

71995-29

2/18/2014

117



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

2-18-14

Ona Maune
Monsanto Company
1300 I (Eye) Street, NW
Suite 450 East
Washington, DC 20005

Subject: Label Amendment / Roundup Weed & Grass Killer Concentrate Plus
EPA Reg. No.: 71995-29

Dear Ona Maune:

The amended labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable.

Submit one copy of the final printed label for the record before you release the product for shipment. A stamped copy of the label is enclosed for your records. This master label supersedes all previously accepted labels. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. If you have any questions please call Erik Kraft at 703-308-9358 or email at Kraft.Erik@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Bo Davis", written over a horizontal line.

Kable "Bo" Davis
Product Manager 25
Herbicide Branch
Registration Division (7505P)

2117

MASTER LABEL FOR EPA REG. NO. 71995-29

Primary Brand Name:
Roundup Weed & Grass Killer Concentrate Plus

Alternate Brand Names:
Roundup Concentrate Plus Weed & Grass Killer

Editorial Notes:
Bold, italicized text is information for the reader and is not part of the label.
[Bracketed text [] is optional text and a 'place holder' for graphics].
Text separated by a backslash '/' denotes 'and/or' options.
Refer to APPENDIX 1 for Consolidated List of Label Claims; APPENDIX 2 for Packaging Related Claims.

[Insert Brand Name and Logo]

[Insert Claims from Appendix 1 or 2] [Insert Graphics]

ACTIVE INGREDIENTS:

| | |
|--|----------------|
| Glyphosate, isopropylamine salt [†] | 18.00% |
| Diquat dibromide | 0.73% |
| OTHER INGREDIENTS | 81.27% |
| TOTAL | 100.00% |

[†]Contains 1.19 lbs. glyphosate acid per US gallon.

Keep Out of Reach of Children

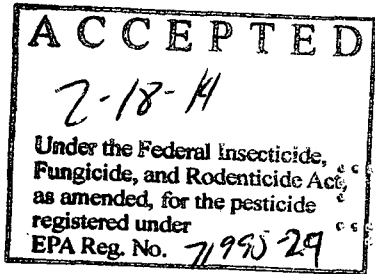
CAUTION

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

NET [Insert Net contents FL OZ or GAL, see Appendix 2] [Insert Metric Conversion]
Net contents of final printed labeling based on various commercial sizes to be marketed

[Insert 2D code/ PPN code/ LB code]

Optional Instructions for Booklet
[OPEN/ ABRA]
[Open booklet for details]
[Press to Reseal]
[Resealable Label for Directions & Precautions]



E-SUBMISSION

[DID YOU KNOW?]

[Glyphosate targets an enzyme found in plants, but not in people or pets.] [Insert Claim from Appendix 1]

Optional Roundup® Graphics Wheel with the following Where To Use, What To Know and How To Use components

WHERE TO USE [Insert Graphics]

- [Around [Flower Beds/ Landscaped Beds]]
- [Around [Trees/ Tree Rings]]
- [Driveways & Walkways/ Patios]
- [Along Fences]

WHAT TO KNOW [Insert Graphics]

- [Rainproof in [10/ 30] Minutes]
- [Visible Results in [6/ 12] Hours]
- [Plant 1-3 Days After Application (see booklet for details)]

HOW TO USE [Insert Graphics]

- [Add [two/ 2/ capfuls] [6 fl oz/ (6 fl oz)] per Gallon of Water]
- [**Alternative text:** Add [one/ 1/ capful] [3 fl oz/ (3 fl oz)] per Gallon of Water]
- [Use a Tank Sprayer]

For products where an anti-theft device has been added [This bottle contains an anti-theft device [, either inside or on the back of the bottle]. It does not affect product performance.]

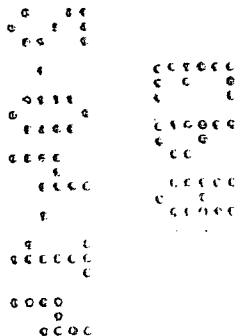
©[Insert year] MONSANTO COMPANY
Produced for Monsanto Company
Lawn & Garden Products
P.O. Box 418
Marysville, OH 43041

EPA Reg. No. 71995-29
EPA Est. 239-IA-3¹, 239-MS-001^M [Insert Additional Establishments]
Superscript is first letter of lot number

[Made in USA]

[Insert 2D code/ PPN code/ LB code] [Insert UPC Barcode]

[Insert LOT number or LOT number will be printed directly on the container]



