



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Biopesticides and Pollution Prevention Division (7511P)
1200 Pennsylvania Ave., N.W.
Washington, D.C. 20460

EPA Reg. Number:

62355-9

Date of Issuance:

2/16/2024

NOTICE OF PESTICIDE:

☒ Registration

☐ Reregistration

(under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

Miracle-Gro Serenity

Name and Address of Registrant (include ZIP Code):

Miracle-Gro Lawn Products, Inc.
14111 Scottslawn Road
Marysville, OH 43041

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Biopesticides and Pollution Prevention 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 under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA or the Act).

Registration is in no way to be construed as an endorsement or recommendation of this product by the U.S. Environmental Protection Agency (EPA). In order to protect health and the environment, the Administrator, on his or her 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 the 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 section 3(c)(5) provided that you:

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

Signature of Approving Official:

Andrew Bryceland, Team Leader
Biochemical Pesticides Branch
Biopesticides and Pollution Prevention Division (7511M)
Office of Pesticide Programs

Date:

2/16/2024

2. Make the following labeling change before you release this product for shipment:
 - Revise the EPA Registration Number to read, "EPA Reg. No. 62355-9."
3. Submit one (1) copy of the final printed labeling for the record before you release this product for shipment.

Should you wish to add/retain a reference to your company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the 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 EPA find or if it is brought to our attention that a website contains statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6. A stamped copy of the labeling is enclosed for your records. Please also note that the record for this product currently contains the following acceptable Confidential Statements of Formula (CSFs):

- Basic CSF dated 06/02/2022
- Alternate CSF #1 dated 08/19/2022
- Alternate CSF #2 dated 08/10/2022
- Alternate CSF #3 dated 08/10/2022
- Alternate CSF #4 dated 08/10/2022
- Alternate CSF #5 dated 08/10/2022
- Alternate CSF #6 dated 08/10/2022
- Alternate CSF #7 dated 08/10/2022
- Alternate CSF #8 dated 08/10/2022
- Alternate CSF #9 dated 08/10/2022

If you have any questions, please contact Sydnie Hetzel by phone at (202) 566-1606 or via email at hetzel.sydnie@epa.gov.

Sincerely,

A handwritten signature in blue ink, reading "Andrew C. Bryceland". The signature is fluid and cursive, with the first name "Andrew" and last name "Bryceland" clearly legible.

Andrew Bryceland, Team Leader
Biochemical Pesticides Branch
Biopesticides and Pollution
Prevention Division (7511M)
Office of Pesticide Programs

Enclosure

Note to PM:

EPA Reg. No. 62355-NEW

Italicized text is information for the reader and is not part of the label.

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

The term "this product" used throughout this document may be replaced with the marketed product brand name. punctuation and plural/singular word forms may be adjusted to allow for grammatical correctness.

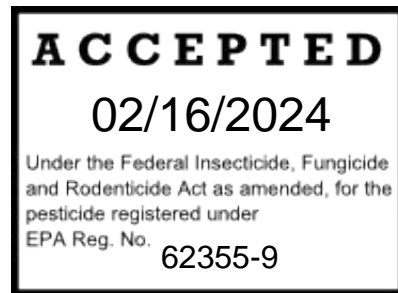
Alternate Brand Names:

Miracle-Gro Gnat Control plus Plant Food

Miracle-Gro Gnat Shield & Feed

Miracle-Gro 2-in-1 Gnat Preventer plus Plant Food

Miracle-Gro Gnat Protection plus Plant Food



Miracle-Gro Serenity

ACTIVE INGREDIENT:

Azadirachtin0.13%

OTHER INGREDIENTS:.....99.87%

[Total:]100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION

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

OR

See back for Directions

OR

See accompanying label for directions for use

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

[Covers/treats/feeds/fertilizes [up to] XXXX sq ft/XX ft x XXX ft]

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

[Contains XX [0.52 oz. (15 g)] Packets/Pouches/Doses/Singles/Packs]

Total Net Contents: XXXoz (XXXg) [3.12 oz (46.8 g)] {Note to PM: Total Net Contents = 0.52 oz. x 6 pouches}

