

OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

November 10, 2025

Chris Zemanek Regulatory Principal, Registrations The Scotts Company 14111 Scottslawn Road Marysville, OH 43041

Subject: Label Amendment – Revised Applicator Directions, Fertilizer Text and Claims

Registration Review Label Amendment – Incorporating Mitigation Measures

from the Registration Review Interim Decision for dithiopyr

Product Name: Snap Pac Fertilizer with Crabgrass Preventer

EPA Registration Number: 538-318

Application Date(s): May 17, 2021, December 16, 2024

Case Number/Decision Number: 482513 (decision 575887), 648840

Dear Chris Zemanek:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

The Agency, in accordance with FIFRA, as amended, has completed reviewing all the information submitted with your application to support the Registration Review of the above referenced product in connection with the dithiopyr Interim Decision. The Agency has concluded that your submission is acceptable.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. The next label printing of this product must use this labeling unless subsequent changes have been approved. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 12 months from the date of this letter. After 12 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

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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 FIFRA 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) lists 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.

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

If you have any questions, please contact Rebecca Lasko at 202-565-2469 or at lasko.rebecca@epa.gov.

Sincerely,

Kable Bo Davis

Kable Bo Davis; Senior Advisor Office of Pesticide Programs Registration Division

Enclosure

The term "this product" used throughout this document may be replaced with the marketed product brand name. Punctuation and plural/singular word forms may be adjusted to allow for grammatical correctness **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.

SNAP PAC FERTILIZER WITH CRABGRASS PREVENTER

ACTIVE INGREDIENT[:]

 Dithiopyr [*]
 0.20%

 OTHER INGREDIENTS [:]
 99.80%

 TOTAL [:]
 100.00%

[*CAS # 97886-45-8]

[[Intended] for [residential] lawn use only]

ACCEPTED 11/10/2025

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. 500,040

538-318

KEEP OUT OF REACH OF CHILDREN CAUTION

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

[XX-XX-XX]

Note to PM: Fertilizer information denoted by "X" will be added to FPL. NPK will not exceed the endpoints tested for in acute toxicology studies.

NET WEIGHT/WT. XX.XX LBS (XX.XX kg)

[Covers XX,XXX sq. ft.]

[Treats [and/& Feed/Fertilizes] XX,XXX sq. ft. / acre]

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

Coverage Examples:

| Bag Weight (lbs.) | Coverage (sq. ft.) | Lbs. Al per acre Dithiopyr |
|-------------------|--------------------|----------------------------|
| 7.25 | 2,500 | • |
| 11.60 | 4,000 | |
| 14.50 | 5,000 | |
| 23.20 | 8,000 | |
| 29.00 | 10,000 | 0.25 |
| 34.80 | 12,000 | 0.25 |
| 40.60 | 14,000 | |
| 43.50 | 15,000 | |
| 46.40 | 16,000 | |
| 52.20 | 18,000 | |

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[FIRST AID AND ENVIRONMENTAL INFORMATION/HAZARDS]

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals[X →

CAUTION: Causes moderate eye irritation. Avoid contact with skin, eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco. Harmful if inhaled. Avoid breathing dust. Remove and wash contaminated clothing before reuse. Prolonged or repeated skin contact may cause allergic skin reactions in some individuals.

| 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 Inhaled [:] | Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. | |
| Call a poison control center or doctor for treatment advice. Have the product container or label with you when | | |

calling poison control center or doctor or going for treatment. [For emergency information Call: 1- 877-465-5161]

Environmental Hazards [:]

This pesticide is toxic to fish and highly toxic to other aquatic organisms including oysters and shrimp. Drift and runoff from treated turf may adversely affect aquatic organisms in adjacent aquatic sites. 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. Do not apply when weather conditions favor drift from treated areas.

GROUND WATER ADVISORY: This chemical has properties and characteristics associated with chemicals detected in groundwater. This chemical may leach into groundwater if used in areas where soils are permeable, particularly where the water table is shallow.

SURFACE WATER ADVISORY: This product may impact surface water quality due to runoff of rainwater. This is especially true for poorly draining soils and soils with shallow ground. This product is classified as having a high potential for reaching surface water via runoff for several weeks after application.

NON-TARGET ORGANISM ADVISORY: This product is toxic to plants and may adversely impact the forage and habitat of non-target organisms, including pollinators, in areas adjacent to the treated site. Protect the forage and habitat of non-target organisms by following label directions intended to minimize spray drift.

DIRECTIONS FOR USE [:]

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

This package applies 2.9 pounds of product per 1,000 sq. ft and 0.25 pounds of Dithiopyr per acre.

Note to PM: IF product will be sold for use only with the cartridge system, therefore calibrating to the correct amount of product automatically. Because of the cartridge system, spreader settings are not required in the following options and will be omitted.

Note to PM: Restrictions will be inserted on FPL within the layout Option chosen.

[Application/Use] RESTRICTIONS

- Do not apply more than 0.5 lb ai/A of dithiopyr per year.
- Maximum single application rate at 0.25 lb a.i./A.
- IN NEW YORK, the maximum application rate of Dithiopyr is 0.25 lb ai/A per year. Do not make more than 1 application of this product to the same area in the same year.
- FOR ALL OTHER STATES, the maximum number of applications is 2 per year. Allow at least a 4 month interval between applications.
- Do not use/apply on Dichondra, or bentgrass lawns.

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APPLICATION/USE PRECAUTIONS

- · People and pets may re-enter lawn after granules are watered in and treated area has dried or dusts have settled
- Do not use grass clippings as mulch around vegetables or fruit trees
- When applying around ponds or other bodies of water, do not apply in windy conditions or where product can run
 off into water
- Use of product on lawns or grass that has been weakened or stressed by drought, excessive temperatures or pests increase chance of injury to grass

Option 1

NOTE TO PM: THIS OPTION IS FOR THE SNAP APPLICATOR WHICH PRE-SET TO THE APPLICATION RATE VIA THE PACKAGING

WHEN TO APPLY

- Wait at least 12 weeks after using this product before reseeding, overseeding or sprigging of grass into areas that have been treated
- In New York, product may be applied only in the early Spring OR early Fall for the prevention of weeds
- In all other states the product may be applied in early Spring and early Fall for the prevention of weeds
- To prevent listed weeds other than crabgrass, application must be made before weeds emerge
- Product will provide up to 5 months control of listed weeds when used as directed, although length of control can be affected by weather, grass conditions and weed pressures

WHERE TO APPLY

Apply [only] to lawns that are well established

HOW TO APPLY

- Each pass should be within 5/X feet of another pass to ensure proper overlap
- [This product] forms a protective barrier on the soil. Raking the lawn will scratch/disturb the barrier and reduce its effectiveness
- For best results, water within 2-3 days after application

WEEDS PREVENTED - Insert weeds from Table 1

Note to PM: Some or all the weeds will appear on the label [with icon].

Option 2

Application [Image Set 9]

- Apply to dry foliage. It is not necessary to water in after application. However, for best results the lawn should receive ¼ to ½ inch of water from rainfall or watering within 2-3 days after application.
- Apply this product in early Spring before the 3rd mowing or before temperatures are regularly in the 80's [(See Map)]. Rain, snow or freezing weather after application will not affect the performance of this product.
- Do not seed or sod for four [growing] months following application. This product can prevent seeds from germinating.
- On newly seeded or sodded areas, wait until grass has been mowed at least 4 times. On newly sprigged areas, wait 5 months before using.
- Do not use on seeded buffalograss in spring of the first year of establishment until the grass is fully green and has
 established new roots.
- Do not apply to shrubs, flower or garden seed beds or plants.
- Allow at least 4-6 weeks between applications of any other product in this Program.
- This product applies 0.25 lbs of dithiopyr per acre.
- Do not apply more than twice a year.

Raking

You may rake your lawn lightly to remove grass clippings or debris. But avoid breaking the soil surface in your lawn for 4 months after application. Heavy raking will disturb the [layer of] soil where the product was applied and reduce the effectiveness.

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Do not enter or allow others to enter the treated area until dust has settled. 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.

One of the following claims will be listed on the FPL followed by any or all weeds may be listed below

- [Weeds controlled / killed [include / including]]
- [Controls / kills [the following] [these] [X insert number of] [common lawn] [weeds]]]:
- [Controls / kills [broadleaf] weeds including:]

WEEDS PREVENTED - Insert weeds from Table 1

Note to PM: Some or all the weeds will appear on the label [with icon].

Option 3

- 1. To prevent the germination / [sprouting] of *Insert weeds from Table 1*, apply to dry foliage in the early spring:
 - before dandelions reach the puffball stage
 - · before the fourth mowing
 - before temperatures regularly reach the 80s
 - before March in southern California; or
 - before mid-March in northern California
- 2. Set spreader to the setting indicated by the chart to the right before applying
- 3. It is not necessary to water it in after application. However, for best results the lawn should receive ¼ to ½ inch of water from rainfall or watering within 2-3 days after application.
- *For heavy infestations a repeat treatment may be used after 6-8 weeks

[For areas with moss problems, such as Pacific Northwest, Crabgrass Preventer Plus Lawn Food can be applied to lawns in the fall to prevent moss from growing.]

This product applies 0.25 lbs of dithiopyr per acre. Do not apply more than twice a year.

What to Avoid

- Do not seed or sod for 4 months following application. This product prevents grass seed from sprouting.]
- Do not rake or aerify for 4 months after application to avoid disturbing the [layer of] soil where the product was applied.
- Do not apply to newly seeded or sodded areas until after the fourth mowing. On newly sprigged areas, wait 5 months before applying this product.
- Except for heavy infestations of spurge, allow at least a 4-months interval between applications of this product.
- Do not use on seeded buffalograss in spring of the first year of establishment until the grass is fully green and has established new roots.
- Do not apply to shrubs, flower or garden seed beds or plants.

Actively growing crabgrass or moss

This product controls crabgrass in its early stages of growth. This product does not control mature crabgrass and other existing weeds. You can kill broadleaf weeds with Scotts Turf Builder with Plus 2/INSERT PRODUCT NAME.

Option 4

[Insert company name] Quick Start Guide]]

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

[Image Set 9]

[1.] Fill & Set Spreader

INSERT TEXT FROM SPREADER SETTING INFORMATION SECTION

[Image Set 9]

[2.] **Apply**

[This product will provide up to 5 months control of listed weeds when used as directed, although length of control can be affected by weather, grass conditions and weed pressures.]

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- Apply [only] to lawns that are well established.
- To prevent listed weeds other than crabgrass, application must be made before weeds emerge.
- [In all other states] the product may be applied in early Spring and early Fall for the prevention of weeds.
- [In New York, product may be applied only in the early Spring OR early Fall for the prevention of weeds.]
- [This product] forms a protective barrier on the soil. Raking the lawn will scratch/disturb the barrier and reduce its effectiveness.

[Image Set 9]

[3.] Clean-Up

Sweep product from hard surfaces onto the lawn [to keep valuable feeding nutrients on the grass.]

[Image Set 9]

[4.] You're Done! What's Next?

Do not allow people or pets to enter the treated area until dusts have settled.

WEEDS PREVENTED - Insert weeds from Table 1

Note to PM: Some or all the weeds will appear on the label.

Option 5

This product applies 2.9 pounds of product per 1,000 sq. ft and 0.25 pounds of Dithiopyr per acre.

[1 –] PREP / HOW MUCH IS ENOUGH? KNOW YOUR LAWN SIZE

Tennis Court Equals ~ 2,800 sq. ft. [Illustration]
Basketball Court Equals ~ 4,200 sq. ft. [Illustration]
Standard Parking Space Equals ~ 300 sq. ft. [Illustration]

Example Illustration



OR

To determine the square footage of your lawn, walk the length and width of your lawn; one average pace equals about 3 feet. Multiply the length of the lawn by the width of the lawn. This equals the area of your lawn. If measuring multiple sections of your lawn, add the figures together to reach your total lawn size.

OR

[1][MOW [Image Set 9]]

If grass is tall enough to touch bottom of spreader, give it a [quick] cut a day or two before application.]

2 - APPLY[Image Set 9]

[This product will provide up to 5 months control of listed weeds when used as directed, although length of control can be affected by weather, grass conditions and weed pressures.]

- Apply [only] to lawns that are well established.
- To prevent listed weeds other than crabgrass, application must be made before weeds emerge.
- [In all other states] the product may be applied in early Spring and early Fall for the prevention of weeds.
- [In New York, product may be applied only in the early Spring OR early Fall for the prevention of weeds.]

INSERT TEXT FROM SPREADER SETTING INFORMATION SECTION

WEEDS PREVENTED - Insert weeds from Table 1

Note to PM: Some or all the weeds will appear on the label [with icon].

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Option 6

[Quick Start Guide [:No Green Thumb Required] // Easy Steps to a Scotts Lawn // Quick Lawn Makeover: No Green Thumb Required]

[1]Set [it.] [Image Set 9]

INSERT TEXT FROM SPREADER SETTING INFORMATION SECTION

[2]Spread [it.] [Image Set 9]

[Product will provide up to 5 months control of listed weeds when used as directed, although length of control can be affected by weather, grass conditions and weed pressures.]

Where to Apply / Grass Type(s) / [Safe] For Use On

• [Grass Type(s):] [Safe to] use on / for use on: Bahiagrass, Bermudagrass, Bluegrass, Centipedegrass, Fescue, Ryegrass, St. Augustinegrass or Zoysiagrass [lawns].

When to Apply / Application Timing / Best Practices / For Best Results / Weeds, Warm/Weather/Season, Dry Grass

- [Weeds:] To prevent listed weeds other than crabgrass, application must be made before weeds emerge
- [Warm][Weather/Season(s)/Insert Season(s) Name:]

Apply [in warm weather/*insert season(s)*,] when daytime temperatures are consistently between 60°F - 90°F.

