

OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

March 24, 2025

Chris Zemanek chris.zemanek@scotts.com SCOTTS COMPANY, THE

Subject: Non-PRIA (Pesticide Registration Improvement Act) Labeling Amendment - Reformatting of

label and minor revisions to directions for use and more

Product Name: SCOTTS BONUS S

Admin Number: 538-18

EPA Receipt Date: 10/22/2024 Action Case Number: 00638165

Dear Chris Zemanek:

The amended labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable.

The alternate brand names: Scotts Turf Builder Bonus S Southern Weed & Feed3, Scotts Turf Builder Bonus S Southern Weed & Feed F4 have been added to the registration. Our records have been updated accordingly. This approval does not affect any terms or conditions that were previously imposed on this registration. You continue to be subject to existing terms or conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one (1) copy of the final printed labeling before you release this 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 18 months from the date of this letter. After 18 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 your company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the EPA find or if it is brought to our attention that a website contains statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6.

If you have questions, please contact Margaret Golembiewski via email at golembiewski.margaret@epa.gov. Sincerely,

Kable Bo Davis

Kable Bo Davis, Senior Advisor HB, RD Office of Pesticide Programs

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Scotts Bonus S

ACTIVE INGREDIENT [:]

Atrazine [1] 1.293% Related Compounds [:] 0.027% Atrazine [†] [:] OTHER INGREDIENTS [:] 98.680% Total [:] 100.000%

[† CAS #1912-24-9]

[Intended/For [Residential] Outdoor [Lawn] Use [Only]]

ACCEPTED

03/24/2025

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under

EPA Reg. No. 538-18

KEEP OUT OF REACH OF CHILDREN **CAUTION**

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

[XX-XX-XX]

NOTE to PM: Fertilizer information denoted by "X" will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.

NET WEIGHT/WT. [:] XX.XX LBS (XX.XX kg)

[Covers XX,XXX sq ft/acres] [Treats [and/& Feeds/Fertilizes] XX,XXX sq. ft. /acres]

NOTE to PM: Coverage denoted by "X" will be added to FPL. Coverage will not exceed lbs. Al per acre shown below.

Coverage Examples:

Bag Weight (lbs)	Coverage (sq. ft.)	A.I. percent	# Al per acre	# Product per 1000 sq ft
17.24	5,000			
34.48	10,000	1.32	2	3. 4 5
51.72	15,000			

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[FIRST AID AND ENVIRONMENTALHAZARDS]

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals [🕇 🔭

CAUTION: Causes moderate eye irritation. Avoid contact with eyes, skin, or clothing. 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 first 5 minutes, then continue rinsing eye.	
If on skin or clothing[:]	Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.	
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.	
If inhaled[:]	Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible.	
Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling poison control center or doctor, or going for treatment. [For emergency information Call: 1-877-465-5161]		

ENVIORNMENTAL HAZARDS [:]

This product is toxic to aquatic invertebrates. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treated area. Sweeping any product that lands on a driveway, sidewalk, or street, back into the treated area of the lawn will help to prevent run off to water bodies or drainage systems. Runoff and drift from treated areas may be hazardous to aquatic organisms in neighboring areas. Do not contaminate water when cleaning equipment or disposing of equipment washwaters. Do not clean equipment over hard surfaces or near storm drains.

Atrazine can travel (seep or leach) through soil and enter ground water which may be used as drinking water. Atrazine has been found in ground water. Users are advised not to apply Atrazine on sand and loamy soils where the water table (groundwater) is close to the surface and where these soils are very permeable, i.e., well drained. Your local agricultural agencies can provide further information on the type of soil in your area and the location of ground water.

NON-TARGET ORGANISM 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 drift

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NOTE TO PM: Bermudagrass may be restricted in the DFU when being sold in Florida. It will be removed from grass use list and included in restrictions.

DIRECTIONS FOR USE [:]

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

Note to PM: Restrictions will be inserted on FPL within the layout Option chosen. [Application/Use] Restrictions

- Maximum of two applications per year. This product applies 2 lbs. active ingredient per acre.
- This product must be WATERED IN IMMEDIATELY after application.
- Do not apply by hand or hand-held rotary devices such as hand-held rotary applicator.
- Do not apply this product in a way that will contact any person either directly or through drift. Keep people and pets out of area during application
- Do not apply to lawns or mixed lawns of bahiagrass, [bermudagrass,] bluegrass, fine fescue, bentgrass, ryegrass, tall fescue or dichondra because injury may occur.

ÓR

Note to PM: This option will be used when product is not sold in Florida

Do not apply to lawns or mixed lawns of bahiagrass, bluegrass, fine fescue, bentgrass, ryegrass, tall fescue or dichondra because injury may occur

- Do not apply during winter dormancy period. Wait until after third mowing of the season to apply.
- Do not use under trees, shrubs, bedding plants, flower or garden plants.
- Not for use in the states of Hawaii or Alaska, or in the U.S. territories (Puerto Rico, Guam, American Samoa, the U.S. Virgin Islands, and the North Mariana Islands)

Option 1

Control

 Apply when grass and weeds are actively growing. If complete control is not obtained a second treatment may be required 2 months after the first.

NOTE TO PM: If product is not sold in FL the following will be added to bullet 1:

Do not apply to bermudagrass if temperatures are above/exceed 90°F.

- [Apply in the Fall to control winter weeds such as henbit, chickweed, rabbit-tobacco, eveningprimrose.]
- Controls [weeds as listed above/below] or Kills/Controls [listed weeds] [:]

Note to PM: Insert weeds from Table 1 -Some or all of the weeds will appear on the label. The weed list may appear elsewhere on the label and be referenced in the Directions for Use

Reentry

Do not allow people or pets to enter treatment areas until watering-in is complete and the surface is dry.

Option 2

[[Insert company name] Quick Start Guide]

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

[Image Set 10]

[1.] Fill & Set Spreader

[Insert company name Broadcast/Rotary Spreaders] [X [Insert company name Drop Spreaders] [X

[This package applies/Apply 3.45lbs of product per 1,000 sq. ft.]

[Image Set 10]

[2.] Apply

Apply when grass and weeds are actively growing.

Apply only when grass is dry.

This product must be WATERED IN IMMEDIATELY after application.

NOTE TO PM: If product is not sold in FL the following will be added.

Do not apply to bermudagrass if temperatures are above/exceed 90°F.

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[Image Set 10]

[3.] Clean-Up

Sweep product from hard surfaces onto the lawn [to keep valuable feeding nutrients on the grass.]

[Image Set 10]

[4.] You're Done! What's Next?

Do not allow people or pets to enter treatment areas until watering-in is complete and the surface is dry.

[Other Things You Need To Know]

[For Control]

- [Kills/Controls listed weeds *OR* Kills weeds including *insert weeds from weed list OR Title shown in Table 1*] Note to *PM: Insert weeds from Table 1 Some or all of the weeds will appear on the label. The weed list may appear elsewhere on the label and be referenced in the Directions for Use.*
- For severe weed problems, a second treatment may be required 2 months after the first.
- [Apply in the Fall to control winter weeds such as henbit, chickweed, rabbit-tobacco, and eveningprimrose.]

Option 3

This product applies 2.0 lbs. of Atrazine per acre per application.

[1 –] PREP / HOW MUCH IS ENOUGH? KNOW YOUR LAWN SIZE

Tennis Court Equals ~ 2,800 sq. ft. [Illustration]
Football Field Equals ~ 100 yards [Illustration]
Standard Parking Space Equals ~ 300 sq. ft. [Illustration]

Example Illustration



OR

To determine the square footage of your lawn, walk the length and width of your lawn; one average pace equals about 3 feet. Multiply the length of the lawn by the width of the lawn. This equals the area of your lawn. If measuring multiple sections of your lawn, add the figures together to reach your total lawn size.

OR

[1] [MOW [Image Set 10]]

If grass is tall enough to touch bottom of spreader, give it a [quick] cut a day or two before application.]

FILL & SET SPREADER

Scotts Broadcast/Rotary SpreaderSetting [X]Scotts Drop SpreaderSetting [X]Scotts (insert brand name)Setting [X]

[This package applies/Apply 3.45 lbs. of product per 1,000 sq. ft.]

[2 -] APPLY[Image Set 10]

- · Apply when grass and weeds are actively growing.
- Apply only when grass is dry.
- This product must be WATERED IN IMMEDIATELY after application.

NOTE TO PM: If product is not sold in FL the following will be added.

• Do not apply to bermudagrass if temperatures are above/exceed 90°F.

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WALK AT A STEADY PACE

Broadcast Rotary Spreader

[Illustration]

Drop Spreader

[Illustration]

WEEDS CONTROLLED/ WEEDS KILLED - Insert weeds from Table 1

Note to PM: Some or all of the weeds will appear on the label

Option 4

[Quick Start Guide [: No Green Thumb Required] // Easy Steps to a Scotts Lawn // Quick Lawn Makeover: No Green Thumb Required]

[1] Set it. [Image Set 10]

INSERT TEXT FROM SPREADER SETTING INFORMATION SECTION

[2] Spread it. [Image Set 10]

Where to Apply / Grass Type(s) / [Safe] For Use On

[Grass Type(s):] [Safe to] use on / for use on: Bermudagrass, St. Augustinegrass, [including] [Floratam], centipede[grass], zoysia[grass], and carpet[grass] lawns [ONLY].

When to Apply / Application Timing / Best Practices / For Best Results / Weeds, Warm/Weather/Season, Dry Grass

- [Weeds:] Apply/Spread when weeds are [actively] growing/popping.
- [Warm][Weather/Season(s)/Insert Season(s) Name:]

Apply [in warm weather/*insert season(s)*,] when daytime temperatures are consistently between 60°F - 90°F.

