



**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY**  
**WASHINGTON, DC 20460**

**OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION**

March 17, 2023

Chris Zemanek  
Sr. Analyst, Registrations  
The Scotts Company  
14111 Scottslawn Road  
Marysville, OH 43041

Subject: Notification per PRN 98-10 – Addition of images and optional Florida fertilizer language; Removal of ABN “Turf Builder Healthy + Lawn Food”; Modify ABNs and claims  
Product Name: Turf Builder Plus Fungicide  
EPA Registration Number: 538-346  
Application Date: August 29, 2022  
Decision Number: 587406

Dear Mr. Zemanek:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “NOTIFICATION” and placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, please contact Lindsay DeMers at [demers.lindsay@epa.gov](mailto:demers.lindsay@epa.gov).

Sincerely,

Page 2 of 2  
EPA Reg. No. 538-346  
Decision No. 587406

A handwritten signature in black ink, reading "Shaja B. Joyner". The signature is written in a cursive style with a large initial 'S'.

Shaja B. Joyner, Product Manager 20  
Fungicide-Herbicide Branch  
Registration Division 7505T

Enclosure: stamped "accepted" label

**Note to PM:**

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

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# TURF BUILDER PLUS FUNGICIDE

**Optional Company Identifier:** ~~Scotts~~<sup>(R)</sup>

**Alternate Brand Names:**

**Scotts**<sup>(R)</sup> Turf Builder™ Healthy plus Lawn Food

~~Turf Builder™ Healthy + Lawn Food~~

**Scotts**<sup>(R)</sup> Turf Builder™ Healthy plus Lawn Fertilizer

**Scotts**<sup>(R)</sup> Turf Builder™ Healthy plus Lawn Food Essentials

**Scotts**<sup>(R)</sup> Turf Builder™ Healthy with Lawn Food

**Scotts**<sup>(R)</sup> Turf Builder™ Healthy with Lawn Fertilizer

**Scotts**<sup>(R)</sup> Turf Builder™ Healthy with Lawn Food Essentials

**Scotts**<sup>(R)</sup> Turf Builder™ Lawn Rx

**Scotts**<sup>(R)</sup> Turf Builder™ Lawn Defense

**Scotts**<sup>(R)</sup> Turf Builder Healthy Plus Lawn Food FL

[For residential [lawn/outdoor] use only]

[For home lawns only]

**ACTIVE INGREDIENTS:**

Azoxystrobin ..... 0.362%

**OTHER INGREDIENTS:**..... 99.638%

[Total:] ..... 100.000%

**KEEP OUT OF REACH OF CHILDREN**

## CAUTION

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

**OR**

See back for Directions

[Fertilizer grade:] [X-X-X]

[Coverage/Treats/Covers/Feeds/Fertilizes [up to] XXXX sq. ft.]

*Note to PM: Fertilizer information denoted by "X" will be added to FPL*

NET WEIGHT XX.XX lb (X.XX kg)

*Note to PM: This product is applied at 3.425 lbs. /1000 sq. ft. See table for coverage examples.*

**Optional Coverage Examples:**

<b>Net Weight (lb)</b>	<b>Coverage (sq. ft.)</b>	<b># AI per acre</b>	<b># product per 1000 sq. ft.</b>
13.70	4000	0.54	3.425
20.55	6000	0.54	3.425
27.40	8000	0.54	3.425

### NOTIFICATION

538-346

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

03/17/2023

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## **PRECAUTIONARY STATEMENTS**



### **[+] Hazard to Humans and Domestic Animals**

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes or clothing. Wear long-sleeved shirt and long pants, socks, and shoes. 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 treatment advice

Have the product container or label with you when calling poison control center or doctor, or going for treatment. [Call: 1-877-465-5161]

### **ENVIRONMENTAL HAZARDS**

This pesticide is toxic to freshwater and estuarine/marine fish and aquatic invertebrates. Do not apply directly to water. Runoff may harm aquatic organisms. Do not contaminate water when disposing of equipment wash water or rinsate.

### **DIRECTIONS FOR USE**

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

- [Read entire label before using this product.]
- People and pets may re-enter the treated area after application.
- [This package applies 3.425 lbs. of product per 1000 sq. ft.]

