



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

EPA Reg. Number:

352-800

Date of Issuance:

SEP 27 2010

Term of Issuance: **Conditional**

Name of Pesticide Product:

DuPont DPX-KJM44 0.073G Lawn
Herbicide + Fertilizer

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

E.I. du Pont de Nemours and Company
 1007 Market Street
 Wilmington, DE 19898

~~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/reregistered 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 provided that you:

1. Submit and/or cite all data required for registration review of your product when the Agency requires all registrants of similar products to submit data.
2. Submit the following product chemistry studies within **one (1) year** from the date of this notice:
 - a. Guideline 830.6317: Storage Stability
 - b. Guideline 830.6320: Corrosion Characteristics
3. Submit the required data as stated in items 2-4 on the technical chemical registrations for DuPont Aminocyclopyrachlor Technical (Reg. No. 352-782) and DuPont Aminocyclopyrachlor Methyl Technical (Reg. No. 352-783).
4. Make the following label changes:
 - a. On page 1, change the product name to "DuPont DPX-KJM44 0.073G Lawn Herbicide + Fertilizer".
 - b. Change the EPA Reg. No. to "352-800".
 - c. Change the heading to the singular term "ACTIVE INGREDIENT".

Continued on Page 2

Signature of Approving Official:

Jim Tompkins
 Product Manager 25
 Herbicide Branch
 Registration Division (7505P)

Date:

SEP 27 2010

- d. Throughout the label, insert the appropriate amount of product and treatment area that results in 0.075 lb of aminocyclopyrachlor per acre.
- e. On pages 3 & 4 under DIRECTIONS FOR USE, add the restriction "Do not use grass clippings from treated areas for mulch or compost. Grass clippings must either be left on the treated lawn or if allowed by local yard waste regulations, disposed of in the trash." under each direction option.
- f. Under direction OPTION 1, 2, & 3, make the use directions for watering consistent or change the re-entry statement to reflect watering-in instructions. If watering-in is not required, then the re-entry statement must be changed to "Do not allow people or pets to enter treated area until dusts have settled."
- g. Under direction OPTION 1 & OPTION 2, change the restriction from "People or pets may re-enter lawn once grass has dried." to "Do not allow people or pets to enter treated area until lawn has dried." if watering-in is required.
- h. Under OPTION 3, correct the typo in the bracketed text to "[Planting New Grass –or- Seeding/Sodding/Sprigging]".
- i. On page 5, change the HAZARDS TO HUMANS AND DOMESTIC ANIMALS statement to read "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."
- j. Under FIRST AID, include an emergency contact number.
- k. Under ENVIRONMENTAL HAZARDS, change the last sentence to read "Sweeping any product that lands...will help prevent run off to water bodies or drainage systems."
- l. Change the restriction from "Apply no more than two times per year." to "Do not apply more than two times per year."
- m. Add the statement "Do not contaminate water, food, or feed by storage and disposal." directly under the STORAGE AND DISPOSAL heading.
- n. Change the heading from "STORAGE" to "PESTICIDE STORAGE".
- o. Change the heading from "DISPOSAL" to "PESTICIDE DISPOSAL AND CONTAINER HANDLING". Change the text to "Non-refillable 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."
- p. On page 6 under GUARANTEED ANALYSIS, correct the product name from "DuPont KJM44 0.073% Granular Fertilizer" to "DuPont DPX-KJM44 0.073G Lawn Herbicide + Fertilizer".

- q. On pages 8-17, remove or revise the following marketing claims as they may be false and/or misleading:
 - i. Under WEED CONTROL, remove (all or in strikeout) or revise (in bold) the following claims:
 - (1) "A better weed and feed experience* (*vs. previous formula)"
 - (2) "[Contains] patented/exclusive [new][herbicide][technology]"
 - (3) "Contains 96% less pesticide/herbicide* (*vs. previous formula)"
 - (4) "Controls/kills [tough/hard to kill] weeds [~~that other weed and feeds miss~~]"
 - (5) "Controls/kills weeds/dandelion(s) [dead to the root/~~root and all~~][~~the first time, every time~~]"
 - (6) "Improved/Better weed control!* (*vs. previous formula)"
 - (7) "*Insert product name* [is/] America's favorite weed & feed"
 - (8) "New [and Improved] [weed control] formula/technology"
 - (9) "Patented formula kills weeds that ordinary weed and feeds miss"
 - (10) "Tested/Proven on lawns across America/the USA"
 - (11) "33% better dandelion(s) control* (*vs. previous formula)"
 - (12) "Controls/Kills/Clears [out] dandelion(s) [and many other **listed** broadleaf weeds][after they sprout and helps make your lawn its thickest, greenest ever.]"
 - (13) "Controls/kills dandelion(s) and other **listed** broadleaf weeds while feeding your lawn."
 - (14) "Controls/kills dandelion(s) [and other **listed** [major][lawn]weeds]"
 - (15) "Controls/kills *insert any weed from List 1* and other **listed** non-grassy weeds while greening your lawn [without rapid/extreme growth]"
 - (16) "Dandelion(s) and other **listed** weeds [will be killed in 3 to 4 weeks and your lawn will be greener in 3 to 6 days.]"
 - (17) "*Insert product name* [~~insert any weed from List 1~~] and other **listed** broadleaf weeds while greening your lawn for us to 2 months.]"
 - ii. Under APPLICATION, remove the following claims:
 - (1) "[Apply/use to] prepare[s][your/the]lawn for a faster recovery from drought"
 - (2) "[Apply/use to] prepare[s][your/the]lawn for faster drought recovery"
 - (3) "[Feed now]Prepare[your]grass/lawn to withstand[the effects of]heat and drought"
 - (4) "Error proof/goof proof/mistake proof [formula]"
 - (5) "Step 2. Spring April June"
 - (6) "Step 2 of 4 easy steps to a better lawn"
 - iii. Under CARTRIDGE SPREADER CLAIMS, remove "four" from "[It's] the [new] [self-contained] [feeding/fertilizing] system that's ready to go when you are. Now you can get a [beautiful/thick/green/strong] lawn with [just] two/~~four~~ 30 minute/20 minute/[quick] applications a year.", as this product can only be applied up to two times per year.
 - iv. Under GUARANTEE, remove as indicated in strikeout in the claim "*Insert company name* ~~Mistake Proof/Goof Proof/Easy-to-Use/Worry Free Granules/Formula~~".

