

538-314

7/31/2012

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON D C 20460

OFFICE OF
CHEMICAL SAFETY AND
POLLUTION PREVENTION

Ms Jessica McLaughlin
The Scotts Company
14111 Scottslawn Road
Marysville OH 43041

JUL 31 2012

Subject Label Amendment
 Product Name Edison
 EPA Reg No 538 314
 Application dated April 25 2012

Dear Ms McLaughlin

The proposed label amendment of the product referred to above submitted in connection with registration under the Federal Insecticide Fungicide and Rodenticide Act (FIFRA) is acceptable provided you make the following change

- 1 On page 4 delete the word General from the heading General Precautions and Restrictions

Please note that marketing claims made on the pesticide label must be substantiated by data maintained in your files If data supporting marketing claims made on the product label is not available then those claims must be removed

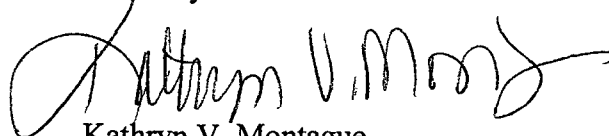
Should you wish to add/retain a reference to the company's website on your label then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency If the website is false or misleading the product would be misbranded 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

Products shipped after 18 months from the date on this notice or the next printing of the label whichever occurs first, must bear the new revised label If these conditions are not

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complied with the registration will be subject to cancellation in accordance with FIFRA. Your release for shipment of this product constitutes acceptance of these conditions. This label supersedes all previously accepted labels. You must submit one copy of the final printed label before the product is released for shipment. One copy of the label stamped "Accepted" is enclosed for your records. If you have any questions, please contact Tracy White by phone at (703) 308 0042 or via email at white.tracy@epa.gov

Sincerely



Kathryn V. Montague
Product Manager 23
Herbicide Branch
Registration Division (7505P)

Enclosure Stamped Label

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Note to PM

Bold italicized text is information for the reviewer and is not part of the label
[Bracketed information is optional] Text separated by / denotes and / or options

EPA Reg No 538 314

EDISON

[Do not use on St Augustinegrass [including] floratam dichondra lippia carpetgrass [or] bentgrass [lawns] or desirable clovers and ornamentals]

ACTIVE INGREDIENT

2 4 D dimethylamine salt †‡	0 723 /
Mecoprop p dimethylamine salt ††‡‡	0 148 /
Dichlorprop P dimethylamine salt †††‡‡‡	0 088 /

OTHER INGREDIENTS

<u>99 041 /</u>
100 000 /

TOTAL

[† CAS # 2008 39 1]
[††CAS # 66423 09 4]
[††† CAS # 104786 87 0]

This product contains

‡ 0 601 / 2 4 dichlorophenoxyacetic acid equivalent
 †† 0 122 / (+) (R) 2 (2 methyl 4 chlorophenoxy) propionic acid equivalentt
 ††† 0 074 / (+) (R) 2 (2 4 dichlorophenoxy) propionic acid equivalent
 [Isomer Specific by AOAC Methods]

ACCEPTED
with COMMENTS
In EPA Letter Dated

JUL 31 2012
Under the Federal Insecticide
Fungicide and Rodenticide Act
as amended for the pesticide
registered under EPA Reg No

538-314

KEEP OUT OF REACH OF CHILDREN

CAUTION

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

NET WEIGHT / WT 12 8 lb (5 81kg)

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EPA Est No 538 OH 1 XXX XX X (*insert additional EPA Registered Establishments*)
[Superscript used is first letter of run code on end of container]

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Note to PM

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

Optional Company Identifier Scotts®

Alternate Brand Names Snap™ Pac Weed and Feed
Turf Builder Weed & Feed B

Optional Product Descriptors Weed and Feed
Lawn Food with Weed Control
Fertilizer with Weed Control
for [use [only] with] ***insert brand name*** cartridge / applicator system

Example Application Rates

Bag Weight (lbs)	Coverage (sq ft)	# 2 4 D acid equivalent per acre	# MCP P p acid equivalent per acre	# DP p acid equivalent per acre	# Product per 1000 sq ft
12 80	4 000	0 84 lbs	0 17 lbs	0 10 lbs	3 2
16 00	5 000	0 84 lbs	0 17 lbs	0 10 lbs	3 2
48 00	15 000	0 84 lbs	0 17 lbs	0 10 lbs	3 2

