



U.S. ENVIRONMENTAL PROTECTION AGENCY  
 Office of Pesticide Programs  
 Registration Division (7505T)  
 1200 Pennsylvania Ave., N.W.  
 Washington, D.C. 20460

**EPA Reg. Number:**

71995-71

**Date of Issuance:**

10/28/22

**NOTICE OF PESTICIDE:**

Registration  
 Reregistration  
 (under FIFRA, as amended)

**Term of Issuance:**

Unconditional

**Name of Pesticide Product:**

Roundup® For Lawns Crabgrass  
 Destroyer Ready-To-Spray

**Name and Address of Registrant (include ZIP Code):**

Monsanto Company Lawn & Garden Products  
 800 North Lindbergh Blvd  
 St. Louis, Missouri 63167

**Note:** Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA).

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

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

*Continues page 2*

**Signature of Approving Official:**

*Heather E McFarley*  
 Heather McFarley, Product Manager 24  
 Fungicide Herbicide Branch, Registration Division (7505P)

**Date:**

10/28/22

2. Make the following label changes before you release the product for shipment:
  - Revise the EPA Registration Number to read, “EPA Reg. No. 71995-71.”
3. Submit one copy of the final printed label for the record before you release the product for shipment.

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 FIFRA 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) lists 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 these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

The record for this product currently contains the following CSF(s):

- Basic CSF dated 05/20/2021
- Alternate CSF 1 dated 05/20/2021
- Alternate CSF 2 dated 05/20/2021

If you have any questions, please contact Manjula Unnikrishnan at 703-3478520 or at [unnikrishnan.manjula@epa.gov](mailto:unnikrishnan.manjula@epa.gov) .

Enclosure:

- Stamped label

**MASTER LABEL FOR EPA REG. NO. 71995-TR**

Primary Brand Name:

**Roundup® For Lawns Crabgrass Destroyer Ready-To-Spray**

Alternate Brand Names:

**Roundup® For Lawns Crabgrass Destroyer2**

**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 from Appendix 3]

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; APPENDIX 3 for Example Graphics.***

[Insert Brand Name and Logo]

**ACTIVE INGREDIENTS:**

Topramezone .....0.18%

**OTHER INGREDIENTS:** .....99.82%

TOTAL:..... 100.00%

Contains 0.0156 lbs. topramezone per US gallon.

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

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

**Alternative Text:** [See [Back][Side] Panel for First Aid Instructions and [Leaflet][Booklet] for Complete Precautionary Statements and Directions for Use.]

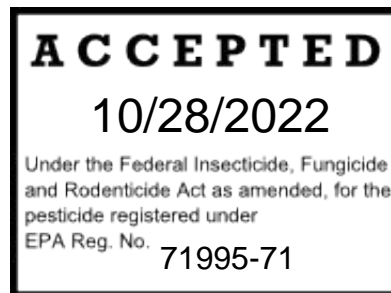
***Location of additional precautionary statements, directions for use will vary between those listed, depending on container type/size.***

[Insert Claims from Appendix 1 or 2] [Insert Graphics from Appendix 3]

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]



Roundup® For Lawns Crabgrass Destroyer Ready-To-Spray (Pending) 11/17/2020, 03/31/2021, 04/29/2021, 05/03/2021, 03/08/2022, 03/09/2022, 05/02/2022, 06/13/2022, 10/06/2022, 10/26/2022

**Optional Instructions for Booklet**

[OPEN/ ABRA]

[Open Booklet for Assembly and Use Instructions]

[Open booklet for details]

[Please open booklet below for detailed instructions]

[Press to Reseal]

[Resealable Label for Directions & [Precautions/ First Aid]]

[See inside booklet for complete Directions for Use]

**[DID YOU KNOW?]**

[Insert Brand Name for EPA# 71995-TR] [Insert Claims from Appendix 1]

[Insert Graphics from Appendix 3]

**Optional Roundup® Graphics Wheel (Any Combination of the Categories Below)**

**[Where to Use]/[What it Controls]/[What it Kills]:** [insert graphics from Appendix 3]

- [Lawns:] [Kills [listed] [weeds] [crabgrass][&][grassy weeds][,] not the lawn][\*]
- *Note to PM: [any combination of listed weeds to be listed here.]*

**[What It Does] [How it Works]** [Insert Graphics from Appendix 3]

- [Visible Results in [4/7/4-7] [Days]]/[Starts Working Immediately]
- [Whitening Indicator]
- [Won't Harm Lawn\*, Guaranteed! †]
- [Kills any size crabgrass]