**Optional Section:
PRODUCT FACTS**

[KILLS WEEDS/ KILLS ALL TYPES OF WEEDS & GRASSES] [Insert Graphic of grassy, broadleaf and woody weeds]

[Makes up to [insert 3 fl oz/gal or 6 fl oz/ gal value from Appendix 2] gallons]

[Makes between [insert 6 fl oz/gal value – insert 3 fl oz/gal value from Appendix 2] gallons]

[Mix with water to make up to [insert 3 fl oz/gal or 6 fl oz/ gal value from Appendix 2] gallons of spray solution]

[[Container] [covers/ treats] up to [insert 3 fl oz/gal or 6 fl oz/ gal value from Appendix 2] sq ft]

[Mix with water to cover up to [insert 3 fl oz/gal or 6 fl oz/ gal value from Appendix 2] sq ft]

[One/ Each] gallon [covers/ treats] 300 sq. ft.

Optional Section:

HOW IT WORKS [Insert Graphics]

- [Glyphosate [is absorbed by the weed's leaves/ enters plants through the foliage]. It moves through the weed to the root, stopping the production of an essential enzyme found in plants [(but not in humans or animals)].]
- [Weeds die, roots and all – so they don't grow back.]
- [Kills only what you spray.]
- [Any product not absorbed by the plant breaks down without moving in or on the soil to untreated plants.]
- [Both glyphosate and diquat, cause weeds to yellow and wilt within [6] hours with complete kill in 1 to 2 weeks.]

WHERE TO USE [Insert Graphics]

- [On patios, walkways, driveways, gravel areas or mulch beds]
- [Around flowers [flower beds], shrubs or trees]
- [Along fences]
- [Edging around foundations and retaining walls]
- [In large areas - For lawn replacement
- For garden plot preparation†]
- [Other areas of your yard]

†**IMPORTANT:** While [Insert Brand Name] may be used to prepare vegetable garden for planting, DO NOT USE for spot weed treatment after planting (any) fruits or vegetables.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Always read and follow label directions.

USER SAFETY RECOMMENDATIONS:

- Clothing and protective equipment exposed to this product should be washed in detergent and hot water. Such items should be kept and washed separate from other laundry.
- Users should wash hands before eating, drinking, chewing gum, using tobacco, or using the toilet.
- Users should remove clothing immediately if product gets inside; then wash thoroughly and put on clean clothing.

Entry Restrictions: People and pets must not enter treated areas or touch treated plants until after spray has dried.

MIXING [AND USE] INSTRUCTIONS [Insert Graphics]

1 Tablespoon (Tbs)= 3 teaspoons (tsp) 1 fl oz= 2 Tbs 1 capful= 3 fl oz 2 capfuls= 6 fl oz

Tank Sprayer:

Use of a Roundup® Brand tank sprayer is recommended. A plastic, fiberglass, plastic-lined steel or stainless steel sprayer may also be used. **Do not mix, store or apply using a galvanized or unlined steel (except stainless steel) sprayer.**

- [For tough established weeds/ For best results,] add [[two/ 2] capfuls] [6 fl oz (12 Tbs)/ (6 fl oz)] per gallon of water.

Optional Section: Select Applicator Type Below

[Hose-End Sprayer:

For large areas consider using the [Ortho® Dial N Spray®/ Insert Applicator Name] [Insert Applicator/ Sprayer Type].

Ortho® Dial N Spray® Hose-End Sprayer

- [Set dial to 6 oz.
- Pour concentrate into sprayer jar. DO NOT add water.
- [Connect [garden] hose to the sprayer and turn on water.]
- After spraying, unused product can be poured back into its original container.]

Ortho® Dial N Spray® Hose-End Sprayer with Direct Connect Concentrate Bottles

[Can also be used with [Roundup/ Roundup brand] Direct Connect Concentrates.]

- [Set dial to 6 oz.
- Remove jar from [Ortho Dial 'N Spray/ Insert Applicator Name] [Insert Applicator/ Sprayer Type]
- Remove cap from concentrate bottle. [Keep cap for storage.]
- Attach the [Ortho Dial 'N Spray/ Insert Applicator Name] [Insert Applicator/ Sprayer Type] onto concentrate bottle.
- [Connect [garden] hose to the sprayer and turn on water.]
- After spraying, remove the concentrate bottle from the [Ortho Dial N' Spray/ Insert Applicator Name] [Insert Applicator/ Sprayer Type].
- Replace cap on the concentrate bottle.]