OR Apply when weeds are [actively] growing/popping and daytime temperatures are [consistently] between 60°F - 90°F

OR [For best results,] apply when [the][weather] is/it's warm [outside].

OR Apply in warm weather [for best results/effectiveness]

NOTE TO PM: If product is not sold in FL the following bullet will be included:

- Do not apply to bermudagrass if temperatures are above/exceed 90°F.
- [Dry Grass:]

Apply only when grass is dry. This product must be WATERED IN IMMEDIATELY after application.

[Scotts [expert] [scientist] Recommended Tips // Do's & Don'ts]

• [Mow tall grass a day or two before application.]

[3]Done.[Image Set 10]

Sweep [it] [up]

Sweep product form hard surfaces onto the lawn [to keep lawn food on the lawn]

Store [it]

Keep in a dry place, away from / out of reach of children

[Let it] Settle

• Do not allow people or pets to enter the treated area until watering-in is complete and the surface is dry. **OR** People and pets may enter the area after watering-in is complete and the surface is dry.

WEEDS CONTROLLED/ WEEDS KILLED - Insert weeds from Table 1

Note to PM: Some or all of the weeds will appear on the label

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Option 5

[Quick Start Guide [: No Green Thumb Required] // Easy Steps to a Scotts Lawn // Quick Lawn Makeover: No Green Thumb Required]

[1] Set it. [Image Set 10]

INSERT TEXT FROM SPREADER SETTING INFORMATION SECTION

[2] Spread it.[Image Set 10]

Where to Apply / Grass Type(s) / [Safe] For Use On

• [Grass Type(s):] [Safe to] use on / for use on: Bermudagrass, St. Augustinegrass, [including] [Floratam], centipede[grass], zoysia[grass], and carpet[grass] lawns [ONLY].

When to Apply / Application Timing / Best Practices / For Best Results

- [Ideal Application:] Apply/Spread to/onto dry grass, during warm weather [when temperatures are]
 [consistently] [between 60°F and/-90°F]. Must Water in IMMEDIATLEY after application.
 OR
- [For best results] apply to dry grass, when weather is warm [when temperatures are][consistently] [between 60°F and/-90°F]. Must Water in IMMEDIATELY after application.
- Apply to dry grass, when weather is warm [when temperatures are][consistently] [between 60°F and/-90°F].
 Must Water in IMMEDIATELY after application.

NOTE TO PM: If product is not sold in FL the following bullet will be included:

Do not apply to bermudagrass if temperatures are above/exceed 90°F.

[SEASON INFORMATION]

• [Apply in [INSERT SEASON(s)]]

[Scotts [expert] [scientist] Recommended Tips // Do's & Don'ts]

[Mow tall grass a day or two before application.]

[3]Done.[Image Set 10] Sweep [it] [up]

• Sweep product form hard surfaces onto the lawn [to keep lawn food on the lawn]

Store [it]

• Keep in a dry place, away from / out of reach of children

[Let it] Settle

• Do not allow people or pets to enter the treated area until watering-in is complete and the surface is dry. **OR** People and pets may enter the area after watering-in is complete and the surface is dry.

WEEDS CONTROLLED/ WEEDS KILLED - Insert weeds from Table 1 Note to PM: Some or all of the weeds will appear on the label

END OF OPTIONS

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[Watering

This product must be WATERED IN IMMEDIATELY after application.]

Seeding/Sprigging/Sodding

NOTE TO PM: Florida offered product version

- [This product may be applied after sprigging/sodding a new St. Augustinegrass or Zoysiagrass lawn to prevent weeds from germinating. First, water the new sprigs/sod, and allow the grass blades to dry, then make the application of this product.]
- Do not apply to newly seeded centipede and carpetgrass lawns until after the new grass has been mowed at least twice. Do not plant sprigs/sod for one month, or sow new grass seed for six months following application of this product.

OR

NOTE TO PM: Alternate version for product not offered in Florida

- [This product may be applied after sprigging/sodding a new St. Augustinegrass or Zoysiagrass lawn to prevent weeds from germinating. First, water the new sprigs/sod, and allow the grass blades to dry, then make the application of this product.]
- Do not apply to newly seeded centipede and carpetgrass lawns until after the new grass has been mowed at least twice. Do not plant sprigs/sod for one month, or sow new grass seed for six months following application of this product.
- Do not apply to bermudagrass less than 6 months after seeding, sprigging or sodding
- Do not seed, sprig or sod bermudagrass less than 6 months after application.

STORAGE AND DISPOSAL [][:]		
PESTICIDE	Store in a dry place. Store in original container in a secure area away from children and pets.	
STORAGE [:]	[Reseal opened bag by folding top down and securing.]	
PESTICIDE	Nonrefillable container. Do not reuse or refill this container. If empty: Place in trash or offer for	
DISPOSAL and	recycling if available. If partly filled: Call your local solid waste agency for disposal instructions.	
CONTAINER	Never place unused product down any indoor or outdoor drain.	
HANDLING [:]		

SPREADER SETTING OPTIONS & INFORMATION

Note to PM: The following are optional formats and text related to spreader setting and use information may be used within the Directions for Use Options of the Final Printed Label. This could be stand alone or within the layout option under the heading Fill & Set Spreader, Apply, or Walk AT A STEADY PACE. Appropriate spreader settings, spreader brand names, and coverage will be inserted on Final Printed Label.

[Spreader Settings / How to Apply / Spreaders and Calibrations / Spreading Tips]

Apply 3.45 lbs. of product per 1,000 sq. ft. / This package/bag applies 3.45 lbs. of product per 1,000 sq. ft.

[This product applies X lbs N/ 1000 sq. ft.]

[Covers/Treats xx,xxx sq. ft./acres]

[Illustrations of spreaders, settings and patterns]

[Makes and Models] [Spreader]	[Spreader Settings:]
[Scotts] Broadcast /Rotary Spreaders [Scotts Basic [™] , Standard [™] , Deluxe [™] EdgeGuard®, Lawn Pro® or SpeedyGreen®/ insert brand name]	[XX]
Scotts EasyGreen® /insert brand name	[XX]
[Scotts] Drop Spreaders	[XX]
[Scotts AccuGreen®/ insert brand name]	
Scotts Wizz Spreaders / insert brand name	
Spreader Name	[XX]

OR

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[FILL & SET SPREADER]

[Fill and set spreader according to the table below.]

[Scotts] Broadcast/Rotary Spreaders	Setting [X]
[Scotts] Drop Spreaders	Setting [X]
[Scotts Wizz Spreader]	Setting [X]
[Scotts Whirl Spreader]	Setting [X]
[Scotts Elite Spreader]	Setting [X]
Insert Brand Name	Setting [X]

Optional Text for addition with Broadcast/Rotary Spreaders

- 1. Line up each pass approximately 5'/X' [5/X feet] from wheel track.
- 2. Make each pass about 5'/X' [5/X feet] from previous pass to overlap spread width.
- 3. Shut off spreader anytime you stop. For complete coverage make each pass about 30/X inches from the previous one so some overlapping occurs. [Avoid applying this product on flower, vegetable and shrub plantings.]

Optional Text for addition with Drop Spreaders.

- 1. Align [hopper] arrow with previous wheel track [to ensure even coverage].
- 2. Mow lawn first if grass is tall enough to touch the bottom of the spreader. First apply two header strips. Then operate spreader the longest way of the lawn. Overlap wheel marks to insure uniform feeding. Shut off spreader when you have reached the header strips or stopped.

OTHER SPREADER TEXT

Note to PM: The following are additional statements which may be used with the spreader setting options above or in addition with Directions for Use text. Text may be presented in paragraph form under the headings – Spreader Settings / How to Apply / Spreaders and Calibrations / Spreading Tips

- Apply header strips [around perimeter of lawn then apply product in longest direction of lawn].
- [Then] Apply product in longest direction of lawn.
- Close/Shut off spreader when filling, stopping or turning
- DESIRABLE PLANTS: DO NOT APPLY ON OR UNDER THE BRANCH SPREAD (ROOTZONE) OF TREES, SHRUBS, BEDDING PLANTS, FLOWERS, OR GARDEN PLANTS, PARTICULARLY IN COMPACT, SLOWLY DRAINING SOILS IN THE DALLAS-FT WORTH AREAS
- First apply two header strips. Then operate spreader the longest way of the lawn.
- For additional spreader settings, [please] call 1-800-543-TURF (8873)/insert company phone number
- For best results, use a Scotts® spreader. [When you apply walk at a steady pace.]
- For even application walk at a steady pace slightly overlapping each pass.
- How much is enough?

To determine the square footage of your lawn, walk the length and width of your lawn; one average pace equals about 3 feet. Multiply the length of the lawn by the width of the lawn. This equals the area of your lawn in measure square areas, then add the figures together to reach your total lawn size.

- It is recommended that you calibrate your spreader before application since manufacturer's settings can vary among the same model of spreader.
- Mow lawn first if grass is tall enough to touch the bottom of the spreader.
- Non-Scotts spreader settings are approximate. You may need to adjust for proper coverage.
- Overlap wheel marks to ensure uniform feeding.
- Scotts/Insert brand name Drop Spreaders: Align hopper arrow with previous wheel track.
- Scotts / Insert brand name Broadcast/Rotary Spreaders: Line up each pass approximately 5 ft. from wheel track.
- Scotts recommends the PF Spreader to receive the maximum value from Scotts Bonus S
- Scotts / Insert company name products are designed to work with Scotts / insert company name spreaders/applicators.
- Shut off spreader anytime you stop [or each time you reach header strip.]
- Shut off spreader each time you reach a header strip.
- Use [only] with Scotts /Insert company name spreaders/applicators.
- Walk at a steady pace

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Note to PM: Below are Illustrations and example layouts of spreaders, settings and patterns to be used in association with Spreader Setting Options & Information

Example Illustrations:















END OF DIRECTIONS FOR USE

COMPANY & WARRANTY INFORMATION

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.

