

538-324

7/11/2013

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

EPA Registration Number:

538-324

Date of Issuance:

APR 1 1 2013

NOTICE OF PESTICIDE:

- Registration
- Reregistration

(under FIFRA, as amended)

Term of Issuance: **Conditional**

Name of Pesticide Product:

MSM 20 on Fertilizer

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 §3(c)(7)(A) 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.

The basic and alternates #A-C Confidential Statement of Formula (CSF) dated July 6, 2012 are acceptable.

A stamped copy of the label is enclosed for your records. Submit one (1) copy of the final printed label before you release the product for shipment. 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:

APR 1 1 2013

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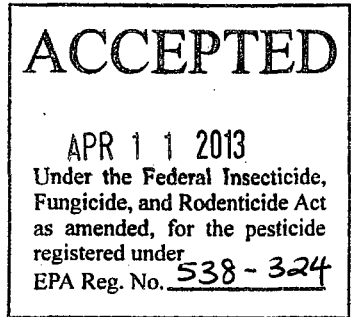
Note to PM:

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MSM 20 on Fertilizer

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ACTIVE INGREDIENT:

Metsulfuron-methyl†..... 0.020%

OTHER INGREDIENTS: 99.980%

Total 100.000%

†CAS #74223-64-6

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

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

[Covers/treats/feeds/fertilizes XXXX sq ft/XX ft x XXX ft]. **Coverage denoted by "X" will be added to FPL.**
1/8 acre = 5,445 sq. ft.

NET WEIGHT/WT. 17.24 lb (x.x kg)

Note to PM: The 17.24 lb bag covers 5,000 sq ft. See table for coverage examples.

Coverage Examples:

Bag Weight (lbs)	Coverage (sq. ft.)	A.I. percent	# AI per acre	# Product per 1000 sq ft
13.79	4,000	0.020	0.03	3.45
17.24	5,000	0.020	0.03	3.45
34.48	10,000	0.020	0.03	3.45
51.72	15,000	0.020	0.03	3.45

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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:

- Turf Builder Southern Weed & Feed 3
- Turf Builder Southern Weed & Feed for Snap 3
- Bonus S Southern Weed & Feed 4
- Bonus S Southern Weed & Feed for Snap 3
- Turf Builder Bonus S Southern Weed & Feed 5
- Turf Builder Bonus S Southern Weed & Feed for Snap 3
- Turf Builder Florida Weed & Feed 3
- Turf Builder Florida Weed & Feed for Snap 3
- Bonus S Florida Weed & Feed 4
- Bonus S Florida Weed & Feed for Snap 3
- Weed & Feed for St. Augustinegrass 4
- Snap Southern Weed & Feed 3
- Super Bonus S Southern Weed & Feed 4
- Turf Builder Bonus S Florida Weed & Feed 3
- Step 1 Southern Weed Control Plus Lawn Food 4
- Step 1 Southern Weed & Feed 4
- Step 4 Southern Fall Weed & Feed 4
- Scotts Turf Builder Restore Southern Weed & Feed 3
- Scotts Turf Builder 360 Southern Weed & Feed 3
- Scotts Root Builder Southern Weed & Feed 3

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

[FIRST AID AND ENVIRONMENTAL HAZARDS/INFORMATION]

[Keep Out of Reach of Children]
[CAUTION]

Precautionary Statements

Hazards to Humans and Domestic Animals [icon]

CAUTION: Causes moderate eye irritation. Avoid contact with eyes 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 first 5 minutes, then continue rinsing eye.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling poison control center or doctor, or going for treatment. Call: 1-XXX-XXX-XXXX (**number is available 24/7/365**)

Environmental Hazards [icon]

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

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[KEY PRODUCT FACTS]

[APPLICATION]

[HOW AND WHEN TO APPLY]

OPTION 1 – DIRECTIONS FOR USE

DIRECTIONS FOR USE

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

[Application]

- For use on St. Augustinegrass (including Floratam), bermudagrass, centipedegrass, zoysiagrass, seashore paspalum and buffalograss.
- May be used on tall fescue [Kentucky bluegrass / fine fescues] if temporary discoloration can be tolerated.
- Apply anytime/when weeds are actively growing [in spring, summer, or fall]
- May be applied to a wet or dry lawn.
- For best results apply to grass that is wet from dew or watering.
- Mow tall grass a day or two before application.
- If rain does not occur within 2-3 days after application, water in lightly for activation.
- [For severe weed problems, a second treatment may be required 2 months after the first.]
- [Apply in the Fall to control winter weeds such as henbit, common chickweed, eveningprimrose and lawn burweed.]
- This product applies 0.03 lbs active ingredient per acre.