[For best results,] apply when [the weather] is/it's warm [outside].

OR

Apply in warm weather [for best results/effectiveness]

- · Apply [only] to lawns that are well established
- [In all other states] the product may be applied in early Spring and early Fall for the prevention of weeds.
- [In New York, product may be applied only in the early Spring OR early Fall for the prevention of weeds.]
- [Dry Grass:]

Apply when grass is dry. This product for best results, should be watered within 2-3 days after application.

[Scotts [expert] [scientist] Recommended Tips // Do's & Don'ts]

• [Mow tall grass a day or two before application.]

[3]Done.[Image Set 9]

[Final Stretch

You are on your way to a greener lawn]

Sweep [it] [up]

Sweep product form hard surfaces onto the lawn [to keep lawn food on the lawn]

OR

 If lawn food has landed on hard surfaces, sweep product onto the lawn. You want to feed the lawn, not the concrete.

AND/OR

• [This product]/Snap Pac Fertilizer with Crabgrass Preventer forms a protective barrier on the soil. Raking the lawn will scratch/disturb the barrier and reduce its effectiveness.]

Store [it]

Keep in a dry place, away from / out of reach of children

[Let it] Settle / Enjoy It

Do not allow people or pets to enter the treated area until dusts have settled OR People and pets may enter
the area after dusts have settled

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WEEDS PREVENTED - Insert weeds from Table 1

Note to PM: Some or all the weeds will appear on the label [with icon].

Option 7

[Quick Start Guide [:No Green Thumb Required] // Easy Steps to a Scotts Lawn // Quick Lawn Makeover: No Green Thumb Required]

[1]Set [it.] [Image Set 9]

INSERT TEXT FROM SPREADER SETTING INFORMATION SECTION

[2]Spread [it.] [Image Set 9]

[Product will provide up to 5 months control of listed weeds when used as directed, although length of control can be affected by weather, grass conditions and weed pressures.]

Where to Apply / Grass Type(s) / [Safe] For Use On

• [Grass Type(s):] [Safe to] use on / for use on: Bahiagrass, Bermudagrass, Bluegrass, Centipedegrass, Fescue, Ryegrass, St. Augustinegrass or Zoysiagrass [lawns].

When to Apply / Application Timing / Best Practices / For Best Results

 [Ideal Application:] Apply/Spread to/onto dry grass, during warm weather [when temperatures are consistently][between 60 °F and/- 90 °F]

OR

[For Best Results] Apply to dry grass, when weather is warm [and temperatures are consistently between 60
 °F and/- 90 °F]

OR

- Apply to dry grass, when weather is warm [and temperatures are consistently between 60 °F and/- 90 °F]
- To prevent listed weeds other than crabgrass, application must be made before weeds emerge
- Apply [only] to lawns that are well established
- For best results, water within 2-3 days after application

[SEASON INFORMATION]

- [Apply in [INSERT SEASON(s)]]
- [In all other states] the product may be applied in early Spring and early Fall for the prevention of weeds.
- [In New York, product may be applied only in the early Spring OR early Fall for the prevention of weeds.]

[Scotts [expert] [scientist] Recommended Tips // Do's & Don'ts]

• [Mow tall grass a day or two before application.]

[3]Done.[Image Set 9]

[Final Stretch

You are on your way to a greener lawn]

Sweep [it] [up]

- Sweep product form hard surfaces onto the lawn [to keep lawn food on the lawn]
 OR
- If lawn food has landed on hard surfaces, sweep product onto the lawn. You want to feed the lawn, not the
 concrete.

AND/OR

 [This product]/Snap Pac Fertilizer with Crabgrass Preventer forms a protective barrier on the soil. Raking the lawn will scratch/disturb the barrier and reduce its effectiveness.]

Store [it]

Keep in a dry place, away from / out of reach of children

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[Let it] Settle / Enjoy It

Do not allow people or pets to enter the treated area until dusts have settled OR People and pets may enter the area after dusts have settled

WEEDS PREVENTED - Insert weeds from Table 1

Note to PM: Some or all the weeds will appear on the label [with icon].

END OF OPTIONS

[Watering

For best results, water within 2-3 days after application.]

[Seeding/Sodding/Sprigging

- Wait at least 12 weeks after using this product before reseeding, overseeding or sprigging of grass into areas that have been treated
- Mow new grass at least 3 times before applying.]

STORAGE AND DISPOSAL [11:1



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

PESTICIDE CONTAINER DISPOSAL: Non-refillable 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.

END OF DIRECTIONS FOR USE

COMPANY & WARRANTY 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.

OR

NOTICE: To the extent consistent with applicable law, buyer assumes all responsibility for safety or use not in accordance with directions.

OR

NOTICE TO CONSUMERS: We warrant that we labeled this product as required by state/federal regulations and that the product confirms with the label description. However, we sell the product "AS IS", including WITHOUT OTHER WARRANTIES, EXPRESSED OR IMPLIED. We deny IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE and otherwise. You assume ALL RISK AND LIABILITY resulting from using this product. By using this product, YOU agree OUR LIABILITY IS LIMITED TO YOUR PURCHASE PRICE, AND IT DOES NOT INCLUDE CONSEQUENTIAL OR INCIDENTAL DAMAGES. YOUR ABOVE REMEDY IS EXCLUSIVE. If you do NOT accept the terms of this NOTICE, send an original receipt, unopened product(s) and explanation to the address below. Upon verification, we will refund your purchase.

[Distributed/Sold [and][/] Guaranteed by:] The Scotts Company

14111 Scottslawn Rd.

Marysville, OH 43041

EPA Reg. No. 538-318

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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TABLE 1 – WEEDS PREVENTED

| TABLE 1 - WEEDST REVENTED | | | | |
|---------------------------|-------------------------------------|-------------------------------------|--------------------|----------------------|
| [Pre- and Early | Crabgrass [smooth, large, Southern] | | | |
| Post- | | | | |
| Emergent] | | | | |
| | Annual Bluegrass | Chickweed | Henbit | Sandbur |
| [Pre-Emergent] | Annual Ryegrass | Common Lespedeza | London Rocket | Shepherd's purse |
| | Barley | Common Purslane | Marestail | Smutgrass [seedling] |
| | Barnyardgrass | Corn Speedwell | Mustard | Spotted Spurge |
| | Bittercress | Crabgrass [smooth, large, Southern] | Parsley-piert | Yellow Foxtail |
| | Brome | Creeping Oxalis | Pineapple-weed | Yellow Woodsorrel |
| | Buttercup Oxalis | Crowfootgrass | Prostrate Spurge | |
| | Carolina Geranium | Goosegrass | Prostrate Knotweed | |
| | Carpetweed | Green Foxtail | Redroot Pigweed | |

SPREADER SETTING OPTIONS & INFORMATION

The following are format options to present spreader setting information within the Directions for Use section of the Final Printed Label. Appropriate spreader settings, spreader brand names, and coverage will be inserted on Final Printed Label.

SNAP PAC OPTION

APPLICATOR SET UP [AND INFORMATION]

Snap Pac Fertilizer plus Crabgrass Preventer/Insert Product Name

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

[Image Set 21]: Connect/Snap [Place into Spreader]

[Image Set 21]: Lock [Flip lever to lock in place]

[Image Set 21]: Apply/Go [You're ready to go]

[Image Set 21]: [EdgeGuard/Feature/Control]

[Image Set 21]: [[Finish] [&] [Store]] See back panel for Setup Guide

- [Lock/Snap & Go] [Snap® / Pac /cartridge connects directly to the [insert 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 Snap® / Pac /cartridge into place**] [Snap® / Pac /cartridge 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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TRADITIONAL SPREADER OPTIONS

NOTE to PM: The following are optional formats and text related to spreader setting and use information may be used within the Directions for Use Options of the Final Printed Label. This could be stand alone or within the layout option under the heading Fill & Set Spreader, Apply, or Walk AT A STEADY PACE. Appropriate spreader settings, spreader brand names, and coverage will be inserted on Final Printed Label.

[Spreader Settings/ How to Apply / Spreaders and Calibrations / Spreading Tips]

Apply 2.9 lbs. of product per 1,000 sq. ft. / This package/bag applies 2.9 lbs. of product per 1,000 sq. ft.

[This product applies X lbs N/ 1000 sq. ft.]

[Covers/Treats xx,xxx sq. ft.]

[Illustrations of spreaders, settings and patterns]

| [Makes and Models][Spreader] | [Spreader Settings:] |
|---|----------------------|
| Scotts Broadcast /Rotary Spreaders | [XX] |
| [Scotts Basic [™] , Standard [™] , Deluxe [™] EdgeGuard®, Lawn Pro® or SpeedyGreen®/ | |
| insert brand name] | |
| Scotts EasyGreen® /insert brand name | [XX] |
| Scotts Drop Spreaders | [XX] |
| [Scotts AccuGreen®/ insert brand name] | |
| Scotts Wizz Spreaders [ILLUS][Spreader] | [XX] |
| Spreader Name | [XX] |

OR

[FILL & SET SPREADER]

[Fill and set spreader according to the table below.]

| [Scotts] Broadcast/Rotary Spreaders | Setting [X] |
|-------------------------------------|-------------|
| [Scotts] Drop Spreaders | Setting [X] |
| [Scotts Wizz Spreader] | Setting [X] |
| [Scotts Whirl Spreader] | Setting [X] |
| [Scotts Elite Spreader] | Setting [X] |
| Scotts (insert spreader brand name) | Setting [X] |

Optional Text for addition with Broadcast/Rotary Spreaders

- 1. Line up each pass approximately 5'/X' [5/X feet] from wheel track.
- 2. Make each pass about 5'/X' [5/X feet] from previous pass to overlap spread width.
- 3. Shut off spreader anytime you stop. For complete coverage make each pass about 30/X inches from the previous one so some overlapping occurs. [Avoid applying this product on flower, vegetable and shrub plantings.]

Optional Text for addition with Drop Spreaders

- 1. Align [hopper] arrow with previous wheel track [to ensure even coverage].
- 2. Mow lawn first if grass is tall enough to touch the bottom of the spreader. First apply two header strips. Then operate spreader the longest way of the lawn. Overlap wheel marks to insure uniform feeding. Shut off spreader when you have reached the header strips or stopped.

OTHER SPREADER TEXT

Note to PM: The following are additional statements which may be used with the spreader setting options above or in addition with Directions for Use text. Text may be presented in paragraph form under the headings – Spreader Settings / How to Apply / Spreaders and Calibrations / Spreading Tips / Directions.

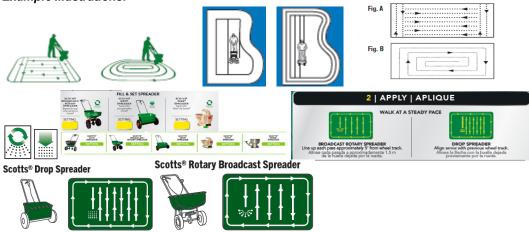
- Apply header strips [around perimeter of lawn then apply product in longest direction of lawn].
- [Then] Apply product in longest direction of lawn.
- Close/Shut off spreader when filling, stopping or turning
- First apply two header strips. Then operate spreader the longest way of the lawn.
- For additional spreader settings, [please] call 1-800-543-TURF (8873)/insert company phone number
- For best results, use a Scotts® spreader. [When you apply walk at a steady pace.]

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- For even application walk at a steady pace slightly overlapping each pass.
- How much is enough? /How to Measure Your Lawn/Determine Size to be Treated/Measuring your lawn
 To determine the square footage of your lawn, walk the length and width of your lawn; one average pace equals
 about 3 feet. Multiply the length of the lawn by the width of the lawn. This equals the area of your lawn in
 measure square areas, then add the figures together to reach your total lawn size. [NOTE: If your lawn has an
 irregular shape, measure square areas, then add the figures together to reach your total lawn size.]
- It is recommended that you calibrate your spreader before application since manufacturer's settings can vary among the same model of spreader.
- Mow lawn first if grass is tall enough to touch the bottom of the spreader.
- Non-Scotts spreader settings are approximate. You may need to adjust for proper coverage.
- Overlap wheel marks to ensure uniform feeding.
- Scotts/Insert brand name Drop Spreaders: Align hopper arrow with previous wheel track.
- Scotts / Insert brand name Broadcast/Rotary Spreaders: Line up each pass approximately 5 ft. from wheel track.
- Scotts / Insert company name products are designed to work with Scotts / insert company name spreaders/applicators.
- Shut off spreader anytime you stop [or each time you reach header strip.]
- Shut off spreader each time you reach a header strip.
- This package should cover 5,000/XXXX sq.ft. (for example, 50/XX ft. X 100/XX ft.).
- Use [only] with Scotts /*Insert company name* spreaders/applicators.
- Walk at a steady pace

Note to PM: Below are Illustrations and example layouts of spreaders, settings and patterns to be used in association with Spreader Setting Options & Information Example Illustrations:



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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.

| INSERT PRODU GUARANTEED | 1 | [FXXX (insert FL Fertilizer License No.)] |
|----------------------------|---------------------------------------|---|
| Total nitrogen (N | | XX% |
| X.X% | ammoniacal nitrogen | |
| X.X% | urea nitrogen | |
| X.X% | · · · · · · · · · · · · · · · · · · · | |
| X.X% | water insoluble nitrogen | |
| Available phosph | | X% |
| Soluble potash (l | √ ₂ O) | X% |
| Calcium (Ca) | | X% |
| Magnesium (Mg) | | X% |
| | water soluble magnesium (Mg) | |
| X.X% | chelated magnesium (Mg) | |
| Sulfur (S) | | X% |
| | ombined sulfur (S) | |
| | ee sulfur (S) | |
| Boron (B) (Total) | | X% |
| Copper (Cu) (To | | 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) | | X% |
| X.X% | water soluble manganese (Mn) | |
| X.X% | chelated manganese (Mn) | |
| Molybdenum (Mo | o) | X% |
| Zinc (Zn) (Total) | | X% |
| X.X% | water soluble zinc (Zn) | |
| X.X% | chelated zinc (Zn) | |
| [Chlorine, not mo | ore than | X%] |

Derived from: insert ingredients as required to comply with State fertilizer regulations

[FXXX (insert FL Fertilizer License No.)]