OR

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

[Distributed/Sold/Manufactured [and] [/] Guaranteed by/for:]

The Scotts Company 14111 Scottslawn Rd. Marysville, OH 43041 EPA Reg. No.: 538-18 EPA Est. No.: XXX-XX-X

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

Note to PM: All weeds on the label may be listed in conjunction with an image of that weed

TABLE 1 – WEEDS LIST			
[Weeds controlled/killed [include/including]] OR [Controls/kills [the following] [these] [XX] [common lawn] [weeds]]:] OR [Controls/kills [broadleaf] weeds such as]			
Black medic	Eveningprimrose	Red sorrel/sheep sorrel	
Blue toadflax	Florida betony	Rescuegrass	
Buckhorn	Florida pusley	Shepherd's purse	
Burclover	Fragrant cudweed/rabbit-tobacco	Sowthistle	
Carolina geranium/cranesbill	Henbit	Stinging nettle	
Chickweed	Lippia/Matchweed	Venus lookingglass	
Dandelion	Oxalis/Yellow woodsorrel	Wild mustard	
Dichondra	Pepperweed/peppergrass	Clover, Hop	
Dollarweed/Pennywort	Purslane	Clover, White	

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OPTIONAL FERTILIZER GUARANTEE INFORMATION

The following table may be used in whole or in part. Fertilizer information denoted by "X" will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.

Insert Product Name XX-XX-XX (insert N-P-K ratio) [FXXX (insert FL Fertilizer License No.)]

GUARANTEED ANALYSIS

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%
Calcium (Ca)	X%
Magnesium (Mg) (Total)	X%
X.X% water soluble magnesium (Mg)	
X.X% chelated magnesium (Mg)	
Sulfur (S)	X%
X.X% combined sulfur (S)	
X.X% free sulfur (S)	
Boron (B) (Total)	X%
Copper (Cu) (Total)	X%
X.X% water soluble copper (Cu)	
X.X% chelated copper (Cu)	
Iron (Fe) (Total)	X%
X.X% water soluble iron (Fe)	
X.X% chelated iron (Fe)	
Manganese (Mn) (Total)	X%
X.X% water soluble manganese (Mn)	
X.X% chelated manganese (Mn)	
Zinc (Zn) (Total)	X%
X.X% water soluble zinc (Zn)	
X.X% chelated zinc (Zn)	
[Chlorine, not more than	X%]

Derived from: insert ingredients as required to comply with State fertilizer regulations.

[FXXX (insert FL Fertilizer License No.)]

Information regarding the contents and levels of metals in this product is available on the internet at http://www.regulatory-info-sc.com *or* http://www.aapfco.org/metals.html

Check with your local Cooperative Extension Agency to obtain specific information on local turf best management practices [for feeding your lawn.]

Check with your county or city government to determine if there are local regulations for fertilizer use.

^{*}Contains X.X% slowly available insert source of slowly available nitrogen consistent with State fertilizer regulations (Note to PM: Qualifier will be applied to the guaranteed analysis for all sources of slow-release nitrogen..

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Florida Fertilizer Application Language

NOTE TO PM: The following fertilizer text is optional on the FPL based on the product being sold in Florida.

[Florida] [Annual] Fertilizer Applications:

Do not apply in North Florida in winter. North Florida is defined as north of a line extending from Cedar Key to Daytona Beach.

OR

On centipede lawns, do not exceed rate of 2 lbs. of Nitrogen per 1,000 sq. ft. in the north and 3 lbs. of Nitrogen per 1,000 sq. ft. in the central and south. On Bahia lawns [and zoysia], do not exceed rate of 3 lbs. of Nitrogen per 1,000 sq. ft. in the north.]

OR

[Do not exceed] 4 annual feedings [4 lbs. N/1000 sq ft] with the following exceptions: On centipedegrass do not exceed 2 feedings [2 lbs. N/1000 sq ft] in the north and 3 feedings [3 lbs. N/1000 sq ft] in the central and south. On bahiagrass and zoysiagrass do not exceed 3 feedings [3 lbs. N/1000 sq ft] in the north.

North Florida is north of Ocala. Central Florida is defined as south of Ocala to a line extending from Vero Beach to Tampa. South Florida includes the remaining southern portion of the state.

OR

North Florida is defined as north of a line extending from Cedar Key to Daytona Beach. Central Florida is defined as south of the line extending from Cedar Key to Daytona Beach to a line extending from Tampa to Vero Beach. South Florida includes the remaining southern portion of the state.

In Florida, 4 feedings may exceed the Nitrogen limits on certain grass types in some [geographic] areas.

ADDITIONAL STATE SPECIFIC FERTILIZER TEXT

[In MS/insert state name,] this product is considered a low analysis fertilizer]

[Apply only to actively growing turf.] [Do not apply near water, storm drains or drainage ditches.] [Do not apply if heavy rain is expected.] [Apply this product only to your lawn, and sweep any product that lands in the driveway, sidewalk, or street, back onto your lawn.]

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OPTIONAL TEXT AND CLAIMS

NOTES TO PM:

- Appropriate fertilizer, formula and company specific information will be inserted on Final Printed Label to replace "X"
- References to Scotts Bonus S may be replaced by appropriate alternate or supplemental product names.
 References to the Scotts Brand may be replaced with appropriate alternate brand.
- The following claims may be preceded by "new" or "now" for six (6) months from the first date of shipment to a customer in accordance with Federal and State Registrations
- Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.
- The following may be substituted in all instances and vice versa:
 - "fertilizer" and "food"
 - "lawn", "turf", "turfgrass", "yard" and "grass"
 - "and" and "&"
 - "plus" and "+".
- Numbers in claims may be represented numerically or spelled out.

Optional Grass Type Statements

NOTE TO PM: Bermudagrass may be removed from the following lists when being sold in Florida.

- Do not apply to/use on lawns or mixed lawns of bahiagrass, [bermudagrass,] bluegrass, fine fescue, bentgrass, ryegrass, tall fescue, or dichondra.
- Not for use on lawns or mixed lawns of bahiagrass, [bermudagrass,] bluegrass, fine fescue, bentgrass, ryegrass, tall fescue, or dichondra.
- [Grass Types:] [Safe][For]Use on Bermudagrass, St. Augustine[grass], zoysia[grass], centipede[grass], and carpet[grass] lawns [only].
- [Grass Types:] [Safe][For] Use [only] on Bermudagrass, St. Augustinegrass, [including] [Floratam], centipede[grass], zoysia[grass], and carpet[grass] lawns.]
- [Grass Types:] [Safe][For] Use on [Southern lawns]: Bermudagrass, St. Augustinegrass, [including] [Floratam], centipede[grass], zoysia[grass], and carpet[grass] lawns [ONLY].]

GENERAL CLAIMS

- 1. [Formulated/Designed] for Southern/Florida/Texas Lawns
- 2. Formulated for the home environment
- 3. Golf course results for your home lawn!
- 4. [Now] Its easy for you to have a better [Southern] lawn.
- 5. Nurture Cycle [Southern]
- 6. Save Money
- 7. Simple and easy
- 8. The Select/Ultra Turf Builder Advantage
- 9. The Turf Builder Select/Ultra Advantage
- 10. Treated /Untreated[Image Set 1]

APPLICATION RELATED CLAIMS

- 11. Apply in [late] winter, spring, or fall
- 12. Apply when/anytime weeds are growing
- 13. Apply in the fall to kill reoccurring [insert/any all listed weeds]
- 14. [Apply in] [early/late] Spring [: February/March/April/May/June]
- 15. [Apply in] Fall [: Aug/Sep/Oct/Nov]

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PESTICIDAL CLAIMS

- 16. Kills/Controls/Clears Out [insert any or all listed weeds] and [XX] other [common/major] [lawn] weeds**
- 17. Kills/Controls/ Clears Out/ [insert any or all listed weeds] and other [common/major] [lawn] weeds**
- 18. Kills/Controls/ Clears Out/ weeds through the root
- 19. Kills/Controls/Clears Out lawn weeds** [to the root]
- 20. Kills/Controls/Clears Out the weeds** you see and the ones you don't
- 21. What to expect Weeds will be dead/killed within 6/X weeks and your lawn will be greener in 7/X days

COMBINATION CLAIMS

- 22. Lawn Food with/+ Weed Control
- 23. No more guesswork ... apply the right product at the right time for a thick, green [, weed-free] lawn.
- 24. Kills/Controls/Clears Out/ weeds and fertilizes your lawn
- 25. Kills/Controls/Clears Out/ [insert any or all listed weeds] and feeds/thickens/provides nutrients to grass to crowd out new/future weeds.
- 26. Kills/Controls/Clears Out/ [insert any or all listed weeds] and feeds/thickens/provides nutrients to grass to fill in bare spots.
- 27. Kills/Controls/Clears Out [*insert any or all listed weeds*] and [over] [XX] [common/major] [lawn] weeds** while greening your lawn without rapid, extreme growth.
- 28. Kills/Controls/Clears out [insert any or all listed weeds] & feeds grass/the lawn
- 29. [Southern] Weed & Feed
- 30. [Southern] Weed-and-Feed
- 31. Weed control with/plus lawn fertilizer