Refer to the Ortho® Dial 'N Spray® label and booklet for additional information and cleaning instructions.

For easy to kill weeds such as (small) seedlings, use [one/ 1/ a] capful] [3 fl oz (6 Tbs)/ (3 fl oz)] per gallon of water.

HOW TO APPLY [Insert Graphics]

- Spray the weeds or grasses you want to kill until thoroughly wet.
- When spot treating [weeds] around desirable plants, shield plants from drift with a [sheet/ piece] of cardboard or plastic. If desirable plants are accidentally sprayed, rinse off immediately with water [or cut off treated area].

IMPORTANT: Do not spray plants or grasses you like – they will die. Not recommended for spot weed control in lawns since [this product/ Insert Brand Name] kills lawn grasses.

WHEN TO APPLY [Insert Graphics]

- Apply when weeds are actively growing. **[Alternative text:** Use anytime weeds [and grasses] are actively growing.]
- For best results, apply during warm, sunny weather above 60° F [to accelerate systemic movement from foliage to roots].
- Apply when air is calm to prevent drift to desirable plants.

- RAINPROOF [Protection:]: Rain or watering [10/ 30] minutes after application will NOT wash away effectiveness.
[**Alternative Text:** [Insert Brand Name] is Rainproof in [10/ 30] minutes.]
- [Apply when weeds are small and before seeds form.]
- [Established [perennial/ hard to kill] weeds may require a repeat application.]

Application Restrictions: Do not apply this product in a way that will contact any person or pet, either directly or through drift. Only the person applying this product may be in the area during application.

Optional Section:

WHEN TO REPLANT [Insert Graphics]

- All ornamental flowers, trees and shrubs may be planted **1 day after** application.
- Lawn grasses, herbs, vegetables (all), and fruits may be planted **3 days after** application.

Optional Section:

HOW TO CLEAN SPRAYER [Insert Graphics]

- To clean sprayer after use, rinse sprayer and sprayer parts with water 3 times. Spray rinse water on [bare soil or gravel/ treated area]. After cleaning, sprayer may be used for other products.

Optional Section: Select Any of the Options Below

ADDITIONAL TIPS [Insert Graphics]

[TO KILL VINES]

- [If vines are growing up poles, fences, or tree trunks with mature bark, cut vines to a height of 3 to 4 feet and spray vines thoroughly.]
- [If vines are climbing shrubs or tree trunks with green bark, cut vines at base and treat as directed for stumps or spray regrowth. If spraying regrowth, shield shrubs and tree trunks from spray drift with a [sheet/ piece] of cardboard or plastic.]

[TO KILL STUMPS]

- [Cut living stump close to ground.]
- [Drive (drill) 4 to 5 holes into freshly cut stump.]
- [Immediately pour undiluted product into holes.]

[IMPORTANT: Some trees may share the same root system. Adjacent trees having a similar age, height and spacing may signal a shared root system. Injury may occur to non-treated trees when one or more trees sharing common roots are treated.]

[FOR LAWN REPLACEMENT]

[Use [this product/ Insert Brand Name] to kill [an existing] lawn and [its] weeds before planting a new lawn [or prior to laying a patio, sidewalk or driveway].]

[ALTERNATIVE TEXT: For lawn replacement use [this product/ Insert Brand Name] to kill lawn and weeds before planting new lawn.]

- [Skip one mowing before spraying.]
- [Use 6 fl oz (12 Tbs) per gallon of water for each 300 sq ft. Apply evenly over treatment area.]
- [If soil is dry, water before application and 2 to 3 days after application.]
- [If green patches remain after 7 days, reapply.]
- [Wait [at least] 3 days after last application to rake, till or replant with seed or sod.]

[Alternative Text: Wait [at least] 3 days for weeds and lawn to die. Repeat if necessary.] [Rake or till to prepare area for planting seed or sod.]

[FOR [FLOWERBED AND] GARDEN [PLOT] PREPARATION

Use [this product/ Insert Brand Name] to kill weeds and grasses [brush] before planting flowers, fruits, vegetables, trees or shrubs.]

- [If soil is dry, water before application and 2 to 3 days after application.]
- [Use 6 fl oz (12 Tbs) per gallon of water for each 300 sq ft. Apply evenly over treatment area.]
- [Wait 1 to 3 days after last application before planting garden [flowers, trees and shrubs].] [See **When To Replant** section for details.]

[KUDZU

For best results, apply in mid to late summer when vines are mature and actively growing.]

