

538-319

8/7/2012

1/20



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON D C 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

The Scotts Company
Cheryl H Prinster
14111 Scottslawn Road
Marysville Ohio 43041

AUG 7 2012

Subject Scotts 18 MAT Weed & Feed
EPA Reg No 538 319
Application Dated July 23 2012
Notification per PR Notice 98 10

Dear Ms Prinster

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98 10 for Scotts 18 MAT Weed & Feed dated July 23 2012 The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98 10 and finds that the action requested falls within the scope of PRN 98 10 The label submitted with the application has been stamped Notification and will be placed in our records

The following alternate brand names have been deleted

- 1 Turf Builder Southern Weed and Feed
- 2 Turf Builder Southern Lawn Food with Weed Control
- 3 Turf Builder Bonus S Southern Lawn Food with Weed Control
- 4 Bonus S Southern Weed & Feed
- 5 Super Bonus S Southern Weed & Feed
- 6 Super Turf Builder Bonus S Southern Weed & Feed

If you have any questions please contact Emily Hartman via email at hartman.emily@epa.gov or by phone at (703) 347 0189

Sincerely

A handwritten signature in black ink, appearing to read "KB", enclosed within a large, hand-drawn oval.

Kable Bo Davis Product Manager 25
Herbicide Branch
Registration Division
Office of Pesticide Programs

Please read instructions on reverse before completing form

Form Approved OMB No 2070 0060 Approval expires 05 31 98

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

1 Company/Product Number 538 319	2 EPA Product Manager Kable Davis	3 Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4 Company/Product (Name) The Scotts Company /Scotts 18 MAT Weed & Feed	PM# PM 25	
5 Name and Address of Applicant (Include ZIP Code) THE SCOTTS COMPANY 14111 Scottslawn Road Marysville Ohio 43041 <input type="checkbox"/> Check if this is a new address	6 Expedited Review In accordance with FIFRA Section 3(c)(3)(b)(I) my product is similar or identical in composition and labeling to EPA Reg No _____ Product Name _____	

Section II

<input type="checkbox"/> Amendment Explain below <input type="checkbox"/> Resubmission in response to Agency letter dated XX XX XX <input checked="" type="checkbox"/> Notification Explain below	<input type="checkbox"/> Final printed labels in response to Agency letter dated XX XX XXXX <input type="checkbox"/> Me Too Application <input type="checkbox"/> Other Explain below
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Explanation Use additional page(s) if necessary (For section I and Section II)

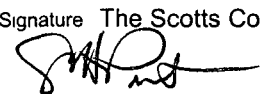
Notification of deletion of ABNs for EPA Reg No 538 319 Scotts 18 MAT Weed & Feed

Notification of label revisions per PR Notice 98 10 See attached cover letter for details of the notification and the certification statement

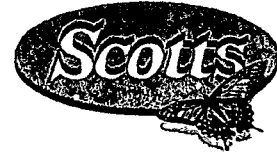
Section III

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

Section IV

1 Contact Point (Complete items directly below for identification of individual to be contacted if necessary to process this application)		
Name Cheryl H Prinster	Title Senior Analyst Regulatory Affairs	Telephone No (Include Area Code) (937) 644 2053
I certify that the statements I have made on this form and all attachments thereto are true accurate and complete I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law		6 Date Application Received (Stamped)
2 Signature The Scotts Company BY 	3 Title Senior Analyst Regulatory Affairs	
4 Typed Name Cheryl H Prinster	5 Date July 23 2012	

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The Scotts Company LLC

and Subsidiaries

July 23 2012

Kable Davis (PM 25)
Document Processing Desk (NOTIF)
Office of Pesticide Programs (7505P)
Environmental Protection Agency
Room S 4900 One Potomac Yard
2777 S Crystal Drive
Arlington VA 22202

Subject Label Notification
EPA Reg No 538 319 – Scotts 18 MAT Weed & Feed

Dear Mr Davis

The Scotts Company is submitting a label notification for EPA Reg No 538 319 Scotts 18 MAT Weed & Feed In accordance with PR Notice 98 10 we are notifying the Agency that we have deleted the alternate brand names which have never been used to create market labels

In support of this action please find enclosed the following documents

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

NOTIFICATION

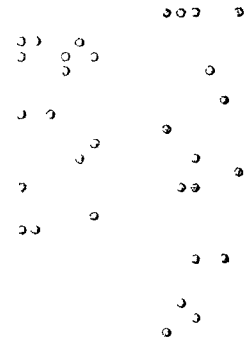
AUG - 7 2012

This notification is consistent with the provisions of PR Notice 98 10 and EPA regulations at 40 CFR 152 46 and no other changes have been made to the labeling or the confidential statement of formula of this product I understand that it is a violation of 18 U S C Sec 1001 to willfully make any false statement to EPA I further understand that if this notification is not consistent with the terms of PR Notice 98 10 and 40 CFR 152 46 this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA

If you have any questions regarding this submission please do not hesitate to contact me 937 644 7296