FERTILIZER CLAIMS

- 32. Alfalfa Meal [Image Set 20]
- 33. Added/More essential nutrients for a[n] better/stronger/more durable/resilient/more balanced/improved lawn
- 34. Added Iron for Summer Green Extender
- 35. All the nutrients your lawn needs in one application/bag/step
- 36. Always add essential/vital minerals/nutrients
- 37. [Achieve/build/grow] [a] thick, [green] lawn [with/ with our] [vital/essential minerals]
- 38. [A] thick, green lawn [easily] achieved with [vital/essential] minerals/nutrients
- 39. Boost/Improve/Strengthen/Enhance your/the lawn with included/added natural ingredients/nutrients
- 40. Helps boost/improve lawn's efficiency of taking in/absorbing/soaking up/using/drinking/drinking up/consuming water and nutrients****
- 41. [A] boost of greening power
- 42. Builds strong, deep [grass] roots
- 43. Builds strong/thick, green turf from the roots up [without burning your lawn***]
- 44. Build[s] [a] thick, green lawn[s] [without burning***]
- 45. [Builds/Grows a] Strong, vibrant/green lawn
- 46. Builds thick green turf to help prevent runoff
- 47. Build/Grow [a] Healthy** [green] lawn [with rich soil]
- 48. Contains no phosphorous/phosphate Note to PM this claim is only to be used when the product contains no phosphorus
- 49. Contains both readily available nitrogen for quick green up and controlled release nitrogen for uniform growth and extended feeding.
- 50. Contains timed/slow-release/controlled/extended release nitrogen [for extended feeding and greening]
- 51. Contains X% Iron [for added greening]
- 52. Contains X lbs., X oz. Iron [per bag]
- 53. Contains X% iron/ [micro nutrients] for the deep/dark green[ing] [turf]
- 54. Contains micronutrients to help improve [your] soil [conditions]
- 55. Dual Action fertilizer Protect[s] [lawn] for Winter and Build[s] for Spring
- 56. Delivers nutrients for root growth and extended feeding
- 57. Delivers nutrients which enhance root growth and provide extended feeding
- 58. Delivers quick greening plus consistent, extended nutrition for your lawn
- 59. Develops longer, deeper roots to help your lawn survive/prepare for the summer/summer stress/heat, drought, and wear and tear!
- 60. Each lawn fertilizer particle provides release that won't burn or cause surge growth when applied as directed

^{**}As listed

^{**}As listed

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- 61. Each lawn fertilizer particle provides gradual release that won't burn or cause surge growth when applied as directed
- 62. Efficient intake/absorption/use of water and nutrients****
- 63. Encourage early spring green-up
- 64. Enhance[s] lawn [quality] and soil vigor/quality [with [included] natural/plant-derived ingredients/nutrients]
- 65. Enhances/Enhanced water and nutrient intake/absorption/use***
- 66. [Enhanced/Improved Formula –] X% More Greening Power∞
- 67. [Enhanced] 3-in-1/three-in-one Formula [Helps lawn] recover from Summer, Replenish for Winter and Rebuild for Spring
- 68. Essential minerals [:] [nitrogen, potassium, and iron] build strong deep [grass] roots
- 69. Essential Minerals [:] [Insert Fertilizer Nutrient(s)] for a thicker, greener, more resilient lawn.
- 70. [Essential Minerals] [Insert Fertilizer Nutrient(s)] [work to] build/grow [a] thick, green, [resilient] lawn
- 71. [Essential minerals] [Insert Fertilizer Nutrient(s)] revive lawn from summer damage and defend against winter stress
- 72. [Essential/Vital/Key] Minerals strengthen/nourish/feed [the] lawn for [a] bold/vibrant color [and [to] thicken to help crowd out\$/block\$ [against/from] [future] weeds]
- 73. [Essential/Vital/Key] Minerals strengthen/nourish/feed to build [a] thick, green lawn [that helps crowd out\$/block\$ [against/from] [future] weeds]
- 74. [Essential/Vital/Key] Minerals strengthen/nourish/feed to thicken [and green] the lawn [and help crowd out\$/block\$ [against/from] [future] weeds]
- 75. [Essential/Vital/Key] Minerals strengthen/nourish/feed [the] lawn to [help] crowd out\$/block\$ [against/from] [future] weeds [and enhance/deepen [the] [green] color]
- 76. [Essential/Vital/Key] Minerals strengthen/nourish/feed [the] lawn for thick turf to [help] crowd out/block\$ [against/from] [future] weeds
- 77. [Essential/Vital/Key] Minerals for [a] thick, [vibrant/deep] green lawn [and] to/that [helps to] crowd(s) out\$ weeds
- 78. [Essential/Vital/Key] [Minerals] build(s) [a] thick, green lawn to crowd out/\$block\$ [against/from] [future] weeds
- 79. [Essential/Vital/Key] [Minerals] build(s) [a] strong lawn and/to/that [helps to] crowd out/block\$ [against/from] [future] weeds
- 80. [Essential/Vital/Key] Minerals [work to] build/grow [a] thick, green lawn [by crowding out[§]/blocking[§] [against/from] [future] weeds]
- 81. [Essential/Vital/Key] Minerals [help] grow a [strong] thick, green lawn [that helps crowd out\$/block\$ [against/from] [future] weeds]
- 82. [Essential/Vital/Key/Necessary] Minerals grow/build [vibrant,] thick [green] lawn [that help crowd out\$/block\$ [against/from] weeds]
- 83. Even feeding and greening
- 84. Even feeding... [for] even greening... with no burn [***] ... guaranteed [+] [!]
- 85. Fast, long lasting greening power
- 86. Feeds grass for a better lawn next spring [Guaranteed+]
- 87. Feeds/thickens/provides nutrients to grass to crowd out new/future weeds
- 88. Feeds/thickens/provides nutrients to grass to fill in bare spots.
- 89. Feeds lawn, helping turf to fill in where weeds once were
- 90. Feeds your/the lawn [essential/vital/key] minerals for [a] thick [, green/vibrant] grass
- 91. Feeds your/the lawn [essential/vital] minerals for [a] thick [, green/vibrant] grass that [will] [help] crowd(s) out^{\$}/ /block(s)^{\$} [against/from] [future] weeds
- 92. Feeds [and greens] up to X months/weeks longer ∞
- 93. [Feeding with Scotts®/Insert Company Name fertilizer helps grow a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat, drought and other stresses.]
- 94. Feeds and Greens for up to two/X months without burning*** your lawn
- 95. Feeds and Strengthens [the Lawn] Against Heat and Drought]
- 96. Feeds and strengthens root systems without burning [***] your lawn
- 97. Feeds [for a thick, green] lawn
- 98. Feeds for [up to] 3/X months [guaranteed [+]]
- 99. Feeds grass for a healthier/greener lawn [**]
- 100. Feeds grass to give you a healthier/greener lawn [**]
- 101.Fertilize once for [the whole season] or [2 / 3 / 4 / 5 / 6 months]. [Insert Product Name] feeds and greens with slow-release fertilizer for up to 2 / 3 / 4 / 5 / 6 months. It kills tough existing weeds and controls new weeds for 2 / 3 / 4 / 5 / 6 months.
- 102. For a [thick,] green lawn
- 103. Formulated with Scotts Poly-S® timed released fertilizer
- 104. Formulated with Scotts technology [for long lasting greening and feeding]
- 105. Green lawn brought to you by essential minerals
- 106. Green[er] Grass Above [Image Set 11] [vs unfed lawn]
- 107. Greens in 72 hours [and contains time-released nitrogen for extended feeding]

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- 108. Green lawn brought to you by essential minerals
- 109. Greens quickly and feeds up to 2/3/4/5/6 months
- 110.Greens longer∞
- 111. Grows Strong Roots
- 112.Grow(s) [a] healthy** lawn with rich soil [with [included] plant-derived/natural nutrients/ingredients]
- 113. Healthy** lawn + [nutrient] rich soil
- 114. Helps develop a deep and dense root system
- 115. Helps enhance/improve water and nutrient uptake/absorption/intake/use/consumption****
- 116. Helps enhance water and nutrient intake/absorption/use****
- 117.Helps improves/enhance [the] lawn's [ability to] intake/absorption/use/drink up/consumption [of] water and nutrients****
- 118. Helps strengthen your lawn against heat/drought/wear/tear
- 119.Helps your lawn/grass take in/absorb/soak up/use/drink/drink up water and nutrients more effectively****
- 120.Improve(s)/Boost(s)/Enhance(s)/Promotes lawn and soil quality/vigor [with [included] plant-derived/natural nutrients/ingredients]
- 121.Improves the lawn's ability to take in/absorb/soak up/use/drink/drink up/consume water and nutrients****
- 122. Improved/Strong water and nutrient intake/absorption/use/consumption****
- 123.Improve soil quality with [included/added] plant derived [soil] nutrients/conditioner/amendment [with included INSERT FERTILIZER INGREDIENT(s)].
- 124. [Image Set 12] Improves lawn's ability to absorb water & nutrients
- 125. Includes/Contains nutrients/ingredients from plants for plants
- 126. Includes/Contains Plant-derived/Natural ingredients/nutrients [to] build/grow/for a healthy** [, green] lawn
- 127.Includes/Contains Plant-derived/Natural ingredients/nutrients improve/boost/enhance/promote quality of lawn and soil
- 128.Includes/Contains Plant-derived/Natural ingredients/nutrients to improve/boost/enhance/promote lawn and soil quality/vigor
- 129. Includes/Contains Plant-derived/Natural ingredients/nutrients grow(s) a healthy** lawn with rich soil
- 130.Includes/Contains Plant-derived/Natural ingredients/nutrients for/build(s) lawn and soil quality
- 131.Includes/Contains Plant-derived/Natural ingredients/nutrients for/build(s)/grow(s) [a] healthy** green lawn
- 132.Includes/Contains Plant-derived/Natural ingredients/nutrients enhance lawn and soil vigor/quality
- 133.Includes/Contains Plant-derived/Natural ingredients create(s) nutrient rich soil and healthy** lawns
- 134.Includes/Contains Plant-derived/Natural ingredients for/build(s) nutrient rich soil and healthy** lawns
- 135. Includes/Contains Plant-derived nutrients to build [up]/increase/improve [soil] quality
- 136.Includes/Contains Plant-derived nutrients/ingredients improve/boost/enhance/promote lawn and soil quality/vigor
- 137.Includes/Contains Plant-derived nutrients to build [up]/increase/improve soil
- 138.Includes/Contains Plant-derived nutrients/conditioner/amendment with included *INSERT FERTILIZER INGREDIENT(s)* build [up]/increase/improve [soil] quality
- 139.Includes/Contains [necessary/essential/vital] minerals to achieve [a] thick, green lawn
- 140.Includes/Contains [necessary/essential/vital] minerals for [a] thick, green [, weed-free] lawn
- 141.Includes/Contains [INSERT FERTILIZER INGREDIENT(s)] for [an] added strength/boost
- 142.[INSERT FERTILIZER INGREDIENT(s)] for/build/grow a healthy** lawn.
- 143. [INSERT FERTILIZER INGREDIENT(s)] build [up]/increase/improve soil quality
- 144. [INSERT FERTILIZER INGREDIENT(s)] boost/strengthen [the] lawn [and soil vigor/quality]
- 145.[INSERT FERTILIZER INGREDIENT(s)] for [an] added strength/boost
- 146.[INSERT FERTILIZER INGREDIENT(s)] work [together] to help [the] lawn thrive
- 147. [INSERT FERTILIZER INGREDIENT(s)] work [together] to improve/boost/enhance/promote [the] nutrients/quality in/of [the] lawn and soil.
- 148.[INSERT FERTILIZER INGREDIENT(s)] grow/build a healthy** lawn with rich soil
- 149. [Insert Product Name] lawn fertilizer contains extra nitrogen, carefully blended with potassium to make your lawn greener.
- 150.[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.
- 151.Iron [Image Set 20]
- 152.Kelp Meal [Image Set 20]
- 153. Manganese [Image Set 20]
- 154. Micro-Nutrients [Image Set 20]
- 155. Mineral-boosted lawn food
- 156. Mineral-boosted greening power
- 157.Mineral-powered lawn food
- 158. Minerals nourish the lawn
- 159.[X%] More essential nutrients* than [*insert Scotts product name*]! [Your lawn requires essential nutrients to thrive]/ [Your lawn needs food!]

