

538-317

8.5.2010

1/21



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (7505P)
1200 Pennsylvania Ave., NW
Washington, D.C. 20460

EPA Reg.
Number:
538-317

Date of Issuance:
AUG - 5 2010

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Term of Issuance:
Conditional

Name of Pesticide Product:
0.08% MESO + FERTILIZER

Name and Address of Registrant (include ZIP Code):

O.M. Scott & Sons Company
14111 Scottslawn Road
Marysville, OH 43041

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

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

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

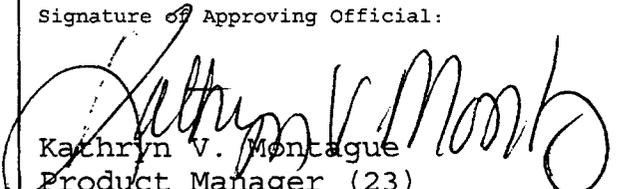
1. Submit and/or cite all data required for registration/reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.

2. Make the following label changes listed below before you release the product for shipment:

a. Add the phrase, "EPA Reg. No. 538-317".

Signature of Approving Official:

Date:


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

AUG - 5 2010

b. In the Precautionary Statements section add the following:

Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

c. When final printed labels are prepared assure that the appropriate information is included on the labelling; for example the telephone number in the First Aid section.

d. Delete the term "General" in the heading on the labeling. This term implies that the directions and restrictions do not all have to be followed as specified.

e. In the Environmental Information section add:

Avoid accidental or intentional application of this product to ditches, swales, drainage ways or impervious surfaces such as driveways. Runoff of this product to surface water will be reduced by avoiding applications when rainfall is forecasted to occur within 48 hours.

f. Assure that in each Option that the appropriate application rate is specified and indicate the area that the net weight of the product will treat. Please note that the front panel indicates a net weight of 21.5 pounds which will treat 5,000 square feet. This weight seems heavy for Option 3 - a Handheld Shaker Jug.

g. On page 14 delete "uses 97.5% less weed control than Scotts Starter Fertilizer with Crabgrass Preventer." This is a misleading comparison with other pesticides which is prohibited by 40 CFR 156.10(a)(5)(iv).

h. Assure that your company has data on file to support all labeling claims such as "prevents listed weed up to six weeks"; otherwise, delete them.

i. On page 17 delete "works in harmony with the environment." This is a safety claim which is prohibited by 40 CFR 156.10(a)(5)(ix).

page 3

EPA Reg. No. 538-317

9/24

3. Submit one (1) copy of your final printed labeling before you release the product for shipment. Refer to the A-79 enclosure for a further description of final printed labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records.

4/21

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.

0.08% MESO + FERTILIZER

**ACCEPTED
with COMMENTS
In EPA Letter Dated:**

AUG - 5 2010
Under the Federal Insecticide,
Fungicide, and Rodenticide Act
as amended, for the pesticide
registered under EPA Reg. No.

538-317

ACTIVE INGREDIENT:

Mesotrione[†].....	0.08 %
OTHER INGREDIENTS	99.92 %
Total	100.00 %

[†CAS #104206-82-8]

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

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

[For residential lawn use only.]

NET WEIGHT/WT. 21.5 LBS (9.75 kg)
Covers/Treats/Feeds/Fertilizes 5,000 sq. ft.

EPA Reg. No. 538-NEW
EPA Est. No. 538-OH-1 [Superscript used is first letter of run code on end of container]

CAS #, EPA Reg. No. and EPA Est. No. may appear on front or back panel

5/21

NOTE:

EPA Reg. No. 538-NEW

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.

Optional Company Identifier: Scotts®

Alternate Brand Names: Turf Builder® Starter® BRAND Fertilizer with Weed Preventer

Optional Product Descriptors:

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

Coverage Examples:

Bag Weight (lbs)	Coverage (lbs/sq.ft.)	A.I. percent	# A.I. per acre
4.3	1,000	0.08	0.15
12.9	3,000	0.08	0.15
21.5	5,000	0.08	0.15
43.0	10,000	0.08	0.15

Container weight and coverage area to be based on application rate of 4.3 pounds of product per 1,000 sq. ft.

6/21

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.

EPA Reg. No. 538-NEW

[First Aid and Environmental Information/Hazards]

[KEEP OUT OF REACH OF CHILDREN]
[CAUTION]

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals [icon]

Caution: Causes moderate eye irritation. Avoid contact with eyes, skin or clothing.

FIRST AID [icon]

If in eyes	<ul style="list-style-type: none"> • 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 immediately for treatment advice.
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. [Call: 1-XXX-XXX-XXXX]	

Environmental Hazards [icon]

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.

STORAGE AND DISPOSAL [icon]

Pesticide Storage: Store in a cool, dry place. Reseal bag by [using zip close/using press to close zipper]/[folding top down and securing]

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.

7/21

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.

EPA Reg. No. 538-NEW

-Begin Directions for Use-

- [Key Product Facts]**
- [How and When to Apply]**
- [Application]**

Directions for Use

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

- Option 1-

General Information

For use on newly seeded, overseeded, or newly planted Kentucky bluegrass, tall fescue, perennial ryegrass, centipedegrass, as well as fine, spreading and creeping red fescues.