Sincerely

Cheryl H Prinster
Senior Analyst



1000167194 01 | In Work 07/25/2012 by Temp 12/03/2 Melissa McInain | Printed on 07/25/2012 Print

Enclosures

14111 Scottslawn Road Marysville Ohio 43041
cheryl prinster@scotts com

1000167194 914 000 0100 7 3p p1 MMCLAIN1 2012 07 25T10 18 06 0 945

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NOTE to PM

EPA Reg No 538 319

Bold italicized text is information for the reader and is not part of the label
[Bracketed information is optional text] Text separated by a / denotes and/or options
~~Strikethrough text is deleted~~ Underlined text is new

000538 00319 20120723 NOTIF Highlighted

Scotts 18 MAT Weed & Feed

[For Residential Lawn Use Only]
[Covers/Feeds/Treats XXXX sq ft] (*insert appropriate coverage area*)

ACTIVE INGREDIENT

Aminocyclopyrachlor / 6 Amino 5 chloro 2 cyclopropyl 4 pyrimidinocarboxylic acid

0 018 /

OTHER INGREDIENTS

Total

99 982 /

100 000 /

[CAS # 858956 08 8]

KEEP OUT OF REACH OF CHILDREN

CAUTION

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

[See back for directions]

NOTIFICATION

AUG - 7 2012

Net Wt XXX lb (XXX kg)

Coverage Examples

Package Weight (lbs)	Coverage (sq ft)	lbs product/1000 sq ft	lbs A I per acre
3 12	1 000	3 12	0 025
12 48	4 000	3 12	0 025
15 62	5 000	3 12	0 025
31 20	10 000	3 12	0 025
46 80	15 000	3 12	0 025

EPA Reg No 538 319

EPA Est No XXX XX X

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

000538 00319 20120723 NOTIF

Scotts 18 MAT Weed & Feed

5/20

NOTE to PM

EPA Reg No 538 319

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Optional Company Identifier Scotts®

Alternate Brand Names

- ~~Turf Builder® Southern Weed and Feed~~
- ~~Turf Builder® Southern Lawn Food with Weed Control~~
- ~~Turf Builder® Bonus S® Southern Weed & Feed~~
- ~~Turf Builder® Bonus S® Southern Lawn Food with Weed Control~~
- ~~Bonus S® Southern Weed & Feed₂~~
- ~~SNAP PAC Southern Weed & Feed₂~~
- ~~Super Bonus S® Southern Weed & Feed₂~~
- ~~Super Turf Builder® Bonus S® Southern Weed & Feed~~

[FIRST AID AND ENVIRONMENTAL HAZARDS/ INFORMATION]

PRECAUTIONARY STATEMENTS

[icon] Hazards to Humans and Domestic Animals

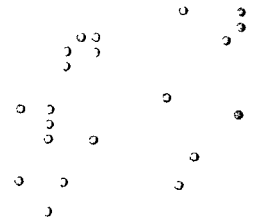
CAUTION Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

FIRST AID [icon]

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. Call a poison control center or doctor for further treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. [Medical Information Call 1 800 543 TURF (8873)]

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



1000167197 01 | In Work 07/25/2012 by Temp 12/03/2 Melissa McIain | Printed on 07/25/2012 Print

1000167197 902 000 0100v7m 3sp p1 MMCLAIN1 2012-07 25T10 18 06 0 945

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[Application]

DIRECTIONS FOR USE

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

This product applies 0.025 lbs of aminocyclopyrachlor per acre

OPTION 1 – QUICK START GUIDE

Insert company name Quick Start Guide

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

[ICON – Spreader/Dial]

[1] Fill & Set Spreader

Insert company name Broadcast/Rotary Spreaders] [X]

Insert company name Drop Spreaders] [X]

This package applies 3.12 pounds of product per 1,000 sq. ft.

[Use only with **insert company name** spreaders/applicators]

[**Insert company name** products are designed to work with **insert company name** spreaders/applicators]

[For additional spreader settings [please] call **insert company phone number**]

[ICON – Lawn/Spreader]

[2] Apply

May be applied to a wet or dry lawn

Apply on a calm day

[ICON – Broom

[3] Clean Up

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

[ICON – lower legs stepping onto grass] You re Done! What s Next?

Do not allow people or pets to enter treated area until dusts have settled. If applying to wet lawn or watering in, do not allow people or pets to enter treated area until lawn has dried.

Questions?

[Call] [now] [icon phone] **insert company phone number**

[icon – computer mouse] **insert company internet address**

Restrictions

Do not apply more than two times per year

Do not use grass clippings from treated areas for mulch or compost. Grass clippings must either be left on the treated lawn or if allowed by local yard waste regulations, disposed of in the trash.

Apply only to grass. Do not apply to flowers, shrubs, trees, fruit or vegetable gardens or beds.

Do not use grass clippings for mulch around vegetable or flower gardens or around ornamental trees and shrubs.

Other Things You Need To Know

• If rain does not occur within a week after application [of Scotts 18 MAT Weed & Feed], water lightly for activation.

