



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

November 10, 2021

Chris Zemanek
Senior Analyst
Regulatory Affairs
The Scotts Company
14111 Scottslawn Road
Marysville, OH 43041

Subject: Registration Review Label Amendments Incorporating Mitigation Measures from the Atrazine and Bifenthrin Interim Decisions and the Technical Registrants' Commitments for the Endangered Species Act (ESA) Biological Evaluation for Atrazine
Product Name: SOUTHERNMAX PRO
EPA Registration Number: 538-302
Application Dates: November 2, 2020
Decision Numbers: 567743 and 579036

Dear Mr. Zemanek,

The Agency, in accordance with the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, has completed reviewing all the information submitted with your application to support the Registration Review of the above referenced product in connection with the Atrazine and Bifenthrin Interim Decisions and with the atrazine technical registrants' commitments for the ESA Biological Evaluation. The Agency has concluded that your submission is acceptable. The label referred to above, submitted in connection with registration under FIFRA, as amended, is acceptable.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling

before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 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.

If you have any questions about this letter, please contact Ana Pinto at pinto.ana@epa.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "Linda Arrington", with a long horizontal flourish extending to the right.

Linda Arrington, Branch Chief
Risk Management and Implementation Branch 4
Pesticide Re-Evaluation Division
Office of Pesticide Programs

Enclosure

NOTE:

EPA Reg. No. 538-302

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

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

Bifenthrin	GROUP	3A	INSECTICIDE
Atrazine	GROUP	5	HERBICIDE

SouthernMax Pro

[Note to PM: Professional Label]

[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 and prevents fire ants up to 6 months
- 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

For Outdoor Use Only

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. 538-302

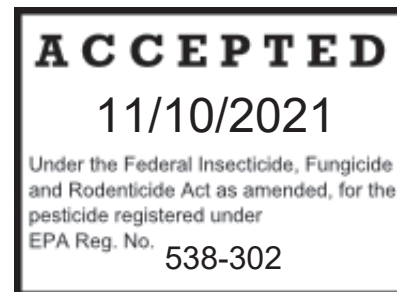
EPA Est. No. 8378-IN-1^K, 35512-FL-2^H, 538-OH-1^S

[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

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[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. Call a poison control center or doctor for treatment advise.

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 1-877-465-5161 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: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

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.

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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).

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

Directions for Use

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

Not for use on plants being grown for sale or other commercial seed production or for research purposes

ENDANGERED SPECIES

It is a Federal offense to use any pesticide in a manner that results in an unauthorized "take" (e.g., kill or otherwise harm) of an endangered species under the Endangered Species Act section 9. When using this product, you must follow the measures contained in the Endangered Species Protection Bulletin for the area in which you are applying the product. You must obtain a Bulletin no earlier than six months before using this product. To obtain Bulletins, consult <http://www.epa.gov/espp/>, call 1-844-447-3813, or email ESPP@epa.gov. You must use the Bulletin valid for the month in which you will apply the product.

Restrictions

- For soil or foliar applications, do not apply by ground within 25 feet of lakes, reservoirs, rivers, permanent streams, marshes or natural ponds, estuaries and commercial fish farm ponds.
- Do not apply the product into fish pools, ponds, streams, or lakes. Do not apply directly to sewers or storm drains, or to any area like a drain or gutter where drainage to sewers, storm drains, water bodies, or aquatic habitat can occur.
- Do not allow the product to enter any drain during or after application.
- This product must be WATERED IN IMMEDIATELY after application.
- Do not irrigate to the point of runoff.
- Do not apply when the wind speed is greater than 15 mph.
- Aerial application is prohibited.
- 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).



Do not allow to enter indoor or outdoor drains No permita la entrada a desagües internos o externos

General Precautions

- Apply only when turf is dry.
- 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.

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- 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.

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.

WEED RESISTANCE MANAGEMENT

For resistance management, Atrazine is a Group 5 herbicide. Any weed population may contain or develop plants naturally resistant to SouthernMax Pro and other Group 5 herbicides. The resistant biotypes may dominate the weed population if these herbicides are used repeatedly in the same field. Appropriate resistance management strategies should be followed.