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

Note to PM: This product is applied at 15 grams per 6" pot/0.2 sq. ft. or 75g per 1 sq. ft. See table for coverage examples

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Optional Coverage Examples:

<i>Bag Contents</i>	<i>Coverage</i>	<i>A.I. percent</i>	<i>(g) AI per Pot</i>
6 packets	6 - 6" pots	0.13%	0.0195
6 packets	3 - 8" pots	0.13%	0.039
6 packets	1 – 12" pot	0.13%	0.117

PRECAUTIONARY STATEMENTS**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

CAUTION: Harmful if swallowed, absorbed through the skin, or inhaled. Avoid breathing dust and contact with skin, eyes, or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

FIRST AID	
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 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.
If inhaled:	<ul style="list-style-type: none"> • Move person to fresh air. • If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible. • Call a poison control center or doctor for treatment advice.
HOT LINE NUMBER	
Have the product or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-877-465-5161 for emergency medical treatment information.	

DIRECTIONS FOR USE

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

[What it does]

Option 1:

Use [this product] to revive/rescue your struggling houseplants **AND** control fungus gnats [and other listed pests.] This dual purpose product is specially designed to provide your plants the [vital] nutrients they need to thrive, while also killing fungus gnat larvae that live in the soil and damage your plant's roots. MG

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Serenity/[this product] has everything/what you need to boost the vitality of your houseplant in a clean and simple manner!

Option 2:

Take control over your indoor sanctuary and give your indoor houseplants a second chance with this dual purpose product that allows them to flourish again. [To help restore your plants to health], [this product] provides nutrients [to stressed, yellow and wilting plants,] and protects against pesky, damaging fungus gnats by killing the larvae in the soil before they emerge. It can be used on houseplants such as African violets and cacti, as well as indoor vegetable and herb crops.

Kills/controls fungus gnat larvae/nematodes.**Suppresses** thrips/spidermites/aphids/scales/mealybugs.**[Where to use]**

Designed specifically for plants grown indoors, including houseplants, vegetables, and herbs.

Indoor houseplants including:	African violets, alocasia, anthurium, cacti, caladium, calathea, dieffenbachia, fern, ficus, orchid, peperomia, philodendron, pilea, poinsettia, pothos, rubber plant, sedum, spathiphyllum, wandering jew/dude, monstera, zz plant, spider plant, snake plant, bird of paradise, Swiss chesse monstera, fiddle leaf fig, succulents
Indoor vegetables and herbs including:	tomato, pepper, beans, radish, carrot, collards, kale, lettuce, spinach, chickpea, lentil, pea, chive, dill, sage, basil, catnip, chamomile, coriander, mint, peppermint, spearmint, rosemary, tarragon, thyme, wintergreen

[When to apply]

Apply at the first sign of plant distress or fungus gnat presence. [Visit our website, ***insert website info***, for tips/additional information on plant distress signs.] If applying to food crops, MG Serenity/[this product] can be applied up to and including the day of harvest. MG Serenity/[this product] can be reapplied after 3 months if severe fungus gnat infestations persist. Otherwise, a regular feeding regime using a Miracle-Gro plant food is recommended 3 months following use of [this product]. Avoid overwatering. Allowing the soil to dry out in between waterings will help to reduce the chance for future fungus gnat infestations.

[How to use]

Open the packet and sprinkle the granules evenly around the soil surface beneath the plant. For best results, lightly water in after application. [No mixing and no mess!] Avoid the product sitting against the stem or foliage of the plant. Apply the number of packets based on the pot size in the application chart.

Application Chart

Pot Size (inches)	Number of Packets
6"- 7" pot	1
8"- 9" pot	2-3
10"-12" pot	4-6

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**STORAGE AND DISPOSAL****PESTICIDE STORAGE:** Store in a clean, dry place.**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**NOTICE:** To the extent consistent with applicable law, buyer assumes all risks of use, storage or handling of [this product] not in accordance with directions.

