

961-414

6/9/2010

lot 17



**U.S. ENVIRONMENTAL PROTECTION
AGENCY**

**Office of Pesticide Programs
Registration Division (7505P)
Ariel Rios Building
1200 Pennsylvania Ave., NW
Washington, D.C. 20460**

EPA Reg. Number:

961-414

Date of Issuance:

JUN - 9 2010

NOTICE OF PESTICIDE:

☒ Registration
☐ Reregistration
 (under FIFRA, as amended)

Term of Issuance: unconditional

Name of Pesticide Product:

**TURF Fertilizer Plus
Penoxsulam Weed Control**

Name and Address of Registrant (include ZIP Code):

Lebanon Seaboard Corporation
1600 East Cumberland Street
Lebanon, PA 17042

~~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 unconditionally registered in accordance with FIFRA sec. 3(c)(5) provided that you:

Submit and/or cite all data required for registration review of your product when the Agency requires all registrants of similar products to submit data.

Make the following label changes/conditions:

1. Change the EPA Reg. No. to 961-414 on your label before shipment of product.
2. Add the batch number to your label before shipment.
3. Fill in all the information marked by X's on page 1 of the requested label before shipment of product with this label.
4. On page 2, remove the "Optional Heading:" "Care & Handling" from label. These words may detract from what is required labeling.

Under "CAUTION", change "Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco." to "Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet."

5. On page 2, under "Directions for Use" and before "How This Product Works", add "Applicator must wear long-sleeved shirt, long pants, and shoes plus socks.
Keep all persons and pets, except applicator, out of treated area until dusts have settled."

Under "Use Precautions and Restrictions", add the restriction "Do not use on turf grown for agricultural or commercial purposes (turf farms), or for grass seed production." There are no WPS

requirements on the label.

6. On page 3, first sentence beginning at the top, change "1.7 lb per 1000 sq ft" to "1.6 lbs per 1000 sq. ft." Change "1.7 lbs/1,000 sq. ft." to "1.6 lbs/1,000 sq .ft." wherever it appears on the label. This is the equivalent rate per acre as on the similar product with EPA Reg. No. 62719-585.

Remove the entire paragraph under "Treatment on Turfgrass Species Not Listed on the Label". It is not appropriate for homeowners to experiment with this product on their lawns. The next paragraph provides the information on which species of turf grasses this product can be safely used on.

7. Starting on page 8 of Appendix I , remove the following optional language as false and misleading:

- Better weed control [and fertilizer] than other leading brands
- Feeds [greens] [strengthens] [thickens] your lawn for up to 3 months – longer than leading competitive brands
- Better weed control than other brands
- 20% less nutrients required for the same great lawn [turf] results
- 20% lower rates of applied nutrients results in lower costs while still getting more of the applied nutrients absorbed into the plant [lawn] [turf] thus promoting stronger and deeper rooting
- Increase nutrient up-take in grass [lawns] [turf] up to 20%
- Homogeneous Fertilizer (can be used if only one chemical component is present, such as only urea)
- Apply at any time [spring, summer, fall]. This statement could conflict with "Use Directions".
- Anything with the words "latest technology"
- Remove all other comparative claims (e.g. easier, faster, more, X% more or less, etc.) or add appropriate qualifying statements.
- Remove all claims and logos that include "Green-Smart Formula", as they imply eco-friendly.
- Remove all claims that include "helps nature", and "helping nature"
- Remove "kills weeds completely". "Kills weeds listed on this label" is acceptable.

While no additional data is being requested, marketing claims made on the pesticide label must be substantiated by data maintained in your files. If data supporting marketing claims made on the product label is not available then those claims must be removed.

8. Product cannot exceed 32% N.

9. On page 6, remove "approximately" under How Much To Apply.

10. Remove "recommended" in "recommended use rate(s)" wherever they appear.

11. All company websites referenced on pesticide labels become labeling under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), and is subject to review and appropriate regulations on labeling. 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). 40CFR156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, claims made on the website may not substantially differ from those claims approved through the registration process. If there are substantial differences from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

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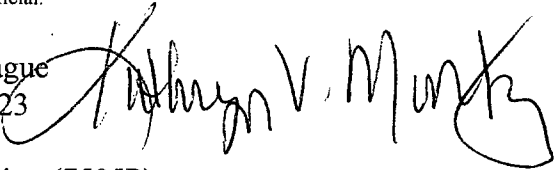
Submit one copy of the revised final printed label for the record.

If these label changes/conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these label changes/conditions.

A stamped copy of the label is enclosed for your records.