- v. Under FERTILIZER, remove the claim “Better than Ever for Fall Fertilizing* (*vs. previous formula)”
- vi. Under FORMULA, remove (all or in strikeout) the following claims:
- (1) “Enhanced/Improved Formula – X% More Greening Power* (*vs *insert product name*)”
 - (2) “Enhanced 3 in 1/three in one Formula – [Helps lawn] recover from Summer, Replenish for Winter and Rebuild for Spring”
 - (3) “Formulated with *insert company name* [exclusive] technology [for long lasting greening and feeding.]”
 - (4) “New/~~Improved~~ [Formula]”
 - (5) “[~~Specially~~] formulated to provide consistent, even feeding over an extended period of time.”
- vii. Under PACKAGING CLAIMS, remove “[Now with] X% more”.
- viii. On page 14, remove (all or in strikeout) or revise (in bold) the following claims:
- (1) “Exclusive Particle Technology”
 - (2) “*Insert company name* exclusive/patented formulas/fertilizers are mistake/goof/error proof...so you can rest assured you’ll get great results, regardless of your level of expertise.* (*when used according to directions)”
 - (3) “Nobody does more [field] research on lawns than *insert company name*...[we’re the lawn experts so you don’t have to be.]”
 - (4) “For best results, **it is recommended that you** apply [the] *insert brand name* Annual Lawn [Care] Program”
 - (5) “For best results, **it is recommended that you** apply a *insert brand name* [lawn fertilizer] product four times a year”
 - (6) “For best results, **it is recommended that you** apply a *insert brand name* [lawn fertilizer] Annual Program”
- ix. On page 15, remove (all or in strikeout) the following claims:
- (1) “Gives you a [thicker][,][greener]lawn than/vs. regular *insert product name*.”
 - (2) “Delivers more greening [power] than/vs. regular *insert product name*.”
 - (3) “Contains [X%] more [essential] nutrients than/vs. regular *insert product name*.”
 - (4) “X% More potassium than/vs. regular *insert product name*.”
 - (5) “X% added Potassium [for improved overall lawn strength/vitality/durability/toughness] ~~than/vs. regular *insert product name*.~~”
 - (6) “X% ~~MORE~~ Slow-Release Nitrogen ~~than/vs. regular *insert product name*.~~”
 - (7) “X% longer lasting Green up...~~than/vs. regular *insert product name*.~~”
 - (8) “X% ~~More~~ slow release Green up...~~than/vs. regular *insert product name*.~~”
 - (9) “X% ~~more~~ (extended, controlled, long release)...~~than/vs. regular *insert product name*.~~”
 - (10) “[“Specially formulated” may precede ANY OF THE ABOVE]”
 - (11) “Greens longer [than regular *insert product name*].[*vs. regular *insert product name*]”
 - (12) “Contains ~~the most~~ timed release nitrogen [for extended feeding and greening]”

- (13) "Feeds [and greens] up to X months/weeks longer [~~than regular insert product name~~].[*vs. regular insert product name]"
- (14) "X% added slow/extended/time[d]/even release Nitrogen. [~~*vs. regular insert product name~~]"
- (15) "~~More~~ slow/extended/time[d]/even release Nitrogen for longer lasting even greening/consistent green [~~than regular insert product name~~].[*vs. regular insert product name]"
- (16) "~~More~~ slow/extended/time[d]/even release Nitrogen for longer lasting Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening Power/Feeding [~~than regular insert product name~~].[*vs. regular insert product name]"

x. On page 16, remove (all or in strikeout) the following claims:

- (1) "~~More~~ added essential nutrients for a[n] better/stronger/more durable/resilient/more balanced/improved lawn ~~than the insert product name.~~"
- (2) "~~More~~ complete micronutrients for all your turf essentials."
- (3) "~~More~~ essential nutrients for a better lawn ~~than insert product name.~~"
- (4) "~~More~~ micronutrients/iron/essential nutrients/nutrients for a[n] better/stronger/more durable/resilient/more balanced/improved lawn."
- (5) "Provides/Delivers the most key/essential nutrients ...*vs. insert product name"
- (6) "~~The most~~ essential nutrients for a[n] better/stronger/more durable/resilient/more balanced/improved lawn."

xi. On page 17, remove (all or in strikeout) or revise (in bold) the following claims:

- (1) "Trusted by generations of homeowners...and protect the ~~natural~~ beauty of your home environment."
- (2) "~~[Because] Green Is Good~~ **Because a green lawn is a good lawn** - A healthy lawn ~~cleans~~ **can clean** the air, produces oxygen, and prevents runoff and soil erosion."
- (3) "Lawn product work in harmony with the environment when used correctly."
- (4) "Read and follow package ~~recommendations and instructions~~ **directions** for use."
- (5) "Mow **Your** Lawn."

xii. Please note that all "new" claims may only be used on labeling of a product of new composition for a period of 6 months following approval of the labeling.

The basic and alternate confidential statements of formula (CSF) dated May 19, 2010 are acceptable.

A stamped copy of the label is enclosed for your records. Submit one (1) copy of the revised final printed label before you release the product for shipment. Products shipped after eighteen (18) months from the date of this notice or the next printing of the label, whichever occurs first, must bear the new revised label. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA §6(e). Your release for shipment of the product constitutes acceptance of these conditions.

Enclosure

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NOTE to PM:

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[Bracketed information is optional text.] Text separated by a / denotes and/or options.
Underline text is new. Strike-through text is being deleted.

EPA Reg. No. 352-~~XXX~~ 800

DuPont KJM44 0.073G Lawn Herbicide + Fertilizer

ACCEPTED
with COMMENTS
in EPA Letter Dated

SEP 27 2010

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

[For Residential Lawn Use Only]
[Covers/Feeds/Treats] XXXX sq ft. (*insert appropriate coverage area*)

352-800

ACTIVE INGREDIENTS:

Aminocyclopyrachlor methyl *[+]0.073%

OTHER INGREDIENTS: 99.927%
Total 100.000%

*aminocyclopyrachlor acid equivalent – 0.069%
[[+]**CAS # 858954-83-3**]

KEEP OUT OF REACH OF CHILDREN

CAUTION

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

Net Wt. _____ lb (_____ kg) (*appropriate bag weight will be inserted*)

EPA Reg. No. 352-~~XXX~~ 800

EPA Est. No. XXX-XX-X

[Superscript used is first letter of run code on end of container]

E. I. du Pont de Nemours and Company
1007 Market Street
Wilmington, DE 19898

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SET-UP INSTRUCTIONS FOR CARTRIDGE/REFILL SYSTEM (OPTIONAL)

Set-up instructions

Remove protective seal/barrier/cover from [*insert product name* cartridge/refill/pod] base.