This product/[0.08% Meso + Fertilizer] is for application to home lawns and applies 0.15 pounds of mesotrione per acre per application. The maximum application rate of mesotrione per treatment site per year is 0.45 pounds. [This package applies 4.3 pounds of product per 1,000 sq. ft.]

Apply this product/[0.08% Meso + Fertilizer] before watering newly seeded/overseeded/planted grass for the first time.

New weeds will sprout white or turn white and quickly die. This product will not kill existing weeds.

Use 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 enter or allow people or pets to enter the treated areas (except those involved in the watering) until the watering-in is complete and the surface is dry. Do not use this product on flowers, shrubs, trees, fruit or vegetable plants. Cana, day lilies and irises are especially susceptible to injury. Do not apply another pesticide within seven days of an application of this product as turf injury may occur. Do not apply to St. Augustine[grass], bentgrass, bermudagrass, zoysiagrass, dicandra, kikuyugrass, bahiagrass or lippia

Application Instructions

Apply on a calm day and lightly water to activate. Apply when temperatures are consistently between 60°F and 90°F. Avoid applying to adjacent flower beds when using a rotary spreader.

This product/[0.08% Meso + Fertilizer] may cause temporary whitening of grass foliage. In general, symptoms appear five to seven days after application and may last up to 14 days. Discoloration is most likely to occur on ryegrass lawns.

Weeds Prevented [by] [0.08% Meso + Fertilizer]

The following claims may be listed on the FPL followed by any or all weeds listed below with [icon].

[Prevents these grassy weeds:]

Large crabgrass	Smooth crabgrass	
-----------------	------------------	--

[Prevents these broadleaf weeds:]

Broadleaf plantain	Dandelion	Pokeweed
Buckhorn plantain	Ground ivy	Purslane speedwell
Carpetweed	Hairy bittercress	Redroot pigweed
Common chickweed	Henbit	Shepherd's-purse

8/21

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.

EPA Reg. No. 538-NEW

Common lambsquarters	Parsley piert	Velvetleaf
Common purslane	Pennsylvania smartweed	White clover
Corn speedwell	Persian speedwell	Yellow woodsorrel

[Prevents these sedges:]

Flatsedge	Yellow nutsedge	
-----------	-----------------	--

- Option 2 – QUICK START GUIDE (LAWNS)-

[Scotts®] Quick Start Guide

[You're just three [simple] steps away from a beautiful [Scotts®] lawn]

[ICON – Spreader Dial]

[Step] [1.]

Fill & Set Spreader

[Scotts® Broadcast/Rotary Spreaders X]

[Scotts® Drop Spreaders X]

[See [below for] spreader settings/instructions [for additional spreader descriptions and settings]]

[Use only with Scotts® Spreaders.]

[Scotts® products are designed to work with Scotts® spreaders.]

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

[ICON – Lawn]

[Step] [2.]

Apply

Apply to dry lawn and/then [lightly] water to activate

Follow [Directions for Use] / [When and Where To Use Directions] below

[ICON – Broom]

[Step] [3.]

Clean-Up

[To keep lawn products from reaching storm sewers/drains, sweep or blow any stray particles off hard surfaces and back onto grass/lawn.]

[Other Things You Should Know]

For home lawns only

[Only apply to listed grass types]

This product applies 0.15 pounds of mesotrione per acre per application

The maximum application rate of mesotrione per treatment site per year is 0.45 pounds

[This package applies 4.3 pounds of product per 1,000 sq. ft.]

[See below for list of weeds prevented]

Where to apply

Apply to newly seeded, overseeded, or newly planted Kentucky bluegrass, tall fescue, perennial ryegrass, centipedegrass, as well as fine, spreading and creeping red fescues.

When to apply

Apply on a calm day

Apply this product/[0.08% Meso + Fertilizer] before watering newly seeded/overseeded/planted grass for the first time

9/21

NOTE:

EPA Reg. No. 538-NEW

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.

Apply when temperatures are consistently between 60°F and 90°F

How to apply

[Follow spreader instructions]

Avoid application to adjacent flower beds when using a broadcast/rotary spreader

What to expect

New weeds will sprout white or turn white and quickly die

This product will not kill existing weeds

This product may cause temporary whitening of grass foliage. Symptoms typically appear 5 to 7 days after application and may last up to 14 days

Discoloration is most common on ryegrass

Use 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 enter or allow people or pets to enter the treated areas (except those involved in the watering) until the watering-in is complete and the surface is dry

Do not use this product on flowers, shrubs, trees, fruit or vegetable plants. Cana, day lilies and irises are especially susceptible to injury

Do not apply another pesticide within seven days of an application of this product as turf injury may occur

Do not apply to St. Augustine[grass], bentgrass, bermudagrass, zoysiagrass, dicondra, kikuyugrass, bahiagrass or lippia

Weeds Prevented [by] [0.08% Meso + Fertilizer]

The following claims may be listed on the FPL followed by any or all weeds listed below [with icon].

