



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

April 24, 2017

Mr. Eric D. Smith
Federal Registration Manager
PBI/Gordon Corporation
1217 W. 12th St.
Kansas City, MO 64101

Subject: Notification per PRN 98-10 – Add additional optional sprayer instructions and marketing claims
Product Name: EH-1573 HERBICIDE
EPA Registration Number: 2217-1010
Application Date: March 3, 2017
Decision Number: 527875

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 Kathryn Montague 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

2217-1010

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:

04/24/2017

EH-1573 HERBICIDE

EPA Reg. No. 2217-1010

GROUP	14	HERBICIDE
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ACTIVE INGREDIENTS:

Penoxsulam	0.14%
Sulfentrazone	0.14%
2,4-D, dimethylamine salt	1.46%
Dicamba, dimethylamine salt	0.41%
OTHER INGREDIENTS:	<u>97.85%</u>
TOTAL	100.00%

THIS PRODUCT CONTAINS:

- 0.013 lb Penoxsulam per gallon or 0.14%.
- 0.013 lb Sulfentrazone per gallon or 0.14%.
- 0.109 lb 2,4-dichlorophenoxyacetic acid equivalent per gallon or 1.21%
- 0.031 lb 3,6-dichloro-o-anisic acid equivalent per gallon or 0.34%.

KEEP OUT OF REACH OF CHILDREN

CAUTION

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

See attached booklet for complete [Precautionary Statements and] Directions for Use, including Storage and Disposal, and back panel for [complete Precautionary Statements, including] First Aid.

Net Contents: _____
EPA Est. No. _____

Company Name and Address:
PBI/Gordon Corporation
1217 West 12th Street
Kansas City, Missouri 64101



PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

CAUTION: Causes moderate eye irritation. Harmful if absorbed through skin or if swallowed. When using this product, wear long-sleeved shirt, long pants, socks, shoes and rubber gloves. Wash thoroughly with soap and water after handling. After using this product, rinse gloves before removing, remove clothing and launder separately before reuse, and promptly and thoroughly wash hands and exposed skin with soap and water. Remove saturated clothing as soon as possible and shower.

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.
If swallowed:	<ul style="list-style-type: none">• Call a poison control center or doctor immediately for treatment advice.• Have person sip a glass of water if able to swallow.• Do not induce vomiting unless told to do so by a poison control center or doctor.• Do not give anything by mouth to an unconscious person.
If on skin or on clothing:	<ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15 - 20 minutes.• 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 1-888-800-5556 for emergency medical treatment information.	

Environmental Hazards

This product is toxic to fish and aquatic invertebrates. Do not apply directly to water, or to areas where surface water is present, or to intertidal areas below the mean high water mark. Drift or runoff may be hazardous to aquatic organisms in water and to plants adjacent to treated areas. Do not contaminate water when disposing of equipment wash waters or rinsate. 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. Rinsing application equipment over the treated area will help avoid run off to water bodies or drainage systems.

This chemical has properties and characteristics associated with chemicals detected in groundwater. The use of this chemical in areas where soils are permeable, particularly where the water table is shallow, may result in groundwater contamination. Application around a cistern or well may result in contamination of drinking water or groundwater.

DIRECTIONS FOR USE

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

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 sprays have dried. For any requirements specific to your state or tribe, consult the Agency responsible for pesticide regulations.

1. Product Description

[This product] contains multiple active ingredients to provide excellent broadleaf weed control in established warm-season and cool-season turfgrasses. Weeds controlled include [pick weeds from weed list]. Weed injury symptoms are normally noticed within a few days of the application and weed death can

occur within 14 to 28 days. Weed injury symptoms include leaf and stem curl or twisting and weed yellowing.

2. Use Restrictions

- For residential use only.
- Do not apply with nozzles that produce a fine-droplet spray. Do not apply when the wind is blowing toward desirable plants. Do not spray exposed roots of ornamentals and trees.
- Do not broadcast apply to bare ground or paved surfaces.
- Do not use clippings from the treated areas as mulch or compost around flowers, ornamentals, trees, or in vegetable gardens.
- Do not use on or around vegetables, fruits or ornamentals (flowers, trees, groundcovers, hedges, landscape/flower beds and shrubs).
- Measuring utensils such as measuring cups or measuring spoons should not be used for any food or drinking water purposes after use with this product.
- Do not apply to any body of water such as lakes, streams, rivers, ponds, reservoirs, or estuaries (salt water bays). Do not apply to any shorelines (non-cropland sites adjacent to the edges of a body of water) for lakes, streams, rivers, ponds, reservoirs, or estuaries (salt water bays).
- Do not apply this product through any type of irrigation system.

