

538-302

03/06/2008



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (H7505C)
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20460

EPA Reg. Number:
538-302

Date of Issuance:
MAR 6 2008

Term of Issuance:
Conditional

Name of Pesticide Product:
Southern Max Pro

NOTICE OF PESTICIDE:
 Registration
 Reregistration

(Under FIFRA as amended)

Name and Address of Registrant (include ZIP Code):
The Scotts Company
14111 Scottslawn Road
Marysville, Ohio 43041

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is **conditionally** registered in accordance with FIFRA sec. 3(c)(7)(A), provided that:

1. You will submit and/or cite all data required for registration/reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.
2. You will make the following label changes before you release the product for shipment:
 - a) Revise the EPA Registration Number to read "EPA Reg. No. 538-302."
 - b) The acute toxicity profile for this product is as follows:

- Acute oral toxicity IV
- Acute dermal toxicity IV
- Acute inhalation toxicity IV
- Primary eye irritation III
- Primary skin irritation IV
- Dermal sensitization neg.

Based on the toxicity profile above, revise the Precautionary Statements as follows:

Signature of Approving Official:
Branda Alexander
George T. LaRocca, Product Manager (13)
Insecticide Branch/Registration Division (7505C)

Date:
March 6, 2008

Enclosure

“Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco.”

Also, based on the acute toxicity for acute dermal, oral, and inhalation (all classified Toxicity Category IV), you are not required to have an “If inhaled”, “If swallowed” or “If on skin or clothing” first aid statement. Add, “Call a poison control center or doctor for treatment advise.” to “If in eyes” first aid statement.

- c) Since the note to the PM indicates this “Professional Label”, add the following to the “Directions for Use”.

“ANY USE OF THIS PRODUCT IN AN AREA WHERE USE IS PROHIBITED IS A VIOLATION OF FEDERAL LAW. Before using this product, you must consult the Atrazine Watershed Information Center (AWIC) to determine whether the use of this product is prohibited in your watershed. AWIC can be accessed through [www.atrazine-watershed.info], or [1-866-365-3014]. If use of this product is prohibited in your watershed, you may return this product to your point of purchase or contact Scotts for a refund.

- d) While the label states that the application rate 200 pounds of SouthernMax Pro per acre for turf is equivalent to 2 lbs atrazine per acre. $200 \text{ pounds X } 0.01089 [1.067 + 0.022] = 2.187 \text{ pounds a.i. per acre}$ which exceeds the maximum rate of 2.0 pounds a.i. acre. To equal 4.2 pounds per 1000 sq ft you should apply 183 pounds of SouthernMax Pro per acre. The maximum applications per year can not exceed two. The label implies you can make the initial application plus two reapplications.
- e) Under “Spreader Settings Section” you must provide more specific application instructions to result in an application rate of 4.2 pounds of product per 1000 square feet. You may provide instructions for calibrating the spreader for a specific application rate or a walking speed that needs to be coordinated with the specified spreader setting and to make only a single pass.”
- f) Remove the following pests: Carpenter & Pharaoh ants, Black Widow Spiders, and Centipedes from the label, these pests are not supported by data. See attached efficacy review.
- g) The following marketing claims are not supported and must be removed from the label or modified, as noted in italics or stuck through, below:
 - a. “all season long” or “for the entire season” [REMOVE ALL OR SUBSTITUTE w/ “up to 6 months”]
 - b. Scotts products help you get the best lawn. [REMOVE: comparative claim]
 - c. Kills/controls fire ants in 24 hours

