



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

June 20, 2018

Eric D. Smith
Director, Regulatory Affairs
PBI/Gordon Corporation
P.O. Box 014090
Kansas City, MO 64101

Subject: Notification per PRN 98-10 – Updating Spreader Settings, Marketing Claims and State-Required Fertilizer Language
Product Name: EH-1554 WEED & FEED
EPA Registration Number: 2217-999
Application Date: November 17, 2017
Decision Number: 541961

Dear Mr. Smith:

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 will be 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 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) list 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, you may contact me at 703-305-1243 or via email at montague.kathryn@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Kathryn V. Montague".

Kathryn Montague, Product Manager 23
Herbicide Branch
Registration Division (7505P)
Office of Pesticide Programs

NOTIFICATION

2217-999

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:

06/20/2018

EH-1554 WEED & FEED

EPA Reg. No. 2217-999

ACTIVE INGREDIENTS:

Dicamba acid.....	0.08%
Penoxsulam.....	0.02%
Sulfentrazone	0.02%
OTHER INGREDIENTS:	99.88%
TOTAL	100.00%

THIS PRODUCT CONTAINS:

- 1.60 lb Dicamba acid per ton or 0.08%. CAS 1918-00-9.
- 0.40 lb Sulfentrazone per ton or 0.02%. CAS 122836-35-5.
- 0.40 lb Penoxsulam per ton or 0.02% CAS 219714-96-2

GUARANTEED ANALYSIS XX-X-X	
Total Nitrogen (N)	XX%
x.x% ammoniacal nitrogen	
x.x% urea nitrogen*	
Available Phosphate (P ₂ O ₅)	X%
Soluble Potash (K ₂ O)	X%
Sulfur (S)	X%
x.x% free sulfur (S)	
Derived from: polymer-coated sulfur-coated urea, urea, ammonium phosphate, potassium chloride. *A portion of the urea has been coated to provide x.x% coated slow-release nitrogen. This product and/or its manufacture is covered by one or more of the following U.S. patents and international counterparts thereof: US Patent Numbers: xxxxxx	

[Note: Fertilizer grades with nutrient contents expressed as the percentages of N, P₂O₅ and K₂O may include the following: 23-3-7 or x-x-x. The fertilizer grade analyses may contain macronutrients and micronutrients. The nutrient contents expressed will vary among states, and the analyses will differ between supplemental registrations.]

KEEP OUT OF REACH OF CHILDREN

CAUTION

STOP! READ THE ENTIRE LABEL FIRST. OBSERVE ALL PRECAUTIONS AND FOLLOW DIRECTIONS CAREFULLY.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

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



First Aid	
If in eyes:	<ul style="list-style-type: none"> • 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. You may also contact 1-877-800-5556 for emergency medical treatment information.	

Environmental Hazards

This pesticide is toxic to marine/estuarine invertebrates. 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 run off to water bodies or drainage systems.

Groundwater advisory: This chemical is known to leach through soil into groundwater under certain conditions as a result of label use. Use of this chemical in areas where soils are permeable, particularly where the water table is shallow, may result in groundwater contamination. **Do not use on coarse soils classified as sand, which have less than 1% organic matter.**

DIRECTIONS FOR USE

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

1. Product Description

[EH-1554 Weed & Feed] is a combination of three proven weed killers - dicamba, penoxsulam and sulfentrazone. This product controls a wide range of lawn weeds, including dandelion, chickweed, knotweed, plantain, henbit, spurge and many others as listed which are commonly found in home lawns. In addition, a X-X-X (grade percentage) fertilizer provides a supply of plant nutrients.

2. Where To Use

[EH-1554 Weed & Feed] provides post emergence control of annual, biennial and perennial broadleaf weeds in residential lawns.

[EH-1554 Weed & Feed] is recommended for use on the following established turfgrass species:

Established Cool-Season Turfgrass:

Annual bluegrass, Bentgrass species, Fescue (fine leaf or tall*), Kentucky bluegrass, Perennial ryegrass*

Established Warm-Season Turfgrass:

Bermudagrass (common or hybrid), Centipedegrass, Kikuyugrass, Seashore paspalum, St. Augustinegrass and Zoysiagrass

3. Use Restrictions

- Do not apply this product in a way that will contact any person or pet, either directly or through drift.
- Do not allow people or pets to enter the treated area until dusts have settled.
- Not for use on turf being grown for sale or other commercial use as sod, or for commercial seed production, or for research purposes.

