



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

June 8, 2021

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

Subject: Label Amendment – Add optional directions and associated marketing claims and
MCCPP-p Interim Decision changes
Product Name: Real-Kill Broadleaf Weed Killer
EPA Registration Number: 478-121
Application Date: August 18, 2020; December 22, 2020
Decision Number: 566419; 569027

Dear Mr. Sarli:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

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

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 12 months from the date of this letter. After 12 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under 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.

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Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Endia Blunt by phone at 703-347-0788, or via email at Blunt.Endia@epa.gov.

Sincerely,

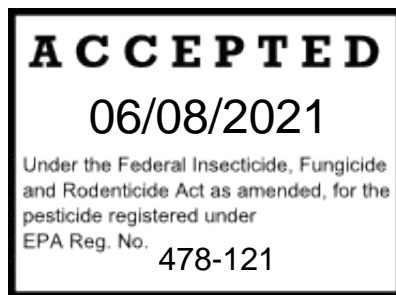
A handwritten signature in cursive script that reads "Paul Di Salvo".

Paul Di Salvo, MPS, AWB[®]
Special Assistant / Wildlife Biologist
Registration Division (7505P)
Office of Pesticide Programs

Enclosure: Stamped Label

REAL KILL BROADLEAF WEED KILLER

(See back page for optional marketing claims and language)



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) [16 FL OZ (1 pint)] [40 FL OZ][1 Gallon] (2.5 Gallon)

STOP. READ ENTIRE LABEL BEFORE USE

[STOP. READ ALL INSTRUCTIONS INSIDE BEFORE USING.]

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.

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.

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.

NON-TARGET ORGANISIM ADVISORY: This product is toxic to plants and may adversely impact the forage and habitat of non-target organisms, including pollinators, in areas adjacent to the treated site. Protect the forage and habitat of non-target organisms by following label directions intended to minimize spray drift.

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.

Use Restrictions

Broadcast applications greater than 0.75 lbs Mecoprop-p acid equivalent (a.e.) per acre is prohibited. Spot treatment applications greater than 1.2 lbs Mecoprop-p acid equivalent (a.e.) per acre is prohibited.

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



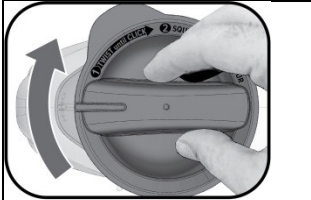
pattern that gives small spray droplets without any fine mist to treat 250 sq. ft.

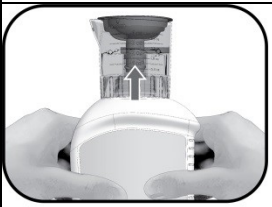
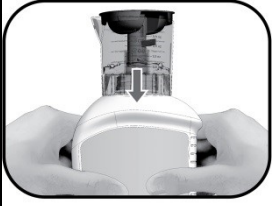


AMOUNT OF CONCENTRATE IN 1 GALLON WATER REQUIRED TO TREAT 250 SQ. FT. OF LAWN (Spot treatment or entire lawn)		
GRASS TYPE	AMOUNT OF CONCENTRATE	MECOPROP-P A.E. PER ACRE
St. Augustine*, Bahiagrass, Centipede	½ fl. oz. (1 Tbsp.)	0.088 lbs.
Bermuda, Bentgrass	2/3 fl. oz. (4 tsp.)	0.117 lbs.
Bluegrass, Fescue, Rye, Zoysia	1 fl. oz. (2 Tbsp.)	0.176 lbs.

*DO NOT USE ON FLORATAM VARIETY OF ST. AUGUSTINE


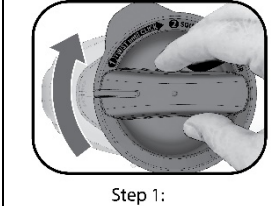
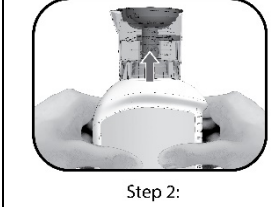
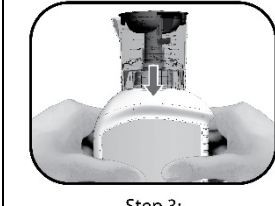
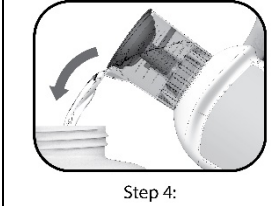
{OPTION 1: Squeeze & Measure Bottle w/ Tamper Evident Tab}

