



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

October 1, 2018

Michael Sarli  
Sr. Director Regulatory  
Realex, Div. of United Industries Corp.  
PO Box 142642  
St. Louis, MO 63114

Subject: Notification per PRN 98-10 – Addition of optional guarantee  
Product Name: Real-Kill Broadleaf Weed Killer  
EPA Registration Number: 478-121  
Application Date: April 16, 2018  
Decision Number: 544541

Dear Mr. Sarli:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

If you have any questions, you may contact Julia Kerr at 703-347-0386 or via email at [kerr.julia@epa.gov](mailto:kerr.julia@epa.gov).

Sincerely,

A handwritten signature in black ink that reads "Kathryn V. Montague". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Kathryn Montague, Product Manager 23  
Herbicide Branch  
Registration Division (7505P)  
Office of Pesticide Programs

# REAL KILL BROADLEAF WEED KILLER

## NOTIFICATION

478-121

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

10/01/2018

(See back page for optional marketing claims and language)

**STOP. READ ENTIRE LABEL BEFORE USE**  
[STOP. READ ALL INSTRUCTIONS INSIDE BEFORE USING.]

### DIRECTIONS FOR USE

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

SHAKE WELL BEFORE USING.



**Do not enter or allow entry until sprays have dried.**

### Precautions and Restrictions:

Do not apply this product in a way that will contact workers or other persons either directly or through drift. Only protected handlers may be in the area during application. Do not use this product on or near desirable plants, including within the dripline of the roots of desirable trees and shrubs, since injury may result. The maximum number of broadcast applications per treatment site is 2 per year with a minimum of 30 days between applications.

### MEASUREMENT CALCULATIONS

Calculate square feet by multiplying length by width. 1 fl. oz. = 2 tablespoons (6 teaspoons); 2 fl. oz. = 4 tablespoons; 4 fl. oz. = 1/2 cup; 8 fl. oz. = 1 cup; 16 fl. oz. = 1 pint; 32 fl. oz. = 1 quart

### WHEN TO USE

- 1) SPRING: The best time to treat weeds is when they are small and growing.
- 2) FALL: Many problem weeds germinate in the fall and treatment then will eliminate many of next year's weeds.

### HOW MUCH TO USE

#### SPOT TREATMENT

To spray small areas or individual weeds, use a pressure sprayer for better control. Do not use a hose-end sprayer. Mix as directed in table below. Shake well before spraying. Be certain to wet each weed.

[ALTERNATE: Do not use a hose-end sprayer to spot treat. To spray small areas or individual weeds, use a pressure sprayer for better control. Mix 1 fl. oz. (2 Tbsp.) in one gallon of water. Shake well before spraying. Be certain to wet each weed.]

#### ENTIRE LAWN

#### PRESSURE SPRAYERS (Optional Directions)

Measure amount of concentrate from chart below into sprayer tank and dilute with 1 gallon of water. Close tank sprayer and shake well before spraying. Use a spray pattern that gives small spray droplets without any fine mist to treat 250 sq. ft.

#### Active Ingredients:

- \* 2,4-D, dimethylamine salt ..... 7.59%
- †Mecoprop-p, dimethylamine salt ..... 1.83%
- ‡Dicamba, dimethylamine salt ..... 0.84%
- Other Ingredients: ..... 89.74%

\* 0.540 lb. 2,4-D acid equivalent per gallon or 6.30%. † 0.129 lb. Mecoprop-p acid equivalent per gallon or 1.51%. ‡ 0.059 lb. Dicamba acid equivalent per gallon or 0.69%. Contains the single isomer form of Mecoprop-p.

### KEEP OUT OF REACH OF CHILDREN

**CAUTION** See back [panel] [booklet] for additional precautionary statements

NET CONTENTS 32 FL. OZ. (1 QUART)

AMOUNT OF CONCENTRATE IN 1 GALLON WATER REQUIRED TO TREAT 250 SQ. FT. OF LAWN (Spot treatment or entire lawn)	
GRASS TYPE	AMOUNT OF CONCENTRATE
St. Augustine*, Bahia, Centipede	½ fl. oz. (1 Tbsp.)
Bermuda, Bentgrass	2/3 fl. oz. (4 tsp.)
Bluegrass, Fescue, Rye, Zoysia	1 fl. oz. (2 Tbsp.)