[ICON] Place/insert/snap [the] [*insert product name*] cartridge/[refill/pod] into the [specially designed/exclusive/patented/revolutionary][*insert product name*] [cartridge/refill/pod applicator/spreader].

[ICON] Flip/Slide the lever on [front base of] applicator to the position marked locked/Lock & go/engaged/attached.

[You're ready to go!]

[There are] no [manual] spreader settings required

[ICON] [*insert product name*] automatically sets application/coverage rate

[ICON] Follow Directions for Use to apply [to lawn]

[ICON] For easy [cartridge/refill/pod] [*insert product name*] removal, flip/slide lever to [original] [position marked] open/unlock/unattached [to release/unlock/re-seal/seal/close cartridge] [from applicator].

Lift to remove.

Product only flows when attached/locked into the [new] [specially designed/exclusive/patented/revolutionary] [*insert product name*] [Cartridge/refill/pod/applicator/system.]

Once empty, [*insert product name*] [cartridges/refills/pod] cannot be reused.

[Image note: – show full tennis court image with half highlighted for demonstration purposes]

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EPA Reg. No. 352-XXX

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Spreader and fertilizer information will be inserted on Final Printed Label to replace "X"

[Application]

DIRECTIONS FOR USE

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

OPTION 1 – QUICK START GUIDE

Insert company name Quick Start Guide

[You're just three/a few [simple/easy] steps away from a beautiful **insert company name** lawn]

[ICON – Spreader/Dial]

[1.] Fill & Set Spreader **-or-** No Spreader Settings Required **-or-**

Insert/snap [in]/lock & go

[insert company name Broadcast/Rotary Spreaders]

]X]

[insert company name Drop Spreaders]

]X]

[insert product name cartridge refill/pod [applicator/spreader]]

[Flip/slide to [lever] lock/go/engage/attach position]

[Use only with **insert company name** spreaders/applicators.]

[insert company name products are designed to work with **insert company name** spreaders/applicators.]

[For additional spreader settings, [please] call **insert company phone number**.]

[ICON – Lawn]

[2.] Apply

[For best results,] Apply to dry lawn, and lightly water to activate.

[ICON – Broom

[3.] Clean-Up

Sweeping product from hard surfaces onto the lawn keeps valuable feeding nutrients on the grass.

You're Done! What's Next?

People or pets may re-enter lawn once grass has dried.

Question? [Call] [now] **insert company phone number**

Other Things You Should Know

- Do not apply to vegetable gardens
- Weeds stems and leaves will begin to twist and curl in a few days and will disappear in a few weeks.
- Apply to all lawns except Buffalograss and Bentgrass
- If planning to seed, sod or sprig, wait at least one month after you have applied **[insert product name]**

OPTION 2 – HANDHELD APPLICATOR

Easy to Follow Instructions

Step 1 - Flip [icon]: Remove seal under cap. Flip spout from cap.

Step 2 - Tilt [icon]: Tilt bottle to a 90° angle.

Step 3 - Feed [icon]: Walk at a steady pace and shake bottle side-to-side using your wrist. For uniform coverage apply product in rows as you move across the lawn overlapping the rows a few inches. For best results maintain a 90° angle during application at all times.

Step 4 – Clean- up [icon]: To keep lawn products from reaching storm sewers, sweep or blow any stray particles from hard surfaces or near storm drains.

Step 5 – People or pets may re-enter lawn once grass has dried.

[TIP: 1,000 sq ft (20x50 ft) is approximately half the size of a tennis court [image]]

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OPTION 3 – ROTARY OR BROADCAST APPLICATION

Do not allow people or pets to enter treated area until lawn has dried

[How and When to Apply]

- Apply on a calm day
- Apply anytime [in Spring or Fall] when lawn and weeds are actively growing
- Apply only to grass. Use EdgeGuard deflector to avoid spreading [this product] on flowers, shrubs, fruit or vegetable]
- Avoid over-application around shrubs and trees in lawn

[Watering/Rain]

- [If rain does not occur within a week after application [of *insert product name*], water in lightly for activation]

[Product Information/Facts/Tips]

[What to Expect]

- Weed stems and leaves will begin to twist and curl in a few days and will disappear in a few weeks
- This product will not prevent weed seeds from producing new plants

[Planting New Grass -or- Seeding/Sodding/sPrigging]

- Let new grass create a good root system]. Delay application of [*insert product name*] until new grass has been mowed twice
- If planning to seed, sod or sprig, wait at least one month after you have applied [*insert product name*]

[Other Information/Application]

- [For] use on all lawn grasses except buffalograss and bentgrass.
- Wait until mid-March to apply *insert product name* to centipedegrass or bahiagrass.
- In fall, apply to centipedegrass or bahiagrass before October 1.
- Tall grass should be mowed a day or two before application.

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PRODUCT EFFICACY DETAILS

List 1.

WEEDS CONTROLLED [by *insert product name*]

Black medic	Cudweed	Lippia
Buckhorn plantain	Dandelion	Pennywort
Bull thistle	Dollarweed	Pigweed
Buttonweed	Florida pusley	Poorjoe
Catsear	Ground ivy	Spurweed
Chamberbitters	Henbit	White clover
Corn speedwell	Lespedeza	Wild violet

[FIRST AID AND ENVIRONMENTAL INFORMATION]

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling.

FIRST AID

If in eyes: Hold eye open and rinse slowly and gently with water for 15 – 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.

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

Environmental Hazards: 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 ensure that wind or rain does not blow or wash pesticide off the treatment area. Sweeping any product that lands on the driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help prevent run off to water bodies.

This product applies 0.075 lbs of aminocyclopyrachlor acid equivalent per acre
Apply no more than two times per year.

STORAGE AND DISPOSAL

STORAGE: Store in a clean, dry place. [Reseal bag by folding top down and securing **or** press to close [zip-top] seal.] [Once empty, [*insert product name*/cartridges] cannot be reused]

DISPOSAL: Non-refillable container. If empty: Do not reuse or refill this container. 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.