3. Where To Use

[This product] may be used on established lawns, vacant lots, playgrounds and other similar areas where broadleaf weeds are present. It will control weeds in St. Augustinegrass (including Floratam), Bermudagrass, buffalograss, centipedegrass, seashore paspalum, bahiagrass, zoysiagrass, Kentucky bluegrass, tall fescue, perennial ryegrass, and red or fine leaf fescues,

Turfgrass tolerance to this product may vary. Temporary turfgrass yellowing may occur on St. Augustinegrass and certain varieties of hybrid Bermudagrass. Do not use on bentgrass, carpetgrass, dichondra, and lawns with desirable clovers or other desirable legumes, or on ornamentals (flowers, trees, groundcovers, landscape beds, and shrubs).

State Restrictions:

New York: Not for sale or use in New York State.

4. How Much And When To Apply

Mix the specified amount of product with water in a backpack, pump, hose-end, or power sprayer. Spray uniformly as a broadcast or spot treatment.

The best time for broadleaf weed applications is when weeds are young, actively growing, and soil moisture is adequate. Normally a single application is sufficient to control broadleaf weeds in these conditions. Two applications may be necessary for hard-to-control weeds, dense infestations of perennial weeds, for adverse/extreme environmental conditions, or for hardened-off and mature weeds.

The lower application rates within the specified range will normally provide satisfactory weed control. The higher application rates within the specified range are required for hard-to-control weeds, dense infestations of perennial weeds, for adverse/extreme environmental conditions, or for hardened-off and mature weeds.

Application Site	Use Rate per Application	Remarks
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Application Site	Use Rate per Application	Remarks
St. Augustinegrass (improved varieties including Floratam and Bitterblue)	Mix [5.2 to 8.6] fl.oz. in 1 to 4 gallons of water and spray over 1000 sq.ft.	Do not apply this product to St. Augustinegrass (all varieties) below 50°F. Do not apply to St. Augustinegrass (all varieties) when temperatures are above 85°F unless temporary injury can be tolerated. Do not make applications of this product to St. Augustinegrass when turf is going into dormancy in the fall, or if temperatures are expected to drop below 40°F within 10 days of application.
St. Augustinegrass (common varieties)	Mix [6.2 to 8.6] fl.oz. in 1 to 4 gallons of water and spray over 1000 sq.ft.	
Hybrid Bermudagrass Bahagrass Zoysiagrass Buffalograss Seashore paspalum Centipedegrass	Mix [6.2 to 8.2] fl.oz. in 1 to 4 gallons of water and spray over 1000 sq.ft.	This product may be applied to dormant bermudagrass, dormant zoysiagrass, and dormant bahagrass Use caution when applying this product to warm-season turfgrasses when turf is going into dormancy in the fall or coming out of dormancy in the spring as some injury may occur.
Common Bermudagrass	Mix [7.2 to 8.6] fl.oz. in 1 to 4 gallons of water and spray over 1000 sq.ft.	
Kentucky bluegrass Annual bluegrass	Mix [7.2 to 10.6] fl.oz. in 1 to 4 gallons of water and spray over 1000 sq.ft.	In mixed stands use 4.8 fl.oz. per 1000 sq.ft. unless some injury to the sensitive species can be tolerated.
Perennial ryegrass Annual ryegrass Tall fescue Red or fine leaf fescues	Mix 4.8 fl.oz. in 1 to 4 gallons of water and spray over 1000 sq.ft.	

Limitations on Treatments:

Maximum rate per application is 10.6 fl.oz. per 1000 sq.ft. [0.40 lb 2,4-D ae per acre, 0.046 lb penoxsulam per acre, 0.11 lb dicamba ae per acre, and 0.046 lb sulfentrazone per acre]. Maximum rate per season is 21.2 fl.oz. per 1000 sq.ft. [0.80 lb 2,4-D ae per acre, 0.092 lb penoxsulam per acre, 0.22 lb dicamba ae per acre, and 0.092 lb sulfentrazone per acre]. Do not apply more than 2 broadcast treatments per season. A minimum of 30 days is required between applications.