[XX XX XX] **Fertilizer information denoted by X will be added to FPL. NPK will not exceed the endpoints tested for in acute toxicology studies**

Coverage denoted by X will be added to FPL. Coverage will not exceed regulatory limits for the individual active ingredient

[Covers / treats / feeds / fertilizes XXXX sq ft / XX ft x XXX ft]

[Covers / treats / feeds / fertilizes XXXX cu ft]

[Covers / treats / feeds / fertilizes XX acres] [(1/8 acre = 5 445 sq ft)]

[Covers / approximately the area of X tennis courts / football fields per pound of product]

[This package applies X lbs of product per 1 000 sq ft.]

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

[FIRST AID AND ENVIRONMENTAL INFORMATION / HAZARDS]

[Keep Out of Reach of Children]

[CAUTION]

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

First Aid
If in eyes Hold eye open and rinse slowly and gently with water for 15 20 minutes Remove contact lenses if present after the first 5 minutes then continue rinsing eye
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 the poison control center or doctor Do not give anything by mouth to an unconscious person

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 Call 1 XXX XXX XXXX

Environmental Hazards

This pesticide is toxic to fish and 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 except as noted on appropriate labels Drift and runoff may be hazardous to aquatic organisms in water adjacent to treated areas Do not contaminate water when disposing of equipment wash waters or rinsate

This chemical has properties and characteristics associated with chemicals detected in ground water The use of this chemical in areas where soils are permeable particularly where the water table is shallow may result in groundwater contamination Application around a cistern or well may result in contamination of drinking water or groundwater

Note to PM Optional Environmental Hazards to incorporate PR Notice 2008 1

Environmental Hazards

This pesticide is toxic to fish and aquatic invertebrates Drift and runoff may be hazardous to aquatic organisms in water adjacent to treated 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 will help to prevent run off to water bodies or drainage systems

This chemical has properties and characteristics associated with chemicals detected in ground water The use of this chemical in areas where soils are permeable particularly where the water table is shallow may result in groundwater contamination Application around a cistern or well may result in contamination of drinking water or groundwater

STORAGE AND DISPOSAL

PESTICIDE STORAGE Store in a dry area Always store pesticides in the original container Store away from food and pet food [Reseal opened bag by folding top down and securing]

PESTICIDE CONTAINER DISPOSAL Nonrefillable container Do not reuse or refill this container **If Empty** 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

Note to PM The Storage and Disposal information below is specific to the SNAP Spreader System

STORAGE AND DISPOSAL

[Do not contaminate water food or feed by storage and disposal]

PESTICIDE STORAGE Store product in clean dry place for your next application Product can be used until empty

PESTICIDE CONTAINER DISPOSAL

If empty Non refillable container Do not reuse or refill this container Offer for recycling if available

If partly filled Call your local solid waste agency for disposal instructions Never place unused product down any indoor or outdoor drain

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Begin Directions for Use

DIRECTIONS FOR USE

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

Directions For Use – Option 1

This package applies 3.2 pounds of product per 1,000 sq. ft. This product applies 0.84 pounds of 2,4-D acid equivalent, 0.17 pounds of MCPP p acid equivalent and 0.10 pounds of Dichlorprop p acid equivalent per acre per application

[WHEN TO APPLY]

[For best results apply to a wet lawn] or [For best results [make sure / apply] when grass is wet from dew or sprinkling before application [This helps particles stick to the weed leaves]]

[Apply] on a calm day

[Apply] no more than two times per year per treatment site

[For best results [you should] wait 24 hours / 1 day after using this product to water or mow]

Allow minimum of 30 days between applications

Do not allow product to contact people or pets either directly or through drift

Keep people and pets off lawn during application

Do not enter treatment areas until dust has settled

Do not spread granules onto flowers and vegetables and use care around the dripline of shrubs, ornamentals and trees

[For best results if planting to seed, sod or sprig, wait at least one month after you have applied]

[If seeding, wait 4 weeks after grass seeds sprout before applying this product]

[WHERE TO APPLY]