[For] use on all lawn grasses

On centpedegrass or bahiagrass, apply after mid-March and before October 1.

May be applied anytime/when [in Spring or Fall] weeds are actively growing.

[Weeds stems and leaves will begin to twist and curl in a few days and will disappear in a few weeks.]

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

NOTE to PM

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[For best results grass taller than 3 inches should be mowed a day or two before application]
Kills Weeds Including **insert weeds from weed list here or** Weeds Controlled **insert weeds from weed list here or** Kills [major/broadleaf] weeds that occur in your lawn including **insert weeds from weed list here or** [Kills/Controls listed weeds [that occur in your lawn] **insert weeds from weed list here**
[Let new grass create a good root system] Delay application [of Scotts 18 MAT Weed & Feed/this product] until new St Augustinegrass has been mowed twice
If planning to sod or sprig St Augustinegrass wait at least one month after you have applied Scotts 18 MAT Weed & Feed/this product

OPTION 2 – HANDHELD APPLICATOR/SHAKER JUG/SHAKER BOTTLE

Easy to Follow Instructions

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

Step 2 Tilt [icon] Tilt bottle to a 90 angle

Step 3 – Apply [icon] May be applied to a wet or dry lawn Apply on a calm day
Walk at a steady pace and shake bottle side to side using your wrist For uniform coverage apply product in rows as you move across the lawn overlapping the rows a few inches For best results maintain a 90 angle during application at all times

Step 4 – Clean up [icon] Sweep product from hard surfaces onto the lawn [to keep valuable feeding nutrients on the grass]

Step 5 – Do not allow people or pets to enter treated area until dusts have settled If applying to wet lawn or watering in do not allow people or pets to enter treated area until lawn has dried

Restrictions

Do not apply more than two times per year
Do not use grass clippings from treated areas for mulch or compost Grass clippings must either be left on the treated lawn or if allowed by local yard waste regulations disposed of in the trash
Apply only to grass Do not apply to flowers shrubs trees fruit or vegetable gardens or beds
Do not use grass clippings for mulch around vegetable or flower gardens or around ornamental trees and shrubs

Other Things You Need to Know

- If rain does not occur within a week after application [of Scotts 18 MAT Weed & Feed] water in lightly for activation
[For] use on all lawn grasses
On centipedegrass or bahiagrass apply after mid March and before October 1
May be applied anytime/when [in Spring or Fall] weeds are actively growing
[For best results grass taller than 3 inches should be mowed a day or two before application]
[Weeds stems and leaves will begin to twist and curl in a few days and will disappear in a few weeks]
[This product will not prevent weed seeds from producing new plants]
Kills Weeds Including **insert weeds from weed list here or** Weeds Controlled **insert weeds from weed list here or** Kills [major/broadleaf] weeds that occur in your lawn including **insert weeds from weed list here or** [Kills/Controls listed weeds [that occur in your lawn] **insert weeds from weed list here**
[Let new grass create a good root system] Delay application [of Scotts 18 MAT Weed & Feed/this product] until new St Augustinegrass has been mowed twice
If planning to sod or sprig St Augustinegrass wait at least one month after you have applied Scotts 18 MAT Weed & Feed/this product

[TIP 1 000 sq ft (20x50 ft) is approximately half the size of a tennis court [image]]

NOTE to PM

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OPTION 3 – ROTARY OR BROADCAST APPLICATION

[How and When to Apply]

May be applied to a wet or dry lawn
Apply on a calm day
Apply anytime/when [in Spring or Fall] weeds are actively growing
Apply only to grass Do not apply to flowers shrubs trees fruit or vegetable gardens or beds

[Watering/Rain]

If rain does not occur within a week after application [of Scotts 18 MAT Weed & Feed] water in lightly for activation

Restrictions

Do not apply more than two times per year
Do not use grass clippings from treated areas for mulch or compost Grass clippings must either be left on the treated lawn or if allowed by local yard waste regulations disposed of in the trash
Apply only to grass Do not apply to flowers shrubs trees fruit or vegetable gardens or beds
Do not use grass clippings for mulch around vegetable or flower gardens or around ornamental trees and shrubs
Do not allow people or pets to enter treated area until dusts have settled If applying to wet lawn or watering in do not allow people or pets to enter treated area until lawn has dried

[Precautions/Other Things You Need to Know]

[For] use on all lawn grasses
On centipedegrass or bahiagrass apply after mid March and before October 1
[For best results grass taller than 3 inches should be mowed a day or two before application]
[Let new grass create a good root system] Delay application [of Scotts 18 MAT Weed & Feed/this product] until new St Augustinegrass has been mowed twice
If planning to sod or sprng St Augustinegrass wait at least one month after you have applied Scotts 18 MAT Weed & Feed/this product

[Weeds Controlled]

Kills Weeds Including *insert weeds from weed list here* or Weeds Controlled *insert weeds from weed list here* or Kills [major/broadleaf] weeds that occur in your lawn including *insert weeds from weed list here* or [Kills/Controls listed weeds [that occur in your lawn] *insert weeds from weed list here*