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- u. Kills/control/treats ants (*except Carpenter and Pharaoh ants*), fleas, ticks, and other *listed* insects.
- e. Kills/control/treats *listed* lawn & garden pests/insects/bugs.
- f. Kills/control/treats *listed* pests insects/bugs in lawns and
- g. ~~Kills Carpenter ants~~ quickly. [Delete complete]
- h. Kills/control/treats a wide variety of insects/ants/fireant/fleas/ticks/... [Delete most]
- i. Controls most/many insect problems. [REMOVE: open ended statement]
- j. Small, lightweight granules provide uniform coverage to... [REMOVE: heightened efficacy]
- k. Contains a proven formula that targets/kills/controls insects. [REMOVE: heightened efficacy/comparative claim]
- l. Proven formula targets & kills fire ants. [REMOVE: heightened efficacy/comparative claim]
- m. Protective barrier kills fire ants and keeps them away for *up to 6 months*.
- n. Kills/control foraging fire ants throughout the entire yard [Delete entire]
- o. Protects the entire yard for *up to 6 months*. [Delete the entire yard.]
- p. Kills and prevents fire ants all season long. [Add in parenthesis up to 6 months]
- q. Kills and prevents fire ants for *up to 6 months*.
- r. Controls fire ants for *up to 6 months*.
- s. Kills chich bugs, mole crickets, fleas, ticks, and more *listed [insects/pests/bugs/etc...]*.
- t. Kills fleas and ticks before they get on your pet. [REMOVE]
- u. Protects you lawn, family and pets from pests [REMOVE]
- v. One application suppresses fire ants for *up to 6 months/Season*
- w. Protects the ~~entire~~ lawn *treated* for up to 6 months.
- x. Kills/destroys [fire ants] ~~fast~~ and prevents fire ants from returning for up to 6 months. [delete destroys]
- y. ~~Season long control~~ *Up to 6 months control* with one application
- z. Kills/destroys fire ants on contact [REMOVE: not a contact killer]
- aa. Kills/destroys fire ants quickly [REMOVE: heightened efficacy]
- bb. No new mounds. [REMOVE: heightened efficacy]
- cc. Kills/control fire ant overnight/in 24 hours [MODIFY: Kills/control fire ants in as little as 24 hours]
- dd. Provide overnight/24 hr results[MODIFY: Provides results in as little as 24 hours]
- ee. Builds and thick, [green,] insect-free lawn [Delete insect-free: heightened efficacy]
- ff. Quick greening, ~~long-lasting~~. [REMOVE: open ended]
- gg. Contains [~~a proven~~] formula that targets/kills/control insects.

h) Under Directions for Use, add the following statement:

“Not for use on plants being grown for sale or other commercial seed production or for research purposed”

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- i) Refer to PR Notice 2007-4 and revise your container disposal statement in accordance with this Notice.
3. Generate and submit the results of an one year storage stability and corrosion characteristics study to the Agency on completion. It is recommended that the observations be made at 0, 3, 6, 9, and 12 months intervals.
4. Please submit three (3) copies of your final printed labeling before releasing the product for shipment. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product bearing amended labeling constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

If you have any questions regarding this action, please contact BeWanda Alexander of my team at (703) 305-7460.

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SouthernMax Pro

[Note to PM: Professional Label]

ACCEPTED
with COMMENTS
in EPA Letter Dated

MAR 6 2008

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

538-302

[Optional Front Panel Claims – more listed at end of label]

- 3-in-1 Formula
- Kills/controls/treats chinch bugs, sod webworms (lawn moth), fleas, ticks (including ticks that may transmit Lyme Disease), and other lawn pests listed on the back.
- Kills/controls fire ants in 24 hours
- Kills and prevents fire ants all season long [for the entire season]
- Kills dollarweed and other common lawn weeds (as listed)
- Feeds and strengthens lawn against heat, drought, and wear and tear
- Feeds and Greens for up to two months without burning your lawn

USE ONLY ON ST. AUGUSTINEGRASS (INCLUDING FLORATAM), CENTIPEDE, ZOYSIA, AND CARPETGRASS LAWNS

ACTIVE INGREDIENTS:

Atrazine†	1.067%
Related Compounds.....	0.022%
Bifenthrin††*	0.110%

OTHER INGREDIENTS:.....	98.801%
Total:	100.000%

*CIS isomers 97% minimum, trans isomers 3% maximum

†CAS# 1912-24-9

††CAS# 82657-04-3

EPA Reg. No. 538-XXX

EPA Est. Nos. 8378-IN-1^K, 35512-FL-2^H,
538-OH-1^S

Superscript used is first letter of run code on end of container.