- 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.
- Do not apply [EH-1554 Weed & Feed] directly to or otherwise permit [EH-1554 Weed & Feed] to come into contact with flowers, vegetables, groundcovers, gardens or landscape plantings including ornamental shrubs or trees, or other desirable broadleaf plants, as serious plant injury may occur. Do not exceed specified dosage for any area.
- Do not use on bahiagrass, carpetgrass, dichondra or turfgrass where desirable clovers are present.
- Do not apply to centipedegrass during the period leading up to or during winter dormancy. Grass should be green and actively growing at application.

4. Use Precautions

- Avoid unnecessary disturbances, including watering and mowing, for approximately 24 hours after application.
- Apply [EH-1554 Weed & Feed] 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 advised for at least three to four weeks after application.
- To minimize the potential for turfgrass injury, allow four weeks between applications.
- **[Note to Supplemental Distributors: This statement is optional and may be used only on products containing iron] [Advisory For Fertilizers Containing Iron:]** Keep this product off sidewalks, patios, driveways, etc. This fertilizer may contain iron which will stain concrete and painted surfaces. If it comes in contact with concrete surfaces, sweep off immediately before flushing with water. If concrete is wet when contact occurs, staining may be impossible to prevent. Be careful when using rotary spreaders which scatter fertilizer beyond lawn edge and onto concrete.

5. Application Directions

5.1 How Much to Apply

Apply 2.5 to 3.2 pounds of product per 1,000 sq.ft. of turfgrass. A second application may be made in 30 days. On tall fescue and perennial ryegrass, use a maximum rate of 2.5 lb per 1,000 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 generally gone within four weeks of treatment under adequate growing conditions.

Do not apply more than 3.2 lb of [EH-1554 Weed & Feed] per 1000 sq.ft. per application. Do not apply more than 10.3 lb of [EH-1554 Weed & Feed] per 1,000 sq.ft. per year [0.09 lb ai penoxsulam per acre per year].

Coverage: To determine how much you need to apply, multiply the length of your lawn by its width. This equals your total square footage. Deduct all non-lawn areas (house, gardens, etc.). One bag covers up to XXX square feet.

[Note to Supplemental Registrant: Optional language. Select the appropriate bag size and present only the information provided for that bag size on your product labeling.]

Bag Size	Application Rate	Treated Area for This Bag Size	Bag Size	Application Rate	Treated Area for This Bag Size
12.5 lb	2.5 lb/1,000 sq.ft.	5,000 sq.ft.	20 lb	2.5 lb/1,000 sq.ft.	8,000 sq.ft.
	2.8 lb/1,000 sq.ft.	4,464 sq.ft.		2.8 lb/1,000 sq.ft.	7,142 sq.ft.
	3.2 lb/1,000 sq.ft.	3,906 sq.ft.		3.2 lb/1,000 sq.ft.	6,250 sq.ft.

14 lb	2.5 lb/1,000 sq.ft.	5,600 sq.ft.	25 lb	2.5 lb/1,000 sq.ft.	10,000 sq.ft.
	2.8 lb/1,000 sq.ft.	5,000 sq.ft.		2.8 lb/1,000 sq.ft.	8,928 sq.ft.
	3.2 lb/1,000 sq.ft.	4,375 sq.ft.		3.2 lb/1,000 sq.ft.	7,812 sq.ft.
15 lb	2.5 lb/1,000 sq.ft.	6,000 sq.ft.	30 lb	2.5 lb/1,000 sq.ft.	12,000 sq.ft.
	2.8 lb/1,000 sq.ft.	5,357 sq.ft.		2.8 lb/1,000 sq.ft.	10,714 sq.ft.
	3.2 lb/1,000 sq.ft.	4,687 sq.ft.		3.2 lb/1,000 sq.ft.	9,375 sq.ft.
16 lb	2.5 lb/1,000 sq.ft.	6,400 sq.ft.	40 lb	2.5 lb/1,000 sq.ft.	16,000 sq.ft.
	2.8 lb/1,000 sq.ft.	5,714 sq.ft.		2.8 lb/1,000 sq.ft.	14,285 sq.ft.
	3.2 lb/1,000 sq.ft.	5,000 sq.ft.		3.2 lb/1,000 sq.ft.	12,500 sq.ft.

