

538-307

09/29/2009

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

SEP 29 2009

Ms. Janelle Restum
Product Registration
The Scotts Company
14111 Scottslawn Road
Maysville, OH 43041

SUBJECT: Application for Pesticide Notification (PRN 98-10 and 2008-1)
Request Environmental Hazard and General Label Changes (Warranty Statement)
EPA Reg. No. 538-307
Application Dated July 13, 2009

Dear Registrant:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 and 2008-1 dated 07/13/09 for the above product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and 2008-1 and finds that the action(s) requested fall within the scope of PRN 98-10 and 2008-1. The label submitted with the application has been stamped "Notification" and will be placed in our records.

If you have any questions, please call me directly at 703-305-6249 or Owen F. Beeder of my staff at 703-308-8899.

Sincerely,

Linda Arrington
Notifications & Minor Formulations Team Leader
Registration Division (7505P)
Office of Pesticide Programs

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EPA United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number 538307LBL20090713
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Application for Pesticide - Section I

1. Company/Product Number 538-307	2. EPA Product Manager Jim Tompkins	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Southern Fertilizer with Weed and Insect Control	PM# PM-25	
5. Name and Address of Applicant (Include ZIP Code) THE SCOTTS COMPANY 14111 Scottslawn Road Marysville, Ohio 43041 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section II

<input type="checkbox"/> Amendment - Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated XX-XX-XX <input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated XX-XX-XX <input type="checkbox"/> "Me Too" Application <input type="checkbox"/> Other - Explain below.
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NOTIFICATION
SEP 29 2009

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification of General Label Revisions per PR Notice 98-10: Submission of one (1) clean copy and one (1) highlighted copy of amended labeling for EPA Reg. No. 538-307 - Southern Fertilizer with Weed and Insect Control

This notification is consistent with the provisions of PR Notice 98-10, 2008-1 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement of EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section III

1. Material This Product Will Be Packaged In:			
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input checked="" type="checkbox"/> Other (Specify) Plastic Bag
*Certification must be submitted		If "Yes" Unit Packaging wgt. No. per Container	If "Yes" Package wgt. No. per Container
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container 16.66 lbs., 33.32 lbs., 49.96 lbs.		5. Location of Label Directions <input checked="" type="checkbox"/> On Bag <input type="checkbox"/> On Labeling accompanying product
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Other Flexographic (reverse print) <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			

Section IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)

Name Janelle Restum	Title Director - Product Safety	Telephone No. (Include Area Code) (937) 578-5029
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I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature The Scotts Company BY: <i>Janelle Restum</i>	3. Title Director - Product Safety	
4. Typed Name: Janelle Restum	5. Date: 13-JUL-2009	



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The Scotts Company LLC

and Subsidiaries

July 13, 2009

Jim Tompkins (PM-25)
Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 S. Crystal Drive
Arlington, VA 22202

Subject: Notification of General Label Revisions per PR Notices 98-10 and 2008-1
EPA Reg. No. 538-307 – Southern Fertilizer with Weed and Insect Control
OPP Form 538307LBL20090713

Dear Mr. Tompkins:

The Scotts Company is submitting a label notification of general label revisions for EPA Reg. No. 538-307 (Southern Fertilizer with Weed and Insect Control).

In support of this action, please find enclosed the following documents:

- Application form (EPA Form No. 8570-1)
- One (1) "highlighted" copy of the master label
- One (1) "clean" copy of the master label

The enclosed master label has been updated as follows to comply with EPA comments on the EPA stamped dated May 12, 2009:

- Addition of EPA Reg. No. 538-307
- Deletion of the following Hazards to Human and Domestic Animals
 - ~~Causes moderate eye irritation. Avoid contact with eyes or clothing.~~
- Revision to the Environmental Hazards
 - "Atrazine can travel (seep or leach) through soil and can 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 (ground water) 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 location of ground water. This product is toxic to aquatic invertebrates. Do not apply directly to water, to areas where surface water is present or to intertidal areas below the mean high water mark. Runoff and drift from treated areas may be hazardous to aquatic organisms in neighboring areas. Do not contaminate water when disposing of equipment washwaters or rinsate."