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

See back for first aid and additional precautionary statements.

Net Weight 50 lb (22.68 kg)

[Optional Application Information]

APPLY IN SPRING AND FALL

X-X-X [Note to PM: Fertilizer Analysis]

COVERS 12000 SQ FT

[Back Panel]

[DIAGONAL LINE - SCISSORS ART]

Use Any Of These Products Next To Keep Your Turf Looking Great All Season!

[Art: Application Schedule Graphic]

[Optional Header: First Aid and Environmental Information]

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 the 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. You may also contact 1-800-492-8255 during normal business hours for emergency medical assistance.

Note to Physician: This product is a pyrethroid. If large amounts have been ingested, milk, cream, or other digestible fats and oils may increase absorption and so should be avoided.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

Caution: Harmful if swallowed, inhaled, or absorbed through the skin. Causes moderate eye irritation. Avoid contact with skin, eyes or clothing. Do not breathe dust. Wash thoroughly with soap and water after handling.

Personal Protective Equipment (PPE)

Loaders, applicators and other handlers must wear:

- Long-sleeved shirt and long pants
- Shoes plus socks

User Safety Requirements

Follow manufacturer's instructions for cleaning/maintaining PPE. If no such instructions for washables exist, use detergent and hot water. Keep and wash PPE separately from other laundry.

User Safety Recommendations

Users should:

- Wash hands before eating, drinking, chewing gum, using tobacco, or using the toilet.
- Remove clothing immediately if pesticide gets inside. Then wash thoroughly and put on clean clothing.
- Remove PPE immediately after handling this product. Wash the outside of gloves before removing. Wash thoroughly and change into clean clothing.

Environmental Hazards

This product is toxic to fish and aquatic invertebrates. Do not apply directly to water or to areas where surface water is present or to intertidal areas below the mean high water mark. Do not apply when weather conditions favor drift from treated areas. Runoff and drift from treated areas may be hazardous to aquatic organisms in neighboring areas. Do not contaminate water when cleaning equipment. Do not clean equipment over hard surfaces or near storm drains. Atrazine can travel (seep or leach) through soil and enter groundwater which may be used as drinking water. It has been found in groundwater. Users are advised not to apply where these soils are very permeable; i.e. well drained. Your County Agricultural Extension Agent can advise you of local conditions.

Not for use on or under trees, shrubs, bedding plants, flowers or garden plants (see Directions for Use for further explanation).

Directions for Use

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

Application

General Precautions

- Apply only when turf is dry.
- This product must be **WATERED IN IMMEDIATELY** after application. For best results, turf should receive ¼ to ½ inches of water from rainfall or irrigation.
- 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.
- Do not apply to bahiagrass, bermudagrass, bluegrass, fine fescue, bentgrass, ryegrass, tall fescue or dichondra, because injury may occur.
- 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 allow people or pets to enter treatment areas until irrigation is complete and the surface is dry.
- Do not apply to centipede or carpetgrass lawns during the period of winter dormancy -- approximately October 15 to March 15.

If treating for the following:

- **Fire Ants** – Treat twice a year. For complete control, treat established mounds with a mound control product.
- **Mole Crickets** – Apply in late spring.

Seeding/sodding/sprigging

SouthernMax Pro may be applied after sprigging/sodding new St. Augustinegrass or Zoysia turf to prevent weeds from germinating. First, water the new sprigs/sod, and allow the grass blades to dry. Then make the application of SouthernMax Pro.

- 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 6 months following application of SouthernMax Pro.

Reapplication

- Repeat application up to twice a year if there are signs of renewed insect activity or severe weed problems exist.
- Allow at least six weeks after the first application. [Optional: Allow at least 6 weeks between applications.]

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Application Rates

- Apply 200 pounds of SouthernMax Pro per acre for turf.
- The equivalent application rate is 4.2 pounds of product per 1,000 square feet.
- 1.1 pounds of Nitrogen is provided per 1,000 square feet. [Optional]
- This product provides 2.2 pounds of active ingredient per acre. [Optional]
- 50lb bag covers 12,000 sq. ft. [Optional]
- This product applies 2 lbs atrazine per acre.