NOTE to PM:

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Appropriate spreader settings and fertilizer information will be inserted on Final Printed Label to replace "X"

SPREADER SETTINGS [AND INFORMATION]

Spreader	Setting
<i>Insert company name</i> Drop Spreaders <u>(Insert trade names from List 2. as appropriate)</u>	X
<i>Insert company name</i> Broadcast/Rotary Spreader <u>(Insert trade names from List 2. as appropriate)</u>	X
<i>Insert product name</i> cartridge applicator/spreader [No Spreader Settings Required] [Insert/snap [In]/lock & Go] <u>(insert trade names from List 2. as appropriate)</u>	
<i>Insert company name</i> Broadcast Tractor Spreader <u>(insert trade names from List 1. as appropriate)</u>	X

Appropriate spreader settings and coverage will be inserted on Final Printed Label to replace "X"

List 2.

Drop Spreader Trade Names and Descriptions (to be entered above as appropriate)

Scotts Turf Builder Classic [Drop]	X
Scotts Turf Builder EdgeGuard [Mini, EcoSense, DLX] [Rotary]	X
Scotts [Standard, Basic, Deluxe, Lawn Pro] [Rotary]	X
Scotts Broadcast Tractor Spreader	X

[Use only with *insert company name* spreaders.]

[*insert company name* products are designed to work with *insert company name* spreaders.]

[For additional spreader settings, [please] call *insert company phone number*.]

GUARANTEED ANALYSIS

DuPont KJM44 0.073% Granular Fertilizer

This package applies XX pounds of product per 1,000 sq. ft. (*insert proper pounds of product applied*)

Florida Applications: X annual feedings with the exception of bahiagrass and centipede grass (X feedings in the north and X feedings in the central and south).

XX-XX-XX (*insert proper fertilizer ratio*)

FXXX (**FL Fertilizer identification number**)

Total nitrogen (N)	XX%
X.X% ammoniacal nitrogen	
X.X% urea nitrogen	
X.X% other water soluble nitrogen*	
X.X% water insoluble nitrogen	
Available phosphate (P ₂ O ₅)	X%
Soluble potash (K ₂ O)	X%
Sulfur (S)	X%
X% combined sulfur (S)	

Derived from: [ammonium phosphate] [urea] [methyleneureas] [potassium sulfate] [ammonium sulfate] [and] [muriate of potash].

Chlorine, not more than X%

*Contains X.X% slowly available [methyleneureas] [methylenediurea] [dimethylenetriurea] [and] [water insoluble] nitrogen.

Information regarding the contents and levels of metals in this product is available on the internet at <http://www.regulatory-info-sc.com>.

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EPA Reg. No. 352-XXX

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OPTIONAL MARKETING CLAIMS

The following claims may appear on any label panel

Appropriate fertilize, formula and company specific information will be inserted on Final Printed Label to replace "X"

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WEED CONTROL

- A better weed and feed experience* (*vs. previous formula)
- All you need for a thicker, greener lawn without dandelion(s).
- [Contains] patented/exclusive [new] [herbicide] technology
- Contains 96% less pesticide/herbicide* (*vs. previous formula)
- Controls/Kills/Clears [out] dandelion(s) [and many other broadleaf weeds] [after they sprout and helps make your lawn its thickest, greenest ever.]
- Controls/kills common lawn weeds [including **insert any weed from List 1** and others as listed on the label].
- Controls/kills dandelion(s) and other broadleaf weeds while feeding your lawn.
- Controls/kills dandelion(s) [and other [major] [lawn] weeds.]
- Controls/kills **insert any weed from List 1** and other non-grassy weeds while greening your lawn [without rapid/extreme growth.]
- Controls/kills [tough/hard to kill] weeds [that other weed and feeds miss]
- Controls/kills weeds/dandelion(s) [dead to the root/root and all] [the first time, every time]
- Dandelion(s) and other weeds [will be killed in 3 to 4 weeks and your lawn will be greener in 3 to 6 days.]
- Effective [feeding and] weed control for mixed lawns/grass[types]
- Improved/Better weed control!* (*vs. previous formula)
- **Insert product name** [-**insert any weed from List 1** and other broadleaf weeds while greening your lawn for up to 2 months.]
- **Insert product name** [is/-] America's favorite weed & feed
- Kills weeds [and won't burn mixed lawns/grass [types]]
- Kills weeds through the roots
- New [and Improved] [weed control] formula/technology
- Patented formula kills weeds that ordinary weed and feeds miss
- This product eliminates weeds and helps you get a thicker, sturdier lawn with increased root development.
- Tested/Proven on lawns across America/the USA
- Weed control plus fertilizer
- Weeds will be dead in 3 to 4 weeks and your lawn will be greener in 3 to 6 days
- [ICON] - Weed
- 33% better dandelion(s) control* (*vs. previous formula)

APPLICATION

- [A] Fall feeding creates the best lawns
- Apply any time of day
- Apply [anytime] [when] [broadleaf] weeds are actively growing [in the early fall]/[in the spring].
- Apply in Spring: April-June.
- Apply [spring/fall] when weeds are [actively] growing/are a problem
- Apply/use anytime you have weeds
- [Apply/use to] prepare[s] [your/the] lawn for a faster recovery from drought
- [Apply/use to] prepare[s] [your/the] lawn for faster drought recovery
- Experts agree that Fall is the best time of year to fertilize/feed because conditions are ideal/optimal for root development
- Fall is the best time [to feed [seed [and kill weeds]]]
- [Fall is] [the] #1 recommended season to feed your lawn
- [Feed now] Prepare [your] grass/lawn to withstand [the effects of] heat and drought
- Feed now for a more vibrant lawn next spring and all year long
- Feed this Fall/Spring
- Error-proof/goof-proof/mistake-proof [formula]
- Easy-to-use/apply [formula]
- Rain proof/rain fast/weather proof
- Step 2. Spring April-June
- Step 2 of 4 easy steps to a better lawn
- Weed control without wet shoes
- Weed control made simple/easy
- Apply in spring/fall