\*DO NOT USE ON FLORATAM VARIETY OF ST. AUGUSTINE GRASS IN FLORIDA.

**HOSE-END SPRAYERS (Optional Directions)**

“CONCENTRATE ONLY” (DIAL) SPRAYERS

- From the chart below determine amount of concentrate to be applied for each 250 sq. ft. of lawn.
- Fill sprayer jar with enough concentrate to cover area to be treated. Do not add water to sprayer.
- Set dial on sprayer to the setting from the chart below.
- Attach sprayer to hose. Extend hose to the farthest area of lawn to be treated and work back toward faucet so that you do not walk over treated areas. Apply evenly to lawn.

“CONCENTRATE-PLUS-WATER” SPRAYERS  
For sprayers that require [the] addition of water as well as concentrate prior to application [treating]:

- From the following chart [chart below], determine amount of concentrate required to treat each 250 sq. ft. of lawn.
- Pour concentrate into sprayer jar to the required “fl. oz.” level.
- Then add the appropriate amount of water to the “gals.” level. Replace sprayer top on jar and shake well before spraying.
- Attach sprayer to hose. Extend hose to the farthest area of lawn to be treated and work back toward faucet so that you do not walk over treated areas. Apply evenly to lawn.

OUNCES OF CONCENTRATE TO USE FOR:

Sq. Ft. to Be Treated	St. Augustine* Bahia Centipede	Bermuda Bentgrass	Bluegrass, Fescue, Rye, Zoysia	Gallons of Water
250	1/2	2/3	1	1
1,000	2	2 2/3	4	4
5,000	10	13 1/3	20	20
8,000	16	21 1/3	32	32

\*DO NOT USE ON FLORATAM VARIETY OF ST. AUGUSTINE GRASS IN FLORIDA.

**EXAMPLE:** To treat 1,000 sq. ft. of Fescue pour in concentrate to the 4 fl. oz. mark and add water to the 4 gallon mark. Check the directions you received when you purchased your sprayer for further details on the proper use of your sprayer.

**READY SPRAY NOZZLE (Optional Directions)**

[Option Marketing Phrase for a Ready-Spray Product: Just connect to your garden hose and spray!]

[HOW TO USE]

[OPTION A]

**HOSE END SPRAYER INSTRUCTIONS [Dial Button]**

- Shake container well before using.
- Connect a garden hose to the Ready-Spray nozzle. Make sure the dial on the nozzle is in the “OFF” position with the [green] safety tab in the valve notch.
- Turn on water at faucet. Extend hose to the farthest area to be treated and work back toward the faucet so you don’t come in with the treated area
- To BEGIN spraying, point nozzle toward lawn or plants to be treated and 1.)

\*DO NOT USE ON FLORATAM VARIETY OF ST. AUGUSTINE GRASS IN FLORIDA.

**EXAMPLE:** To treat 1,000 sq. ft. of Fescue lawn, add 4 fl. oz. of concentrate to the sprayer with sprayer dial set on 1 fl. oz. Check the directions you received when you purchased your sprayer for further details on the proper use of your dial sprayer.

bend the green safety tab (located at right of [yellow] dial) back and hold, 2.) using your other hand, QUICKLY turn the dial clockwise until it stops. Water will automatically mix with the product.

5. Spray until wet to control weeds listed on page 4. Walk at a steady pace while spraying using an even sweeping motion, slightly overlapping treated areas. One quart will treat 16,000 sq. ft. of Southern and 8,000 sq. ft. of Northern grasses. [40 oz concentrate will treat 20,000 sq ft of Southern grasses or 10,000 sq ft of Northern grasses] Calculate square feet by multiplying length by width. Refer to sight gauge to guide coverage (example: when bottle is half empty, you should have covered half the area).
6. To STOP spraying, QUICKLY turn the dial in the opposite direction of "ON" (counter clockwise) until it stops and the safety tab engages into the notch. Turn water off at faucet. To relieve pressure before removing nozzle from hose, bend the safety tab back and turn dial "ON" until water stops spraying.
7. To STORE unused product, make sure the dial is in the "OFF" position with the [green] safety tab in the valve notch. Place in a cool area away from heat, sunlight or open flame.]