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

Check with your local Cooperative Extension Agency to obtain specific information on local turf best management practices [for feeding your lawn]. Check with your county or city government to determine if there are local regulations for fertilizer use.

^{*}Contains X.X% slowly available insert source of slowly available nitrogen consistent with State fertilizer regulations

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OPTIONAL LANGUAGE FOR FLORIDA FERTILIZER APPLICATIONS

Note to PM: The following fertilizer text will be inserted in accordance with applicable state fertilizer guidelines.

[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 [and zoysia lawns], do not exceed rate of 3 lbs. of Nitrogen per 1,000 sq. ft. in the north.

OR

4 annual feedings with the exception of bahiagrass and centipedegrass (2 feedings in the north and 3 feedings in the central and south).

OR

4 annual feedings with the following exceptions: On centipedegrass do not exceed 2 feedings in the north and 3 feedings in the central and south. On bahiagrass and zoysiagrass do not exceed 3 feedings in the north.

North Florida is north of Ocala. Central Florida is defined as south of Ocala to a line extending from Vero Beach to Tampa. South Florida includes the remaining southern portion of the state.

OR

North Florida is defined as north of a line extending from Cedar Key to Daytona Beach. Central Florida is defined as south of the line extending from Cedar Key to Daytona Beach to a line extending from Tampa to Vero Beach. South Florida includes the remaining southern portion of the state

ADDITIONAL STATE FERTILIZER TEXT

[In MS/insert state name,] this product is considered a low analysis fertilizer]

[In Maryland/insert state name,] do not apply this product at more than X lbs. per 1,000 sq ft.]

[Apply only to actively growing turf.][Do not apply near water, storm drains or drainage ditches.][Do not apply if heavy rain is expected/][Apply this product only to your lawn, and sweep any product that lands in the driveway, sidewalk, or street, back onto your lawn.]

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OPTIONAL TEXT AND CLAIMS

NOTE TO PM:

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"

References to this product may be replaced by appropriate alternate or supplemental product names. References to the Scotts Brand may be replaced with appropriate alternate brand.

The following claims may be preceded by "new" or "now" for six (6) months from the first date of shipment to a customer in accordance with Federal and State Registrations

Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

The following may be substituted in all instances and vice versa:

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"fertilizer" and "food"
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"lawn","turf", "turfgrass", "yard" and "grass"

"and" and "&"

"plus" and "+".

Numbers in claims may be represented numerically or spelled out.

Optional Grass Type Statements

- Do not apply to/use on Dichondra, or bentgrass lawns
- · Not for use on Dichondra, or bentgrass lawns
- [Grass Types:] [Safe][For]Use on Bahiagrass, Bermudagrass, Bluegrass, Centipedegrass, Fescue, Ryegrass, St. Augustinegrass or Zoysiagrass lawns [only].
- [Grass Types:] [Safe][For] Use only on Bahiagrass, Bermudagrass, Bluegrass, Centipedegrass, Fescue, Ryegrass, St. Augustinegrass or Zoysiagrass lawns.

GENERAL CLAIMS

- 1. Dependable traditional Scotts quality
- 2. [Designed] for Bermudagrass
- 3. [Designed] for Southern/Texas lawns
- 4. Experience / Get the Scotts Advantage™
- 5. Formulated for the home environment
- 6. Golf course results for your home lawn!
- 7. Lawn Success Made Easy
- 8. Save Money
- 9. Simple and easy
- 10. Stop! Read the entire label first. Observe all precautions and follow directions carefully.
- 11. Now its easy for you to have a better lawn
- 12. Nurture Cycle
- 13. Scotts best for a Picture-Perfect lawn
- 14. The Scotts Difference
- 15. The Ultra/Select Turf Builder Advantage
- 16. The Turf Builder Ultra/Select Advantage

^{**} When used according to manufacturer's directions OR when used as directed

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APPLICATION RELATED CLAIMS

- 17. APPLICATION: (See back for details)
- 18. Apply in [early/late] Spring [and [early/late] Fall]
- 19. Apply product to dry grass and then water it in within 2-3 days to create a barrier on the soil
- 20. Apply in [early/late] spring, summer, or fall.
- 21. Apply anytime February through April
- 22. Apply after winter when grass is growing
- 23. Apply early in the spring for season-long prevention
- 24. Apply in early spring when grass is growing
- 25. Apply in Early / Late Spring [: February April or FEB / MAR / APR]
- 26. Easy to apply!
- 27. [Evenly dispersed] particles provide [better] crabgrass prevention [and more consistent feeding]
- 28. For best results, water lawn within 2-3 days after application
- 29. For best results, if planning to seed, sod, or sprig, wait at least 12 weeks after you have applied
- 30. [Early/Late] Spring/Summer/Fall [Image Set 2]
- 31. One application provides season long control/prevention
- 32. One application prevents/controls crabgrass [and other listed weeds] from growing for [up to] 5 months
- 33. One application prevents/controls crabgrass [and other listed weeds] for a season
- 34. Non-Burning* Formulation
- 35. [Improved] Non-Staining Formulation/Formula
- 36. Not for newly seeded areas. [* (*See back for appropriate products to use when seeding)]
- 37. Regular feeding/fertilizing is the most effective way to build a strong[, healthy] lawn that prevents future problems. Feed/Fertilize [up to] 4/X times a year for a lawn you'll love. [Guaranteed*]!
- 38. Results with one application
- 39. Use before or after germination of crabgrass for pre-emergent and early post-emergent prevention/control
- 40. Won't Burn**
- * When used according to manufacturer's directions **OR** when used as directed
- [†] [backed by the] *Insert Company/brand* [No Quibble] Guarantee *OR* see back for details **NOTE** *To PM: See text options in Guarantee sections of claims*

PESTICIDAL CLAIMS

- 41. [Also] Controls/Prevents other grassy and broadleaf weeds such as insert any weed from weed list and other weeds*
- 42. Apply early in the spring for [up to] 5 month prevention
- 43. [To prevent crabgrass] apply Crabgrass Preventer Plus Lawn Food in Early/Late Spring [(February to April)]. Effective pre-emergent control of crabgrass and other grassy weeds. Provides a regular turf feeding
- 44. [To prevent weeds] apply Scotts® Phosphorus-Free Fertilizer with Weed Control Anytime Broadleaf Weeds are Actively Growing
- 45. Controls/Prevents/Halts crabgrass [up to 5 months]
- 46. Controls/Prevents/Halts crabgrass all season
- 47. Controls/Prevents/Halts crabgrass and other weeds*/weed grasses*
- 48. Controls/Prevents crabgrass, oxalis, spurge, chickweed, henbit, and other weed grasses and broadleaf weeds*
- 49. Controls/Prevents/Halts crabgrass for [up to] 5 months/150 days [after germination]
- 50. Controls/Prevents the following /these common/grassy weeds: [insert any weed from weed list]
- 51. Controls/Prevents X (insert number corresponding to weeds listed on FPL) [of] common/grassy weeds
- 52. Controls/Prevents [grassy] weeds such as/including insert any weed from weed list
- 53. Crabgrass control for home lawns
- 54. Delivers pre and early post-emergent crabgrass control
- 55. Effective pre-emergent control of *insert any weed from weed list* and other grassy and broadleaf weeds*.
- 56. Fall applications prevent moss, *Poa annua*, and chickweed
- 57. Halts Crabgrass [Preventer]
- 58. Highly effective pre-emergent control of *Insert any weeds from weed list* and other grassy [and broadleaf] weeds*
- 59. [Improved] non-staining formula with longer crabgrass control**
- 60. [Improved] formula with longer crabgrass control**
- 61. Pre- and Post-Emergence control/prevention of crabgrass
- 62. Prevents and controls weeds at the right time
- 63. Prevents/Halts crabgrass all season [for up to 5 months]
- 64. Prevents/Halts crabgrass for [up to] 5 months

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- 65. Prevents crabgrass and [1.....27] other problem weeds*
- 66. Prevents/Halts Crabgrass from Germinating [sprouting]
- 67. Prevents *Insert any weeds from weed list* all season long [for up to 5 months]
- 68. Prevents [nutrient-stealing] *Insert any weeds from weed list* [all season] [for up to 5 months] so the grass gets the food / nutrients it needs
- 69. Provides [up to] 5 month control of crabgrass and other weeds*
- 70. Spring applications prevent *Insert any weeds from weed list*
- 71. Starts working immediately!
- 72. Stops crabgrass and [many] other weed grasses and broadleaf weeds* before they start
- 73. Stops crabgrass before it starts / sprouts / invades [and protects / prevents all season][!]
- 74. This product will prevent crabgrass up to the first tillering, which is when crabgrass is first visible in lawn or turf.
- 75. This product will provide season long Crabgrass prevention, up to 5 months when used as directed, although length of control can be affected by weather, grass conditions and weed pressures.
- 76. [Up to] 5 months of crabgrass and weed control/prevention
- 77. Weeds controlled/prevented include insert any weed from weed list
 - * as listed
 - ** vs. Insert Scotts Product name

COMBINATION CLAIMS

- 78. 2 in 1 Prevents crabgrass and greens your lawn
- 79. Apply the first treatment anytime February through April to prevent weeds* and to fertilize. Apply the second treatment eight weeks later to control weeds* and to fertilize through the summer [These two applications replace three regular applications of fertilizer.]
- 80. Crabgrass and other listed weeds will be prevented for [up to] 5 months and your lawn will be greener in one/X week (4/X-6/X days)
- 81. Crabgrass preventer plus lawn fertilizer for established lawns
- 82. Controls/Prevents crabgrass all season [for up to 5 months] and feeds grass
- 83. Controls/Prevents weeds* while feeding/fertilizing your lawn
- 84. Controls/Prevents weeds* and feeds/fertilizes your lawn
- 85. Controls/Prevents *Insert any weeds from weed list* (and other problem weeds see back) plus fertilizes/feeds.
- 86. Early Season Lawn Fertilizer and Crabgrass Preventer
- 87. Lawn Food with/ + Weed Control/Preventer
- 88. Prevents Insert any weeds from weed list while greening your lawn without rapid, extreme growth
- 89. [Provides] Nutrition + crabgrass fighting power
- 90. Stops crabgrass and other weeds* before they sprout and feeds/fertilizes your lawn
- 91. Stops crabgrass and other weeds* before they sprout and helps make your lawn its thickest, greenest ever
- 92. This is the only fertilizer or weed control you will need until fall
- 93. This simple 2-treatment program eliminates the confusion over what and when to apply for a thick, green, weed-free lawn . . . guaranteed**
- 94. This product provides nutrients your lawn needs to grow thick and green while forming a protective barrier on the soil that blocks crabgrass and other weeds* from growing

FERTILIZER CLAIMS

- 95. Alfalfa Meal [Icon]
- 96. All the nutrients your lawn needs in one application/bag/step
- 97. Always add essential/vital minerals/nutrients
- 98. [Achieve/build/grow] [a] thick, [green,] lawn [with/ with our] [vital/essential minerals]
- 99. [A] thick, green lawn [easily] achieved with [vital/essential] minerals/nutrients
- 100.A thick, green lawn in days
- 101.A thicker, greener lawn guaranteed[∞]!
- 102.Boost/improve/strengthen/enhance your/the lawn with included/added natural ingredients/nutrients
- 103.Helps boost/improve/maximize lawn's efficiency of taking in/absorbing/soaking up/using/drinking/drinking up/consuming water and nutrients****
- 104.[A] boost of greening power
- 105. Builds strong, deep [grass] roots [to protect from drought and heat]