Controls/Kills (insects) [Controls/Kills these insects]:

Ants (including Argentine, Black Turf, Carpenter, Fire, Red Harvester, Odorous Pyramid, Pavement, Pharaoh [sugar]), Armyworms (including Fall Armyworms), Billbugs (including Bluegrass Billbugs), Black Turfgrass Ataenius, Centipedes, Chiggers, Chinchbugs, Crickets, Cutworms (including Black Cutworms), Earwigs, European Crane Fly Larvae, Fire Ants, Fleas, Grasshoppers, Leafhoppers, Mealybugs, Millipedes, Mole Crickets [tawny Mole Crickets], Sod Webworms (Lawn Moth), Spiders [brown recluse], Ticks [including ticks that may transmit Lyme disease and Rocky Mountain Spotted fever], Weevils (including hyperodes and Bluegrass)

Controls/Kills (weeds) [CONTROLS 25 [these] common turf weeds]:

black medic, blue toadflax, buckhorn, Carolina geranium (cranesbill), chickweed, dandelion, dichondra, dollarweed, eveningprimrose, Florida betony, Florida pusley, fragrant cudweed (rabbit-tobacco), Henbit, lippia (matchweed), oxalis (yellow woodsorrel), pepperweed, purslane, red sorrel (sheep sorrel), rescuegrass, shepherdspurge, sowthistle, stinging nettle, venus lookingglass, wild mustard

Prevents These Annual Weeds:

Bull paspalum, crabgrass, sedges, spotted spurge

Storage and Disposal

Do not contaminate water, food or feed by storage or disposal.

PESTICIDE STORAGE: Store in a clean, dry place. Reseal opened bag by folding top down and securing.

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at a land fill approved for pesticide disposal. Never place unused product down any indoor or outdoor drain.

CONTAINER DISPOSAL: Completely empty bag into application equipment. Then dispose of empty bag in a sanitary landfill or by incineration.

Spreader Settings Section [Note to PM: A spreader settings table and instructions will be provided on product labeling]

Guaranteed Analysis

Total nitrogen (N)	X%	
X% ammoniacal nitrogen		
X% urea nitrogen*		
Available phosphate (P2O5).....		X%
Soluble Potash (K2O)..		X%
Calcium (Ca).....		X%
Magnesium (Mg) (Total).....		X%
Sulfur (S).....		X%
XX% free sulfur (S)		

Derived from: List sources of NPK, ie; urea, ammonium phosphate, etc.

*A portion of the nitrogen source has been coated to provide XX% coated slow-release nitrogen (N).

U.S. Patent Nos. 5,219,465; 5,300,135; 5,405,426; 5,466,274

The Scotts Company
14111 Scottslawn Rd.
Marysville, OH 43041

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DISCLAIMER AND LIMITATION OF LIABILITY
IMPORTANT NOTICE FROM THE SCOTTS COMPANY LLC PLEASE READ BEFORE USE.

By using this product, user or buyer accepts the conditions, disclaimer of warranties and limitations of liability. Read the entire directions for use, conditions of warranties and limitations of liability before using this product. If terms are not acceptable, return the unopened product container at once for full refund.

CONDITIONS: This product has been researched to provide necessary data to supports its uses listed on the label. The directions for use of this product are believed to be adequate and the user or buyer must always follow the label directions carefully and exercise judgment and caution when using this product under their growing conditions. However, it is impossible to eliminate all risks associated with the use of this product. Crop injury, ineffectiveness, unsatisfactory or substandard results or other unintended consequences may result because of such factors as weather conditions, presence or absence of other materials, or the manner of use or application, all of which are beyond the control of Scotts. All such risks shall be assumed by the user or buyer.