5.2 When to Apply

Apply when broadleaf weeds are young and actively growing in spring or early fall. Apply when the air is calm to ensure uniform coverage and avoid spreading granules onto flowers, vegetables, and ornamental shrubbery. Possible retreatment may be necessary if lawn is heavily overrun by weeds, if adverse low moisture conditions prevail, or if weeds are in a state of poor growth.

5.3 Application Tips

1. Mow lawn to normal height 1 to 2 days before application.
2. Water lawn thoroughly at least 1 to 2 days before application to sustain moisture until the next watering (see step 5).
3. Apply when broadleaf weeds are young and actively growing, preferably in the morning when dew is on the grass. At the time of application, moisture on the weed leaves from dew, rainfall or irrigation/watering aids in control. If grass is not moist at time of application, sprinkle lightly with water prior to application.
4. Do not wash from weed leaves for 1 to 2 days after application. At this time, a thorough watering should be made.

[Begin Optional Language]

[Note to Supplemental Registrants: Select the appropriate bag size and present only the information provided for that bag size on your product labeling. Also, equipment settings of drop spreaders, rotary spreaders, and other granular applicators may be presented on the container labels.]

5.4 Calibration Instructions and Spreader Settings

Calibrate the spreader according to the manufacturer's directions. Initial spreader settings may require adjustment to deliver the recommended rate under actual application conditions.

To provide proper distribution, calibrate spreader before application.

- For 2.5 pounds of product per 1,000 square feet of turfgrass: Check your spreader on 500 square feet and adjust to apply at the rate of 1.25 pound of product per 500 square feet.
- For 2.8 pounds of product per 1,000 square feet of turfgrass: Check your spreader on 500 square feet and adjust to apply at the rate of 1.4 pound of product per 500 square feet.
- For 3.2 pounds of product per 1,000 square feet of turfgrass: Check your spreader on 500 square feet and adjust to apply at the rate of 1.6 pound of product per 500 square feet.

Spreader	Delivers ___ lb/1,000 sq.ft.		
	2.5 lb	2.8 lb	3.2 lb
LESCO® Rotary calibration gauge setting #	X	X	X
Ortho® Drop (5000)	X	X	X

Ortho® Rotary (6000)	X	X	X
Precision® Red Devil® Rotary	X	X	X
Quaker® Rotary	X	X	X
Republic® EZ Drop	X	X	X
Republic® EZ Grow	X	X	X
Republic® EZ Rotary	X	X	X
Scotts® Broadcast/Rotary	X	X	X
Scotts® Drop (PF3)	X	X	X
Scotts® Drop	X	X	X
Scotts® Easy Green	X	X	X
Scotts® Speedy Green	X	X	X
True Temper Rotary	X	X	X

5.5 Distribution and Spreader Patterns

Always apply with a properly calibrated rotary or drop type fertilizer spreader to distribute the granules evenly. For best results, apply this product evenly and uniformly avoiding streaking, skips or overlaps.

1. For rotary spreaders, operate at intervals corresponding to the swath width. For drop spreaders, overlap the wheel tracks to ensure complete coverage.
2. First, spread the borders of your lawn and header strips for turning around. Then apply this product to the center with straight line passes
3. Walk at a steady pace to ensure even coverage. Close the spreader opening when turning to change directions or when stopping.

[End Optional Language]

6. Weeds Controlled

BROADLEAF WEEDS			
amaranth, green	crownbeard, golden	mustard	sheep sorrel
amaranth, Palmer	cudweed	narrowleaf vetch	spiny sowthistle
amaranth, purple	cupgrass, wooly	nettle	spotted catsear
amaranth, spiny	curly dock	nightshade, black	spotted spurge
amaranth, spleen	cyperus, hedgehog	nightshade, eastern	spurweed
anoda, spurred	daisy, American	nutsedge, purple & yellow	star of Bethlehem
aster	daisy, English	orchardgrass	sprangletop, red
Austrian fieldcress	daisy fleabane	orange hawkweed	stinging nettle
bedstraw	daisy, oxeye	oxalis	strawberry, India mock
beggarticks	dandelion	panicum, fall	switchgrass
beggarweed, spp.	dandelion, false	parsley-piert	tall nettle
betony, Florida	dayflower	parsnip	tall vervain
bindweed, field	dayflower, Virginia	pearlwort	tansy ragwort
bird vetch	devil's claw	pennycress	tasselflower, red
bitter wintercress	dichondra	pennywort	thistle
bittercress	dogfennel	peppergrass (pepperweed)	toadflax
bittercress, hairy	dollarweed	pigweed	toadflax, yellow
bitterweed	eclipta	pineappleweed	trailing crownvetch
black-eyed Susan	evening primrose	pineywoods bedstraw	tumble mustard
black medic	falseflax	plains coreopsis	tumble pigweed
black mustard	false sunflower	plantain, broadleaf	velvetleaf
blackseed plantain	fiddleneck	plantain, buckhorn	Venice mallow
blessed thistle	filaree	mugwort	virginia buttonweed
bloodflower milkweed	filaree, redstem	mullein turkey	spiny amaranth
blue lettuce	filaree, whitestem	musk thistle	Shepherd's purse
blue vervain	flixweed (tansy mustard)	plantain, blackseed	signalgrass, broadleaf
bristly oxtongue	fleabane, dwarf	plantain, bracted	smallflower galinsoga