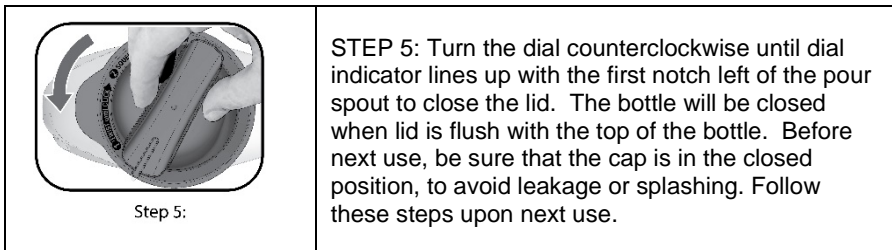
[AccuMeasure Directions for Use]

 <p>Remove Tab</p>	<p>FOR INITIAL USE: Remove the safety tab at the top of the measuring cup's lid.</p>
 <p>Step 1:</p>	<p>STEP 1: Before using, shake the contents of bottle well, while in the closed position. Failure to properly close bottle may result in leakage or splashing.</p>
 <p>Step 2:</p>	<p>STEP 2: Determine the amount of product to measure as indicated in the Mixing Instructions [directions]. Turn the dial clockwise to the open position. The measuring cup is in the open position when dial indicator lines up with the pour spout marking on the side of the measuring cup and you hear a click.</p>

	<p>STEP 3: With the bottle placed on a flat surface, place both hands on the sides of the bottle and squeeze the bottle to fill the measuring cup. Stop squeezing when the fluid level reaches the designated measurement line.</p>
	<p>STEP 4: In case of over measurement, excess fluid can be drained back into the bottle. To drain, turn the dial clockwise from the open position until the dial indicator lines up with the drain marking on side of cup. Fluid will drain back slowly. To speed up the draining process, gently squeeze the bottle to purge out the air.</p>
	<p>STEP 5: Pour the fluid into a clean sprayer. The measuring cup is in the open position when dial indicator lines up with the pour spout marking on the side of the measuring cup and you hear a click. Fluid can only be poured when the measuring cup is in the open unlocked position.</p>
	<p>STEP 6: Turn the dial counterclockwise until dial indicator lines up with the first notch left of the pour spout to close the lid. The bottle will be closed when lid is flush with the top of the bottle. Before next use, be sure that the cap is in the closed position, to avoid leakage or splashing. Follow steps 1 through 6 upon next use.</p>

{OPTION 2: Squeeze & Measure Bottle w/o Tamper Evident Tab}
 [AccuMeasure Directions for Use]

 <p>[Shake Before Use]</p>	<p>[SHAKE BEFORE USE: Before using, shake the contents of bottle well, while in the closed position. Failure to properly close bottle may result in leakage or splashing.]</p> <p>{Graphic depiction and corresponding text are optional. Cannot use text without graphic depiction or vice versa}</p>
	<p>STEP 1: Determine the amount of product to measure as indicated in the Mixing Instructions [directions]. Turn the dial clockwise to the open position. The measuring cup is in the open position when dial indicator lines up with the pour spout marking on the side of the measuring cup and you hear a click.</p>
	<p>STEP 2: With the bottle placed on a flat surface, place both hands on the sides of the bottle and squeeze the bottle to fill the measuring cup. Stop squeezing when the fluid level reaches the designated measurement line.</p>
	<p>STEP 3: In case of over measurement, excess fluid can be drained back into the bottle. To drain, turn the dial clockwise from the open position until the dial indicator lines up with the drain marking on side of cup. Fluid will drain back slowly. To speed up the draining process, gently squeeze the bottle to purge out the air.</p>
	<p>STEP 4: Pour the fluid into a clean tank sprayer. The measuring cup is in the open position when dial indicator lines up with the pour spout marking on the side of the measuring cup and you hear a click. Fluid can only be poured when the measuring cup is in the open position.</p>



HOSE-END SPRAYERS (Optional Directions)

“CONCENTRATE ONLY” (DIAL) SPRAYERS

1. From the chart below determine amount of concentrate to be applied for each 250 sq. ft. of lawn.
2. Fill sprayer jar with enough concentrate to cover area to be treated. Do not add water to sprayer.
3. Set dial on sprayer to the setting from the chart below.
4. 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.