**[OPTION B**

**HOSE END SPRAYER INSTRUCTIONS (Optional subheading)**

1. Shake container well before using.
2. Attach a garden hose to the Ready spray nozzle. For first time use remove the safety tab below the SPRAY button on the toggle switch by pushing to the left or right until the tab breaks free. Make sure that toggle switch remains in the OFF position. For subsequent uses make sure the toggle switch is in the OFF position before attaching to hose.
3. Turn on water at faucet. Extend hose to the farthest area to be treated and work back toward the faucet so you don't come in contact with the treated area.
4. To BEGIN spraying point nozzle toward treatment site and press the SPRAY button on the toggle switch until it clicks into the fully on position. Water will automatically mix with the product.
5. Spray until wet to control insects. Walk at a steady pace while spraying using an even sweeping motion, slightly overlapping treated areas. One quart will treat 16,000 sq. ft. of Southern and 8,000 sq. ft. of Northern grasses. [40 oz concentrate will treat 20,000 sq ft of Southern grasses or 10,000 sq ft of Northern grasses].
6. To STOP spraying push the OFF button on the toggle switch until it stops. Turn water off at faucet. To relieve pressure before removing nozzle from hose press the SPRAY button on the toggle switch until water stops spraying.
7. To STORE unused product make sure the toggle switch is in the OFF position. Place in a cool area away from heat, sunlight or open flame.]

**[Option C**

**USING THE READY SPRAY NOZZLE (Optional subheading)**

1. Shake container well before using.
2. Attach a garden hose to the Ready spray nozzle. For first time use remove the safety tab above the trigger by pushing to the left or right until the tab breaks free.
3. Turn on water at faucet. Extend hose to the farthest area to be treated and work back toward the faucet so you do not come into contact with the treated area.

4. To BEGIN spraying point nozzle toward treatment site and squeeze the trigger to the fully on position. Water will automatically mix with the product.
5. Spray until wet to control listed weeds. Walk at a steady pace while spraying using an even sweeping motion, slightly overlapping treated areas. One quart will treat 16,000 sq. ft. of Southern and 8,000 sq. ft. of Northern grasses. [40 oz concentrate will treat 20,000 sq ft of Southern grasses or 10,000 sq ft of Northern grasses].
6. To STOP spraying release the trigger Turn water off at faucet. To relieve pressure before removing nozzle squeeze the trigger until water stops spraying.
7. To STORE unused product make sure the trigger is in the closed position. Place in a cool area away from heat, sunlight or open flame.]

**[Option D**

**[Optional Subheadings: USING THE READY SPRAY NOZZLE, HOSE END SPRAYER INSTRUCTIONS, HOW TO USE THE [INSERT HOSE END SPRAYER NAME] or DIRECTIONS FOR HOSE END SPRAYER]**

1. Shake container well before using.
2. Connect a garden hose to the sprayer nozzle. Make sure switch is fully forward in the "OFF" position.
3. Turn on water at faucet. Extend hose to the farthest area to be treated and work back toward the faucet so you don't come in contact with the treated area.
4. [Optional Step: Remove safety tab from sprayer's right side by pulling straight out. [You may] Discard or keep for future re-use.]]
5. To BEGIN spraying, point nozzle toward treatment site and pull switch backwards [with thumb] [with finger] towards hose connection. Water will automatically mix with the product.
6. Spray until wet to control weeds. Walk at a steady pace, working back toward the faucet while spraying using an even sweeping motion, slightly overlapping treated areas. [One quart will treat up to 21,333 sq ft of St. Augustinegrass, 16,000 sq ft of other Warm Season grasses, and 8,000 sq ft of Cool Season grasses.] [Calculate square feet by multiplying length by width.] [Refer to site gauge [Alternate: view stripe] to guide coverage [(Example: when bottle is half empty, you should have covered half the area)].
7. To STOP spraying, push switch forward [with thumb] [with finger] toward nozzle. Turn water off at faucet. To relieve pressure before removing nozzle from hose, pull switch backwards [with thumb] [with finger] towards hose connection until water stops spraying.
8. To STORE unused product, make sure switch is fully forward in the "OFF" position.
9. [Optional Step: Re-install safety tab into sprayer's right side. With sprayer in the full "OFF" position, push tab into position.]
10. Place in cool area away from heat, sunlight or open flame]

NORTHERN LAWNS (covers 8,000 sq. ft.)	SOUTHERN LAWNS (covers 16,000 sq. ft.)
Bluegrass, Fescue, Rye, Zoysia	Bahia, Bermuda, Bentgrass, Centipede, St. Augustine
NOTE: Do not use on Floratam variety of St. Augustine grass in Florida. If you are unsure as to what type of grass you have, contact your county extension agent.	

