Tank Sprayer

[Applicator (Device)(Applicator Name) Directions/Instructions]

HOW TO USE/APPLY:

- Add 2.5 fl oz of product per 1 gallon for every 400 sq ft.
- Apply evenly over area being treated using a course spray and low pressure.

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Option 2 – Dial ‘N Spray

[Applicator] [Device] [Applicator Name] Directions/Instructions

HOW TO USE/APPLY:

Set:

- Turn dial to 2.5 oz.
- [The application rate for this product is 2.5 oz of product per 400 sq ft]

Fill:

- Pour desired amount of concentrate into sprayer jar.
- Turn sprayer nozzle to preferred spray.
- Do NOT add water.

Spray:

- Connect [garden] hose to sprayer.
- Turn on water.
- Press and hold trigger for continuous spray. Apply evenly until weeds are wet.

Finish:

- Pour unused concentrate back into its original container.
- To clean: refer to the Ortho® Dial N Spray® cleaning instructions.

OR:

Set: [Applicator Name]

- Turn dial to 2.5 oz.

Connect:

1. Remove jar from [Ortho® Dial ‘N Spray®] [applicator name] [applicator/sprayer].
2. Remove cap from the concentrate bottle. [Keep cap for storage.]
3. Twist [screw] the [Ortho® Dial ‘N Spray®] [applicator name] [applicator/sprayer] onto concentrate bottle to attach.
4. Connect [garden] hose to the sprayer and turn on water.

Spray:

1. Press and hold trigger for continuous spray. Apply evenly until weeds are wet.

Finish:

1. Untwist [unscrew] the [product name] concentrate bottle from the [Ortho® Dial ‘N Spray®] [applicator name] [applicator/sprayer].
2. Replace cap on the [product name] concentrate bottle.
3. To clean: Refer to the Ortho® Dial ‘N Spray® cleaning instructions.

Refer to the Ortho® Dial ‘N Spray label and booklet for additional information.

Important:

To prevent sprayer from clogging, always clean after use, as directed.

NOTE:

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Option 3 – Snap / Dose Pack / Squeeze Bottle

[Applicator] [Device] [Applicator Name] Directions/Instructions

[HOW TO USE/APPLY:]

Snap/Dose Pack

1. [Shake [snap/dose/concentrate [pack/container/vial] well] [illustration of hand holding and shaking dose pack]
2. Open [snap/dose pack] [illustration of thumb pushing snap open]
3. Add entire contents to bottle. [illustration of pouring into bottle]
4. Fill bottle with water [to the fill line]. See chart below for amounts. [illustration of faucet and water stream going into bottle]
5. Replace/Add cap/snap [to open] [illustration of adding cap]
6. [Shake well] [illustration of bottle in hand and shaking]
7. [Aim at the weed] and squeeze bottle to spray
8. [Only use this bottle with Ortho [insert brand name] [snap/dose packs]]
9. Use the mixture/contents as soon as possible for optimal performance.

[illustration of consumer holding bottle squeezing, and stream hitting weed]

Bottle Fill Volume	Northern Dose	
	Volume	Coverage
16 fl oz	9.2 ml	50 sq ft
32 fl oz	18.4 ml	100 sq ft
64 fl oz	36.8 ml	200 sq ft
128 fl oz	73.6 ml	400 sq ft

How to Clean the Reusable Bottle/SQUEEZE

1. Fill the bottle with [clean tap] water and replace the cap.
2. Shake the bottle to rinse.
3. Remove the cap and empty the contents into gravel or bare soil.
4. Repeat steps 1-3 until the bottle and cap clean
5. Store the empty bottle with the cap on, out of reach of children and pets
6. Only use this bottle for Ortho [insert brand name] [products]

Option 4

Snap/Dose Pack with Comfort Wand Applicator

1. [Shake [snap/dose/concentrate] [pack/container/vial] well] [illustration of hand holding and shaking snap/dose/concentrate pack]
2. Open [snap/dose pack] [illustration of thumb pushing snap open]
3. Add complete contents [of 4/8 snap/dose/concentrate pack(s)] to bottle [illustration of pouring into bottle]
4. Fill bottle to [64/128 oz] [of] water [illustration of faucet and water stream going into bottle]

NOTE:

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5. Replace/Add cap/snap [to open] [illustration of adding cap]
6. Shake well [illustration of bottle in hand and shaking]

Prep [Wand]

1. [Remove sprayer] [Applicator Name] [from box]
2. [Remove [color] pull strip to activate batteries]. [illustration]
3. Unfold [Flip Open] [Applicator Name] [wand] [until it clicks/locks] into position. [illustration]

Connect

1. Unwrap [uncoil] hose and insert [color] hose connector into [color] spout on [bottle] cap/knob/opening/lid until it clicks. [illustration]
2. [Flip up [color] spout/knob until fully upright.] [Twist/turn spout/knob to "ON".] [Pull spout up.]