[Weeds Controlled]

- Controls [or suppresses] **insert one or more weeds from following weed list** [Controls [or suppresses] weeds as listed above/below] **or** Kills/Controls/Suppresses listed weeds **or** Weeds Controlled/Suppressed
- Note to PM: The weed list may appear elsewhere on the label and be referenced in the Directions for Use**

Controls		
annual sowthistle	cudweed	mustard
aster	dandelion	parsley-piert
black medic	dollarweed (pennywort)	Pensacola bahiagrass
broadleaf plantain	eclipta	perennial ryegrass
buckhorn plantain	English daisy	pigweed
California burclover	evening primrose	pineapple-weed
Carolina geranium	Florida betony	prostrate knotweed
catsear	Florida pusley	puncturevine
chicory	ground ivy	purple deadnettle
common chickweed	hairy bittercress	red clover
common groundsel	henbit	shepherd's-purse
common mallow	hop clover	spurge
common purslane	horseweed	white clover
common yarrow	khakiweed	wild carrot
corn speedwell	lambquarters	wild garlic
creeping woodsorrel	lawn burweed (spurweed)	wild violet
crown vetch	mouseear chickweed	yellow woodsorrel (Oxalis)

Suppresses	
Argentine bahiagrass	field bindweed
Canada thistle	Virginia buttonweed

2 month control		
broadleaf plantain	California burclover	dollarweed (pennywort)
buckhorn plantain	dandelion	white clover

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Reentry

- Do not allow people or pets to enter treatment areas until the application is complete and the grass is dry.

Restrictions

- Do not use on bahiagrass, ryegrass (annual and perennial) and blends that contain ryegrass.
- Do not apply this product in a way that will contact any person either directly or through drift. Keep people and pets out of area during application.
- Do not apply on or under the branch spread area of trees, shrubs, bedding plants, flowers or garden plants.
- Do not apply if rain is expected within the next 24 hours.
- Do not water your lawn for 24 hours following application.

Seeding/Sprigging

- May be applied after sprigging/sodding a new St. Augustinegrass, bermudagrass, centipedegrass or zoysiagrass lawn to prevent competition from germinating weeds. Water the new sprigs, then make the application of this product / **insert product name**.
- Do not apply to newly seeded lawns until after the new grass has been mowed at least three times.
- Do not plant sprigs/sod for one month, or sow new grass seed for two months following application of this product / **insert product name**.

[How to Apply] the following statements will be included in DFU for product to be used with the Scotts SNAP® Spreader - see note to PM below

[This package applies [approximately] 3.45 [3.4] lbs of product per 1,000 sq ft.]

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

[What to Expect]

[Weeds in treated areas will stop growing 1 – 2 days after application.]

[Affected weeds will gradually die and disappear within 3 – 4 weeks after application.]

[Grass/Lawn will become greener in 4 – 6 days after application.]

Note to PM - For your reference, product packaged specifically for use with a Scotts SNAP® Spreader will be in a cylindrical bag with a bottom fitment that will only attach to the SNAP® Spreader System. The bottom fitment contains an aperture that is calibrated for a product application to 4,000 sq ft, and therefore no spreader settings are required for this particular application.

OPTION 2 – DIRECTIONS FOR USE QUICK START GUIDE

DIRECTIONS FOR USE

- It is a violation of federal law to use this product in a manner inconsistent with its labeling.
- This product applies 0.03 lbs active ingredient per acre.

[Insert company name] Quick Start Guide

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

[ICON – Spreader/Dial]

[1.] Fill & Set Spreader

insert company name Broadcast/Rotary Spreaders X

[**insert company name** Drop Spreaders] [X]

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

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

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

[This package applies [approximately] 3.45 [3.4] lbs of product per 1,000 sq. ft.]

[ICON – Spreader/Lawn]

[2.] Apply

- For use on St. Augustinegrass (including Floratam), bermudagrass, centipedegrass, zoysiagrass, seashore paspalum and buffalograss.
- May be used on tall fescue [Kentucky bluegrass / fine fescues] if temporary discoloration can be tolerated.

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- Apply anytime/when weeds are actively growing [in spring, summer, or fall].
- May be applied to a wet or dry lawn.
- For best results apply to grass that is wet from dew or watering.
- Mow tall grass a day or two before application.
- If rain does not occur within 2-3 days after application, water in lightly for activation.
- [For even application walk at a steady pace slightly overlapping each pass.]
- [Scotts Drop Spreaders: Align hopper arrow with previous wheel track.]
- [Scotts Broadcast/Rotary Spreaders: Line up each pass approximately 5 ft. from wheel track.]