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CARTRIDGE SPREADER CLAIMS

- [All you have to do is] [just] pop it on, flip the lever and go.
- Available in your choice of [x] formulas/cartridges/refill/pods – [*insert product name(s)*]
- Clean up and storage is a snap
- [*insert product name*] [cartridge/refill/pod] [applicator] [system] delivers [just] the right amount of *insert product name*/product, [so] it's guaranteed not to burn your lawn.
- [It's] the [new] [self-contained] no-mess, no touch [fertilizing/feeding] system that's the [cleaner] way to a [beautiful/thick/green/strong] lawn.
- [It's] the [new] [self-contained] [feeding/fertilizing] system that transforms the way you feed your lawn, making [it] [a beautiful lawn] easier than ever before] [to get a beautiful lawn]
- [It's] the [new] [self-contained] system that takes the guesswork out of feeding/fertilizing [– so you can get [the right fertilizer/product/application] [great results] [a beautiful/thick/green/strong lawn].]
- [It's] the [new] [self-contained] [feeding/fertilizing] system that's ready to go when you are. Now you can get a [beautiful/thick/green/strong] lawn with [just] two/four 30 minute/20 minute/[quick] applications a year.
- [It's] the [new] [self-contained] system that transforms the way you [feed/fertilize] your lawn/landscape [making it easier than ever before].
- No spreader settings required
- Now, the cleaner way to a [beautiful/thick/green/strong] lawn is with the [new] [*insert product name*] [Cartridge/refill/pod] [Applicator] [System]
- Now an easier way to get a [beautiful] [thick] [green] [strong] lawn.
- Take the Mess Out of Getting a [beautiful/thick/green/strong] lawn.
- The [exclusive/patented/specially designed/revolutionary] [cartridge/refill/pod] automatically sets the proper feeding rate so there are no manual spreader settings [to adjust].
- The [*insert product name*] cartridge/refill/pod] snaps easily into place [icon]
- The self-contained [cartridge/refill/pod/applicator] system eliminates [all] the time consuming steps.
- The [self-contained] [cartridge/refill/pod/applicator] system automatically sets the proper application rate to give your lawn just the right amount of feeding and weed control it needs.
- The [revolutionary/patented/specially designed/exclusive/lightweight] [new] [*insert product name*] [cartridge/refill/pod] connects directly to the [exclusive/patented/specially designed [revolutionary] [*insert product name*] spreader/applicator [system] and automatically sets the proper application/coverage rate
- The [cartridge/refill/pod] [*insert name here*] [system] self-seals upon removal, [making clean up and storage a snap].
- There's no spilling or waste – the [cartridge/refill/pod][*insert product name*] automatically self-seals/reseals/seals when removed from the [*insert product name*] [cartridge/refill/pod] applicator/spreader.
- There's no need to cut open or pour from heavy bags.
- Now, getting a [beautiful/thick/green/strong] lawn is easy/easier than ever/before with the [new] [*insert product name*] [Cartridge/refill/pod] [Applicator] System
- Take the guesswork out of [feeding/fertilizing] your lawn [with the [new] [*insert product name*] [Cartridge/refill/pod] [Applicator] [System]
- [The] [*insert product name*] Cartridge [Refill] [pod] works exclusively with the [*insert product name*] [Cartridge/refill/pod] applicator/spreader system.
- Use [*insert product name*] [cartridges] [refills] [pods] ONLY with the [new] [specially designed/exclusive/patented/revolutionary] [*insert product name*] [Cartridge][spreader] [Applicator] [system].
- The revolutionary new way to take care of [feed] your lawn.
- [Now] [a] [quick/quicker] way to [feed/fertilize] your lawn [is with [new] [*insert name here*] [cartridge/refill/pod] [applicator] [system]

GUARANTEE

- *Insert company name* Easy-to-Use/Easy-to-Succeed/Worry-Free Granules/Formula/Fertilizer
- *Insert company name* Mistake Proof/Goof Proof/Easy-to-Use/Worry Free Granules/Formula
- [Backed by] [*insert company name*] [No-Quibble] Guarantee
- [Consumer] Guarantee: If for any reason you are not satisfied after using this product, simply send us [an] original proof of purchase and we will replace the product or refund the purchase price.

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FERTILIZER

- A **insert company name** lawn has a greater store of carbohydrates &/and nutrients to help maintain/fortify/strengthen it before &/and after (a drought)/(winter)
- A **insert company name** lawn [has a healthy root system that] protects against [heat &and drought] [summer stresses]
- Better than Ever for Fall Fertilizing* (*vs. previous formula)
- Builds [a] thick, green turf/lawn[s]/grass from the roots up [without burning your lawn.]
- Build/Grow a better lawn with/using less water.* *vs unfed lawn
- Builds/Grows/Promotes thick, green turf/lawns/grass [from the roots up.]
- Builds stronger, deeper roots [for winter].
- [A] quick-greening, long lasting [fertilizer.]
- [A] [strong/thick/beautiful/lush/green] lawn/grass/turf/green space [without weeds]
- A thicker, greener [Southern/Texas/Florida] lawn [-guaranteed]!* (*vs. unfed)
- [Builds/Grow] a thicker, greener [Southern/Texas/Florida] lawn. [Guaranteed!]
- Builds [strong,] [thick,] [beautiful,] [lush,] [green] [Southern/Texas/Florida] [lawns/grass/turf/green space]
- Builds/Grows a strong, thick [Southern/Texas/Florida] lawn
- Builds/Grow[s] a [strong/thick/beautiful/great/lush/green] [Southern/Texas/Florida] lawn [...guaranteed]!
- Can't Fail Guarantee
- Concentrated formula delivers/feeds with maximum [amount of] nutrients
- Contains composite timed/controlled/extended/slow/-release nitrogen [for extended feeding].
- Enjoy a [beautiful,] [thick], [green] [Southern/Texas/Florida] lawn!
- Exclusive **insert company name** formula won't burn [Southern/Texas/Florida] lawns
- Feed the lawn. Water Smart.
- Feeds [and greens] up to X months!
- Feeds [and greens] all season/all spring/all summer/all fall.
- Feeds and strengthens [Southern lawns/the lawn] [against heat and drought.]
- Feeds and strengthens [lawn] [against heat and drought].
- Feeding with [**insert product name**] every 2 months will result in a greener, thicker, stronger [Southern/Texas/Florida] lawn.
- [Feeding with **insert company name**] Water Smart™ Formula] helps grow/build a [thick/green/strong] [Southern/Florida/Texas] lawn [with more roots] [to better absorb water and nutrients] to recover in the event of/from drought.]
- Fertilize four times a year for best results – no more than two applications per year with [**insert product name**] [cartridge/refills/pods] and the remaining applications with [**insert product name**] [cartridge/refills/pods].]
- Fertilizes with a feeding of [Southern/Texas/Florida] **insert product name** for developing [strong/thick/beautiful/lush/green] lawns/grass/turf/green space.
- [Feeding with **insert company name**] Water Smart Formula helps grow a thick lawn with more roots to better absorb water and nutrients. This helps protect your lawn against heat, drought and other stresses.]
- Feeds &and strengthens [lawn/Southern lawns] for faster recovery from drought/drought recovery
- Feeds &/and strengthens [lawn/Southern lawns] for faster drought recovery
- Gives/Provides/Replenishes [your/the] [grass/lawn/turf/green space] [with] the nutrients it needs to recover faster [after/from winter]/[after/from dormancy]
- Feed the lawn, beat the heat!
- Guaranteed not to burn your lawn [when applied as directed.]
- Grows/Builds strong, deep roots [that use water better/more efficiently].
- Gives/Provides/Replenishes [your/the] [grass/lawn/turf] [with] the nutrients it needs [to recover faster from drought/for a faster drought recovery]
- [Greens and] Feeds/Fertilizes/Nourishes [your] lawn/grass/turf/green space
- Greens in 72/Seventy-Two hours!
- Greens in 3/Three days!
- Greens [quickly] & feeds up to 4 months.
- Heat-friendly [Southern/Texas/Florida] formula/fertilizer won't burn your lawn.
- [Helps] defend[s] protect[s] [your/the lawn] against heat &and drought
- Helps repair [summer]/[insect]/[disease]/[grub]/[heat] damage [to lawns.]
- [Help[s]] strengthen[s] [Southern/Texas/Florida] lawns/lawn against heat, drought, [and wear & tear]
- [ICONS] - grass and/or roots, unfed lawn visual, Water Smart Lawn visual