Spray

1. Turn [sprayer] nozzle to desired spray [pattern]. [illustration]
2. [Slide [color] switch on trigger to "Unlock" [illustration]].
3. Press trigger to spray.

Finish

1. [Turn [sprayer] nozzle to "OFF" [X]]. [illustration]
2. [Slide [color] switch on trigger to "Lock" [illustration]].
3. [Push/turn/twist cap/knob/spout to "OFF" [X]/[Flip spout closed]. [illustration]
4. Fold [Applicator Name] wand closed and place sprayer back in holster [holder].

Individual Snap/Dose Pack Label

WhiteOut Concentrate

ACTIVE INGREDIENTS:

Topramezone.....0.18%

OTHER INGREDIENTS:99.82%

TOTAL:100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION

See outer carton for directions for use

NET CONTENTS XX fl oz (XX ml)

EPA Reg. No. 239-NEW

EPA Est. No. XXXX-XXX

[Superscript used is first letter of lot number]

[This side up /down]

[Push/Press/Snap] [here]

[Push/Press here] [to snap]

[Peel] [to open] [Optional Illustration]

[To open] [peel/tear] [here] [Optional Illustration]

[Fold/Attach/Hook/Tuck/Secure] [tab] [here] [Optional Illustration]

[Tear] [here] [to remove] [Optional Illustration]

[Optional illustrations may be used in conjunction with the above steps for applicators 1 to 6]

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STORAGE AND DISPOSAL

PESTICIDE STORAGE: Store product in original container in a safe place. Protect from freezing.

PESTICIDE DISPOSAL AND CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste disposal agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

Optional Marketing Claims

The following Product Facts format is optional and the information may appear inside or outside of a box. Appropriate formula and company specific information will be inserted on Final Printed Label to replace "X"

[DID YOU KNOW?]

- [Insert claim from Appendix 1]
- [Insert claim from Appendix 1]

OPTIONAL GRAPHICS WHEEL SECTIONS (Any Combination of the Categories Below)

[What It Does] [insert graphics]

Any combination of the below:

- [Visible Results in X Days]/[Starts Working Immediately]
- [Whitening Indicator]
- [Won't Harm Lawn, Guaranteed!*
- [Kills any size crabgrass]

[What to Know] [insert graphics]

Any combination of the below:

- [Whitening Indicator]
- [2.5 fl oz per gallon of water]
- [Covers 400 sq ft]
- [Rainproof in X hours]
- [People and pets may enter treated areas after spray has dried.]

[How To Use] [insert graphics]

Any combination of the below:

- [X fl oz per gallon of water]
- [Covers X sq ft]
- [Use a Tank Sprayer]/[Connect Sprayer to Hose.] [Turn on Water.]
- [X qt[s] treats up to X sq ft.]
- Apply when daytime temperatures are between 45° and 90°F.
- Reseed in 1 day

[Whitens]/[Technology Trademark Name] [insert graphics]

Any combination of the below:

Note to PM: *[any combination of whitening related claims here]*

- [Highlights Weeds Sprayed]
- [Won't Harm Lawns, Guaranteed!*

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[Where to Use]/[What it Controls]/[What it Kills]: [insert graphics]

Any combination of the below:

- [Lawns:] [Kills weeds, not the lawn]
- **Note to PM: [any combination of weeds to be listed here.]**

Questions & Comments: (icon phone)(icon computer)