[Prevents these grassy weeds:]

Large crabgrass	Smooth crabgrass	
-----------------	------------------	--

[Prevents these broadleaf weeds:]

Broadleaf plantain	Dandelion	Pokeweed
Buckhorn plantain	Ground ivy	Purslane speedwell
Carpetweed	Hairy bittercress	Redroot pigweed
Common chickweed	Henbit	Shepherd's-purse
Common lambsquarters	Parsley piert	Velvetleaf
Common purslane	Pennsylvania smartweed	White clover
Corn speedwell	Persian speedwell	Yellow woodsorrel

[Prevents these sedges:]

Flatsedge	Yellow nutsedge	
-----------	-----------------	--

- Option 3 – HANDHELD SHAKER JUG WITH APPLICATOR (LAWNS)-

[You're just four/(a few) short/quick steps away from a beautiful [Scotts®] lawn

[Step] [1.] – Flip [icon]: Remove seal under cap. Flip spout from cap.

[Step] [2.] – Tilt [icon]: Tilt bottle to [be at a 90° angle with the ground]/[be parallel with ground].

10/
24

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.

[Step] [3.] – Apply [icon]: Apply to dry lawn. Walk at a steady pace and shake bottle side-to-side using wrist. For uniform coverage apply product in rows as you move across the lawn overlapping the rows by a few inches. For best results [maintain a 90° angle]/[keep jug/bottle parallel with ground] during/at all times during application. Lightly water to activate.

[Step] [4.] – Clean Up [icon]: [To keep lawn products from reaching storm sewers/drains, sweep or blow any stray particles off hard surfaces and back onto grass/lawn.]

[Art: show full tennis court image with proper coverage for demonstration]

[Other Things You Should Know]

- For home lawns only
- [Only apply to listed grass types]
- This product applies 0.15 pounds of mesotrione per acre per application
- The maximum application rate of mesotrione per treatment site per year is 0.45 pounds
- [This package applies 4.3 pounds of product per 1,000 sq. ft.]
- [See below for list of weeds prevented]

Where to apply

Apply to newly seeded, overseeded, or newly planted Kentucky bluegrass, tall fescue, perennial ryegrass, centipede grass, as well as fine, spreading and creeping red fescues.

When to apply

- Apply on a calm day
- Apply this product/[0.08% Meso + Fertilizer] before watering newly seeded/overseeded/planted grass for the first time
- Apply when temperatures are consistently between 60°F and 90°F

How to apply

- [Follow spreader instructions]
- Avoid application to adjacent flower beds when using a broadcast/rotary spreader

What to expect

- New weeds will sprout white or turn white and quickly die
- This product will not kill existing weeds
- This product may cause temporary whitening of grass foliage. Symptoms typically appear 5 to 7 days after application and may last up to 14 days
- Discoloration is most common on ryegrass

Use 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 enter or allow people or pets to enter the treated areas (except those involved in the watering) until the watering-in is complete and the surface is dry
- Do not use this product on flowers, shrubs, trees, fruit or vegetable plants. Cana, day lilies and irises are especially susceptible to injury
- Do not apply another pesticide within seven days of an application of this product as turf injury may occur
- Do not apply to St. Augustine[grass], bentgrass, bermudagrass, zoysiagrass, dicondra, kikuyugrass, bahiagrass or lippia

Weeds Prevented [by] [0.08% Meso + Fertilizer]

The following claims may be listed on the FPL followed by any or all weeds listed below [with icon]

11/21

NOTE:

EPA Reg. No. 538-NEW

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.

[Prevents these grassy weeds:]

Large crabgrass	Smooth crabgrass	
-----------------	------------------	--

[Prevents these broadleaf weeds:]

Broadleaf plantain	Dandelion	Pokeweed
Buckhorn plantain	Ground ivy	Purslane speedwell
Carpenterweed	Hairy bittercress	Redroot pigweed
Common chickweed	Henbit	Shepherd's-purse
Common lambsquarters	Parsley piert	Velvetleaf
Common purslane	Pennsylvania smartweed	White clover
Corn speedwell	Persian speedwell	Yellow woodsorrel

[Prevents these sedges:]

Flatsedge	Yellow nutsedge	
-----------	-----------------	--

-End Directions for Use -

Spreading Settings/Information/Tips

[This package applies 4.3 lbs of product per 1,000 sq. ft.]
 [Covers X,XXX sq. ft.]

Apply header strips. Then apply product in longest direction of lawn. For best results, use a Scotts® spreader. Shut off spreader or stop each time you reach a header strip.

[Spreader]	[Setting]
Scotts® Broadcast/Rotary Spreaders	
Turf Builder® Edgeguard® DLX, Turf Builder® Edgeguard® Mini, Scotts Basic™, Standard™, Deluxe™ Edgeguard®, Lawn Pro® or SpeedyGreen® Each pass should be within 5 feet of each other to ensure an overlap.	XX
Scotts EasyGreen® Make each pass about 30 inches from previous pass to overlap spread width	XX
Scotts Drop Spreaders	
Scotts AccuGreen® Spreaders Make sure spreader wheel completely overlaps previous wheel marks.	XX

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

12/21

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.