BROADLEAF WEEDS			
broadleaf dock	Florida pusley	plantain, broadleaf	smartweed
broomweed	Frenchweed	plantain, buckhorn	smartweed, Ladysthumb
buckhorn	galinsoga	plantain, hoary	smartweed, Pennsylvania
bulbous buttercup	goldenrod	plantain, narrowleaf	smooth dock
bull thistle	goosefoot, nettleleaf	plantain, slender	smooth pigweed
bullnettle	goosegrass	plantain, wooly	sorrel
burclover	groundcherry, clammy	poinsettia, wild	southern sida
burdock	groundcherry, cutleaf	poison ivy	sowthistle
burning nettle	groundsel	poison oak	Spanish needles
burnweed, American	ground ivy	pokeweed	speedwell
burweed	gumweed	poorjoe	Virginia creeper
buttercup	hairy fleabane	porophyllum	Virginia pepperweed
buttonweed	hawkweed	prairie sunflower	wavyleaf bullthistle
California arrowhead	healall	prickly lettuce	western clematis
Canada thistle	heartleaf drymary	prickly sida	western salsify
Carolina geranium	heath aster	prostrate knotweed	white mustard
carpetweed	hedge bindweed	prostrate pigweed	wild aster
catchweed bedstraw	hedge mustard	prostrate spurge	wild buckwheat
catnip	henbit	prostrate vervain	wild carrot
catsear	hoary cress	puncturevine	wild four-o'clock
cheatgrass	hoary vervain	puncture weed	wild garlic
cheeseweed	horsenettle	purslane, common	wild geranium
chickweed, common	horseweed	purslane, redmaids	wild lettuce
chickweed, mouseear	jimsonweed	ragweed	wild marigold
chicory	Johnny-jumpup violet	redmaids	wild mustard
cinquefoil	Johnsongrass	red sorrel	wild onion
clover, crimson	knawel	redroot pigweed	wild parsnip
clover, hop	knotweed	redstem filaree	wild radish
clover, rabbitfoot	kochia	rocket, London	wild rape
clover, red	kyllinga (suppression)	round leaf mallow	wild strawberry
clover, strawberry	lambquarters	rough cinquefoil	wild sweet potato
clover, white	lespedeza	rough fleabane	wild vetch
cocklebur	lettuce, miners	Russian pigweed	wild violet
cocklebur, spiny	lovegrass, spp	Russian thistle	woodsorrel
coffeeweed	mallow	sandbur	woolly croton
common mullein	matchweed	scarlet pimpernel	woolly morningglory
common vetch	Mayweed, chamomile	Scotch thistle	wormseed
copperleaf	Mexicanweed	sedge, annual	yarrow
copperleaf, hophornbeam,	milk vetch	sedge, globe	yellow rocket
copperleaf, Virginia	milkweed, honeyvine	sedge, cylindrical	yellow sweetclover
creeping Jenny	morningglory	sedge, Surinum	yellowflower pepperweed
croton, tropic	mouseear hawkweed	sedge, Texas	

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

STORAGE AND DISPOSAL

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

PESTICIDE STORAGE: Store in original container and keep any bags containing unused product in a locked storage area inaccessible to children and domestic 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 or www.website.com for disposal instructions. Never place unused product down any indoor or outdoor drain.