Call 1-800-225-2883 or [Visit our Website] at www.ortho.com

*when used as directed

Efficacy Claims

1. Tough weed killer
2. Kills Crabgrass [in lawns] [at any time of year]
3. Kills XX [listed] [types of] weeds [as listed] [roots and all]
4. Kills weed roots[!]
5. Kills the root
6. Kills tough lawn weeds
7. Kills the root[s] [so weeds don't come back] [first time, every time] [guaranteed*]
8. Kills the weed you see and the root you don't
9. Kills [to] the root[s] [Guaranteed[!/*]]
10. Kills [crabgrass] [&] [grassy weeds] to the root [at every life stage]
11. [Unmatched/unique/distinct/specialized] [formula/technology] Kills [crabgrass] [&] [grassy weeds] at every stage [of its life cycle]
12. Kills [crabgrass] [&] [grassy weeds] you see
13. Kills any size [crabgrass] [&] [grassy weeds]
14. Kills all sizes of [crabgrass] [&] [grassy weeds]
15. Kills [new/established/adult/full-grown/small/large/big/tiny/seedling/sprouted/young/old/ornerly/toughest/mature/most established] [crabgrass] [&] [grassy weeds]
16. Kills the crabgrass you see and the crabgrass you don't
17. Kills even the most mature crabgrass.
18. [Unmatched/unique/distinct/specialized] [formula/technology] Kills even the biggest crabgrass
19. No more crabgrass no matter its size.
20. [Unmatched/unique/distinct/specialized] [formula/technology] kills crabgrass both big and small.
21. Goodbye crabgrass both big and small
22. Size doesn't matter when it comes to killing crabgrass.
23. [Unmatched/unique/distinct/specialized] [formula/technology] kills even the largest/biggest/most established crabgrass.
24. Kills weeds dead**
25. Kills weeds, roots and all**
26. Spray the [weed/ leaves] to kill the root
27. [Unmatched/unique/distinct/specialized] [formula/technology] Kills [major] [crabgrass] [&] [grassy weeds]
28. Kills [crabgrass] [&] [grassy weeds] in lawns
29. Provides [crabgrass] [&] [grassy weeds] control
30. [Crabgrass] [&] [grassy weeds] Control
31. Clobbers [crabgrass] [&] [grassy weeds]
32. Controls [crabgrass] [&] [grassy weeds] in X days/week[s]
33. Destroys hard to kill [crabgrass] [&] [grassy weeds]

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34. [Unmatched/unique/distinct/specialized] [formula/technology] Kills even the toughest [crabgrass] [&] [grassy weeds]
 35. Once it enters the plant, it won't wash off
 36. One application kills [crabgrass] [&] [grassy weeds], roots and all
 37. Proven (trusted) performance: [insert brand name] products work the first time, every time and have for over 30 years
 38. Great for use on [crabgrass] [&] [grassy weeds] [in the lawn/in lawns][±]
 39. Kills [crabgrass] [&] [grassy weeds] you directly spray[±]
 40. Multipurpose [crabgrass] [&] [grassy weeds] control[±]
 41. [Weeds],[crabgrass] [&] [grassy weeds] die, grass lives[±]
 42. Formulated to kill even the toughest [crabgrass] [&] [grassy weeds][±]
 43. For use on [crabgrass] [&] [grassy weeds][±]
 44. Kills [crabgrass] [&] [grassy weeds]without harming a single blade of grass.*
 45. Targets tough [crabgrass] [&] [grassy weeds] not your lawn.*
 46. Harmful to [crabgrass] [&] [grassy weeds]. Harmless to your lawn.*
 47. Tough on [crabgrass] [&] [grassy weeds]. Easy on your lawn.*
 48. Kills [crabgrass] [&] [grassy weeds] without harming your lawn.*
 49. Kills the [crabgrass] [&] [grassy weeds] you see and don't see.
 50. Kills [crabgrass] [&] [grassy weeds] not your lawn.*
 51. Take control when [crabgrass] [&] [grassy weeds] take[s] over.
 52. Kill [crabgrass] [&] [grassy weeds]. Keep your lawn.*
 53. Kills [crabgrass] [&] [grassy weeds] both new and old.
 54. No more crabgrass no matter its stage of life.
 55. Kills [crabgrass] [&] [grassy weeds] whether you see it or don't.
 56. [crabgrass] [&] [grassy weeds] size doesn't matter [to product name]
 57. Kills [crabgrass] [&] [grassy weeds] of any size.
- * when used as directed
 ** see inside [booklet] for weed list
 ± as listed

Formula Claims

Note to PM: Claims 58, 59, 149 and 163 may appear on any label panel for 6 months following commercial introduction.