[ICON – Broom]

[3.] Clean-Up

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

[ICON – lower legs stepping onto grass]

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

- Do not allow people or pets to enter treatment areas until the application is complete and the grass is dry.

Questions? [Call] [now] **insert company phone number** [icon – phone]

insert company website [icon – computer mouse]

Restrictions

- Do not use on bahiagrass, ryegrass (annual and perennial) and blends that contain ryegrass.
- Do not apply this product in a way that will contact any person either directly or through drift. Keep people and pets out of area during application.
- Do not apply on or under the branch spread area of trees, shrubs, bedding plants, flowers or garden plants.
- Do not apply if rain is expected within the next 24 hours.
- Do not water your lawn for 24 hours following application.

Seeding/Sprigging

- May be applied after sprigging/sodding a new St. Augustinegrass, bermudagrass, centipedegrass or zoysiagrass lawn to prevent competition from germinating weeds. Water the new sprigs, then make the application of this product / **insert product name**.
- Do not apply to newly seeded lawns until after the new grass has been mowed at least three times.
- Do not plant sprigs/sod for one month, or sow new grass seed for two months following application of this product / **insert product name**.

[Weeds Controlled]

- Controls [or suppresses] **insert one or more weeds from following weed list** [Controls [or suppresses] weeds as listed above/below] **or** Kills/Controls/Suppresses listed weeds **or** Weeds Controlled/Suppressed
- **Note to PM: The weed list may appear elsewhere on the label and be referenced in the Directions for Use**
- [For severe weed problems, a second treatment may be required 2 months after the first.]
- [Apply in the Fall to control winter weeds such as henbit, common chickweed, eveningprimrose, and lawn burweed.]

Controls		
annual sowthistle	cudweed	mustard
aster	dandelion	parsley-piert
black medic	dollarweed (pennywort)	Pensacola bahiagrass
broadleaf plantain	eclipta	perennial ryegrass
buckhorn plantain	English daisy	pigweed
California burclover	evening primrose	pineapple-weed
Carolina geranium	Florida betony	prostrate knotweed
catsear	Florida pusley	puncturevine
chicory	ground ivy	purple deadnettle
common chickweed	hairy bittercross	red clover
common groundsel	henbit	shepherd's-purse
common mallow	hop clover	spurge
common purslane	horseweed	white clover
common yarrow	khakiweed	wild carrot

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corn speedwell	lambsquarters	wild garlic
creeping woodsorrel	lawn burweed (spurweed)	wild violet
crown vetch	mouseear chickweed	yellow woodsorrel (<i>Oxalis</i>)

Suppresses		
Argentine bahiagrass	field bindweed	
Canada thistle	Virginia buttonweed	

2 month control		
broadleaf plantain	California burclover	dollarweed (pennywort)
buckhorn plantain	dandelion	white clover

[What to Expect]

[Weeds in treated areas will stop growing 1 – 2 days after application.]

[Affected weeds will gradually die and disappear within 3 – 4 weeks after application.]

[Grass/Lawn will become greener in 4 – 6 days after application.]

End Options for Directions for Use

Storage and Disposal [icon: trash can]

PESTICIDE STORAGE: Store in a dry place. [Reseal opened bag by folding top down and securing.] Store in original container in a secure area away from children and pets.

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 agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

Note to PM: The following Storage and Disposal section will appear on those products intended for use with the Scotts SNAP® Spreader

STORAGE AND DISPOSAL [icon: trash can]

PESTICIDE STORAGE: Store in a dry place for your next application. Product can be used until [container is] empty.

PESTICIDE DISPOSAL and CONTAINER HANDLING: Non-refillable container. Do not reuse or refill this container.

If empty: Offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

SPREADER SETTING INFORMATION **Note to PM: The following are optional formats to present spreader setting information. Appropriate spreader settings, spreader brand names, and coverage will be inserted on Final Printed Label**

This package applies [approximately] 3.45 [3.4] lbs of product per 1,000 sq ft.

Spreading Tips

[For best results, use a Scotts spreader/[Use [only] with Scotts spreaders/[Scotts products are designed to work with Scotts spreaders.]

Scotts Drop Spreaders

[Mow lawn first if grass is tall enough to touch the bottom of the spreader. First apply two header strips. Then operate spreader the longest way of the lawn. Overlap wheel marks to ensure uniform feeding. Shut off spreader when you have reached the header strips or stopped.]

(ILLUS.)