[Product Information/Facts/Tips]

[What to Expect]

[Weed stems and leaves will begin to twist and curl in a few days and will disappear in a few weeks]
[This product will not prevent weed seeds from producing new plants]

OPTION 4 – CARTRIDGE SPREADER

[When to Apply]

May be applied to a wet or dry lawn
Apply on a calm day
Apply anytime/when [in Spring or Fall] weeds are actively growing
On centipedegrass or bahiagrass apply after mid March and before October 1

[Where to Apply]

Apply only to grass
Do not apply to flowers shrubs trees fruit or vegetable gardens or beds
[For] use on all lawn grasses

9/20

NOTE to PM

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[How to Apply]

Each spreader pass should be within 5 ft of another pass to ensure overlap

- If rain does not occur within a week after application [of Scotts 18 MAT Weed & Feed] water in lightly for activation

Restrictions

Do not apply more than two times per year
 Do not use grass clippings from treated areas for mulch or compost Grass clippings must either be left on the treated lawn or if allowed by local yard waste regulations disposed of in the trash
 Apply only to grass Do not apply to flowers shrubs trees fruit or vegetable gardens or beds
 Do not use grass clippings for mulch around vegetable or flower gardens or around ornamental trees and shrubs
 Do not allow people or pets to enter treated area until dusts have settled If applying to wet lawn or watering in do not allow people or pets to enter treated area until lawn has dried

[Precautions]

[For best results grass taller than 3 inches should be mowed a day or two before application]
 [Let new grass create a good root system] Delay application [of Scotts 18 MAT Weed & Feed/this product] until new St Augustinegrass has been mowed twice
 If planning to sod or sprig St Augustinegrass wait at least one month after you have applied Scotts 18 MAT Weed & Feed/this product

[Weeds Controlled]

Kills [listed] Weeds Including ***insert weeds from weed list here or Weeds Controlled insert weeds from weed list here or*** Kills [major/broadleaf] weeds that occur in your lawn including ***insert weeds from weed list here or*** [Kills/Controls listed weeds [that occur in your lawn] ***insert weeds from weed list here***

[Product Information/Facts/Tips]

[What to Expect]

[Weed stems and leaves will begin to twist and curl in a few days and will disappear in a few weeks]
 [This product will not prevent weed seeds from producing new plants]

Note to PM The following Storage and Disposal will be used with all options for Directions for Use with the exception of Cartridge (Option 4) Pesticide Storage

[icon] STORAGE AND DISPOSAL

PESTICIDE STORAGE Store in a cool dry place [Reseal bag by folding top down and securing **or** press to close [zip top] seal]

PESTICIDE DISPOSAL AND CONTAINER HANDLING 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 disposal agency for disposal instructions Never place unused product down any indoor or outdoor drain

Note to PM the following Pesticide Storage statement will be substituted for the Pesticide Storage statement above when used for the Cartridge Spreader

PESTICIDE STORAGE Store in a cool dry place for next application Product can be used until [Container is] empty [Once empty [Scotts 18 MAT Weed & Feed /cartridges] cannot be reused]

10/20

NOTE to PM

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List of Weeds Controlled *Some or all of the following weeds will appear on the product label and be inserted where indicated*

- | | |
|-------------------|------------------------|
| Annual sowthistle | Dandelion |
| Black medic | Dollarweed (pennywort) |
| Bull thistle | Spiny sowthistle |
| Common vetch | White clover |

CARTRIDGE APPLICATOR SET UP [AND INFORMATION]

[Scotts 18 MAT Weed & Feed]

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

[Icon] Connect/Snap [Place Into Spreader]

[Icon] Lock [Flip Lever to Lock in Place]

[Icon] Apply/Go/Roll [You re Ready to Go]

[Icon] [EdgeGuard/Feature/Control]

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

[See back panel for setup guide]

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

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

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

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

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

Appropriate spreader settings and fertilizer information will be inserted on Final Printed Label to replace X

SPREADER SETTINGS [AND INFORMATION]

This package applies 3 12 pounds of product per 1 000 sq ft

[Covers X XXX sq ft]

[For [use [only] with] **insert company name** spreaders/cartridge/applicator system]

[**insert company name** products are designed to work with **insert company name** spreaders]

[For additional spreader settings [please] call **Insert company phone number**]

[Spreading Tips Apply header strips Then apply product in longest direction of lawn {For best results use a Scotts spreader } Shut off spreader or stop each time you reach a header strip]

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Scotts 18 MAT Weed & Feed

11/20

NOTE to PM

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Spreader	Setting
Insert company name Drop Spreaders [Make sure spreader wheel completely overlaps previous wheel marks] (insert trade names as appropriate)	X
Insert company name Broadcast/Rotary Spreader [Each pass should be within 5 feet [XX inches]of each other to ensure an overlap] (insert trade names as appropriate)	X
Insert company name Broadcast Tractor Spreader (insert trade names from as appropriate) Appropriate spreader settings and coverage will be inserted on Final Printed Label to replace X	X