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- 160. More Essential Nutrients[†] [...]
- 161. [Delivers] More Potassium than/vs. [regular] insert Scotts product name to help protect against drought stress
- 162.[More] Slow/Extended/Time[d] /Even release Nitrogen for longer lasting even greening/consistent green [∞]
- 163.[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 [∞]
- 164. Natural Ingredients [Image Set 20]
- 165.Nitrogen
- 166. Nitrogen, potassium, and iron [work to] build/grow [a] [more] [resilient] thick, green lawn
- 167.No burning***
- 168.No lawn burn [**]... guaranteed[***] [!]
- 169.No surge growth
- 170.Non Burn / Burning Formulation [**] / Formula [**]
- 171.No Phosphrous/Phosphate Note to PM this claim is only to be used when the product contains no phosphorus
- 172. Plus fertilizes with a feeding of Turf Builder for developing thick, green lawns
- 173.Potassium
- 174.Promotes efficient water and nutrient intake/absorption/use/consumption [in your/the lawn] ***
- 175.[Product Name] includes/contains slow-release nitrogen that releases gradually over time to help reduce nitrogen run-off [into our waterways] [to protect [our/the] ecosystem/environment/water quality].
- 176.[Product name] is formulated [with slow-release nitrogen] to provide consistent, long-lasting feeding for your best lawn ever.
- 177.[Patented,] Timed-release nitrogen formula builds thick, green lawns from the roots up.
- 178.[Patented,] Timed-release nitrogen won't burn*** your lawn or cause surge growth
- 179.Phosphorous/phosphate free [formula]
- 180. Quick greening [, long lasting].
- 181. Quick Greening plus/and Extended [Long Lasting] nutrition/feeding [formulation / formula]
- 182.[For] quick [front] yard green-up
- 183. Scotts/Our Best / [Long Lasting] Fertilizer [!]
- 184. Scotts Best Annual Program For A Picture-Perfect LawnBoost of nutrients to help your lawn survive/prepare for the summer/summer stress/heat, drought & wear and tear!
- 185. Scotts Longest-Lasting fertilizer/Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/ Nutrients/Food/even greening/consistent green
- 186. Soybean Meal
- 187. Strengthens/Protects the/your lawn [Image Set 17]
- 188.Strong[er] Roots Below [Image Set 11] [vs unfed lawn]
- 189. Sulfur
- 190. The greening will reach its peak 8/X to 10/X days after application. The color difference will be more noticeable if your lawn is hungry to begin with.
- 191. The result is a beautiful, thicker, greener lawn.
- 192. Thickens [the] lawn to crowd out weeds
- 193. Thick/Healthy** lawns Help Reduce [Nutrient/Nitrogen] Run-Off
- 194. Thin areas of turf will fill in over time [about 6/X weeks], creating a more uniformly dense lawn.
- 195. Total nutrient package helps repair thin and bare spots in your lawn
- 196.ULTRA GREENING POWER!
- 197.[Water Quality Matters] Thick/Healthy** lawns help to Protect our waterways/ water quality/ environment/ ecosystem by reducing [nutrient/nitrogen] runoff
- 198.[Water Smart™ Image Set 12]
- 199. [Image Set 12] [Water Smart Makes The Most Of Every Drop™] [Improves Lawn's Ability to Absorb Water & Nutrients]
- 200. [Image Set 12] [Water Smart] Builds thick [green] turf to help prevent runoff
- 201. Water-Positive, helps improve/enhance [the] lawn's ability to take in/absorb/soak up/use/drink/drink up/consume water and nutrients****
- 202. Water-Positive, helps improve/enhance water and nutrient intake/absorption/use/consumption****
- 203. Water-Positive for [helping improve/enhance] water and nutrient intake/absorption/use/consumption****
- 204. We guarantee[†] thick, green-turf without risk of burning∞ or surge growth.
- 205. Well Fed Lawns [are thicker and] have more/well developed root systems that [better] hold water to help reduce [nutrient/nitrogen] run-off/soil erosion [into our waterways] [vs. an unfed lawn].
- 206. Well fed/Nourished lawns take in/absorb/soak up/use/drink/drink up/consume water and nutrients more efficiently/effectively***
- 207. Well fed/nourished lawns require less water to stay/remain green***
- 208. Well-fed lawns are more efficient at using available water.
- 209. With added micronutrients to/for/help[s] strengthen/the strongest lawn defense against heat, drought, and wear & tear

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- 210.Won't burn lawn[s]***, Guaranteed*[!].
- 211.[Earth] Worm Castings
- 212.[Great] [front] yard lawn food
- 213.X% MORE Slow-Release Nitrogen than/vs. regular insert Scotts product name.
- 214.X% added slow/extended/time[d]/even release Nitrogen∞
- 215.X% added Potassium [for improved overall lawn strength/vitality/durability/toughness] than/vs. regular *insert Scotts product name*
- 216.X% More potassium than/vs. regular insert Scotts product name
- 217. Your lawn makes a good environment...and Scotts/insert company name products help you get the best lawn.
- 218. Your lawn will be greener in 4/X to 6/X days if weather conditions are good [warm soil, some moisture]
- *The formula in [insert product name] gives your lawn more essential nutrients than [insert Scotts product name] for your best lawn ever.
- **vs. unfed [lawn] [when used as directed].
- *** when used as directed **OR** When used according to manufacturer's directions.
- ****Regular feedings help build strong roots to allow lawns to better absorb available water and nutrients
- \$ thick lawns crowd out weeds by blocking their growth and access to sunlight
- ∞vs [insert Scotts product name] OR vs/than regular insert Scotts product name [: contains more Insert Fertilizer Ingredient(s)]
- † [backed by the] *Insert Company/brand* [No Quibble] Guarantee *OR* see back for details *NOTE To PM: See text options in Guarantee sections of claims*
- †Contains additional essential nutrients vs/versus [the] [INSERT SCOTTS PRODUCT/ SCOTTS BRAND LINE NAME] of lawn fertilizer[s]/food OR Contains additional essential nutrients vs/versus [INSERT SCOTTS PRODUCT NAME].

Step/LawnPro/Lawn Care Program Product Line Text:

- 219.[1/One] Simple Program [For] [4/four] A Beautiful Lawn
- 220.1/4 [step/phase] [Illustration]
- 221. Annual Program [Southern]
- 222. Available only at authorized Scotts Lawn Pro dealers.
- 223.[A] Scotts LawnPro [Product]
- 224. Each Step product is designed to the specific season to help give you a greener lawn.
- 225. Everything you need in one simple program
- 226.[For best results,] Apply [as part of] a/the [Scotts] Annual [Lawn Care] Program[™] (See back panel/website for details)
- 227.[For best results,] Apply [as part of] a/the [Scotts] Turf Builder Annual Program (See back panel/website for details)
- 228. [For best results,] Apply a Turf Builder product four times a year (see back panel/website for details).
- 229. [Image Set 22] Images of all 4 Step products
- 230. [Insert Program name]/works with the rhythm of the seasons for a better lawn
- 231. Just check the month below and apply products at 2-month intervals
- 232.Lawn care made easy with [program name]
- 233.LawnPro® Annual [fertilizer/feeding/lawn food] Program
- 234.LawnPro® authorized dealers/retailers/stores
- 235. No more guesswork. You simply apply the right product one Step at a time.
- 236.[Program name]/works with the rhythm of the seasons for a better lawn
- 237.Scotts® Lawn Pro® [Available only at authorized Scotts Lawn Pro dealers/Designed for Scotts Lawn Pro dealers/retailers]
- 238. Scotts/Our Best Annual Program (for a picture-perfect lawn)
- 239. Scotts/Our Best Southern [Annual] Program
- 240. Scotts [Turf Builder] X Step Program
- 241. The easy path/step/guide/way to a better lawn
- 242. Start [the program at] anytime
- 243. Why even consider a lawn care service? Scotts Lawn Pro® Annual Program will give you a beautiful lawn for about [one-third] the cost.
- 244. You can begin the Annual Program anytime of the year. Just check the month and select the appropriate Step product listed. Apply the remaining Steps at two-month intervals. [Your lawn needs food!] The special formula in [Product name] delivers more greening power/nutrition/nutrients/micronutrients than [Scotts comparable product] for your best lawn ever.