Apply only to [your] grass / lawn

Sweep any product from hard surfaces back onto the lawn to keep product on the grass –or– Sweep any product that lands in the driveway, sidewalk, gutter, or street back onto your lawn

To prevent product run off, do not over water the treated area to the point of run off or apply when raining or when rain is expected that day

Do not apply when windy

Do not apply directly to or near water, storm drains, gutters, sewers or drainage ditches

Do not apply within 25 feet of rivers, fish ponds, lakes, streams, reservoirs, marshes, estuaries, bays and oceans

HOW TO APPLY

Each pass should be within 5 feet of another pass to ensure proper overlap

GENERAL PRECAUTIONS AND RESTRICTIONS

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 allow people or pets to enter the treated area until dusts have settled

Product will be sold for use only with the cartridge system therefore calibrating to the correct amount of product automatically

End of Directions For Use Option 1

Directions For Use – Option 2

This package applies 3.2 pounds of product per 1,000 sq. ft. This product applies 0.84 pounds of 2,4-D acid equivalent, 0.17 pounds of MCPP p acid equivalent and 0.10 pounds of Dichlorprop p acid equivalent per acre per application

[Insert company name] Quick Start Guide

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

[ICON – Spreader / Dial]

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Melissa McClain | Printed on 05/02/2012 Print

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

- [1] Fill & Set Spreader
- [*Insert company name* Broadcast / Rotary Spreaders] X]
- [*Insert company name* Drop Spreaders] X]

[Use [only] with *insert company name* spreaders / applicators]
 [*Insert company name* products are designed to work with *insert company name* spreaders / applicators]
 [For additional spreader settings [please] call *insert company phone number*]
 [This package applies 3 2 lbs of product per 1 000 sq ft]

[**ICON** – Spreader / Lawn]

- [2] Apply
- Apply on a calm day
- Apply to moist grass [Make sure that the grass is wet from dew or sprinkling before applying] [This helps particles adhere to weed leaves to produce best results]
- Apply when weeds are actively growing (when daytime temperatures are consistently between 60 F and 90 F)
- Tall grass should be mowed a day or two before application
- For even application walk at a steady pace slightly overlapping each pass
- Scotts Drop Spreaders Align hopper arrow with previous wheel track
- Scotts Broadcast / Rotary Spreaders Line up each pass approximately 5 ft from wheel track

[**ICON** – Broom]

- [3] Clean Up
- Sweep product from hard surfaces onto the lawn [to keep valuable feeding nutrients on the grass]

[**ICON** – lower legs stepping onto grass]

- [4] You re Done! What s Next?

Do not allow product to contact people or pets directly or through drift Keep people and pets off lawn during application Do not allow people or pets to enter treated areas until dusts have settled

Questions? [Call] [now] *insert company phone number* [**ICON** – phone]
Insert company website [**ICON** – computer mouse]

Restrictions

Do not apply more than twice per year
 A minimum of 30 days between applications is required
 Apply only to grass Do not allow granules or dust to drift onto flowers shrubs fruit or vegetable plants
 Do not apply on St Augustinegrass Floratam dichondra lippia carpetgrass or bentgrass On Bermudagrass bahia centipedegrass zoysia lawns under certain conditions some temporary discoloration may result
 On bahia and centipede lawns wait until after the second mowing of the year but NOT before mid March In the fall DO NOT treat centipede after the first of October and DO NOT treat bahia after the first of November
 Do not apply directly to or near water storm drains gutters sewers or drainage ditches Do not apply within 25 feet of rivers fish ponds lakes streams reservoirs marshes estuaries bays and oceans Do not apply when windy Apply this product directly to your lawn and sweep any product landing on the driveway sidewalk gutter or street back onto the treated area To prevent product run-off do not over water the treated area to the point of runoff or apply when raining or when rain is expected that day

[Watering or Rain]

Do not water your lawn for 24 hours after application or apply if rain is expected within the next 24 hours [Water will wash the weed control off the weed s leaves and reduce the effectiveness of this product]

[Extreme temperatures]

[Avoid applying when temperatures are above 90 F]

[Seeding / Sodding / Sprigging]

Delay application on newly seeded sodded or sprigged areas until new grass has been mowed 4 times Wait at least one month after using this product to seed sod or plant grass sprigs

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[Weed Control]

Kills listed weeds **or** Kills weeds including ***insert weeds from weed list here***

[Weed stems and leaves will begin to twist and curl in a few days but a month or more may be required for control]

[This product will not prevent weed seeds from producing new plants]

End of Directions For Use – Option 2

End Directions for Use

**Note to PM The Applicator Set up and Information below is specific to the SNAP Spreader System
APPLICATOR SET UP [AND INFORMATION]**

[insert product name]

[Just pop it on flip the lever and go!]