**USE TIPS**

- 1) For best results, mow before treating weeds.
- 2) Do not treat when air temperatures exceed 85° F or damage to grass may occur.
- 3) Do not water within 6 hours after treatment. Poor weed control may result if rainfall occurs within 6 hours of application.
- 4) **For new lawns**, treat within 24 hours after seeding. **On established lawns**, wait 3 weeks after treatment before re-seeding. Once new grass has started to grow, wait until it has reached a height of 2 inches before treating. Treat as directed for newly sodded lawns if weeds are present.
- 5) Do not allow spray to get on vegetables or ornamental plants since injury may result. Do not spray around roots of trees and ornamentals. Clover will be damaged if sprayed.
- 6) Whether using a hose-end sprayer or pressure sprayer, avoid sprays which are too fine because they can drift and damage other plants.
- 7) If certain tough weeds are not dead within 3 weeks, repeat treatment. Broadcast application is not necessary; follow spot treatment directions.
- 8) Use of this product when air temperatures are below 60F may result in delayed appearance of weed control.

**USE TIPS FOR READY-SPRAY NOZZLE**

- (Replaces #6) Avoid sprays which are too fine because they can drift and damage other plants.
- (Replaces #7) If certain tough weeds are not dead within 3 weeks, spot treat.
- It will take about 20 minutes to apply this bottle. Actual time will vary depending on water pressure.

**OPTIONAL DIRECTIONS FOR REFILLING CHEMSICO SPOT WEED KILLER A**

[Easy to mix • Just add water • Makes one gallon • • No measuring required • Power Sprayer Refill]

To refill the Chemsico Spot Weed Killer A : [Mix 10 fl. oz. of this product] [pour 10 fl. oz. of this product into the empty bottle [container]] and dilute to a gallon with water. See the Chemsico Spot Weed Killer A label for complete directions.

**STORAGE AND DISPOSAL**

**Storage:** Store in a cool, dry area away from heat or open flame. If product freezes, shake well before use once it has thawed. **Disposal:** If empty: Non-refillable container. Do not reuse or refill this container. 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 and Domestic Animals**

**CAUTION:** Causes moderate eye irritation. Harmful if absorbed through skin. Harmful if swallowed. Avoid contact with skin, eyes or clothing. Wear long-sleeved shirt, long pants, and shoes plus socks. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

**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 treatment advice. **If on Skin or Clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a Poison Control Center or doctor for treatment advice. **If Swallowed:** Call a Poison Control Center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a Poison Control Center or doctor. Do not give anything by mouth to an unconscious person.

Have the product container or label with you when calling a Poison Control Center or doctor, or going for treatment. You may also contact 1-800-xxx-xxxx for emergency medical treatment information.

**Note to Physician:** Probable mucosal damage may contraindicate the use of gastric lavage.

**Environmental Hazards**

This product may be toxic to fish and aquatic invertebrates and may adversely affect non-target plants. Do not apply directly to water, to areas where surface water is present, or to intertidal areas below the mean high water mark. Drift and runoff may be hazardous to aquatic organisms in water adjacent to treated areas. Do not contaminate water when disposing of equipment wash waters or rinsate.

This chemical has properties and characteristics associated with chemicals detected in groundwater. The use of this chemical in areas where soils are permeable, particularly where the water table is shallow, may result in groundwater contamination. Application around a cistern or well may result in contamination of drinking water or groundwater.

**NOTICE: To the extent consistent with applicable law, buyer assumes all responsibility for safety and use not in accordance with directions.**

**Questions or comments?** Call 1-800-332-5553

[\*If you are not satisfied with this product for any reason, send your written request for a refund to the address below, together with the original dated store receipt showing the price you paid. Please allow 6-8 weeks for processing.]

**[Satisfaction Guaranteed:** If you are not completely satisfied with the performance or results of this GreenThumb® product, it will be repaired or replaced free of charge. Simply provide proof of purchase and return the product and/or unused portion to the place of purchase.]