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

0.08% Meso + Fertilizer

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 (P2O5)	XX%
Soluble potash (K ₂ O).....	XX%
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*]

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

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.

OPTIONAL TEXT AND CLAIMS

The following pesticidal, fertilizer or general benefit claims may appear on any label panel.

Appropriate fertilizer, formula and company specific information will be inserted on Final Printed Label to replace "X"

Claims preceded by "new" will only use "new" for six (6) months in accordance with Federal and State regulations

14/
21

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.

What to Expect

- Weeds may emerge white, or emerge green and quickly turn white, but will soon wilt and die
- New weeds will sprout white or turn white and die
- Some grass types may temporarily have white blades, but will [soon] grow in thick and green

General Claims

- [0.08% Meso + Fertilizer] Gives/Provides newly planted/seeded/overseeded/new grass the food/proper nutrition it needs to grow [in] [sooner/faster/quicker, thicker, and with less water]/[quicker and thicker] than unfed grass while also preventing some of the most bothersome weeds like ***insert any listed weed*** [from spoiling/choking/ruining your [fresh new] grass]
- [Use] [0.08% Meso + Fertilizer] [when growing new grass/seeding to] prevent[s] some of the most bothersome weeds like ***insert any listed weed*** for up to 6 weeks while also giving/providing new grass the food/nutrition/essential nutrients it needs to grow [in] [sooner/faster/quicker, thicker, and with less water]/[quicker and thicker] than an unfed lawn
- 0.08% Meso + Fertilizer is a 2 in 1 solution for new grass. It prevents some of the most bothersome weeds like ***insert any listed weed*** for up to 6 weeks while also giving new grass/grass seed the food it needs to grow [in] [sooner/faster/quicker, thicker, and with less water]/[quicker and thicker] than an unfed lawn

Application Claims

- [New!] [Ideal for] [Use when/for] [Apply when] [planting new] grass/seed/sod/sprigs/plugs/seeding/sodding/sprigging/plugging/overseeding/reseeding
- [New!] Use when patching [bare spots], overseeding, or establishing a new lawn
- [New!] [Use] for/when repairing bare spots, overseeding/reseeding, planting a new lawn
- [New!] [0.08% Meso + Fertilizer]
- Feeds new seed & sod
- Grows new seed/sod/grass thicker & quicker
- Apply when overseeding/growing/planting [new grass]/[grass seed]
- For use when growing/establishing/seeding new grass!
- For best results, apply to a dry lawn then lightly water in

Overarching Claims

- [Developed/Formulated to give you [the]]/[For] Scotts [best/ultimate] [seeding/sodding] experience/success [[in] growing/establishing new grass]!
- [Get Scotts best/ultimate seeding/sodding experience [[in] growing/establishing new grass]!
- [Exclusive formula]/[New technology]/[Scotts technology/innovation] enables a successful [seeding/sodding] experience [[in] growing/establishing new grass]!
- [Exclusive formula]/[New technology]/[Scotts technology/innovation] is changing the seeding/sodding experience [in/for growing/establishing new grass]!
- Only Scotts can bring/give/enable you [to have] this [seeding/sodding] experience/success [[in] growing/establishing new grass]!
- Guaranteed to give you [your best] [seeding/sodding] experience [in growing/establishing new grass]!
- Have/Get success with [Scotts] 0.08% Meso + Fertilizer
- Contains the/an [exclusive formula]/[new technology]/[Scotts technology]/[Scotts] innovation] to help you succeed/[have/get Scotts best/ultimate [seeding/sodding] experience/success [[in] growing/establishing new grass]!
- For Scotts best/ultimate experience/success [in] growing/establishing new grass[, choose 0.08% Meso + Fertilizer]!
- Enables you to have Scotts best/ultimate seeding/sodding experience/success [[in] growing/establishing new grass]!
- [New] [0.08% Meso + Fertilizer] for Scotts best/ultimate success/experience in weed prevention while growing new grass!
- For use on [***insert any listed grass type***] northern lawns

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.