[Alternate Rate Table 1

Turfgrass Type	Use Rate per Application	Remarks
St. Augustinegrass (improved varieties including Floratam and Bitterblue), St. Augustinegrass (common varieties), Hybrid Bermudagrass, Bahagrass, Zoysiagrass, Buffalograss, Seashore paspalum, Centipedegrass, Common Bermudagrass, Kentucky bluegrass, Annual bluegrass, Tall fescue, Red or fine leaf fescues	Mix [Add] 5.3 fl.oz. in 2 [to 4] gallons of water and spray over 1000 sq.ft. [Mix [Add] 2 2/3 fl.oz. per gallon of water for every 500 sq.ft.]	Do not apply this product to St. Augustinegrass (all varieties) below 50°F. Do not apply to St. Augustinegrass (all varieties) when temperatures are above 85°F unless temporary injury can be tolerated. Do not make applications of this product to St. Augustinegrass when turf is going into dormancy in the fall, or if temperatures are expected to drop below 40°F within 10 days of application. This product may be applied to dormant bermudagrass, dormant zoysiagrass, and dormant bahagrass. Use caution when applying this product to warm-season turfgrasses when turf is going into dormancy in the fall or coming out of dormancy in the spring as some injury may occur. Do not apply to ryegrass or turfgrass blends containing ryegrass.

Limitations on Treatments:

Maximum rate per application is 5.3 fl.oz. per 1000 sq.ft. [0.20 lb 2,4-D ae per acre, 0.023 lb penoxsulam per acre, 0.06 lb dicamba ae per acre, and 0.023 lb sulfentrazone per acre]. Maximum rate per season is 10.6 fl.oz. per 1000 sq.ft. [0.40 lb 2,4-D ae per acre, 0.046 lb penoxsulam per acre, 0.11 lb dicamba ae per acre, and 0.046 lb sulfentrazone per acre]. Do not apply more than 2 broadcast treatments per season. A minimum of 30 days is required between applications.
End Alternate Rate Table 1]

5. How To Apply**[Applicator Option 1]****Hand-Operated Tank Sprayers****For hand-operated sprayers (backpack, knapsack, tank-type or pump-up):**

- Determine (Measure) the total lawn area to be sprayed. For rectangular areas, multiply the length by the width to obtain total square feet.
- [Measure the specified amount of product and mix with water in the sprayer.] Mix [Add] 2 2/3 fl.oz. per gallon of water for every 500 sq.ft.
- Spray evenly over the lawn. Spray coverage should be uniform and complete.]

[Applicator Option 2]**Dial-Type Hose-End Sprayers****For Dial-Type Hose End Sprayers****1. Fill**

- Determine (Measure) the total lawn area to be sprayed. For rectangular areas, multiply the length by the width to obtain total square feet.
- Add the specified amount of product to the spray bottle to treat the total lawn area.
- Do not add water to the sprayer jar.

2. Set The Dial

Set the dial to the rate per gallon you wish to use and keep the dial set to this setting while spraying.

3. Spray

Apply evenly over the lawn.]

OR

Set: [applicator name]

- Turn dial to 2.5 fl.oz.

Connect:

1. Remove jar from [Dial 'N Spray] [applicator name] [applicator/sprayer].
2. Remove cap from the concentrate bottle. [Keep cap for storage.]
3. Twist [screw] the [Dial 'N Spray] [applicator name] [applicator/sprayer] onto concentrate bottle to attach.
4. Connect [garden] hose to the sprayer and turn on water.

Spray:

1. Press and hold trigger for continuous spray. Apply evenly.
2. Spray only until the surface [of the lawn] is wet.

Finish:

1. Untwist [unscrew] the [product name] concentrate bottle from the [Dial 'N Spray] [applicator name] [applicator/sprayer].

2. Replace cap on the [product name] concentrate bottle.
3. To clean: Refer to the [Dial 'N Spray} [applicator name] [applicator/sprayer] cleaning instructions.

Important: To prevent sprayer from clogging, always clean after use, as directed.