**[The ACE Promise:** If this Ace product when used for its intended purpose, fails to give you complete satisfaction, return the item to the Ace Hardware store where purchased for the replacement of the same or similar item.]

**[Great Quality. Great Price. Guaranteed.** Our guarantee is our promise that you'll be fully satisfied with the quality of every Eliminator product. If for any reason you aren't happy, we'll replace it or return your money – whichever you prefer. All you need to do is return the product or packaging to your nearest Wal-Mart. It's that simple. Guaranteed. Guaranteed within 1 year of the date of purchase.]

Realex, Division of United Industries Corporation  
P.O. Box 142642, St. Louis, MO 63114-0642

EPA Reg. No. 478-121

EPA Est. No. 9688-MO-1

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## OPTIONAL MARKETING CLAIMS AND LANGUAGE

1. Treats Northern and Southern Grasses Bluegrass, Fescue, Zoysia, Bermuda, St. Augustine, Bentgrass, Centipede, Bahia, Rye
2. Kills the Weeds, not the Lawn\*\*
3. Won't harm lawn grasses\*\*
4. Won't harm the lawn
5. Kills 33+ Weed Types Roots and All
6. Kills 33+ Weeds
7. Kills weed roots
8. Kills weeds down to the root
9. Kills Dandelion, Chickweed, Wild onion, Plantain, Poison ivy and many others. Weed details on back.
10. See Results in Hours
11. Overnight results
12. Rainfast in hours
13. Rainproof in hours
14. Rainproof in hours – won't wash away
15. Economical Concentrate
16. Water-Based
17. 1 quart treats up to 16,000 square feet
18. Treats 16,000 sq. ft. of Southern grasses or 8,000 sq. ft. of Northern grasses
19. \*Guaranteed Results or Your Money Back
20. Ace Promise Satisfaction Guarantee]
21. Kills more than 200 troublesome weed varieties
22. Kills 200+ weeds
23. Kills 200+ types of weeds
24. Kills more than 200 broadleaf weeds
25. Kills all major broadleaf weeds
26. Kills 200+ Weed Types Roots and All
27. Kills over 200 weed types including dandelions, chickweed, wild onions, plantain and poison ivy
28. Kills broadleaf weeds in lawns
29. For Use on Southern and Northern [Lawns][Grasses]
30. [40 oz concentrate] Treats up to 20,000 sq ft
31. [40 oz concentrate][Treats 20,000 sq ft of Southern grasses or 10,000 sq ft of Northern grasses]
32. Treats[Covers] [up to] x,xxx sq ft [of Southern grasses or x,xxx sq ft of Northern grasses]
33. X% More [Free]
34. [X%] More Than [x oz.][size]
35. [Value][Bonus] Size
36. [New][Easy [to use]] One touch [hand] spray
37. [No [twisting][pulling] [bending][turning][pushing]]. Just [[pull] [squeeze]][the trigger] and spray
38. No [complicated] [hard-to-use] levers [or dials]
39. Easy on/off-- spray [only] where you want
40. [Simply] release trigger [so you don't spray unwanted areas]

41. Easy Action [hose end] sprayer
42. Just squeeze [and][to] spray
43. Especially effective on all types of hard-to-kill weeds
44. Dilutable concentrate
45. Clear-view measuring window
46. For home lawn care

Optional Front Label Panel Placement: NOTE: DO NOT USE ON FLORATAM VARIETY OF ST. AUGUSTINE GRASS IN FLORIDA

**Optional Claims for Sprayer Option D:** (Note to Reviewer: These non-FIFRA claims associated with the hose-end sprayer may appear on the product package, as a point-of-purchase claim or on the product website).