Signature of Approving Official:

Kathryn V. Montague
Product Manager 23
Herbicide Branch
Registration Division (7505P)



Date:

JUN - 9 2010

4017

TURF Fertilizer Plus Penoxsulam Weed Control

For postemergence control of annual and perennial broadleaf weeds in established home lawns and other recreational turfgrass areas.

Active Ingredient:
penoxsulam:0.03%
Other Ingredients:99.97%
Total100.00%

Guaranteed Fertilizer Analysis	
Total Nitrogen (N).....	XX%
Available Phosphate(P ₂ O ₅).....	XX%
Soluble Potash (K ₂ O).....	XX%

KEEP OUT OF REACH OF CHILDREN CAUTION

See back panel for additional Precautionary Statements.

NOTICE: Read the entire label. Use only according to label directions. Before buying this product, read the Warranty Section elsewhere on this label. If terms are not acceptable, return the unopened container at once.

EPA Reg. No. 961-XXX
(L) (D)
EPA Est. No. 961-PA-01, 961-IL-01
Superscript used is first letter of lot number

[MANUFACTURED BY:][Distributed by:] [Produced for:]
LEBANON SEABOARD CORPORATION
1600 EAST CUMBERLAND STREET
LEBANON, PA 17042
Made in the USA.
[www.lebsea.com] [www.greenviewfertilizer.com] [www.xxxx.com]

Covers [X,XXX] Square Feet [SQUARE FEET] [SQ. FT.] [Sq. Ft.]
Net Weight: [Net Wt.:] xx lbs.[LBS.] [POUNDS] (xx.x kg) [(XX.X KG)]
Treats: XX,XXX Sq.Ft. [SQ.FT.] [Square Feet] [SQUARE FEET]
xxx lb covers up to xxx sq ft [of turfgrass]

ACCEPTED
with COMMENTS
In EPA Letter Dated

JUN - 9 2010

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

961-414

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Optional Heading: Care & Handling

Precautionary Statements

Hazards to Humans and Domestic Animals

CAUTION

Causes Moderate Eye Irritation. Avoid contact with eyes or clothing. Wear long-sleeved shirt, long pants, and shoes plus socks. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco.

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 a poison control center or doctor or going for treatment. For Emergency Medical Treatment Information call (888)208-1368.

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 or garden will help to prevent runoff to water bodies or drainage systems.

Directions for Use

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

For Outdoor Residential Use.

Read all Directions for Use carefully before applying.

How This Product Works

TURF Fertilizer Plus Penoxsulam Weed Control contains a postemergence herbicide which is applied to established turfgrasses for the control of annual, biennial and perennial broadleaf weeds in home lawns [and other recreational turfgrass areas].

Use Precautions and Restrictions

- Do not apply [TURF Fertilizer Plus Penoxsulam Weed Control or this product] on dichondra, carpetgrass, bahiagrass, or to turfgrass containing desirable clovers.
- Do not apply [TURF Fertilizer Plus Penoxsulam Weed Control or this product] directly to, or otherwise permit [TURF Fertilizer Plus Penoxsulam Weed Control or this product] to come into contact with, flowers, ornamental shrubs or trees, or other desirable broadleaf plants, as serious plant injury may occur.
- Do not apply to centipedegrass during the period of winter dormancy. Grass should be green and actively growing at the time of application.
- The active ingredient in this product may leave residues in treated grass clippings which could be harmful to some plants and trees. Do not collect treated grass clippings for use as mulch around plants.
- To minimize the potential for turfgrass injury, allow four weeks between applications.
- Avoid unnecessary disturbances, including watering and mowing, for approximately 24 hours after application.

- Use [TURF Fertilizer Plus Penoxsulam Weed Control or this product] on solid (monoculture) stands of perennial ryegrass or tall fescue at a maximum rate of 1.7 lb per 1000 sq ft. Some yellowing of these turfgrasses may occur within two weeks of application. Any discoloration is temporary and will dissipate under adequate growing conditions.
- Apply [TURF Fertilizer Plus Penoxsulam Weed Control or this product] to newly seeded or sprigged turfgrass only after the third mowing or after the turfgrass seedlings have developed an adequate secondary root system. Reseeding is not recommended for at least three to four weeks after application.
- Do not apply more than 4.6 lb of [TURF Fertilizer Plus Penoxsulam Weed Control or this product] per 1000 sq ft per application.
- Do not apply more than 6.9 lb of [TURF Fertilizer Plus Penoxsulam Weed Control or this product] per 1000 sq ft per year.

[Editor's note: one of the following statements as appropriate will appear on label if product is registered in the state of Florida.]