#### **OPTION 1**

##### **USE RESTRICTIONS:**

- **DO NOT** apply more than 13.7 lbs. of this product per 1,000 sq. ft. in a single year (0.05 lbs. azoxystrobin per 1000 sq ft).
- **DO NOT** apply more than 3.425 lbs. product per 1000 sq ft per application (0.0124 lbs. azoxystrobin per 1000 sq ft)
- **DO NOT** make more than four applications per year waiting at least one month between applications
- **DO NOT** apply if rain is expected within 24 hours after application.
- **DO NOT** apply this product in a way that will contact any person or pet, either directly or through drift.
- Keep people and pets out of the area during application.
- **DO NOT** allow people or pets to enter the treated area until dusts have settled.
- Apply only to actively growing grass.
- **DO NOT** apply to warm season turf species later than one month prior to first expected frost (zoysiagrass, bermudagrass, St. Augustinegrass, centipedegrass, bahiagrass).

##### **WHEN TO APPLY/USE:**

- Use this product on home lawns to prevent disease before it appears or to control disease at the first sign of disease.
- [To maintain lawn health/ For best results], begin applications prior to disease symptoms, when conditions are favorable for disease.
- When used as directed, this product is safe to the lawn and controls the diseases listed.
- Consult your local Cooperative Extension Service office or your state's land grant university for assistance with lawn disease identification and specific fungicide timing in your area to control lawn diseases.
- This product can be applied after seeding or at seed germination.
- Water the treated area for 15-20 minutes after application.

**Note to PM:**

EPA Reg. No. 538-346

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**HOW TO APPLY/USE:**

- Measure the length and width of area to be treated before application. Length X width = square feet. For example, an area 20 ft. wide and 25 ft. long is 500 sq. ft. [Insert optional graphic]
- Refer to the DIRECTIONS FOR LAWN DISEASES/ FOR BEST RESULTS ON LAWN DISEASES table for instructions to control your lawn disease problem. Add the appropriate amount of this product to your granular spreader to cover your square footage of lawn. [This product applies 3.425 lbs. of product per 1000 sq. ft.] Refer to spreader settings to deliver the rate required.
- Uniform coverage is necessary to provide the most effective level of control.
- Product may be reapplied at 28 day intervals.

**DIRECTIONS FOR LAWN DISEASES/ FOR BEST RESULTS ON LAWN DISEASES**

<b>Disease</b>	<b>Comments</b>
Brown Patch	Apply when conditions are favorable for disease.
Anthracnose Fusarium Patch Gray Leafspot Leaf Rust Powdery Mildew Stem Rust Stripe Rust Summer Patch Necrotic Ring Spot	Begin applications when conditions are favorable for disease infection, prior to disease symptoms.
Pink Patch Red Thread Southern Blight	Apply when conditions are favorable for disease.
Leafspot Melting Out	Apply when conditions are favorable for disease.
Cool Weather Brown Patch Yellow Patch Rhizoctonia Large Patch	Make one or two applications in fall and/or spring or when conditions are favorable for disease.
Fairy Ring	Apply as soon as possible after fairy ring symptoms develop. Severely damaged or thin turf may require reseeding. Fairy ring symptoms may take 2 to 3 weeks to disappear following application. Re-application after 28 days may be required in some cases.
Gray Snow Mold Pink Snow Mold Typhula Blight	Apply twice in the fall prior to snow cover.
Pythium Blight Pythium Root Rot	Begin applications when conditions are favorable for disease infection, prior to disease symptoms.
Spring Dead Spot	Make 1 or 2 applications, with the last application falling approximately one month prior to bermudagrass dormancy. Irrigate with 1/4" to 1/2" of water after application.
Take-All Patch	Apply twice in the fall (typically September and October) and twice in the spring (typically April and May).  Treat southern lawns (warm season grasses such as bermudagrass and St. Augustinegrass) twice in the summer (June - August) as well.
Zoysia Patch	Make 1 to 2 applications, with the last application falling approximately one month prior to zoysiagrass dormancy.

**END OF OPTION 1**

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**OPTION 2 - (CONSUMER-FRIENDLY)**

**1 – PREP**

**Option 1**

**KNOW YOUR LAWN SIZE**

Tennis Court	Equals ~2,800 sq. ft.	[Illustration]
Football Field	Equals ~48,000 sq ft	[Illustration]
Standard Parking Space	Equals ~300 sq. ft.	[Illustration]

**Example illustration**

**KNOW YOUR LAWN SIZE**  
TENNIS COURT  
~ 2,800 SQ FT

**x 1.5 ~**

**4,000 SQ FT BAG**  
COVERS ~ 1.5 TENNIS COURTS

**Option 2**



**MOW** [MOW]

If grass is tall enough to touch bottom of the spreader, give it a [quick] cut.



**2 – APPLY/SPREAD** [SPREAD]

[Fill and set spreader according to the table below. For best results use a Scotts® Spreader. When you apply walk at a steady pace.]