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FERTILIZER (cont.)

- **[Insert product name]** works below the soil [, too,] helping to promote root [and rhizome] development; this strengthens the grass plants and enables them to produce more blades of grass, and it thickens the lawn with the addition of new grass plants.
- **[Insert company name]** timed/controlled/extended/slow-release formula/fertilizer spoon-feeds nutrients
- **Insert company name** Water Smart fertilizer/formula helps your lawn build strong deep roots that use water more efficiently and can reach down to stores of water in the soil
- **Insert company name** Water Smart™ Formula] will keep your lawn vital/strong/thick all season
- **[Insert product name]** contains [extra] nitrogen, carefully blended with potassium [and (other nutrients)](phosphorus)], to make your lawn greener.
- **Insert company name**Water Smart™ Formula] improves lawn's ability to absorb water and nutrients.
- Lawn will be greener in 3/three days.
- Lawn will turn green in a few days.
- Long-lasting, feeds up to X months.
- Maintains/grows/builds/promotes a strong, deep root system to protect [your/the grass/lawn/turf] against the effects of heat &/and drought.
- Makes the most of every drop.
- [Patented/Exclusive timed/controlled/extended/slow/-release formula/fertilizer] builds/grows thick, green lawns from the roots up without burning your lawn [guaranteed]!
- Promotes/Grows/Builds strong, robust/deep roots [for a better lawn/grass/turf/green space]
- Promotes/builds/grows a lush, green [Southern/Texas/Florida] lawn
- Promotes surge-free growth [without burning your lawn.]
- Promotes/Grows/Builds a thick, green [Southern/Texas/Florida] lawn.
- Promotes [a] deep, even greening.
- Promotes thick, green growth/turf [without burning your lawn].
- Provides/Delivers the key/essential/critical [macro] nutrients for a [lush,] [thick,] [beautiful,] [green,][great,] [strong] [Southern/Texas/Florida] lawn.
- Protect for winter while building strong roots for a better/greener/stronger lawn all [of] [next] year
- Protects/Replenishes your lawn over the winter [and builds a foundation for a better lawn next spring]
- Protects/Replenishes your lawn over the winter [and builds a foundation for long-lasting vitality]
- Protects/Replenishes your lawn over the winter [and builds a strong, long-lasting foundation]
- Quick greening &/and extended feeding [for a [lush,] [thick,] [beautiful,] [green,] [strong,] [great,] [Southern/Texas/Florida] lawn.]
- Season Long Protection in 15 minutes!
- See a thicker, greener lawn next spring.
- Starts working immediately
- Strengthens/Fortifies root system &/and provides grass/lawn/turf the nutrients it needs to recover faster [from winter/drought/disease]
- Strengthen/fortify [your/the] grass/lawn/turf/green space for a faster recovery from drought/drought recovery
- Strengthen/fortify [your/the] grass/lawn/turf/green space for faster drought recovery
- The thick blades of a **insert company name** Water Smart lawn trap water and minimize loss from evaporation [– so your lawn makes the most of the water it gets]
- Thickens [the] lawn to [help] crowd out weeds/moss.
- Timed/controlled/extended/slow/-release nitrogen won't burn your lawn [or cause surge growth]
- Thin areas of turf will fill in (over time)/(within weeks), [creating a more uniformly dense lawn.]
- [Warm Soil] [Cooler Air] [More Precipitation]. **[Insert product name]** works with [these] Fall conditions to strengthen the roots to provide protection from Winter and develop a stronger/better foundation for next year.
- Won't Burn [Guaranteed!]
- Won't burn [lawn] guaranteed
- Warm soil + Cooler Air + More precipitation = the ideal environment [for root development] [for your lawn to grow]
- [Water Smart icon]
- Well-fed lawns are more efficient at using available water
- Will not burn [lawns]