To delay herbicide resistance take one or more of the following steps:

- Rotate the use of SouthernMax Pro or other Group 5 herbicides within a growing season sequence or among growing seasons with different herbicide groups that control the same weeds in a field.
- Adopt an integrated weed-management program for herbicide use that includes scouting and uses historical information related to herbicide use and crop rotation, and that considers tillage (or other mechanical control methods), cultural (e.g., higher crop seeding rates; precision fertilizer application method and timing to favor the crop and not the weeds), biological (weed-competitive crops or varieties) and other management practices.
- Scout after herbicide application to monitor weed populations for early signs of resistance development. Indicators of possible herbicide resistance include:
 - (1) failure to control a weed species normally controlled by the herbicide at the dose applied, especially if control is achieved on adjacent weeds;
 - (2) a spreading patch of non-controlled plants of a particular weed species;
 - (3) surviving plants mixed with controlled individuals of the same species. If resistance is suspected, prevent weed seed production in the affected area by an alternative herbicide from a different group or by a mechanical method such as hoeing or tillage. Prevent movement of resistant weed seeds to other fields by cleaning harvesting and tillage equipment when moving between fields, and planting clean seed.
- If a weed pest population continues to progress after treatment with this product, discontinue use of this product, and switch to another management strategy or herbicide with a different mode of action, if available.

For resistance management, SouthernMax Pro contains a Group 3A insecticide. Any insect population may contain individuals naturally resistant to SouthernMax Pro and other Group 3A insecticides. The resistant individuals may dominate the insect population if this group of insecticides are used repeatedly in the same fields. Appropriate resistance-management strategies should be followed.

To delay insecticide resistance, take the following steps:

- Rotate the use of SouthernMax Pro or other Group 3A insecticides within a growing season, or among growing seasons, with different groups that control the same pests.
- Adopt an integrated pest management program for insecticide use that includes scouting, uses historical information related to pesticide use, crop rotation, record keeping, and which considers cultural, biological and other chemical control practices.
- Monitor after application for unexpected target pest survival. If the level of survival suggests the presence of resistance, consult with your local university specialist or certified pest control advisor.
- Contact your local extension specialist or certified crop advisors for any additional pesticide resistance-management and/or IPM recommendations for the specific site and pest problems in your area.

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- For further information or to report suspected resistance, contact Scotts Company representatives at 1-800-543-8873 or at scotts.com.

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.]

Application Rates

- Apply 183 pounds of SouthernMax Pro per acre for turf.
- Maximum application rate is 2 lbs. Atrazine per Acre.
- This product applies 2 lbs. atrazine per acre
- 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]

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

Ants (including Argentine, Black Turf, Fire, Red Harvester, Odorous Pyramid, Pavement, [sugar]), Armyworms (including Fall Armyworms), Billbugs (including Bluegrass Billbugs), Black Turfgrass Ataenius, 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, shepherdspurse, sowthistle, stinging nettle, venus lookingglass, wild mustard

Prevents These Annual Weeds:

- Bull paspalum, crabgrass, sedges, spotted spurge

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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

[Spreader Settings][How to Apply][Spreaders and Calibrations][**ICON** – spreader application]

Make and Models	4.2 lbs. per 1,000 sq. ft. ^{1,2}
Spreader A	X
Spreader B	X
Spreader C	X

¹Assume 2.75 mph walking speed.

²It is recommended that you calibrate your spreader before application since manufacturer's settings can vary among the same model of spreader.

[For best results, use a Scotts spreader]

[For additional spreader settings, please call 1-800-543-TURF (8873).] [Covers X, XXX sq. ft.]

[Spreader Tips]

[Mow lawn first; apply 2 header strips. Then apply product in longest direction of lawn, overlapping wheel marks. Make each pass about 5 feet from previous pass to overlap spread width. Make each pass about 30 inches from previous pass to overlap spread with. Close spreader when filling, stopping or turning.]

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

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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.

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

[Claims regarding "General Benefits"]

- Helps/Helps keep/Keeps the lawn (look/looking) beautiful [up to 6 months].
- Helps the lawn look beautiful [up to 6 months].
- 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
 - o Kills weeds completely
 - o Strengthens lawns against heat and drought
 - o Kills and prevents fire ants up to 6 months

[Claims regarding "Problem Control"]

- Kills/controls/treats ants (except carpenter & pharaoh ants), fleas, ticks and other listed insects.
- Kills/controls/treats listed lawn & garden pests/insects/bugs.
- Kills/controls/treats listed pests/insects/bugs in lawns and landscapes.
- 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
- 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]
- Protective barrier kills fire ants and keeps them away for [up to] 6 months.
- Kills/controls foraging fire ants throughout the lawn.
- Protects for [up to] 6 months.
- 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 listed bugs/insects/pests.
- Supplies these nutrients to help your lawn (X% Nitrogen, X% Available Phosphate and X% Soluble Potash).
- 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 up to 6 months
- Protects the lawn treated for up 6 months
- Kills [fire ants] and prevents fire ants from returning for up to 6 months
- Up to 6 month control with one application
- Prevents mounds from moving

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- Prevents/controls new mound formation
- 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 Ail-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,] 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
- 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 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.

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- 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