Spreader Trade Names and Descriptions (may be entered above as appropriate)

Scotts Turf Builder Classic [Drop]	X
Scotts Turf Builder EdgeGuard [Mini Eco Spreader DLX] [Rotary]	X
Scotts [Standard Basic Deluxe Lawn Pro] [Rotary]	X
Scotts Broadcast Tractor Spreader	X

Fertilizer information will be inserted on Final Printed Label to replace X

GUARANTEED ANALYSIS

[Scotts 18 MAT Weed & Feed]

XX XX XX **(insert proper fertilizer ratio)**

FXXX **(FL Fertilizer identification number)**

Total nitrogen (N)	XX /
X X / ammoniacal nitrogen	
X X % urea nitrogen	
X X / other water soluble nitrogen	
X X / water insoluble nitrogen	
Available phosphate (P ₂ O ₅)	X /
Soluble potash (K ₂ O)	X %
Sulfur (S)	X /
X / combined sulfur (S)	

Derived from [ammonium phosphate] [urea] [methyleneureas] [potassium sulfate] [ammonium sulfate] [and] [muriate of potash]

Chlorine not more than X %

Contains X X / slowly available [methyleneureas] [methylenediurea] [dimethylenetriurea] [and] [water insoluble] nitrogen

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

[Florida Annual Fertilizer Applications

On centipede lawns do not exceed rate of 2 lbs of Nitrogen per 1 000 sq ft in the north and 3 lbs of Nitrogen per 1 000 sq ft in the central and south On Bahia lawns do not exceed rate of 3 lbs of Nitrogen per 1 000 sq ft in the north]

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

000538 00319 20120723 NOTIF

Scotts 18 MAT Weed & Feed

12/20

NOTE to PM

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OPTIONAL MARKETING CLAIMS

The following claims may appear on any label panel

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

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

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WEED CONTROL

Systemic/dual action/thorough weed control [formula] [that] enters the plant/weed through the leaves and the root
Clears/Takes out weeds/ Controls **insert weed(s) from weed list** for up to 4 months
Controls/Kills/Clears out [listed weed(s)]/common [broadleaf] listed weeds [guaranteed] [while feeding/greening your lawn]
Kills listed weeds /weeds as listed / **insert weeds(s) from weed list** / [major] listed broadleaf weeds through the root
Works right the first time [[whether the grass is wet or dry]
Takes the guesswork out of weed control
[With] LawnGuard [Weed Control [Technology]]
Weed control made easy
[Weed control] enters [the plant/weed] through the leaves and the root
Weed control / Weed killer works from the root up
Weed control / Weed killer works below the surface to kill the root/plant/weed
Penetrates to the root [zone/area] to take out /kill the whole weed
Controls/Kills [the] listed weed(s) / **insert weed(s) from weed list** down to the root
Helps reduce [pop up/breakthrough] weeds for up to 4 months
Apply once and you re done [with listed weeds] up to 4 months
All you need for a thick green lawn without **insert weed(s) from weed list**
Controls/kills [tough/hard to kill] listed weeds /weeds as listed [including **insert weed(s) from weed list**]
Kills listed weeds/**insert weed(s) from weed list** in 3 to 4 weeks greens grass/lawn in 3 to 6 days
Effective [feeding and] weed control for mixed lawns/grass [types]
Kills listed weeds/weeds as listed [and won t burn mixed lawns/grass [types] when used as directed]
Kills listed weeds/ [weed] seedlings you see and those/others you don t
This product controls listed weeds and helps you get a thicker stronger lawn [with increased root development]
Weed control plus fertilizer/lawn food
[ICON] Weed
[3X] better dollarweed control versus original **insert Scotts product name**
Works in/See it working in 5 to 7 days

APPLICATION

Apply to [a] wet or dry lawn/grass
Apply any time of day [wet or dry]
Apply in early spring/fall/anytime you have weeds [actively growing]
Apply in Spring February – April/February March April
Apply in Fall Sept Nov [September October November]
Apply when it s best for you / most convenient for you [wet or dry]
Apply on your [own] schedule
[Easy to use formula] Takes the guesswork out of application/when to apply
All weather formula [Apply wet or dry]
No need to apply to a wet lawn
Apply [spring/fall] when listed weeds are [actively] growing/are a problem
Fall is the best time [to feed [seed [and kill listed weeds/weeds as listed]]]
Feed/Apply this/in Fall/Spring
Easy to use/apply [formula]
[Now] it s easy for you to have a better lawn
For Use on St Augustinegrass (Including Floratam) and All Other Lawn Grasses

GUARANTEE

Insert company name Easy to Use/Easy to Succeed/Worry Free Granules/Fertilizer
[Backed by] [**insert company name**] [No Quibble] Guarantee/Guaranteed
[Consumer] Guarantee If for any reason you are not satisfied after using this product simply send us [an] original proof of purchase and we will replace the product or refund the purchase price