58. New
59. New/Now
60. Concentrated formula
61. Concentrated for extra value
62. Specially formulated [for Crabgrass] [&] [grassy weeds]
63. Unique whitening [Technology/Formula]/[Crabgrass Killer]
64. Exclusive [Technology/Formula][Crabgrass Killer]
65. Specialty [Technology/Formula] [Crabgrass Killer]
66. Premium [Technology/Formula] [Crabgrass Killer]
67. Unmatched [Technology/Formula] [Crabgrass Killer]
68. Superior [Technology/Formula] [Crabgrass Killer]
69. [icon] White Tech [Technology/Formula]
70. [icon] White Frost [Technology/Formula]
71. [Icon] White Weed [Technology/Formula]
72. [icon] First Frost [Technology/Formula]
73. [icon] Frost [Technology/Formula]
74. [icon] Frosting [Technology/Formula]
75. [icon] WhiteWorks [Technology/Formula]

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- 76. [icon] WhiteSight [Technology/Formula]
- 77. [icon] Working White [Technology/Formula]
- 78. [icon] SightWhite [Technology/Formula]
- 79. [icon] WhiteOn Formula [Technology/Formula] [icon] WhiteNow Formula [Technology/Formula]

NOTE TO PM: White Tech, White Frost, White Weed, Frost(ing), WhiteWorks, WhiteSight, Working White, SiteWhite, WhiteOn or WhiteNow can be used in claims 80-83

- 80. Whitening [technology] isolates [[crabgrass] [and other grassy weeds]]
- 81. Whitening [technology/indicator] so you know its working
- 82. [WhiteOut/Trademark Name] Technology
- 83. Whitening [technology/indicator] reveals crabgrass in your lawn [and kills it] [dead]

Coverage

- 84. Covers [up to] XXXX SQ. FT.
- 85. Treats [up to] XXXX SQ. FT.
- 86. Covers (XX) sq. ft. (qt.) (gal.)

Weather & Speed

- 87. Visible Results in [X] Days
- 88. Rainproof in [X] hours
- 89. Absorbs on contact[, starts working immediately]
- 90. Starts working immediately (in hours)
- 91. Visible whitening [in x days]
- 92. Works [whenever/anytime] you see crabgrass.
- 93. Kills crabgrass in [spring] [or] [summer].
- 94. Works any season [you see crabgrass]
- 95. Kills crabgrass all season
- 96. See it, Spray it, Gone.
- 97. Reseed after 1 day.
- 98. Controls/Kills [crabgrass] [&] [grassy weeds] at any time of year
- 99. Can reseed or sod lawns 1 day after treatment
- 100. Plant [lawn grasses, seed] 1 day after application

Guarantee

- 101. Guaranteed (we guarantee it)[†]
- 102. Guaranteed results [with one application][†]
- 103. Guaranteed to kill to the root so weeds won't come back[†]
- 104. Guaranteed Satisfaction[†]
- 105. Guaranteed![†] **Note to PM: this claim can be combined with any claim listed on the label.**
- 106. Guaranteed[†] [we guarantee it[†]] qualify guarantee
- 107. Guaranteed results[†] [with one application][†]
- 108. Won't harm your lawn [guaranteed][†]
- 109. Guaranteed results or your money back[†]
- 110. For a beautiful crabgrass free lawn

Whitening Related:

- 111. [Crabgrass] [&] [grassy weeds] [whitens/discolors/bleaches] as it dies
- 112. [Crabgrass] [&] [grassy weeds] [whitens/discolors/bleaches] as it works