[Icon] Connect / Snap [Place into Spreader]

[Icon] Lock [Flip lever to lock in place]

[Icon] Apply / Go [You re ready to go]

[Icon] [EdgeGuard / Feature / Control]

[Icon] [[Finish] [&] [Store]]

[See back panel for Setup Guide]

[Lock / Snap & Go] [Snap Pac / Cartridge connects directly to the [insert product name] spreader / applicator] [There s no cutting / no pouring / no spilling] [from heavy bags] [Simply place Snap™ Pac / cartridge into the spreader / applicator]

[Flip the lever to lock cartridge / Snap Pac into place] [Cartridge / Snap Pac automatically sets the proper application rate]

[Easy to apply] Follow Directions for Use below / above]

[Easy to control] [The new & improved / exclusive EdgeGuard feature directs product only where you want it]

[Easy to finish & store] [Just flip the lever back to remove the snap™ pac / cartridge] [It self seals for no mess / no touch / no waste / easy clean up & storage]

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PRODUCT EFFICACY CLAIMS (any or all weeds may be listed on FPL)

The following claims may be listed on the FPL followed by any or all weeds that may be listed below

- o [Weeds controlled / killed [include / including]]
- o [Controls / kills [the following] [these] [X (*insert number corresponding to weeds listed on FPL*) [of] [common / broadleaf lawn] [weeds]]]
- o [Controls / kills [broadleaf] weeds such as / including]
- o Kills listed weeds / Kills weeds

Annual yellow sweetclover	Clover red	Mallow	Slender plantain
Aster	Clover strawberry	Matchweed	Smooth pigweed
Austrian fieldcress	Clover sweet	Milk vetch	Sorrel
Bedstraw	Clover white	Morningglory	Sowthistle
Beggarticks	Cockle	Mouseear hawkweed	Spanishneedles
Betony Florida	Cocklebur	Mugwort	Spiny amaranth
Bindweed field	Corn speedwell	Musk thistle	Spiny cocklebur
Bird vetch	Creeping jenny	Mustard	Spotted catsear
Bitter wintercress	Cudweed	Narrowleaf plantain	Spotted spurge
Bittercress hairy	Curly dock	Narrowleaf vetch	Spurweed
Bitterweed	Daisy English	Nettle	Stinging nettle
Black eyed Susan	Daisy fleabane	Orange hawkweed	Strawberry India mock
Black medic	Daisy oxeye	Oxalis	Tall nettle
Black mustard	Dandelion	Parsley piert	Tall vervain
Blackseed plantain	Dichondra	Parsnip	Tansy ragwort
Blessed thistle	Dogbane	Pearlwort	Tansy mustard
Bloodflower milkweed	Dogfennel	Pennycress	Tarweed
Blue lettuce	Dollarweed	Pennywort	Thistle
Blue vervain	Elderberry	Pepperweed	Tumble mustard
Bracted plantain	False dandelion	Perennial pepperweed	Tumble pigweed
Brassbuttons	Falseflax	Pigweed	Velvetleaf
Bristly oxtongue	False sunflower	Pineywoods bedstraw	Venice mallow
Broadleaf dock	Fiddleneck	Plantain	Virginia buttonweed
Broadleaf plantain	Florida pusley	Poison ivy	Virginia creeper
Buckhorn	Frenchweed	Poison oak	Virginia pepperweed
Buckhorn plantain	Galinsoga	Pokeweed	Wavyleaf thistle
Bulbous buttercup	Goldenrod	Poorjoe	Western salsify
Bull thistle	Ground ivy	Prickly lettuce	Wild aster
Bullnettle	Gumweed	Prickly sida	Wild buckwheat
Burclover	Hairy fleabane	Prostrate knotweed	Wild carrot
Burdock	Hawkweed	Prostrate pigweed	Wild four-o clock
Burning nettle	Healall	Prostrate spurge	Wild garlic
Burweed	Heath aster	Prostrate vervain	Wild geranium
Buttercup	Hedge bindweed	Puncturevine	Wild lettuce
Buttonweed	Hedge mustard	Purslane common	Wild marigold
Canada thistle	Hemp	Ragweed	Wild mustard
Carolina geranium	Henbit	Red sorrel	Wild onion
Carpetweed	Hoary cress	Redroot pigweed	Wild parsnip
Catchweed bedstraw	Hoary plantain	Redstem filaree	Wild radish
Catnip	Hoary vervain	Rough cinquefoil	Wild strawberry
Catsear	Horsenettle	Rough fleabane	Wild vetch
Chickweed common	Jimsonweed	Russian pigweed	Woodsorrel
Chickweed mouseear	Knawel	Russian thistle	Woolly morningglory
Chicory	Knotweed	Scarlet pimpernel	Woolly plantain
Cinquefoil	Kochia	Scotch thistle	Wormseed
Clover crimson	Lambsquarters	Sheep sorrel	Yarrow
Clover hop	Lespedeza	Shepherdspurse	Yellow rocket