**[How To Use]** [Insert Graphics from Appendix 3]

- [Connect Sprayer to Hose.] [Turn on Water.]
- [Apply when daytime temperatures are between 45° and 90°F.]
- [Reseed in 28 days/weeks]

**[What to Know] [Whitens]** [Insert Graphics from Appendix 3]

- [Highlights Weeds Sprayed]
- [Won't Harm Lawn\*, Guaranteed! †]
- [Whitening Indicator]
- [Rainproof in [3/6/24] hours]
- [People and pets may enter treated areas after spray has dried.]
- [8 fl oz Covers up to 1250 sq ft]
- [16 fl oz Covers up to 2500 sq ft]
- [32 fl oz Covers up to 5000 sq ft]
- [64 fl oz Covers up to 10000 sq ft]

[[\*]when used as directed]

©[Insert Year] [Monsanto Company] [Bayer CropScience LP] [Insert Company Name]

[Produced/ Manufactured/ Distributed] [for/ by]] [Monsanto Company] [Bayer CropScience LP]

[Lawn & Garden Products] [Insert Company Name]

[800 N. Lindbergh Blvd. St. Louis, MO 63167] [P.O. Box 418 Marysville, OH 43041] [Insert Address]

[www.roundup.com]

EPA Reg. No. 71995-TR

EPA Est. 239-IA-3<sup>(U)</sup> [Insert Additional Establishments]

Roundup® For Lawns Crabgrass Destroyer Ready-To-Spray (Pending) 11/17/2020, 03/31/2021, 04/29/2021, 05/03/2021, 03/08/2022, 03/09/2022, 05/02/2022, 06/13/2022, 08/03/2022, 10/06/2022, 10/26/2022

[Superscript is first letter of lot number]

[Manufactured in/ Produced in/ Assembled in/ Product of] [USA/ [Insert Country]] [with [Insert# %] or more US parts/ with over [Insert# %] US parts/ with foreign and domestic parts]]

[Insert 2D code/ PPN code/ LB code] [Insert UPC Barcode/ Proof of Purchase]

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

[*Optional section*]

[Insert phone & computer icons]

Questions, Comments or Information

Preguntas, Comentarios o Información

[Insert Telephone Number][www.roundup.com]

**Optional Anti-theft device statement:** [This bottle [may] contain[s] an anti-theft device[, either inside or on the back of the bottle].] [It does not affect product performance.] **Alternative Text:** [Security device included/ [This/ bottle] contains security device.]

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## DIRECTIONS FOR USE

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It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow label instructions. Shake well before use.

### Restrictions:

- **DO NOT** enter or allow people or pets to enter the treated area until spray has dried.
- **DO NOT** apply to bahiagrass, bermudagrass, buffalograss, carpetgrass, clover (desirable), creeping bentgrass, dichondra, St. Augustinegrass (including Floratam), seashore paspalum or zoysiagrass.
- **DO NOT** apply this product in a way that will contact people either directly or through drift.
- Wind speed restriction: **DO NOT** apply when wind speed is greater than 10mph.
- **DO NOT** apply more than two applications per / year.
- **DO NOT** apply more than 6.4 fl oz per 1000 sq ft [(0.00078 lb topramezone)] per application.
- **DO NOT** apply more than 12.8 fl oz per 1000 sq ft [(0.00156 lb topramezone)] per year.
- **DO NOT** mow 2 days before to 2 days after applying.
- **DO NOT** irrigate or apply if rain is expected within 24 hrs/hours of applying.
- **DO NOT** apply for 28 days after seeding of listed turfgrasses.
- **DO NOT** apply to drought stressed lawns and/or drought stressed weeds, exposed feeder roots of trees or ornamentals, or within the dripline of trees and other ornamental plants, or within ornamental beds, or to areas where runoff into those areas is likely to occur.
- **DO NOT** apply to golf course collars or greens.
- **DO NOT** use clippings as mulch around flowers, ornamentals, trees or in vegetable gardens.
- **DO NOT** apply an organophosphate (such as malathion) or carbamate insecticide (such as carbaryl) within 1 week of applying [Insert Brand Name for 71995-TR /this product] or lawn injury may result.
- **DO NOT** allow treated weeds to come in contact with desirable plants until spray has dried.
- **DO NOT** reapply this product within 3 weeks of first application.