- Addition of text in the Application / General Precautions
 - "Do not apply this product in a way that will contact any person or pet, either directly or through drift. Keep people and pets out of the area during application."
- Substitution of text in the Application / General Precautions
 - "Do not apply by hand or hand held rotary devices" was replaced with
 - "Do not apply granular lawn products by hand. Avoid contact with hands or skin. Broadcast applications must NOT be made using hand-held devices, such as belly-grinder or handheld rotary applicator. Such equipment may only be used for spot treatments."
- Modification of Warranty Language
 - Addition of "To the extent consistent with applicable law,"

In addition, the enclosed master label has been updated with the following packaging related text per PR Notice 2008-1 (pg. 2 of 12).

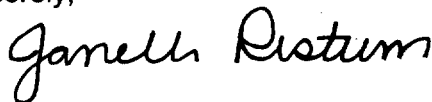
- Addition of Environmental Statements for Outdoor Residential Products
 - "To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help to prevent run off to water bodies or drainage systems."

Finally, the enclosed master label has been updated with the following packaging related text per PR Notice 98-10.

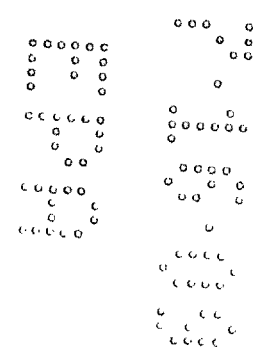
- Addition of Packaging Claims (pg. 10 of 12)
 - "Easy open"
 - "Easy close"
 - "Resealable bag"
- Correction of Typo in Product Name (pg. 12 of 12)
 - "Southern Fertilizer with Weed and Insect Control"

If you have any questions regarding this submission, please do not hesitate to contact me 937-578-5029.

Sincerely,



Janelle Restum
Director – Product Safety



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NOTE:

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.
Underlined text is new. ~~Strike through text is being deleted.~~

Yellow highlights – Revisions per EPA's stamped label dated MAY 12 2009

Green highlights – Revisions made per PR Notice 2008-1

Blue highlights – Revisions per PR Notice 98-10

NOTIFICATION

SEP 29 2009

Southern Fertilizer with Weed and Insect Control

Alternate Brand Name: [Scotts® Bonus® S MAX™]

Alternate Brand Name: [Scotts® Bonus® S MAX™ Southern Weed & Feed and Fire Ant Killer 1]

ACTIVE INGREDIENTS:

Atrazine†	1.352%
Related Compounds.....	0.028%
Bifenthrin††	0.139%
OTHER INGREDIENTS.....	<u>98.481%</u>
	Total 100.000%

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

Following Footnotes may appear on Back or Front of Label

†CAS#1912-24-9

††CAS#82657-04-3

Optional Front Label Product Descriptors and Information

- [Scotts logo]
- [Southern Weed & Feed and Fire Ant Killer]
- [Apply in] [Spring] [and/or] [Fall]
- [Use [only] on St. Augustine grass (including Floratam), Centipede, Zoysia and Carpetgrass lawns][only]
- [For Residential Lawn Use Only]

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back for additional first aid and precautionary statements.

Insert appropriate bag weight coverage and fertilizer analysis based on product:

NET WEIGHT XX LBS (XX KG)

Covers / Treats XX sq. ft

[XX-XX-XX]



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EPA Reg. No. 538-307

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FIRST AID

[first aid icon]

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 advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

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 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, or using tobacco.~~

ENVIRONMENTAL HAZARDS

~~This product is toxic to fish and aquatic invertebrates. Runoff and drift from treated areas may be hazardous to aquatic organisms in neighboring areas. 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 treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help to prevent run off to water bodies or drainage systems.~~

~~Atrazine can leach through soils and has been found in groundwater. Users are advised not to apply on well drained soils where the water table (groundwater) is close to the surface. Your county Agricultural Extension Service can advise you of local conditions.~~

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 treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn or garden will help to prevent run off to water bodies or drainage systems.

Atrazine can travel (seep or leach) through soil and can 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 (ground water) 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 location of ground water. This product is toxic to aquatic invertebrates. Do not apply directly to water, to areas where surface water is present or to intertidal areas below the mean high water mark. Runoff and drift from treated areas may be hazardous to aquatic organisms in neighboring areas. Do not contaminate water when disposing of equipment washwaters or rinsate.