Fertilizer Claims

- Build/Grow a better lawn with /using less water than an unfed lawn
- Builds/Grows/Promotes thick, green turf/lawns/grass [from the roots up]
- Builds stronger, deeper roots [for winter/spring]
- Promotes [a] deep, even greening
- Feeds and strengthens [lawn/new grass] [against heat and drought]
- Feeds new grass and gives/provides/replenishes [your/the/existing] [grass/lawn/turf/green space] [with] nutrients it needs to recover [faster] [from summer stress]/[after/from winter]/[after/from dormancy]
- Feed new grass and gives/provides/replenishes [your/the/existing] [grass/lawn/turf] [with] nutrients it needs [to recover faster from drought/for a faster drought recovery]
- [0.08% Meso + Fertilizer] works below the soil to promote root development [which strengthens and thickens the lawn.]
- See a thicker, greener lawn next spring
- Starts working immediately
- Feeds new grass and strengthens/fortifies your existing lawn's root system
- Feed new grass and strengthen/fortify [your/the/existing] grass/lawn/turf/[green space] for faster drought recovery
- Thickens [the] lawn to [help] crowd out weeds/moss
- Feeds up to 2 months!
- Helps develop a deep and dense root system, your lawn's source of strength
- Contains essential nutrients needed for a vigorous lawn
- Promotes root growth and accelerated grass development
- Contains nutrients your new grass needs to thrive
- Use when overseeding to feed new grass and give entire lawn a root development boost
- [0.08% Meso + Fertilizer] helps new grass develop a healthy root system that helps protects it from [heat & drought]/[summer stresses]
- [0.08% Meso + Fertilizer] helps protect new grass from [tough [southern]] [heat & drought]/[summer stresses] [and recover from drought]
- Grow/build a better [***insert any listed grass type***] lawn with/using less water.* *vs an unfed lawn
- Builds/grows/promotes thick green grass/[***insert any listed grass type***] [from the roots up]
- Build stronger/deeper roots [that use water [and nutrients] better/more efficiently]
- Contains timed/controlled/extended/[slow-release] nitrogen [for extended [***insert any listed grass type***] feeding]
- Feed new [***insert any listed grass type***]/grass/lawn.
- Helps feed and strengthen new and existing grass for faster drought recovery
- Feeds new and helps existing grass repair from summer/heat damage to [lawns]
- [Scotts] timed/controlled/extended/slow-release formula/fertilizer spoon-feeds nitrogen
- [Patented/Exclusive timed/controlled/extended/slow/-release formula/fertilizer] builds/grows thick, green [***insert any listed grass type***] lawns from the roots up without burning your lawn [guaranteed]!
- Provides/Delivers the key/essential/critical [macro] nutrients for a lush/thick/beautiful/green/great/strong [Southern/Texas/Florida]/[***insert any listed grass type***] lawn
- Helps protect/replenish your lawn over the winter [and builds a [foundation for a better lawn next spring]/[foundation for long-lasting vitality]/[strong, long-lasting foundation]
- Quick greening and extended feeding [for a lush/thick/beautiful/green/strong/great [Southern/Texas] lawn.]
- See a thicker, greener lawn next spring
- Starts working immediately
- Timed/controlled/extended/slow/-release nitrogen won't burn your lawn [or cause surge growth]
- Helps Promote your/the strongest lawn
- [Contains] Essential nutrients for a[n] better/stronger/more durable/resilient/improved lawn.
- [0.08% Meso + Fertilizer] [Contains essential food/nutrients needed to] establish [s]/grow [s] [new] grass quicker/sooner/faster and thicker
- [0.08% Meso + Fertilizer] [Contains essential food/nutrients needed to] enable [s]/grow [s] [new] grass [to grow/come in/establish] quicker/sooner/faster, thicker and able to endure tougher conditions than an unfed lawn

16/21

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.

- [0.08% Meso + Fertilizer] Provides [a full feeding] [of essential nutrients] that helps/enables/establishes new grass/seedlings/sod [to establish] grass quicker/sooner/faster/thicker and [able to] endure tougher conditions than an unfed lawn
- [0.08% Meso + Fertilizer] Provides [a full feeding] [of essential nutrients] needed to help new grass/seed/sod thrive/[grow a deep and dense root system]/[establish quickly]/[quicker/sooner/faster and thicker/[and better able to withstand tough conditions like heat/drought/high traffic/tough winters than an unfed lawn]
- [0.08% Meso + Fertilizer] Helps new grass withstand tough conditions like heat/drought/high traffic/tough winters than an unfed lawn
- [0.08% Meso + Fertilizer] Accelerates/[Jump starts] grass/seed/sod development [so grass/it establishes quicker/sooner/faster and thicker]
- Accelerates root development so grass grows in thick and able to endure tough conditions than an unfed lawn
- [0.08% Meso + Fertilizer] Improves hardiness of new grass/seed/sod/sprigs/plugs [[to help it]/[and its ability to] endure tough conditions than an unfed lawn]
- [0.08% Meso + Fertilizer] Gives new Texas/Pennsylvania/mountain/coastal/southern /[Pacific Northwest]/Northeast/Midwest/Mid-Atlantic/Southeast/Southwest grass/lawns the food/nutrients they need to withstand [tough conditions]/[tough heat/drought/[high traffic]]/[tough winters] than an unfed lawn
- [0.08% Meso + Fertilizer] Establishes grass quicker/sooner/faster, so you [have fewer days of watering]/[can save water, time and money]/[are able to use less water]
- [0.08% Meso + Fertilizer] makes/enables you [to be] more successful at establishing new grass that is better able to withstand [tough[Texas/Pennsylvania/mountain/coastal/southern/[Pacific Northwest]/Northeast/Midwest/Mid-Atlantic/Southeast conditions] [like heat/drought/[tough winters]/[weeds] than an unfed lawn
- [0.08% Meso + Fertilizer] starts working immediately for thick, green grass in days!
- Contains essential nutrients your lawn needs to establish faster, thicker and [able to] endure tougher conditions than an unfed lawn
- Use with Scotts® Turf Builder® Grass Seed!
- Use when repairing bare areas, overseeding or establishing a new lawn
- Prevents some of the most bothersome weeds like ***insert any listed weed*** without harming new grass seedlings [unlike ordinary crabgrass and broadleaf weed control products]
- [Contains] timed/slow/controlled-release nitrogen for extended, even feeding
- Contains timed/slow-release/controlled/extended release nitrogen [for extended feeding and greening]
- Mixed grass/lawn [type] formula
- New /Improved [Formula]
- Timed/slow/controlled/extended-release feeding
- [Specially] formulated to provide consistent, even feeding over an extended period of time
- Recover, Replenish, Rebuild [with] [0.08% Meso + Fertilizer]
- Works on mixed lawns
- [icon] grass and/or roots, untreated lawn, treated lawn
- A lawn with a deep and dense root system is better able to absorb water and nutrients, so it [needs less]/[makes the most of every drop]!
- Improves lawns ability to absorb water and nutrients [than an unfed lawn.]
- Scotts Water Smart™ fertilizer[s] helps your lawn build strong deep roots that use water more efficiently and can reach down to stores of water in the soil
- [[Scotts] Water Smart™] fertilizer[s] improves lawn's ability to absorb water and nutrients than an unfed lawn
- [Water Smart®] Make[s] the most of every drop™
- Well fed lawns are more efficient at using available water [and nutrients]