### [HOW IT WORKS/PRODUCT INFORMATION]

- [Insert Brand Name /this/the] product] kills existing [listed][weeds][crabgrass][&][grassy weeds].
- [Insert Brand Name /this/the] product] enters [listed] [weeds] [crabgrass][&][grassy weeds] through leaves, roots and shoots and moves to the growing points of target weeds. [This/The]

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product works by stopping plant pigment production, causing treated [listed] [weeds] [crabgrass][&][grassy weeds] to turn white and stop growing. Affected weeds will turn brown and are controlled.

**WHERE TO APPLY/USE:**

- Apply [Insert Brand Name/[this/the] product] to Kentucky bluegrass, fine fescue, perennial ryegrass and tall fescue

**HOW MUCH TO USE/APPLY:**

- One [32 fl oz/1 quart] bottle covers [up to] 5,000 sq ft.

**WHEN TO APPLY/USE:**

- Apply this product to actively-growing [listed] [crabgrass][&][grassy] weeds (during the early growth stages for the best results).
- Apply when daytime temperatures are between 45°and 90° F.
- [Insert Brand Name/[this/the] product] may be applied before seeding of listed turfgrasses, including day of seeding prior to seed germination.

**WEEDS CONTROLLED / KILLS WEEDS INCLUDING:**

Barnyardgrass Crabgrass, southern Foxtail, giant Goosegrass Nimblewill* Signalgrass, broadleaf	Crabgrass, large Cupgrass, wooly Foxtail, green Johnsongrass, seedling Panicum, fall Stiltgrass, Japanese	Crabgrass, smooth Dallisgrass* Foxtail, yellow Millet, wild proso Shattercane
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\*Control requires a second application of [Insert Brand Name/[this/the] product] after 3-4 weeks.

**HOW TO USE/APPLY:**

**Ready-Spray [III]**

[Applicator] [Device] [Applicator Name] Directions/Instructions

**HOW TO USE/APPLY:**

**Connect:**

1. Connect/Attach [sprayer/bottle] to [end of] [garden] hose
2. Turn on water.  
[User Tip: Start at the farthest point and work back./ Extend hose to farthest area to be treated]

**Spray:**

1. [Remove tamper evident band/strip/seal]
2. To BEGIN spraying, [Bend small plastic tab back and] move/turn/rotate/slide [color] switch/knob/lever/slider to ON [position]. **Optional Text:** [To begin spraying, [disengage safety lock and] point nozzle in the direction you want to spray. Slide thumb activation switch forward to ON position]
3. One [32 fl oz/1 quart] bottle covers [up to] 5,000 sq ft.
4. Spray only until the [listed] [weeds] [crabgrass][&][grassy weeds] being treated are wet.
5. Spray evenly over measured area.
6. [Apply in a manner to minimize or avoid [drift/contact with desirable plants.]

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7. [Spray as directed in the [How Much to Use/Apply]/[Section Header] [instructions]

**Finish:**

1. To STOP spraying move/turn/rotate/slide [color/ thumb activation] switch/knob/lever/slider [backward] to OFF [position].
2. Turn off water.
3. Relieve water pressure by moving/turning/rotating/sliding [color/ thumb] [switch/knob/lever/slider] to [ON/ WATER/ WATER ONLY] [position].
4. After water slows to a drip, [move/turn/rotate/slide] [color] [switch /knob /lever / slider] [back] to OFF [position] [and engage safety lock].
5. Disconnect sprayer from [garden] hose.

**STORAGE AND DISPOSAL**

**PESTICIDE STORAGE:** Store product in original container in a safe place away from direct sunlight. Protect from freezing. If frozen, allow to thaw and shake well before using.

**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 disposal 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 and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

[Re-entry icon] **[Entry Restriction[s]:] DO NOT** enter or allow people or pets to enter the treated area until sprays have dried.

FIRST AID	
<b>IF IN EYES:</b>	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
Have the product container or label with you when calling a poison control center [1-800-222-1222] or doctor, or going for treatment. You may also contact [Insert Telephone Number/ 1-800-246-7219] for emergency medical treatment information.	

**ENVIRONMENTAL HAZARDS:**

This product is toxic to plants. Drift and run-off may be hazardous to plants in water adjacent to treated areas.

**GROUNDWATER ADVISORY:** This chemical has properties and characteristics associated with chemicals detected in groundwater. This chemical may leach into groundwater if used in areas where soils are permeable, particularly where the water table is shallow.