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NOTE to PM

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If for any reason you the consumer are not satisfied after using this product you are entitled to get your money back Simply send us evidence of purchase and we will mail you a refund check promptly

FERTILIZER

Builds/Grows/Promotes [a] thick green lawn/grass from the roots up [without burning your lawn]
Feeds and Greens
Build/Grow a better lawn with/using less water [vs unfed]
[A] [strong/thick/beautiful/lush/green] lawn/grass/turf [without weeds]
[Builds/Grows] A thicker greener [Southern/Texas/Florida] lawn/grass [guaranteed] [vs unfed]
Builds/Grows a strong/thick/beautiful/lush/green lawn [Southern/Texas/Florida] lawns/grass [guaranteed]
Feeds and strengthens [against heat drought and other stresses]
Well fed lawns are more efficient at using available water Feeding with **insert Scotts company name** fertilizer/lawn food [Water Smart] helps grow a thick lawn/grass with more roots/stronger root system to better absorb water and nutrients than an unfed lawn This helps protect [your lawn] against heat drought and other stresses
Make[s] the Most of Every Drop®
[Insert Scotts company name/ lawn fertilizer/food/Water Smart] improves lawn s ability to absorb water and nutrients
[Feed the lawn/grass] Water Smart
Grows/Builds strong deep roots/root systems [that use water better/more efficiently] [and can reach down to stores of water in the soil]
Helps grass [plants] store needed carbohydrates/nutrients to strengthen/prepare for winter/drought conditions
A lawn fed with Scotts fertilizer/lawn food [has a healthy root system that] protects against [heat &and drought] [summer stresses]
Gives/Provides/Replenishes [your/the] [grass/lawn] nutrients it needs to recover faster [after/from winter/summer/dormancy/drought]
Fall is the #1 [recommended] season to feed your lawn/grass
[Experts agree that] Fall is the best time of the year to fertilize/feed your grass/lawn [because conditions are ideal for root development]
Builds strong deep [grass] roots/roots systems [for winter]
Feed now [in fall] for a more vibrant lawn next spring [and all year long]
Fertilize/Feed 4 times a year for best results – no more than two applications per year with **[insert Scotts product name]**
Won t burn/Guaranteed not to burn your lawn/grass when used as directed
Won t burn lawn[s] when used as directed guaranteed!
[Warm soil] [Cooler air] [More precipitation] [Insert Scotts product name] works with [these] fall conditions to strengthen roots for Winter and build/create a stronger foundation [for next year]
[Warm soil] [Cooler air] [More precipitation] The ideal environment/conditions [for root development] [for grass/lawns to grow]

FORMULA

[Contains] No phosphorous/phosphate (**Note to PM for Phosphorous free formula(s) only**)
Phosphorous free/Zero Phosphorous/Phosphate free/Zero phosphate/No Phosphorous/No Phosphate [formula]
(**Note to PM for Phosphorous free formula(s) only**)
Contains X / Iron [for added greening]/[for a deep dark green turf]/ [for deep greening]/ [for dæpɜr greening]
[Contains] timed/slow release/controlled/extended release feeding/ nitrogen [for extended/even feeding and greening] [without surge growth]
Protect[s] [lawn] for Winter and Build[s] for Spring
X / More Greening Power versus **insert Scotts product name**
[Helps lawn] recover from Summer Replenish for Winter and Rebuild for Spring
Mixed grass/lawn type formula
New [Formula]
Works on mixed lawns
NITROGEN – Essential for plant [and/& root] growth [makes grass green] [and/& strengthens roots]
PHOSPHORUS – Stimulates root growth [helps grass multiply]

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POTASSIUM – Makes plant strong [better able to resist drought and extreme heat]/[improves heat &/and drought tolerance]/[protects against winter]
Formulated to provide consistent even feeding over an extended period of time
Recover Replenish Rebuild [with] ***[insert Scotts product name]***

Slow Release Nitrogen Increase

X/ MORE Slow Release Nitrogen than/vs regular ***insert Scotts product name***
insert Scotts company name Longest Lasting Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/ Nutrients/Food/even greening/consistent green
X/ longer lasting Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/Nutrients/Food/even greening/consistent green than/vs [regular] ***insert Scotts product name***
X/ More slow release Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/Nutrients/Food/even greening/consistent green than/vs [regular] ***insert Scotts product name***
X/ more (extended controlled long release) Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/ ***Nutrients/Food***/even greening/consistent green than/vs regular ***insert Scotts product name***
[Formulated may precede ANY OF THE ABOVE]
Greens longer than/vs [regular] ***insert Scotts product name***
Feeds [and greens] up to X months/weeks longer than/vs [regular] ***insert Scotts product name***
X/ added slow/extended/time[d]/even release Nitrogen than/vs [regular] ***insert Scotts product name***
More slow/extended/time[d] /even release Nitrogen for longer lasting even greening/consistent green than/vs [regular] ***insert product name***
More slow/extended/time[d] /even release Nitrogen for longer lasting Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening Power/Feeding than/vs [regular] ***insert Scotts product name***