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

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[Key Product Facts]

DIRECTIONS FOR USE

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

Application / General Precautions

- Do not apply this product in a way that will contact any person or pet, either directly or through drift. Keep people and pets out of the 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.
- Apply only when grass is dry.
- This product must be WATERED IN IMMEDIATELY after application.
- 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 by hand or hand held rotary devices such as a handheld rotary applicator.~~
- Do not apply granular lawn products by hand. Avoid contact with hands or skin. Broadcast applications must NOT be made using hand-held devices, such as belly-grinder or handheld rotary applicator. Such equipment may only be used for spot treatments.
- This product applies 2 lbs atrazine (and its related compounds) per acre and 0.2 lbs Bifenthrin per acre.
- Maximum of 2 applications per year.

If treating for the following:

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

Control

- For severe weed problems, a second treatment may be required [two] [2] months after the first treatment.

Reentry

[reentry icon]

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

Prevention

- Except in Florida, do not apply to centipede or carpetgrass lawns during the period of winter dormancy – approximately October 15 to March 15.

Seeding/sodding/sprigging

- This product may be applied after sprigging/sodding a new St. Augustine or zoysia 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.

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Reapplication

- Repeat application if there are signs of renewed insect activity, but not more than two times per year.
- [Allow at least six weeks after the first application.] [Allow at least six weeks between applications.]

[Controls] [Kills] [insects] [bugs] [pests] [listed]:

- [ants (including Argentine, black turf, fire, red harvester, odorous pyramid, pavement)]
- [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 moths)]
- [spiders] [brown recluse]
- [ticks] [including ticks that may transmit Lyme disease and Rocky Mountain Spotted fever]
- [weevils (including hyperodes and bluegrass)]

[Controls] [Kills] [weeds] [listed]:

[Controls] [34] [these] [common] [lawn weeds].

- [annual bluegrass]
- [black medic]
- [black nightshade]
- [blue toadflax]
- [broadleaf dock]
- [buckhorn]
- [Carolina geranium (cranesbill)]
- [carpetweed]
- [carpet burweed (lawn burweed)]
- [chickweed]
- [cudweed]
- [dandelion]
- [dichondra]
- [dollarweed]
- [dwarf plantain]
- [eveningprimrose]
- [Florida betony]

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- [Florida pusley]
- [fragrant cudweed (rabbit-tobacco)]
- [henbit]
- [horseweed]
- [mouseear chickweed]
- [oxalis (yellow woodsorrel)]
- [pepperweed]
- [red sorrel (sheep sorrel)]
- [rescuegrass]
- [shepherdspurse]
- [sowthistle]
- [spotted spurge]
- [stinging nettle]
- [venus lookingglass]
- [watergrass]
- [western tansymustard]
- [yellow thistle]

Note to PM: Spreader information may be presented in tabular or paragraph format.

[Spreader Settings] [Covers xx,xxx sq ft]

[This package applies XX [3.33] lbs. of product per 1,000 square feet.]

[artwork showing spreader overlap and setting dial]

[Spreading Tips]

[Apply header strips. Then apply product in longest direction of lawn. For best results, use a Scotts® spreader.]

	[spreader settings:]
[Scotts Broadcast/Rotary Spreaders] [Each pass should be within 5 feet of each other to ensure an overlap. Scotts Basic®, Standard™, Deluxe™, EdgeGuard®, Lawn Pro® or SpeedyGreen®]	[XX][5 ¼]
[Scotts EasyGreen®] [Each pass should be within 30" [inches] of each other to ensure an overlap.]	[XX][30]
[Scotts Drop Spreaders] [Make sure spreader wheel completely overlaps previous wheel marks. Scotts AccuGreen®]	[XX][7 ¾]

[For additional spreader settings, please call 1-800-543-TURF (8873).]

[Questions / Information]

[phone icon][Consumer Helpline:1-800-543-TURF (8873)]

[computer icon][Visit our website www.scotts.com]

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EPA Reg. No. 538-307

STORAGE AND DISPOSAL [*storage/disposal icon*]

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

PESTICIDE DISPOSAL: **If empty:** Non-refillable [container]. Do not reuse or refill this container. Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

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Optional Pesticide Weed Claims – See below for additional list of optional claims

- [illustration of listed weed] [Kills][insert name of listed weed]
- [Kills Weeds]

Optional Pesticide Insect Claims – See below for additional list of optional claims

- [illustration of listed insect] [Kills][and][Prevents][insert name of listed insect]
- [Kills and prevents fire ants for up to 6 months]

Optional Fertilizer Claims – See below for additional list of optional claims

- [Water Smart logo] [Water Smart™ Formula!]
- [Improves lawn's ability to absorb water and nutrients]
- [Strengthens lawns against heat and drought]
- **Insert Appropriate coverage** [Covers] [Feeds and Treats][Treats][xx,xxx][Square] [sq] [feet] [ft]

Additional marketing statements – Front and back label

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.]
- [The cure for a neglected lawn.]
- [Formulated for the home environment.]