- Florida Applications: Do not exceed [3] [4] [5] applications per year on bermudagrass in the north.
- Florida Applications: Do not exceed [4] [5] [6] applications per year on bermudagrass in central Florida.
- Florida Applications: Do not exceed [5] [6] [7] applications per year on bermudagrass in the south.
- Florida Applications: Do not exceed [1] [2] applications per year on centipedegrass in the north.
- Florida Applications: Do not exceed [2] [3] applications per year on centipedegrass in [central Florida] [the south].
- Florida Applications: Do not exceed [2] [3] [4] applications per year on St. Augustinegrass in the north.
- Florida Applications: Do not exceed [2] [3] [4] [5] applications per year on St. Augustinegrass in central Florida.
- Florida Applications: Do not exceed [4] [5] [6] applications per year on St. Augustinegrass in the south.
- Florida Applications: Do not exceed [3] [4] [5] applications per year on zoysiagrass in the north.
- Florida Applications: Do not exceed [3] [4] [5] [6] applications per year on zoysiagrass in central Florida.
- Florida Applications: Do not exceed [4] [5] [6] applications per year on zoysiagrass in the south.

Treatment on Turfgrass Species Not Listed on the Label

Users who wish to use [TURF Fertilizer Plus Penoxsulam Weed Control or this product] on turfgrass species not listed on this label may determine the suitability for use by treating a small area at a specified rate. Prior to treatment of larger areas, the treated area should be observed for any sign of herbicidal injury during 30 days of normal growing conditions to determine if the target turfgrass species is tolerant. Applications should not be made to turfgrass under stress. The user assumes responsibility for any plant damage or other liability resulting from use of [TURF Fertilizer Plus Penoxsulam Weed Control or this product] on turfgrass species not listed on this label.

TURF Fertilizer Plus Penoxsulam Weed Control is recommended for use on the following established warm and cool season turfgrass species (numbers in parentheses (-) refer to footnotes below):

Established Cool Season Turfgrass (1)

annual bluegrass
bentgrass
bluegrass, Kentucky
fescue, chewing
fescue, creeping red
fescue, sheeps
fescue, tall (2)
ryegrass, perennial (2)

Established Warm Season Turfgrass (3)

bermudagrass (common or hybrid)
centipedegrass (4)
fescue, tall (growing in warm season areas) (2)
kikuyugrass
St. Augustinegrass
zoysiagrass

1. Use no more than 3.4 lb of [TURF Fertilizer Plus Penoxsulam Weed Control or this product] per 1000 sq ft per application.

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2. Use [TURF Fertilizer Plus Penoxsulam Weed Control or this product] on these species at a maximum rate of 1.7 lb per 1000 sq ft per application and only if some injury can be tolerated. A slight yellowing of turfgrass may occur within two weeks of application. The discoloration is temporary and is generally gone within four weeks of treatment under adequate growing conditions.
3. Use no more than 4.6 lb of [TURF Fertilizer Plus Penoxsulam Weed Control or this product] per 1000 sq ft per application.
4. Do not apply to centipedegrass during the period of winter dormancy. Grass should be green and actively growing at the time of application.

Weeds Controlled or Suppressed

Generally, application rates at the lower end of the rate range will be satisfactory for young, succulent growth of sensitive weed species. For less sensitive species and under conditions where control is more difficult (plant stress conditions such as drought or extreme temperatures, dense weed stands and/or larger weeds), the higher rate within the rate range or repeat applications will be needed. Weeds growing in the absence of competition from other vegetation generally require higher rates or repeat applications to obtain satisfactory control or suppression.

Weeds Controlled or Suppressed		Rate
		lb/1000 sq ft
chickweed, common chickweed, mouseear clover, hop clover, red clover, white dandelion, common dollarweed English lawn daisy false dandelion	Florida betony ivy, ground lespedeza, common medic, black parsley-piert plantain, broadleaf plantain, buckhorn Virginia buttonweed ¹	[Editor's note: Supplemental distributor to choose rate or rate range based upon setting(s) chosen from spreader settings table below.]
kyllinga, annual and green (suppression only) ¹	nutsedge, purple and yellow (suppression only) ¹	

¹Re-treatment may be necessary

Optional Heading:] [Use Instructions] [Instructions] [Application Instructions]
[Application Directions]

How to Apply

To optimize product performance mow the lawn two to three days before applying [TURF Fertilizer Plus Penoxsulam Weed Control or this product]. If the lawn is under moisture stress, a thorough sprinkler irrigation of at least 1/2 inch may be needed at least one to two days before application. For optimal results, apply [TURF Fertilizer Plus Penoxsulam Weed Control or this product] in the morning when dew is present. If necessary irrigate with less than 1/4 inch of water just prior to application to maximize particle adherence to leaf surfaces. Avoid watering of treated area for 24 hours following application. Avoid making applications if rainfall is expected within 24 hours after treatment.

