

538-321

4/5/2011

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U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (7504P)
Ariel Rios Building
1200 Pennsylvania Ave., NW
Washington, D.C. 20460

EPA Registration
Number:
538-321

Date of Issuance:
APR - 5 2011

NOTICE OF PESTICIDE:

- Registration
- Reregistration

(under FIFRA, as amended)

Term of Issuance: Unconditional

Name of Pesticide Product:
Scotts 55 MAT Weed & Feed

Name and Address of Registrant (include ZIP Code):

The Scotts Company
14111 Scottslawn Road
Marysville, OH 43041

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

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

This product is registered in accordance with FIFRA provided that you:

1. Submit and/or cite all data required for registration review/reregistration of your product when the Agency requires all registrants of similar products to submit data.
2. Submit one-year Storage Stability (Guideline 830.6317) and Corrosion Characteristics (Guideline 830.6320) studies within eighteen (18) months from the date of this notice.
3. Submit the MSDS for one of the inert ingredients as stated in the product chemistry review within ninety (90) days from the date of this notice.

In reference to the product labeling, make note that the marketing claims "new" and "now" can only be used for a period of six months from the first date of shipment to a customer of this product.

The Basic and Alternates #A-G Confidential Statements of Formula (CSFs) dated July 16, 2010 and December 17, 2010 are acceptable.

A stamped copy of the label is enclosed for your records. Submit one (1) copy of the revised final printed label before you release the product for shipment. Products shipped after eighteen (18) months from the date of this Notice or the next printing of the label, whichever occurs first, must bear the new revised label. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA §6(e). Your release for shipment of the product constitutes acceptance of these conditions.

If you have any questions regarding this Notice, please contact Mindy Ondish at (703)605-0723 or at ondish.mindy@epa.gov.

Signature of Approving Official:
Kable Bo Davis
Product Manager 25
Herbicide Branch
Registration Division (7505P)

Date:
4-5-11

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NOTE to PM:

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

EPA Reg. No. 538-321

Scotts 55 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-pyrimidinecarboxylic acid 0.055%

OTHER INGREDIENTS:..... 99.945%

Total 100.000%

[*CAS # 858956-08-8]

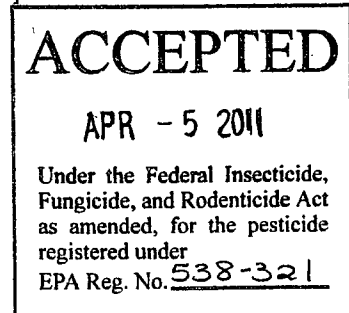
KEEP OUT OF REACH OF CHILDREN

CAUTION

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

[See back for directions.]

Net Wt. XX lb (XX 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	0.075
12.48	4,000	3.12	0.075
15.60	5,000	3.12	0.075
31.20	10,000	3.12	0.075
46.80	15,000	3.12	0.075

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EPA Est. No. XXX-XX-X

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

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Optional Company Identifier: Scotts®

Alternate Brand Names:

- SuperTurf Builder® Weed & Feed
- SuperTurf Builder® with Plus 2® Weed Control₂
- SuperTurf Builder® Lawn Food with Weed Control
- Snap™ Pac Weed & Feed₂

[FIRST AID AND ENVIRONMENTAL HAZARDS/ INFORMATION]

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

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

FIRST AID

If in eyes: Hold eye open and rinse slowly and gently with water for 15 – 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. 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.

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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 0.075 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]

[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]

[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.]

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] **insert company phone number**

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 55 MAT Weed & Feed**], water in lightly for activation.
- [For] use on all lawn grasses except St. Augustinegrass and bentgrass.
- 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.
- [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.]
- [For best results, grass taller than 3 inches should be mowed a day or two before application.]

NOTE to PM:

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- 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***

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 55 MAT Weed & Feed], water in lightly for activation.
- [For] use on all lawn grasses except St. Augustinegrass and bentgrass.
- 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***

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

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.

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[Watering/Rain]

- If rain does not occur within a week after application [of Scotts 55 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 except St. Augustinegrass and bentgrass.
- 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.]