Potassium Claims

- Potassium (K) improves plant hardiness & drought resistance
- Potassium (K) For Overall Plant Health
- POTASSIUM – Makes plant strong; [better able to resist drought and extreme heat]/[improves heat &/and drought tolerance]/[helps protect against winter]

Phosphorous Claims

- High phosphorus content for stronger, deeper roots/[root development]

17/21

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.

- Phosphorus (P) For Strong Roots
- Phosphorus (P) improves root growth & plant storage capacity
- PHOSPHORUS – Stimulates root growth;[helps grass multiply]

Nitrogen Claims

- Contains slow release nitrogen for a long lasting green
- Contains slow release nitrogen for extended, even feeding
- Nitrogen (N) contains timed-release for growing a thick green lawn
- Nitrogen (N) For Deep Green Color
- NITROGEN – Essential for plant [and root] growth; [makes grass green] [and/& strengthens roots]

Fall Claims

- [Experts agree], fall is the best [and easiest] time to grow new grass
- Fall is the best [and easiest] time to grow new grass because conditions are ideal for new grass development
- Natural conditions in the fall make it the best [and easiest] time to grow new grass
- Natural conditions in the fall are ideal for root development, making it the best [and easiest] time to grow new grass
- Fall is the best time to prevent weeds and the easiest time to grow new grass
- Fall is the best time to seed/sod /feed/[prevent weeds]/[grow new grass] [new grass]
- Fall is the #1 recommended time to seed/sod/feed/[prevent weeds]/[grow new grass] [new grass]
- Growing new grass in the fall gives it plenty of time to grow strong before summer's/winters's harsh conditions
- Prevents tough [fall/spring] weeds like **insert any listed weed**
- Fall means [Warm Soil] [Cooler Air] [More Precipitation]. 0.08% Meso + Fertilizer works with [these] Fall conditions to build and strengthen roots [protect from Winter] and develop a stronger/better foundation for next year

Weed Claims

- Prevents [crabgrass] /[dandelions]/[chickweed]/[common purslane]/[henbit]/[parsley piert]/[redroot pigweed]/[shepherd's-purse]/[speedwell]/[white clover]/[yellow nutsedge]/[yellow woodsorrel] for up to 6 weeks!
- 0.08% Meso + Fertilizer prevents **insert any listed weed**
- Stops **insert any listed weed**/[listed grassy/broadleaf weeds] before they start
- Improved/better grassy/weed/[**insert any listed weed**] prevention over/than Scotts® Starter® Fertilizer with Crabgrass Preventer
- 0.08% Meso + Fertilizer uses 97.5% less weed control than Scotts® Starter® Fertilizer with Crabgrass Preventer
- New [and Improved] [weed prevention/control] formula/technology
- Patented/Exclusive formula prevents weeds that other seed starting fertilizers with weed preventers miss
- Contains Scotts exclusive [new][active]/[weed prevention technology]
- Contains new weed prevention technology, exclusive to Scotts®!
- Prevents tough weeds like crabgrass, dandelions
- Prevents **insert any listed weed** while feeding new/existing grass
- [0.08% Meso + Fertilizer] [enables you to] prevent[s] new weeds/**insert any listed weed** from ruining your [fresh] new grass!
- The only fertilizer for establishing new grass that [not only] prevents [listed] [crabgrass/grassy weeds]] [but also] [broadleaf weeds] [such as] [**insert any listed broadleaf weed**]
- [Problem solving]/[2 in 1 solution]/[0.08% Meso + Fertilizer] Does what no other seeding/sodding/seed/sod/ [starting] fertilizer [for new grass] can do, [prevents [listed] grassy/**insert any listed grassy weed** and broadleaf [weeds]/**insert any listed broadleaf weed**]/[crabgrass and dandelion]/ [while caring for new grass/seed/sod]
- [Use [0.08% Meso + Fertilizer]] [to] [prevent **insert any listed weed** [while seeding/overseeding/sodding]/[establishing new grass]] [this spring/fall]
- The Scotts best/ultimate seeding/overseeding/sodding /seed/sod [starting] fertilizer that prevents weeds/[grassy/broadleaf weeds]/[**insert any listed weed**] while seeding/[growing/establishing new grass] [this fall/spring]
- [Scotts [0.08% Meso + Fertilizer]] has been developed to prevent [listed] [grassy and broadleaf]/[crabgrass and dandelions] weeds while seeding/overseeding/growing new grass