^{*} as listed

^{**}NOTE To PM: See text options in Guarantee sections of claims

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- 106.Builds thick, green turf from the roots up [without burning your lawn***] [Image Set 4]
- 107. Builds [a] thick, green turf [without burning***] [Image Set 4]
- 108.Build [a] thick, green lawn
- 109. [Builds/Grows a] Strong, vibrant/green lawn
- 110.Build/Grow [a] Healthy** [green] lawn [with rich soil]
- 111. Builds stronger, deeper roots for more effective water use
- 112. Builds Thick, Green Lawns
- 113. Builds thick, green turf from the roots up without burning your lawn
- 114. Contains time-released nitrogen for prolonged, even feeding
- 115. Contains both readily available nitrogen for quick green up and controlled release nitrogen for uniform growth and extended feeding
- 116. Contains Poly-S™ exclusive controlled release nitrogen
- 117. Controlled release feeding up to 8/X weeks
- 118. Deep feeds your lawn with essential nutrients
- 119. Delivers nutrients for root growth and extended feeding
- 120. Efficient intake/absorption/use of water and nutrients****
- 121. Encourages early spring green-up
- 122.Enhance[s] lawn [quality] and soil vigor/quality [with included natural/plant-derived ingredients/nutrients]
- 123. Essential Minerals [:] [Insert Fertilizer Nutrient(s)] for a thicker, greener, more resilient lawn.
- 124.[Essential Minerals] [Insert Fertilizer Nutrient(s)] [work to] build/grow [a] thick, green, [resilient] lawn
- 125.[Essential Minerals] [Insert Fertilizer Nutrient(s)] revive lawn from summer damage and defend against winter stress
- 126.[Essential/Vital/Key] Minerals strengthen/nourish/feed [the] lawn for [a] bold/vibrant color [and [to] crowd out\$/block\$ [against/from] [future] weeds]
- 127.[Essential/Vital/Key] Minerals strengthen/nourish/feed to build [a] thick, green lawn [that crowds out\$/blocks\$ [against/from] [future] weeds]
- 128. [Essential/Vital/Key] Minerals strengthen/nourish/feed to thicken [and green] the lawn [and crowd out\$/block\$ [against/from] [future] weeds]
- 129.[Essential/Vital/Key] Minerals strengthen/nourish/feed [the] lawn to crowd out\$/block\$ [against/from] [future] weeds [and enhance/deepen [the] [green] color]
- 130.[Essential/Vital/Key] Minerals strengthen/nourish/feed [the] lawn to crowd out\$/block\$ [against/from] [future] weeds
- 131.[Essential/Vital/Key] Minerals for [a] [vibrant/deep] green lawn [and] to/that crowd(s) out^s weeds
- 132. [Essential/Vital/Key] [Minerals] build(s) [a] thick, green lawn to crowd out [holock] [against/from] [future] weeds
- 133.[Essential/Vital/Key] [Minerals] build(s) [a] strong lawn and/to/that crowd out/block\$ [against/from] [future] weeds
- 134.[Essential/Vital/Key] Minerals [work to] build/grow [a] thick, green, lawn [by crowding out^{\$}/blocking^{\$} [against/from] [future] weeds]
- 135. Essential/Vital/Key] Minerals [help] grow a [strong] thick, green lawn [that crowds out\$/blocks\$ [against/from] [future] weeds]
- 136. [Essential/Vital/Key/Necessary] Minerals grow/build [vibrant,] thick [green] lawn [that crowds out\$/blocks\$ [against/from] weeds]
- 137. Even feeding and greening
- 138. Even particle distribution for even feeding and greening
- 139. Every particle of this product contains Scotts® patented timed-release nitrogen plus phosphorus, potassium, and weed control. (See back for details.)
- 140. Extended feeding to green and thicken your lawn through spring and summer
- 141.Feed regularly for your best lawn
- 142.[Feeds] for [a] [thick,] green lawn
- 143. Feeds your lawn with time-released nitrogen for extended greening
- 144. Feeds for a fast green-up after winter
- 145. Feeds grass for a healthier/ greener lawn
- 146. Feeds grass to give you a healthier/ greener lawn
- 147. Feeds [and greens] for [a] fast green up [after winter]
- 148.Feeds to strengthen helps lawn stand up to heat, drought and wear and tear
- 149. Feeds/Greens Fast green up after winter
- 150. Feeds your/the lawn [essential/vital/key] minerals for [a] thick[, green/vibrant] grass
- 151.Feeds your/the lawn [essential/vital] minerals for [a] thick[, green/vibrant] grass that [will] crowd(s) out\$/block(s)\$ [against/from] [future] weeds
- 152. Formulated with/Contains [Scotts®] Poly-S® technology for longer lasting greening/feeding
- 153. Get your lawn off to a strong start this spring!
- 154. Gives visible results with one application!

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- 155. Gives you a thicker, greener lawn than [regular] Insert Scotts' Product Name
- 156. Green lawn brought to you by essential minerals
- 157. Greens fast & lasts
- 158. Greens & Feeds Fast green up after winter
- 159. Greens & Feeds for a fast green up after winter
- 160. Greens in 72/X hours [and promotes thick, green growth]
- 161.Green[er] Grass Above [Image Set 4] [vs unfed lawn]
- 162. Greening lasts for months
- 163. Grows strong roots
- 164.Grow(s) [a] healthy** lawn with rich soil [with [included] plant-derived/natural nutrients/ingredients]
- 165. Guaranteed not to burn your lawn!***
- 166. Healthier lawns made easy
- 167.Healthy** lawn + [nutrient] rich soil
- 168. Helps build a stronger, deeper root system.
- 169. Helps build a rich green lawn to start your season
- 170. Helps build a tick green lawns that blocks out future weeds
- 171.Helps lawn lock-in / retain / hold moisture / water to protect against heat and drought****
- 172.Helps enhance/improve water and nutrient uptake/absorption/intake/use/consumption****
- 173.Helps enhance water and nutrient intake/absorption/use****
- 174.Helps improves/enhance [the] lawn's [ability to] intake/absorption/use/drink up/consumption [of] water and nutrients****
- 175.Helps your lawn/grass take in/absorb/soak up/use/drink/drink up water and nutrients more effectively****
- 176.Improve(s)/Boost(s)/Enhance(s)/Promotes lawn and soil quality/vigor [with [included] plant-derived/natural nutrients/ingredients]
- 177.Improves the lawn's ability to take in/absorb/soak up/use/drink/drink up/consume water and nutrients****
- 178.Improved/Strong water and nutrient intake/absorption/use/consumption****
- 179.Improve soil quality with plant derived [soil] nutrients/conditioner/amendment [with included **INSERT FERTILIZER INGREDIENT(s)**].
- 180. [Image Set 11] Improves lawn's ability to absorb water & nutrients
- 181. Includes/Contains nutrients/ingredients from plants for plants
- 182.Includes/Contains Plant-derived/Natural ingredients/nutrients [to] build/grow/for a healthy** [, green] lawn
- 183.Includes/Contains Plant-derived/Natural ingredients/nutrients improve/boost/enhance/promote quality of lawn and soil
- 184.Includes/Contains Plant-derived/Natural ingredients/nutrients to improve/boost/enhance/promote lawn and soil quality/vigor
- 185.Includes/Contains Plant-derived/Natural ingredients/nutrients to grow a healthy**, [thriving] lawn
- 186.Includes/Contains Plant-derived/Natural ingredients/nutrients grow(s) a healthy** lawn with rich soil
- 187.Includes/Contains Plant-derived/Natural ingredients/nutrients for/build(s) lawn and soil quality
- 188.Includes/Contains Plant-derived/Natural ingredients/nutrients for/build(s)/grow(s) [a] healthy** green lawn
- 189. Includes/Contains Plant-derived/Natural ingredients/nutrients enhance lawn and soil vigor/quality
- 190.Includes/Contains Plant-derived/Natural ingredients create(s) nutrient rich soil and healthy** lawns
- 191.Includes/Contains Plant-derived/Natural ingredients for/build(s) nutrient rich soil and healthy** lawns
- 192.Includes/Contains Plant-derived nutrients to build [up]/increase/improve [soil] quality
- 193. Includes/Contains Plant-derived nutrients/ingredients improve/boost/enhance/promote lawn and soil quality/vigor
- 194. Includes/Contains Plant-derived nutrients to build [up]/increase/improve soil
- 195.Includes/Contains Plant-derived nutrients/conditioner/amendment with included *INSERT FERTILIZER INGREDIENT(s)* build [up]/increase/improve [soil] quality
- 196.Includes/Contains [necessary/essential/vital] minerals to achieve [a] thick, green lawn
- 197.Includes/Contains [necessary/essential/vital] minerals for [a] thick, green, weed-free lawn
- 198. Includes/Contains [INSERT FERTILIZER INGREDIENT(s)] for [an] added strength/boost
- 199.[INSERT FERTILIZER INGREDIENT(s)] for/build/grow a healthy** lawn.
- 200.[INSERT FERTILIZER INGREDIENT(s)] build [up]/increase/improve soil quality
- 201 [INSERT FERTILIZER INGREDIENT(s)] boost/strengthen [the] lawn [and soil vigor/quality]
- 202.[INSERT FERTILIZER INGREDIENT(s)] for [an] added strength/boost
- 203.[INSERT FERTILIZER INGREDIENT(s)] work [together] to help [the] lawn thrive
- 204.[INSERT FERTILIZER INGREDIENT(s)] work [together] to improve/boost/enhance/promote [the] nutrients/quality in/of [the] lawn and soil.
- 205.[INSERT FERTILIZER INGREDIENT(s)] grow/build a healthy** lawn with rich soil
- 206.[Insert Product Name] lawn fertilizer contains extra nitrogen, carefully blended with potassium to make your lawn greener.
- 207.[Insert Product Name] works below the soil, too, helping to promote root and rhizome development; this strengthens the grass plants and enables them to produce more blades of grass, and it thickens the lawn with the

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- addition of new grass plants.
- 208.[Insert Brand Name] is formulated [with slow-release nitrogen] to provide consistent, long-lasting feeding for your best lawn ever
- 209.[Insert Product Name] includes / contains slow-release nitrogen that release gradually over time to help reduce nitrogen run-off [into our waterways] [to protect our / the ecosystem / environment / water quality]
- 210.Iron [Image Set 19]
- 211. Jump starts growth following winter dormancy
- 212.Kelp Meal [Image Set 19]
- 213.Long lasting feeds up to 2/X months
- 214. Manganese [Image Set 19]
- 215. Micro-Nutrients [Image Set 19]
- 216.Mineral-boosted lawn food
- 217. Mineral-boosted greening power
- 218. Mineral-powered lawn food
- 219. Minerals nourish the lawn
- 220.[X%] More essential nutrients* than *insert Scotts product name*! [Your lawn requires essential nutrients to thrive] / [Your lawn needs food!]
- 221. More Essential Nutrients + [...]
- 222. More greening power than *Insert Scotts' Product Name* Note to PM: This claim will be used in reference to other Scotts' products that deliver higher levels of nitrogen.
- 223. Natural Ingredients [Image Set 19]
- 224. Nitrogen, potassium, and iron [work to] build/grow [a] [more] [resilient] thick, green lawn
- 225.[Nitrogen (N)] Contains controlled/timed-release nitrogen for growing a thick green lawn
- 226. Nitrogen (N) For Deep Green Color
- 227.No burning***
- 228.No Filler [Added]
- 229. No surge growth [Image Set 4]
- 230. Phosphorus (P) For Strong Roots
- 231. Phosphorus (P) improves root growth & plant storage capacity.
- 232. Plus fertilizes with a feeding of Turf Builder for developing thick, green lawns
- 233. Poly-S™ Technology, polymer encapsulated nitrogen
- 234. Potassium (K) improves plant hardiness & drought resistance
- 235. Potassium (K) For Overall Plant Health
- 236. Promotes root growth for a thicker, greener lawn
- 237. Promotes thick, green lawns
- 238.Promotes efficient water and nutrient intake/absorption/use/consumption [in your/the lawn]****
- 239. Provides a regular turf feeding
- 240. Provides even greening
- 241.[Patented,] Timed-release nitrogen formula builds thick, green lawns from the roots up.
- 242.[Patented,]Timed-release nitrogen won't burn your lawn*** or cause surge growth
- 243.[Patented] [timed-release / slow release formula] builds greener / thicker / thick / green lawns from the roots up
- 244. Patented MURP® formula for developing thick, green lawns
- 245. Provides early green-up after winter
- 246. Quick greening & extended feeding for up to 8/X weeks.
- 247. Quick greening [, long lasting].
- 248. Quick greening usually in 4/X to 6/X days
- 249.Rebuild[s] your lawn after winter!
- 250.Rebuild[s] your lawn!
- 251. Results you can see within a few days!
- 252. Revives lawn with essential nutrients
- 253. Revives the lawn from winter damage and prepare for spring
- 254. Safe feeding won't burn***
- 255. Scotts All-in-One** particles combine essential nutrients into every particle [for even feeding]
- 256.Scotts Best Annual Program For A Picture-Perfect LawnBoost of nutrients to help your lawn survive/prepare for the summer/summer stress/heat, drought & wear and tear!
- 257. Scotts Best fertilizer[s]
- 258.[Scotts / Lawn's] first / 1st feeding for [a] fast green up [after winter]
- 259.Scotts® Phosphorus-Free fertilizer provides the best formula for soils already containing a high natural presence of available phosphorus. A soil test can help determine if your soil will support normal turf growth without phosphorus supplement

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- 260.Scotts Phosphorus-Free products are specially formulated with Scotts Poly-S® timed-release fertilizer. The unique Poly-S® coating provides your lawn with uniform growth and an extended feeding for up to two months.
- 261.[Scotts] slow-release [polymer-encapsulated] nitrogen fertilizer for uniform growth and / with extended feeding
- 262. See the results with a lush, deep green lawn
- 263. Soybean Meal [Icon]
- 264. Strengthens/protects your/the lawn [Image Set 16]
- 265. Strengthens turf from the roots up
- 266.Strong[er] Roots Below [Image Set 4] [vs unfed lawn]
- 267. Controlled/timed-release fertilizer/nitrogen for long lasting results
- 268. The greening will reach its peak 8/X to 10/X days after application. The color difference will be more noticeable if your lawn is hungry to begin with.
- 269. The result is a beautiful, thicker, greener lawn.

270. The Scotts Advantage

Scotts has been the leader in helping homeowners enjoy their lawns for more than 140 years. Scotts 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.