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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

GUARANTEED ANALYSIS

Insert Product Name

XX XX XX (insert N P K ratio)

FXXX (insert FL Fertilizer License No)

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)	
Molybdenum (Mo)	X/
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**

Contains X X / slowly available **insert source of slowly available nitrogen consistent with State fertilizer regulations**

[Washington Applications] Information regarding the contents and levels of metals in this product is available on the internet at [http //www regulatory info sc com](http://www.regulatory.info/sc.com) **or** [http //www aapfco/metals org](http://www.aapfco/metals.org)]

[Kentucky Applications A lawn typically will utilize 1 to 4 pounds of nitrogen per 1 000 sq ft per growing season When used as directed this product will supplement your regular fertilizer program by providing X pounds of nitrogen [optional P2O5 and K2O levels] per 1 000 sq ft and herbicide to control listed weeds Please consult your local extension office for questions regarding a regular fertilizer program]

[Florida Annual Fertilizer Applications]

[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 do not exceed rate of 3 lbs of Nitrogen per 1 000 sq ft in the north]

[North Florida is north of Ocala Central Florida is defined as south of Ocala to a line extending

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from Vero Beach to Tampa South Florida includes the remaining southern portion of the state]

[X annual feedings with the exception of bahiagrass and centipedegrass (X feedings in the north and X feedings in the central and south)] **Feedings information denoted by X will be added to FPL Feedings will not exceed agronomic recommendations or RED application requirements**

OPTIONAL TEXT AND CLAIMS

**The following claims may appear on any label panel
Appropriate fertilizer formula and company specific information will be
inserted on Final Printed Label to replace X**

APPLICATION CLAIMS

- Apply in spring / fall [when weeds are growing]
- [Apply] when weeds are growing (but not more than twice per year per application site)
- For best results apply to a wet lawn
- For best results if planting to seed sod or sprig wait at least one month after you have applied
- For best results make sure / apply when grass is wet from dew or sprinkling before application [This helps particles stick to the weed leaves]
- For best results wait 24 hours / 1 day after using this product to water or mow
- Non Burning Formulation (when used as directed)
- Use when broadleaf weeds are actively growing
- When to Apply Apply when broadleaf weeds are actively growing in [spring or] [the] early fall
- What to Expect Weed stems and leaves will begin to twist and curl in a few days but a month or more may be required for complete control This product will not prevent weed seeds from producing new plants