Scotts EasyGreen™/ insert brand name Rotary:

[Shut off spreader anytime you stop. For complete coverage make each pass about 30 inches from the previous one so some overlapping occurs.]

(ILLUS.)

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Note to PM:

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Scotts SpeedyGreen™/ insert brand name Rotary:

[Shut off spreader anytime you stop. For complete coverage make each pass about five feet from the previous one so some overlapping occurs.]

(ILLUS.)

For even application walk at a steady pace slightly overlapping each pass.

Spreading Settings [And Information]/Directions Covers X,XXX sq ft [Settings]

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 header strip.

Scotts Broadcast / Rotary Spreaders [ILLUS][Spreader] [XX]

Each pass should be within 5 feet of the other to ensure an overlap.]

[Scotts Basic™, Standard™, Deluxe™ EdgeGuard®, Lawn Pro® or SpeedyGreen®/ insert brand name]

Scotts EasyGreen® / insert brand name [ILLUS][Spreader] [XX]

[Each pass should be within 30 inches of the other to ensure an overlap.]

Scotts Drop Spreaders [ILLUS][Spreader] [XX]

[Align hopper arrow with previous wheel track [to ensure even coverage.]

[Scotts AccuGreen®/ insert brand name]

[For additional spreader settings, please call *insert co. phone number*]

Snap APPLICATOR SET UP [AND INFORMATION]

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

[Icon]: Connect/Snap/Place into Spreader

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

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

[Icon]: [EdgeGuard/Feature/Control]

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

See back panel for Setup Guide

- **Lock/Snap & Go/Snap, 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 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
- **[Easy to control]** [The new & improved/exclusive EdgeGuard feature directs product only where you want it]
- **[Easy to finish & store]** [Just flip the lever back to remove the Snap Pac/cartridge.] [It self-seals for no mess/no touch/no-waste/easy clean-up & storage.]

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OPTIONAL FERTILIZER GUARANTEE INFORMATION

The following table may be used in whole or in part. Fertilizer information denoted by "X" will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.

Product Name

GUARANTEED ANALYSIS

XX-XX-XX (*insert N-P-K ratio*)

FXXX (*insert FL Fertilizer License No.*)

Total nitrogen (N)		XX%
X.X% ammoniacal nitrogen		
X.X% urea nitrogen		
X.X% other water soluble nitrogen*		
X.X% water insoluble nitrogen		
Available phosphate (P ₂ O ₅)		X%
Soluble potash (K ₂ O)		X%
Calcium (Ca)		X%
Magnesium (Mg) (Total)		X%
X.X% water soluble magnesium (Mg)		
X.X% chelated magnesium (Mg)		
Sulfur (S)		X%
X.X% combined sulfur (S)		
X.X% free sulfur (S)		
Boron (B) (Total)		X%
Copper (Cu) (Total)		X%
X.X% water soluble copper (Cu)		
X.X% chelated copper (Cu)		
Iron (Fe) (Total)		X%
X.X% water soluble iron (Fe)		
X.X% chelated iron (Fe)		
Manganese (Mn) (Total)		X%
X.X% water soluble manganese (Mn)		
X.X% chelated manganese (Mn)		
Zinc (Zn) (Total)		X%
X.X% water soluble zinc (Zn)		
X.X% chelated zinc (Zn)		
Chlorine, not more than		X%

Derived from: ammonium phosphate/urea/methyleneureas/potassium sulfate/ammonium sulfate/muriate of potash/polymer-coated sulfur-coated urea/potassium chloride/dolomite.

*Contains X.X% slowly available methylenediurea/dimethylenetriurea nitrogen/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> or <http://www.aapfco.org/metals>

[Florida Applications: X annual feedings with the exception of [bahagrass and] centipedegrass (X feedings in the north and X feedings in the central and south)] ***Feedings information denoted by "X" will be added to FPL.***

[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 Veró Beach to Tampa. South Florida includes the remaining southern portion of the state.]

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OPTIONAL TEXT AND CLAIMS

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

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

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

New Formula

- New [improved] formula with better weed control compared to original **insert Scotts product name**
- New formula with better **insert weed(s) from weed list** control compared to original **insert Scotts product name**
- [New formula] [now] with 2 month control of **insert weed(s) from 2 month control list**
- New [Formula]
- Best [Scotts] Bonus S Formula [yet/ever]
- Best [Scotts] Bonus S Formula for Weed Control [yet/ever]
- Best [dollarweed and clover control] [weed control] formula from Bonus S [ever]
- Most effective [Scotts] Bonus S formula ever [for killing/controlling dollarweed and clover]
- Up to 50% better dollarweed control compared to [versus] original **insert Scotts product name**

