



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

**EPA Reg. Number:**

239-2748

**Date of Issuance:**

8/9/19

**NOTICE OF PESTICIDE:**

Registration  
 Reregistration  
 (under FIFRA, as amended)

**Term of Issuance:**

Conditional

**Name of Pesticide Product:**

Lawn Insect Granules

**Name and Address of Registrant (include ZIP Code):**

Chris Zemanek  
 Analyst, Federal Registration  
 The Scotts Company  
 PO 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)(C). 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:**

Jacquelyn Herrick, Product Manager 03  
 Invertebrate-Vertebrate Branch 1, Registration Division (7505P)

**Date:**

8/9/19

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

- a. Bifenthrin      GDCI-128825-902  
                          GDCI-128825-1114  
                          GDCI-128825-1158  
                          GDCI-128825-1159

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI Order 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. 239-2748.”
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 06/21/2018
- Alternate CSF 1 dated 06/21/2018

If you have any questions, please contact Anna Briley by phone at (703) 347-0262, or via email at [briley.anna-katrina@epa.gov](mailto:briley.anna-katrina@epa.gov).

Enclosure

NOTE:

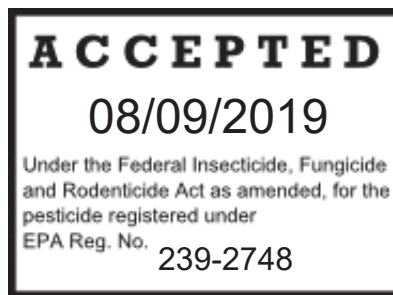
**Bold, italicized text is information for the reader and is not part of the label.**  
[Bracketed information is optional text]. Text separated by / denotes and/or options.

EPA Reg. No. 239-NEW

## Lawn Insect Granules

**Alternate Brand Names:**

Fundamentals by Ortho Outdoor Insect Killer Granules  
Fundamentals by Ortho Insect Killer for Lawns Granules  
Fundamentals by Ortho Outdoor Insect Killer  
Fundamentals by Ortho Insect Killer for Lawns



# LAWN INSECT SUB-LABEL

For residential lawn use only

**Active Ingredient**

Bifenthrin* .....	.0.1%
<b>Other Ingredients</b> .....	99.9%
<b>Total</b> .....	100.0%

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

### KEEP OUT OF REACH OF CHILDREN

## CAUTION

See back of bag/bottle for precautionary statements.

Manufactured/Sold for/by: The ORTHO Group  
P.O. Box 190, Marysville, OH 43040  
EPA Reg. No. 239-2748  
EPA Est. No. XXXXXXX  
[Superscript is first letter of lot number]  
[Made in USA] [Product of xx]

Made/Manufactured for / Marketed through:  
[Private Label/Subregistrant Company Information]

**NET WT XX LB (XX kg)**

<b>FIRST AID</b>	
<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> This product is a pyrethroid. If large amounts have been ingested, milk, cream and other digestible fats and oils may increase absorption and so should be avoided. Emergency Assistance Call: 1-877-465-5161.	

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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.

**ENVIRONMENTAL HAZARDS:** This pesticide is extremely toxic to fish and aquatic invertebrates. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutter or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help to prevent run off to water bodies or drainage systems.

### Physical and Chemical Hazards:

Do not mix or allow contact with an oxidizing agent. Hazardous chemical reaction may occur.

## DIRECTIONS FOR USE

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

- Apply this product directly to the lawn or garden area or non-hard surfaces around the perimeter of your home. Do not apply to hard surfaces such as sidewalks, driveways and streets where the product is likely to wash off into sewers and waterways.
- Water treated area as directed on this label. Do not water to the point of run-off.
- Do not make applications during rain.
- Apply early/proactively [in the Spring/Summer/Fall] to prevent infestation.
- [Apply when insect activity or damage is first observed in the lawn (lawn thins and turns brown or moths fly from the grass when you mow)]
- [Do not treat just the browned area of lawn. To prevent further damage, treat entire lawn.]
- Repeat application is necessary only if there are signs of renewed insect activity.

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

In New York State, do make a single repeat application of this product if there are signs of renewed insect activity, but not sooner than two weeks after the first application.