- 271. These two applications replace three regular applications of fertilizer
- 272. Thick / healthy** lawns help reduce [nitrogen / nutrient] run-off
- 273. Thicker, greener turf satisfaction guaranteed
- 274. Thickens and greens lawns
- 275. Thickens grass to crowd out future weeds
- 276. Thickens lawn to fill in thin spots
- 277. Thin areas of turf will fill in over time [about 6 weeks], creating a more uniformly dense lawn.
- 278. Timed-release / Slow-release nitrogen won't burn your lawn
- 279. Total nutrient package helps repair thin and bare spots in your lawn
- 280.ULTRA GREENING POWER!
- 281. Wake up your lawn after winter!
- 282.Water-Positive, helps improve/enhance [the] lawn's ability to take in/absorb/soak up/use/drink/drink up/consume water and nutrients****
- 283. Water-Positive, helps improve/enhance water and nutrient intake/absorption/use/consumption****
- 284. Water-Positive for [help improving/enhancing] water and nutrient intake/absorption/use/consumption****
- 285.[Water Quality Matters] thick / healthy** lawns help to protect our waterways / water quality / environment / ecosystem by reducing [nutrient / nitrogen] run-off
- 286. Water Smart [Image Set 11] Makes the most of every drop
- 287. "We guarantee thick, green, turf without risk of surge growth."
- 288. Well fed/Nourished lawns take in/absorb/soak up/use/drink/drink up/consume water and nutrients more efficiently/effectively****
- 289. Well fed/Nourished lawns require less water to stay/remain green****
- 290. Well fed lawns [are thicker and] have more / well developed root systems that [better] hold water to help reduce [nitrogen / nutrient] run-off / soil erosion [into our waterways]
- 291. Won't burn lawns***, guaranteed®.
- 292. Worm Castings [Image Set 19]
- 293.XX% more greening power than insert brand name This claim is only a reference to Scotts products (e.g. Our Super Turf Builder line contains XX% more nutrients that our standard Turf Builder line)
- 294. Your lawn will be greener in 4 to 6 days if weather conditions are good [warm soil, some moisture]
- 295.[Your lawn needs food!] The formula in [*Insert Brand Name*] delivers more greening power / nutrition / nutrients / micronutrients than [*Insert Scotts Comparable Product*] for your best lawn ever
- *The formula in [insert Scotts product name] gives your lawn more essential nutrients than [insert Scotts product name] for your best lawn ever.
- **vs. unfed [lawn] when used as directed.
- ***when used as directed
- ****Regular feedings help build strong roots to allow lawns to better absorb available water and nutrients
- \$ thick lawns crowd out weeds by blocking their growth and access to sunlight
- Scotts No-Quibble Guarantee® NOTE To PM: See text options in Guarantee sections of claims
- [†]Contains additional essential nutrients vs/versus [the] [INSERT SCOTTS PRODUCT/ SCOTTS BRAND LINE NAME] of lawn fertilizer[s]/food OR Contains additional essential nutrients vs/versus [INSERT SCOTTS PRODUCT NAME.]

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Note to PM: The following cartridge claims may be preceded by "new" or "now" for six (6) months in accordance with Federal and State Registrations. These cartridge claims will only be used in reference to the Snap Cartridge system.

CARTRIDGE CLAIMS

- 296. A snap/easy to start/apply/finish/store
- 297. [All you have to do is] [just] pop it on, flip the lever and go!
- 298. Automatic spreader setting delivers
- 299. Available in your choice of [x] formulas/cartridges/ snap[®] / pac [s]
- 300. Cartridge/product can be used until empty
- 301. Cartridge/ snap® / pac locks into place [and automatically sets the proper feeding/application rate]
- 302. Compact size fits easily in storage areas
- 303. Easy/simple to use
- 304. [Flip the lever to lock cartridge into place] [ICON]
- 305. For many, fertilizing/feeding the lawn is a [big] chore.
- 306. [For] use with [the] Snap [Spreader] [System] [icon/image]
- 307. Formulated just for the Snap system
- 308. Get a beautiful/thick/green/strong lawn with [far] less effort
- 309. If additional cartridges/ snap[®] / 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] [ICON]
- 310. Insert/connect new cartridge/ snap® / pac [s] [lock into place] [and go] [and continue applying] [ICON]
- 311. [Insert 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.
- 312. It's easy to get started
- 313. [It's/insert 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/ snap® / pac /application/applicator/spreader] system.
- 314. [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]
- 315. [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]]
- 316. [It's] Ready to go when you are
- 317. [It's] The easy/easier way to a beautiful/thick/green/strong lawn
- 318. [It] Makes it easier to get a beautiful/thick/green/strong lawn
- 319. It's easy/easier [than ever before] [to get the (the right application rate)/ (great results)]
- 320. Leave the old way of fertilizing/feeding/lawn care behind
- 321. Lock/snap & Go
- 322. No burn application
- 323. No quess/mess application
- 324. No manual spreader/applicator settings [to adjust]
- 325. No mess/guess/hassle
- 326. No mess start/finish
- 327. Now, getting a [beautiful/thick/green/strong] lawn is easy/easier [than ever before]
- 328. No touch/spill/ waste storage [with the [unique/self-sealing] cartridge/ snap® / pac /system]
- 329. [Now] [there's] [a/the] quick/quicker/fast/faster way to feed/fertilize/care for your lawn
- 330. [Now] [there's a/the] revolutionary [new] way to take care of/feed your lawn
- 331. Once empty, cartridges/ snap® / pacs cannot be reused
- 332. Proper feeding/application rate is set automatically [with the *[insert name*/self-contained/Lock/Snap & Go] [cartridge/system]
- 333. Reduces the mess/inconvenience/effort/hassle of fertilizing/lawn care
- 334. Snap™ Pac /Cartridge [icon]
- 335. [Self-contained] [fertilizer/feeding] [lock/snap & go] 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]
- 336. Self-sealing cartridge/ snap® / pac [makes clean-up and storage a snap]/[means [a] no waste/no spill/no touch] [clean up/storage]
- 337. Store cartridges/product in a clean, dry place [for your next application]
- 338. [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.]]

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- 339. [The] [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))
- 340. The [no-mess/guess/touch/pour] feeding/fertilizing/application system
- 341. [There's] no cutting/ pouring/ spilling/opening [from heavy bags] [with the [unique/self-contained] cartridge/ snap® / pac]
- 342. [The] [Insert name] cartridge/spreader/applicator/system improves/reinvents the fertilizing/lawn application experience
- 343. [The] [lock/snap & go] Cartridge/ Snap® / Pac works exclusively with the [*insert name*] [Cartridge/ Snap® / Pac] spreader/applicator/system [ICON]
- 344. [The] [lock/snap & go] Cartridge/ Snap® / Pac is designed to be used only in the [exclusive/specially designed/patented/revolutionary] [insert name] cartridge/spreader/applicator/system [ICON]
- 345. [The] [lock/snap & go] Cartridge/ Snap[®] / Pac is designed specifically/exclusively for the [*insert name*] cartridge/spreader/applicator/system [ICON]
- 346. [The] Cartridge/ Snap® / Pac snaps/locks easily into place [ICON]
- 347. 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]
- 348. 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]
- 349. 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]
- 350. 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]
- 351. [The EdgeGuard feature on the [*insert 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]
- 352. Use [this] [lock/snap & go] [cartridge/ snap® / pac] exclusively/only with the [new] [specially designed/exclusive/patented/revolutionary] [insert name] [Cartridge/spreader/applicator] system [ICON]
- 353. You're ready to go
- 354. Your hands don't have to touch the fertilizer/product

Step/LawnPro/Lawn Care Program Product Line Text:

- 355. [One] Simple Program [For/4] A Beautiful Lawn
- 356. 1/2/4 [step/phase] [Illustration]
- 357.[Scotts] 4-Step® Program
- 358. Allow 2 months between application]
- 359. Annual Program [Southern]
- 360. Available only at authorized Scotts Lawn Pro retailers/dealers/stores.
- 361. [A] Scotts LawnPro [Product]
- 362. Designed [only / exclusively] for [Scotts] authorized LawnPro® dealers / retailers
- 363. Each Step product is designed to the specific season to help give you a greener lawn.
- 364.Each Step™ / product is designed to the specific season to help give you / build a [greener] lawn [you and your family can enjoy. The 4-Step program provides the nutrients your lawn needs to look its weed-free best and withstand the stresses of heat, drought and family activity.]
- 365. Everything you need in one simple program
- 366. [For best results,] Apply [as part of] a/the [Scotts] Annual [Lawn Care] Program[™] (See back panel/website for details)
- 367. [For best results,] Apply [as part of] a/-[the [Scotts] Turf Builder Annual Program (See back panel/website for details)
- 368. [For best results,] Apply a Turf Builder product four times a year (see back panel/website for details).
- 369. For newly seeded areas, use Step 1 for Seeding
- 370. [icon] Images of all 4 Step products
- 371. It's easy for you to have a better lawn.
- 372. [INSERT Program name]/works with the rhythm of the seasons for a better lawn
- 373. Just check the month below and apply products at 2-month intervals
- 374. Lawn care made easy with [INSERT program name]
- 375. LawnPro®
- 376. LawnPro® Annual [fertilizer/feeding/lawn food] Program
- 377. LawnPro® authorized dealers/retailers/stores
- 378. No more guesswork. You simply apply the right product one [Step™] at a time.
- 379. No more guesswork . . . apply the right product at the right time for a thick, green, weed-free lawn.
- 380. Now it's Easy for You to Have a Better Lawn

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- 381. One Easy Step/Application!
- 382. Our Best Annual Program Scotts LawnPro 4-Step Program
- 383. [Program name]/works with the rhythm of the seasons for a better lawn
- 384. Save Money Why even consider a lawn care service? Scotts Lawn Pro® Annual Program will give you a beautiful lawn for about one-third the cost.
- 385. Scotts/Our [Best] Annual Program [(for a picture-perfect lawn)]
- 386. Scotts [Turf Builder] X Step Program
- 387. Scotts® Lawn Pro® [Available only at authorized Scotts Lawn Pro dealers/Designed for Scotts Lawn Pro dealers/retailers]
- 388. Scotts Lawn Pro retailers can provide you with the do-it-yourself expertise and products to have a beautiful Scotts lawn simply and easily...for less money than hiring a lawn service. That's why we call them Lawn Pro retailers!
- 389. Simple and easy No more guesswork. You simply apply the right product one Step at a time.
- 390. Start [the program at] anytime
- 391. Start anytime You can begin the Annual Program anytime of the year. Just check the month and select the appropriate Step listed. Apply the remaining Steps at two-month intervals. If weeds or bugs are not a problem, apply Step 4 Lawn Fertilizer.
- 392. Start anytime . . . just check the month below and apply products at 2 month intervals
- 393. Step 1 [ICON: grass]
- 394. The easy path/step/guide/way to a better lawn
- 395. The Scotts Advantage Available only at authorized Scotts Lawn Pro dealers
- 396. To improve your lawn, apply the Scotts Lawn Pro Value-Priced Annual Program
- 397. Value-Priced Annual Program* *For an even better lawn...consider Scotts Best Annual Program, which provides more feeding and weed control
- 398. Why even consider a lawn care service? Scotts Lawn Pro® Annual Program will give you a beautiful lawn for about [one-third] the cost.
- 399. You can begin the Annual Program anytime of the year. Just check the month and select the appropriate Step product listed. Apply the remaining Steps at two-month intervals. [Your lawn needs food!] The special formula in [Product name] delivers more greening power/nutrition/nutrients/micronutrients than [Scotts comparable product] for your best lawn ever.
- 400. Your Do-It-Yourself Lawn Care Headquarters
- 401. Your Lawn Pro retailer can help you with this selection

PACKAGE CLAIMS

- 402. Bonus Pack [size]
- 403. Clears out [pesky] weeds in your [front/back] yard
- 404. Cut here [to open]
- 405. Easy open, easy close
- 406. Easy open resealable bag
- 407. [Exclusive] Club Pack [size]
- 408. [Great] front yard fertilizer/lawn food
- 409. [Great] for feeding/weeding your front/back yard
- 410. [Just] the extra you need to finish your lawn!
- 411. No need to buy more than [what] you need
- 412. Perfect for [small] lawns [that are less than 2500/X ft²]
- 413. Pull Tab and remove for pour spout
- 414. Pull here [to open]
- 415. [For] quick front yard green-up
- 416. Reclosable / Resealable bag
- 417. This container is made with a minimum of X% recycled material.
- 418. Value Pack [size]
- 419. Zip [to] close

TECHNICAL/PARTICLE FEATURES OF FORMULA CLAIMS

- 420. Exclusive All-In-One particle provides even, complete coverage
- 421. Exclusive Particle Technology
- 422. [New / Now with] Assurance / Assure Particle Technology
- 423. [New / Now with] Nutrisure Particle Technology
- 424. [New / Now with] Tri Nitrogen / Tri N Particle Technology
- 425. [Contains an] exclusive formula
- 426. New Exclusive Formula

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- 427. [Our Secret -] [Unlike ordinary/other weed-and-feeds,] [every particle of] this product contains [Scotts patented] timed release nitrogen [plus potassium] [and weed control]. [This means nitrogen won't burn your lawn and won't cause surge growth, and feeds your lawn for up to XX days.]
- 428. Patented Particle™ Technology
- 429. Poly-S™ Technology, [polymer encapsulated nitrogen]