GENERAL CLAIMS

- [A] Scotts LawnPro [Product]
- [Icons/Images] All / 4 step products
- Apply in early/late spring: March/April/May/June
- Apply in Fall: Aug/Sep/Oct
- Apply in late spring/summer: May/June/July/Aug
- Apply in the fall to kill reoccurring [insert/any all listed weeds]
- Apply in, spring, summer or fall
- Apply when/anytime weeds are growing
- [Backed by] Scotts No-Quibble Guarantee® [See Back for Detail]
- [The Scotts Advantage] Available only at authorized Scotts Lawn Pro dealers/stores/retailers
- Beautiful Lawns Since 1924
- Bonus Pack [size]
- Each step product is designed to the specific season to help give you a greener lawn.
- [Exclusive] club pack [size]
- Feeds/Greens lawn/grass and controls **insert weed(s) from 2 month control list** for 2 months [for a greener, healthier lawn]
- For best results apply a Scotts [Turf Builder] annual program (see back panel for details)
- For best results, apply (as part of) a Scotts Annual Lawn Care Program™
- For best results, apply a Turf Builder(R) product four times a year (see back for details).
- For best results, apply as a (the Scotts(R)) Turf Builder(R) Annual Program
- For best results, apply to a wet lawn
- For Southern Lawns
- Guaranteed
- Guaranteed Results
- [Now]It's easy for you to have a better [Southern] lawn
- Join the [name] Garden Club -For more great tips and offers. [insert Internet site address]
- Just check the month below and apply products at 2 month intervals
- Kills/Controls weeds/**insert weed(s) from weed list** and fertilizes/Feeds/Greens Your Lawn [for X Months]
- LawnPro annual [fertilizer/feeding/lawn food] program
- No more guesswork. You simply apply the right product - one [Step] at a time.
- One Easy Step/Application!

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- [Insert brand name Promise Satisfaction Guaranteed]/[The Insert brand name Promise is in Every Bag]
- Save Money
- Scotts [Our] Best Annual Program
- Scotts [Turf Builder] X Step Program
- Scotts/ Our Best Southern/Annual Program [for a picture-perfect lawn]
- Simple and easy
- Specially formulated/designed for Southern/Florida/Texas lawns
- Start [the program at] anytime
- The Scotts Advantage(R)
- The Select Turf Builder/Turf Builder Select Advantage
- The Super Turf Builder Advantage
- The Turf Builder Ultra Advantage
- The Ultra Turf Builder Advantage
- Value Pack [size]
- Why even consider a lawn care service? Scotts Lawn Pro® Annual Program will give you a beautiful lawn [for less money/about one-third the cost.]
- Won't Burn**, Can't Fail Guarantee ** When used according to manufacturer's directions
- Works the first time or your money back! [ICON]
- You can begin the Annual Program anytime of the year. Just check the month and select the appropriate [Step] product listed. [Apply the remaining Steps at two-month intervals.]

WEED CONTROL

- All you need for a thick, green lawn without **insert weed(s) from weed list**
- Apply once and you're done [with listed weeds] [with dollarweed/pennywort [& clover]] up to 2 months
- Better **insert weed(s) from weed list** control versus original **insert Scotts product name**
- Clears/Takes out weeds/ Controls [dollarweed/pennywort [& clover]] [listed weeds with 2 month control] for up to 2 months
- Controls **insert weed(s) from 2 month control list** for 2 Months and feeds/thickens/provides nutrients to grass to fill in bare spots.
- Controls/Kills [the] listed weed(s) / **insert weed(s) from weed list** down to the root
- Controls/kills [tough/hard to kill/southern] listed weeds /weeds as listed [including **insert weed(s) from weed list**]
- Controls/kills dollarweed/pennywort and [XX] other [common] [lawn] weeds**
- Controls/kills dollarweed/pennywort, chickweed and [over] [XX] [common] [lawn] weeds** while greening your lawn without rapid, extreme growth.
- Controls/Kills/Clears out [listed weed(s)/]common [broadleaf] [southern] listed weeds [guaranteed] [while feeding/greening your lawn]
- Effective [feeding and] weed control for mixed/major southern lawn(s)/grass [types]
- Kills [insert any all listed weeds] and feeds/thickens/provides nutrients to grass to crowd out new/future weeds.
- Kills [insert any all listed weeds] and feeds/thickens/provides nutrients to grass to fill in bare spots.
- Kills dollarweed/pennywort and other [common] [lawn] weeds [as listed]**
- Kills listed weeds /weeds/southern weeds as listed / **insert weeds(s) from weed list** / [major] listed broadleaf weeds through the root
- Kills listed weeds/ [weed] seedlings you see and those/others you don't
- Kills listed weeds/**insert weed(s) from weed list** in 3 to 4 weeks, greens grass/lawn in 3 to 6 days.
- Kills listed weeds/weeds as listed [and won't burn mixed lawns/grass [types] when used as directed]
- Kills weeds through/to the root
- Kills/Controls weeds and fertilizes your lawn
- Penetrates to the root [zone/area] to take out /kill the whole weed
- Reduce Virginia buttonweed [problem] by up to 50%.
- [Southern] [Weed control / Weed killer] kills weeds to the root
- [Southern] Weed control / Weed killer works from the root up
- Suppresses Virginia [VA] buttonweed
- Systemic/dual-action/thorough weed control [formula] [that] enters the plant/weed through the leaves and the root
- Takes the guesswork out of weed control.
- This product controls listed weeds and helps you get a thicker, stronger lawn [with increased root development]