### [Product Facts]

<b>Kills</b>	Ants ([including] Argentine, Black Turf, Carpenter, Fire Ants, Foraging Fire Ants, Red Harvester, Odorous, Pyramid, Pharaoh(Sugar) and Pavement), Armyworms (including Fall Armyworms), Billbugs (including Bluegrass Billbugs), Black Turfgrass Ataenius, Centipedes, Chiggers, Chinch bugs, Crickets, Cutworms (including Black Cutworms), Earwigs, European Cornborer, Fleas (including Cat Fleas), Grasshoppers, Grubs**, Leafhoppers, Mealybugs, Millipedes, Mole Crickets (including Tawny Mole Crickets), Seed Maggots, Sod Webworms (Lawn Moth), Southwestern Cornborer, Spiders (including Brown Recluse), Stink Bugs, Ticks (including Brown Dog Tick) and Weevils (including Hyperodes and Bluegrass), and Wireworms **in vegetable gardens
<b>Where To Use/Apply</b>	[On][residential] lawns, ornamental/flower gardens, and [home] vegetable gardens

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<b>How To Use/Apply</b>	<p>For best results, treated area should be thoroughly watered immediately after application.</p> <p><b>On Lawns</b></p> <ul style="list-style-type: none"> <li>• [Using a spreader designed for application of granular materials], uniformly apply 1.2 to 2.4 lbs over 1000 sq. ft.</li> </ul> <p><b>Note to PM: for products packaged in 5lbs or less, spreader language will be optional</b></p> <ul style="list-style-type: none"> <li>• Leave a one-foot wide untreated strip of lawn next to hard surfaces (such as sidewalks and driveways) and sewer drains to prevent potential run-off into sewers and waterways.</li> <li>• <b>[[For] Argentine ants, Black Turf Ants, Black Turfgrass Ataenius, Fleas (including Cat Fleas) and Ticks (including Brown Dog Ticks) –</b> Uniformly apply 2.4 lbs. over a 1,000 sq. ft. area. Best results area obtained if the treated area is thoroughly watered immediately after application.]</li> <li>• <b>[[For] billbugs, centipedes, millipedes, pavement ants and stink bugs-</b> uniformly apply 4.8 lbs/2.4 lbs over a 1,000/500 sq. ft. area. ]</li> <li>• <b>[[For] mole cricket control,</b> apply 2.4 to 4. 8 lbs. of product over 1000 sq. ft. area. For best results, treat in late spring and water thoroughly immediately after application.]</li> <li>• <b>[[For] fire ant mounds,</b> apply 1 teaspoon or 3 teaspoons** of granules to the surface of each mound.] [For best results, 1) apply in cool weather, 65 to 80 ° F, in early morning or late evening hours. 2) Avoid disturbing ants. 3) Treat mounds as they appear. 4) Thoroughly water the treated area after application.]</li> </ul> <p><b>On Ornamentals &amp; Flowers</b></p> <ul style="list-style-type: none"> <li>• Apply 1.2 to 2.4 lb. of product evenly over each 1000 sq. ft. area. Repeat if there are signs of renewed insect activity.</li> <li>• Product can be applied just before planting or after plants emerge.</li> </ul> <p><b>Vegetable Gardens</b></p> <ul style="list-style-type: none"> <li>• A single application may be applied just prior to planting or after plants emerge and worked into the top 4 to 6 inches of soil. Use 1.2 lb [(5 cups**)] of product for a 500 sq ft area.</li> </ul> <p><b>Home Foundation/Barrier Treatment</b></p> <ul style="list-style-type: none"> <li>• Evenly apply a 2 foot wide band next to the house/home foundation.</li> <li>• Use 1.2 to 2.4 lb of product for each 1000 sq. ft. (2 ft. x 500 ft.).</li> </ul> <p>[** Food utensils such as tablespoons/teaspoons must not be used for food purposes after use in measuring pesticide.]</p>
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[Lawn Insect Granules can be applied to the vegetables listed below:] [optional table]

<b>CROP</b>	<b>DAYS AFTER APPLICATION TO WAIT TO HARVEST</b>
Tomatoes , Sweet corn	1
Artichoke	5
Green peas, sugar snap peas, snow peas, green beans (wax beans, snap beans), dry beans (black-eyed peas, cow pea), cucumber, gourds, muskmelon, pumpkin, squash, and watermelon	3
Broccoli, Chinese broccoli, cabbage, cauliflower, kohlrabi, mustard greens, eggplant, head lettuce, peppers (bell and non-bell)	7