**[FILL & SET SPREADER]**

Scotts Broadcast/Rotary Spreader	Setting [X]
Scotts Drop Spreader	Setting [X]
Scotts Wizz Spreader	Setting [X]
Scotts Elite Spreader	Setting [X]
Scotts (insert brand name)	Setting [X]

**Example illustration**

 <b>SCOTT'S® ELITE SPREADER</b> SETTING <b>4</b>	 <b>SCOTT'S® BROADCAST/ROTARY SPREADER</b> SETTING <b>3¼</b>	 <b>SCOTT'S® DROP SPREADER</b> SETTING <b>7¼</b>	 <b>SCOTT'S® WIZZ® SPREADER</b> SETTING <b>4</b>	 <b>SCOTT'S® WHIRL® SPREADER</b> SETTING <b>4</b>
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- Use this product on home lawns to prevent disease before it appears and/or to control disease at the first sign of disease.
- [To maintain lawn health;] Apply product prior to disease symptoms when conditions are favorable for disease and/or stressful periods.
- When used as directed, this product is safe to the lawn and controls the diseases listed. Consult your local Cooperative Extension Service office or your state's land grant university for assistance with lawn disease identification and specific fungicide timing in your area to control lawn diseases.
- Uniform coverage is necessary to provide the most effective level of control.
- This product can be applied after seeding or at seed germination.
- Water the treated area for 15-20 minutes after application.
- Product can be reapplied after four weeks (28 days).

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**[WALK AT A STEADY PACE**

Broadcast Rotary Spreader

[Illustration]

Line up each pass approximately 5’/6’ from wheel track [or previous pass].

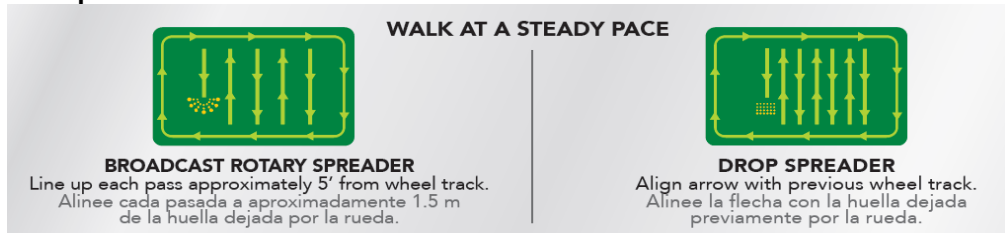
Drop Spreader

[Illustration]

Align arrow with previous wheel track.

Definition of Steady Pace: A steady pace is 2.75 miles per hour.

**Example illustration**



*Note to PM: The lists of lawn diseases may appear elsewhere on the label and be referenced in the Directions for Use*

**[3 – CLEAN-UP**



**SWEEP [**

Sweep any product that lands on the driveway, sidewalk or street back into your lawn.]

**[Controls/Prevents [lawn diseases][What Diseases Does This Product Control]:**

Anthracnose	Necrotic Ring Spot	Stem Rust
Brown Patch	Pink Patch	Stripe Rust
Cool Weather Brown Patch	Pink Snow Mold	Summer Patch
Fairy Ring	Powdery Mildew	Take-All Patch
Fusarium Patch	Pythium Blight	Typhula Blight
Gray Leafspot	Pythium Root Rot	Yellow Patch
Gray Snow Mold	Red Thread	Zoysia Patch
Leaf Rust	Rhizoctonia Large Patch	
Leafspot	Southern Blight	
Melting Out	Spring Dead Spot	

**Restrictions**

- **DO NOT** apply more than 13.7 lbs. of this product per 1,000 sq. ft. in a single year (0.05 lbs. azoxystrobin per 1000 sq ft).
- **DO NOT** apply more than 3.425 lbs. product per 1000 sq ft per application (0.0124 lbs. azoxystrobin per 1000 sq ft)
- **DO NOT** make more than four applications per year waiting at least one month between applications
- **DO NOT** apply if rain is expected within 24 hours after application.
- **DO NOT** apply this product in a way that will contact any person or pet, either directly or through drift.
- Keep people and pets out of the area during application.
- **DO NOT** allow people or pets to enter the treated area until dusts have settled.
- Apply only to actively growing grass.
- **DO NOT** apply to warm season turf species later than one month prior to first expected frost (zoysiagrass, bermudagrass, St. Augustinegrass, centipedegrass, bahiagrass).