47. Economical Concentrate
48. Water-Based
49. Dilutable concentrate
50. Clear-view measuring window [Alternate: view stripe]
51. Connect to hose [graphic]
52. Mix with water [graphic]
53. ErgoShot™ [Sprayer] [with Quick Flip Switch™]
54. Quick Switch™ [Sprayer]
55. Quick Flip™ [Sprayer]
56. AccuShot™ [Sprayer] [with Quick Flip Switch™]
57. EzSpray® [with Quick Flip Switch™]
58. New [sprayer name]
59. Grip – Flip – Spray
60. Grip – Flip – Go
61. Grip – Switch – Spray
62. Grip – Switch – Go
63. Aim – Flip – Spray
64. Aim – Flip – Go
65. Aim – Switch – Spray
66. Aim – Switch – Go
67. [Just] Switch [Alternates: Flip, Grip] & Spray
68. [With] Ambidextrous grip [for comfort]
69. [With] Comfortable grip
70. Easy & Effortless
71. Easy [Alternate: Effortless] to use
72. [With] Ergonomic grip [for comfort]
73. [With] One-Handed grip [for ease of use] [comfort]
74. Quick & Simple
75. No twisting. [No fidgeting]. [Just] Switch and spray.
76. No twisting. [No fidgeting]. [Just] Flip and spray.
77. Switch [Alternates: Flip, Grip] and spray technology
78. [With] Quick Flip Switch™ [for ease of use]
79. [With] on/off switch [for ease of use]
80. [With] switch [for ease of use]
81. Simple [single-finger] [thumb] [on/off] switch

82. One-handed grip is ambidextrous [and fits all hand sizes]  
 83. Inline hose connection improves comfort [and reduces leaking concerns]  
 84. Broad but targeted spray pattern [for larger areas]  
 85. [Finally] A Ready-to-Spray [RTS] [nose-end sprayer] that truly is ready to spray  
 86. The [new] [sprayer name] brings comfort and ease of use to killing weeds [Alternate: weed killing].

#### **General Coverage Claims:**

87. [X Size] Covers [treats] up to [Insert Value] sq.ft.  
 88. [Insert Value] [concentrate] covers [treats] up to [Insert Value] sq ft  
 89. Cover[s] [up to] [Insert Value] sq.ft.  
 90. Treat[s] [up to] [Insert Value] sq.ft.  
 91. Treat your whole lawn

#### **32oz Coverage Claims:**

92. 1 quart treats up to 21,333 square feet. Treats up to 21,333 sq.ft. of St. Augustinegrass, 16,000 sq.ft. other Warm Season grasses, or 8,000 sq.ft. of Cool Season grasses  
 93. This formula covers up to 21,333 sq.ft. of St. Augustinegrass, 16,000 sq.ft. of other Warm Season grasses or 8,000 sq.ft. of Cool Season grasses per quart.  
 94. This formula covers up to 21,333 sq.ft. per quart. See specific directions for St. Augustine and other Southern grasses.

95. 1 quart [32oz [concentrate]] covers [treats] up to 8,000 sq ft  
 96. Cover[s] [up to] 8,000 sq ft  
 97. Treat[s] [up to] 8,000 sq ft  
 98. 1 quart [32oz [concentrate]] covers [treats] up to 16,000 sq ft  
 99. Cover[s] [up to] 16,000 sq ft  
 100. Treat[s] [up to] 16,000 sq ft  
 101. 1 quart [32oz [concentrate]] covers [treats] up to 21,333 sq.ft.  
 102. Cover[s] [up to] 21,333 sq.ft.  
 103. Treat[s] [up to] 21,333 sq.ft.

#### **40oz Coverage Claims:**

104. 40oz [concentrate] covers [treats] up to 10,000 sq ft  
 105. Cover[s] [up to] 10,000 sq ft  
 106. Treat[s] [up to] 10,000 sq ft  
 107. 40oz [concentrate] covers [treats] up to 20,000 sq ft  
 108. Cover[s] [up to] 20,000 sq ft  
 109. Treat[s] [up to] 20,000 sq ft  
 110. 40oz [concentrate] covers [treats] up to 26,666 sq ft  
 111. Cover[s] [up to] 26,666 sq ft  
 112. Treat[s] [up to] 26,666 sq ft

#### **1gal Coverage Claims:**

113. 1 gallon [128oz [concentrate]] covers [treats] up to 32,000 sq ft  
 114. Cover[s] [up to] 32,000 sq ft  
 115. Treat[s] [up to] 32,000 sq ft  
 116. 1 gallon [128oz [concentrate]] covers [treats] up to 64,000 sq ft

117. 1 gallon [128oz [concentrate]] covers [treats] more than an acre  
 118. Cover[s] [up to] 64,000 sq ft  
 119. Cover[s] more than an acre  
 120. Treat[s] [up to] 64,000 sq ft  
 121. Treat[s] more than an acre  
 122. 1 gallon [128oz [concentrate]] covers [treats] up to 85,332 sq ft  
 123. 1 gallon [128oz [concentrate]] covers [treats] more than an acre  
 124. Cover[s] [up to] 85,332 sq ft  
 125. Cover[s] more than an acre  
 126. Treat[s] [up to] 85,332 sq ft  
 127. Treat[s] more than an acre