NOTE:

EPA Reg. No. 239-NEW

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**SPREADER SETTING INFORMATION**

**Note to PM: The following are optional formats to present spreader setting information. Appropriate spreader settings, spreader brand names, and coverage will be inserted on Final Printed Label**

**Note to PM- Spreader settings are optional for products packaged in 5 lbs or less.**

**Note to PM: Models and Application Rate may be changed to reflect Current Product Offerings:**

<b>SPREADER TIPS/SPREADING TIPS/APPLICATION TIPS</b>				
For best results, Use a Scotts Spreader				
Spreader	Spreader Settings [Covers xxxx sq. ft.]			Directions
	Pounds of product per 1000 SQ FT			
	1.2 lb	2.4 lb	4.8 lb	
Scotts® AccuGreen® Drop Spreader / Applicator Name	XX	XX	XX	[Align hopper arrow with previous wheel track] [to ensure even coverage.] Mow lawn first if grass is tall enough to touch the bottom of the spreader. First apply two header strips. Operate spreader the longest way of the lawn. Overlap wheel marks to ensure uniform coverage. Shut off spreader when you have reached the header strips or stopped.
Scotts Broadcast/Rotary Spreader, Scotts SpeedyGreen®, EdgeGuard®, Scotts Basic™, Standard™, Deluxe™, EdgeGuard®, Lawn Pro® / Applicator Name	XX	XX	XX	Shut off spreader anytime you stop. For complete coverage make each pass about five (5) feet from the wheel track so that some overlapping occurs.  [For even application, walk at a steady pace slightly overlapping each pass.]

[1 lb/1,000 sq ft is equivalent to 0.5 lb/500 sq.ft.]

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

[Spreader (Application) Tips]

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

[For best results], use a Scotts spreader/[Use [only] with Scotts spreaders/Scotts products are designed to work with Scotts spreaders.]

**Snap APPLICATOR SET UP [AND INFORMATION]**

[Just pop it on, flip the lever and go!]



[Image]: Connect/Snap/Place into Spreader



[Image]: Lock/Flip lever to lock in place



[Image]: Apply/Go/You’re ready to go

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[EdgeGuard/Feature/Control]



]:[[Finish] [&] [Store]]

See back panel for Setup Guide

- **Lock/Snap & Go/Snap, Lock, Go/Cartridge/Snap / Pac connects directly to the [insert name] spreader/applicator** [There's no cutting/no pouring/no spilling] [from heavy bags]/[Simply place Snap / Pac/cartridge into the spreader/applicator]
- **Flip the lever to lock cartridge/Snap / Pac into place** [Cartridge/Snap / Pac automatically sets the proper application rate]
- **Easy to apply**/Follow Directions for Use below
- **[Easy to control]** [The new & improved/exclusive EdgeGuard feature directs product only where you want it]
- **[Easy to finish & store]** [Just flip the lever back to remove the Snap / Pac/cartridge.] [It self-seals for no mess/no touch/no-waste/easy clean-up & storage.]

**Note to PM: Alternative applicator directions below are based on the applicator/container type (jug/bag). For products packaged in 5 lbs or less.**

**Option 1 (for the jug)**

**[APPLICATION DIRECTIONS]**

**Step 1.** Remove cap by rotating counter clockwise.

**Step 2.** Remove seal from bottle.

**Step 3.** Replace cap by rotating clockwise until tight.

**Step 4.** Flip open spout.

**Step 5.** While holding bottle parallel to ground shake in a side to side motion to dispense product. [See illustration below for correct application].

**NOTE to PM: See page 9 for image**

**Step 6.** For storage, flip spout closed.

**Option 2 (for the bag with a spout)**

**[APPLICATION DIRECTIONS]**

**Step 1.** Remove cap by rotating counter clockwise.

**[Step 2.]** [Remove seal.]

**Step 3.** Tilt spout toward the ground and gently disperse the product. [See illustration for correct application]. **NOTE to PM: See page 9 for image**