*End of Option 2*

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**STORAGE AND DISPOSAL**

**PESTICIDE STORAGE:** Store in a cool, dry place. Do not store near seeds or foodstuffs.

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

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

**SPREADER SETTING INFORMATION OPTIONS**

*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*

**OPTION 1**

Apply 3.425 lbs. of product per 1,000 sq. ft.

**Spreader Tips**

- For best results, use a Scotts spreader.
- Mow lawn first; apply 2 header strips. Then apply product in longest direction of lawn[, overlapping wheel marks]. Make each pass about 5 feet from previous pass to overlap spread width. Make each pass about 30 inches from previous pass to overlap spread with.
- Close [shut off] spreader when filling, stopping or turning.
- Scotts products are designed to work with Scotts spreaders
- Non-Scotts spreader settings are approximate. You may need to adjust for proper coverage.
- For additional spreader settings, please call 1-800-543-TURF (8873).

**Spreader Settings** [And information]

Covers X,XXX sq. ft.

[Settings]

[ILLUS][Spreader]

[XX]

**Scotts Broadcast / Rotary Spreaders**

[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. Each pass should be within 5/6 feet of the other to ensure an overlap.]

[Scotts Basic<sup>TM</sup>, Standard<sup>TM</sup>, Deluxe<sup>TM</sup>, EdgeGuard<sup>TM</sup>, Lawn Pro, or SpeedyGreen, Wizz, Elite/insert brand name]

[ILLUS]

[XX]

**Scotts Drop Spreaders**

[Makes sure spreader wheel completely overlaps previous wheel marks.] [Scotts AccurGreen<sup>TM</sup>/insert brand name]

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

[Scotts Broadcast Tractor Spreader] / insert brand name

[XX]

**OPTION 2**

[Spreader Settings][How to Apply][Spreaders and Calibrations][**ICON** – spreader application See images on page 5]

Make and Models	3.425 lbs. per 1,000 sq. ft. <sup>1, 2</sup>
Spreader A	X
Spreader B	X
Spreader C	X

<sup>1</sup>Assume 2.75 mph walking speed.

<sup>2</sup>It is recommended that you calibrate your spreader before application since manufacturer's settings can vary among the same model of spreader.



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[For best results, use a Scotts spreader]

[For additional spreader settings, please call 1-800-543-TURF (8873). ] [Covers X,XXX sq. ft.]

[Spreader Tips]

[Mow lawn first; apply 2 header strips. Then apply product in longest direction of lawn[, overlapping wheel marks.] Make each pass about 5 feet from previous pass to overlap spread width. Make each pass about 30 inches from previous pass to overlap spread with. Close spreader when filling, stopping or turning.]

***END OF SPREADER SETTING INFORMATION OPTIONS***

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**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.

Distributed/Sold/Guaranteed by/for:

The Scotts Company

14111 Scottslawn Road

Marysville, OH 43041

EPA Reg. No.538-346

EPA Est. No. XXX-XX-X (***insert EPA Registered Establishment Number(s)***)

[Superscript used is first letter of lot code/number]

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**FERTILIZER GUARANTEE INFORMATION**

The following table may be used in whole or in part or formatted to meet current fertilizer regulations. Fertilizer information denoted by "X" will be added to FPL.

**Insert Product Name**      **XX-XX-XX (insert N-P-K ratio)**      **FXXX (insert FL Fertilizer License No.)**

**GUARANTEED ANALYSIS**

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 <sub>2</sub> O <sub>5</sub> )	X%
Soluble potash (K <sub>2</sub> 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)	
Molybdenum (Mo)	X%
Zinc (Zn) (Total)	X%
X.X% water soluble zinc (Zn)	
X.X% chelated zinc (Zn)	
Chlorine, not more than	X%

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

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

**Note to PM: Qualifier will be applied to the guaranteed analysis for all sources of slow release 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 Applications: X annual feedings with the exception of bahiagrass and centipedegrass (X feedings in the north and X feedings in the central and south)].

[In MS, this product is considered a low analysis fertilizer]

[Apply a maximum of 2 pounds of nitrogen per 1,000 sq ft on centipedegrass in North Florida, 3 pounds of nitrogen per 1,000 sq ft on centipedegrass in Central and South Florida and 3 pounds of nitrogen per 1,000 sq ft on zoysiagrass and bahiagrass in North Florida.]

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[Florida [Fertilizer] Applications: Make no more than X annual applications to zoysia[grass] and bahia[grass] [and no more than X applications to St. Augustine.] On centipede[grass] make no more than X applications in North Florida and no more than X in Central and South Florida.]

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

[Do not apply in winter in North Florida.][Apply once a year.]