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- [ICON] – Weed
- [Weed control] enters [the plant/weed] through the leaves and the root.
- Weed control made easy
- Weed control plus fertilizer/lawn food
- [With] LawnGuard [Weed Control [Technology]]
- Works in/See it working in one to two weeks
- Works right the first time [[whether the grass is wet or dry]

FERTILIZER CLAIMS

- Builds strong, deep [grass] roots
- Builds strong/thick [green] turf from the roots up without burning your lawn*
- [Feeding with Scotts® fertilizer helps grow a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat, drought and other stresses.]
- [Feeds and Strengthens [the Lawn] Against Heat and Drought]
- [Product Name] includes/contains slow release nitrogen that releases gradually over time to help reduce nitrogen run-off [into our waterways] [to protect [our/the] ecosystem/environment/water quality].
- Each lawn fertilizer particle provides gradual release that won't burn or cause surge growth when applied as directed
- Enhanced 3-in-1/three-in-one Formula -[Helps lawn] recover from Summer, Replenish for Winter and Rebuild for Spring
- Enhanced/Improved Formula -X% More Greening Power* (*vs [insert Scotts product name])
- Feed[s] lawn
- Feeds and Greens for up to two months without burning your lawn
- Feeds for a thick, green lawn
- Feeds/Greens lawns/grass for [up to] X months
- Feeds/thickens/provides nutrients to grass to crowd out new/future weeds
- Feeds/thickens/provides nutrients to grass to fill in bare spots.
- Formulated with Scotts Poly-S® timed released fertilizer
- Formulated with Scotts technology [for long lasting greening and feeding]
- Greens longer* *vs/than regular *insert Scotts product name*
- Grows Strong Roots
- Helps strengthen your lawn against heat/drought/wear/tear
- Scotts Longest-Lasting fertilizer/Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/ Nutrients/Food/even greening/consistent green
- Thick/healthy lawns Help Reduce [Nutrient/Nitrogen] Run-Off
- [Water Quality Matters] Thick/healthy lawns help to Protect our waterways/ water quality/ environment/ ecosystem by reducing [nutrient/nitrogen] runoff
- Water Smart [logo][Water Smart Makes The Most Of Every Drop™]
- [Water Smart] Improves Lawn's Ability to Absorb Water & Nutrients
- [Water Smart] Builds thick [green] turf to help prevent runoff
- [Water Smart™]
- We guarantee thick, green-turf without risk of burning or surge growth."
- Weed control plus lawn fertilizer
- Weed-and-Feed
- Well Fed Lawns [are thicker and] have more/well developed root systems that [better] hold water to help reduce [nutrient/nitrogen] run-off/soil erosion [into our waterways] [vs. an unfed lawn].
- Well-fed lawns are more efficient at using available water.
- Won't Burn Lawn Guaranteed!
- Your lawn makes a good environment...and Scotts products help you get the best lawn.

Feeding Claims

- Enriches the soil!
- Feed and protect your lawn
- Feeds above and below [the surface]
- Fights the [4] signs of poor grass health: [thinning], [yellowing], [weeds] and[weak roots]
- [Improves] [Feeds] lawns above and below the surface
- Improves [soil quality] [soil fertility]
- Kills weeds and thickens your lawn to help defend it from the threat of new weeds

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- Strengthens the roots below the surface by enriching the soil with [organic matter] [renewable materials] to develop a [deep] [dense] root system
- With organic matter!
- With up to [x%] [renewable materials] [organic matter] to help enhance the quality of your soil