[Applicator Option 3]

Ready Spray Hose-End Sprayer

Connect

1. Shake well before use.
2. Connect sprayer to garden hose.
3. Turn on water.

Spray

1. Extend hose to farthest area to be treated, point sprayer nozzle in direction to be sprayed.
2. Begin spraying -- Push & hold lock tab away from knob, use other hand to turn knob clockwise to ON position.
3. Walk at a steady pace while spraying, using an even sweeping motion, and slightly overlap the treated areas. Work back toward the faucet to avoid walking over wet, treated grass.

Finish

1. To stop spraying, push & hold lock tab away from knob and use other hand to turn knob counter-clockwise of OFF position.
2. Turn off water at faucet.
3. Relieve water pressure in hose by turning sprayer back to ON position until water slows to a drip then turn sprayer OFF.
4. Disconnect sprayer from hose.]

[Applicator Option 4]

Ready Spray Hose-End Sprayer

1. Measure the entire area to be sprayed. For rectangular areas, multiply the length by width to obtain total square feet.
2. See below for directions for the ready-to-use hose-end sprayer.
3. Spray evenly over the entire measured area.

Connect

- Shake well before using.
- Connect sprayer to hose.
- Turn on water.
- Extend hose to farthest area of the measured area to be treated.

Spray

- To begin spraying, point nozzle in the direction you want to spray.
- Slide thumb activation switch forward to ON position.
- Spray evenly over measured area.

Finish

- To STOP spraying, slide thumb activation switch backward to OFF position.
- Turn off water.
- Relieve water pressure by sliding thumb switch to WATER ONLY position until water slows to a drip. Then, slide switch back to OFF position.
- Disconnect sprayer from hose.]

[Applicator Option 5]

Ready Spray Hose-End Sprayer

Shake well before using. Connect attached spray nozzle to garden hose. Turn the water control "ON/OFF" valve on top of spray nozzle to the "OFF" position. Turn on water at faucet. Extend hose to the farthest area of lawn to be treated and work back towards faucet so that you do not walk over treated

areas. Using a coin or key, rotate the small product control valve located near front of nozzle forward to the "OPEN" position.

To begin spraying, point spray nozzle towards lawn and turn the water control "ON/OFF" valve to the "ON" position. The water automatically mixes with the product. Walk at a steady pace while spraying, using an even sweeping motion, slightly overlapping treated areas. Refer to graduated scale on side of container to guide coverage.

To stop spraying, turn water control "ON/OFF" valve to the "OFF" position. Rotate small product control valve back to "CLOSED" position. Turn off water at faucet. To relieve pressure, turn water control "ON/OFF" valve to the "ON" position and point sprayer away from any desirable plants before removing unit from hose.]

[Applicator Option 6]

Ready Spray Hose-End Sprayer

1. Measure the entire area to be sprayed. For rectangular areas, multiply the length by width to obtain total square feet.
2. See below for directions for the ready-to-use hose-end sprayer.
3. Spray evenly over the entire measured area.

Connect

- Shake well before using.
- Connect sprayer to hose.
- Turn on water.
- Extend hose to farthest area of the measured area to be treated.

Spray

- To begin spraying, point nozzle in the direction you want to spray.
- Slide thumb activation switch forward to ON position.
- Spray evenly over measured area.

Finish

- To STOP spraying, slide thumb activation switch backward to OFF position.
- Turn off water.
- Relieve water pressure by sliding thumb switch to WATER ONLY position until water slows to a drip. Then, slide switch back to OFF position.
- Disconnect sprayer from hose.]

Coverage: 6.2oz per 1,000 sq. ft.

6. Spray Drift Management

It is the responsibility of the applicator to avoid spray drift at the application site. Do not allow the herbicide solution to mist, drip, drift, or splash from treated areas onto desirable broadleaf plants, as small amounts of this product can damage sensitive plants near the treated area. If desirable plants are accidentally sprayed, immediately rinsing leaves with water may reduce or eliminate plant damage.

7. Use Precautions

- Temporary yellowing may occur to some turfgrasses following application. Sensitive species include St. Augustinegrass, Centipedegrass, and hybrid Bermudagrass.
- Applications made when ambient temperatures are above 90°F (85°F for St. Augustinegrass) may cause undesirable turf injury. Do not apply at these temperatures unless temporary turf injury can be tolerated.
- Rainfast in a little as 4 hours. Do not apply this product immediately before rainfall or irrigation. Do not irrigate or water the turfgrass within 3 hours after application. If dry conditions exist, irrigate at least 8 hours before and 8 hours after application.