[WILD BLACKBERRY

Spray anytime plants are actively growing. Dead canes should be cut down and removed. Reapplication is often required to kill deep roots.]

[POISON IVY & POISON OAK

Contact with these plants anytime of the year can cause an allergic reaction. Spray anytime plants are actively growing, but at least 4 weeks before the first killing frost in the fall. Reapply if new growth appears. Handle dead plants with rubber gloves. Dispose of plants and rubber gloves in tightly sealed garbage bags.]

Optional Section: Select from the list below

KILLS ALL TYPES OF WEEDS AND GRASSES [Insert Graphics]

[Kills [insert from the list below]]

Weeds [including]: Artichoke thistle, beggarweed, black medic, blue mustard, blue toadflax, brassbuttons, broadleaf plantain, burclover, buttercup, Canada thistle, cattail, chickweed, cocklebur, common groundsel, common mullein, common plantain, common ragweed, creeping beggarweed, creeping-charlie, curly dock, dandelion, dog fennel, evening primrose, false dandelion, fiddleneck, field bindweed (wild morningglory), field pennycress, filaree, Florida pusley, garden spurge, henbit, horsenettle, horseradish, horseweed/ marestalk, iceplant, knapweed, knotweed, lambsquarters, lantana, little bittercress, London rocket, mallow, mayweed, milkweed, mouseear chickweed, narrowleaf (buckhorn) plantain, nightshade (silverleaf), oldenlandia, oxalis, Pennsylvania smartweed, pennywort, poison hemlock, prickly lettuce, primrose, prostrate spurge, puncturevine, ragweed, red clover, redroot pigweed, shepherdspurge, smooth catsear, smooth pigweed, sowthistle, spotted spurge, tansy ragwort, tansymustard, teaweed, trumpetcreeper, tumble mustard, Virginia creeper, white clover, whitetop, wild barley, wild mustard, wild oats, wild sweet potato, yellow starthistle, and other broadleaf weeds

Grasses [including]: Annual bluegrass, annual ryegrass, bahiagrass, barnyardgrass, bentgrass, Bermudagrass, brome grass, Cogongrass, crabgrass, creeping bentgrass, dallisgrass, fall panicum, fescue, field sandbur, foxtail, goosegrass, guineagrass, Johnsongrass, Kentucky bluegrass, kikuyugrass, lovegrass, maidencane, nimblewill, nutsedge, orchardgrass, pampas grass, perennial ryegrass, purple nutsedge, quackgrass, sandspur, smooth brome grass, sprangletop, St. Augustinegrass, tall fescue, Texas panicum, Timothy, torpedograss, vaseygrass, witchgrass, yellow nutgrass, zoysia and other grassy weeds

Brush [Alternative text: Tough Weeds], Unwanted Trees, Shrubs & Vines [including]: Alder, ash, (quacking) aspen, blackberry, bluegum eucalyptus, broom (French, Scotch), buckwheat, ceanothus, chamise, cherry, coyote brush, dewberry, elderberry, elm, eucalyptus, giant reed, hawthorn, hazel, honeysuckle, kudzu, locust, madrone, maple, oak, persimmon, poison oak, poison ivy, poplar, raspberry, sage, sagebrush, salmonberry, saltcedar, sassafras, sumac, sweetgum, tan oak, thimbleberry, tree tobacco, wild rose (multiflora) willow and other tough weeds

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Store product in original container in a safe place away from direct sunlight. 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 [or Insert Telephone Number] for disposal instructions. Never place unused product down any indoor or outdoor drain.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS & DOMESTIC ANIMALS

KEEP OUT OF REACH OF CHILDREN

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling.

[Re-entry icon]

People and pets must not enter treated areas or touch treated plants until after spray has dried.

| 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 first 5 minutes, then continue rinsing eyes. • Call a poison control center [Insert Telephone Number] or doctor for treatment advice. |
| EMERGENCY MEDICAL INFORMATION | |
| <ul style="list-style-type: none"> • Have the product container or label with you when calling a poison control center or doctor, or going for treatment. • You may contact [Insert Telephone Number] for emergency medical treatment information. • This product is identified as [Insert Brand Name], EPA Reg. No. 71995-29. | |

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. Rinsing application equipment over the treated area will help avoid run off to water bodies or drainage systems. This product is toxic to aquatic invertebrates. Do not apply directly to water. Do not contaminate water when cleaning equipment or disposing of equipment washwaters.