WARRANTY: This product corresponds to all claims and descriptions set forth on the label and, subject to the conditions set forth above, is reasonably fit for use for any purpose for which it is intended. Scotts recognizes that the rights and remedies of the user or buyer are subject to the provisions of the applicable state law, but makes no other warranties or representations, express or implied, of merchantability or of fitness for a particular purpose or otherwise, that extend beyond the statements made on this label. No agent of Scotts is authorized to make any warranties beyond those contained herein or to modify the warranties contained therein. Subject to the user's or buyer's rights and remedies under the applicable state law, Scotts disclaims any liability whatsoever for special, incidental or consequential damages resulting from the use or handling of this product.

LIMITATIONS OF LIABILITY: Subject to the user's or buyer's rights and remedies under the applicable state law, the exclusive remedy of the user or buyer and the liability of Scotts or its affiliates, for any and all losses, injuries or damages resulting from the use or handling of this product, whether in contract, warranty, tort, negligence, strict liability or otherwise, shall not exceed the purchase price paid by the user or Buyer for the quantity of this product involved or at Scotts' election, the replacement of the product. Subject to the user's or buyer's rights and remedies under the applicable state law, any and all claims or actions related to the use or handling of this product must be commenced within one (1) year from the date the product was purchased.

[Note to PM: Optional front or back panel claims]

[Claims regarding "*General Benefits*"]

- Helps/Helps keep/Keeps the lawn [look/looking] beautiful [all season long].
- Helps the lawn look beautiful [all season long].
- Great for neglected lawns.
- Formulated for the home environment.
- Scotts products help you get the best lawn.
- 3-in-one formula - Kills, Strengthens and Prevents
 - Kills weeds completely
 - Strengthens lawns against heat and drought
 - Kills and prevents fire ants for the entire season

[Claims regarding "*Problem Control*"]

- Kills/controls/treats ants, fleas, ticks and other insects.
- Kills/controls/treats lawn & garden pests/insects/bugs.

- Kills/controls/treats pests/insects/bugs in lawns and landscapes.
- Kills fire ants quickly
- Kills/controls/treats chinch bugs, mole crickets and cutworms [or other listed insects].
- Kills/controls/treats surface and sub-surface pests/insects/bugs that ruin your lawn.
- Kills/controls/treats lawn-destroying insects.
- Kills/controls/treats a wide variety of insects/ants/fire ants/fleas/ticks/mole crickets/chinch bugs/other lawn-damaging insects.
- Kills/controls/treats insects that cause your lawn to thin and turn brown
- Controls most/many [lawn] insect problems.
- Small, lightweight granules provide uniform coverage to [help] ensure complete control of insects.
- Formulated to Kill/control/treat insects - won't harm lawns!
- Targets/ Kills insects leaving your grass [lawn] unharmed.
- Formulated to kill insects, won't harm lawns [grass].
- Contains a proven formula that targets/kills/controls insects.
- Proven formula targets & kills fire ants
- Protective barrier kills fire ants and keeps them away for [up to] 6 months.
- Kills/controls foraging fire ants throughout the entire lawn.
- Protects the entire lawn for [up to] 6months.
- Kills and prevents fire ants for [up to] 6 months.
- Controls fire ants for [up to] 6 months
- Kills chinch bugs, mole crickets, fleas, ticks and more.
- Supplies these nutrients to help your lawn (X% Nitrogen, X% Available Phosphate and X% Soluble Potash).
- Kills fleas and ticks before they get on your pet
- Kills fleas, ticks and fire ants
- Kills insects that cause your lawn to thin and turn brown
- Kills insects that damage your lawn such as chinch bugs, mole crickets and sod webworms
- Kills nuisance pests in your lawn.
- Southern lawns formula
- Feeds lawn, helping turf to fill in where insect damage occurred.
- Helps repair bare spots from previous insect/fire ant damage.
- Lawn Fertilizer with Fire Ant Killer and Bonus S® Weed Control
- Fire Ant and Weed control plus lawn fertilizer
- Weed-and-Feed plus Fire Ant control
- Eliminates dollarweed, chickweed and over 25 common lawn weeds while greening your lawn without rapid, extreme growth.
- Kills weeds completely – root and all
- Kills Dollarweed & Other Common Lawn Weeds
- Kills Dollarweed & other broadleaf weeds
- One application suppresses Fire Ants for 6 months/Season
- Protects the entire lawn for up 6 months
- Kills/destroys [fire ants] fast and prevents fire ants from returning for up to 6 months
- Season long control with one application
- Kills/destroys fire ants on contact
- Kills/destroys fire ants quickly
- Prevents mounds from moving
- Prevents/controls new mound formation
- No new mounds
- Provides 24-hr results
- Guaranteed to kill fire ants or your money back!
- Kills the toughest weeds completely
- Kills weeds to the root