**Step 4.** For storage, replace cap by rotating clockwise until tight.

**STORAGE AND DISPOSAL**

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

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

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

**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.

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

**Efficacy claims**

1. Kills/Controls pests/insects/bugs\* in lawns and landscapes
2. Kills/Controls ants, fleas, ticks and other pests/insects/bugs\*
3. Kills/Controls lawn-destroying/lawn-invading pests/insects/bugs\*
4. Creates a pest/insect/bug barrier around your home
5. Kills/Controls chinch bugs, mole crickets and cutworms, plus other insects\*
6. Kills/Controls surface and sub-surface pests/insects/bugs that ruin your lawn
7. Provides barrier of protection around your home
8. Keeps [lawn] insects away for up to 2 months / 8 weeks
9. Kills tough lawn insects [ and keeps them away for up to 2 months / 8 weeks]
10. Kills [nuisance] insects\* around home foundations
11. Creates an exterior [home perimeter] bug barrier for insects\*
12. Create an exterior [home perimeter] bug [perimeter/border/residual treatment] for insects\*
13. Creates a protective perimeter/barrier/border/residual treatment that keeps insects\* from coming in the house
14. Kills [1,2,3...10..20..30...40...46][over 20..30..40][20...46][up to 46] [+] insects\* [including [insert any combination of listed insects]]

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

***Note to PM: If qualifier is not used, then the word "listed" must be inserted before bugs/insects/pests***

**Formula Claims**

15. Low Odor
16. Fast Acting
17. Easy-To-Use
18. Not Harmful to grasses
19. Ready-to-use
20. Easy to spread
21. Soil-penetrating formula reaches deep below ground
22. Deep-reaching formula that kills lawn-destroying insects
23. Formulated for lawns
24. [Formulated for] Outdoor[use] [formula]
25. (outdoor) (perimeter) granules
26. Home perimeter granules
27. Formulated for [use on] Vegetables/Edibles/[Edible plants]
28. Low dust/no dust formula
29. More even coverage [in lawns]!

**USAGE CLAIMS**



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30. [For] [Use on] lawns, ornamentals, home perimeter/foundation, listed edibles/listed vegetables (in vegetable gardens), and flower beds/gardens
31. [For] [Use on] residential lawns, home perimeters, ornamental & flower gardens, and listed edibles/listed vegetables (in vegetable gardens)
32. Use on lawns, [listed edibles/listed vegetables][vegetable gardens] [&] [as a barrier (perimeter) treatment around home foundations]
33. Can be used on listed edibles/listed vegetables
34. Use around [outside of homes] [porches and/& patios] [home foundation]
35. Use as an outdoor perimeter treatment
36. For residential lawn use only
37. Can be used [use in/on/around] Vegetables/[&] Edibles/[&] Edible plants]
38. Outdoor Use only
39. For residential outdoor use only

### **COVERAGE CLAIMS**

40. A XX lb bag treats up to XXXX sq. ft.
41. A 6lb/10lb/20lb bag treats up to 5000/8300/16600 sq.ft.
42. Treats up to XXXX sq. ft. – [up to/over] XX% / X times/x more than XXX sq. ft. bags
43. Treats up to 8,300 sq.ft. — 100%/twice/2 times/2x/ more than 4,150 sq.ft. bags (for 10# bag)
44. Treats up to 16,600 sq.ft. — 100%/twice/2 times/2x/ more than 8,300 sq.ft. bags (for 20# bag)
45. Treats (up to) 4150/8300/16600 sq. ft. for insect control
46. For Large/Rural/Countryside Lawns
47. For Larger/Rural/Countryside Acreage
48. Ideally Suited for Larger/Rural/Countryside Lawns
49. Home & Ranch [Value] Size
50. Treats/Covers up to 1/2 Acre (or other coverage dependent on package size)
51. Covers/Treats up to 8,300 sq. ft. per 10 lbs
52. Covers/Treats up to 16,600 sq. ft. per 20lbs
53. Covers/Treats up to 5,000 sq. ft. per 6 lbs.
54. Covers/Treats up to X,XXX sq. ft.

### **Value Claims**

55. [Great] Value
56. Value/Combo/Wow Pack
57. X pack
58. X% more [Free]!
59. Home & Ranch [Value] Size
60. [Over] X% more than X oz./lb. size
61. Bonus/Value Size
62. Exclusive to Club Stores!
63. Exclusive Club [Bonus] Size!
64. Value/Bonus Size – 2-pack!
65. Value/Bonus Size – X pounds/ounces!
66. Value/Bonus Size – 2-pack = 2 pounds/ounces!
67. Value/Bonus Size – X-pack/ X-pounds/ounces!
68. Value/Bonus Size – X-pack = X pounds/ounces!
69. 33% more than X pound/oz. size
70. 10% more bonus size
71. Look inside [label] for special offer information!
72. Go to [[www.orthohomedefense.com](http://www.orthohomedefense.com)] now for a special offer! Offer subject to change or expiration.