- Delay mowing 2 days before and until 2 days after the application of this product.
- To avoid turf injury, use only on turfgrass that is reasonably free of stress from diseases, insects, excess heat or cold, drought or excess rainfall/irrigation, shaded areas, low soil pH, nematodes, improper mowing or improper applications of fertilizer and pesticides. Injury can occur if this product is applied under any of these or other stress conditions.
- Do not apply this product to warm-season turfgrasses when turf is going into dormancy in the fall or coming out of dormancy in the spring as some injury may occur.
- Avoid fall or winter applications unless turf stunting can be tolerated.

8. Broadleaf Weeds Controlled

This product will control or suppress the following broadleaf. Apply when weeds are young and actively growing.

BROADLEAF WEEDS			
Aster, white heath & white prairie	Coffeeweed	Groundsel	Purple cudweed
Bedstraw	Compassplant	Hawkweed	Purslane
Beggarweed, creeping	Curly dock	Healall	Ragweed
Beggarweed, dwarf	Dandelion	Henbit	Redweed
Bindweed	Dayflower	Innocence (Blue-eyed Mary)	Red sorrel (sheep sorrel)
Black medic	Deadnettle	Knotweed	Roundleaf mallow
Broadleaf plantain	Dock	Lambsquarters	Shepherd's purse
Bull thistle	Dogfennel	Lawn burweed	Spurge
Burclover	Dollarweed (pennywort)	Lespedeza, common	Smartweed
Burdock, common	Doveweed *	Mallow, common	Spurweed
Buttercup, creeping	English daisy	Matchweed	Thistle
Carpetweed	False dandelion (spotted catsear & common catsear)	Nutsedge (yellow)	Veronica (corn speedwell) *
Catsear, spotted	Field bindweed (morningglory & creeping jenny)	Old world diamond flower	Vetch, common
Chamberbitter *	Field oxeye-daisy (creeping oxeye)	Oxalis (yellow woodsorrel & creeping woodsorrel)	Virginia buttonweed *
Chickweed, common	Filaree, whitestem & redstem	Parsley-piert	Virginia pepperweed
Chickweed, mouseear	Florida betony (rattlesnake weed) *	Pennsylvania smartweed	Wild carrot
Chicory	Florida pusley	Pepperweed	Wild garlic
Cinquefoil	Goldenrod	Pigweed	Wild geranium
Clover	Ground ivy	Pineappleweed	Wild lettuce
Clover, hop		Plantain, buckhorn *	Wild mustard
Clover, red		Plantain, common *	Wild onion
Clover, white (Dutch clover, honeysuckle clover, white trefoil, & purplewort)		Poison ivy	Wild strawberry *
Cocklebur		Poison oak	Wild violet *
		Puncturevine	Yarrow
			Yellow rocket

* Hard-to-control: May require two applications and higher use rates within the specified rate range.

For nonrefillable plastic containers less than 2.5 gallons

STORAGE AND DISPOSAL

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

PESTICIDE STORAGE: Store in original container in a locked storage area. Keep from freezing.

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.

LIMITED WARRANTY AND DISCLAIMER

FOR USE ONLY AS DIRECTED. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, 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 STATEMENT cannot be varied by any written or verbal statements or agreements at the point of sale or elsewhere.

NOTICE: To the extent consistent with applicable law, buyer assumes all responsibility for safety and use not in accordance with directions.

If for any reason you are not satisfied after using this product, simply send us original proof of purchase and we will refund the purchase price.

Questions or comments? Call toll free 1-800-xxx-xxxx.
[telephone number, address, website information for supplemental registrant or distributor].