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PACKAGING CLAIMS

245. Bonus pack/size

246. Convenient [new] size

247. Easy [to] pour [spout]

248. Easy-tear, recloseable pour spout

249. Easy to Carry Package/Size/Handle

250. Easy open, easy close

251.[Easy open,] Resealable/Reclosable bag

252. Easy/EZ Seal [zipper/closure]

253 [Exclusive] Club pack [size]

254. [Just] the extra you need to finish your lawn

255. No need to buy more than [what] you need

256.[Now with] X% more

257.[Perfect] [size] for small lawns [that are less than 2500/X ft²]

258. Secure/Sure seal [zipper/closure]

259. Value Pack/size

260.Zip close

GUARANTEES [Image Set 14]

261 Scotts/Insert Company/Brand [Policy] No Quibble Guarantee [†] [SEE BACK FOR DETAILS]

262.Backed by Scotts/Insert Company/Brand No-Quibble Guarantee®[†]

263. Insert brand name Promise Satisfaction Guaranteed [f]

264. The Insert brand name Promise is in Every Bag [†]

265. UNCONDITIONALLY GUARANTEED

266. Works the first time or your money back! [†]

267. [Satisfaction] Guaranteed [Results] [†]

[†] [Image Set 14]

[The]Scotts/Insert Company/Brand [No-Quibble/Consumer] [Money Back] Guarantee®/Promise

If for any reason you [, the consumer,] 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 promptly.

OR

If for any reason you, the end-user consumer, are not satisfied with the performance of your Scotts-Miracle-Gro family/this/INSERT BRANDING/BRAND NAME product, simply submit your proof of purchase and we will happily refund the purchase price or provide a replacement product (in our sole discretion). [Visit scotts.com/(insert company website) for more details.] [Contact (insert company/brand name) Consumer Services for additional details.]

OR

Backed by the [Scotts Miracle-Gro/*INSERT COMPANY/BRAND*] No Quibble GuaranteeTM. Limitations and restrictions apply, visit [*INSERT COMPANY/BRAND* website] for full details.

OR

[The *Insert brand name* Promise] If this [*insert company/brand*] product, when used for its intended purpose, fails to give you complete satisfaction, return the item to the [*insert company/business*] store where purchased for free replacement of the same or similar item.

OR

If you are not satisfied with the results from using this product, we will refund your purchase price. Send evidence of your purchase to: *Insert Address*

OR

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When you choose *Insert Brand Name* products, you can be assured of high quality and performance in your lawn [and garden]. If for any reason you are not completely satisfied with this product, we will refund your money. Please mail/send [your name, address and] proof of purchase [(dated receipt and package UPC/barcode)] [and original register receipt] to the/our address [below]. [Also, to ensure quality control, please write us a brief note explaining your experience with our product and reason for seeking a refund.] [We will promptly send you a refund check] Insert **Address**

OTHER/ MISCELLANEOUS

268.[Art: SMG/NYSE W



270.[Image Set 7] Visit [our website]: [www.]scotts.com

271. Assembled in the USA Factory Certified

272. Assembled in the USA with Foreign and/or Domestic Parts

273. Insert company website [Image Set 7]

274. Questions? [Call] [now] insert company phone number [Image Set 8]

275. [Image Set 8] [Scott's] Call/Contact Us/Phone [toll-free] 1-800-543-TURF (8873) [Open X a.m. to X p.m. Eastern

276. [Image Set 8] Consumer Helpline/Hotline - 1-800-543-TURF (8873) [Open X a.m. to X p.m. Eastern time]

277. [Image Set 8] Contact us - Consumer Helpline/Hotline 1-866-369-2533

278. Use Scotts My Lawn App to Calculate Your Lawn Size [Image Set 19] [The My Lawn App from Scotts simplifies lawncare by creating an easy-to-follow lawn maintenance plan so you know the right products to use at the right time.]

279.[App Store is a trademark of Apple Inc. Google Play and the Google Play logo are trademarks of Google Inc.] [Image Set 19]

280. Only at [retailer]/Exclusively at [retailer]/Exclusive to [retailer]/[retailer]Exclusive

281. [Year] Licensed by The Scotts Company LLC. [Company Name] World rights reserved.]

282. Made in U.S.A. [Image Set 18] /Product of [insert Country Name]

283. Questions/Information?

284. Questions? [Call] [now] insert company phone number [Image Set 8]

285. Contact the experts at scotts.com

286. Expert Gardener® and Expert Gardener logo design are trademarks of Wal-Mart Stores, Inc.

287. Expert Gardener® is marketed exclusively by Wal-Mart Stores, Inc. Bentonville, AR 72716

288. For more great tips and offers [insert internet site address]

289. Join the [insert name] Garden Club – For more great tips and offers. [insert Internet site address]

290.SCOTTS...the lawn people

291. Scotts a leader in Weed & Feed since 1966

292.Scotts®, SpeedyGreen®, EasyGreen®, AccuGreen®, Basic™, Standard™, and Deluxe™ Edgeguard® are trademarks of OMS Investments, Inc.

293. Shop @insert web address

294.U.S. Patent No. X,XXX,XXX (patent information will be added to FPL)

THE SCOTTS STORY OPTIONS

Option 1

Scotts is there/here for your lawn care needs.

Founded in 1868, we are proud of our long history and celebrate the lawn by offering best-in-class products. [We start with the fundamental truth; your lawn is a living, growing thing.] [We start with the fundamental truth; the lawn is alive]. Our scientists embrace this truth by developing technologies that benefit the lawn and fit your lawn care needs. If you need to feed the lawn - we are here. If you have issues with pesky weeds - we've got your back. So if you're a diehard lawn warrior or a novice learning how to care for your lawn - [let us help.] [We would like to help].

Option 2

Scotts is your go-to for everything lawn care. We're extremely proud of our heritage and proven expertise. And we celebrate this by continually offering industry-leading products—always with the consumer in mind.

We believe the fundamental truth; your lawn is alive. With that in mind, we create advanced technologies and innovative formulas that help create the lawn you've always dreamed of. From feeding and maintaining your lawn to protecting against weeds, pests/insects and disease, we have the best-in-class products and advice to help you successfully care for your lawn this season—and for years to come.

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Option 3

Scotts has helped people create the lawn they've always dreamed of. Founded in 1868 by O.M. Scott, we're extremely proud of our rich history and hard-earned reputation. And honored to be the leader in lawn and garden care for everyone from first-time gardeners to seasoned green thumbs.

We do it by developing advanced technologies and innovative formulas—all based on your needs. From feeding and maintaining a hearty, beautiful lawn to banishing pesky weeds, we have the best-in-class products—and expert advice—to consistently make garden care easier and a lot more enjoyable.

PRODUCT DESCRIPTION OPTIONS

OPTION 1

Over 60 years/a half century [experience/expertise] [in] making weeds disappear/weeds/killing weeds [insert any/all listed weeds in Table 1]

OPTION 2

WHAT DOES SCOTTS (insert product name) DO?

Scotts (*insert product name*) is an innovative formula that kills existing lawn weeds like dollarweed and clover and feeds your lawn. [*Product name*] [prevents/kills]

Insert partial listing of weeds prevented/controlled

[For a list of weeds that Scotts (*insert product name*) targets visit: www.scotts.com [/*(insert product name*)/target weeds]]

OPTION 3

[Complete][Essential][Elite][Select] Nutrition from the Ground Up

[Insert Product Name]'s innovative approach to lawn care is grounded in the balance between premium performance and natural results. Our [biologically advanced] ingredients are unique in promoting nutritional growth both above and below the surface, resulting in a lush, beautiful lawn that can be enjoyed all season long.

A [healthy][happy] lawn is a Scotts lawn.

(Insert Product Name) works on/can be used/applied on:

[St. Augustinegrass] [Including] [Floratam] [centipede[grass]], [zoysia[grass]], and [carpet[grass]] [Image of Grass Types Listed]

[Dollarweed] [Clover] [Dandelion] [Oxalis] [Plantain] [Florida Pusley] [Spotted Spurge] [Chickweed] [Lippia (Matchweed)] [Henbit] [Image of Weeds Listed]

[For a full list of weeds that (Insert product name) targets, visit (insert company website/www.scotts.com)]

OPTION 4

Controls and prevents weeds while feeding your lawn. Scotts Bonus S/This product/*Insert Brand Name* gives you a better lawn. That's because each small particle delivers weed control for complete coverage. And Scotts Bonus S/This product/*Insert Brand Name* feeds your lawn [with Scotts Trionized® formula] to help fill-in and crowd out new weeds.

OPTION 5

[Image Set 13] Unfed Lawn [v. / vs.] Regularly fed Lawn / 4 annual feedings]

[Recommended] Next Feeding

[Image Set 22] Insert brand name – Apply when weeds are actively growing* *maximum of 2 application per year Or [use] [Image Set 22] Lawn Fertilizer – Apply anytime during the growing season [ICON/Image of NPK Values: X - X - X]

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GENERAL LAWNCARE TEXT OPTIONS

[Lawncare Information:] [Water Smart®] Tips for Lawncare Success/Tips for Lawn Zen-Masters / Obsess about the details? Us too. / Lawncare Best Practices/[Scotts [expert] [scientist] Recommended Tips // Do's & Don'ts]:

- Feed regularly for your best lawn Regular feedings of Scotts [Turf Builder] [insert alternate brand/product name] will help build a lawn you and your family can enjoy. Scotts [Turf Builder] [insert alternate brand/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 high. 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.