#### **2.5gal Coverage Claims:**

128. 2.5 gallon [concentrate] covers [treats] up to 80,000 sq ft  
 129. Cover[s] [up to] 80,000 sq ft  
 130. Treat[s] [up to] 80,000 sq ft  
 131. 2.5 gallon [concentrate] covers [treats] up to 160,000 sq ft  
 132. Cover[s] [up to] 160,000 sq ft  
 133. Treat[s] [up to] 160,000 sq ft  
 134. 2.5 gallon [concentrate] covers [treats] up to 213,330 sq ft  
 135. Cover[s] [up to] 213,330 sq ft  
 136. Treat[s] [up to] 213,330 sq ft

#### **Bonus Claims**

137. [Bonus] 25% More [Free]!  
 138. [Bonus] X% More [Free]!  
 139. 40 fl.oz. at 32 fl.oz. price  
 140. X fl.oz. at X fl.oz. price  
 141. 25% more [free] than 32oz [size] [concentrate]  
 142. [Insert Value]% more [free] than [Insert Value] [size] [concentrate]  
 143. [40oz [concentrate]] [-] 25% more coverage [than 32oz] [size] [concentrate]]  
 144. [1 gallon [128oz] [concentrate]] [-] 4X more coverage [than 32oz] [size] [concentrate]]  
 145. [2.5 gallon [concentrate]] [-] 10X more coverage [than 32oz] [size] [concentrate]]  
 146. [Insert Value]% more coverage [than [Insert Value] [size] [concentrate]]  
 147. Bonus 40oz [concentrate] [-] [25% More] [vs. 32 oz size]  
 148. Bonus [Insert Value] [concentrate] [-] [XX% More] [vs. XX oz size]  
 149. Bonus [value/size/offer/package/pack/buy]  
 150. Value 40oz [concentrate] [-] [25% More] [vs. 32 oz size]  
 151. Value [Insert Value] [concentrate] [-] [XX% More] [vs. XX oz size]  
 152. Value [size/offer/package/pack/buy]  
 153. Special 40oz [concentrate] [-] [25% More] [vs. 32 oz size]  
 154. Special [Insert Value] [concentrate] [-] [XX% More] [vs. XX oz size]  
 155. Special [value/size/offer/package/pack/buy]  
 156. Bundle [value/size/offer/package/pack/buy]  
 157. Club [value/size/offer/package/pack/buy]  
 158. Combo [value/size/offer/package/pack/buy]



OPTIONAL MARKETING LANGUAGE

[Real-Kill Broadleaf Weed Killer kills all major broadleaf weeds, roots and all. And Real-Kill Broadleaf Weed Killer is formulated to kill only the weeds, not the lawn<sup>\*\*</sup>. Use as directed to kill all major broadleaf weeds in your lawn.] [Kills dandelions and many other broadleaf weeds] [Real-Kill Broadleaf Weed Killer controls more than [66] [33][200] troublesome weeds including dandelions, clover, plantain and wild onion. It kills even woody weeds like poison ivy and poison oak in both northern and southern lawns.]

This *concentrated* formula covers 16,000 sq. ft. of Southern grasses or 8,000 sq. ft. of Northern grasses per quart. [40 oz of this *concentrated* formula covers 20,000 sq ft of Southern grasses or 10,000 sq ft of Northern grasses]

[ALTERNATE: This *concentrated* formula covers up to [16,000 sq. ft. per quart] [20,000 sq ft per 40 oz [container]]. See specific directions for St. Augustine and other Southern grasses.]