APPENDIX

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

- See next panel for additional Precautionary Statements and First Aid
- Net Contents: _____
- EPA Est. No. _____

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

Herbicide Benefit Claims:

- For use on Southern grasses
- Controls yellow nutsedge
- Kills yellow nutsedge
- “Four-In-One” or “4-in-1”
- Post-emergent control of broadleaf weeds [as listed] – FAST!
- [Works fast] on [hard-to-kill] weeds [as listed]
- Consistently fast control on tough weeds like [pick weeds from weed list]
- Controls [pick weeds from weed list]
- [pick weeds from weed list] control
- Kills [pick weeds from weed list] and other listed weeds. Weed details on back.
- Kills xx+ types of weeds [as listed]
- Kills major broadleaf weeds [as listed]
- Kills over xx weed types including [pick weeds from weed list] [and other listed weeds]
- Kills broadleaf [listed] weeds in lawns
- Kills dandelion and many other broadleaf weeds as listed
- [Brand name] controls more than xx troublesome weeds including [pick weeds from weed list]. It kills even woody weeds like poison ivy and poison oak in both northern and southern lawns.
- Use on Lawns to Kill the Toughest Weeds, Like Clover and Dandelion.
- Kills xx+ Weeds [as listed]
- Targets the toughest [stubborn] weeds like [pick from weed list]
- Kills the toughest weeds[as listed] - down to the root
- [Kills the root so] weeds won't come back
- Kills weeds including [pick from weed list] - not the lawn* *when used as directed
- For a weed-free lawn.
- Weed-free. Worry-free.
- No weeds. No worry.
- Destroys weeds [pick weeds from weed list] completely - [down to the root].
- Kills major broadleaf weeds, roots and all. And [brand name] is formulated to kill only the weeds, not the lawn* *when used as directed. Use as directed to kill major broadleaf [as listed]weeds in your lawn.
- Kills weed roots!
- Kills xx+ [listed] Weed Types Roots and All.
- Kills the Weeds, not the Lawn* *when used as directed
- For use on: Bluegrass, [and] Fescues, [and Perennial Ryegrass]
- For use on Many Northern and Southern Grasses including Bluegrass, Fescue, Zoysia, Bermuda, [Perennial Ryegrass,] St. Augustinegrass (including Floratam), and Centipedegrass.
- [Product/Spray] [clings/sticks/adheres] to the [weed/leaf/leaves] [surface]

Efficacy

- Kills even [tough/the toughest] weeds** ** see inside [booklet] for weed list
- Kills the root[s] [so weeds don't come back] [first time, every time] [guaranteed] qualify guarantee
- Kills the weed you see and the root you don't

- Kills [to] the root[s] [Guaranteed[!/*]] qualify guarantee
- Kills weeds dead** ** see inside [booklet] for weed list
- Kills weeds, roots and all** ** see inside [booklet] for weed list
- Spray the [weed/leaves] to kill the root

Guarantee

- Guaranteed (we guarantee it) qualify guarantee
- Guaranteed results [with one application] qualify guarantee
- Guaranteed to kill to the root so weeds won't come back qualify guarantee
- Guaranteed Satisfaction qualify guarantee

General Marketing Claims:

- Do not allow people or pets to enter the treated area until sprays have dried.
- [DID YOU KNOW?] [insert claims from appendix]
- Be smarter than your weeds
- Before [insert graphic of live weed]/After [insert graphic of dead weed]
- Not All Weed Killers Are the Same
- Great for spot treatments or larger areas
- This bottle [may] contain[s] an anti-theft device, [either inside or on the back of the bottle]. [It does not affect product performance].
- Won't harm your lawn [guaranteed] when used as directed
- All-in-one [complete] [total] [4-in-1] weed control [for lawns]
- All-in-One Weed Killer for Lawns
- All-in-One [complete] [total] [4-in-1] weed control [for lawns]
- One [1] [easy] solution for crabgrass, dandelions, clover and nutsedge
- One [1] [easy] solution for dollarweed, dandelions, clover and nutsedge
- Won't Harm Lawns* *When used as directed
- Won't harm grass [when used as directed]
- Kills Weeds – Won't Harm Lawns* * when used as directed
- Kills Weeds – Won't Harm Lawns, Guaranteed* * when used as directed
- Will not Harm [Your] Lawn[s] when used as directed
- Easy on lawns [grass], tough on weeds!
- Kills [insert weed] [plus] [over XX] Broadleaf Weeds** ** see inside [booklet] for weed list
- No more hand pulling
- [Formulated/Created] [specifically] for the South
- For use on Floratam
- Designed for Floratam
- Use with confidence on Floratam
- One easy solution for [pick any combination of weeds from the weed list]
- Let [Product Name] [the liquid] do the weeding
- [Easy to Use] Water-based [formula[tion]]
- Clear-view measuring window
- For home lawn care.
- Lawn-friendly formula* *when used as directed
- Foliar application
- Proven performance
- From the makers of Trimec® herbicides.
- Trimec® is a registered trademark of PBI/Gordon Corporation.
- For information call XXX-XXX-XXXX [contact www.xxx-xxxx.com]
- Suitable for applications up to 90° [degrees] F* *Do not apply this product to St. Augustinegrass and Centipedegrass when the temperature is above 85°F.
- Wide window of application for broadleaf weeds
- [Even] works in cold [and hot] weather [temperatures]