[Claims regarding the fertilizer properties]

- Heat-friendly [fertilizer] formula won't burn your lawn...Guaranteed!
- Won't [Will not] burn lawns – Guaranteed!
- Hot weather formula - Guaranteed not to burn
- Formulated for warm weather/season grasses [the hottest months]
- Formulated not to burn summertime lawns.

- Formulated not to burn summer lawns / Formulated not to burn even in hot, dry weather.
- Patented timed-release nitrogen formula builds thick, green lawns from the roots up without burning your lawn.
- Formulated with Scotts All-in-One particles™ (All-in-One = nitrogen, phosphorus, potassium and insect control ingredients contained in every particle).
- All-In-One Particles™ provide even insect and weed control and feeding!
- Formulated with Scotts® Poly S® timed-release [controlled release] fertilizer
- Contains both readily available nitrogen for quick green-up and controlled release nitrogen for uniform growth and extended feeding
- Summer formula builds thick, green turf from the roots up without burning your lawn.
- Builds thick [strong], green turf from the roots up without burning your lawn*
- Feeds/Strengthens your lawn.
- Fast, long lasting greening power.
- Builds a thick, [green,] insect-free lawn
- Thickens and strengthens lawn [turf] against [future] insects [insect invasions]
- Builds thick, green lawns.
- Thicker, greener turf – satisfaction guaranteed
- Thickens lawn to crowd out weeds
- Quick greening, long lasting.
- Improves lawn [s'] drought resistance.
- Feeds and greens up to 2 months [without burning your lawn].
- Contains Scotts Poly S Fertilizer to thicken/green lawn and help repair existing [mound] damage
- Strengthens lawn to defend against future invasions.
- Hot weather formula won't burn your lawn' ... Guaranteed!
- Builds strong, green turf from the roots up without burning your lawn*
- Builds thick, green turf from the roots up without burning your lawn*
- Contains both readily available nitrogen for quick green up and controlled release nitrogen for uniform growth and extended feeding.

[Claims regarding "How it works"]

- Contains [a proven] formula that targets/kills/controls insects.
- Provides a protective barrier around your home.
- Provides a protective barrier on your lawn

[Claims regarding "Where to use/Grass types"]

- For use on St. Augustine grass (including Floratam), centipede, zoysia, and carpetgrass lawns ONLY
- Use only on St. Augustine grass (including Floratam), centipede, zoysia, and carpetgrass lawns

[Claims regarding "Positioning"]

- Scotts best.
- Our/Scotts best insect killing formula.
- Scotts' only/best solution that kills/prevents/protects against fire ants, keeps them away, and repairs/feeds your lawn.
- Scotts' only/best solution that kills/prevents/protects against fire ants, kills/destroys weeds and repairs existing mound damage.
- Unique 3-in-1 formula/Three-in-one formula
- Three-in-one formula kills/destroys fire ants and weeds and feeds your lawn!
- Three-in-one product kills/prevents/protects against fire ants, kills/prevents weeds and feeds and strengthens your lawn!
- Triple-action formula kills and prevents fire ants [and other insects], kills weeds, and greens/feeds your lawn
- Controls insects, weeds and feeds your lawn.

[Claims regarding "Coverage"]

- Feeds and Treats [Covers] [up to] XXXXX sq. ft.

[Claims regarding "Cross-Sell"]

- For a beautiful lawn, apply [a] Scotts fertilizer [product] four times a year [every six to eight weeks].
- Apply in Spring or Fall