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

9/17

[Guaranteed Satisfaction.*]

Optional Section

***CONSUMER GUARANTEE**

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

Optional Section

ROUNDUP FAMILY OF PRODUCTS

Visit the Roundup website to learn more about the Roundup family of products for the best solution to your toughest weed problems.

[Alternative Text: [Roundup® Lawn & Garden products have the best solutions to your toughest weed problems.] [Visit the Roundup website www.roundup.com], to learn more about the Roundup family of products.]

[Insert Graphic/ Roundup Product Family Photo]

- [Roundup Extended Control Weed & Grass Killer [plus Weed Preventer] products] [- kill & prevent weeds for up to 4 months]
- [Roundup Max Control 365 products] [- kill & prevent weeds for up to 12 months]
- [Roundup Ready-To-Use Weed & Grass Killer III] [- no mixing, no mess]
- [Insert Brand Name for 71995-33] [- kill weeds, protect desirable plants.]
- [Roundup Poison Ivy Plus Tough Brush Killer products] [- kill tough, brushy, hard-to-control weeds]
- [Roundup Wild Blackberry Plus Vine & Brush Killer products] [- kill tough brush & vines]
- [Insert Brand Name for 71995-29] [- [fast visible results]
- [Insert Brand Name for 71995-25] [- best Roundup brand concentrate value]
- [Roundup Weed & Grass Killer Sure Shot Foam] [- target weeds in tight places]
- [For New Product Introductions- Insert Brand Name] [- insert brief product claim]

Optional Spanish Translations:

[Insert generic logo and brand name in English & Spanish]

[Insert Label Language in Spanish as Applicable]

10/17

Base Label Information:

[Insert generic logo and brand name in English & Spanish]

Insert applicable instruction along side of base label:

[Resealable Label for Directions & Precautions / Etiqueta re-cerrable para instrucciones y avisos de precaución.]

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS & DOMESTIC ANIMALS

KEEP OUT OF REACH OF CHILDREN

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling.

[Re-entry icon]

People and pets must not enter treated areas or touch treated plants until after spray has dried.

| 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 first 5 minutes, then continue rinsing eyes. • Call a poison control center [Insert Telephone Number] or doctor for treatment advice. |
| EMERGENCY MEDICAL INFORMATION | |
| <ul style="list-style-type: none"> • Have the product container or label with you when calling a poison control center or doctor, or going for treatment. • You may contact [Insert Telephone Number] for emergency medical treatment information. • This product is identified as [Insert Brand Name], EPA Reg. No. 71995-29. | |

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. Rinsing application equipment over the treated area will help avoid run off to water bodies or drainage systems. This product is toxic to aquatic invertebrates. Do not apply directly to water. Do not contaminate water when cleaning equipment or disposing of equipment washwaters.

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Store product in original container in a safe place away from direct sunlight. 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 [or Insert Telephone Number] for disposal instructions. Never place unused product down any indoor or outdoor drain.

11117

[Insert Phone & Computer Icons]
Questions, Comments or Information
[Insert Telephone Number] www.roundup.com
¿Preguntas, Comentarios o Información?

© [Insert year] MONSANTO COMPANY
Produced for Monsanto Company
Lawn & Garden Products
P. O. Box 418
Marysville, OH 43041

EPA Reg. No. 71995-29
EPA Est. 239-IA-3¹, 239-MS-001^M [Insert Additional Establishments]
Superscript is first letter of lot number

[Made in USA]

[Insert Relevant Trademark Disclosure Statement(s)]

[Insert Relevant Patent Information Statement(s)]

This is an end-use product. Monsanto Company does not intend and has not registered if for reformulation or repackaging.

For products where an anti-theft device has been added [This bottle contains an anti-theft device [, either inside or on the back of the bottle]. [It does not affect product performance.]]

[Insert PPN code/ Insert LB code] [UPC Code]