Insert Company Name Advantage

The insert Scotts company name Advantage/Difference [All in One Particle Technology]
All food no filler [for your best lawn ever] [for a great Scotts lawn]
Each/every granule/particle is all/100 % food/nutrition and weed /dollarweed /clover killing/fighting power
For more than 100 years people have trusted [name] more than any other brand to help grow/build [beautiful/[strong/thick/green/great] [Southern/Texas/Florida] lawns
Each All in One Particle [fertilizer] contains essential/recommended ratio of nutrients [and micronutrients] for a [greener] [thicker] [stronger] lawn
insert Scotts company name [patented/exclusive] all in one particles deliver a balance of [fall] feeding nutrients to every treated square inch of treated grass/your lawn for a [thick] [green] [strong] [spring] lawn
insert Scotts company name TECHNOLOGY
Now it s easy for you to have a better lawn
[Now with] ***insert Scotts company name*** [patented/exclusive] all in one/1 [particle/fertilizer] technology
[Only] ***insert Scotts company name*** has patented/exclusive all in one/1 [fertilizer/particle] technology
Simple and easy

PACKAGING CLAIMS

[New] Bonus /convenient size
Easy open resealable/reclosable/easy close [bag]
Easy [to] pour
[Just] flip tilt feed
[Just] shake and/ n feed
[New] Built in spreader/applicator
[New] easy to carry handle/size
No spill bag
No Touch No Spill No Waste
[Perfect] [size] for small lawns
Snap & Go [snap™ pac/cartridge/***insert Scotts product name***]

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Ready to go [snap™ pac/cartridge/***insert Scotts product name***]
[snap™ pac/cartridge] automatically sets the proper application rate
[snap™ pac/cartridge] connects directly to the applicator/spreader

Note to PM *The following cartridge 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*

CARTRIDGE CLAIMS

A snap/easy to start/apply/finish/store
[All you have to do is] [just] pop it on flip the lever and go!
Automatic spreader setting delivers/guarantees a no burn application when used as directed
Available in your choice of [x] formulas/cartridges/snap™ pac [s]
Cartridge/product can be used until empty
Cartridge/snap™ pac locks into place [and automatically sets the proper feeding/application rate]
Compact size fits easily in storage areas
Easy/simple to use
[Flip the lever to lock cartridge into place] [ICON]
For many fertilizing/feeding the lawn is a [big] chore
Get a beautiful/thick/green/strong lawn with [far] less effort
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]
Insert/connect new cartridge/snap™ pac [s] [lock into place] [and go] [and continue applying] [ICON]
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
It s easy to get started
[It ***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
[It] transform[s] the way you [feed/fertilize/take care of] your lawn [making it easy/easier] [than ever before] [to get a beautiful/thick/green/strong lawn]
[It] Take[s] the mess/guesswork out of feeding/fertilizing/lawn care [your lawn] [[so you get [the]] right application rate/great results/a beautiful/thick/green/strong lawn]]
[It s] Ready to go when you are
[It s] The easy/easier way to a beautiful/thick/green/strong lawn
[It] Makes it easier to get a beautiful/thick/green/strong lawn
It s easy/easier [than ever before] [to get the (the right application rate)/(great results)]
Leave the old way of fertilizing/feeding/lawn care behind
Lock/snap & Go
No burn application when used as directed
No guess/mess/hassle [application]
No manual spreader/applicator settings [to adjust]
No mess start/finish
Now getting a [beautiful/thick/green/strong] lawn is easy/easier [than ever before]
No touch/spill/ waste storage [with the [unique/self sealing] cartridge/snap™ pac/system]
[Now] [there s] [a/the] quick/quicker/fast/faster way to feed/fertilize/care for your lawn
[Now] [there s a/the] revolutionary [new] way to take care of/feed your lawn
Once empty cartridges/snap™ pacs cannot be reused
Proper feeding/application rate is set automatically [with the ***insert Scotts name***/self contained/Lock/Snap & Go] [cartridge/system]
Reduces the mess/inconvenience/effort/hassle of fertilizing/lawn care
Snap™ Pac /Cartridge
[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]
Self sealing cartridge/snap™ pac [makes clean up and storage a snap]/[means [a] no waste/no spill/no touch, [clean up/storage]
Store cartridges/product in a clean dry place [for your next application]

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

GENERAL LAWN PRO ADVANTAGE CLAIMS

[Scotts] Lawn Pro®
Designed for Lawn Pro Retailers / Dealers
Available only at authorized Scotts Lawn Pro Dealers/Retailers
Insert Scotts company name Weed & Feed

Note to PM The following two claims will only be used with a reference to a Seasonal Application Option which will appear on the back panel of the bag The Seasonal Application Option as stated in the section below will provide recommendations for how and when to use other products in the 4 Step line of products

[**insert company name**]/Our best annual program See back for details
[**insert Scotts company name**] 4 Step Program See back for details