[Apply only to actively growing turf.][Do not apply near water, storm drains or drainage ditches.][Do not apply if heavy rain is expected.][Apply this product only to your lawn, and sweep any product that lands in the driveway, sidewalk, or street, back onto your lawn.][Check with your local Cooperative Extension Agency to obtain specific information on local turf best management practices.][Check with your county or city government to determine if there are local regulations for fertilizer use]

### **OPTIONAL TEXT AND CLAIMS**

Note to PM: The following apply to the claims in this section -

- May or may not appear on any label panel or in advertising.
- May be preceded by "new" or "now" for six (6) months following commercial introduction
- The following will be interchangeable – ~~plus/+,~~ and/,&
- Number may be expressed numerically or as text on the FPL.
- The following will be interchangeable – 'your lawn'[s], 'the lawn'[s], 'your grass', and 'the grass'
- Appropriate formula and company specific information will be inserted on Final Printed Label to replace "X".

### **GENERAL CLAIMS**

1. 2 in 1 – [lawn] fungicide ~~plus~~ and fertilizer
2. [A/The] feeding routine to keep your lawn healthy/strong
3. A [healthy/wholesome/strong] lifestyle for your lawn with BladeBoost/Blade Boost/ImmunoBoost technology
4. A strong[er] lawn with BladeBoost/ Blade Boost/ ImmunoBoost [Technology]
5. [BladeBoost Technology/ Blade Boost Technology / ImmunoBoost Technology / Azoxystrobin/This product] [supports/helps] your lawn's immune/defense system
6. Fed grass allows [lets] you to have a [healthy][strong][green] lawn your bare feet can approve of
7. Fed grass allows [lets] you [to] enjoy the feel of a [healthy][strong][green] lawn on your bare feet
8. Boost[s]/Raise[s]/Support[s] your lawn's immunity/disease\* defense
9. Boost[s]/Raise[s]/Support[s] your lawn's immune health [with a fungicide/azoxystrobin]
10. Boosts your lawn's ability to fight off stress, disease\*, damage
11. [Help[s]/Support[s]] your lawns health and feed[s] it
12. Care about [the health of] your lawn
13. Controls major lawn diseases\* to build healthy/strong grass
14. Control[s]/Empower[s] lawn health [with BladeBoost/Blade Boost/ImmunoBoost] [Technology] by protecting/fighting [against] disease\*
15.  Disease Defense [Controls [up to] 1.....27 types of diseases]
16. [BladeBoost/ Blade Boost/ ImmunoBoost][Technology] Designed for lawn health/wellness/vitality/immunity
17. [Helps] Enable[s] grass to withstand [summer] stress
18. For those/people who care about their lawn
19. [BladeBoost/ Blade Boost/ ImmunoBoost][Technology] kick-starts/supports [your] lawn [health]
20. Get your/the lawn in shape
21. Grow a lawn that can defend itself
22. Support[s]/Defend[s] your lawn
23. Help destress your lawn
24. Immune health that resists [lawn] stress/disease\*
25. Improve your lawn [health] with [BladeBoost/ Blade Boost/ ImmunoBoost] technology

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26. Improves [plant]/[grass]/[lawn] health [by fighting disease\*]
27. Invigorate[s]/Build[s] [up] your lawn's immune/defense system
28. Kills/Fights/Defends Against/Prevents disease while [also] nourishing/feeding your grass
29. Lawn health/technology/aid that goes down to the blade/root
30. Lawn health/strength/greening, simplified [easy] when[by] feeding [fertilizing] [nourishing]
31. Fed/Feeding lawns make[s] old [stressed-out] [sad] lawns like new [happy] [healthy] again
32. Nourishes/Defends/Strengthens[s] your lawn, one blade at a time [from tip to root]
33. Power your lawn with [Product Name]
34. [Product Name] making lawns strong[er]
35. [Product Name] for a thriving lawn that can resist disease\*
36. [Product Name] changing every blade at the roots
37. [Product Name] Feeds, protects/prevents/defends and transforms your lawn
38. [Product Name] Able to withstand/resist whatever nature throws its way
39. [Product Name] Eliminate disease\* for a healthy lawn
40. [Product Name] [BladeBoost/ Blade Boost/ ImmunoBoost][Technology]for a vibrant [, healthy] lawn you can see
41. [Product Name] [BladeBoost/ Blade Boost/ ImmunoBoost][Technology] for a bright[er] [green[er] [, healthy] lawn
42. Protect[s]/Prevent/Fight/Tackle(s) to improve lawn health
43. [Product Name] Protects to deliver/defend/maintain/build lawn health/strength
44. Protects and feeds [the lawn] in the toughest/most stressful conditions
45. Improves your lawn's natural ability to fight [protect against] disease [stress]
46. Strengthens your lawn's immunity/defense
47. Strengthens/Defends/Supports each [grass] blade [of grass] [down to the root]
48. Healthy lawns need a good defense
49. [With/use] BladeBoost/ Blade Boost/ ImmunoBoost] technology for a strong[er/thick[er], green[er]/healthier] lawn
50. With [BladeBoost/ Blade Boost/ ImmunoBoost] [technology] for a lush and healthy/strong lawn