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Formula

- Contains no phosphorous/phosphate
- Contains X% Iron [for added greening]/[for a deep, dark green turf]/ [for deep greening]/ [for deeper greening].
- Contains Xlbs, Xoz Iron [per bag]
- [Contains] timed/slow/controlled-release nitrogen for extended, even feeding.
- Contains timed/slow-release/controlled/extended release nitrogen [for extended feeding and greening].
- Dual Action Formula/fertilizer – Protect[s] [lawn] for Winter and Build[s] for Spring.
- Enhanced/Improved Formula – X% More Greening Power* (*vs ***[insert product name]***)
- Enhanced 3-in-1/three-in-one Formula – [Helps lawn] recover from Summer, Replenish for Winter and Rebuild for Spring
- Formulated with ***insert company name*** [exclusive] technology [for long lasting greening and feeding.]
- Get a [thick/green/beautiful/great] lawn [with a total of just two applications a year] [- Spring and Fall].
- ***[insert company name]*** timed/slow-release/controlled/extended-release formula/fertilizer can be used on lawns in phosphorous/phosphate sensitive areas
- Mixed grass/lawn [type] formula
- New /Improved [Formula]
- NITROGEN – Essential for plant [and/& root] growth; [makes grass green] [and/& strengthens roots]
- PHOSPHORUS – Stimulates root growth;[helps grass multiply]
- Phosphorous/phosphate free [formula]
- POTASSIUM – Makes plant strong; [better able to resist drought and extreme heat]/[improves heat &/and drought tolerance]/[protects against winter]
- Timed/slow/controlled/extended-release feeding.
- [Specially] formulated to provide consistent, even feeding over an extended period of time.
- The [new] ***[insert product name]*** [cartridge[s]/refills(s)/pod(s)] is/are formulated to provide you with a thick/green/beautiful/great lawn [with a [as few as] [just] [two applications a year.]
- [The] [new] [extended/timed/controlled/slow/slow-timed/slow-controlled release formula has [more/the feeding] power to green and thicken your lawn [with as few as/just two applications a year] [- Spring and Fall].
- The [new] ***[insert product name]*** cartridge[s]/refill(s) [pod(s)] [is/are ***insert company name*** best formula[s]], [providing/provides [a] more complete feeding] [with] x2x/x% more/extra [the] nutrients] so you get a [thick/[green/beautiful/great] lawn [with as few as/[just] two applications a year] [- Spring and Fall].
- The [new] [fertilizer] ***[insert product name]*** [cartridges/refills/pods] are formulated to provide a thick, green lawn [with as few as/just two applications a year] [Feed 4 times a year for [your] best lawn]
- Formulas feed over time to green/thicken your lawn [with as few as two applications a year] [- Spring and Fall.]
- Recover, Replenish, Rebuild [with] ***[insert product name]***
- Works on mixed lawns
- Zero phosphorous/phosphate fertilizer [specially formulated for phosphorous/phosphate sensitive areas].

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Packaging Claims

- [New] Bonus size
- Convenient [new] size
- Click & Go [pack/cartridge/refill/pod]
- Easy open resealable bag
- Easy open, easy close
- Easy [to] pour
- [Just] flip, tilt, feed
- [Just] shake and/n feed
- Made for] small/medium/large lawns
- [New] bonus size
- [New] Built-in spreader/applicator
- [New] easy-to-carry handle
- [New] easy-to-carry size
- No spill bag
- No Touch, No Spill, No Waste
- [Now with] X% more
- [Perfect] [size] for small lawns
- Reclosable bag
- Small/medium/large
- Zip close
- Snap & Go [pack/cartridge/refill/pod]
- Ready to go [packs/cartridge/refill/pod]
- [Pack/cartridge/refill/pod] automatically set the proper application rate.
- [Packs/cartridges/refills/pods] connect directly to the applicator/spreader

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Insert Company Name Advantage

- Because of **insert company name** exclusive/patented timed/slow/controlled/extended -released nitrogen, you won't get the rapid surge growth associated with ordinary, fast-release weed-and-feeds.
- For a [beautiful/[strong/thick/green/great] [Southern/Texas/Florida] lawn, more people choose **insert company name** fertilizers than any other brand.
- For more than 100 years, people have trusted more than any other brand to help grow/build [beautiful/[strong/thick/green/great] [Southern/Texas/Florida] lawns.
- Each All-in-One Particles fertilizer contains essential nutrients [and micronutrients] for a [greener], [thicker], [stronger] lawn.
- Each All-in-One Particles fertilizer contains the recommended ratio of nutrients
- Exclusive Particle Technology
- **Insert company name** exclusive/patented formulas/fertilizers are mistake/goof/error proof...so you can rest assured you'll get great results, regardless of your level of expertise.* (*when used according to directions)
- [**Insert company name** fertilizers are designed to be] easy to apply
- **Insert company name** has been the leader in helping homeowners enjoy their lawns for more than 100 years. Our patented All-In-One Particle™ is guaranteed to provide even feeding and greening with the right balance of essential nutrients [to every inch of your lawn]. And when you feed with **insert product name**, your lawn will become thicker, with deeper roots to better absorb water and nutrients. The result is a [thick,] beautiful **insert company name** lawn.
- **Insert company name** [patented/exclusive] all-in-one particles deliver a balance of [fall] feeding nutrients to every treated square inch of treated grass/your lawn for a [thick], [green], [strong] [spring] lawn.
- **Insert company name** TECHNOLOGY
- Nobody does more [field] research on lawns than **insert company name** ...[we're the lawn experts so you don't have to be.]
- Now it's easy for you to have a better lawn
- [Now with] **insert company name** [patented/exclusive] all-in-one/1 [particle/fertilizer] technology
- [Only] **insert company name** has patented/exclusive all-in-one/1 [fertilizer/particle] technology
- Patented Particle® Technology
- Simple and easy
- Start [program at] anytime.
- The **insert company name** Advantage
- The **insert company name** Difference [- All-In-One Particle™ Technology]
- The timed/slow/controlled/extended -release nitrogen feeds your lawn without burning [, and steadily for up to 2 months.]

The insert company name Solution

Plan your feeding/fertilizing schedule. Choose the right product for your lawn.
There's a **insert company name** product for every need
Use any of these products next to keep your lawn looking great all season!
How often should I feed my lawn?

Just like your body needs high quality nutrients to thrive, your lawn needs a regular supply of the highest-quality nutrients to stay thick and strong. So, for a thick, beautiful **insert company name** lawn that can stand up to heat, drought, wear and tear, we recommend feeding every 6-8 weeks.