Grass Type	Dial Setting	Area Treated	Oz. in Sprayer	Mecoprop-p a.e. per acre
St. Augustine*, Bahiagrass, Centipede	½ fl. oz.	250 sq. ft.	½ fl. oz.	0.088 lbs.
		1,000 sq. ft.	2 fl. oz.	
Bermuda, Bentgrass	2/3 fl. oz.	250 sq. ft.	2/3 fl. oz.	0.117 lbs.
		1,000 sq. ft.	2 2/3 fl. oz.	
Bluegrass, Fescue, Rye, Zoysia	1 fl. oz.	250 sq. ft.	1 fl. oz.	0.176 lbs.
		1,000 sq. ft.	4 fl. oz.	

*DO NOT USE ON FLORATAM VARIETY OF ST. AUGUSTINE.

[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.]

“CONCENTRATE-PLUS-WATER” SPRAYERS

For sprayers that require [the] addition of water as well as concentrate prior to application [treating]:

- 1) From the following chart [chart below], determine amount of concentrate required [Bracketed Text] = Optional Language

- to treat each 250 sq. ft. of lawn.
- 2) Pour concentrate into sprayer jar to the required “fl. oz.” level.
 - 3) Then add the appropriate amount of water to the “gals.” level. Replace sprayer top on jar and shake well before spraying.
 - 4) 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* Bahiagrass, 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
Mecoprop-p a.e. per acre	0.088 lbs.	0.117 lbs.	0.176 lbs.	

*DO NOT USE ON FLORATAM VARIETY OF ST. AUGUSTINE

[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]

1. Shake container well before using.
2. 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.
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 with the treated area
4. To BEGIN spraying, point nozzle toward lawn or plants to be treated and 1.) 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 warm season and 8,000 sq. ft. of cool season

grasses. [40 oz concentrate will treat 20,000 sq ft of warm season grasses or 10,000 sq ft of cool season] 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 warm season and 8,000 sq. ft. of cool season grasses. [40 oz concentrate will treat 20,000 sq ft of warm season grasses or 10,000 sq ft of cool season 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 warm season and 8,000 sq. ft. of cool season grasses. [40 oz concentrate will treat 20,000 sq ft of warm season grasses or 10,000 sq ft of cool

season 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 16,000 sq ft of 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]

Cool Season Lawns	Warm Season Lawns
Bluegrass, Fescue, Rye, Zoysia	Bahiagrass, Bermuda, Bentgrass, Centipede, St. Augustine
NOTE: Do not use on Floratam variety of St. Augustine. 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 daytime 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 daytime 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.

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] [1-800-917-5438]

[*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 Cool Season Grasses Bluegrass, Fescue, Rye, Zoysia and Warm Season Grasses Bahiagrass, Bermuda, Bentgrass, Centipede, St. Augustine
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. *Guaranteed Results or Your Money Back
18. Ace Promise Satisfaction Guaranteed]
19. Kills more than 200 troublesome weed varieties
20. Kills 200+ weeds
21. Kills 200+ types of weeds
22. Kills more than 200 broadleaf weeds
23. Kills all major broadleaf weeds
24. Kills 200+ Weed Types Roots and All
25. Kills over 200 weed types including dandelions, chickweed, wild onions, plantain and poison ivy
26. Kills broadleaf weeds in lawns
27. For Use on warm season and cool season [Lawns][Grasses]
28. X% More [Free]
29. [X%] More Than [x oz.][size]
30. [Value][Bonus] Size
31. [New][Easy [to use]] One touch [hand] spray
32. [No [twisting][pulling] [bending][turning][pushing]], Just [[pull] [squeeze]][the trigger] and spray
33. No [complicated] [hard-to-use] levers [or dials]
34. Easy on/off-- spray [only] where you want
35. [Simply] release trigger [so you don't spray unwanted areas]
36. Easy Action [hose end] sprayer
37. Just squeeze [and][to] spray
38. Especially effective on all types of hard-to-kill weeds
39. Dilutable concentrate
40. Clear-view measuring window
41. For home lawn care