**SURFACE WATER ADVISORY:** This product may impact surface water quality due to runoff of rain water. This is especially true for poorly draining soils and soils with shallow ground water. This product is classified as a high potential for reaching both surface water and aquatic sediment via runoff for several months or

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more after application. 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 pesticide off the treatment area. Rinsing application equipment over the treated area will help to avoid run off to water bodies or drainage systems.

**[NOTICE:** To the extent consistent with applicable law, the buyer assumes all risks of use, storage or handling of this product not in accordance with label directions.]

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**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 refund the purchase price.

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**Optional Section**

**ROUNDUP BRAND FAMILY OF PRODUCTS**

[Visit the Roundup® website to learn more about the Roundup® brand family of products for the right solution to your toughest weed problems.]

**Alternative Text:** [Roundup® Lawn & Garden products have solutions to your toughest weed problems.] [Visit the Roundup® website [www.roundup.com](http://www.roundup.com)], to learn more about the Roundup® brand family of products.] [Insert Claims from Appendix 1]

[Insert Graphic- from Appendix 3]

- [Roundup® Extended Control Weed & Grass Killer products]
- [Roundup® Max Control 365 products]
- [Insert Brand Name for EPA# 71995-33]
- [Roundup® Poison Ivy Plus Tough Brush Killer products]
- [Roundup® Wild Blackberry Plus Vine & Brush Killer products]
- [Insert Brand Name for EPA# 71995-29]
- [Insert Brand Name for EPA# 71995-25]
- [Insert Brand Name for EPA# 71995-60]

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**Optional Spanish Translations:**

[Insert Label Language in Spanish as Applicable]

**[Language On Label Affixed To Back Of Container]**

[Insert generic logo from Appendix 3 and/or brand name in English & Spanish]

**[insert applicable instruction along side of base label]**

[Resealable label/Booklet] for Directions & [Precautions/ First Aid] / Etiqueta resellable para instrucciones y [avisos de precaución/ primeros auxilios.] [Open Booklet for Assembly and Use Instructions / Abra la etiqueta para las instrucciones para ensamblar y para usar.]

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**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 and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

[Re-entry icon] **[Entry Restriction[s]:] DO NOT** enter or allow people or pets to enter the treated area until sprays have dried.

<b>FIRST AID</b>	
<b>IF IN EYES:</b>	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
Have the product container or label with you when calling a poison control center [1-800-222-1222] or doctor, or going for treatment. You may also contact [Insert Telephone Number/ 1-800-246-7219] for emergency medical treatment information.	

**ENVIRONMENTAL HAZARDS:**

This product is toxic to plants. Drift and run-off may be hazardous to plants in water adjacent to treated areas.

**GROUNDWATER ADVISORY:** This chemical has properties and characteristics associated with chemicals detected in groundwater. This chemical may leach into groundwater if used in areas where soils are permeable, particularly where the water table is shallow.

**SURFACE WATER ADVISORY:** This product may impact surface water quality due to runoff of rain water. This is especially true for poorly draining soils and soils with shallow ground water. This product is classified as a high potential for reaching both surface water and aquatic sediment via runoff for several months or more after application. 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 pesticide off the treatment area. Rinsing application equipment over the treated area will help to avoid run off to water bodies or drainage systems.

**[NOTICE:** To the extent consistent with applicable law, the buyer assumes all risks of use, storage or handling of this product not in accordance with label directions.]

**STORAGE AND DISPOSAL**

**PESTICIDE STORAGE:** Store product in original container in a safe place away from direct sunlight. Protect from freezing. If frozen, allow to thaw and shake well before using.

**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 disposal agency [or Insert Telephone Number] for disposal instructions. Never place unused product down any indoor or outdoor drain.

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**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.

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**Anti-theft device statement.** [This [bottle/ box/ package] [may] contain[s] an anti-theft device[, either inside or on the back [of the [bottle/ package]].] [It does not affect product performance.]