LIMITED WARRANTY AND DISCLAIMER

FOR USE ONLY AS DIRECTED. THE MANUFACTURER NEITHER MAKES NOR INTENDS ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, WHICH ARE HEREBY EXPRESSLY DISCLAIMED. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, IN NO CASE SHALL THE MANUFACTURER BE LIABLE FOR INCIDENTAL, CONSEQUENTIAL, OR SPECIAL DAMAGES RESULTING FROM THE USE OR HANDLING OF THIS PRODUCT. If these terms are not acceptable, return this product unopened immediately to the point of purchase, and the purchase price will be refunded in full. The terms of this Limited Warranty and Disclaimer cannot be varied by any written or verbal statements or agreements at the point of sale or elsewhere.

APPENDIX

1. Statements which may appear on different label components depending on packaging configuration.

- See next panel for additional Precautionary Statements and First Aid
- Net Weight _____
- EPA Est. No. _____
- FL #987

2. Advertising claims that may be presented on container labeling, advertisements, brochures, and other marketing/sales promotional materials:

Herbicide Benefit Claims:

- Controls tough broadleaf weeds* in established lawns
- [Controls] [Kills] [over] [more than] [XXX] [listed] [broadleaf] weeds [as listed] [including: any weeds listed in the directions for use of this label]
- Kills [XX+] weeds [even the roots]
- Kills [over] [more than] XXX [listed] weeds [as listed]
- Controls a wide spectrum of [listed] broadleaf weeds [as listed]
- Kills broadleaf weeds* in lawns
- Kills major broadleaf weeds*, even the roots. And [brand name] is formulated to kill only the weeds, not the lawn. Use as directed to kill major broadleaf weeds in your lawn.
- Kills dandelion and many other broadleaf weeds [as listed]
- Use on lawns to kill the toughest weeds* like clover and dandelion.
- Tough weed killer
- Kills even the tough[est] broadleaf weeds [like clover, dandelion, oxalis]
- Kill the toughest weeds like [and weeds listed in the directions for use of this label] and many other listed broadleaf weeds
- Kills [major] broadleaf weeds [like clover, dandelion, oxalis]
- Provides broadleaf control
- [Controls] [Kills] clover, dandelion, plantain, chickweed and [other broadleaf weeds] [others as listed]
- Clobbers clover
- Kills the root
- Kills weed roots!
- Kills tough lawn weeds*
- Consistently fast on: tough weeds like clover, plantain, ground ivy and spurge [various other weeds listed]
- Use for a beautiful weed-free lawn
- Kills the weeds, not the lawn
- Kills weeds, not lawn grasses
- Kills [down to] the root, [not the lawn]
- Targets weeds, leaves [grasses] [the lawn] unharmed

- Controls dandelion, white clover, plantain, chickweed, spurge and many other listed weeds
- Kills over XXX weed types [as listed]
- Kills XXX+ weed types including roots
- Kills major broadleaf weeds* including roots. And [brand name] is formulated to kill only the weeds, not the lawn. Use as directed to kill major broadleaf weeds in your lawn.
- [Kills over [XXX] [listed] weeds [as listed], including henbit, dollarweed, white clover, plantain and chickweed
- [Kills] [Controls] [dandelions] [any weed listed on label] and [over] [more than] [XXX] other [listed] major lawn weeds [as listed]
- Controls dandelions & other broadleaf weeds [as listed]
- Kills over XXX weeds*
- Kills tough lawn weeds*
- * see the complete list of weeds in the Weeds Controlled section of the product label

Fertilizer Benefit Claims:

- Greens turf in autumn and accelerates spring recovery
- Consult your State Cooperative Extension Service for current information on annual application limitations for lawn fertilizers in your region.
- Helps strengthen lawn against heat and drought
- Quick greening with extended feeding
- Helps develop a deep, dense root system that encourages early spring green-up
- A lawn typically will utilize 1 to 4 pounds of nitrogen per 1,000 square feet per growing season. When used as directed, this product will supplement your regular fertilizer program by providing XX pounds of nitrogen per 1,000 square feet and herbicide to control listed weeds. Please consult your local extension office for questions regarding a regular fertilizer program.
- Slow-release nitrogen promotes lush, deep-green growth for up to four months
- Higher nitrogen content for greater coverage
- Nitrogen for lush, green plant growth
- Feeds: Combine quick results and a long lasting feeding
- Encourages early spring green-up
- Promotes root growth for a thicker, greener lawn
- Fast green-up & timed release for extended feeding
- Quick greening and extended feeding
- Helps strengthen lawn against heat & drought
- Helps develop a deep and dense root system [at optimal time]
- Why fertilize the/your lawn?
- While it is easy to see that/a satisfying deep green/greening when you fertilize, regular feedings [can] actually do much more...
- Promote a deep and dense root system that is better able to reach water and find nutrients during tough heat & drought, so lawn stays greener, longer and bounces back faster
- Thicken lawn with new/additional blades of grass, making it more resistant to bare spots and thinning
- Help prevent weeds by making it difficult for weed(s) [seeds in the air] to find soil to root, [as well as]/and crowd out existing weed(s) [seeds in the soil]
- [Recommended] next feeding
- [Icon] Unfed lawn v.[vs.] [Icon] Regularly fed lawn/4 annual feedings
- [Icon] Unfed lawn
- [Icon] [1] [2] [3] [4] annual feeding[s]
- Promotes a strong, deep root system in the fall for a quicker green-up in the spring
- Timed-release nitrogen for a thick, green lawn