Optional Heading: [SUGGESTED] SPREADER SETTINGS

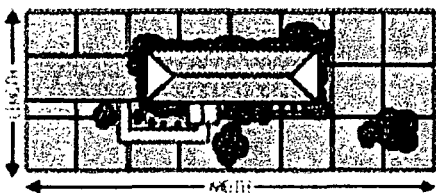
[Note: Registrant/Subregistrant may insert appropriate spreader setting information based on desired spreaders and recommended use rates as listed above.]

Drop Spreaders	Application Rate TURF Fertilizer Plus Penoxsulam Weed Control 1.7 lbs./1,000 sq.ft.	Application Rate TURF Fertilizer Plus Penoxsulam Weed Control 3.4 lbs./1,000 sq.ft.	Application Rate TURF Fertilizer Plus Penoxsulam Weed Control 4.6 lbs./1,000 sq.ft.
XXX	XX	XX	XX
Broadcast Spreaders	Application Rate TURF Fertilizer Plus Penoxsulam Weed Control 1.7 lbs./1,000 sq.ft.	Application Rate TURF Fertilizer Plus Penoxsulam Weed Control 3.4 lbs./1,000 sq.ft.	Application Rate TURF Fertilizer Plus Penoxsulam Weed Control 4.6 lbs./1,000 sq.ft.
XXX	XX	XX	XX

These settings were calibrated and field tested. However, age and condition of spreader, speed of operation, and evenness of terrain may require slightly different settings for desired coverage.

Optional [Application Equipment and Instructions] [Spreader Directions]:**Determining Your Lawn's Square Footage**

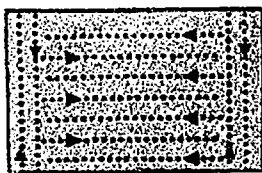
To determine how much of this product to apply, you must determine the square footage of your lawn. An easy way to do this is to walk the length of your lawn, figuring that one pace equals about 3 feet. Do the same with the width of the lawn. Then multiply the length by the width to arrive at the total. Make sure you subtract the square footage of your home and driveway when calculating the total square footage of your lawn. If your lawn has an irregular shape, try dividing it up into a number of square areas. Calculate the square footage for each area, then add the figures together to reach your total lawn size.

**Spreader Tips**

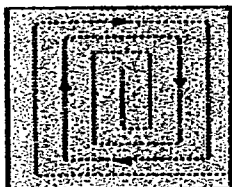
The two main types of spreaders are the Drop Spreader, which drops the material straight down the width of the spreader as you push, and the Broadcast Spreader (also known as a rotary), which throws the material from the spreader.

Drop Spreader: First make two passes along the top of the area you'll be covering. Then make two passes along the bottom area. Then move back and forth along the long part of the lawn. On each pass, as you

reach the strips at the top and bottom of the area to be covered, shut off the spreader. It's also important to shut off the spreader when you are stopped.



Broadcast Spreader: Apply in a single pass by starting on the outside border and apply in a circular path working toward the center.



[Optional Spreader Language:]

The above spreader settings are approximate. To check your spreader: XX lb. of material should cover approximately XXX sq. ft. (X lbs. of material per XXXX sq. ft.)

Note: if spreader model does not appear above please call [toll free] XXX-XXX-XXXX, X am - Xpm [ET] [CT] [MT] [PT], [Monday – Friday] [Monday – Sunday] [Anytime] [24/7] for additional model settings.

How Much to Apply

Apply [TURF Fertilizer Plus Penoxsulam Weed Control or this product] to established lawns. Possible re-treatment in approximately 30 days may be necessary if the lawn is heavily overrun with weeds or if adverse low moisture conditions prevail and weeds are in a state of poor growth. Do not exceed specified rates because damage to the lawn may occur. Do not make more than two applications per season.

Note: When applying to warm season turfgrass under conditions of inadequate moisture, high temperature and high humidity, over-application may cause minor temporary discoloration. It is recommended to reduce application rates by 50% during hot, dry conditions to avoid possible dehydration or browning of turfgrass.

When to Apply

Best weed control results are obtained when [TURF Fertilizer Plus Penoxsulam Weed Control or this product] is applied to small, actively growing weeds in the spring or early fall. Extreme growing conditions such as drought or near freezing temperatures prior to, at, or following time of application may reduce weed control.

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STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage and disposal.

Pesticide Storage: Store product in its original container in a cool, dry, locked place out of the reach of children and animals.

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.

