



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs

Registration Division (7505T)

1200 Pennsylvania Ave., N.W.

Washington, D.C. 20460

NOTICE OF PESTICIDE:

☒ Registration

☐ Reregistration

(under FIFRA, as amended)

EPA Reg. Number:

92564-88

Date of Issuance:

8/29/24

Term of Issuance:

Conditional

Name of Pesticide Product:

21NAHER231

Name and Address of Registrant (include ZIP Code):

SBM Life Science Corp.

P.O. Box 525

Morrisville, NC 27560

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 conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

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

Continues page 2

Signature of Approving Official:

Mindy Ondish, Product Manager 23

Herbicide Branch, Registration Division (7505T)

Date:

8/29/24

2. You are required to comply with the data requirements described in the generic data call-ins (GDCIs) identified below:

- a. Dicamba GDCI-029801-1659

You must comply with all of the data requirements within the established deadlines. If you have questions about the GDCIs listed above, you may contact the Chemical Review Manager in the Pesticide Re-Evaluation Division: <http://iaspub.epa.gov/apex/pesticides/f?p=chemicalsearch:1>

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 you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

The following alternate brand names have been added to the product record:

- BioAdvanced Season Long Weed Control Concentrate
- BioAdvanced Season Long Weed Control For Southern Lawns Concentrate
- BioAdvanced Southern Season Long Weed Control Concentrate
- BioAdvanced Season Long Weed Killer & Preventer II Concentrate
- BioAdvanced Season Long Weed Killer & Preventer For Southern Lawns II Concentrate
- BioAdvanced Southern Season Long Weed Killer & Preventer Concentrate
- BioAdvanced Season Long Lawn Weed Killer For Lawns Concentrate
- BioAdvanced Season Long Lawn Weed Killer For All Lawns Concentrate
- BioAdvanced Season Long Lawn Weed Killer For Southern Lawns Concentrate
- BioAdvanced All-In-One Lawn Weed Killer For Southern Lawns Concentrate
- BioAdvanced All-In-One Lawn Weed Killer & Preventer For Southern Lawns Concentrate
- BioAdvanced All-In-One Lawn Weed Killer For Lawns Concentrate
- BioAdvanced All-In-One Lawn Weed Killer & Preventer For Lawns Concentrate
- BioAdvanced All-In-One Lawn Weed Killer For Established Lawns Concentrate
- BioAdvanced All-In-One Lawn Weed Killer & Preventer For Established Lawns Concentrate
- BioAdvanced Season Long Weed Killer Concentrate

- BioAdvanced Season Long Lawn Weed Killer Concentrate
- BioAdvanced Southern Season Long Lawn Weed Killer Concentrate
- BioAdvanced Southern Season Long Weed Killer For Lawns Concentrate
- BioAdvanced Season Long Weed Control For Lawns II Concentrate
- BioAdvanced Southern Season Long Weed Control For Lawns II Concentrate
- BioAdvanced Southern Lawn Weed Killer Concentrate
- BioAdvanced Southern Lawn Weed Killer With 4 Month Control Concentrate
- BioAdvanced Southern Lawn Weed Control Concentrate
- BioAdvanced Science-Based Solutions Season Long Weed Control Concentrate
- BioAdvanced Science-Based Solutions Season Long Weed Control For Southern Lawns Concentrate
- BioAdvanced Science-Based Solutions Southern Season Long Weed Control Concentrate
- BioAdvanced Science-Based Solutions Season Long Weed Killer & Preventer II Concentrate
- BioAdvanced Science-Based Solutions Season Long Weed Killer & Preventer For Southern Lawns II Concentrate
- BioAdvanced Science-Based Solutions Southern Season Long Weed Killer & Preventer Concentrate
- BioAdvanced Science-Based Solutions Season Long Lawn Weed Killer For Lawns Concentrate
- BioAdvanced Science-Based Solutions Season Long Lawn Weed Killer For All Lawns Concentrate
- BioAdvanced Science-Based Solutions Season Long Lawn Weed Killer For Southern Lawns Concentrate
- BioAdvanced Science-Based Solutions All-In-One Lawn Weed Killer For Southern Lawns Concentrate
- BioAdvanced Science-Based Solutions All-In-One Lawn Weed Killer & Preventer For Southern Lawns Concentrate
- BioAdvanced Science-Based Solutions All-In-One Lawn Weed Killer For Lawns Concentrate
- BioAdvanced Science-Based Solutions All-In-One Lawn Weed Killer & Preventer For Lawns Concentrate
- BioAdvanced Science-Based Solutions All-In-One Lawn Weed Killer For Established Lawns Concentrate
- BioAdvanced Science-Based Solutions All-In-One Lawn Weed Killer & Preventer For Established Lawns Concentrate
- BioAdvanced Science-Based Solutions Season Long Weed Killer Concentrate
- BioAdvanced Science-Based Solutions Season Long Lawn Weed Killer Concentrate
- BioAdvanced Science-Based Solutions Southern Season Long Lawn Weed Killer Concentrate
- BioAdvanced Science-Based Solutions Southern Season Long Weed Killer For Lawns Concentrate
- BioAdvanced Science-Based Solutions Season Long Weed Control For Lawns II Concentrate
- BioAdvanced Science-Based Solutions Southern Season Long Weed Control For Lawns II Concentrate
- BioAdvanced Science-Based Solutions Southern Lawn Weed Killer Concentrate