Manufactured/Distributed/Sold For/by:

Miracle-Gro Lawn Products, Inc

14111 Scottslawn Road

Marysville, OH 43040

EPA Reg. No. 62355-NEW

EPA Est. No. XXXX-XXX

[Superscript used is first letter of lot number]

FERTILIZER GUARANTEE INFORMATION***The following table may be used in whole or in part. Fertilizer information denoted by "X" will be added to FPL.******Insert Product Name XX-XX-XX (insert N-P-K ratio) FXXX (insert FL Fertilizer License No.)*****GUARANTEED ANALYSIS**

Total nitrogen (N)	X%
X.X% ammoniacal nitrogen	
X.X %urea nitrogen	
X.X% other water soluble nitrogen†	
X.X% water insoluble nitrogen	
Available phosphate (P ₂ O ₅)	X%
Soluble potash (K ₂ O)	X%
Calcium (Ca)	X%
Magnesium (Mg) (Total)	X%
X.X% water soluble magnesium (Mg)	
X.X% chelated magnesium (Mg)	
Sulfur (S)	X%
X.X% combined sulfur (S)	
X.X% free sulfur (S)	
Boron (B) (Total)	X%
Copper (Cu) (Total)	X%
X.X% water soluble copper (Cu)	
X.X% chelated copper (Cu)	
Iron (Fe) (Total)	X%
X.X% water soluble iron (Fe)	
X.X% chelated iron (Fe)	
Manganese (Mn) (Total)	X%
X.X% water soluble manganese (Mn)	
X.X% chelated manganese (Mn)	
Molybdenum (Mo)	X%

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Zinc (Zn) (Total) X%

X.X% water soluble zinc (Zn)

X.X% chelated zinc (Zn)

Chlorine, not more than X%

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

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

Note to PM: Qualifier will be applied to the guaranteed analysis for all sources of slow release nitrogen

Information regarding the contents and levels of metals in [this product] is available on the internet at <https://www.regulatory-info-sc.com>

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

Note to PM:

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Individual Pouch Label

[Tear/Open[here]

Miracle-Gro Serenity

ACTIVE INGREDIENT:

Azadirachtin:.....0.13%

OTHER INGREDIENTS:99.87%

Total:.....100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION

See outer carton/package for directions for use [and precautionary text/first aid]

Optional fertilizer guarantee for individual pouch

[FERTILIZER GUARANTEE INFORMATION]

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

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

GUARANTEED ANALYSIS

Total nitrogen (N) XX%

X.X% ammoniacal nitrogen

X.X% urea nitrogen

X.X% other water soluble nitrogen[†]

X.X% water insoluble nitrogen

Available phosphate (P₂O₅) X%

Soluble potash (K₂O) X%

Calcium (Ca) X%

Magnesium (Mg) (Total) X%

X.X% water soluble magnesium (Mg)

X.X% chelated magnesium (Mg)

Sulfur (S) X%

X.X% combined sulfur (S)

X.X% free sulfur (S)

Boron (B) (Total) X%

Copper (Cu) (Total) X%

X.X% water soluble copper (Cu)

X.X% chelated copper (Cu)

Iron (Fe) (Total) X%

X.X% water soluble iron (Fe)

X.X% chelated iron (Fe)

Manganese (Mn) (Total) X%

X.X% water soluble manganese (Mn)

X.X% chelated manganese (Mn)

Molybdenum (Mo) X%

Zinc (Zn) (Total) X%

X.X% water soluble zinc (Zn)

X.X% chelated zinc (Zn)

Chlorine, not more than X%

Note to PM:

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

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

Note to PM: Qualifier will be applied to the guaranteed analysis for all sources of slow release nitrogen

Information regarding the contents and levels of metals in [this product] is available on the internet at <https://www.regulatory-info-sc.com>

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

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

EPA Reg. No. 62355-NEW

EPA Est. No. XXXX-XXX

[Superscript used is first letter of lot number]

[Manufactured/Distributed/Sold For/by:

Miracle-Gro Lawn Products, Inc

14111 Scottslawn Road

Marysville, OH 43040]

[Not for individual resale]

END OF INDIVIDUAL POUCH LABEL

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OPTIONAL TEXT AND CLAIMS

The following claims:

- ***May or may not appear on any label panel or in advertising.***
- ***May be preceded by "new" or "now" for six (6) months following commercial introduction***

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

GENERAL CLAIMS

1. For [indoor] houseplants/indoor gardens] [only]
2. Rescue [your plant babies]
3. Rescue[s]/Restore[s] [your] houseplants/plants [that need it most]
4. [Help[s]] Grow[s] healthier plants
5. Dual Action [Insecticide/ Fungus Gnat larvae Control + Nutrient] [Insecticide/ Fungus Gnat larvae Control + Feeding] [Insecticide/ Fungus Gnat larvae Control + Nourishment]
6. 2-in-1 [Insecticide/ Fungus Gnat larvae Control + Nutrient] [Insecticide/ Fungus Gnat larvae Control + Feeding] [Insecticide/ Fungus Gnat larvae Control + Nourishment]
7. Houseplant/Plant Rescue
8. [Formulated] [For] Indoor use
9. 2-in-1
10. Rescue[s]/Restore[s] houseplants/plants to a healthy/thriving/flourishing state
11. Protect[s] & Feed[s] [in one easy application]
12. Defend[s] & Nourish[es] [in one easy application]
13. Prevents annoying/pesky fungus gnat larvae [from growing]
14. Keep your plants thriving by protecting/ defending them from annoying/destructive fungus gnat larvae. Wave goodbye to annoying/pesky/bothersome fungus gnat larvae/eggs, and say hello to healthy & nourished plants
15. Guard your plant [babies] from ongoing fungus gnat larvae damage
16. [Can be] use[d] on indoor houseplant[s] [types] [including vegetables/herbs grown indoors]
17. [Can be] use[d] on indoor houseplants including monstera, snake plants, fiddle leaf fig & succulents
18. Formulated [especially/specifically] for indoor houseplants [including vegetables/herbs grown indoors]
19. Convenient
20. Easy to Use
21. No mixing. [No mess]
22. Effective
23. Defender
24. Guardian
25. Reviver
26. Dedicated to a beautiful world®. Trusted by generations of gardeners, Miracle-Gro is dedicated to helping you enhance and protect the natural beauty of your home environment - Miracle-Gro®
27. Starts to work instantly - promotes quick, beautiful results
28. For big, beautiful Miracle-Gro® results
29. Plants need Water, Sunlight & Nutrition
30. A wellness plan for your plants
31. Part of your plant's wellness routine
32. Help your plants live their best lives
33. Start your plants healthy journey here
34. To ensure further success, continue feeding with a Miracle-Gro plant food 3 months following use of [this product]

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35. Continue success with a feeding regimen 3 months following use of [this product]
36. TLC your plant needs
37. Miracle-Gro® Serenity/[this product] to the rescue!
38. Specially formulated by our horticulturalists/plant scientists/botanists/plant biologistsGrow plants, not pests
39. Plant Remedy
40. The remedy to help plants be healthy/vibrant again
41. The fungus gnat remedy for your plants
42. Houseplant/Plant protection
43. [When you bring your plant inside for the fall/winter,] use [this product] to prevent new fungus gnats and [a][brand name] sticky gnat trap to control [any] existing fungus gnats