- [X] fl.oz covers [Y] sq.ft.

Weather

- [Cool][all] weather performance
- Proven [all] [cool] weather performance
- Performs in both hot and cold weather

Rainproof

- Rainproof — [For control that] won't wash away
- Can't be washed [away][off]
- Can't be washed [off by rain]
- [Rainfast][Rainproof] [in hours [Won't wash away]
- Rainproof — Won't wash away
- Rainproof in [x] hours

Speed

- Fast-acting for visible results in x hours
- Visible results in [x hours]
- Overnight results
- [See] results in hours
- Consistently fast on tough weeds like clover, plantain, ground ivy and spurge [various other weeds listed]
- Starts working [on contact] [immediately]
- [Our] fastest formula
- [Our] fastest lawn weed killer
- Fast acting [formula]
- Fast visual response
- See Results in two to three days.
- Reseed in as little as 1 week [see label][* *see label for further instructions]

Promotional Offerings Options

- Bonus [Size/Pack/Pak]
- Bundle Pack
- [insert number] Bottles [Included]
- [insert value]% Free [More] [than X] qualify
- [insert value]% More Value size [than X] qualify
- Club [Pack/Pak]
- Combo [Pack/Pak]
- NEW! Use only if new package or formulation
- New and Improved! Use only if new package or formulation
- New! Larger size [covers up to [Insert value] sq.ft.]
- NOW! Use only if new package or formulation
- Refill [Included]
- VALUE [SIZE/SIZED]
- Value [Pack/Pak]

Additional Language

- If weed in non-lawn areas [like garden beds, patios, and driveways,] are a problem, try a product containing glyphosate such as RoundUp® Weed & Grass Killer
- Weed problems in non-lawn areas? Try a product containing glyphosate such as RoundUp® Weed & Grass Killer

Optional Info Box:

PRODUCT FACTS [optional info box]

What It Does: Kills major broadleaf weeds Including dandelion, chickweed and clover as well as [pick from weed list]. (See inside for complete list)

Where to Use: (icon weeds)

Lawns: Kills the weeds not the lawn* *when used as directed

When to Use:

Apply when daytime temperatures are between 45°F and 90°F* *Do not apply this product to St. Augustinegrass when the temperature is above 85°F unless temporary turf injury can be tolerated.

Questions & Comments: (icon phone) (icon computer)

Call 1-800-xxx-xxxx or Visit our Website at www.companyname.com

- [options for different size containers]
Using Alternate Rate Table 1: At 5.3 fl.oz/1000 sq.ft.
 - This 5.3 fl.oz. retail container size treats up to 1,000 sq.ft.
 - This 6 fl.oz. retail container size treats up to 1,125 sq.ft.
 - This 24 fl.oz. retail container size treats up to 4,500 sq.ft.
 - This 32 fl.oz. (1 quart) retail container size treats up to 6,000 sq.ft.
 - This 40 fl.oz. retail container size treats up to 7,500 sq.ft.
 - This 64 fl.oz. retail container size treats up to 12,000 sq.ft.
 - This 128 fl.oz. (1 gallon) retail container size treats up to 24,000 sq.ft.
 - This 1.3 gallon retail container size treats up to 31,200 sq.ft.
 - This 1.33 gallon retail container size treats up to 31,920 sq.ft.

DOCUMENT CONTROL INFORMATION

1. **Unique Label Identifier:** 002217-01010.20170303.notif-proposed-highlighted

2. **Reason for Issue:** additional sprayer instructions, ad claim, formatting