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

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).*

42. Economical Concentrate
43. Water-Based
44. Dilutable concentrate
45. Clear-view measuring window [Alternate: view stripe]
46. Connect to hose [graphic]
47. Mix with water [graphic]
48. ErgoShot™ [Sprayer] [with Quick Flip Switch™]
49. Quick Switch™ [Sprayer]
50. Quick Flip™ [Sprayer]
51. AccuShot™ [Sprayer] [with Quick Flip Switch™]
52. EzSpray® [with Quick Flip Switch™]
53. New [sprayer name]
54. Grip – Flip – Spray
55. Grip – Flip – Go
56. Grip – Switch – Spray
57. Grip – Switch – Go
58. Aim – Flip – Spray
59. Aim – Flip – Go
60. Aim – Switch – Spray
61. Aim – Switch – Go
62. [Just] Switch [Alternates: Flip, Grip] & Spray
63. [With] Ambidextrous grip [for comfort]
64. [With] Comfortable grip
65. Easy & Effortless
66. Easy [Alternate: Effortless] to use
67. [With] Ergonomic grip [for comfort]
68. [With] One-Handed grip [for ease of use] [comfort]
69. Quick & Simple
70. No twisting. [No fidgeting]. [Just] Switch and spray.
71. No twisting. [No fidgeting]. [Just] Flip and spray.
72. Switch [Alternates: Flip, Grip] and spray technology
73. [With] Quick Flip Switch™ [for ease of use]
74. [With] on/off switch [for ease of use]
75. [With] switch [for ease of use]
76. Simple [single-finger] [thumb] [on/off] switch
77. One-handed grip is ambidextrous [and fits all hand sizes]
78. Inline hose connection improves comfort [and reduces leaking concerns]
79. Broad but targeted spray pattern [for larger areas]
80. [Finally] A Ready-to-Spray [RTS] [hose-end sprayer] that truly is ready to spray
81. The [new] [sprayer name] brings comfort and ease of use to killing weeds [Alternate: weed killing].

General Coverage Claims:

82. [Treats] [Covers] [up to] [x,xxx sq ft of warm season grasses or x,xxx sq ft of cool season grasses]
83. [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 warm season grasses.]

32oz Coverage Claims:

84. [1 quart concentrate] [Treats 16,000 sq ft of warm season grasses or 8,000 sq ft of cool season grasses]

40oz Coverage Claims:

85. [40 oz concentrate] [Treats 20,000 sq ft of warm season grasses or 10,000 sq ft of cool season grasses]

1gal Coverage Claims:

86. [1 gallon concentrate] [Treats 64,000 sq ft of warm season grasses or 32,000 sq ft of cool season grasses]

2.5gal Coverage Claims:

87. [40 oz concentrate] [Treats 160,000 sq ft of warm season grasses or 80,000 sq ft of cool season grasses]

Bonus Claims

88. [Bonus] 25% More [Free!]
89. [Bonus] X% More [Free!]
90. 40 fl.oz. at 32 fl.oz. price
91. X fl.oz. at X fl.oz. price
92. 25% more [free] than 32oz [size] [concentrate]
93. [Insert Value]% more [free] than [Insert Value] [size] [concentrate]
94. [40oz [concentrate]] [-] 25% more coverage [than 32oz] [size] [concentrate]]
95. [1 gallon [128oz] [concentrate] [-] 4X more coverage [than 32oz] [size] [concentrate]]
96. [2.5 gallon [concentrate] [-] 10X more coverage [than 32oz] [size] [concentrate]]
97. [Insert Value]% more coverage [than [Insert Value] [size] [concentrate]]
98. Bonus 40oz [concentrate] [-] [25% More] [vs. 32 oz size]
99. Bonus [Insert Value] [concentrate] [-] [XX% More] [vs. XX oz size]
100. Bonus [value/size/offer/package/pack/buy]
101. Value 40oz [concentrate] [-] [25% More] [vs. 32 oz size]
102. Value [Insert Value] [concentrate] [-] [XX% More] [vs. XX oz size]
103. Value [size/offer/package/pack/buy]
104. Special 40oz [concentrate] [-] [25% More] [vs. 32 oz size]
105. Special [Insert Value] [concentrate] [-] [XX% More] [vs. XX oz size]
106. Special [value/size/offer/package/pack/buy]
107. Bundle [value/size/offer/package/pack/buy]
108. Club [value/size/offer/package/pack/buy]
109. Combo [value/size/offer/package/pack/buy]

{Claims for Option - (Squeeze & Measure Bottle) (Reference to new will be limited to 6 months from introduction into the marketplace)}