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113. Turns [affected areas/crabgrass/grassy weeds] [white/yellow/brown] [so you know its working]
114. [Unique] Whitening indicator [highlights weeds [you] sprayed] [and] [shows weeds [you] missed]
115. One application turns [crabgrass] [&] [grassy weeds] [white/yellow/brown]
116. First [crabgrass] [&] [grassy weeds] [turn[s] white/bleach[es]], then it/they [die[s]/turn[s] brown]
117. Visual indicator turns [crabgrass] [&] [grassy weeds] white [in days]
118. [Starts working when the] weeds turn white
119. Visible effects are white or brown spots and gradual wilting and yellowing advancing to complete browning and root destruction.
120. [Crabgrass] [&] [grassy weeds] turn[s] white [after applying] [so you can see its working]
121. Frosted [white/bleached] [crabgrass/grassy weeds/lawn weeds] shows it is working
122. [Crabgrass] [&] [grassy weeds] go[es] from green to white to brown
123. White = Working
124. Turns weeds white
125. Turns crabgrass white
126. Whitens while it works
127. White means it's working
128. White this week. Gone the next.
129. When it's white, it's as good as gone
130. Makes [crabgrass] [&] [grassy weeds] raise the white flag
131. Paints [crabgrass] [&] [grassy weeds] into a corner
132. White today. Gone tomorrow...almost
133. Once it's frosted, it's as good as gone
134. Once it's white, it's as good as dead
135. Uses sunlight to [[highlight,] [isolate] and kill] [crabgrass] [&] [grassy weeds]
136. Fueled by the sun [[to kill] [crabgrass] [&] [grassy weeds]
137. Solar Powered [[to kill] [crabgrass] [&] [grassy weeds]
138. Uses [the sun/sunlight] to [[highlight,] [isolate] and kill] [crabgrass] [&] [grassy weeds]
139. Naturally highlights [crabgrass] [&] [grassy weeds] [as it/they die[s]/as it kills it/them]
140. Naturally whitens [crabgrass] [&] [grassy weeds] [as it/they die[s]/as it kills it/them]
141. [Allows/Uses] [sunlight/the sun] to kill [crabgrass] [&] [grassy weeds] fast
142. Harness the power of the sun to kill [crabgrass] [&] [grassy weeds]
143. Uses sunlight to [interrupt/disrupt] the [crabgrasses/weeds] natural [biology/cycle/pattern]
144. Technology Name + natural sunlight whitens to kill crabgrass
145. Works with the sun to whiten [and kill] crabgrass
146. Works with [heliopower/sunpower] [to kill crabgrass]
147. Uses the sun to [burn/bleach] [and kill] crabgrass
148. Photo-bleaches [to kill/and kills] crabgrass
149. Kill crabgrass in a new way: [Technology Name] [+] [Sunlight]
150. Uses [the sun/sunlight] to kill crabgrass and leave more [space/room] for grass to thrive
151. [Use the sun to] help your lawn win by killing crabgrass
152. Turns the sun against crabgrass [to kill it]
153. Disrupts crabgrass photosynthesis [to kill it]
154. Whitening's simply a phase in the kill
155. Temporary whitening of the [weed/crabgrass] [until it dies]
156. White [weeds/crabgrass] [is/are] [a] [temporary/interim/short-lived/passing/short] [stage/phase] [before it dies]
157. Whitens while it kills
158. Turns crabgrass and other grassy weeds white 4-7 days after application

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text]. Text separated by / denotes and/or options.

Other

159. Before [*image of lawn & weeds (living) before product is applied*] | After [*image of lawn & weeds (whitening / dying or dead) after product is applied*]
 160. For Use On Lawns
 161. Economical
 162. Economical concentrate formula
 163. Make only what you need
 164. Mix in a tank sprayer
 165. NEW! [describe improvement or change]
 166. NOW! [describe improvement or change]
 167. (Use) For Broadcast Control [in entire lawn]
 168. (Use) For Spot Spraying [in lawn]
 169. Use to refill [Insert Brand Name of RTU] containers
 170. Exclusive [Insert Brand Name] formula
 171. Odorless
 172. For [severe crabgrass infestations] [areas with lots of [*crabgrass*] [&] [*grassy weeds*]], bare spots may occur and will need to be reseeded
 173. Does not kill broadleaf weeds [dandelions, clover, etc].
 174. Won't harm the lawn – guaranteed*
 175. Does not harm lawn
 176. Kills [*crabgrass*] [&] [*grassy weeds*], not lawns
 177. [*crabgrass*] [&] [*grassy weeds*] die[s], your lawn thrives
 178. Won't Harm Lawns*
 179. Won't harm grass [when used as directed]
 180. Kills Weeds – Won't Harm Lawns*
 181. Kills Weeds – Won't Harm Lawns, Guaranteed*
 182. Will not Harm [Your] Lawn[s] when used as directed
 183. Easy on lawns [grass], tough on weeds!
 184. For home lawn care.
 185. Lawn-friendly formula*
 186. No more hand pulling
 187. Targets an enzyme found only in plants, but not in people or pets
 188. Hard on [*crabgrass*] [&] [*grassy weeds*], easy on you
 189. White Weed Killer
 190. For use on northern lawns
 191. Where there's a weed there's a way
- * when used as directed