FERTILIZER CLAIMS

44. Healthier plants inside & out*
45. Grows bigger, more beautiful plants*
46. [Grows] Bigger, more beautiful blooms*
47. [Grows] Healthier Plants
48. Vital Nutrition for longer-lasting blooms*
49. Greener & More Vibrant Colors*
50. Nutritional supplement [for indoor gardening/indoor plants]
51. An extraordinary elixir, crafted to revive hungry & stressed plants
52. [Feeds to] Promote[s] green foliage/leaves & [more] vibrant colors*
53. [Feeds to] Promote[s] greener foliage/leaves*
54. [Feeds to] Promote[s] more vibrant colors/bigger blooms/beautiful blooms*
55. [Feed to] Promote[s] stronger/healthier roots*
56. Greener[healthier] plants [with more vibrant colors/with bigger blooms/with beautiful blooms]]*
57. The vital nutrients [healthier] plants need*
58. Revives/Rescues nutrient deficient plants*
59. 1 feeding lasts up to 3 months
60. Feeds up to 3 months
61. Instant [feeding] / Extended Feeding
62. Revives Hungry & Stressed Plants
63. Revives/Rescues yellowing/wilting, nutritionally stressed [indoor] plants [houseplants]*
64. [Instant &] Extended feeding [of essential nutrients] [for] up to 3 months
65. [Instant &] extended feeding for [longer results] up to 3 months
66. [Instant &] extended feeding for beautiful results up to 3 months
67. Revives/Rescues nutrient deficient plants
68. Starts to work instantly - promotes quick, beautiful results/noticeable results/healthier results*
69. Revives Hungry [& Stressed] Plants
70. Guaranteed not to burn when used as directed
71. Provide your plants with the [optimal] nutrients [they need to thrive]*
72. The essential/crucial/important/vital food/nutrients your plant/plant baby needs most*
73. The essential/crucial/important/vital food/nutrients your plant/plant baby needs to flourish/thrive*
74. The essential/crucial/important/vital nutrients plants need [most]*
75. Formula packed with the essential/crucial/important/vital nutrients*
76. Essential Food [for your plants]
77. Food for your plants
78. Provide your plants with the [optimal] blend of nutrients [they need to thrive]*
79. Guaranteed not to burn when used as directed
80. Boost your plant's health
81. Help your plant [get its health back]

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PESTICIDE CLAIMS

82. Kills fungus gnat larvae/nematodes
83. Disrupts/Stops/Destroys fungus gnat life cycle [and prevents new gnats from emerging]
84. Kills fungus gnat larvae before they become annoying [buzzing] [damaging] fungus gnats
85. Kills/Destroys/Suppresses fungus gnats' eggs/larvae Remedial treatment designed for indoor plants
86. Suppresses [destructive] thrips/spidermites/aphids/leafminers
87. Kills/Destroys/Suppresses fungus gnats' life cycle [to help prevent further outbreaks]
88. Kills fungus gnat larvae that can cause root rot
89. Protects vulnerable seedlings from fungus gnats
90. Help[s] save your plants/houseplants/herbs from fungus gnat[s] [damage]
91. Fungus gnat control**
92. Say goodbye to fungus gnats**
93. Prevents fungus gnat build up**
94. Kills/Prevents/Protects against fungus gnats**

OTHER CLAIMS

95. Low Odor
96. Packaging includes [x%] PCR [Post Consumer Plastic]
97. Proven performance
98. Read Entire label before use
99. Insect control & feeding made easy
100. From the garden care experts at [Company Name]
101. [For]Indoor Residential use only
102. Intended for residential use
103. Peel Open for use directions and further information
104. OPEN Resealable Label for Directions & Precautions
105. Guaranteed***
106. [Company/Brand] Guarantee[d]***
107. Guaranteed [results]***
108. [Company/Brand] Satisfaction guaranteed***
109. [Company/Brand] [Promise your] satisfaction guaranteed*** [or your money back]

Disclaimers:

*vs. unfed

**interrupts the fungus gnat life cycle and prevents new adults by killing existing eggs and larvae in the soil / kills existing eggs and larvae in the soil / discourages existing fungus gnat adults from landing on the soil and laying new eggs / will not kill existing fungus gnat adults

***[Company/Brand] Promise: If this [company/brand] product [when used for the intended purpose] fails to give you complete satisfaction return the item to the [company] store where purchased for free replacement of the same or similar item.

***The [Company/Brand] Guarantee: If for any reason you, the consumer, are not satisfied with [this product], mail us your original proof of purchase to obtain a full refund of your purchase price.

***Consumer Guarantee: 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.

***Guaranteed Satisfaction or Your Money Back! Within 6 months of purchase, if you, the consumer, are not completely satisfied with the results of [this product], we will refund your purchase price in full. Simply send proof of purchase and register receipt to Miracle-Gro Lawn Products, Inc., P.O. Box 267, Marysville, OH 43041

Note to PM:

EPA Reg. No. 62355-NEW

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CUSTOMER SERVICE INFORMATION

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

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

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

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

[Made in U.S.A./Product of _____]