[art] one annual feeding



[art] 2-3 annual feedings



[art] 4 annual feedings



OR

[Image Set 10] Feed Regularly

Regular feedings provide the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought & family activity

[Benefits of Multiple Feedings]



[art] 2-3 annual feedings



[art] 4 annual feedings



[Image Set 10] Mow and Leave the Grass Clippings on Your Lawn

Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively. Grass clippings recycle the plant nutrients back into the soil.

[Image Set 12] [Water Smart Makes The Most Of Every DropTM] Conserve Water Well-fed lawns are more efficient at using available water. Feeding with Scotts [fertilizer/lawn food] helps grow/build a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat drought and other stresses. Remember 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.

OR

Mowing Tips/Feed Regularly/Feed grass with...grass [Image Set 10]

Mow high and leave grass clippings on your lawn. This allows the grass to develop a deep root system to help your lawn use water more effectively. Clippings recycle plant nutrients back into the soil.

[Feed Regularly] [Image Set 10]

Regular feedings provide the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought and family activity

- **Early Spring** feeding helps grass green-up after winter. You should feed around the third time you mow your grass
- Late Spring feeding prepares grass for summer stress by thickening the blades on top and building deep roots below.
- Summer feeding helps your lawn stay green and resilient during the peak growing season.
- **Fall** feeding replenishes the nutrients lost in the harsh summer months and builds strong deep roots for winter. You should feed prior to October and grass entering dormancy.

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OR

We are yard people. We believe A good yard is more than just green. It is a place to be lived on, to make memories, it is a place to be used for good. We believe we are stewards of our outdoor spaces.

Preserving Good Turf. Scotts® products are designed to grow thicker, greener lawns. A healthy lawn can clean the air, produce oxygen and prevent runoff and soil erosion.

Conserving water. Well-fed lawns are more efficient at using available water. Feeding with Scotts® lawn food helps grow a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat, drought and other stresses. As much as possible take advantage of nature's sprinkler and rely on the rain to water your lawn.

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 driveway, sidewalk or street back onto your lawn.

OR

Scotts® products are [always] designed with care by our team of expert lawn scientists. We take pride in providing you with the best blend of ingredients so you have a healthy lawn you can be proud of.

A healthy lawn benefits the environment in a number of ways – they absorb water better, reduce soil erosion, clean up pollutants in the air and soil, enrich the soil with nutrients – Lawns and outdoor spaces have positive therapeutic effects on humans too!

Feeding your lawn regularly provides the nutrients your lawn needs to look and feel its best. Scotts® recommends feeding throughout the year so your lawn can withstand the stresses of weeds, heat, drought and family activity.

- Early Spring feeding helps grass green-up after winter. You should feed around the third time you mow your grass.
- Late Spring feeding prepares grass for summer stress by thickening the blades on top and building deep roots below.
- Summer feeding helps your lawn stay green and resilient during the peak growing season.
- Fall feeding replenishes the nutrients lost in the harsh summer months and builds strong deep roots for winter. You should feed prior to October and grass entering dormancy.

OR

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.

SEASONAL PRODUCT APPLICATION OPTIONS

OPTION 1

[[Scotts] Recommended [Annual] Feeding/Lawn Care Schedule/Plan/Program]

[Plan your feeding schedule.] [Chose the right product for your lawn.]

Any Season - Apply any season if weeds or bugs are not a problem:

[Art: Baq] Scotts® [Southern] [Super]Turf Builder® Lawn Fertilizer] / insert brand name

Spring April-May - If you have weeds/To kill weeds:

[Art: Bag] Scotts® [Super] Scotts Bonus S Southern Weed & Feed] / insert brand name

Late Spring April-June - If weed or bugs are not a problem:

[Art: Baq] Scotts® [Southern] [Super]Turf Builder® Lawn Fertilizer] / insert brand name

Summer June-August - If you have bugs/To kill bugs:

[Art: Bag] Scotts® [Super] Turf Builder® with SummerGuard®] / insert brand name

Fall September – November – To kill weeds:

[Art: Bag] Scotts® [Super] Turf Builder® WinterGuard®] / insert brand name

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EXAMPLE ILLUSTRATION LAYOUT



OPTION 2

[Scotts] Recommended [Annual] Feeding Schedule/Plan/Program/Routine

[Plan your feeding routine with Scotts Turf Builder Lawn food.]

[Spring]

[A spring feeding helps grass get going after its initial green up. You should feed around the third time you mow your grass.]

OR

Feeding around the third time you mow will help grass green-up after winter.

OR

Green-up grass after winter.

[late spring]

[Feeding now prepares grass for summer by making more blades on top and building deep roots below.]

OR

Prep your yard for summer stress by thickening the grass and building deep roots.

OR

Prep the lawn for summer stress.

[summer]

[A summer feeding provides grass the nutrients they need to thrive during the summer months.

OR

Feed to help your lawn stay green and resilient during the peak growing season.

OR

Stay green and resilient during summer.

[tall

[Feeding now helps grass store nutrients to deal with the stress of the winter months.

OR

Feed replenishes the nutrients lost in the harsh summer months and build strong deep roots for winter.

ΩR

Replenish nutrients and build strong roots to prepare for winter.

FERTILIZER DISCUSSION OPTIONS

OPTION 1

(ILLUS.)

[THE NAME TO GROW WITH!]

XX X X X X PHOSPHORUS POTASSIUM

Essential for plant growth; makes grass green. Stimulates root growth; helps grass multiply. X Makes plant strong; better able to resist drought and extreme heat

OPTION 2

[Our Secret - Unlike ordinary/other weed-and-feeds, every particle of this product contains Scotts patented timed release nitrogen plus potassium and weed control. This means nitrogen won't burn your lawn and won't cause surge growth, and feeds your lawn for up to XX days.]

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Why Fertilizer/ Fertilizing [the/your lawn/yard/grass] is important

Fertilizing/Fertilizer supplies/provides the nutrients your lawn needs to grow and remain healthy. It helps maintain a thick, green lawn that is better able to fight off lawn pests and diseases.

Fertilizing/Feeding [your lawn] supplies/provides nutrients [it] [the lawn] needs to remain healthy

Fertilizing/Feeding keeps lawns healthy.

Lawns are like people--they both need food. Fertilizing feeds your lawn the nutrients it needs to grow and remain healthy.

OPTION 3

Scotts Bonus S/This Product/Insert Product Name provides even greening. Each particle of Scotts Bonus S contains nitrogen, phosphorus and potassium. This means that each grass plant receives the feeding it needs so your lawn will grow uniformly thick and green.

OPTION 4

Scotts Bonus S/This Product/Insert Product Name stimulates steady grass growth. Typical all-soluble fertilizers can cause surge growth. When you mow grass that has grown too fast and too tall, you weaken the grass plant by "scalping." With Scotts Bonus S you have less mowing and less chance of scalping when you mow.

OPTION 5

Scotts Bonus S/This Product/Insert Product Name provides up to 2/X months of greening. The nitrogen in Scotts Bonus S is time-released to help your lawn grow thick and green for up to 2/X months.

FERTILIZER SPECIFIC INGREDIENT OPTIONS

[Nitrogen] [Provides food and energy to grow a strong healthy lawn.] Nitrogen is a key part/building block of proteins and chlorophyll, aiding in photosynthesis. [Without enough nitrogen, grass may turn brown and show reduced growth.]

OR

Nitrogen is a key part/building block of proteins and chlorophyll, aiding in photosynthesis. It provides food and energy to grow a strong healthy lawn. [Without enough nitrogen, grass may turn brown and show reduced growth.] OR

Helps the lawn grow strong and green by supporting proteins and chlorophyll. [Without it, grass may turn brown and show reduced growth.1

Helps the lawn remain green and healthy. [Without it, grass may turn brown and show reduced growth.]

OR

Grows/Promotes healthy, green lawns.

OR

[Nitrogen] is the building block of proteins and chlorophyll [--the stuff that helps your lawn grow and stay green.]

OR

For Deep Green Color

OR

Essential for plant [and/& root] growth; [makes grass green] [and/& strengthens roots]

Phosphorus [(P)]

[Phosphorus is a key component of nucleic acids, membranes, adenosine, triphosphate, and several coenzymes.] [It] is essential in early stages of plant growth, promoting root and seedling development.

Essential for early plant growth, promoting root [and seedling] development.

Grows/Develops strong roots.

OR

Essential for root and seedling development.

[Phosphorus] promotes early stage growth and root development--[because it is a key component of [a whole bunch of important stuff like] nucleic acids, membranes, adenosine, triphosphate, and several coenzymes

Stimulates root growth; [helps grass multiply]

000538-00018.20250320.Amendment

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Potassium [(K)]

[Potassium] activates enzymes used in protein, sugar, and starch synthesis. It helps the grass manage the movement and usage of water and nutrients, allowing the lawn to adapt to changes in its environment.

OR

[Potassium] helps the grass manage the movement and usage of water and nutrients, allowing the lawn to adapt to changes in its environment.

OR

[Potassium] Helps with water and nutrient management, allowing the lawn to adapt to the environment.

OR

Allows lawn to adapt to its environment by managing water and nutrient usage.

OR

Builds/strengthens resilience to weather

OR

Improves weather durability

OR

[Potassium] equips the grass to manage the movement and usage of water and nutrients, allowing the lawn to adapt to changes in its environment.

OR

For Overall Plant Vigor

OR

Makes plant strong; [better able to resist drought and extreme heat]/[improves heat &/and drought tolerance]/[protects against winter]

Iron [(Fe)]

[Iron is] Essential/Important to the formation of chlorophyll, which helps the lawn maintain a rich, green color.