SEASONAL PRODUCT APPLICATION OPTIONS

[Scotts] Recommended Annual Feeding/Lawn Care 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]
[Scotts [Super]Turf Builder Lawn Fertilizer/Brand Name] [Artwork]

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[Early Spring – February April]
[Scotts Turf Builder Lawn Fertilizer/Brand Name] [Artwork]

[To prevent crabgrass]
[Turf Builder plus Halts for Lawns /Brand Name] [Artwork]

Late Spring – April June
[Scotts [Super] Turf Builder Lawn Fertilizer/Brand Name] [Artwork]

[If you have weeds / To kill weeds]
[Scotts 18 MAT Weed and Feed /Brand Name] [Artwork]

[Summer –June August]
[Scotts [Super] Turf Builder Lawn Fertilizer/Brand Name] [Artwork]
[If you have bugs / To kill bugs]
[Talstar 0 086 Lawn Granular Insecticide with Fertilizer/ Brand Name] [Artwork]

[If you have grubs/need grub control]
[Scotts Grub Ex/Brand Name] [Artwork]

[Fall – September November]
[Scotts [Super] Turf Builder WinterGuard/Brand Name] [Artwork]
[If you have fall weeds / To kill fall weeds]
[Scotts 18 MAT Weed and Feed/Brand Name] [Artwork]

[Key Product Facts / How To Apply]
[Apply in Early Spring]

Optional Box Format

Apply any season if weeds or bugs are not a problem	To Kill Weeds/If you have weeds	If weeds or bugs are not a problem	To Kill Bugs/If you have weeds	To Prepare for Winter/If you have weeds/To Kill Weeds
Anytime/Any Season	Early Spring February April	Late Spring April – June	Summer June – August	Fall September November

OPTIONAL CLAIMS REGARDING RECOMMENDED PROGRAMS

Allow 2 months between application
 For best results it is recommended that you apply a Turf Builder® product / feed your lawn four times a year [(see back for details)]
 For best results it is recommended that you apply as part of a Scotts Annual Lawn Pro® Program [(see back for details)]
 For best results it is recommended that you apply the Scotts® [Turf Builder®] Annual [Lawn Care] Program [Guaranteed results] Each step is designed to the specific season to help give you a greener lawn,
 No more guesswork apply the right product at the right time for a thick green weed free lawn
 It's easy to have a better lawn
 Save Money Why even consider a lawn care service? Scotts Lawn Pro® Annual Program will give you a beautiful lawn for less cost
 Simple and easy No more guesswork Simply/Just apply the right product – one Step at a time

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Start [the program] anytime [just check the month below and apply products at 2 month intervals] [If weeds or bugs are not a problem apply **Insert Scotts fertilizer product name**]

Use any of these products next to keep your lawn looking great all season/year

Feed four times/regularly [with **insert Scotts company name**] for your best lawn

How often should I feed my lawn?

Your lawn needs a regular supply of the highest quality nutrients to stay thick and strong So for a thick beautiful **insert Scotts company name** lawn that can stand up to heat drought wear and tear we recommend feeding every 6 8 weeks/ 2 months

Dedicated To A Beautiful World™

Trusted by generations of homeowners **insert Scotts company name** is dedicated to helping enhance and protect the beauty of your home environment – **insert Scotts company name**

Insert company name & Your Environment

We Care – **insert Scotts company name** products are designed with care to grow thicker greener lawns/grass [Because] A Green Lawn Is A Good Lawn – [A] healthy lawn/ grass can clean the air produce oxygen and prevent runoff and soil erosion

[You Can] Make a Difference Help keep our water resources clean Apply this product only to your lawn And sweep any product that lands in the driveway sidewalk or street back on to your lawn

[Water Smart®] Tips for Lawncare Success

Feed Regularly For Your Best Lawn [Regular feedings of **insert Scotts product name** will help grow a lawn you and your family can enjoy][**insert Scotts product name** provides the nutrients your lawn needs to look its best and withstand the stresses of weeds heat drought and family activity]

Mow Your Lawn [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]

Questions/Information

[ICON PHONE] Phone toll free -or Consumer Helpline or [toll free] consumer hotline
[icon phone] **insert company phone number** [Call] [now]
[icon – computer mouse] **insert company internet address**

[ICON – NYSE symbol] **insert company name and address**

Questions? Call **insert company phone number**

Note to PM The following guarantee will appear on any packaging which includes the term Guarantee

Insert company name [No Quibble] Guarantee™

If for any reason you the [consumer or customer] 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 ~~back~~ promptly

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

Consumer Helpline/Call [now] **insert company phone number**

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Contact the Experts/Learn more at ***insert company phone number***
insert company name the lawn people Marysville Ohio 43041

Lawn success made easy [Call ***insert company phone number***]

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

[icon] Distributed/Manufactured/Sold [and Guaranteed] by/for

The Scotts Company
14111 Scottslawn Rd
Marysville OH 43041

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U S Patent No X XXX XXX
[patent pending]

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