PRIVATE LABEL CLAIMS

- 430.XX% more particles for even [nutrient] distribution and even / consistent / uniform feeding and
- 431.greening*
- 432.XX% more particles for even [nutrient] distribution**
- 433.XX% more particles for even feeding and greening**
- 434. Ace Promise Satisfaction Guaranteed [Image Set 15]
- 435. Ace Quality Since 1924 [Image Set 15]
- 436. The Ace Promise in Every Bag [Image Set 15]
- 437.[New/Now] [with] Assurance / Assure Particle Technology™ [Image Set 10]
- 438. Beautiful Lawns/Yards Since 1924
- 439.Bigger, better, bolder lawns [****] [****vs. unfed lawn]
- 440. Builds thick green lawns
- 441. Contains no phosphorus [Note to reviewer this claim is only to be used when the product
- 442.contains no phosphorus]
- 443. [Contains] XX% Slow Release Nitrogen [for extended feeding]
- 444. [Delivers] important / necessary nutrition for your lawn
- 445. Delivers a Long Lasting Feeding without Burning for a Stronger Greener Lawn
- 446. Delivers quick greening plus consistent, extended nutrition for your lawn
- 447. Determine size of area to be treated [Image Set 5]
- 448. Encourage early spring green-up
- 449. Even feeding and greening
- 450. Even feeding, even Greening
- 451. Even feeding... [for] even greening... with no burn... guaranteed[***][!]
- 452. Expert Gardener is a registered trademark of Wal-Mart Stores, Inc., Bentonville, AR 72716
- 453.Feeds for [up to] 3/X months [guaranteed***]
- 454.[Insert Product Name] feeds and greens with slow release fertilizer for up to 2 / 3 / 4 / 5 / 6 months.
- 455. Feeds and strengthens root systems without burning your lawn
- 456. Fertilize once for [the whole season **OR** 2 / 3 / 4 / 5 / 6 months].
- 457. For more great tips and offers [insert internet site address]
- 458.[ICON] Garden Club [[Image Set 14]
- 459.[Garden Club] [Home Depot logo [Image Set 15]] Vigoro products are exclusively sold at Home Depot and the Garden Club claim will only be used on Vigoro branded products
- 460.[Garden Club] Membership is free! [insert web address]
- 461. Greens in 72 hours [and contains time-released nitrogen for extended feeding] [Image Set 3]
- 462.[Greens quickly and] feeds up to X weeks/months
- 463. Green Turf® is a registered trademark of Ace Hardware Corporation
- 464. Helps develop a deep and dense root system [Image Set 4]
- 465.homedepotgardenclub.com
- 466.[Icon: House] [Image Set 8]
- 467. Join the [name] garden club
- 468. Join the Insert Company Name Garden Club For more great tips and offers. Insert Company Website
- 469. Kills the Weeds Not the Lawn
- 470. Made for Insert Company Name. [insert company address]
- 471. Membership is free!
- 472. More particles for even feeding and greening
- 473. More particles for [even greening and] better / improved weed coverage**
- 474.No/Non Burn/Burning Formulation*/Formula*
- 475.No burning*/[lawn] burn*... [guaranteed***] [!]
- 476.No Phosphate [Note to reviewer this claim is only to be used when the product contains no phosphorus]
- 477.[with] Nutrisure/Nutri-Sure Particle Technology
- 478. Patented Particle™ Technology
- 479.Phosphorous Free [formula] [Image Set 4]
- 480. Quick greening and extended/long-lasting feeding
- 481. Quick greening plus extended nutrition / formulation / formula
- 482. Smaller particles for even feeding and greening

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- 483.STA-GREEN® is used under license to [insert company name].
- 484.STA-GREEN® is a registered trademark of LF, LLC. All rights reserved.
- 485.Stop! Read the entire label first. Observe all precautions and follow directions carefully.
- 486.[with] Tri Nitrogen /Tri N/Tri-N Particle Technology
- 487. Use for a beautiful weed free lawn
- 488. Use on lawns to kill the toughest weeds like clovers and dandelion.
- 489. Works the first time of your money back[!] [Image Set 13]
- 490. FOR A BEAUTIFUL STA-GREEN® LAWN/YARD

A good fertilization program can keep your lawn/yard green and vigorous. STA-GREEN® has a wide selection of fertilizers to help you throughout the year.

STA-GREEN® LAWN STARTER FERTILIZER

Apply this specially formulated fertilizer when starting new lawns/yards from seed or sod. The high phosphorous level promotes strong root development and winter hardiness.

STA-GREEN® CRABGRASS PREVENTERS

Use these preemergent products to control crabgrass and many other weeds in your lawn/yard before they germinate. Crabgrass preventers are available with or without fertilizer. Use these products in early spring before weeds being to emerge.

STA-GREEN® LAWN FERTILIZERS

A high nitrogen fertilizer with iron that feeds any established lawn/yard up to 3 months. Use this product anytime during the active growing season.

STA-GREEN® WEED & FEED

This postemergent product controls a wide variety of existing broadleaf weeds while it feeds your desirable grass. Use weed and feeds when weeds are actively growing.

STA-GREEN® SOUTHERN WEED & FEED

This fertilizer is especially formulated to control a wide variety of broadleaf weeds in Centipede and St. Augustine lawns/yards. Use weed and feeds when weeds are actively growing.

STA-GREEN® WINTERIZER & WINTERIZER WEED & FEED

Winterizer helps prepare your lawn/yard for winter stress and helps promote early spring green-up. Winterizer Weed & Feed helps prepare your lawn/yard for winter and kills late season broadleaf weeds.

Money Back Guarantee: If you are not completely satisfied with this product, please mail your name, address and proof of purchase (package UPC) and a brief explanation for seeking a refund

GUARANTEES

- 491. Scotts/Insert Company/Brand [Policy] No-Quibble Guarantee®[f] [SEE BACK FOR DETAILS]
- 492. Backed by Scotts/*Insert Company/Brand* No-Quibble Guarantee®[f]
- 493. *Insert Company/Brand name* Promise Satisfaction Guaranteed [f]
- 494. The *Insert Company/Brand name* Promise is in Every Bag [†]
- 495. UNCONDITIONALLY GUARANTEED
- 496. Works the first time or your money back! [†]
- 497. [Satisfaction] Guaranteed [Results] [†]

[†] [IMAGE SET 13]

[The]Scotts/Insert Company/Brand [No-Quibble/Consumer] [Money Back] Guarantee®/Promise

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

OR

^{*}when used as directed

^{**}versus original Vigoro Weed & Feed/insert Vigoro product name

^{***}See Vigoro/*insert brand name* Guarantee [on back panel]

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If for any reason you, the end-user consumer, are not satisfied with the performance of your Scotts-Miracle-Gro family/this/INSERT BRANDING/BRAND NAME product, simply submit your proof of purchase and we will happily refund the purchase price or provide a replacement product (in our sole discretion). [Visit scotts.com/(insert company/website) for more details.] [Contact (insert company/brand name) Consumer Services for additional details.]

OR

If for any reason you, the consumer, are not satisfied with the results after using this product, you are entitled to get your money back. Limitations apply. See terms and conditions at scottsmiraclegro.com/no-quibble-money-back-guarantee/*insert website*.

OR

Backed by the [Scotts Miracle-Gro/INSERT COMPANY/BRAND] No Quibble GuaranteeTM. Limitations and restrictions apply, visit [INSERT COMPANY/BRAND website] for full details.

OR

If this [*insert company/brand*] product, when used for its intended purpose, fails to give you complete satisfaction, return the item to the [*insert company/business*] store where purchased for free replacement of the same or similar item.

OR

If you are not satisfied with the results from using this product, we will refund your purchase price. Send evidence of your purchase to: *Insert Address*

OR

When you choose *Insert Brand Name* products, you can be assured of high quality and performance in your lawn [and garden]. If for any reason you are not completely satisfied with this product, we will refund your money. Please mail/send [your name, address and] proof of purchase [(dated receipt and package UPC/barcode)] [and original register receipt] to the/our address [below]. [Also, to ensure quality control, please write us a brief note explaining your experience with our product and reason for seeking a refund.] [We will promptly send you a refund check] *Insert Address*

OR

If you are not completely satisfied with this product, please mail your name, address and proof of purchase (package UPC) and a brief explanation for seeking a refund.

OR

YOUR SATISFACTION GUARANTEED: If you are not satisfied with *insert product name* after using it in accordance with the stated instructions, you may be eligible for a refund. [Within 60 days of purchase,] send an original receipt, proof of purchase (UPC barcode) and explanation to the address below. Upon verification, we may be able to refund your purchase.

OTHER/ MISCELLANEOUS

- 498. [Image Set 6] Visit [our website]: [www.]scotts.com
- 499. [Image Set 7] [Contact us -] Consumer Helpline: 1-800-543-TURF (8873)
- 500. [Image Set 7] Call -or- consumer helpline -or- phone toll-free -or- Scott's [toll-free] consumer hotline -or- contact us 1-XXX-XXXX [Open 8:00 a.m. to 5:00 p.m. Eastern time]
- 501. Are you proud of your lawn? If you have a lawn success story using Scotts products, we'd like to hear about it. Write to Scotts Consumer Service, 14111 Scottslawn Road, Marysville, Ohio 43041. Photos are welcome.
- 502. **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.
- 503. Questions/Information
- 504.Use Scotts My Lawn App to Calculate Your Lawn Size [Image Set 18] [The MyLawn App from Scotts simplifies lawncare by creating an easy-to-follow lawn maintenance plan so you know the right products to use at the right time.]

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505. [Image Set 18] App Store is a trademark of Apple Inc. Google Play and the Google Play logo are trademarks of Google Inc.

506. Only at [retailer]/Exclusively at [retailer]/Exclusive to [retailer]/[retailer]Exclusive

507.© [Year] Licensed by The Scotts Company LLC. [Company Name] World rights reserved.]

508.Made in U.S.A./Product of [insert Country Name] / Assembled in the USA [Factory Certified] / [Image Set 17]

509. Assembled in the USA with Foreign and/or Domestic Parts

510. Made in the USA with Foreign and Domestic Inputs for [X retailer name, address, phone, website]

511. Product of (with US and imported parts/products)

512. Questions? [Call] [now] insert company phone number [Image Set 7] [or [visit] insert company website]

513. Questions or Comments? [Insert Company Name Customer Care] insert company phone number [or [visit] insert company website]

514.Questions/Comments/[Medical] Information *insert company phone number* [*Image Set 7*] [or [visit] insert company website]

515.U.S. Patent No. X,XXX,XXX (patent information will be added to FPL)

516. Contact the experts at scotts.com

517. SCOTTS...the lawn people

518. [Visit] Insert company website [Image Set 6]

MG

519.[Art: SMG/NYSE icon

520.[Art: Scotts logo

521. Scotts a leader in Weed & Feed since 1966

522. Your Do-It-Yourself Lawn Care Headquarters – [Scotts Lawn Pro retailers can provide you with do-it-yourself expertise and products to have a beautiful lawn simply and easily . . . for less money than hiring a lawn service. That's why we call them lawn pros!]

QR Code Pointer Language

NOTE to PM: All of the following are pointer language options for a QR code on the Final Printed Label. More than one may be used with the same QR code.

523. You're Just One Snap Away from 150 Years of Lawn Care Know-How

524. [Backed by] 150 years of lawn care know-how/wisdom/experience/expertise [right at your fingertips].

525. Your lawn deserves 150 years of trusted care.

526. 150 years of helping lawns thrive - and yours is next.

527. Built for doers, Backed by 150 years of experience.

528. 150 years of lawn care experience, ready to help you grow.

529. A better lawn, built on 150 years of experience.

530. A lawn you'll love, powered by 150 years of [lawn care] know-how/experience/expertise

531. Scan now before you feed/apply[!]

532. Scan Now to Learn More

533. Scan Now to Unlock your Lawn's Potential

534. Scan Now to Stop Guessing & Start Growing

FERTILIZER/LAWNCARE ADVICE OPTIONS

GENERAL

[Lawncare Information:] [Water Smart®] Tips for Lawncare Success/Tips for Lawn Zen-Masters / Obsess about the details? Us too. / Lawncare Best Practices/[Scotts [expert] [scientist] Recommended Tips // Do's & Don'ts]:

- Feed regularly for your best lawn Regular feedings of Scotts [fertilizer] will help build a lawn you and your family can enjoy. Scotts [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 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.

[art] one annual feeding



[art] 2-3 annual feedings



[art]4 annual feedings



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OR

[IMAGE SET 9] 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]



[art] 2-3 annual feedings



[art]4 annual feedings



[IMAGE SET 9] 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.

[IMAGE SET 11] [Water Smart Makes The Most Of Every DropTM] 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.

OR

Mowing Tips/Feed Regularly/Feed grass with...grass [IMAGE SET 9]

Mow high and leave grass clippings on your lawn. This allows the grass to develop a deep root system to help your lawn use water more effectively. Clippings recycle plant nutrients back into the soil.

[Feed Regularly][IMAGE SET 9]

Regular feedings provide the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought and family activity

- Early Spring feeding helps grass green-up after winter. You should feed around the first time you mow your grass
- Late Spring feeding prepares grass for summer stress by thickening the blades on top and building deep roots below.
- 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.
- Late Fall feeding builds strong deep roots and prepares grass for winter. You should feed when all the leaves have fallen.

OR

We are yard people. We believe A good yard is more than just green. It is a place to be lived on, to make memories, it is a place to be used for good. We believe we are stewards of our outdoor spaces.

Preserving Good Turf. Scotts® products are designed to grow thicker, greener lawns. A healthy lawn can clean the air, produce oxygen and prevent runoff and soil erosion.

Conserving water. Well-fed lawns are more efficient at using available water. Feeding with Scotts® 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. As much as possible take advantage of nature's sprinkler and rely on the rain to water your lawn.

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 driveway, sidewalk or street back onto your lawn.

OR

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Scotts® products are [always] designed with care by our team of expert lawn scientists. We take pride in providing you with the best blend of ingredients so you have a healthy lawn you can be proud of.

A healthy lawn benefits the environment in a number of ways – they absorb water better, reduce soil erosion, clean up pollutants in the air and soil, enrich the soil with nutrients – Lawns and outdoor spaces have positive therapeutic effects on humans too!

Feeding your lawn regularly provides the nutrients your lawn needs to look and feel its best. Scotts® recommends feeding throughout the year so your lawn can withstand the stresses of weeds, heat, drought and family activity.

- Early Spring feeding helps grass green-up after winter. You should feed around the first time you mow your grass
- Late Spring feeding prepares grass for summer stress by thickening the blades on top and building deep roots below.
- 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.
- Late Fall feeding builds strong deep roots and prepares grass for winter. You should feed when all the leaves have fallen.