WARRANTY

IMPORTANT: READ BEFORE USE

Read the entire Directions for Use, Conditions, Disclaimer of Warranties and Limitations of Liability before using this product. If terms are not acceptable, return the unopened product container at once.

By using this product, user or buyer accepts the following Conditions, Disclaimer of Warranties and Limitations of Liability.

CONDITIONS: The directions for use of this product are believed to be adequate and must be followed carefully. However, it is impossible to eliminate all risks associated with the use of this product. Crop injury, ineffectiveness or other unintended consequences may result because of such factors as weather conditions, presence of other materials, or the manner of use or application, all of which are beyond the control of [Lebanon Seaboard Corporation] [Company name]. All such risks shall be assumed by the user or buyer.

DISCLAIMER OF WARRANTIES: To the extent consistent with applicable law, [LEBANON SEABOARD CORPORATION] [COMPANY NAME] MAKES NO OTHER WARRANTIES, EXPRESS OR IMPLIED, OF MERCHANTABILITY OR OF FITNESS FOR A PARTICULAR PURPOSE OR OTHERWISE, THAT EXTEND BEYOND THE STATEMENTS MADE ON THIS LABEL. No agent of [Lebanon Seaboard Corporation] [Company name] is authorized to make any warranties beyond those contained herein or to modify the warranties contained herein. To the extent consistent with applicable law, [Lebanon Seaboard Corporation] [Company name] DISCLAIMS ANY LIABILITY WHATSOEVER FOR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES RESULTING FROM THE USE OR HANDLING OF THIS PRODUCT.

LIMITATIONS OF LIABILITY: To the extent consistent with applicable law, THE EXCLUSIVE REMEDY OF THE USER OR BUYER FOR ANY AND ALL LOSSES, INJURIES OR DAMAGES RESULTING FROM THE USE OR HANDLING OF THIS PRODUCT, WHETHER IN CONTRACT, WARRANTY, TORT, NEGLIGENCE, STRICT LIABILITY OR OTHERWISE, SHALL NOT EXCEED THE PURCHASE PRICE PAID, OR AT [LEBANON SEABOARD CORPORATION'S] [Company's name] ELECTION, THE REPLACEMENT OF PRODUCT.

Appendix I

Examples of fertilizer grades with nutrient contents expressed as the percentages of N, P₂O₅ and K₂O include but are not limited to the following:

14-0-6
15-0-10 16-0-6
18-0-6
20-0-10

The fertilizer grade guaranteed analysis may contain macronutrients and micronutrients. The nutrient contents expressed will vary among states and the analyses will differ between supplemental registrations. The guaranteed analysis of a 26-3-10 fertilizer grade is presented as follows:

Guaranteed Fertilizer Analysis

Total nitrogen (N)	26%
1.9% ammoniacal nitrogen	
24.1% urea nitrogen	
Available phosphate (P ₂ O ₅)	3%
Soluble potash (K ₂ O)	10%

Optional Text:

- Questions or Comments? Call 1-xxx-xxx-xxxx. (insert phone graphic)
- [Item number]
- [Bar code] [product number]
- [Not] Proof of Purchase

Optional Weed Control Marketing Claims

- Controls [tough] weeds [such as clover] [dandelion] [dollarweed] [ground ivy] [plantain] [chickweed] [sedges] [Florida betony] [lespedeza]
- Apply at any time [spring, summer, fall]
- Use for a [beautiful] [weed-free] lawn
- Easy to use
- [Just] One application kills weeds missed by competitive brands [and fertilizes into summer]
- Better weed control [and fertilizer] than other leading brands
- Extended time release feeding of nitrogen lasts into summer
- Effective weed control leads to greener, thicker lawns
- Apply [anytime] when weeds are actively growing
- All the fertilizer nutrients your lawns needs for spring
- Feeds [greens] [strengthens] [thickens] your lawn for up to 3 months – longer than leading competitive brands
- Apply once for the whole season
- Feeds [and strengthens] root systems without burning your lawn
- Fertilize once for the whole season – Feeds [and greens] with slow release fertilizer for up to 3 months
- Fertilizers to fill in bare spots [and provide plush green lawns]
- Kills weeds [and fertilizes the lawn]
- Fertilizes to provide rich color [and vigorous growth]
- Effective weed control – prevents weeds all season long
- Season-long weed killer [and fertilizer]
- Controls weeds longer