Applicator Claims

192. Easy to apply with a tank sprayer
193. Exact measurement with Ortho® Dial 'N Spray®
194. No over/under application with Ortho® Dial 'N Spray®
195. 2.5 [oz] Dial N Spray setting
196. With (the convenient) measuring cup, mixing [Insert brand name] has never been easier
197. No drip spout
198. Drain back no-mess cap
199. [Apply with/ Use in] a Ortho [insert brand name] [tank/ Multi Purpose] Sprayer [or a [handheld] trigger sprayer]
200. As easy as 1) Open 2) Pour [into measuring [cap/ cup] 3) Mix [with water] 4) Apply
201. Cap is a measuring cup
202. Cap works like a measuring cup [to help you use the right amount]

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203. Close tightly while pushing down to turn [Insert Arrow Graphics]
204. [Drain-Back/ Drain back] [cup/ cap/ spout/ into bottle]
205. Drip free [pour] spout
206. [Easy-Measure/ Easy measure] [cup/ cap]
207. [Easy] Pour [cap/ spout]
208. Easy pour cap [allows for delivery of/ helps deliver the/ helps measure the] [correct/ desired/ right]
209. amount of product [every time]
210. Easy pour [cap/ spout] makes using concentrates [simple/ easy/ to use]
211. Easy to apply with a Ortho [insert brand name] [tank/ Multi Purpose] sprayer
212. Easy to [see/ read] measuring lines
213. For [Insert Brand Name] Use Only
214. Includes Measuring [Cup /Cap]
215. Less mess [with easy pour spout] [with drain back [cap/ cup]]
216. Never lose the measuring cup again
217. No drip [pour] [lip/ spout] [helps [prevent/ avoid] [spilling/ messes]]
218. No leak [cap/ cup]
219. No mess [bottle/ cap/ lid]
220. No need to rinse the [cap/ cup] [- product drains back into the bottle]
221. Not For Consumable Use
222. Measuring [Cup /Cap] Included
223. Measuring [cap/ cup] makes it easy to use the right amount
224. Measuring [cap/ cup] won't get lost
225. [Peel/ Pull/ Tear] [off tamper resistant band/ on bottom of cap]
226. Pour Spout
227. Recyclable bottle
228. Recycle symbol
229. Remove foil seal
230. Rinse After Use
231. Squeeze Tabs, Turn Cap to Open [insert graphic with arrows]
232. Squeeze, turn, press cap [and turn/ while turning] [to open] [insert graphic]
233. With [the convenient] measuring [cup/ cap], mixing [Insert Brand Name] [controlling weeds around your home] has never been easier
234. With [the convenient] measuring [cup/ cap], controlling weeds all around your home] has never been this fast and easy

ADDITIONAL LANGUAGE

- For best results in non-lawn areas [like garden beds, patios and driveways,] use Roundup(R) Weed & Grass Killer
- Weed problems in non-lawns areas? Use Roundup(R) Weed & Grass Killer.

Optional Instructions for Side Clip Tape

- Peel Here Open Resealable Label for Directions and Precautions
- Press to Reseal
- See inside booklet for details

Questions & Comments [icon phone] [icon computer]

Call 1-800-225-2883 or [visit our website] at www.ortho.com

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

NOTE:

EPA Reg. No. 239-NEW

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†**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.

Ortho [subregistrant name]& Your Environment

Your yard is a place for family and pets to enjoy. That's why Ortho® [subregistrant name] products are designed with care to provide effective solutions to weed problems. Follow instructions for appropriate usage, storage and disposal.

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Manufactured [by]/for]/[Sold by]/Distributed by]:
The ORTHO Group
P.O. Box 190
Marysville, OH 43040

EPA Reg. No. 239-NEW
EPA Est. No. XXX-XXX-X
[Superscript is first letter of lot number]

[Product of] [Made in] [Country Name] [USA]