SEASONAL PRODUCT APPLICATION OPTIONS OPTION 1

[[Scotts] Recommended [Annual] Feeding/Lawn Care Schedule/Plan/Program]

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

Any Season. Apply any season if weeds or bugs are not a problem:

[Art: Bag] Scotts Turf Builder Lawn Fertilizer/ insert brand name

Early Spring. February/March – April. To prevent crabgrass:

[Art: Bag] Scotts Turf Builder with Halts Crabgrass Preventer/ insert brand name

Late Spring/Spring. April - June. To kill weeds:

[Art: Bag] Scotts Turf Builder with Plus 2 Weed Control/ insert brand name

Summer. June - August. To kill bugs:

[Art: Bag] Scotts Turf Builder with SummerGuard/ insert brand name

Fall. September - November. To kill fall weeds:

[Art: Bag] Scotts Turf Builder WinterGuard.

[Art: Bag] Scotts Turf Builder WinterGuard with Plus 2 Weed Control/ insert brand name

EXAMPLE ILLUSTRATION LAYOUT



<u>OPTION 2</u>

Scotts Recommended [Annual] Feeding Schedule/Plan/Program/Routine

Use Any of These Products Next to Keep Your Lawn Looking Great All Season! Anytime

[art-Turfbuilder] Use anytime if weeds or insects are not a problem Summer

[art-Turf Builder with Summerguard] Use to kill insects and strengthen your lawn against heat and drought Fall

[art-Turf Builder Winterguard] Use to build stronger, deeper roots for a thicker, greener lawn in spring if weeds are not a problem

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OPTION 3

[Scotts] Recommended [Annual] Feeding Schedule/Plan/Program/Routine

[Plan your feeding routine with Scotts Turf Builder Lawn food.]

[Early spring]

[An early spring feeding helps grass green-up after winter. Your should feed around the first time you mow your grass.]

OR

Feeding around the first time you mow will help grass green-up after winter.

OR

Green-up grass after winter.

[late spring][spring]

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

OR

Prep your yard for summer stress by thickening the grass and building deep roots.

OR

Prep the lawn for summer stress.

[early fall][summer]

[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].

OR

Feed when your grass comes out of dormancy to replenish the nutrients lost during summer.

OR

Replenish nutrients lost during summer.

[late fall][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.]

OR

Feed when the leaves fall to build strong deep roots and prepare your grass for winter.

OR

Build strong roots and prepare for winter.

NOTE to PM: Optional Image Layout for the above options

Scotts Recommended Feeding Plan



OPTION 4

[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 - Anytime [ICON]]

[To Kill Weeds – Early Spring – February-April [ICON]]

[To Feed – Late Spring – April-June [ICON]]

[To Kill Bugs – Summer – June-August [ICON]]

[To Prepare for Winter – Fall – September-November [ICON]]

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FERTILIZER INGREDIENT DISCUSSION OPTIONS

Why Fertilizer/ Fertilizing [the/your lawn/yard/grass] is important

Fertilizing/Fertilizer supplies/provides the nutrients your lawn needs to grow and remain healthy. It helps maintain a thick, green lawn that is better able to fight off lawn pests and diseases.

OR

Fertilizing/Feeding [your lawn] supplies/provides nutrients [it] [the lawn] needs to remain healthy

OR

Fertilizing/Feeding keeps lawns healthy.

OR

[Lawns are like people--they both need food.] Fertilizing feeds your lawn the nutrients it needs to grow and remain healthy.

Nitrogen [(N)]

[Nitrogen] [Provides food and energy to grow a strong healthy lawn.] Nitrogen is a key part/building block of proteins and chlorophyll, aiding in photosynthesis. [Without enough nitrogen, grass may turn brown and show reduced growth.]

Nitrogen is a key part/building block of proteins and chlorophyll, aiding in photosynthesis. It provides food and energy to grow a strong healthy lawn. [Without enough nitrogen, grass may turn brown and show reduced growth.]

OR

Helps the lawn grow strong and green by supporting proteins and chlorophyll. [Without it, grass may turn brown and show reduced growth.]

OR

Helps the lawn remain green and healthy. [Without it, grass may turn brown and show reduced growth.]

OR

Grows/Promotes healthy, green lawns.

OR

[Nitrogen] is the building block of proteins and chlorophyll [--the stuff that helps your lawn grow and stay green.]

Phosphorus [(P)]

[Phosphorus is a key component of nucleic acids, membranes, adenosine, triphosphate, and several coenzymes.] [It] is essential in early stages of plant growth, promoting root and seedling development.

OR

Essential for early plant growth, promoting root [and seedling] development.

OR

Grows/Develops strong roots.

OR

Essential for root and seedling development.

OR

[Phosphorus] promotes early stage growth and root development--[because it is a key component of [a whole bunch of important stuff like] nucleic acids, membranes, adenosine, triphosphate, and several coenzymes

Potassium [(K)]

[Potassium] activates enzymes used in protein, sugar, and starch synthesis. It helps the grass manage the movement and usage of water and nutrients, allowing the lawn to adapt to changes in its environment.

OR

[Potassium] helps the grass manage the movement and usage of water and nutrients, allowing the lawn to adapt to changes in its environment.

OR

[Potassium] Helps with water and nutrient management, allowing the lawn to adapt to the environment.

OR

Allows lawn to adapt to its environment by managing water and nutrient usage.

OR

Builds/strengthens resilience to weather

OR

Improves weather durability

ΟŔ

[Potassium] equips the grass to manage the movement and usage of water and nutrients, allowing the lawn to adapt to changes in its environment.

OR

For Overall Plant Vigor

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Iron [(Fe)]

[Iron is] Essential/Important to the formation of chlorophyll, which helps the lawn maintain a rich, green color.

OR

Key nutrient for developing chlorophyll and maintaining a green lawn.

OR

Keeps lawns green

OR

[Iron is] Helps the grass form chlorophyll--which means it is producing nutrients and maintaining a rich, green color

Manganese [(Mn)]

[Manganese is] Present in chloroplast membranes and functions as an enzyme activator. Helps [the] lawn use nutrients effectively and supports the photosynthesis process.

OR

[Manganese] Helps [the] lawn use nutrients effectively and supports the photosynthesis process.

OR

Supports photosynthesis and lawn nutrient use.

OR

Protects against yellowing

OR

[Manganese] enables [the] lawn to use nutrients effectively and supports the photosynthesis process.

Kelp Meal

Feed to help improves the plant's stress tolerance

OR

Feed to help improve the lawn's ability to tolerate stress.

OR

Feed to help improve the lawns resilience to stress.

Alfalfa Meal / Soybean Meal

Adds natural supplements to the soil.

OR

Enriches the soil with natural supplements and nutrients.

OR

Supplies the soil with natural supplements and nutrients.

Earthworm Castings

Adds natural supplements to the soil and may improve soil structure.

OR

Supplies the soil with natural supplements which can improve its structure.

| XX | X | X |
|-----------------------------------|-------------------------------------|------------------------------------|
| NITROGEN | PHOSPHORUS | POTASSIUM |
| Essential for plant growth; makes | Stimulates root growth; helps grass | Makes plant strong; better able to |
| grass green. | multiply. | resist drought and extreme heat. |

[ICON: X - X - X]

Nitrogen, Phosphorus, Potash / Potassium

- [N] Nitrogen for greening / Slow release nitrogen for continuous feeding / For lush, green plant growth
- [P] Phosphorus helps develop a stronger, hardier root system
- [K] Potassium / Potash is vital for growth. Improves plant hardiness and drought resistance / For overall plant vigor

PRODUCT/BRAND DESCRIPTION OPTIONS

535. Over 60 years/a half century [experience/expertise] [in] making weeds disappear/weeds/killing weeds [insert any/all listed weeds in Table 1]

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536. WHAT DOES SCOTTS (insert product name) DO?

Scotts' [insert product name] is a/an [innovative] formula that kills existing lawn weeds [like dandelions and clover] and feeds your lawn. [Product name] [kills. . . Insert any/all listed weeds in Table 1.]

[Dandelion] [Clover] [Ground Ivy] [Dollarweed] [Henbit] [English Daisy] [Plantain] [IMAGES]

537. [Max][Complete][Essential][Elite][Select] Nutrition from the Ground Up

[Insert Scotts or Product Name]'s/Our/Scotts' [innovative] approach to lawn care is grounded in the balance between premium performance and encouraging natural growth. Our [biologically advanced] ingredients are unique in promoting nutritional growth both above and below the surface, resulting in a lush, beautiful lawn that can be enjoyed all season long.

A [healthy][happy] lawn is a Scotts lawn.

538. [Insert Product Name] works on/can be used/applied on: [Kentucky Bluegrass] [Tall Fescue] [Fine Fescue] [Bahia] [Bermuda] [Centipede] [Ryegrass] [St. Augustinegrass] [Zoysia] [Images of Grass Types]

Note to PM: The following illustration is representative and does not show all types of grass that may appear on the final label. Final images will be selected from the list of grass types above and will be submitted on Final Printed Label.



ADDITIONAL INFORMATION OPTIONS FOR LABELS

539. Why fertilizer the/your lawn?

[While it is easy to see that / a satisfying deep green / greening when you fertilizer, regular feedings [can] actually do much more...]

- 1. Promote a deep and dense root system that is better able to reach water and find nutrients during tough heat & drought, so lawn stays greener, longer and bounces back faster
- 2. Thicken lawn with new / additional blades of grass, making it more resistant to bare spots and thinning
- 3. Help prevent weeds by making it difficult for weed[s] [seeds in the air] to find soil to root, as well as/and [help] crowd our existing weed[s] [seeds in the soil]

[[ICON] Unfed Lawn v. / vs. [ICON] Regularly fed Lawn / 4 annual feedings]

[[ICON] Unfed Lawn]

[[ICON] 1 annual feeding]

[[ICON] 2 annual feedings]

[[ICON] 3 annual feedings]

[[ICON] 4 annual feedings]

Feed every 8 weeks for optimal results

524. [ICON] Unfed Lawn [v. / vs.] [ICON] Regularly fed Lawn / 4 annual feedings]



525. [Recommended] Next Feeding

[ICON:bag] Insert brand name – Apply when weeds are actively growing* *maximum of 2 application per vear

Or [use] [ICON: bag] Lawn Fertilizer – Apply anytime during the growing season

[ICON: X - X - X]

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SCOTTS STEP/ANNUAL PROGRAM DESCRIPTION & CLAIMS OPTIONS **OPTION 1**

SCOTTS ... the lawn people



[For lawns in the shaded areas,] phone 1-800-543-TURF or visit our website at [www.]scotts[lawn].com for the Annual Lawn Care Program for your area.

[art] Particle with NPK

FOR BEST RESULTS, APPLY THE SCOTTS® [TURF BUILDER®] [Recommended] Annual Program

- No more guesswork. apply the right product at the right time for a thick, green lawn
- Start anytime just check the month below and apply products at 2 month intervals

| If crabgrass is a problem: Use a crabgrass preventer plus fertilizer/lawn food product / Turf Builder® with Halts® Crabgrass Preventer / <i>insert product name</i> • Apply in early spring (Feb April) • Prevents crabgrass and other annual weeds while feeding your lawn. (In the Pacific Northwest, substitute Turf Builder® Moss Control Granules / | If weeds are a problem: Use a weed control plus fertilizer/lawn food product / Turf Builder® with Plus 2® Weed Control / <i>insert product name</i> • Apply in late spring (April - June) • Kills dandelions and other broadleaf weeds while feeding your lawn. (For St. Augustinegrass substitute Turf Builder® <i>insert product name</i>) | |
|---|--|--|
| insert product name. For St. Augustinegrass, substitute Bonus S® / insert product name. For dormant bermudagrass, substitute Halts® / insert product name). | Substitute Full Bulluel & Miser product name) | |
| If insects are a problem: Use an insect control plus fertilizer/lawn food product / Turf Builder® with Insect Control / <i>insert product name</i> | Use a winterguard/fall feeding/fertilizer/lawn food product / Turf Builder® <i>insert product name</i> | |
| Apply in summer (June - Aug.) Kills lawn damaging insects plus fleas while feeding your lawn For grub control, apply Scotts® GrubEx® Season-Long Grub Killer / insert product name anytime from April to mid-August. | Apply in fall (Aug Nov.) Important time to feed for a thicker, greener lawn | |

Optional Winterguard/insert brand name Feeding

Late Fall

(Sept. - Nov.)

(4 to 6 weeks after Early Fall Turf Builder feeding)

Apply as a last feeding in fall to help prepare your lawn for winter.

Super Winterizer

Additional Super Winterguard/insert brand name Feeding

Late Fall

September - November

4-6 weeks after Early Fall fertilizer feeding. Apply as last feeding in fall to help prepare your lawn for winter.

[Now] It's easy for you to have a better [Southern] lawn

[Save money

Why even consider a lawn care service? Scotts [Recommended] Annual Program will give you a beautiful lawn for less money.]

Start anytime

You can start into/begin the [Recommended] Annual Program anytime of the year. Just check the month and select the appropriate [Step®] [product] listed [below]. [Apply the remaining steps at two-month intervals.][If weeds are not a problem, apply a fall lawn food/Step 4 Fall Lawn Food/insert product name]

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OPTION 2

Why even consider a lawn care service? Scotts [Lawn Pro] Annual Program will give you a beautiful lawn for about one-third the cost.

Now it's Easy for You to Have a Better Lawn

Start anytime

You can begin the recommended Annual Program anytime of the year. Just check the month and select the appropriate STEP® product listed.

Simple and easy

No more guesswork. You simply apply the right product -- one Step® at a time.

Guaranteed results[*]

Each [STEP®] [product] is designed to the specific season to help give you a greener lawn.