- 110.[just] [Twist] [Turn], Squeeze [to fill] [to [designated] line] & Pour[!]
- 111.[just] [Twist] [Turn], Squeeze [to fill] [to [designated] line], Pour[!]
- 112.[just] [Twist] [Turn] - Squeeze [to fill] [to [designated] line] - Pour[!]
- 113.[Just] [Twist] [Turn], Squeeze [to fill] & Pour [!]
- 114.Measuring cap [included]
- 115.No drip [pour] [measure]
- 116.doesn't drip down bottle
- 117.attached cap
- 118.Never [lose] [search for] the measuring cap again [!]
- 119.cap stays attached
- 120.cap attached
- 121.attached cap
- 122.includes drain [back] feature [for ease of use] [for convenience] [for over measures]
- 123.[with] built-in drain back [feature][technology]
- 124.drain [back] feature [included] [for ease of use] [for convenience] [for over measures]
- 125.over measure? Use the drain [back] function.
- 126.Overfill with too much product? Drain any extra product [without touching]
- 127.drain for over measures [for ease of use] [for convenience] [for over measures]
- 128.drain any excess product [for ease of use] [for convenience] [for over measures]
- 129.Drain [back] for overfills [for ease of use] [for convenience]
- 130.use with [a] [Spectracide branded] [Chapin] tank sprayer
- 131.easy to measure
- 132.exact measure [measuring]
- 133.not messy
- 134.clean [experience]
- 135.no need to pour back [after use]
- 136.Precise [exact] measure [measuring] [for ease of use]
- 137.don't have to touch the [liquids] [contents] [actives] [active ingredients] [formula]
- 138.never touch the [liquids] [contents] [actives] [active ingredients] [formula] [again]
- 139.one handed grip
- 140.hold with one hand
- 141.easy to use
- 142.measuring is simple technology
- 143.return to [off] [locked] position
- 144.turn clockwise to drain
- 145.twist to 'click', squeeze bottle, pour
- 146.twist clockwise to first click [to squeeze]
- 147.[to drain] twist clockwise to second click [to drain]
- 148.squeeze to measure
- 149.[built-in] measuring lines [included]
- 150.directions on [top of] cap
- 151.visit Spectracide.com for more info!
- 152.[The new cap allows for an] [easy] [precise] [clean] experience

- 153.measuring is quick and simple
- 154.safe storage
- 155.clean storage
- 156.Bottle stays clean
- 157.bottle stays free of [liquids] [contents] [actives] [active ingredients] [formula]
- 158.no [liquids] [contents] [actives] [active ingredients] [formula] on the bottle
- 159.[no] [zero] mess
- 160.keep your hands clean
- 161.keep [liquids] [contents] [actives] [active ingredients] [formula] off your hands
- 162.twist & Squeeze
- 163.Twist [cap] [dial] to 'click,' squeeze to Fill Line, pour [out]
- 164.Squeeze and Measure Cap with [AccuMeasure] [Mess Free Measure] [Measure Safe] [technology]
- 165.[with] [AccuMeasure] [Mess Free Measure] [Measure Safe] [technology]
- 166.easy to squeeze
- 167.[Clear-view] [measuring window] [view stripe]
- 168.New [AccuMeasure] [Mess Free Measure] [Measure Safe] [technology] [by Spectracide brand]
- 169.[AccuMeasure] [Mess Free Measure]
- 170.Easy & Effortless
- 171.Easy [Alternate: Effortless] to [use] [squeeze] [measure] [pour]
- 172.Quick & Simple
- 173.exclusive to [Spectracide brand]
- 174.[Spectracide brand] exclusive
- 175.only brand with the [cap name]
- 176.new measuring system
- 177.exclusive measuring system!
- 178.only available on [Spectracide brand] [products]
- 179.no other competitor [has] [makes] measuring system
- 180.introduced [to the category] by Spectracide brand
- 181.Spectracide brand measuring innovation
- 182.new measuring innovation
- 183.new measuring technology
- 184.measuring system only on Spectracide brand
- 185.makes mixing [easy] [fun]
- 186.makes [using] concentrates [fun] [easy] [easier] [simple]
- 187.AccuMeasure [technology] [by Spectracide brand]
- 188.the new AccuMeasure [by Spectracide brand]
- 189.new AccuMeasure [technology] [by Spectracide brand]
- 190.[cap name] technology [by Spectracide brand]
- 191.the new [cap name] [by Spectracide brand]
- 192.new [cap name] [technology] [by Spectracide brand]
- 193.Spectracide brand measuring system exclusive!
- 194.brought to you by Spectracide brand
- 195.the [cap name] gives you the power
- 196.with [the] [Spectracide brand] [cap name], You Hold the Power™
- 197.Squeeze to fill
- 198.Squeeze and Measure [Technology] [Cap]

199. Squeeze to Measure

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**. 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 cool season and warm season lawns.]

[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:
Lawns: Kills the Weeds not the Lawn**

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

Questions & Comments:
Call [1-800-332-5553] [1-800-917-5438] 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		and other broadleaf weeds