APPENDIX 1: Consolidated List of Label Claims

- Absorbed into both broadleaf and grassy weeds
- Absorbs on contact, starts working immediately
- Absorbed through the leaves, it goes all the way to the root for total kill [on weeds you directly spray]
- After [Insert graphic of dead weed]
- Also use for large jobs such as lawn renovation and vegetable and flower garden preparation
- Approved for most [many] lawn and garden uses
- Before [Insert graphic of live weed]
- Begins absorbing on contact
- Begins working in hours
- Can be used for habitat restoration, controlling exotic vegetation, and for site preparation of wildlife food plots.
- Can reseed or sod lawns 3 days after treatment
- Concentrated for extra value
- Concentrated formula
- Completely kills even the toughest weeds and grasses
- Consumer Guarantee: If for any reason you are not satisfied after using this product, simply send us original proof of purchase and we will replace the product or refund the purchase price
- [Contains] FastAct® [II] [Technology]
- Dead Weeds Guaranteed [or Your Money Back]
- Dead [weeds] in a day
- Does not have soil activity
- Economical [concentrate formula]
- Easy to apply with an Ortho® Dial 'N Spray®, hose-end, tank or [handheld] trigger sprayer
- Even if it rains – [Roundup/ Insert Brand Name] won't lose its effectiveness
- Exclusive Roundup [Insert Brand Name] formula
- FastAct® [Technology] – Results in [6/ 12] Hours!
- Fast-acting formula
- Fast-acting formula – absorbs to root more quickly
- Fast-acting for visible results in [6/ 12] hours
- For control that [doesn't/ won't] wash away
- For Control of Tough Weeds that won't wash away
- For general weed control - kills weeds and grasses in 1 to 2 weeks - roots and all
- For weeds that are dead in [a/ one] day
- [Glyphosate] deactivates in soil
- Glyphosate targets an enzyme found in plants but not in people or pets
- Got Tough Weeds – Get [Insert brand name]
- Guaranteed same effective results even if it rains [within hours/ in 30 minutes]
- Guaranteed effective: Kills over 200 types of weeds and grasses, roots and all, with just one application
- Guaranteed (we guarantee it) [qualify guarantee]
- Guaranteed Satisfaction* [Open booklet for details.]
- Ideal for killing unwanted weeds and grasses [throughout your yard]. Use along fences; in cracks of walks, drives and patios; and around flower beds, trees and shrubs
- Kills almost all [annual and perennial] weeds, grasses and other unwanted plants
- Kills existing weeds only; no residual [herbicidal] activity in soil
- Kills [Poison Ivy/ Poison Oak/ Poison Sumac/ Wild Blackberry/ Wild Berries/ Kudzu]
- Kills the roots so treated weeds don't come back
- Kills the root[s] [so weeds don't come back] [first time, every time] [guaranteed] [qualify guarantee]

- Kills [to] the root[s] [Guaranteed[!/*]] [qualify guarantee]
- Kills the toughest weeds [always]
- Kills [the toughest weeds and grasses to] the root so [weeds/ they] don't come back
- Kills the roots of [both] broadleaf and grassy weeds
- Kills the weed you see and the root you don't
- Kills the weed you see and the root others leave behind
- Kills Tough Weeds [& Grasses] [to the Root]
- Kill Tough Weeds Quickly
- Kills undesirable weeds and grasses
- Kills unwanted weeds [and grasses] [roots and all]
- Kills weeds [and grasses] [clear down to the root] [1-2 weeks] [roots and all]
- Kills weeds [and unwanted grasses] – roots and all
- Kills weeds clear down to the root, 1st time, every time so weeds don't come back – guaranteed [qualify guarantee]
- Kills weeds dead
- [Kills/ Spray] weeds in flower beds and around fences, trees, shrubs, driveways, walkways and shrubs, in and around fences, patios, paths, sidewalk cracks, walkways.
- Kills weeds in flowerbeds, around trees, shrubs and fences, and on patios, paths, sidewalks, sidewalk cracks, walkways, driveways, and other areas in your yard
- Kills weeds and grasses in – Patios – Driveways – Sidewalks – Ornamental Gardens and other non-lawn areas
- Kills weeds, roots and all
- Kills what you directly spray, no residual [herbicidal] activity in soil
- Lawns and gardens can be reseeded or planted soon after treatment
- Make only what you need
- Mix into tank sprayer
- Multipurpose grass and broadleaf weed control
- [Next day/ this weekend] results: Begins killing on contact, visible results in [6] hours
- No odor
- No root. No weed. No problem.®
- Once it enters the plant, it won't wash off
- One application kills over 200 types of weeds and grasses, roots and all [maximum effectiveness]
- Only Roundup's effectiveness [exclusive formula] won't be washed away by rain or watering [10/ 30] minutes after treatment
- Ornamental gardens can be reseeded or planted 1 day after treatment
- Patented FastAct [II] Technology
- Proven [trusted] performance: Only [Roundup brands/ Insert Brand Name] work[s] the first time, every time – and has for [more than/ 30/ 40] years
- Provides maximum control: Kills existing weeds to the root so they don't come back
- Provides maximum control: Kills weeds to the root so they don't ever come back
- [Provides] [visible] results in [insert value of between 1 and 24] hours
- Quick-action formula lets you see results [2X] faster [than before]
- RainFast in [10/ 30] minutes - enters the plant on contact
- [RAINPROOF/ Rainproof Protection:] in [10/ 30/ minutes] [for control that won't wash away]
- Replant [lawn grasses, herbs, vegetables (all), and fruits] 3 days after application
- Roundup [Insert Brand Name] can be used [almost] anywhere weeds and grasses grow, including patios, walkways, and driveways; along fences; in landscaping beds; or around flowers, shrubs and trees
- Roundup's exclusive [patented] formula [technology] kills to the root so weeds don't come back
- Satisfaction guaranteed or we will gladly refund purchase price