- Fertilizes longer
- Kills tough existing weeds [and controls new weeds] for 3 months
- For use on cool and warm season turfgrass
- [Just] One application kills weeds
- Better weed control than other brands
- Contains the latest technology in weed control
- Does not contain atrazine
- Atrazine-free dollarweed control
- Kills weeds and feeds your lawn [for up to 3 months]
- Controls tough weeds such as dollarweed, dandelion, Florida betony and sedges.
- [TURF Fertilizer Plus Penoxsulam Weed Control] – Better weed control than other leading brands
- [TURF Fertilizer Plus Penoxsulam Weed Control] contains the latest technology in weed control.
- [TURF Fertilizer Plus Penoxsulam or This product] kills tough existing weeds and controls new weeds for 3 months
- Atrazine-free weed [dollarweed] control
- Weed images for dandelion, dollarweed, Florida bentony, sedges
- Kills weeds completely
- Kills even the toughest weeds
- Kills weeds to the root
- Kills weeds including dandelion, clover and other common lawn weeds
- Kills weeds on contact
- 3 month weed grass control
- Controls new weeds for 3 months
- Kills weeds now for few weeds in spring
- Kills even the toughest weeds
- Kills clover, chickweed and many other broadleaf weeds
- Kills tough weeds

Optional Fertilizer Marketing Claims

- Fertilize once for the whole season.
- [TURF Fertilizer Plus Penoxsulam Weed Control or This product] feeds and greens with [slow release] fertilizer [for up to 3 months].
- N-P-K
- Fertilizes to provide rich color and strengthens root systems without burning your lawn [turf].
- [TURF Fertilizer Plus Penoxsulam Weed Control] – All the fertilizer nutrients your lawn [turf] needs for spring
- 20% less nutrients required for the same great lawn [turf] results
- 20% lower rates of applied nutrient results in lower costs while still getting more of the applied nutrients absorbed into the plant [lawn] [turf] so less can be applied at a lower cost.
- Allows for easier nutrient up-take into the plant [lawn] [turf] thus promoting stronger and deeper rooting
- Allows the use of less Nitrogen
- Easier for lawns [turf] to absorb
- Easier on the gardener & increases the likelihood of success
- Easier on the gardener for a greener, thicker lawn [turf]

- Easier way to a greener, thicker lawn [turf]
- Easy way to a greener, thicker lawn [turf]
- Easy way to a thick, green lawn [turf]
- Enhances nutrient absorption
- Enhances nutrient absorption by grass roots, promoting root growth & stronger, deeper roots
- Enhances nutrient absorption for stronger, deeper roots
- Enhances seedling establishment
- Enhances soil/nutrient availability & balance
- Enhances soil [nutrient] availability & balance
- Faster establishment
- Formulated to release nutrients [fertilizer] to the plants [lawn] [turf] for easy absorption [up-take]
- Gets more nutrients into lawns [turf]
- Gets more nutrients into lawns [turf], easier for lawns [turf] to absorb
- Gets more nutrients into the lawn [turf], not just the soil
- Gets more nutrients into the lawn [turf] by making it easier for lawns [turf] to absorb
- Gets more nutrients into the lawn [turf] by making it easier for lawns [turf] to absorb nutrients
- Gets more nutrients into the plant [lawn] [turf] by restoring nutrients in the soil
- Gets more nutrients into the plant [lawn] [turf] by revitalizing the soil
- Gets more nutrients into the plant [lawn] [turf], not just the soil
- Greater gardener satisfaction by increasing the likelihood of lawn [turf] success
- Greater satisfaction by increasing the likelihood of lawn [turf] success
- Grow plants [lawns] [turf] faster
- Improved Nitrogen Efficiency - Reduces Leaching
- Improved nutrient release and absorption into the lawn [turf] allows 20% less nutrients to be applied while still providing [a] quality lawn [turf]
- Improved nutrient release and absorption results in more nutrients in the plant [lawn] [turf] for healthy strong roots
- Improved nutrient release makes it easy on plants [lawn] [turf] to absorb nutrients[, making it easy for plants [lawns] [turf] to grow more colorful]
- Increase nutrient up-take in grass [lawns] [turf] up to 20%
- Increases nutrient up-take thereby increasing root mass
- Increases root mass
- Larger and stronger root system results in a more robust lawn [turf] and reduces the negative effects of stress such as drought on the turf [lawn]
- Less water needed
- Less watering needed
- Less watering needed, drought resistant [lawn] [turf]
- Lowers your cost of fertilizing for the same great lawn [turf] results
- More nutrient absorption leads to stronger and deeper root systems that can take in water deeper from the soil resulting in a more robust lawn [turf] that is more drought resistant and requires less additional watering
- More robust plants [lawn] [turf] with more nutrients and deeper roots grow [to] a thicker lawn [turf]
- Promotes rapid root growth [for a thick green] [lawn] [turf]
- Promotes root growth & stronger, deeper roots - enhancing nutrient absorption by grass roots