Claims regarding "Problem Control"

- [[Kills] [controls] [treats]] [ants (except carpenter and 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]] [insects that cause your lawn to [thin and] turn brown.]
- [Controls many [lawn] insect problems.]
- [[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.]
- [Small, lightweight granules provide uniform coverage to [help] ensure control of insects.]
- [Specially formulated to [[Kill] [control] [treat]] insects - won't harm lawns!]
- [[Targets] [Kills]] [insects leaving your] [grass] [lawn] [unharmd.]
- [Specially formulated to kill insects, won't harm] [lawns] [grass].
- [Controls for up to 6 months.]
- [Kills] [and] [&] [prevents] [fire ants.]
- [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] [[insects] [pests] [bugs]].

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- [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 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.]
- [Kills dollarweed and other common lawn weeds (as listed).]
- [Eliminates dollarweed, chickweed and over 25 common lawn weeds while greening your lawn without rapid, extreme growth.]
- [Kills Dollarweed & Other Common Lawn Weeds.]
- [Kills Dollarweed & other broadleaf weeds.]
- [One application suppresses Fire Ants for up to 6 months.]
- [Protects the entire treated yard against fire ants for up to 6 months.]
- [Kills] [fire ants] fast and prevents fire ants from returning for up to 6 months.]
- [Up to 6 months control with one application.]
- [Prevents mounds from moving.]
- [Prevents/controls] [new mound formation.]
- [Guaranteed to kill fire ants or your money back!]
- [Kills weeds – root and all.]
- [Kills the toughest weeds.]
- [Kills weeds to the root.]

Claims regarding the fertilizer properties

- [Feeds and strengthens lawn against heat, drought, and wear and tear.]
- [Heat-friendly [fertilizer] formula won't burn your lawn... Guaranteed!]
- [Won't] [Will not] [burn lawns – Guaranteed!]
- [Hot weather formula - Guaranteed not to burn.]
- [Specially formulated for warm] [[weather] [season]] [grasses] [the hottest months]
- [Specially 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!]
- [Specially formulated with Scotts® Poly S® timed-release fertilizer.]
- [Contains both readily available nitrogen for quick green-up and controlled release nitrogen for uniform growth and extended feeding.]
- [Turf Builder®] [summer formula builds thick, green turf from the roots up without burning your lawn.]
- [Builds] [[thick] [strong]], [green] [[turf] [lawn]] [from the roots up] without burning your lawn]

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- [[Feeds] [Strengthens]] [your lawn.]
- [Fast, long lasting greening power.]
- [Feeds and Greens for up to two months] [without burning your lawn.]
- [Builds a thick, [green] lawn[s].]
- [Thickens and strengthens] [[lawn] [turf]] [against] [future] [[insects] [insect invasions]].
- [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 Turf Builder® fertilizer] [to help repair lawn from existing mound damage]
- [Plus Scotts Turf Builder ® 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!]
- [Specially formulated with Scotts Poly-S® timed released fertilizer]
- [Contains both readily available nitrogen for quick green up and controlled release nitrogen for uniform growth and extended feeding.]
- [Water Smart formula!]
- [Water Smart Formula – Makes the most of every drop]
- [Improves lawn's ability to absorb water and nutrients]
- [Builds strong, deep roots that use water better] [more effectively]
- [Builds strong, deep roots]
- [Helps lawn] [lock in/retain/hold moisture/water] [to protect against heat and drought]
- [Builds a healthier lawn using less water]
- [Feed and Strengthens – helps lawn stand up to heat, drought and wear and tear]
- [Protects your lawn against the effects of heat and drought]
- [Improved/better/faster] [greening *vs. original formula]
- [Feeds and strengthens for faster recovery from] [[drought] [drought recovery]]
- [[Prepare] [protect] [strengthen]] [your] [lawn for faster recovery from] [[drought] [drought recovery]]

Claims regarding "How it works"

- [Contains a formula that] [[targets] [kills] [controls]] [insects.]

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]
- [Combines three products in one!]
- [Convenient three-in-one formula [kills] [destroys] fire ants and weeds and feeds your lawn!]