18/
21

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.

- Prevents problem/fall/spring weeds like ***insert any listed weed*** [when overseeding]/while establishing new grass
- Use 0.08% Meso + Fertilizer to prevent [new weeds] [***insert any listed weed***] [for up to 6 weeks] while establishing thick/lush/durable/new grass
- Creates a barrier that prevents grassy/broadleaf/weeds like ***insert select listed weed*** [for 6 weeks] [while seeding/[establishing/growing new grass]] [from choking new grass]
- [0.08% Meso + Fertilizer] Prevents weed seeds in the soil and those [that come in] from/in the air from growing/spoiling/ruining [your [fresh] new grass] (See back panel for weed list)
- [0.08% Meso + Fertilizer] Prevents weed seeds in the soil and those [that come in] from/in the air [for up to 6 weeks] [while growing fresh new grass] (See back panel for weed list)
- Protects [newly seeded] areas [you are growing grass] from [new weeds]/[grassy and broadleaf weeds] like ***insert any listed weed***
- [Just] one application prevents weeds like ***insert any listed weed*** [for up to 6 weeks] while growing/establishing new grass!
- A better seeding experience* (*vs. Scotts® Starter® Fertilizer with Crabgrass Preventer)
- Prevents [a wide range of]/[some of the most bothersome]/[hard to kill] weeds like ***insert any listed weed*** [while growing/establishing new grass/overseeding]
- Use when overseeding to prevent [a wide range of]/[the most bothersome]/[hard to kill] weeds like ***insert any listed weed*** throughout the lawn [while feeding/growing/establishing new/existing grass]
- Prevents [a wide range of] [ugly] hard to kill weeds like ***insert any listed weed*** [before they take]/[from taking] root in your fresh new/[newly planted] grass
- Prevents [a wide range of] ugly, hard to kill weeds like ***insert any listed weed*** while growing new grass
- Use when overseeding to prevent [a wide range of] ugly, hard to kill weeds like ***insert any listed weed*** throughout the lawn while feeding new/existing grass
- [For a] [strong/thick/beautiful/lush/green] new lawn/grass/turf/green space [protected from new weeds] (See back panel for weed list)
- Enjoy thick [new grass]/lawn, and prevent new weeds! (See back panel for weed list)
- Grow [a] strong/thick/beautiful/lush/green lawn/grass/[green space] and prevent new weeds (See back panel for weed list)
- Grow a stronger/thicker/[more beautiful]/plusher/greener lawn/grass/[green space] and prevent new weeds, guaranteed!* (See back panel for weed list) *vs an untreated lawn
- All you need to grow thick grass, and prevent new weeds (See back panel for weed list)
- [photo] treated, seeded plot
- [photo] untreated, seeded plot

Packaging Claims

- Easy open resealable bag
- Easy open, easy close
- Easy [to] pour
- [Just] flip, tilt, feed
- [Just] shake and/n feed
- [Made for] small/medium/large lawns
- [New] Built-in spreader/applicator
- [New] easy-to-carry handle
- [New] easy-to-carry size
- [Perfect] [size] for small lawns
- Reclosable bag
- Small/medium/large
- Zip close

Seasonal Product Application Claims

[Scotts®] Recommended Annual Feeding/Lawn Care Program

- Plan your feeding schedule
- Choose the right product for 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.

- There's a Scotts® product for every need
- Use any of these products to keep your lawn looking great all season
- How often should I feed my lawn?
- Just like your body needs nutrients to thrive, your lawn needs a regular supply of nutrients to stay thick and strong. So, for a thick, beautiful Scotts lawn that can stand up to heat, drought, wear and tear, we recommend feeding every 6-8 weeks.