[Illustration -

Fertilizer / insert product name"

| Stop 1 Early Spring | Stop 2 Late Spring | Step 3. Summer | Step 4. Fall |
|-----------------------------|--------------------------|--------------------------|-----------------------------------|
| Step 1. Early Spring | Step 2. Late Spring | | |
| February - April | April - June | June - August | August - November |
| A crabgrass preventer | A weed control and/plus | A [lawn] fertilizer/food | A [fall] [lawn] fertilizer/food / |
| and/plus lawn | weed control [product] / | [product] / insert | insert product name - |
| fertilizer/food [product] / | insert product name - | product name - apply | specially formulated for the |
| insert product name - | controls dandelions, | for a great green-up. | Fall - the best time to develop |
| prevents crabgrass, | clover, chickweed and | Feeds and strengthens | a stronger root system for a |
| foxtail, spurge, oxalis, | other broadleaf weeds | lawns against heat and | more vigorous, thicker lawn. |
| chickweed and other | while greening your lawn | drought. Won't burn lawn | Helps your lawn green up |
| annual weeds while | for up to 2 more months. | guaranteed (or your | even quicker next Spring. |
| providing deep, thick | | money back) when used | |
| greening for up to 2 | | as directed. Contains 2% | |
| months. In the Pacific | | iron for deep greening. | |
| Northwest, Step 1 is | | | |
| "Moss Control plus | | | |

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OPTION 3

OTHER GREAT TURF BUILDER® PRODUCTS FOR YOUR LAWN

If weeds are a problem, use Turf Builder Plus 2®, weed and feed. This product clears out dandelions and over 50 other broadleaf weeds while providing your lawn with a safe, uniform feeding of fertilizer.

If you don't have weed problems, use Turf Builder®, lawn fertilizer. Turf Builder® promotes quick, deep greening without the danger of burning.

These great Turf Builder® products are developed specifically by Scotts for the unique needs of your lawn – your satisfaction is unconditionally guaranteed.

Turf Builder Plus 2® [*ICON*]: Fertilizer plus Broadleaf Weed Control Turf Builder® [*ICON*]: Fertilizer Eliminates growing broadleaf weeds with Scotts [Super] Turf Builder Plus 2 Weed Control plus Fertilizer.

Crabgrass Preventer Plus Lawn Food forms a treated layer in the soil which prevents crabgrass, foxtail, spurge, barnyardgrass, fall panicum, and oxalis (common yellow woodsorrel) from sprouting and appearing above ground level. This product does not control dandelions or any other weeds (including crabgrass) that are already sprouted and growing. You can kill growing broadleaf weeds with Scotts [Super] Turf Builder Plus 2 weed control plus lawn fertilizer.

[Super] Turf Builder® Lawn Fertilizer contains extra nitrogen, carefully blended with potassium and phosphorus, to make your lawn greener.

- Your lawn will be greener in 4 to 6 days if weather conditions are good (warm soil, some moisture) and application instructions were followed.
- The greening will reach its peak 8 to 10 days after application. The color difference will be more noticeable if your lawn is hungry to begin with.
- Super Turf Builder works below the soil, too, helping to promote root and rhizome development; this strengthens the grass plants and enables them to produce more blades of grass, and it thickens the lawn with the addition of new grass plants.
- Thin areas of turf will fill in over time (about 6 weeks), creating a more uniformly dense lawn.

CLAIMS SPECIFIC TO SCOTTS TECHNOLOGY

<u>OPTION 1</u>

The Scotts Advantage / Scotts Patented All-in-One Particle*:

Each of Scotts exclusive all-in-one particles contain the guaranteed feeding nutrients and the weed control ingredient to provide consistent feeding and weed control to every treated square inch of your lawn. The result: A thick, green weed-free lawn without burning. Guaranteed.

*All-in-One Particles: nitrogen, potassium and the weed control contained in every particle.

OPTION 2

The Scotts Difference™ / Exclusive Particle Technology / Patented Particle™ Technology Every particle of this product contains Scotts® patented timed-release nitrogen plus phosphorus, potassium, and weed control. (See back for details.)

OPTION 3

The Scotts Difference™

Uniform proportions of the major nutrients – timed-release nitrogen, plus phosphorus and potassium – and weed control are bonded together in every Turf Builder Plus Halts for Lawns particle, so they are distributed evenly across the entire lawn, eliminating hit-or-miss feeding and weeding. And the timed-release nitrogen feeds your lawn safely, without burning, and steadily for up to 2 months. Because of Scotts exclusive timed-release nitrogen, you won't get the rapid surge growth With regular mowing, you will have fewer clippings and may not even have to bag your clippings.

With Scotts Turf Builder Plus Halts for Lawns, you can be assured that every particle contains timed-release nitrogen, plus the other primary nutrients and weed control.

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SCOTTS TECHNOLOGY

- Ultra Turf Builder Plus Halts for Lawns granules are consistent in composition.
- Result: consistent distribution of nutrients and crabgrass preventer.

SCOTTS TECHNOLOGY

- Ultra Turf Builder Plus Halts for Lawns delivers the same ratio of primary nutrients plus crabgrass preventer to every treated square inch of turf.
- Result: consistent greening plus [better] crabgrass prevention.

OPTION 4

[Experience] [Get] The Scotts Advantage™: Feeds Your Lawn and Stops Crabgrass Before It Starts! Every Scotts particle contains plant nutrients and the prevention ingredient. Scotts All-in-One particles™ feed and prevent crabgrass [and other grassy weeds] from sprouting all season long [for up to 4 months].

All-in-One = nitrogen, phosphorus, potassium and the crabgrass prevention ingredient contained in every particle.

Turf Builder Plus Halts for Lawns

- Each All-in-One* particle contains nutrients and the crabgrass prevention ingredient
- [Evenly dispersed] particles provide [better] crabgrass prevention [and more consistent feeding]

OR

Turf Builder Plus Halts for Lawns

Turf Builder Plus Halts for Lawns particles deliver the same ratio of nitrogen, phosphorus, potassium and weed preventer in every treated square inch of turf for even, consistent feeding plus [better] crabgrass prevention.

OPTION 5

Poly-S™ Technology

Scotts® Slow-release polymer-encapsulated nitrogen fertilizer – for uniform growth with extended feeding.

OPTION 6

[Advantages of] Turf Builder plus Halts® for Lawns

Our small, uniform granules cover your lawn completely to stop these weeds before they start. All this means that Turf Builder plus Halts® gives your lawn season-long crabgrass and foxtail prevention

PART OF THE NITROGEN IN TURF BUILDER PLUS HALTS® for LAWNS IS TIMED-RELEASE to provide a supply of this essential nutrient to help your lawn stay thick and green for up to 6 to 8 weeks.

EACH TURF BUILDER PLUS HALTS® for LAWNS GRANULE CONTAINS THE THREE MAJOR NUTRIENTS AND CRABGRASS PREVENTER. We bond Scotts unique controlled-release nitrogen with other essential nutrients and a unique crabgrass preventer so your lawn receives a safe, uniform feeding and highly effective crabgrass, foxtail and spurge preventer.

TURF BUILDER PLUS HALTS® for LAWNS

- Every granule contains nitrogen, phosphorous, potassium and crabgrass preventer.
- Provides safe, even greening with uniform crabgrass prevention.

--OR--

Scotts Technology: Turf Builder® plus Halts for Lawns granules are consistent in composition.

Result: consistent distribution of nutrients and crabgrass preventer. Turf Builder with Halts delivers the same ratio of nutrients plus crabgrass preventer to every treated square inch of turf. Result: consistent greening plus [better] crabgrass prevention.

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OPTION 7

The Scotts Advantage™:

Unlike most crabgrass prevention products, every Scotts particle contains plant nutrients and the prevention ingredient. Scotts all-in-one* particles™ feed and prevent crabgrass [and other grassy weeds] from sprouting all season long [for up to 4 months.]

*All-in-one = nitrogen, phosphorous, potassium and the crabgrass prevention ingredient contained in every particle

OPTION 8

 Each all-in-one particle contains nutrients and the crabgrass prevention ingredient



 Evenly dispersed particles provide [better] crabgrass prevention and more consistent feeding

- Nutrients and the crabgrass prevention ingredient often in separate particles
- Particles can separate during application, resulting in inconsistent crabgrass prevention and feeding

MISSION STATEMENTS THE SCOTTS STORY

Scotts is there for your lawn care needs.

Founded in 1868, we are proud of our long history and celebrate the lawn by offering best-in-class products. [We start with the fundamental truth; your lawn is a living, growing thing.] [We start with the fundamental truth; the lawn is alive].

Our scientists embrace this truth by developing technologies that benefit the lawn and fit your lawn care needs. If you need to feed the lawn – we are here. If you have issues with pesky weeds – we got your back. So if you're a diehard lawn warrior or a novice learning how to care for your lawn – [let us help.] [We would like to help].

Option 1

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Option 2

Scotts is your go-to for everything lawn care. We're extremely proud of our heritage and proven expertise. And we celebrate this by continually offering industry-leading products—always with the consumer in mind.

We believe the fundamental truth; your lawn is alive. With that in mind, we create advanced technologies and innovative formulas that help create the lawn you've always dreamed of. From feeding and maintaining your lawn to protecting against weeds, pests/insects and disease, we have the best-in-class products and advice to help you successfully care for your lawn this season—and for years to come.

Option 3

Scotts has helped people create the lawn they've always dreamed of. Founded in 1868 by O.M. Scott, we're extremely proud of our rich history and hard-earned reputation. And honored to be the leader in lawn and garden care for everyone from first-time gardeners to seasoned green thumbs.

We do it by developing advanced technologies and innovative formulas—all based on your needs. From feeding and maintaining a hearty, beautiful lawn to banishing pesky weeds, we have the best-in-class products—and expert advice—to consistently make garden care easier and a lot more enjoyable.

Option 4

Scotts & Your Environment / Green Lawns are Good Lawns / A Good Lawn [Image Set 20]

We care. Scotts products are designed with care to grow thicker, greener lawns. [A Green Lawn Is a Good Lawn.] 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 onto your lawn.

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OR

Scotts® products are designed with care by our team of expert lawn scientists. We take pride in providing you with the best blend of ingredients so you have a healthy lawn you can be proud of.

A healthy lawn benefits the environment in a number of ways – they absorb water better, reduce soil erosion, clean up pollutants in the air and soil, enrich the soil with nutrients. Not only this, but lawns and outdoor spaces have a therapeutic effect on humans.

Option 5

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®

OPTIONAL PRODUCT IMAGE INDEX

Note to PM – If claims or text contain multiple elements both images may appear or be combined.

IMAGE SET 1 - WEEDS & PESTICIDAL TEXT & CLAIMS

Note to PM: These will be used with any claim or text related to the pesticidal properties.



IMAGE SET 2 – SEASON BASED TEXT & CLAIMS

Note to PM: These will be used with any claim, text, or standalone if product name is related to seasonality.













IMAGE SET 3 -TIME/SPEED/RESIDUAL TEXT & CLAIMS

Note to PM: These will be used with any claim or text containing timeframes or related to speed.



IMAGE SET 4 -FERTILIZER TEXT & CLAIMS

Note to PM: These will be used with any claim or text related with fertilizer.













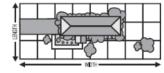


IMAGE SET 5 - COVERAGE OR DETERMING AREA TEXT & CLAIMS

Note to PM: These will be used with any claims or text related to coverage or determining area.









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IMAGE SET 6 - WEBSITES/INTERNET TEXT & CLAIMS

Note to PM: These will be used with any claims or text containing online/websites.



IMAGE SET 7 - PHONE NUMBERS or TEXT WITH PHONE NUMBERS

Note to PM: These will be used with any claims or text containing phone numbers.



IMAGE SET 8 - GENERAL USE SITE & WEED IMAGES IMAGE

Note to PM: The following illustrations are representative and does not show all representations of weeds or lawns that may appear on the final label. Final images will be selected from the list of weeds controlled that appears in the Directions for Use and will be submitted on Final Printed Label.





IMAGE SET 9 –FILL & SET, APPLY, MOW, CLEAN/POST APPLICATION TEXT & CLAIMS Note to PM: Use of this image will be specified with the individual claims or text above.

























IMAGE SET 10 - PARTICLE TECHNOLOGY

Note to PM: Use of this image will be specified with the individual claims or text above.



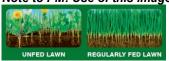
IMAGE SET 11 – WATER SMART

Note to PM: Use of this image will be specified with the individual claims or text above.



IMAGE SET 12 - UNFED vs. REGULARLY FED

Note to PM: Use of this image will be specified with the individual claims or text above.



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IMAGE SET 13- GUARANTEES

Note to PM: Use of this image will be specified with the individual claims or text above.











IMAGE SET 14 - GARDEN CLUB

Note to PM: Use of this image will be specified with the individual claims or text above.



IMAGE SET 15 – PRIVATE LABEL COMPANY LOGOS

Note to PM: These will be used in association with subregistrants products.





IMAGE SET 16 - FERTILIZER PROTECTIONS

Note to PM: Use of this image will be specified with the individual claims or text above.



IMAGE SET 17 - MADE IN USA / COUNTRY OF ORIGIN

Note to PM: Use of this image will be specified with the individual claims or text above.



MADE IN USA

IMAGE SET 18 - APPS

Note to PM: Use of this image will be specified with the individual claims or text above.







IMAGE SET 19 - NUTRIENT/FERTILIZER INGREDIENTS

Note to PM: Use of this image will be specified with the individual claims or text above.











IMAGE SET 20 - MISSION STATEMENT

Note to PM: Use of this image will be specified with the individual claims or text above.



IMAGE SET 21 - SNAP SPREADER

Note to PM: Use of this image will be specified with the individual claims or text above.