**Alternative Text:** [Security device included/ [This] [bottle/ box/ package] contains security device.]

[Insert phone & computer icons]

[Questions, Comments or Information]

[Insert Telephone Number/ 1-800-246-7219] [www.roundup.com]

[Preguntas, Comentarios o Información]

©[Insert Year] Monsanto Company [Bayer CropScience LP] [Insert Company Name]

[Produced/ Manufactured/ Distributed] [for/ by] Monsanto Company [Bayer CropScience LP]

[Lawn & Garden Products] [Insert Company Name]

800 N. Lindbergh Blvd. St. Louis, MO 63167 [Insert Address]

[www.roundup.com]

EPA Reg. No. 71995-TR

EPA Est. No. 239-IA-3<sup>[1]</sup> [Insert Additional Establishments]

[Superscript is first letter of lot number]

[Manufactured in/ Produced in/ Assembled in/ Product of] [USA/[Insert country] [with [insert# %] or more US parts/ with over [insert# %] US parts/ with foreign and domestic parts]

[Insert 2D Code/ PPN code/ Insert LB code] [UPC Code/ Proof of Purchase]

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

[Insert Relevant Trademark Disclosure Statement(s)]

[Insert Relevant Patent Information Statement(s)] [For a list of patents, if any, covering this product or its use, please go to [insert patent website/ [www.monsantotechnology.com/lawnandgarden](http://www.monsantotechnology.com/lawnandgarden)].]

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## APPENDIX 1: Consolidated List of Label Claims

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### *Efficacy Claims*

1. Tough weed killer
2. Kills Crabgrass [in lawns] [at any time of year]
3. Kills [17/many] listed [types of] weeds [roots and all]
4. Kills [crabgrass/weed/grassy weed] roots[!][<sup>±</sup>]
5. Kills the [crabgrass/grassy weed] root[s] [<sup>±</sup>]
6. Kills tough [lawn weeds/crabgrass/and grassy weeds] [<sup>±</sup>]
7. Kills the root[s] [so crabgrass/weeds/grassy weeds don't come back] [first time, every time] [guaranteed<sup>†</sup>] qualify guarantee
8. Kills the [crabgrass/weed] you see and the root you don't
9. Kills [crabgrass] [&] [grassy weeds] [to] the root[s] [Guaranteed[!]/<sup>†</sup>]
10. Kills [crabgrass] [&] [grassy weeds] to the root [at every growth/life stage]
11. [distinct/specialized] [formula/technology] Kills [crabgrass] [&] [grassy weeds] at every stage [of its growth/life cycle]
12. Kills [crabgrass] [&] [grassy weeds] you see[<sup>±</sup>]
13. Kills any size [crabgrass] [&] [grassy weeds] [<sup>±</sup>][<sup>†</sup>]
14. Kills all sizes of [crabgrass] [&] [grassy weeds] [<sup>±</sup>][<sup>†</sup>]
15. Kills [new/established/adult/full-grown/small/large/big/tiny/seedling/sprouted/young/old/ornery/ toughest/mature/most established] [crabgrass] [&] [grassy weeds]
16. Kills the crabgrass you see and the crabgrass you don't.
17. Kills even the most mature crabgrass.
18. [distinct/specialized] [formula/technology] Kills even the biggest crabgrass
19. [distinct/specialized] [formula/technology] kills crabgrass both big and small.
20. No more crabgrass no matter its size.
21. Goodbye crabgrass both big and small
22. Size doesn't matter when it comes to killing crabgrass.
23. [distinct/specialized] [formula/technology] kills even the largest/biggest/most established crabgrass.
24. Kills [listed] [weeds] [crabgrass][&][grassy weeds] dead[<sup>±</sup>]
25. Kills [listed] [weeds] [crabgrass][&][grassy weeds], roots and all[<sup>±</sup>]
26. Spray the [weed/ leaves] to kill the root
27. [distinct/specialized] [formula/technology] Kills [major] [crabgrass] [&] [grassy weeds]
28. Kills [crabgrass] [&] [grassy weeds] in lawns[<sup>±</sup>]
29. Provides [crabgrass] [&] [grassy weeds] control
30. [Crabgrass] [&] [grassy weeds] Control
31. Controls [crabgrass] [&] [grassy weeds] in [as fast as] 2-4 week[s]
32. [distinct/specialized] [formula/technology] Kills even the toughest [crabgrass] [&] [grassy weeds]
33. Absorbs into [crabgrass] [&] [grassy weeds]
34. Once it enters the plant, it won't wash off
35. One application kills [crabgrass] [&] [most grassy weeds], roots and all [<sup>±</sup>][<sup>†</sup>]
36. Proven performance: Roundup brand products work the first time, every time and have for over [30/40] years
37. Great for use on [crabgrass] [&] [grassy weeds] [in the lawn/in lawns][<sup>±</sup>][<sup>†</sup>]
38. Kills [crabgrass] [&] [grassy weeds] you directly spray[<sup>±</sup>]
39. Multipurpose [crabgrass] [&] [grassy weeds] control<sup>±</sup>
40. [Weeds],[crabgrass] [&] [grassy weeds] die, grass lives[<sup>±</sup>][<sup>†</sup>]
41. Formulated to kill even the toughest [crabgrass] [&] [grassy weeds] [<sup>±</sup>]
42. For use on [crabgrass] [&] [grassy weeds] [<sup>±</sup>]
43. Kills [crabgrass] [&] [grassy weeds] without harming grass. [<sup>±</sup>][<sup>†</sup>]
44. Targets tough [crabgrass] [&] [grassy weeds] not your lawn.\*