### **Private Label**

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- 76. Satisfaction [Brand/Company Name] Promise Guaranteed
- 77. The [Brand/Company Name] Promise: If this [Brand/Company Name] product, when used for its intended purpose, fails to give you complete satisfaction, return the item to the [Brand/Company Name] store where purchased for free replacement of the same or similar item.
- 78. Quality Since XXXX
- 79. Established/Est. [in] XXXX
- 80. Quality You Deserve
- 81. 100% Guaranteed\*
  - \*We are so confident you will be delighted with your [Brand/Company Name] purchase that we promise to refund or replace any item you find unsatisfactory. We aim to delight all our members and would love to hear about your discoveries! Call us at: 1-888-301-0332 (toll-free), 8am-5pm CSR Monday-Friday
- 82. [Company Name] Quality since [Year]
- 83. [icon][Company] Promise Satisfaction
- 84. The [Company Name] Promise is in Every Bottle

### **Other**

- 83. For Large/Rural/Countryside Lawns
- 84. For Larger/Rural/Countryside Acreage
- 85. Ideally Suited for Larger/Rural/Countryside Lawns
- 86. Ideally Suited for Larger/Rural/Countryside Lawns
- 87. Home & Ranch [Value] Size
- 88. Treats/Covers up to 1/2 Acre (or other coverage dependent on package size)
- 89. Contains Bifenthrin
- 90. Easy to Use
- 91. [icon] People and pets may re-enter treated areas after it has dried
- 92. XX% less plastic\*
- 93. [Company] & Your Environment – Your yard is a place for family and pets to enjoy. That's why [company] products are designed with care to provide effective solutions to insect problems. Please follow instructions for appropriate usage, storage and disposal.
- 94. New/Now (The following claim may appear on any label panel for 6 months following commercial introduction)
- 95. Proven performance
- 96. Read Entire label before use
- 97. [Recyclable symbol]
- 98. Before [illustration] / After [illustration]
- 99. [For] Outdoor Residential use only
- 100. Intended for residential use
- 101. Peel Open for use directions and further information
- 102. OPEN
- 103. Resealable Label for Directions & Precautions
- 104. Peel Open for use directions and further information
- 105. PRESS TO RESEAL [Placed on booklet cover or base of label depending upon space.]
- 106. PEEL HERE / PRESS TO RESEAL
- 107. PULL / PEEL HERE [TO REMOVE TAPE]
- 108. Product of –and/or- Made in U.S.A.
- 109. Assembled in the USA
- 110. ©20XX, licensed by [Company/Brand]. World rights reserved.
- 111. QUESTIONS OR COMMENTS - [phone icon] 1-800-xxxxxxx www.xxxx.com [Visit our website] [computer icon]
- 112. New Look, Same Great Results
- 113. New Look, Same [Fast Acting] [Long Lasting] Results

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\*vs. previous bottle/container/packaging

**Note to PM: Claims 112 & 113 will only be used during a packaging/brand reset of the FPL.**

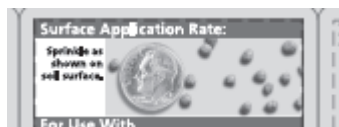
**Guarantees**

- 111. Guaranteed†††
- 112. [Company/Brand] Guarantee[d] †††
- 113. Guaranteed [results] †††
- 114. Guaranteed Kill [or your money back] †††
- 115. [Company/Brand] Satisfaction guaranteed[†††]
- 116. [Company/Brand] [Promise your] satisfaction guaranteed [or your money back]

††† [Company/Brand] Promise: If this [company/brand] product when used for the intended purpose fails to give you complete satisfaction return the item to the [company] store where purchased for free replacement of the same or similar item.

†††The [Company/Brand] 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.

†††Consumer 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.



*Note – graphic applied at a rate of 1 lb per 1000 sq ft.*

*Note to PM- Illustrations are an example, not to scale.*

[Use the diagram above as a guide for uniform distribution of granules. Apply evenly, as shown.]