\*Refer to back/label for list of diseases

**PESTICIDAL CLAIMS**

51. What your lawn needs to prevent disease\*
52. Azoxystrobin - [while] [it is] [it maybe] hard to say. It is not/isn't hard to understand
53. Begins/Starts working in 24 hours
54.  Blade Boost Technology For a healthier lawn (Fungicide supports/defends/protects lawn health)
55. Broad spectrum disease prevention and control
56. Broad spectrum lawn fungicide
57. Broad spectrum fungicide for use on home lawns
58. Broad spectrum fungicide for prevention and control of diseases\* on home lawns
59. [Broad Spectrum][and][systemic] disease control on home lawns
60. Controls brown patch [illustration]
61. Controls brown patch and [common][lawn] diseases\*
62. Controls ***[insert any combination of diseases on label]***[and more, as listed]
63. Controls listed diseases [in your lawn]
64. Controls listed lawn diseases
65. Controls [up to] 1.....27 types of diseases
66. Defend/Protect/Prevent/Preserve/Safeguard your/the lawn from disease\*
67. Fast acting [formula] - [quick dissolve to] begin/starts working in 24 hours
68. Fights disease\* [from within]
69. Fights/Kills/Prevents disease at the root
70. Fight[s] /Kill[s] [off] disease\* [with BladeBoost/ Blade Boost/ ImmunoBoost technology]
71. Fight off disease with [Product Name]
72. For lawn health [wellness] with [BladeBoost/ Blade Boost/ ImmunoBoost] technology
73. Fuel/Empower/Build your lawn's health with [BladeBoost/ Blade Boost/ ImmunoBoost] technology
74. Fungicide – Used to protect and strengthen to [deliver/defend/maintain/build] lawn health in shady conditions [the shade, dense shade]
75. [Fungicide] Cures plus protect[s] [defend[s]] against diseases\* that make grass appear weak, brown, and sickly

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76. [Fungicide] Spreads systemically to [physiologically] strengthen blades against future harmful diseases
77. Gives your lawn a root reboot to fight [protect against] disease\*
78. Give[s] your lawn the boost/dose/oompf/help/strength/support to defend itself [against disease\*]
79. Lawns that can resist [fight] infection from diseases\*
80. Prevents and stops [insert any combination of diseases on label] [and more\*]
81. [Product Name] defense against disease\*
82. [Product Name] What your lawn needs to fight disease\*
83. Protect from disease\* with [Product Name]
84. Stop[s] lawn disease\* before it starts
85. Stop[s] lawn disease\* before it's a problem
86. Stop[s] lawn disease\* before it damages your lawn
87. Support[s] key area[s] of lawn health with BladeBoost/ Blade Boost/ ImmunoBoost technology
88. [The] Powerful fungicide supports/defends/ protects/strengthens lawn health/immunity/wellness/vitality
89. The "oomph"/boost/support/help it needs to fight disease\*
90. Lawn [Health] [fungicide] supports [3,4,5..] core [primary] functions for tip to root protection against disease[s]
91. Treated/untreated [illustration]
92. Prevent or control listed lawn diseases

\*Refer to back/label for list of diseases

**RESIDUAL CLAIMS**

93. Systemic action [formula]
94. Systemic formula controls [up to] 4 weeks
95. [Up to] 4 weeks of control
96. Works up to 4 weeks for certain diseases

**COVERAGE**

97. Treats up to x,xxx sq. ft.
98. XX lbs. treats up to x,xxx sq. ft. of lawn

**FORMULA CLAIMS**

99. Does not stain\* \*when used as directed
100. Easy to spread/apply granules
101. Fast acting [formula]
102. For use on home lawns
103. Formulated with the exclusive Scotts® All-In-One Particles® technology for even greening, feeding, and disease control/stress prevention.
104. Formulated with the exclusive Scotts® All-In-One Particles® technology for even greening and feeding
105. Granule/Granular formulation [-- easy to spread]
106. Granules dissolve for quicker release
107. Quick dissolve
108. Ready-to-Use [granules]
109. Scotts® All-In-One Particles® technology