- Satisfaction guaranteed or your money back with proof of purchase
- See [visible] results in [[insert value between 1 and 24] hours
- Speed absorption to the root for complete kill
- Spray the leaves, not the root
- Spray the [weed/ leaves] to kill the root!
- [Spray weeds/ Use] in flowerbeds, around trees, shrubs and around fences, and on patios, paths, sidewalks, sidewalk cracks, walkways, driveways, and other areas in your yard
- Starts to kill in [Insert value of between 1 and 24] hours
- Starts to kill [in] [the same day/ hours/ overnight/ fast]
- Starts working immediately [in hours]
- Strong enough to kill even the toughest brush
- Systemic grass and weed killer for spot treatment of undesirable vegetation
- The key ingredient [glyphosate] in this product targets an enzyme found in plants, but not in people or pets
- This bottle contains an anti-theft device, [either inside or on the back of the bottle]. [It does not affect product performance].
- Tough formula [kills to the roots]
- Transorb technology speeds Roundup to the root to kill even tough weeds
- Trusted Results for Guaranteed Satisfaction.* [Open booklet for details*][qualify guarantee]
- Use along fences, paths, patios, sidewalks and driveways, around trees, shrubs, ornamental plantings, flowerbeds, and buildings, and in brick and gravel walkways.
- Use as a first step for renovating or replanting your lawn
- Use as a first step for turning brushy fields into grassy areas or parks
- [Use] For Brush Control
- [Use] For General Weed Control: Use along fences, paths, patios, sidewalks and driveways, around trees, shrubs, ornamental plantings, flowerbeds, and buildings, and in brick and gravel walkways
- [Use] For Landscaping: Use to prepare areas for planting of ornamentals, trees, shrubs, desert landscapes, rock gardens, flowerbeds or similar plantings.
- Use for large jobs like garden plot preparation and lawn replacement [renovation]
- [Use] For Lawn Renovation
- [Use] For Spot Spraying: Use in and around flowerbeds, ornamental, fruit and nut trees, grapevines, shrubs, fences, driveways and walkways
- [Use] For Stumps
- [Use in/ Apply with] a Big Shot™ Multi-Purpose Sprayer or other tank sprayer, or a [handheld] trigger sprayer.
- Use to prepare sites: for large plantings, for planting flowerbeds, fruit trees, ornamentals, vegetables and gardens, and for renovating lawns
- Use to trim and edge landscape areas
- Visible effects are gradual wilting and yellowing advancing to complete browning and root destruction
- Visible Results in [6/ 12] Hours!
- WATER BASED [icon]
- Water-based formula
- Won't wash [off/ away]
- Works first time, every time [guaranteed] [qualify guarantee]
- Works in [Insert value of between 1 and 24] hours
- Works on [insert weed list]
- Works only when absorbed by the [foliage/ leaves] of weeds
- Works overnight
- Works to the root[s] in hours

Promotional Offering Options

- [Insert #] Bottles [Included]
- [Insert Value]% Free [More]
- [Insert Value]% More in Each Bottle
- [Insert Value]% More VALUE SIZE
- Bonus Size
- BONUS SIZE [Insert Value]% MORE!
- Can be used in [Insert Packaging Type/ Sprayer Type]
- Club Pack
- Combo Pack
- FREE [Insert Brand Name] [Insert Amount] VALUE
- Free [Insert Description] with this purchase of [Insert Brand Name] [Insert Container Size]
- Free Concentrate
- Free Tank Sprayer
- FREE SAMPLE
- Free weed guide inside
- Great Value
- **NEW! 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.**
- SAMPLE NOT FOR SALE
- Save up to \$ [Insert Value] on [your] next purchase
- Tank Sprayer [With/ Plus] Concentrate
- VALUE SIZE
- Value [TWIN] Pack