- Promotes root growth and increases root mass for a thicker, greener lawn [turf]
- promotes root growth for a thicker, greener lawn [turf]
- Provides your soil with nutrients
- Puts more nutrients into the plant [lawn] [turf], with less leaching from the soil
- Reduces plant [lawn] [turf] stress related to drought
- Reduces plant [lawn] [turf] stress related to drought, more nutrient absorption
- Reduces plant [lawn] [turf] stress related to drought, poor nutrient response
- Reduces stress on lawns [turf], protecting them [it] from drought & heat
- Reduces stress on lawns [turf], protects from drought & heat
- Requires less watering
- Requires less watering by growing deeper, stronger roots
- Restores nutrients to your soil
- The easy way to a greener, thicker lawn [turf]
- The fertilizer that improves efficiency and lowers application rates providing high quality lawns [turf] at a reduced cost
- unlocks the nutrients in soil, enhancing nutrient absorption, reducing stress on lawns [turf], protecting them [it] from drought & heat
- unlocks the nutrients in soil, enhancing nutrient absorption, so you can grow a thicker, greener lawn [turf] with less water
- Unlocks the nutrients in your soil
- Utilizes less fertilizer
- Zero phosphate helps protect our waterways
- GreenView® is a registered trademark of Lebanon Seaboard Corporation.
- [GreenView] [Company name] guarantees you will be satisfied with the performance of this product when used as directed, or your money back. If not satisfied, describe the nature of your problem and simply send proof of purchase to [Lebanon Seaboard Corporation, 1600 East Cumberland Street, Lebanon, PA 17042] [Company name and address].
- [GreenView] [Company name] guarantees you will be satisfied with the performance of this product when used as directed. If you are not satisfied, return to a [Company name] store with proof of purchase for a replacement product or full refund of the purchase price. Or you can mail proof of purchase to the address listed below for a full refund. [Company name and address]
- GreenView® (logo)

GREENVIEW

- For more information on our complete line of [GreenView®] [Company Name] [Brand Name] Lawn and Garden Products, visit our website at [www.lebsea.com] [www.greenviewfertilizer.com] [www.xyz.com] [Insert product images]
- GreenView yard wide guarantee [green leaf graphic] [GreenView logo]
- Builds strong, deep roots, for a thick, green lawn [turf]
- Enhances nutrient absorption for strong, deep roots for a thick, green lawn [turf]
- Helps nature grow your lawn [turf]
- Helps nature grow your plants
- Helping nature grow your lawn [turf]
- Helping nature feed your lawn [turf]
- Helps nature feed your lawn [turf]
- Helping nature grow your plants
- Helps nature grow & [and] thicken your lawn [turf]
- Helps nature unlock nutrients in your soil

- Helps nature create [a] beautiful lawn [turf]
- Helps nature create [a] beautiful thick, green lawn [turf]
- Helping nature grow [a] beautiful lawn [turf]
- Builds strong, deep roots
- Improves soil fertility
- Helps unlock nutrients already in the soil
- Makes it easier for lawns [turf] to absorb soil nutrients
- Enables lawns [turf] to use nutrients more efficiently
- Speeds root growth to improve nutrient absorption
- Protects & [and] strengthens for a better spring lawn [turf]
- Restores nutrients to your soil for a quick spring green up [green-up]
- After a harsh summer, restores nutrients to your soil
- Restores nutrients to protect your lawn in winter
- Promotes rapid root growth
- Why use more when you can use less
- [N from N-P-K] Lawn Greening [Growth] Index
- Plants [lawns] [turf] use[s] nitrogen more efficiently so you need less
- Improves lawn's [turf's] ability to absorb water & [and] nutrients
- Reduces stress on lawns [turf] from drought & [and] heat
- Helps lawns [turf] retain water to protect against heat & [and] drought
- Improves drought resistance

XX	XX	XX
Nitrogen (N)	Phosphorous (P)	Potassium (K)
Contains Timed-Release Nitrogen for growing a thick green lawn [Stimulates growth and encourages a thick green lawn]	Improves Root [Improves root growth and Plant Storage Capacity]	Improves Plant Hardiness & Drought Resistance

- [Note:] Supplemental applications of lawn fertilizer are needed to achieve a minimum of 1 pound nitrogen per 1,000 sq.ft.
- Information regarding the contents and levels of metals in this product is available on the internet at <http://www.regulatory-info-lebsea.com>.
- [Note:] [Notice:] This product contains the secondary nutrient iron. Iron may stain concrete surfaces and should not be applied on dry or water dampened concrete and should be removed from these areas promptly after application by sweeping or blowing. Do not wash off with water.
- [Optional text for state of Florida] 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/garden, and sweep any product that lands on the driveway, sidewalk, or street, back onto your lawn/garden.