General Marketing Claims:

- [Bag] [treats] [covers] [up to] [XXXX] square feet
- For [use] [on] [home] lawn(s) [care] [only]

- Lawn fertilizer plus weed control
- Apply when weeds are [actively] growing
- For use on: Kentucky bluegrass, fescue spp., perennial ryegrass, common bermudagrass, zoysiagrass, St. Augustinegrass, centipedegrass, hybrid bermudagrass and bentgrass
- Many broadleaf weeds [including dandelion, chickweed, henbit] germinate in the fall but are not visible in your lawn until spring. Applying [Eh-1554 Weed & Feed] in the fall can provide effective results, because smaller weeds are easier to control. If needed, you can make a follow-up application in the spring.
- In Case of Emergency, Call XXX-XXX-XXXX
- Easy to use
- Feed[s] [Treats] [Covers] XXXX sq.ft.
- Lawn fertilizer and lawn weed killer
- Apply early fall when weeds are actively growing
- [Apply to] [Use on] a wet lawn
- Determine size of area to be treated
- [Measuring/Measure] your lawn
- How to measure your lawn – [Icon]
- General Tips:
 1. Determine size of area to be treated – measure length and width in feet, then multiply to determine coverage area in sq ft (length x width). Next, subtract non-lawn areas.
 2. Use the spreader setting chart to determine the appropriate setting.
 3. Treat as directed – thorough coverage is important.
- Controls lawn weeds and prepares your lawn for the stress of winter
- Apply in the fall
- Starts working on contact
- Controls many broadleaf weeds while providing long-feeding action
- [Southern] Weed & Feed
- Lawn Food with/plus/+ Weed Control
- Apply in [Early Spring/Spring/Fall]
- Early Spring
- Spring
- Fall
- Scotts No-Quibble Guarantee® - If for any reason you, the consumer, are not satisfied [with [the] results] after using this product, you are entitled to get your money back. Simply send us evidence of purchase and we will mail you a refund [check] promptly.
- **Tips for Lawn Care Success:**
 - Feed Regularly
 - [Icon: granules falling on grass]
 - Regular feedings provide the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, droughts & family activity
 - Benefits of multiple feedings
 - [art] one/1 annual feeding
 - [art] 2-3annual feedings
 - [art] 4 annual feedings
 - Mow and Leave the Grass Clippings on Your Lawn
 - [Icon: lawn mower]
 - 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.
- **Conserve Water**
 - [WaterSmart™ logo][WaterSmart Makes the Most of Every Drop™]
 - Well-fed lawns are most 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.

- Scotts and Your Environment

- [icon]
- 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.

Referrals to other products used sequentially:

- For best results, apply [brand name] products
 - Apply using the 4-Step Program
- [Brand Name] Annual Feeding Program: A good fertilization program can keep your lawn green and vigorous. [Brand Name] has a wide selection of fertilizers to help you throughout the year.
- [Brand Name]: These post-emergent products control a wide variety of existing broadleaf weeds while they feed your desirable grass.
- Annual Program [Southern/S]
 - [Early Spring/Spring/Summer/Fall/1/2/3/4/step/phase][Program Illustration]
 - The easy path/step/guide to a better lawn
 - [Program Name]/works with the rhythm of the seasons for a better lawn
 - Everything you need in one simple program
 - [1/One] Simple Program [For/4/four] a beautiful lawn
 - Lawn care made easy with [Program Name]
 - [Scotts/Southern] x Step [Southern/S/Program]
 - Our best annual program