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45. Harmful to [crabgrass] [&] [grassy weeds]. Harmless to your lawn.\*
46. Tough on [crabgrass] [&] [grassy weeds]. Easy on your lawn.\*
47. Kills [crabgrass] [&] [grassy weeds] without harming your lawn. [±]\*
48. Kills the [crabgrass] [&] [grassy weeds] you see and don't see. [±]
49. Kills [crabgrass] [&] [grassy weeds] not your lawn. [±]\*
50. Take control when [crabgrass] [&] [grassy weeds] take[s] over.
51. Kill [crabgrass] [&] [grassy weeds]. Keep your lawn. [±]\*
52. Kills [crabgrass] [&] [grassy weeds] both new and old. [±]
53. No more crabgrass no matter its stage of life.
54. Kills [crabgrass] [&] [grassy weeds] whether you see it or don't. [±]
55. [crabgrass] [&] [grassy weeds] size doesn't matter [to product name]
56. Kills [crabgrass] [&] [grassy weeds] of any size. [±]

\* when used as directed

± as listed / see inside [booklet] for weed list

### **Formula Claims**

**Note to PM: Claims 57 and 58 may appear on any label panel for 6 months following approval of label.**

57. New
58. New/Now
59. Specially formulated [for Crabgrass] [&] [grassy weeds]
60. Specialty [Technology/Formula] [Crabgrass Killer]
61. Whitening [technology] isolates [[crabgrass] [and other grassy weeds]]
62. Whitening [technology/indicator] so you know its working
63. [WhiteOut/Trademark Name] Technology
64. Whitening [technology/indicator] reveals crabgrass in your lawn [and kills it] [dead]

### **Coverage**

65. Covers up to 5000 sq. ft. per quart/qt.
66. Treats up to 5000 sq. ft. per quart/qt.
67. 8 fl oz covers up to 1250 sq ft
68. 16 fl oz covers up to 2500 sq ft
69. 32 fl oz covers up to 5000 sq ft
70. 64 fl oz covers up to 10000 sq ft

### **Weather & Speed**

71. Visible Results in [4/7/4-7] days
72. Rainproof in 3/6/24 hours
73. Absorbs on contact[, starts working immediately]
74. Starts working immediately (in hours)
75. Visible whitening [in [4/7/4-7]] days
76. Works [whenever/anytime] you see crabgrass.
77. Kills crabgrass in [spring] [or] [summer].
78. Works any season [you see crabgrass]
79. Kills crabgrass all season
80. See it, Spray it, Gone.
81. Reseed after 28 days.
82. Controls/Kills] [crabgrass] [&] [grassy weeds] at any time of year
83. Can reseed or sod lawns 28 days after treatment

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84. Plant [lawn grasses, seed] 28 days after application

### **Guarantee**

- 85. Guaranteed (we guarantee it) †
- 86. Guaranteed results [with one application] †
- 87. Guaranteed to kill to the root so [crabgrass] [&] [grassy weeds] [weeds] won't come back†
- 88. Guaranteed Satisfaction †
- 89. Guaranteed!† **Note to PM: this claim can be combined with any claim listed on the label.**
- 90. Guaranteed† [we guarantee it†]
- 91. Guaranteed results† [with one application†]
- 92. Won't harm your lawn[\*] [guaranteed] †
- 93. Guaranteed results or your money back†
- 94. For a beautiful crabgrass free lawn