To Feed		To Kill Weeds		To Feed		To Kill Bugs		To Prepare for Winter	
Anytime	ICON	Early Spring	ICON	Late Spring	ICON	Summer	ICON	Fall	ICON
		February -		April - June		June -		September -	
		April				August		November	

- For best results, apply [the] **insert brand name** Annual Lawn [Care] Program
- For best results, apply a **insert brand name** [lawn fertilizer] product four times a year
- For best results, apply a **insert brand name** [lawn fertilizer] Annual Program
- Feed four times for your best lawn
- Feed Regularly [with **insert company name**] for your Best Lawn
- No more guesswork. You simply apply the right product – one Step at a time
- Each step is designed to the specific season to help give you a greener lawn
- Each step is designed to the specific season to help give you a greener lawn

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Lawn Pro Claims:

General Lawn Pro Advantage Claims

- **Insert company name** BEST Fertilizer[s]
- Gives you a [thicker][,] [greener] lawn than/vs. regular **insert product name**.
- **Insert company name** BEST annual program.
- Delivers more greening [power] than/vs. regular **insert product name**.
- Contains [X%] more [essential] nutrients than/vs. regular **insert product name**.
- Lawn Pro®
- Four easy steps for/to a better lawn.

Increased Potassium

- X% More potassium than/vs. regular **insert product name**.
- Promotes your/the strongest lawn [ever]
- [Delivers] more Potassium to help protect against drought stress.
- X% added Potassium [for improved overall lawn strength/vitality/durability/toughness] than/vs. regular **insert product name**.

Slow Release Nitrogen Increase

- X% MORE Slow-Release Nitrogen than/vs. regular **insert product name**.
 - **Insert company name** Longest-Lasting Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/ Nutrients/Food/even greening/consistent green
 - X% longer lasting Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/Nutrients/Food/even greening/consistent green than/vs. regular **insert product name**.
 - X% More slow release Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/Nutrients/Food/even greening/consistent green than/vs. regular **insert product name**.
 - X% more (extended, controlled, long release) Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/ Nutrients/Food/even greening/consistent green than/vs. regular **insert product name**.
 - ["Specially formulated" may precede ANY OF THE ABOVE]
- [Patented Timed-Release formula] builds/grows the thickest, greenest lawn [from the roots up without burning your lawn] [guaranteed]!
- Greens longer [than regular **insert product name**]. [* vs. regular **insert product name**]
- Contains the most timed release nitrogen [for extended feeding and greening].
- Feeds [and greens] up to X months/weeks longer [than regular **insert product name**]. [* vs. regular **insert product name**]
- X% added slow/extended/time[d]/even release Nitrogen. [* vs. regular **insert product name**]
- More slow/extended/time[d] /even release Nitrogen for longer lasting even greening/consistent green [than regular **insert product name**]. [* vs. regular **insert product name**]
- More slow/extended/time[d] /even release Nitrogen for longer lasting Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening Power/Feeding [than regular **insert product name**]. [* vs. regular **insert product name**]

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Micro Nutrients(X will be provided on Final Printed Label)

- Added essential nutrients for a[n] better/stronger/more durable/resilient/more balanced/improved lawn.
- Added Iron for Summer Green Extender
- Contains X% iron/[micro nutrients] for the deepest, darkest green turf.
- Contains X% iron/[micro nutrients] for the deepest greening.
- Contains X% iron/[micro nutrients] for deeper greening than regular **insert product name**.
- Contains micronutrients to help improve [your] soil [conditions]
- Micropack guarantees to correct nutrient deficient soils
- Micropack to [even] [help] correct bad soil [conditions]
- More added essential nutrients for a[n] better/stronger/more durable/resilient/more balanced/improved lawn than the **insert product name**.
- More complete micronutrients for all your turf essentials.
- More essential nutrients for a better lawn than **insert product name**.
- More micronutrients/iron/essential nutrients/nutrients for a[n] better/stronger/more durable/resilient/more balanced/improved lawn.
- Provides/Delivers the most key/essential nutrients for you/the lushest/thickest/most beautiful/greenest/strongest lawn. *vs. **insert product name**
- The most essential nutrients for a[n] better/stronger/more durable/resilient/more balanced/improved lawn.
- With added [MicroMax] [Micronutrients] to/for/help[s] strengthen/the strongest lawn defense against heat, drought, and wear & tear.
- X% Added micronutrients/iron/essential nutrients/nutrients for a[n] better/stronger/more durable/resilient/more balanced/improved lawn.

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Questions/Information

[ICON - PHONE] Phone toll-free -or- Consumer Helpline -or- [toll-free] consumer hotline
Insert company phone number

[ICON – NYSE symbol] ***Insert company name and address***

Questions? Call ***insert company phone number***

Insert company name [No-Quibble] Guarantee™

If for any reason you, the [consumer or customer], are not satisfied [with the results] after using this product, you are entitled to get your money back. Simply send us evidence of purchase and we will mail you a refund check promptly.

Get expert advice for your lawn. [NOW]

Want information on what to use and when?

Sign up today to get free expert advice specifically for your lawn.

Consumer Helpline/Call [now] ***insert company phone number***

Contact the Experts/Learn more at ***insert company phone number***

Insert company name... the lawn people Marysville, Ohio 43041

"Lawn success made easy" [Call insert company phone number]

Dedicated To A Beautiful World™

Trusted by generations of homeowners, ***insert company name*** is dedicated to helping enhance and protect the natural beauty of your home environment. – ***insert company name***

Insert company name & Your Environment

We Care - ***insert company name*** products are designed with care to grow thicker, greener lawns.

[Because] Green is Good - A healthy lawn cleans the air, produces oxygen and prevents runoff and soil erosion.

[You Can] Make a Difference - Help keep our water resources clean. Apply this product only to your lawn. And sweep any product that lands in the driveway, sidewalk or street back on to your lawn.

Lawn products work in harmony with the environment when used correctly. Read and follow package recommendations and instructions for use.

- Apply only when grass and weeds are actively growing.
- Allow six to eight weeks between applications.

[Water Smart®] Tips for Lawncare Success

- Feed Regularly For Your Best Lawn. [Regular feedings of ***insert product name*** will help grow a lawn you and your family can enjoy. ***insert product name*** provides the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought and family activity.]
- Mow Your Lawn. [Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively.]
- Leave The Grass Clippings On Your Lawn. [This recycles the plant nutrients back into the soil.]
- Conserve Water. [Your lawn will begin to wilt when water is needed. As much as possible, take advantage of nature's sprinkler and rely on the rain to water your lawn.]

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.

U.S. Patent No. X,XXX,XXX
[patent pending]