PESTICIDAL CLAIMS

- Controls / Kills (*insert weeds from Product Efficacy table*) and over (*insert number*) other / more broadleaf weeds
- Kills Fall Weeds [such as *insert weeds from Product Efficacy table*] and Greens the Lawn
- Kills Weeds & Greens the Lawn!
- Kills *insert number* Weeds [such as *insert weeds from Product Efficacy table*] While Providing Winter Lawn Protection and Early Spring Green Up
- Kills *insert number* weeds including Dandelions Clover and Other Common Lawn Weeds
- Controls *insert number* weeds including *insert weeds from Product Efficacy table*
- Kills and [&] Controls over *insert number* Broadleaf Weeds Including Dandelions Clovers Plantains (full list of broadleaf weeds on back panel)
- Kills [*insert number*] weeds
- Kills Dandelions and other major lawn weeds [as listed]
- Weeds stems and leaves will begin to twist and curl in a few days and will disappear in a few weeks
- Within a few days you'll start to notice dying weeds and greener grass
- Kills [weeds] down to the roots
- Kills [*insert any all listed weeds*] and feeds / thickens / provides nutrients to grass to crowd out new / future weeds
- Kills [*insert any all listed weeds*] and feeds / thickens / provides nutrients to grass to fill in bare spots
- Kills dandelions and feeds grass to crowd out future weeds [guaranteed]

FERTILIZER CLAIMS

- Builds strong deep [grass] roots
- Contains time released nitrogen for prolonged even feeding
- Encourages early spring green up
- Feed regularly for your best lawn
- Feeding with Scotts® fertilizer help[s] grow / build a thick lawn with more roots to better absorb water and nutrients than unfed lawns This helps protect your lawn against heat drought and other stresses
- Feeds for a thick green lawn
- Feeds for up to (*time period as designated by registrant*) (at 72°)
- Feeds your lawn with time released nitrogen for extended greening
- For a thick green weed free lawn
- Formulated with / Contains [Scotts®] Poly S® technology for longer lasting greening / feeding

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Greens fast & lasts
 Grows strong roots
 Helps build a stronger deeper root system
 Improves Lawn's Ability to Absorb Water & Nutrients
 Makes the Most of Every Drop^(TM)
 Nitrogen (N) contains timed release for growing a thick green lawn
 Nitrogen (N) For Deep Green Color
 Phosphorus (P) For Strong Roots
 Phosphorous (P) improves root growth & plant storage capacity
 Potassium (K) improves plant hardiness & drought resistance
 Potassium (K) For Overall Plant Health
 Promotes thick green lawns
 Quick greening & extended feeding for up to 8 weeks
 Timed release fertilizer for professional results
 Water Smart(TM) [graphic of water drop]
 Well fed lawns are more efficient at using available water
 [ICOM] [Feeds to] Build(s) strong deep [grass] roots [for spring / winter]

CARTRIDGE CLAIMS

A snap / easy to start / apply / finish / store
 [All you have to do is] pop it on flip the lever and go!
 Automatic spreader setting delivers
 Available in your choice of [x] formulas / cartridges / snapTM pacs – [insert product name(s)]
 Cartridge / product can be used until empty
 Cartridge / snapTM pac locks into place [and automatically sets the proper feeding / application rate]
 Compact size fits easily in storage areas
 Easy / simple to use
 [Flip the lever to lock cartridge into place] [ICOM]
 For many fertilizing / feeding the lawn is a [big] chore
 Get a beautiful / thick / green / strong lawn with [far] less effort
 If additional cartridges / snapTM pacs are needed to complete / finish your lawn application simply flip / slide lever back [to release / unlock / re seal / seal / close cartridge] [from spreader / applicator] [ICOM]
 Insert / connect new cartridge / snapTM pac (s) [lock into place] [and go] [and continue applying] [ICOM]
 [insert product name] / Self contained / Lock / Snap & Go cartridge / system [connects directly to the spreader / applicator] [locks into place] [and] automatically sets the proper feeding / application rate
 It's easy to get started
 [It s / insert product name is] the revolutionary / patented / specially designed / exclusive / lightweight / self contained / no mess / no touch / no guess / guess proof / mess proof / lock / snap & go [fertilizing / feeding / fertilizer / lawn care] [cartridge / snapTM pac / application / applicator / spreader] system
 [It] transform[s] the way you [feed / fertilize / take care of] your lawn [making it easy / easier] [than ever before] [to get a beautiful / thick / green / strong lawn]
 [It] Take[s] the mess / guesswork out of feeding / fertilizing / lawn care [your lawn] [[so you get [the]] right application rate / great results / a beautiful / thick / green / strong lawn]]
 [It s] Ready to go when you are
 [It s] The easy / easier way to a beautiful / thick / green / strong lawn
 [It] Makes it easier to get a beautiful / thick / green / strong lawn
 It's easy / easier [than ever before] [to get the (the right application rate) / (great results)]
 Leave the old way of fertilizing / feeding / lawn care behind
 Lock / snap & Go
 No burn application
 No guess / mess application
 No manual spreader / applicator settings [to adjust]
 No mess / guess / hassle
 No mess start / finish
 No touch / spill / waste storage [with the [unique / self sealing] cartridge / snapTM pac / system]
 Now getting a [beautiful / thick / green / strong] lawn is easy / easier [than ever before]
 [Now] [there s] [a / the] quick / quicker / fast / faster way to feed / fertilize / care for your lawn
 [Now] [there s a / the] revolutionary [new] way to take care of / feed your lawn
 Once empty [insert product name] cartridges / snapTM pacs cannot be reused
 Proper feeding / application rate is set automatically [with the [insert product name] / self contained / Lock / Snap & Go] [cartridge / system]