Green-Smart and NutriLife Optional Fertilizer Claims:

- Green-Smart Formula™
- [contains] [with] Green-Smart Formula™
- Contains NutriLife® [Green-Smart Formula™] [Green-Smart]

- Green-Smart improves plant [lawn] [turf] and soil health
- Homogeneous Fertilizer
- NutriLife® logo



- NutriLife® is a registered trademark of Advanced Microbial Solutions, LLC.
- Green-Smart Formula™ is a trademark of Lebanon Seaboard Corporation
- Green-Smart Formula™ (logo)



- Green-Smart Formula™- nourished lawns [turf] are more robust because their root systems are larger, deeper and better developed. Vigorous roots mean[s] the lawn [turf] is hardier and better able to tolerate the stress that comes with heat and drought.
- N-P-K with Green-Smart Formula™
- Lawn[s] [turf] [and plants] nourished with [company name's] new Green-Smart [Formula™] are [is] able to tolerate the stress from heat and drought. New Green-Smart [Formula™] produces large, deep, and well developed root systems that can retain water. This enables lawns [turf] [and plants] to withstand stressful conditions and reduces the stress on you in caring for them.
- New Green-Smart Formula™ produces thick, green lawns [turf]
- Enriches soil to promote a vibrant, hardy lawn [turf]/effective, easy way to enhance the soil
- Enriches soil to promote a vibrant, hardy lawn [turf]
- Effective, easy way to enhance the soil
- Poor soil may have fewer of the nutrients needed to promote a vigorous lawn [turf]. Green-Smart [Formula™] works by enriching your soil with nutrients. Green-Smart [Formula™] revitalizes the soil, which aids in the development of a larger, deeper and better root system. The enhanced habitat is proven to produce a green, thick, vigorous lawn [turf], and reduces the need for watering.
- Green-Smart's unique formula creates the condition in the soil for the development of a large, extensive root system, by making it easier for the lawn [turf] to absorb nutrients and use them more efficiently. A vigorous root system enhances overall plant [lawn] [turf] vigor, resulting in thick, green lawns [turf].
- Recharges your soil with nutrients!
- Green-Smart [Formula™] enhances poor soil, creating an environment in which lawns [turf] [plants] [and plants] can thrive. New Green-Smart [Formula™] produces thick, green lawns [turf].

Mesa optional fertilizer claims:

- [TURF Fertilizer Plus Penoxsulam Weed Control] produces brilliant lawn [turf] color
- No excessive top growth
- Quick green up [green-up] and consistent brilliant lawn [turf] color
- Consistent [reliable] controlled release nitrogen
- Consistently produces excellent [lawn] [turf] quality
- Effective and efficiently controlled fertilizer
- Extreme green with less mowing
- Quick green up [green-up] and consistent brilliant lawn [turf] [color for up to 3 months]
- Quick and continuous greening for up to 3 months

- Greens up to 3 months
- Patented, controlled release nitrogen for continuous feeding
- Quick green up [green-up] and consistent, brilliant lawn [turf] color
- Quick & [and] continuous greening for up to 3 months
- Feeds your lawn [turf] up to 12 weeks
-

ACE Optional Marketing Claims

- The ACE® Promise. If this ACE product when used for its intended purpose, fails to give you complete satisfaction, return the item to the ACE Hardware store where purchased for free replacement of the same or similar item.
- Satisfaction Guaranteed ACE Promise [circle graphic]



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- Made in the USA for ACE Hardware Corp., Oak Brook, Illinois, 60523, USA
- Green Turf® is a registered trademark of United Industries Corporation
- Questions or Comments Call 1-XXX-XXX-XXXX
- Telephone graphic
- NOTICE: Buyer assumes all responsibility for safety and use not in accordance with directions.
- ACE is a registered trademark of ACE Hardware Corp.

Sta-Green Optional Marketing Claims

- Sta-Green® logo



- Sta-Green® is a registered trademark of [Company name]
- Money Back Guarantee [optional graphic]
- Crabgrass weed image
- LOOK! For other quality Sta-Green lawn & garden products. For more information, visit us on our website at www.sta-green.com [www.xyz.com] or call out Consumer Service [Customer Service] Hotline [Number] at 1-xxx-xxx-xxxx.
- Computer and phone graphics
- The Sta-Green® Promise
- Your satisfaction guaranteed or your money back!
- If you use [TURF Fertilizer Plus Penoxsulam Weed Control] as directed and are not completely satisfied, send proof of purchase from this package and the original cash register receipt to the address below. We will refund the purchase price you paid.