OR

Key nutrient for developing chlorophyll and maintaining a green lawn.

OR

Keeps lawns green

OR

[Iron is] Helps the grass form chlorophyll--which means it is producing nutrients and maintaining a rich, green color

Manganese [(Mn)]

[Manganese is] Present in chloroplast membranes and functions as an enzyme activator. Helps [the] lawn use nutrients effectively and supports the photosynthesis process.

OR

[Manganese] Helps [the] lawn use nutrients effectively and supports the photosynthesis process.

OR

Supports photosynthesis and lawn nutrient use.

OR

Protects against yellowing

OR

[Manganese] enables [the] lawn to use nutrients effectively and supports the photosynthesis process.

Kelp Meal

Feed to help improves the plant's stress tolerance

OR

Feed to help improve the lawn's ability to tolerate stress.

OR

Feed to help improve the lawns resilience to stress.

Alfalfa Meal / Soybean Meal

Adds natural supplements to the soil.

OR

Enriches the soil with natural supplements and nutrients.

OR

Supplies the soil with natural supplements and nutrients.

Earthworm Castings

Adds natural supplements to the soil and may improve soil structure.

OR

Supplies the soil with natural supplements which can improve its structure.

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XX	X	X
NITROGEN	PHOSPHORUS	POTASSIUM
Essential for plant growth; makes	Stimulates root growth; helps grass	Makes plant strong; better able to
grass green.	multiply.	resist drought and extreme heat.

[ICON/Image of NPK Values: X - X - X]

Nitrogen, Phosphorus, Potash / Potassium

- [N] Nitrogen for greening / Slow release nitrogen for continuous feeding / For lush, green plant growth
- [P] Phosphorus helps develop a stronger, hardier root system
- [K] Potassium / Potash is vital for growth. Improves plant hardiness and drought resistance / For overall plant vigor

SCOTTS ADVANTAGE® PARTICLE TECHNOLOGY OPTION 1

The Scotts Difference®

Perfect Particle™ Technology (art: particle with NPK)

Every particle of Scotts Bonus S ® contains Scotts patented timed-release nitrogen plus phosphorus, potassium, and weed control (see back for details).

OR

Scotts patented Perfect Particle™ Technology is available only in Scotts® products.

Uniform proportions of the major nutrients – timed-release nitrogen plus phosphorus and potassium – and weed control are bonded together in every Bonus S particle, so that they are distributed evenly across the entire lawn, eliminating hit-or-miss feeding and weeding. And the time-released nitrogen feeds your lawn without burning, and steadily for up to 2 months. Because of Scotts' patented time-released nitrogen, you won't get the rapid surge growth. With regular mowing, you will have fewer clippings and may not even have to bag your clippings.

With Scotts Bonus S you can be assured that every particle contains time-released nitrogen, plus the other primary nutrients and weed control.

(photo: SBS particles) All-in-One Particles®

- Scotts Bonus S granules are consistent in size and shape
- · This gives consistent distribution of particles and nutrients and weed control throughout the lawn

AND/OR

(photo: SBS pattern) All-in-One Particles®

- Scotts Bonus S particles deliver the same ratio of nitrogen, phosphorus, and potassium (plus weed control) to every treated square inch of turf
- Result: even, consistent greening and thickening of your lawn, plus better weed control

OPTION 2

The Scotts Advantage®: All-in-One Particles®*

Your lawn requires essential nutrients to thrive. Every Scotts Bonus S® particle contains nitrogen, phosphorus, potassium, and weed killer, allowing Scotts to evenly disperse the appropriate ration of nutrients and weed control to your whole lawn. Only Scotts All-in-One® particles provide consistent feeding to every square inch of turf for a green, thick, strong lawn.

- No filler
- All Food and Weed Fighting Power

*All-in-One = nitrogen, phosphorus, potassium and the weed killer ingredient contained in every particle

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(ILLUS.)

All-in-One Particles®

1. Each All-in-One® particle contains essential nutrients and weed control ingredient Evenly dispersed particles provide more consistent feeding and weed control for a green, thick, strong lawn.

OPTION 3

The Scotts Advantage®

Each of Scotts All-in-One Particles®* contains the guaranteed feeding nutrients and the weed control ingredients to provide consistent feeding and weed control to every treated square inch of your lawn. The result: A thick, green lawn without burning. Guaranteed.

All-in-One Particles = nitrogen, phosphorous, potassium and weed control contained in every particle.

MISSION STATEMENTS OPTION 1

Scotts & Your Environment / Green Lawns are Good Lawns / A Good Lawn [Image Set 21]

We care. Scotts products are designed with care to grow thicker, greener lawns.

A Green Lawn Is A Good Lawn. A healthy lawn can clean the air, produce oxygen and prevent runoff and soil erosion.

OR

Scotts® products are designed with care by our team of expert lawn scientists. We take pride in providing you with the best blend of ingredients so you have a healthy lawn you can be proud of.

A healthy lawn benefits the environment in a number of ways – they absorb water better, reduce soil erosion, clean up pollutants in the air and soil, enrich the soil with nutrients. Not only this, but lawns and outdoor spaces have a therapeutic effect on humans.

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.

<u>OPTION 2</u> 2-MONTH PERIOD

(ILLUS.)

STEADY GROWTH

Scotts Bonus S/Insert Product Name

A well-maintained lawn provides environmental benefits as well as an attractive and pleasant setting for your home. Healthy grass takes carbon dioxide and pollutants from the air while creating oxygen; it traps dust and prevents erosion; and it reduces the heat, noise, and glare of modern urban areas while providing a safer recreation area.

The timed-release nitrogen in Scotts Bonus S/*Insert Product Name* weed-and-feed is designed to be absorbed by the grass plants slowly and steadily, to build thick turf that helps prevent runoff and leaching into groundwater.

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OPTIONAL PRODUCT IMAGE INDEX

Note to PM – If claims or text contain multiple elements both images may appear or be combined.

IMAGE SET 1 - PESTICIDAL USE TEXT & CLAIMS

Note to PM: Use of this image will be specified with the individual claims or text above.



IMAGE SET 2 – WEEDS & PESTICIDAL TEXT & CLAIMS

Note to PM: These will be used with any claim or text related to the pesticidal properties.



IMAGE SET 3 - SEASON BASED TEXT & CLAIMS

Note to PM: These will be used with any claim, text, or standalone if product name is related to seasonality.















IMAGE SET 4 -TIME/SPEED/RESIDUAL TEXT & CLAIMS

Note to PM: These will be used with any claim or text containing timeframes or related to speed.



IMAGE SET 5 - FERTILIZER TEXT & CLAIMS

Note to PM: These will be used with any claim or text related with fertilizer.













IMAGE SET 6 - COVERAGE OR DETERMING AREA TEXT & CLAIMS

Note to PM: These will be used with any claims or text related to coverage or determining area.





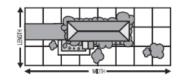




IMAGE SET 7 - WEBSITES/INTERNET TEXT & CLAIMS

Note to PM: These will be used with any claims or text containing online/websites.









The term "this product" used throughout this document may be replaced with the marketed product brand name.

Punctuation and plural/singular word forms may be adjusted to allow for grammatical correctness

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

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

IMAGE SET 8 - PHONE NUMBERS or TEXT WITH PHONE NUMBERS

Note to PM: These will be used with any claims or text containing phone numbers.



IMAGE SET 9 - GENERAL USE SITE & WEED IMAGES IMAGE

Note to PM: The following illustrations are representative and does not show all representations of weeds or lawns that may appear on the final label. Final images will be selected from the list of weeds controlled that appears in the Directions for Use and will be submitted on Final Printed Label.











IMAGE SET 10 - APPLY, MOW, CLEAN/POST APPLICATION TEXT & CLAIMS

Note to PM: Use of this image will be specified with the individual claims or text above.

















IMAGE SET 11 - COMBINATION FERTILIZER

Note to PM: Use of this image will be specified with the individual claims or text above.



IMAGE SET 12 - WATER SMART

Note to PM: Use of this image will be specified with the individual claims or text above.



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IMAGE SET 13 - UNFED vs. REGULARLY FED

Note to PM: Use of this image will be specified with the individual claims or text above.



IMAGE SET 14 - GUARANTEES

Note to PM: Use of this image will be specified with the individual claims or text above.













IMAGE SET 15 - GARDEN CLUB

Note to PM: Use of this image will be specified with the individual claims or text above.



IMAGE SET 16 - PRIVATE LABEL COMPANY LOGOS

Note to PM: These will be used in association with subregistrants products.



IMAGE SET 17 - FERTILIZER PROTECTIONS

Note to PM: Use of this image will be specified with the individual claims or text above.



IMAGE SET 18 - MADE IN USA / COUNTRY OF ORIGIN

Note to PM: Use of this image will be specified with the individual claims or text above.



MADE IN USA

IMAGE SET 19 - APPS

Note to PM: Use of this image will be specified with the individual claims or text above.







IMAGE SET 20 – NUTRIENT/FERTILIZER INGREDIENTS

Note to PM: Use of this image will be specified with the individual claims or text above.









IMAGE SET 21 – MISSION STATEMENT

Note to PM: Use of this image will be specified with the individual claims or text above.



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<u>IMAGE SET 22 – PRODUCT IMAGES</u>

Note to PM: Use of this image will be specified with the individual claims or text above. Product Pack shots in image will change to match product label and product names being sold.



NEXT FEEDING

Feed every 8 weeks for optimal results.

Fertilice cada 8 semanas para obtener resultados óptimos.

SIGUIENTE FERTILIZACIÓN

Apply when weeds are actively growing.*** ***Maximum of 2 applications per year. Aplique cuando haya un crecimiento activo de malezas.††† ₩Máximo 2 aplicaciones al año.



OR

Apply anytime during the growing season. Aplique en cualquier momento durante la temporada de crecimiento.