### **Whitening Related:**

- 95. [Crabgrass] [&] [grassy weeds] [whitens/discolors/bleaches] as it dies
- 96. [Crabgrass] [&] [grassy weeds] [whitens/discolors/bleaches] as it works
- 97. Turns [affected areas/crabgrass/grassy weeds] [white/yellow/brown] [so you know its working]
- 98. Whitening indicator [highlights weeds [you] sprayed] [and] [shows weeds [you] missed]
- 99. One application turns [crabgrass] [&] [grassy weeds] [white/yellow/brown]
- 100. First [crabgrass] [&] [grassy weeds] [turn[s] white/bleach[es]], then it/they [die[s]/turn[s] brown]
- 101. Visual indicator turns [crabgrass] [&] [grassy weeds] white [in days]
- 102. [Starts working when the] weeds turn white
- 103. Visible effects are white or brown spots and gradual wilting and yellowing advancing to complete browning and root destruction.
- 104. [Crabgrass] [&] [grassy weeds] turn[s] white [after applying] [so you can see its working]
- 105. Frosted [white/bleached] [crabgrass/grassy weeds/lawn weeds] shows it is working
- 106. [Crabgrass] [&] [grassy weeds] go[es] from green to white to brown
- 107. White = Working
- 108. Turns weeds white
- 109. Turns crabgrass white
- 110. Whitens while it works
- 111. White means it's working
- 112. When it's white, it's as good as gone
- 113. Makes [crabgrass] [&] [grassy weeds] raise the white flag
- 114. Paints [crabgrass] [&] [grassy weeds] into a corner
- 115. Once it's frosted, it's as good as gone
- 116. Once it's white, it's as good as dead
- 117. Uses sunlight to [[highlight,] [isolate] and kill] [crabgrass] [&] [grassy weeds][±]
- 118. Fueled by the sun [[to kill] [crabgrass] [&] [grassy weeds] [±]
- 119. Uses [the sun/sunlight] to [[highlight,] [isolate] and kill] [crabgrass] [&] [grassy weeds] [±]
- 120. [Allows/Uses] [sunlight/the sun] to kill [crabgrass] [&] [grassy weeds] fast[±]
- 121. Harness the power of the sun to kill [crabgrass] [&] [grassy weeds] [±]
- 122. Uses sunlight to [interrupt/disrupt] the [crabgrasses/weeds] natural [biology/cycle/pattern][±]
- 123. Technology Name + natural sunlight whitens to kill crabgrass[±]
- 124. Works with the sun to whiten [and kill] crabgrass[±]
- 125. Works with [heliopower/sunpower] [to kill crabgrass] [±]
- 126. Uses the sun to [burn/bleach] [and kill] crabgrass[±]
- 127. Photo-bleaches [to kill/and kills] crabgrass
- 128. Uses [the sun/sunlight] to kill crabgrass and leave more [space/room] for grass to thrive[±]

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- 129. [Use the sun to ] help your lawn win by killing crabgrass[\*]
- 130. Turns the sun against crabgrass [to kill it] [\*]
- 131. Disrupts crabgrass photosynthesis [to kill it]
- 132. Whitening's simply a phase in the kill
- 133. Temporary whitening of [the] [weed/crabgrass/grassy weeds] [until it/they die(s)]
- 134. White [weeds/crabgrass/grassy weeds] [is/are] [a] [temporary/interim/short-lived/passing/short] [stage/phase] [before it dies]
- 135. Whitens while it kills
- 136. Turns Crabgrass and other grassy weeds white 4-7 days after application

**Other**

**Note to PM: Claims 137 and 138 may appear on any label panel for 6 months following approval of label.**

- 137. Before [weed graphics from Appendix 3] / After [weed graphics from Appendix 3]
- 138. For Use On Lawns
- 139. NEW! [describe improvement or change]
- 140. NOW! [describe improvement or change]
- 141. (Use) For Broadcast [Crabgrass] [&] [Grassy Weed] Control [in entire lawn]
- 142. Odorless
- 143. For [severe crabgrass infestations] [areas with lots of [crabgrass] [&] [grassy weeds]], bare spots may occur and will need to be reseeded
- 144. Does not kill broadleaf weeds [dandelions, clover, etc].
- 145. Won't harm the lawn[\*] – guaranteed†
- 146. Does not harm lawn[\*]
- 147. Kills [crabgrass] [&] [grassy weeds], not lawns[\*]
- 148. [crabgrass] [&] [grassy weeds] die[s], your lawn thrives[\*]
- 149. Won't Harm Lawns[\*]
- 150. Won't harm grass[\*]
- 151. Kills Weeds – Won't Harm Lawns[\*]
- 152. Kills Weeds – Won't Harm Lawns\*, Guaranteed†
- 153. Will not Harm [Your] Lawn[s][\*]
- 154. Easy on lawns [grass][\*], tough on weeds!
- 155. For home lawn care.
- 156. Lawn-friendly formula[\*]
- 157. No more hand pulling
- 158. Hard on [crabgrass] [&] [grassy weeds], easy on you
- 159. White Weed Killer
- 160. For use on [northern lawns] [cool season grasses]
- 161. Not for use on [southern lawns][warm season grasses]
- 162. Where there's a weed there's a way
- 163. Intended for use only on residential lawns