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

Reduces the mess / inconvenience / effort / hassle of fertilizing / lawn care
 Snap™ Pac / Cartridge
 [Self contained] [fertilizer / feeding] [lock / snap & go] [**insert product name**] cartridge / snap™ pac connects directly to [insert product name] spreader / applicator [so / it means / there s] [no cutting / no pouring / no spilling / no opening] [from heavy bags]] / [no need to cut open or pour from heavy bags]
 Self sealing cartridge / snap™ pac [makes clean up and storage a snap] / [means [a] no waste / no spill / no touch] [clean up / storage]
 Store cartridges / product in a clean dry place [for your next application]
 [The] [exclusive / patented / specially designed / revolutionary / lock / snap & go] [cartridge / applicator / system] automatically sets the proper feeding / application rate [so] [there are no manual spreader / applicator settings [required / to adjust]]
 [The] [**insert product name**] [cartridge / snap™ pac / system] [automatically] self seals [upon removal] (making clean up and storage a snap / easy / easier) / ((for no touch / no waste / no mess / easy (clean up / storage))
 The [no mess / guess / touch / pour] feeding / fertilizing / application system
 [There s] no cutting / pouring / spilling / opening [from heavy bags] [with the [unique / self contained] cartridge / snap™ pac]
 [The] [**insert product name**] cartridge / spreader / applicator / system improves / reinvents the fertilizing / lawn application experience
 [The] [**insert product name**] [lock / snap & go] Cartridge / Snap™ Pac works exclusively with the [**insert product name**] [Cartridge / Snap™ Pac] spreader / applicator / system [**ICON**]
 The [**insert product name**] [lock / snap & go] cartridge is designed to be used only in the [exclusive / specially designed / patented / revolutionary] [**insert product name**] cartridge / spreader / applicator / system [**ICON**]
 [**insert product name**] [lock / snap & go] Cartridge is designed specifically / exclusively for the [**insert product name**] [**ICON**]
 [The] [**insert product name**] cartridge / snap™ pac snaps / locks easily into place [**ICON**]
 The [guess / mess proof] [self-contained] [lock / snap & go] [lawn care / fertilizer] [cartridge / application] system [that] [takes the guesswork out of fertilizing your lawn / lawn care]
 The [no guess / mess] [self contained] [lock / snap & go] [lawn care / fertilizer] [cartridge / application] system [that] [takes the guesswork out of fertilizing your lawn / lawn care]
 The [guess proof / mess proof / no guess / no mess] [self contained] [lock / snap & go] [lawn care / fertilizer] [cartridge / application] system [that] [makes great results easy / easier / a snap]
 The [guess proof / mess proof / no guess / no mess] [self contained] [lock / snap & go] [lawn care / fertilizer] [cartridge / application] system [that] / [[gives you [the right application rate / great results]] [from start to finish]
 [The EdgeGuard feature on the [**insert product name**] cartridge / spreader / applicator (allows for one sided spreading) / (lets you close off application on one side of spreader) so product / fertilizer is not wasted / released on [unwanted] [areas like] driveways / sidewalks / flowerbeds) [**ICON**]
 Use [this] [**insert product name**] [lock / snap & go] [cartridge / snap™ pac] only with the [new] [specially designed / exclusive / patented / revolutionary] [**insert product name**] [Cartridge / spreader / applicator] system [**ICON**]
 You re ready to go
 Your hands don t have to touch the fertilizer / product