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# FIRE ANT MOUND SPECIFIC SUB-LABEL

For residential lawn use only

**Active Ingredient**

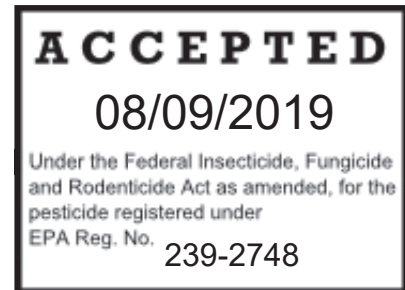
Bifenthrin*	0.1%
<b>Other Ingredients</b>	99.9%
<b>Total</b>	100.0%

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

## KEEP OUT OF REACH OF CHILDREN CAUTION

See back of bag/bottle for precautionary statements.

Manufactured for/ Sold by: The ORTHO Group  
 P.O. Box 190, Marysville, OH 43040  
 EPA Reg. No. 239-2748  
 EPA Est. No. XXXXXX  
 [Superscript is first letter of lot number]  
 [Made in USA] [Product of xx]



NET WT XX LB (XX kg)

**DIRECTIONS FOR USE**

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

- Apply this product directly to the lawn or garden area. Water treated area as directed on this label. Do not water to the point of run-off.
- Do not make applications in the rain.

PRODUCTS FACTS	
KILLS FIRE ANTS	On lawns, flower beds, landscape areas, patios, driveways and sidewalks
WHERE TO USE/APPLY	On fire ant mounds
WHEN TO USE/APPLY	Apply any time fire ant mounds are present.
HOW TO USE/APPLY	Apply 1 teaspoon or 3 teaspoons** of granules to the surface of each mound.] [For best results, 1) apply in cool weather, 65 to 80 ° F, in early morning or late evening hours. 2) Avoid disturbing ants. 3) Treat mounds as they appear. 4) Thoroughly water the treated area after application.]
HELPFUL TIPS	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. Food utensils, such as teaspoons and measuring cups, must not be used for food purposes after use with pesticides.
PEOPLE AND PETS	For best results, avoid disturbing particles by keeping people and pets off of treated area until product has been watered-in and soil is dry.
Questions or Comments? [Optional phone icon] 1-800-225-2883 <a href="http://www.ortho.com">www.ortho.com</a> [Optional computer icon]	

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

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

#### **STORAGE AND DISPOSAL**

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

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

#### **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.

#### **FIRST AID**

<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.
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#### **HOTLINE NUMBER**

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

**NOTE TO PHYSICIAN:** This product is a pyrethroid. If large amounts have been ingested, milk, cream and other digestible fats and oils may increase absorption and so should be avoided. Emergency Assistance Call: 1-877-465-5161.

**ENVIRONMENTAL HAZARDS:** This pesticide is extremely toxic to fish and aquatic invertebrates. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutter or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help to prevent run off to water bodies or drainage systems.

#### **Physical and Chemical Hazards:**

Do not mix or allow contact with an oxidizing agent. Hazardous chemical reaction may occur.

**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.

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

	Mound Treatment [example layout table]
[Brand]	Ortho
[Sub-Brand]	Fire Ant Killer Mound Treatment [product name]
[claim]	KILLS QUEEN & COLONY
[Claims]	KILLS THE MOUND IN 12 HOURS!
1.	
2.	GUARANTEED RESULTS†
[Product Facts:]	[Product Facts:] What it Does: Kills Fire ant mounds
[What it does]	Where to Use/Apply: On lawns, flower beds, landscape areas, patios, driveways and sidewalks.
[Where to use/apply]	When to use/Apply: Apply any time fire ant mounds are present.
[When to use/apply]	[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.]
[Contact info]	Questions & Comments: (phone & computer icon) Call 1-800-225-2883 or visit our website at www.ortho.com
[Ortho] [Guarantee]	[†]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.
[UPC]	<i>UPC Placeholder</i>
[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. 239-2748 EPA Est. XXX, XXX, XXX, XXX, XXX, XXX [Superscript is first letter of lot number.]
[Component Number]	<i>Component # Placeholder</i>
[Other]	(Recycle Symbol)

**Efficacy Claims**

1. Kill mounds in 12 hours!
2. Kills mounds in 24 hours!
3. Kills queen & Colony
4. Guaranteed Results†

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5. Fast Acting
6. Soil Penetrating formula [reaches deep below ground]