To Feed		To Kill Weeds		To Feed		To Kill Bugs		To Prepare for Winter	
Anytime	ICON	Early Spring	ICON	Late Spring	ICON	Summer	ICON	Fall	ICON
		February - April		April - June		June - August		September - November	

-OR-

- [Artwork] [Apply any season if weeds or bugs are not a problem: [Scotts® Turf Builder® Lawn Fertilizer]/[ABN]]
- [Artwork] [Early Spring - February-April - To prevent crabgrass: [Scotts® Turf Builder® with Halts® Crabgrass Preventer]/[Scotts® Super Turf Builder® with Halts® Crabgrass Preventer]/[ABN]]
- [Artwork] [Late Spring - April-June - If weeds are a problem: [Scotts® Turf Builder® with Plus 2® Weed Control]/[Scotts® Super Turf Builder® with Plus 2® Weed Control]/[ABN]]
- [Artwork] [Summer - June-August - If you have bugs: [Scotts® Turf Builder® with SummerGuard®]/[Scotts® Super Turf Builder® with SummerGuard®]/[ABN]]
- [Artwork] [Fall - September-November - [Scotts® Turf Builder® WinterGuard®]/[Scotts® Super Turf Builder® WinterGuard®]/[ABN]]
- [Artwork] [Summer - June-August - If you need a grub control product: [Grub-Ex]/[ABN]]

- For best results, apply [the] Scotts® Annual Lawn [Care] Program
- For best results, apply a Scotts® [lawn fertilizer] product four times a year
- For best results, apply a Scotts® [lawn fertilizer] Annual Program
- Feed four times a year for your best lawn
- Feed regularly [with Scotts®] for your best lawn
- No more guesswork. You simply apply the right product - one step at a time
- Each step designed to the specific season to help give you a greener lawn

Recommended Program Claims

- Scotts® BEST Fertilizer[s]
- Our best annual program
- Gives you a thicker/greener lawn than/vs. regular [*insert Scotts product name*]
- Delivers more greening [power] than/vs. regular [*insert Scotts product name*]
- Lawn Pro®
- Designed for LawnPro® retailers/dealers
- Scotts® BEST annual program
- Four easy steps for/to a better lawn
- [Scotts®] 4 STEP™ Program
- [Scotts®] STEP™ 1 for new grass - use when [growing new grass]/seeding
- Now it's easy for you to have a better lawn
- Start anytime - You can begin the Annual Program anytime of the year. Just check the month and select the appropriate STEP™ product. Apply the remaining products at [two-month intervals]/[recommended times]
- Simple and easy - No more guesswork. You simply apply the right product - one at a time

20/21

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.

- Guaranteed results – Each STEP™ product is designed to the specific season to help give you a greener lawn. Use Step 4 Lawn Fertilizer if weeds or bugs are not a problem.
- [icon] STEP™ 1
- [icon] STEP™ 2
- [icon] STEP™ 3
- [icon] STEP™ 4

SCOTTS ADVANTAGE® PARTICLE TECHNOLOGY

The Scotts Difference – Unlike many fertilizers, every particle of 0.08% Meso + Fertilizer contains:

- Scotts patented timed released nitrogen
- [Phosphorus]
- Potassium

[Artwork: NPK]

The Scotts Advantage®

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

*All-in-One Particles® = nitrogen, phosphorus, potassium and weed preventer ingredient contained in every particle

Note to PM: If this section appears on the Final Printed Label the language will appear in its entirety

Scotts & Your Environment

- We Care – Scotts products are designed with care to grow thicker, greener lawns.
- [Because] 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 on the driveway, sidewalk or street back on to your lawn.
- [Lawn products work in harmony with the environment when used correctly. Read and follow package recommendations and instructions for use.]

Note to PM: If this section appears on the Final Printed Label the language will appear in its entirety

[Water Smart®] Tips for Lawn Care Success

- Feed Regularly For Your Best Lawn. [Regular feedings of 0.08% Meso + Fertilizer will help grow/build a lawn you and your family can enjoy. 0.08% Meso + Fertilizer 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 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.]
- [Gives new grass essential nutrients needed go grow a deep and dense root system that [is better able to absorb water and nutrients [and]]/[make the most of every drop.]/[than an unfed lawn.]]

[Artwork] [[Scotts] Water Smart] Water Smart [Makes the most of every drop.] Well-fed lawns are more efficient at using available water. Feeding with Scotts helps grow/build a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat, drought and other stresses.

Dedicated To A Beautiful World™

Trusted by generations of homeowners, Scotts is dedicated to helping enhance and protect the beauty of your home environment. – Scotts®

2/21

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.

SCOTTS...the lawn people

Lawn success made easy

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. Visit scotts.com or call [*insert phone number*]

Contact the Experts/Learn more at [*insert phone number*]

[Questions/Comments/[Medical] Information]

[phone icon]

[Consumer] Helpline/Hotline/Call [now]: [*insert phone number*]

[computer mouse icon]

Visit our website: [*insert website*]

[SMG Listed NYSE icon]

[Manufactured/Sold/Distributed By/For]

The Scotts Company
14111 Scottslawn Rd.
Marysville, OH 43041

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

WARRANTY / GUARANTEE INFORMATION

Notice: To the extent consistent with applicable law, buyer assumes all risks of use, storage or handling of this product not in accordance with directions.

Scotts [No-Quibble/Consumer] Guarantee[®]

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

-OR-

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.

TRADEMARK/PATENT/COPYRIGHT INFORMATION

U.S. Patent No. X,XXX,XXX patent – **information will be added to FPL**
© 20XX Licensed by The Scotts Company, LLC. World rights reserved.