SEASONAL PRODUCT APPLICATION

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

Any Season

Apply any season if weeds or bugs are not a problem
 Scotts® [Super]Turf Builder® Lawn Fertilizer

Early Spring February April

If you have / to prevent crabgrass
 Scotts® [Super] Turf Builder with HALTS Crabgrass Preventer

Late Spring April-June

If you have / to kill weeds
 Scotts® [Super] Turf Builder® with Plus 2 Weed Control

Summer June August

If you have / to kill bugs
 Scotts® [Super] Turf Builder® with SummerGuard®

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Fall September – November

[If weeds or bugs are not a problem]
Scotts® [Super] Turf Builder® WinterGuard®

If you have / to kill fall weeds
Scotts® [Super] Turf Builder® WinterGuard® with Plus 2 Weed Control

Scotts Recommended feeding routine

[Plan your feeding routine with Scotts TurfBuilder Lawn food]
[**ICON**] [Early spring]
[An early spring feeding helps grass green up after winter Your should feed around the first time you mow your grass]

[**ICON**] [late spring]
[Feeding now prepares grass for summer stress by thickening the blades on top and building deep roots below]

[**ICON**] [early fall]
[An early fall feeding replenishes the nutrients lost in the harsh summer months for quicker recovery You should feed when your grass comes out of dormancy]

[**ICON**] [late fall]
[late fall is the best feeding time because it builds strong deep roots and prepares grass for winter You should feed when all the leaves have fallen]

[Lawncare Information] [Water Smart®] Tips for Lawncare Success

Feed regularly for your best lawn – Regular feedings of Scotts Turf Builder will help build 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

[**ICON**] one annual feeding [**ICON**] 2 3 annual feedings [**ICON**] 4 annual feedings

Tips for Lawncare Success

[Icon granules falling on grass] 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

[**ICON**] **one annual feeding** – [**ICON**] **2 3 annual feedings** – [**ICON**] **4 annual feedings**

[Icon lawn mower] 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

[**Water Smart™ ICON**] [Water Smart Makes The Most Of Every Drop™] **Conserve Water** Well fed lawns are more efficient at using available water Feeding with Scotts [fertilizer / 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 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

The [Insert name here] Advantage

[**Insert name here**] has been the leader in helping homeowners enjoy their lawns for more than 140 years [**insert name here**] is guaranteed to provide even feeding and greening with the right balance of essential nutrients in every particle When you fertilize your lawn will become thicker with deeper roots to better absorb water and nutrients

Dedicated To A Beautiful World™

Trusted by generations of homeowners [**Insert name here**] is dedicated to helping enhance and protect the beauty of your home environment – [**Insert name here**]

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Scotts & Your Environment [ICON]

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

[Because] A Green Lawn Is A Good LawnTM A healthy lawn can clean the air produce oxygen and prevent 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

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

[Questions / Comments / [Medical] Information]

[ICON – SMG / NYSE]

[Distributed / Manufactured / Sold / Guaranteed by / for]
The Scotts Company 14111 Scottslawn Rd Marysville OH 43041
or **insert company name and address**

[ICON – phone]

Call -or consumer helpline or phone toll free or Scott s [toll free] consumer hotline or contact us
1 XXX XXX XXXX
[Open 8 00 a m to 5 00 p m Eastern time]

[ICON – computer mouse]

[Visit [our website]]
insert website address [www scotts com]

Contact the experts at scotts com

SCOTTS the lawn people

[This container is made with a minimum of X% recycled material]

[Made in U S A / Product of _____ [with US and imported parts / products]]

WARRANTY / GUARANTEE INFORMATION

[SCOTTS [NO QUIBBLE / CONSUMER] GUARANTEE[O]

If for any reason you [the customer / consumer] are not satisfied [with the results] after using this product you are entitled to get your money back Simply send us proof of purchase and we will mail you a refund promptly]

OR

[GUARANTEE

If for any reason you are not satisfied with this product mail us proof of purchase to obtain a full refund of your purchase price]

OR

[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]

TRADEMARK / PATENT / COPYRIGHT INFORMATION

U S Patent No X XXX XXX (**patent information will be added to FPL**)

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