**PACKAGING CLAIMS**

110. This container is made with a minimum of X% recycled material.
111. Bonus/Value Size [X% more product/coverage\*\*]
112. Convenient [new] size
113. Easy-tear, reclosable
114. Easy to Carry Package
115. Easy open, easy close
116. Easy open, resealable bag
117. Easy/EZ Seal [zipper/closure]
118. Easy-to-Carry size/handle
119. More/Increased coverage\*\*

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- 120. [Perfect] [size] for small lawns
- 121. Reclosable/Resealable bag
- 122. Secure seal [zipper/closure]
- 123. Sure seal [zipper/closure]
- 124. [Zip close]
- 125. How2Recycle Logo *NOTE To PM: Below are examples of images from the How2recycle program. Image on FPL will be based upon the programs assessment of the packaging material.*



\*\*than/vs. previous size/coverage/big bag/large bag

**FERTILIZER CLAIMS**

- 126. A [healthy/robust] feeding regimen/routine for a thick[er], green[er] lawn
- 127. Bring[s] [unfed] damaged lawns back to life [by feeding]
- 128. Contains potassium to strengthen the lawn against heat, drought, cold, wear and tear



- 129. [Deep/Vivid/Vibrant Greening [Feeds for a thicker, greener lawn]
- 130. Feed your lawn.
- 131. For a [Nourished] [Healthy] Happy Lawn
- 132. For a vivid[ly], green[er] lawn
- 133. Formulated with/the essential nutrients
- 134. Formulated to [help] fill lawn [deficiencies/nutrient] [gaps/needs]
- 135. [Healthy] nutrients/food for your lawn
- 136. Invigorates your lawn with the nutrition/nutrients/ it needs
- 137. [Nitrogen] Green[s] up grass for quick, visual confirmation and indicate[d] success
- 138. Nourish your lawn from the roots up
- 139. Nourishment for your lawn
- 140. Only the best ingredients [nutrients] for feeding your lawn
- 141. Packed with/full of [essential] nutrients
- 142. Rejuvenates your lawn with the nutrition/nutrients/essentials it needs



- 143. [Root Strength [Strengthens each blade of grass down to the root]
- 144. Strengthen[s] the lawn against heat, drought, cold, wear and tear
- 145. Superfood for your lawn
- 146. Superfood that sustains your lawn
- 147. Adiet/care/formula/boost for any lawn
- 148. The nutrition/nourishment/benefits your lawn needs
- 149. Vital [core/essential] nutrients for a beautiful/healthy/strong lawn
- 150. Give your lawn a/the boost of green goodness
- 151. Vibrant/Vibrancy/Green[ing] you can see

**GUARANTEE**

- 152. [Backed by] Scotts [No-Quibble/Consumer] Guarantee® †
- 153. Does not harm lawn\*. [Guaranteed] †
- 154. Guaranteed!†
- 155. Guaranteed results [with one application] †
- 156. Guaranteed results or your money back†
- 157. Guaranteed Satisfaction †
- 158. The Scotts Difference™

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159. Works the first time or your money back! [ICON]

160. Won't burn lawns, guaranteed[\*]. †

161. Won't harm/burn your lawn [guaranteed][\*] †

\* When used as directed

† See Scotts® [No-Quibble/Consumer][Money Back] Guarantee on back panel/website

**[†]SCOTTS [NO-QUIBBLE/CONSUMER][MONEY BACK] GUARANTEE[®]**

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

**OTHER**

162. © 20XX [Licensed by] **insert company name.** [World rights reserved.]

163. Country of Origin XXXXX


164. Distributed/Sold/Guaranteed by: **insert company name and address**


165. U.S. Patent No. X,XXX,XXX (**insert patent information, if applicable**)

166. Made in U.S.A.

167. Made/Packaged in the USA

168. Product of \_\_\_\_\_

169. Scotts Logo 

170. SMG/NYSE icon 

171. Questions / Comments / [Medical] Information

172. Lawn Questions?

173. Have questions or need advice?


174. If you have questions you can talk directly with a Scotts Lawn Counselor. Simply call the toll-free number: X-XXX-XXX-XXXX

175. Visit us on the internet or call our customer satisfaction hotline [insert company address/phone number/www.scotts.com]

176. For additional questions, comments and information, contact the Scotts Lawn Pro retailer where you bought this product or you can....