### **Value Claims**

7. [Great] Value
8. Value/Combo/Wow Pack
9. X pack
10. X% more [Free]!
11. Home & Ranch [Value] Size
12. [Over] X% more than X oz./lb. size
13. Bonus/Value Size
14. Exclusive to Club Stores!
15. Exclusive Club [Bonus] Size!
16. Value/Bonus Size – 2-pack!
17. Value/Bonus Size – X pounds/ounces!
18. Value/Bonus Size – 2-pack = 2 pounds/ounces!
19. Value/Bonus Size – X-pack/ X-pounds/ounces!
20. Value/Bonus Size – X-pack = X pounds/ounces!
21. 33% more than X pound/oz size
22. 10% more bonus size
23. Look inside [label] for special offer information!
24. Go to [[www.orthohomedefense.com](http://www.orthohomedefense.com)] now for a special offer! Offer subject to change or expiration.

### **Other**

25. For Large/Rural/Countryside Lawns
26. For Larger/Rural/Countryside Acreage
27. Ideally Suited for Larger/Rural/Countryside Lawns
28. Ideally Suited for Larger/Rural/Countryside Lawns
29. Home & Ranch [Value] Size
30. Treats/Covers up to 1/2 Acre (or other coverage dependent on package size)
31. Contains Bifenthrin
32. Easy to Use
33. [icon] People and pets may re-enter treated areas after spray has dried
34. XX% less plastic\*
35. [Company] & Your Environment – Your yard is a place for family and pets to enjoy. That's why [company] products are designed with care to provide effective solutions to insect problems. Please follow instructions for appropriate usage, storage and disposal.
36. New/Now (The following claim may appear on any label panel for 6 months following commercial introduction)
37. Proven performance
38. Read Entire label before use
39. [Recyclable symbol]
40. Before [illustration] / After [illustration]
41. [For] Outdoor Residential use only
42. Intended for residential use
43. Peel Open for use directions and further information
44. OPEN
45. Resealable Label for Directions & Precautions
46. Peel Open for use directions and further information
47. PRESS TO RESEAL [Placed on booklet cover or base of label depending upon space.]
48. PEEL HERE / PRESS TO RESEAL
49. PULL / PEEL HERE [TO REMOVE TAPE]
50. Product of –and/or- Made in U.S.A.
51. Assembled in the USA

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- 52. ©20XX, licensed by [Company/Brand]. World rights reserved.
- 53. QUESTIONS OR COMMENTS - [phone icon] 1-800-xxxxxxx www.xxxx.com [Visit our website]  
[computer icon]
- 54. New Look, Same Great Results
- 55. New Look, Same [Fast Acting] [Long Lasting] Results

\*vs. previous bottle/container/packaging

***Note to PM: Claims 54 & 55 will only be used during a packaging/brand reset of the FPL.***

**Private Label**

- 56. Satisfaction [Brand/Company Name] Promise Guaranteed
- 57. The [Brand/Company Name] Promise: If this [Brand/Company Name] product, when used for its intended purpose, fails to give you complete satisfaction, return the item to the [Brand/Company Name] store where purchased for free replacement of the same or similar item.
- 58. Quality Since XXXX
- 59. Established/Est. [in] XXXX
- 60. Quality You Deserve
- 61. 100% Guaranteed\*  
\*We are so confident you will be delighted with your [Brand/Company Name] purchase that we promise to refund or replace any item you find unsatisfactory. We aim to delight all our members and would love to hear about your discoveries! Call us at: 1-888-301-0332 (toll-free), 8am-5pm CSR Monday-Friday
- 62. [Company Name] Quality since [Year]
- 63. [icon][Company] Promise Satisfaction
- 64. The [Company Name] Promise is in Every Bottle

**Guarantees**

- 65. Guaranteed+++
- 66. [Company/Brand] Guarantee[d] +++
- 67. Guaranteed [results] +++
- 68. Guaranteed Kill [or your money back] +++
- 69. [Company/Brand] Satisfaction guaranteed[+++]
- 70. [Company/Brand] [Promise your] satisfaction guaranteed [or your money back]

+++ [Company/Brand] Promise: If this [company/brand] product when used for the intended purpose fails to give you complete satisfaction return the item to the [company] store where purchased for free replacement of the same or similar item.

+++The [Company/Brand] 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.

+++Consumer 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.