3. State mandated fertilizer labeling requirements:

[Note to Supplemental Registrants: Please select the statements relevant to the areas of the country in which your specific product is registered and sold; if any of these statements are relevant to your labeling, please place in the Directions for Use under the heading "3.1 State Restrictions"]

- California, Oregon, Washington: "Information regarding the contents and levels of metals in this product is available on the internet at <http://www.aapfco.org/metals.htm>"
- Florida: [Note to reviewer: maximum number of applications in this section is dually based upon maximum ai load as well as fertilizer analysis effect on maximum nitrogen rates in different regions in Florida]:
 - In North Florida: Do not exceed X applications per year on bermudagrass. Do not exceed X applications per year on centipedegrass. Do not exceed X applications per year on St. Augustine grass. Do not exceed X applications per year on zoysiagrass.
 - In Central Florida: Do not exceed X applications per year on bermudagrass. Do not exceed X applications per year on centipedegrass. Do not exceed X applications per year on St. Augustine grass. Do not exceed X applications per year on zoysiagrass.
 - In South Florida: Do not exceed X applications per year on bermudagrass. Do not exceed X applications per year on centipedegrass. Do not exceed X applications per year on St. Augustine grass. Do not exceed X applications per year on zoysiagrass.

Annual Fertilization Guidelines for Established Turfgrass Lawns in Three Regions of Florida					
Nitrogen Recommendations (lbs N per 1000 sq.ft.)*					
Species	Bahiagrass	Bermuda	Centipede	St. Augustine	Zoysia
North*					
Timing of Application:	Only Apply to Actively Growing Turf				
	Maximum Pounds N per Application				
Spring or Summer	2	2	2	2	2
Fall	1	1	1	1	1
Maximum Annual Pounds	2-3	3-5	1-2	2-4	2-3
Central*					
Timing of Application:	Only Apply to Actively Growing Turf				
	Maximum Pounds N per Application				
Spring or Summer	2	2	2	2	2
Fall or Winter	1	1	1	1	1
Maximum Annual Pounds	2-4	4-6	2-3	2-5	2-4
South*					
Timing of Application:	Only Apply to Actively Growing Turf				
	Maximum Pounds N per Application				
Spring or Summer	2	2	2	2	2
Fall or Winter	1	1	1	1	1
Maximum Annual Pounds	2-4	5-7	2-3	4-6	2.5-4.5
*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 portion of the state.					

- Idaho: “Apply only as directed”
- Maryland: “This fertilizer contains phosphorus and may not be used on turf in the state of Maryland except when 1) Providing nutrients to specific soils and target vegetation as determined to be necessary in accordance with a soil test that was conducted by a laboratory identified under § 8-803.7 of the Agriculture Article, Annotated Code of Maryland, performed no more than 3 years before the application; 2) Establishing vegetation for the first time, such as after land disturbance, provided the application is conducted in accordance with the recommended application rates established by the State; or 3) Reestablishing or repairing a turf area.”
- New Jersey: “In the state of New Jersey, this product may be used only when 1) Providing nutrients to specific soils and target vegetation as determined to be necessary pursuant to a soil test conducted by a laboratory identified pursuant to subsection b. of section 6 of P.L.2010, c.112 (C.58:10A-66) and performed no more than three years before the application, and pursuant to the associated annual fertilizer recommendation issued by the New Jersey Agricultural Experiment Station at Rutgers, the State University; 2) Establishing vegetation for the first time, such as after land disturbance, provided the application is in accordance with the standards and requirements established under the “Soil Erosion and Sediment Control Act,” P.L.1975, c.251 (C.4:24-39 et seq.) and the rules and regulations adopted pursuant thereto; 3) Reestablishing or repairing a turf area; or 4) Delivering liquid or granular fertilizer under the soil surface, directly to the feeder roots.”
- New Hampshire: In the state of New Hampshire, this product may only be used on 1) Establishing new lawns, for repairing a lawn, for seeding, or for use when a soil test indicates a phosphorus deficiency.
- Virginia: “In the state of Virginia, this product may be used only on 1) Newly established turf areas from sod or seed during the first growing season; 2) Turf areas being repaired or renovated, and; 3) Turf areas where soil tests performed within the past three years indicate nutrient deficiency.”

DOCUMENT CONTROL INFORMATION

1. Unique Label Identifier: 002217-0999.20171117.notif-proposed-highlighted

2. Reason for Issue: additional ad claims, add additional spreaders spreader settings chart, add Florida fertilizer rule chart