\*when used as directed

**Applicator Claims**

- 164. [Easy] [Ergonomic] Comfort Grip [Design] [Handle]
- 165. No mixing, no measuring
- 166. One step prep
- 167. Covers/Treats [up to] [5000/appropriate coverage from Appendix 2 for container size] sq. ft.]
- 168. Ergonomic [design]
- 169. Easy grip [control]
- 170. Easy/ Simple [to use]

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171. Convenient [Simple] [Design]
172. Simple [and easy] [to use]
173. [Simply] attach to [garden] hose and spray [go]
174. Gentle shower [applicator] [spray pattern]
175. Hand doesn't get wet
176. Hand stays dry
177. No messy clean-up
178. No concentrate contact (with) [Ready-Spray®/Ready-to-Spray/Applicator Name]
179. Includes water [only] setting [option]
180. Instant/Easy [One-handed] on/off applicator/switch/action
181. One-handed operation [use] [spraying]
182. Ready-Spray®/Ready-to-Spray/Applicator Name
183. [To remove] Cut here [to remove] /[Insert graphic from Appendix 3].
184. Remove [Before Use]
185. Tamper Evident [seal/strip/band]

**PROMOTIONAL OFFERINGS OPTIONS**

**Note to PM: Claims 192-195 may appear on any label panel for 6 months following approval of label.**

186. Bonus [Size/ Pack/ Pak]
187. Bundle Pack
188. [Insert number] Bottles [Included]
189. [Insert value]% Free [than [insert appropriate product size]]
190. [Insert value]% More [than [insert appropriate product size]]
191. Club [Pack/ Pak]
192. Combo [Pack/ Pak]
193. NEW! **Use only if new package or formulation**
194. New and Improved! **Use only if new package or formulation**
195. New! Larger size [covers up to [Insert value] sq ft]<sup>+</sup>
196. NOW! **Use only if new package or formulation**
197. VALUE [SIZE/ SIZED]
198. Value [Pack/ Pak]
199. [Insert #] Refill[s] [Included/ Attached]
200. [Insert Dollar Amount] Rebate
201. A [Insert dollar amount] Value
202. Free [Insert Description] with this purchase of [Insert Brand Name] [Insert Container Size]
203. FREE [Insert Brand Name] [Insert Amount] [VALUE]
204. FREE REFILL [with purchase [of Insert Brand Name]]
205. FREE SAMPLE
206. Great Value
207. TWIN [PACK/ PAK]
208. Roundup® Lawn & Garden products have solutions to your toughest weed problems.
209. Visit the Roundup® website [[www.roundup.com](http://www.roundup.com)] to learn more about the Roundup® brand family of products.
210. Visit the Roundup® website [[www.roundup.com](http://www.roundup.com)] for solutions to your toughest weed problems.

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**APPENDIX 2 – Packaging Related Instructions**

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**Spray Coverages for Container Sizes**

Abbreviations: FL OZ = fluid ounces; GAL = gallon; PT = Pint; QT = Quart; Sq Ft = square feet, LBS = Pounds









<b>Net Content / SKU size</b>	<b>Spray Coverage of up to</b>	<b>Topramezone Applied in Spray Coverage Area</b>
8 FL OZ	1250 Sq Ft	0.0098 lbs
16 FL OZ [(1 PT)]	2500 Sq Ft	0.00195 lbs
32 FL OZ [(1 QT)]	5000 Sq Ft	0.0039 lbs
64 FL OZ [0.5 GAL]	10000 Sq Ft	0.0078 lbs

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### Appendix 3 - Example Graphics

The following are representative of graphics that could be used in the marketed label. If the graphic is used, changes to the exact color, shape, size, orientation or amount of items depicted may occur based on marketing decisions and the available space on the label.

Graphics	How or where graphic may be used (Text in parenthesis for example only)
	Claims discussing areas of use (For use on lawns)
	Re-entry Graphic
	Contact Information
	Generic Brand Logo
	Rainproof Claims (Rainproof in [3/6/24] Hours )
	Efficacy Claims (Kills Any Size Crabgrass & Grassy Weeds)
	Replanting Claims (Plant 28 Days After Application)
	Visibility or Speed claims (Temporary Whitening of the Weed; Starts Working Immediately)

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