NOTE:

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.
Underlined text is new. ~~Strike through text is being deleted.~~

- [Convenient, three-in-one product [kills] [prevents] [protects] against fire ants, [kills] [prevents] weeds and feeds and strengthens your lawn!]
- [Only Scotts has/provides a 3-in-1 formula for [your best] Southern lawn(s)]
- [Only Scotts has/provides a 3-in-1 formula for [your best] Texas lawn(s)]
- [Only Scotts has/provides a 3-in-1 formula for [your best] Florida lawn(s)]
- [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 "Product Form"

- [Easy to spread] [granules].
- [Ready to Use] [granules].
- [No measuring or scooping!]
- [Made with Scotts patented All-in-One Particles fertilizer technology]

Claims regarding "Coverage"

- [Special/Value] [Size/Pack]

Claims regarding "Application Timing"

- [Apply in] [spring] [or] [and] [fall] [when insects and weeds are first observed in the lawn].

Claims regarding "Guarantee"

- [Guaranteed] [[performance] [results]].
- [Thicker, greener turf – satisfaction guaranteed]

Claims regarding "Cross-Sell"

[For a beautiful lawn, apply] [a] [Scotts fertilizer] [product] [four times a year] [every six to eight weeks].

Claims regarding "Packaging"

- Easy open
- Easy close
- Resealable bag

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Optional Company Information

[tree illus][Scotts logo]

[Scotts & Your Environment]

[We care.]

[Scotts® products are designed with care to grow thicker, greener lawns.]

[Green is good™.]

[A healthy lawn cleans the air, produces oxygen and prevents runoff and soil erosion.]

[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.]

[Tips for Lawncare Success:]

- **[Feed regularly for your best lawn.** Regular feedings of Scotts® Turf Builder® will help grow a lawn you and your family can enjoy. Scotts Turf Builder 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.]

[4 feedings illustration]

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

[ANY SEASON]	[EARLY SPRING] [February-April]	[LATE SPRING] [April-June]	[SUMMER] [June-August]	[FALL] [September-November]
[Apply any season if weeds or bugs are not a problem:]	[If you have weeds and fire ants:]	[If weeds or bugs are not a problem:]	[To kill bugs:]	[Scotts® Turf Builder® WinterGuard®] [bag illus]
[Scotts® Southern Turf Builder® Lawn Fertilizer] [bag illus]	[Scotts® Bonus® S MAX™ Southern Weed And Feed & Fire Ant Killer] [bag illus]	[Scotts® Southern Turf Builder® Lawn Fertilizer] [bag illus]	[Scotts® Turf Builder® with SummerGuard®] [bag illus]	[To kill fall weeds:] [Scotts® Bonus® S Southern Weed & Feed] [bag illus]

[Water Smart Logo]

[Well-fed lawns are more efficient at using available water.]

[Feeding with Scotts Water Smart™ Formula helps grow a thick lawn with more roots to better absorb water and nutrients.] [This helps protect your lawn against heat, drought and other stresses.]

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16/16

[Get Expert Advice For Your Lawn NOW!]

[*mouse icon*]

[Want information on what to use and when? Sign up today to get free expert advice specifically for *your* lawn.]

[Contact the Experts at Scotts.com]

Guaranteed Analysis

Southern Fertilizer with Weed and Insect Control]	[XX-XX-XX]	F643
Total nitrogen (N)	xx%	
XX% ammoniacal nitrogen		
XX% urea nitrogen		
XX% other water soluble nitrogen*		
XX% water soluble nitrogen		
Available phosphate (P2O5)	xx%	
Available potash (K2O)	xx%	
Derived from: methylene urea, potassium sulfate, ammonium phosphate and ammonium sulfate		

*Contains X% slowly available methylenediurea and dimethylenetriurea nitrogen.

Note to PM: Values may be adjusted with alternate N-P-K fertilizer ratios.

[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.]

[Scotts No-Quibble Guarantee®]

[If for any reason you, the consumer, are not satisfied 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 check promptly.]

[*Insert NYSE stylized logo*]

The Scotts Company
14111 Scottslawn Rd.
Marysville, OH 43041

[Information regarding the contents and levels of metals in this product is available on the internet at <http://www.regulatory-info-sc.com>]

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[U.S. Patent No. 5,102,440]

EPA Reg. No. 538-~~XXX~~307

EPA Est. No. 538-OH-1^S

EPA Est. No. 35512-FL-2^H

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