Particle Claims

- Mess-free application! [No clumping, no dust, no residue]
- Now with no-mess round particles that won't stick together, don't stain and don't produce dust or residue

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
- Available in your choice of [x] cartridges/Snap Pac [s]
- Cartridge/product can be used until empty
- Cartridge/Snap Pac [s] 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 Pac [s] 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
- No guess/mess application
- No manual spreader/applicator settings [to adjust]
- No mess/guess/hassle
- No mess start/finish
- No touch/spill/ waste storage [with the [unique/self-sealing] cartridge/Snap Pac/system].
- Now, getting a [beautiful/thick/green/strong] lawn is easy/easier [than ever before]
- [Now] [there's] [a/the] quick/quicker/fast/faster way to feed/fertilize/care for your lawn
- [Now] [there's a/the] revolutionary [new] way to take care of/feed your lawn
- Once empty, cartridges/Snap Pac [s] cannot be reused
- Proper feeding/application rate is set automatically [with the ***[insert 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 name] spreader/applicator [so/means/there's] [no cutting/no pouring/no spilling/no opening] [from heavy bags]]/[no need to cut open or pour from heavy bags]

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- Self-sealing cartridge/Snap Pac [makes clean-up and storage a snap]/[means [a] no waste/no spill/no touch] [clean up/storage]
- Store cartridges/product in a clean, dry place [for your next application]
- [The] [exclusive/patented/specially designed/revolutionary/lock/snap & go] [cartridge/applicator/system] automatically sets the proper feeding/application rate [so] [there are no manual spreader/applicator settings [required/to adjust.]].
- [The] [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 is designed to be used only in the [exclusive/specially designed/patented/revolutionary] [**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] 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

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[THE NAME TO GROW WITH!]

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

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

- Feed regularly for your best lawn – Regular feedings of Scotts [Turf Builder] [insert alternate brand/product name] will help build a lawn you and your family can enjoy. Scotts [Turf Builder] [insert alternate brand/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 high. Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively.
- Leave the grass clippings on your lawn. This recycles the plant nutrients back into the soil.
- Conserve water. Your lawn will begin to wilt when water is needed. As much as possible, take advantage of nature's sprinkler and rely on the rain to water your lawn.

[art] one annual feeding

[art] 2-3 annual feedings

[art] 4 annual feedings

Tips for Lawncare Success:

[icon: granules falling on grass] **Feed Regularly**

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

000538-00324.20130408.NEWREG MSM 20 on Fertilizer

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Benefits of Multiple Feedings [art] one annual feeding [art] 2-3 annual feedings [art] 4 annual feedings

[icon: lawn mower] **Mow and Leave the Grass Clippings on Your Lawn**

Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively. Grass clippings recycle the plant nutrients back into the soil.

[Water Smart™ logo][Water Smart Makes The Most Of Every Drop™] **Conserve Water** Well-fed lawns are more efficient at using available water. Feeding with Scotts [fertilizer/lawn food] helps grow/build a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat drought and other stresses. Remember your lawn will begin to wilt when water is needed. As much as possible take advantage of nature's sprinkler and rely on the rain to water your lawn.

What to expect

Weeds will be dead/killed within 6 weeks and your lawn will be greener in 7 days

Controls and prevents weeds while feeding your lawn. MSM on Fertilizer gives you a better lawn. That's because each small particle delivers weed control for complete coverage. And MSM on Fertilizer feeds your lawn with Scotts Trionized® formula to help fill-in and crowd out new weeds.

MSM on Fertilizer provides even greening. Each particle of MSM on Fertilizer contains nitrogen, phosphorus and potassium. This means that each grass plant receives the feeding it needs so your lawn will grow uniformly thick and green.

MSM on Fertilizer stimulates steady grass growth. Typical all-soluble fertilizers can cause surge growth. When you mow grass that has grown too fast and too tall, you weaken the grass plant by "scalping." With MSM on Fertilizer you have less mowing and less chance of scalping when you mow.

Scotts & Your Environment [art]

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

A Green Lawn Is A Good Lawn. A healthy lawn can clean the air, produce oxygen and prevent runoff and soil erosion.

You can make a difference. Help keep our water resources clean. Apply this product only to your lawn, and sweep any product that lands in the driveway, sidewalk or street back on to your lawn.

Get expert advice for your lawn now.

Want information on what to use and when? Sign up today to get free expert advice specifically for your lawn.

MSM on Fertilizer provides up to X months of greening. The nitrogen in MSM on Fertilizer is time-released to help your lawn grow thick and green for up to X months.

Coverage

Treats and fertilizes X,XXX sq. ft.

How much is enough?