**WEEDS CONTROLLED:** See [back panel][back booklet][back page] for list of weeds controlled.

\*\*when used as directed

Optional Products Facts Box:

**PRODUCT FACTS**

**What It Does:**

Kills all Major Broadleaf Weeds Including Dandelion, Chickweed and Clover (See inside for complete list)

**Where to Use:** (icon weeds)

Lawns: Kills the Weeds not the Lawn<sup>\*\*</sup>

**When to Use:**

Do Not Apply when Daytime Temperatures are above 85° F as Lawn injury can occur

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

Call 1-800-332-5553 or Visit our Website at

www.spectracide.com

- BROADLEAF WEEDS -			
Annual yellow sweetclover	Cockle	Musk thistle	Spiny amaranth
Aster	Cocklebur	Mustard	Spiny cocklebur
Austrian fieldcress	Common mullein	Narrowleaf plantain	Spiny sowthistle
Bedstraw	Creeping Jenny (Creeping Charlie)	Narrowleaf vetch	Spotted catsear
Beggarticks	Cudweed	Nettle	Spotted spurge
Betony, Florida	Curly dock	Orange hawkweed	Spurweed
Bindweed, field	Daisy, English	Oriental cocklebur	Stinging nettle
Bird vetch	Daisy fleabane	Oxalis	Strawberry, India mock
Bitter wintercress	Daisy, oxeye	Parsley-piert	Tall nettle
Bittercress, hairy	Dandelion	Parsnip	Tall vervain
Bitterweed	Dichondra	Pearlwort	Tansy ragwort
Black-eyed Susan	Dogbane	Pennycress	Tansy mustard
Black medic	Dogfennel	Pennywort	Tanweed
Black mustard	Dollarweed	Peppergrass	Thistle
Blackseed plantain	Elderberry	Pepperweed	Trailing crownvetch
Blessed thistle	False dandelion	Pigweed	Tumble mustard
Bloodflower milkweed	Falseflax	Pineywoods bedstraw	Tumble pigweed
Blue lettuce	False sunflower	Plains coreopsis (tickseed)	Velvetleaf
Blue vervain	Fiddleneck	Plantain	Venice mallow
Bracted plantain	Florida pusley	Poison ivy	Virginia buttonweed
Brassbuttons	Frenchweed	Poison oak	Virginia creeper
Bristly oxtongue	Galinsoga	Pokeweed	Virginia pepperweed
Broadleaf dock	Goathead	Poorjoe	Water pennywort
Broadleaf plantain	Goldenrod	Prairie sunflower	Wavyleaf bullthistle
Broomweed	Ground ivy	Prickly lettuce	Western clematis
Buckhorn	Gumweed	Prickly sida	Western salsify
Buckhorn plantain	Hairy fleabane	Prostrate knotweed	White mustard
Bulbous buttercup	Hawkweed	Prostrate pigweed	Wild aster
Bull thistle	Healall	Prostrate spurge	Wild buckwheat
Bullnettle	Heartleaf drymary	Prostrate vervain	Wild carrot
Burclover	Heathaster	Puncturevine	Wild four-o'clock
Burdock	Hedge bindweed	Purslane, common	Wild garlic
Burning nettle	Hedge mustard	Ragweed	Wild geranium
Burweed	Hemp	Red sorrel	Wild lettuce
Buttercup	Henbit	Redroot pigweed	Wild marigold
Buttonweed	Hoary cress	Redstem filaree	Wild mustard
Canada thistle	Hoary plantain	Rough cinquefoil	Wild onion
Carolina geranium	Hoary vervain	Rough fleabane	Wild parsnip
Carpetweed	Horsenettle	Russian pigweed	Wild radish
Catchweed bedstraw	Jimsonweed	Russian thistle	Wild rape
Catnip	Knawel	Scarlet pimpernel	Wild strawberry
Catsear	Knotweed	Scotch thistle	Wild sweet potato
Chickweed, common	Kochia	Sheep sorrel	Wild vetch
Chickweed, mouseear	Lambsquarters	Shepherdspurse	Woodsorrel
Chicory	Lespedeza	Slender plantain	Woolly croton
Cinquefoil	Mallow	Smallflower galinsoga	Woolly morningglory
Clover, crimson	Matchweed	Smooth dock	Woolly plantain
Clover, hop	Mexicanweed	Smooth pigweed	Wormseed
Clover, red	Milk vetch	Sorrel	Yarrow
Clover, strawberry	Morningglory	Sowthistle	Yellow rocket
Clover, sweet	Mouseear hawkweed	Spanishneedles	Yellowflower pepperweed
Clover, white	Mugwort	Speedwell	Cranesbill
Deadnettle	English Daisy	Fleabane	Fillaree
Soliva	Wild Violet		<b>and other broadleaf weeds</b>