APPENDIX 2: Packaging Related Claims

Calculation of Spray and Weed Coverage

- To determine approximate quantity of spray solution by container, divide the net contents in fluid ounces by 3 or 6 fl oz per gallon. (Y= Net contents (fl oz) ÷ 3 or 6 fl oz)
- To determine how many square feet can be treated, multiply Y (gallons of spray solution) by 300 (X spray coverage= Y gallons of spray solution x 300 sq ft)

| NET CONTENT SKU Size | Spray Coverage (X) (using 3 or 6 fl oz/ gallon) | 3 fl oz/ gallon Spray Solution (Y) | 6 fl oz/ gallon Spray Solution (Y) |
|-----------------------------------|--|---|---|
| XX FL OZ (QT or GAL) (ml or L) | Net Contents (fl oz) ÷ 3 or 6 fl oz= Y; multiply Y by 300= treatment area in sq ft | Net contents (fl oz) ÷ 3 fl oz | Net contents (fl oz) ÷ 6 fl oz |
| 6 FL OZ | up to 600 or 300 sq ft | Makes up to 2 gallons | Makes up to 1 gallons |
| 16 FL OZ [(1 PT)] | up to 1,500 or 750 sq ft | Makes up to 5 gallons | Makes up to 2.5 gallons |
| 32 FL OZ [(1 QT)] | up to 3,000 or 1,500 sq ft | Makes up to 10 gallons | Makes up to 5 gallons |
| 36.8 FL OZ [(1QT 4. FL OZ)] | up to 3,600 or 1,300 sq ft | Makes up to 12 gallons | Makes up to 6 gallons |
| 40 FL OZ [(1 QT 8 FL OZ)] | up to 3,900 or 1,950 sq ft | Makes up to 13 gallons | Makes up to 6.5 gallons |
| 64 FL OZ [(½ GAL)] | up to 6,300 or 3,150 sq ft | Makes up to 21 gallons | Makes up to 10.5 gallons |
| 1 GALLON [(128 FL OZ)] | up to 12,600 or 6,300 sq ft | Makes up to 42 gallons | Makes up to 21 gallons |

Other Packaging Related Claims:

- As easy as 1) Open 2) Pour [into measuring [cap/ cup] 3) Mix [with water] 4) Apply
- Cap is a measuring cup
- Cap works like a measuring cup [to help you use the right amount]
- Close tightly while pushing down to turn [Insert Arrow Graphics]
- Direct Connect! [Roundup/ Roundup brand] concentrate [bottles]
- Direct[ly] Connects to Ortho® Dial N Spray®
- [Drain-Back/ Drain back] [cup/ cap/ spout]
- Drip free [pour] spout
- [Easy-Measure/ Easy measure] [cup/ cap]
- [Easy] Pour spout
- Easy to [see/ read] measuring lines
- Fill cap [2X/ 2/ two/ twice] per Gallon
- For Roundup Use Only
- Includes Measuring [Cup /Cap]
- Less mess [with easy pour spout] [with drain back [cap/ cup]]
- Never lose the measuring cup again
- No drip [pour] spout
- No leak [cap/ cup]
- No need to rinse the [cap/ cup] [- product drains back into the bottle]
- No measuring! Attach directly to
- No mess measuring Ortho® Dial N Spray®
- No more measuring concentrates with Ortho® Dial N Spray®
- No more worries about mixing, measuring or messes when you connect directly to [Roundup/ Roundup brand] concentrate bottles[, using the Ortho® Dial N Spray® [Hose-End Sprayer]
- Not For Consumable Use

- Measuring [Cup /Cap] Included
- Measuring [cap/ cup] makes it easy to use the right amount
- Measuring [cap/ cup] won't get lost
- Pour Spout
- Quickly [and easily] attaches [connects] to Ortho® Dial N Spray®
- Recyclable bottle
- [Recycle symbol]
- Remove foil seal
- Rinse After Use
- Squeeze Tabs, Turn Cap to Open [insert graphic with arrows]
- [Use [2/ 2X/ two] capfuls per Gallon] [Insert graphics]
- With [the convenient] measuring [cup/ cap], mixing [Insert Brand Name] [controlling weeds around your home] has never been easier
- With [the convenient] measuring [cup/ cap], controlling weeds all around your home] has never been this fast and easy