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

2-MONTH PERIOD

(ILLUS.)

STEADY GROWTH

MSM on Fertilizer

A well-maintained lawn provides environmental benefits as well as an attractive and pleasant setting for your home. Healthy grass takes carbon dioxide and pollutants from the air while creating oxygen; it traps dust and prevents erosion; and it reduces the heat, noise, and glare of modern urban areas while providing a safer recreation area.

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The timed-release nitrogen in MSM on Fertilizer weed-and-feed is designed to be absorbed by the grass plants slowly and steadily, to build thick turf that helps prevent runoff and leaching into groundwater.

SEASONAL PRODUCT APPLICATION OPTIONS

Optional Product Program Information

- [[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® [Southern] [Super]Turf Builder® Lawn Fertilizer] [artwork] / ***insert brand name***
- [Early Spring February-April - If you have weeds/To kill weeds: [Super] MSM on Fertilizer Southern Weed & Feed] [artwork] / ***insert brand name***
- [Late Spring April-June - If weed or bugs are not a problem: Scotts® [Southern] [Super]Turf Builder® Lawn Fertilizer] [artwork] / ***insert brand name***
- [Summer June-August - Scotts® [Southern] [Super] Turf Builder® Lawn Fertilizer. If you have bugs/To kill bugs: Scotts® [Super] Turf Builder® with SummerGuard®] [artwork] / ***insert brand name***
- [Fall September – November - Scotts® [Super] Turf Builder® WinterGuard®] [artwork] / ***insert brand name***

Scotts Recommended feeding routine

Plan your feeding routine with Scotts / Turf Builder / Lawn food / [line of] products.

[icon] [Early spring]
[An early spring feeding helps grass get going after its initial green up. You should feed around the first time you mow your grass.]

[icon][late spring]
[Feeding now prepares grass for summer by making more blades on top and building deep roots below.]

[icon] [summer]
[A summer feeding provides grass the nutrients they need to thrive during the summer months.]

[icon][early fall]
[Feeding now helps grass store nutrients to deal with the stress of the winter months.]

SCOTTS ADVANTAGE® PARTICLE TECHNOLOGY

The Scotts Difference®
Perfect Particle™ Technology/Patented Particle™ Technology
Exclusive Particle Technology
[art: ***particle with NPK***]

Every particle of MSM on Fertilizer® contains Scotts patented timed-release nitrogen plus phosphorus, potassium, and weed control (see back for details).

The Scotts Difference®

Scotts patented Perfect Particle™ Technology is available only in Scotts® products.

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

With MSM on Fertilizer you can be assured that every particle contains time-released nitrogen, plus the other primary nutrients and weed control.

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(photo: SBS particles)

All-in-One Particles®

- MSM on Fertilizer granules are consistent in size and shape
- This gives consistent distribution of particles – and nutrients and weed control – throughout the lawn

(photo: SBS pattern)

All-in-One Particles®

- MSM on Fertilizer particles deliver the same ratio of nitrogen, phosphorus, and potassium (plus weed control) to every treated square inch of turf
- Result: even, consistent greening and thickening of your lawn, plus better weed control

-OR-

The Scotts Advantage®: All-in-One Particles®*

Your lawn requires essential nutrients to thrive. Every MSM on Fertilizer® particle contains nitrogen, phosphorus, potassium, and weed killer, allowing Scotts to evenly disperse the appropriate ration of nutrients and weed control to your whole lawn. Only Scotts All-in-One® particles provide consistent feeding to every square inch of turf for a green, thick, strong lawn.

- No filler.
- All Food and Weed Fighting Power

*All-in-One = nitrogen, phosphorus, potassium and the weed killer ingredient contained in every particle

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All-in-One Particles®

- Each All-in-One® particle contains essential nutrients and weed control ingredient.

Evenly dispersed particles provide more consistent feeding and weed control for a green, thick, strong lawn.

-OR-

The Scotts Advantage®

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

- All-in-One Particles = nitrogen, phosphorous, potassium and weed control contained in every particle.

Contact the experts at scotts.com

SCOTTS... the lawn people

[icon] [Sold and guaranteed by:]
 The Scotts Company
 14111 Scottslawn Rd.
 Marysville, Ohio 43041

[Questions/Information]

[icon - phone]

Call/ Consumer Helpline/ phone toll-free/ Scott's [toll-free] consumer hotline/ Contact Us
1-800-543-TURF (8873)

[Open 8:00 a.m. to 5:00 p.m. Eastern time]

[icon – computer mouse]

[Visit [our website]]

www.scotts.com

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Scotts Policy

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

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

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

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

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