177. Call -or- Consumer Helpline -or- phone toll-free -or- [Call] Scott's [toll-free] consumer hotline X-XXX-XXX-XXXX

178. Open Monday through Saturday 9:00 a.m. to 5:00 p.m. Eastern time]


179. [ICON: – computer mouse 


180. [ICON: - phone 

181. [Visit [our website] [www.scotts.com](http://www.scotts.com)]

182. Visit Scotts' website at [www.scotts.com](http://www.scotts.com)

183. Contact the experts at [www.scotts.com](http://www.scotts.com)

184. Use Scotts My Lawn App to Calculate Your Lawn Size [[icon] My Lawn 

185. Find out how much you need [[icon] My Lawn 

186. The MyLawn app from Scotts simplifies lawncare by creating an easy-to-follow lawn maintenance plan so you know the right products to use at the right time



App Store is a trademark of Apple Inc.  
Google Play and the Google Play logo  
are trademarks of Google Inc.

187.

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EPA Reg. No. 538-346

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[Water Smart Logo]

Well fed lawns are more efficient at using available water. Feeding with [Scotts] fertilizer helps build a thick lawn with more roots to better absorb water and nutrients than unfed lawns. This helps protect your lawn against heat, drought and other stresses.

Get expert advice for your lawn now.

Want information on what to use and when? Sign up today to get free expert advice specifically for your lawn. Visit [scotts.com](http://scotts.com) or call 1-800-543-TURF (8873).

Dedicated to a Beautiful World

Trusted by generations of homeowners [gardeners], Scotts [Miracle-Gro] is dedicated to helping you enhance and protect the beauty of your home environment.

Are you proud of your lawn?

If you have a lawn success story using Scotts products, we'd like to hear about it. Write to Scotts Consumer Service, 14111 Scottslawn Road, Marysville, Ohio 43041. Photos are welcome.

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

Feed regularly for your best lawn – Regular feedings of Scotts Turf Builder will help build a lawn you and your family can enjoy. [Product Name] provides the nutrients your lawn needs to look its best and withstand the stresses of diseases, 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.

## **THE SCOTTS STORY OPTIONS**

### **Option 1**

Scotts is there for your lawn care needs.

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

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

### **Option 2**

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

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

### **Option 3**

Scotts has helped people create the lawn they've always dreamed of. Founded in 1868 by O.M. Scott, we're extremely proud of our rich history and hard-earned reputation. We are honored to be the leader in lawn and garden care for everyone from first-time gardeners to seasoned green thumbs. We do it by developing advanced technologies and innovative formulas - all based on your needs. From feeding and maintaining a hearty, beautiful lawn to banishing pesky diseases, we have the best-in-class products-and expert advice-to consistently make garden care easier and a lot more enjoyable.

## **PRODUCT DESCRIPTION OPTIONS**

538-346.2022116.TurfBuilder plus Fungicide. Notification Highlighted

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**Option 1**

**[Insert Product Name]** controls lawn diseases. **[Insert Product Name]** contains a broad-spectrum and systemic fungicide for prevention and control of lawn diseases and lawn food to help your lawn recover from stresses. This fast-acting formula dissolves quickly to begin working in 24 hours, providing up to four weeks of control. **[Control diseases in your lawn with [Insert Product Name]].**

**Option 2**

**[Insert Product Name]** helps lawns thrive [provides the lawn with the [health] boost it needs to thrive]. **[Insert Product Name]** combines a broad-spectrum systemic fungicide with the exclusive Scotts® All-In-One Particles® technology. This unique combination ensures an even feeding, greening, and protection from lawn stresses like heat, drought, and disease. **[Restore and defend your lawn with [Insert Product Name]].**

**Option 3**

**[Insert Product Name]** is a product technology merging fertilizer + fungicide - the core essentials for lawn health immunity and wellness. **[Insert Product Name]** combines the core lawn nutrients plus exclusive Scotts® All-In-One Particles® to restore, defend, and protect your lawn for the full lawn potential.

**SCOTTS & YOUR ENVIRONMENT OPTIONS**

We care - Scotts® products are designed with care to grow a thicker, greener lawn. A Green Lawn is a Good Lawn - A [healthy/strong] lawn cleans the air, produces oxygen and prevents runoff and soil erosion. You can make a difference - Help keep our water resources clean. Apply this product only to your lawn and sweep any product that lands in the driveway, sidewalk or street back on to your lawn.

**CUSTOMER SERVICE INFORMATION**

- [icon] [Distributed/Sold/Guaranteed by]: **insert company name and address**
- [icon - phone] Questions/Comments [Call] **insert company phone number**
- [icon – computer mouse] [Visit [our website]] **insert company website**