[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 except St. Augustinegrass and bentgrass.

[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 55 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 garden or beds.

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- 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.]

[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]

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

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: Nonrefillable container. Do not reuse or refill this container. If empty: Place in trash or offer for recycling if available. If partly filled: Call your local solid waste 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 55 MAT Weed & Feed/cartridges] cannot be reused]

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

Annual sowthistle	Chamber-bitter	Hop clover
Annual trampweed (facelis)	Common catsear (coastal dandelion)	Lawn burweed
Black medic	Common vetch	Mousetear chickweed
Blackseed plantain	Cudweed	Pink purslane
Broadleaf plantain	Dandelion	Spiny sowthistle
Buckhorn plantain	Dollarweed (pennywort)	Stinging nettle
Bull thistle	Florida betony	White clover
Canada thistle	Ground ivy (creeping charlie)	Wild violet (common blue violet)

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CARTRIDGE APPLICATOR SET UP [AND INFORMATION]

[Scotts 55 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.]

Spreader	Setting
insert company name Drop Spreaders [Make sure spreader wheel completely overlaps previous wheel marks.]	X
(Insert trade names as appropriate)	
insert company name Broadcast/Rotary Spreader [Each pass should be within 5 feet [XX inches] of each other to ensure an overlap.]	X

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(insert trade names as appropriate)

Insert company name Broadcast Tractor Spreader X

(insert trade names from as appropriate)

Appropriate spreader settings and coverage will be inserted on Final Printed Label to replace "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 55 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] [methylenureas] [potassium sulfate] [ammonium sulfate] [and] [muriate of potash].

Chlorine, not more than X%

*Contains X.X% slowly available [methylenureas] [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.]

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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 fertilizer, 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/Controls dandelion/white clover [clover] for up to 4 months
- Controls/Kills/Clears out [listed weed(s)/weeds as listed]/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] for 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 [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 /weeds as listed and helps you get a thicker, stronger lawn [with increased root development]
- Weed control plus fertilizer/lawn food
- [ICON] - Weed
- [2X] better dandelion control versus original **insert Scotts product name**
- [3X] better white clover control versus original **insert Scotts product name**

APPLICATION

- Apply to [a] wet or dry lawn/grass
- Apply any time of day [wet or dry]
- Apply in spring/fall/anytime you have weeds [actively growing]
- Apply in Spring: April-June/April, May, June
- 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 to wet or dry lawn]
- 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

GUARANTEE

- **Insert company name** Easy-to-Use/Easy-to-Succeed/Worry-Free Granules/Fertilizer
- [Backed by] [**insert company name**] [No-Quibble] Guarantee

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- [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.
- 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 & 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/grass 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 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 deeper 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-/dandelion-/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

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- Snap & Go [snap™ pac/cartridge/*insert Scotts product name*]
- 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'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.
- [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]

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

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[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 55 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 55 MAT Weed and Feed/Scotts 60 MAT Weed and Feed/Scotts 65 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 Prevent Crabgrass/If you have crabgrass	To Kill Weeds/If you have weeds	To Kill Bugs/If you have weeds	To Prepare for Winter/If you have weeds/To Kill Weeds
Anytime/Any Season ICON	Early Spring February – April ICON	Late Spring April – June ICON	Summer June – August ICON	Fall September - November ICON

OPTIONAL CLAIMS REGARDING RECOMMENDED PROGRAMS

- Allow 2 months between application
- For best results, Scotts/we recommend(s) that [you] apply a Turf Builder® product / feed your lawn four times a year [(see back for details)].
- For best results, Scotts/we recommend(s) that [you] apply as part of a Scotts Annual Lawn Pro® Program [see back for details]
- For best results, Scotts/we recommend(s) 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.
- 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.

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- 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.]

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Questions/Information

[ICON - PHONE] Phone toll-free -or- Consumer Helpline -or- [toll-free] consumer hotline
Insert company phone number

[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 check 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***

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 Drive
Marysville, OH 43041

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U.S. Patent No. X,XXX,XXX

[patent pending]