- BioAdvanced Science-Based Solutions Southern Lawn Weed Killer With 4 Month Control Concentrate
- BioAdvanced Science-Based Solutions Southern Lawn Weed Control Concentrate

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

- Basic CSF dated 8/30/2022
- Alternate CSF 1 dated 9/1/2022

If you have any questions, please contact Julia Kerr by phone at 202-566-2810, or via email at kerr.julia@epa.gov.

Enclosure

Editorial Notes:

[Bracketed text] is optional language. Any text separated by a backslash "/" and "or" are options.

Optional text such as claims may be placed anywhere on the label. Other optional text located within mandatory sections may be placed anywhere within the section it appears in on the label

Refer to Appendix I for marketing claims.

The term "New[!]" as a claim will only be used for the first 6 months following product release.

With the exception of product brand names: The word "and" may be substituted with "&". Numbers may be expressed in words or digits [Eg: 1 = one]. Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

21NAHER231

{ABNs}

BioAdvanced® Season Long Weed Control Concentrate
BioAdvanced® Season Long Weed Control For Southern Lawns Concentrate
BioAdvanced® Southern Season Long Weed Control Concentrate
BioAdvanced® Season Long Weed Killer & Preventer II Concentrate
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BioAdvanced® Season Long Weed Killer Concentrate
BioAdvanced® Season Long Lawn Weed Killer Concentrate
BioAdvanced® Southern Season Long Lawn Weed Killer Concentrate
BioAdvanced® Southern Season Long Weed Killer For Lawns Concentrate
BioAdvanced® Season Long Weed Control For Lawns II Concentrate
BioAdvanced® Southern Season Long Weed Control For Lawns II Concentrate
BioAdvanced® Southern Lawn Weed Killer Concentrate
BioAdvanced® Southern Lawn Weed Killer With 4 Month Control Concentrate
BioAdvanced® Southern Lawn Weed Control Concentrate
BioAdvanced® Science-Based Solutions Season Long Weed Control Concentrate
BioAdvanced® Science-Based Solutions Season Long Weed Control For Southern Lawns Concentrate
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BioAdvanced® Science-Based Solutions Season Long Lawn Weed Killer Concentrate
BioAdvanced® Science-Based Solutions Southern Season Long Lawn Weed Killer Concentrate
BioAdvanced® Science-Based Solutions Southern Season Long Weed Killer For Lawns Concentrate
BioAdvanced® Science-Based Solutions Season Long Weed Control For Lawns II Concentrate

ACCEPTED

08/29/2024

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under
EPA Reg. No.

92564-88

BioAdvanced® Science-Based Solutions Southern Season Long Weed Control For Lawns II Concentrate
BioAdvanced® Science-Based Solutions Southern Lawn Weed Killer Concentrate
BioAdvanced® Science-Based Solutions Southern Lawn Weed Killer With 4 Month Control Concentrate
BioAdvanced® Science-Based Solutions Southern Lawn Weed Control Concentrate

Active Ingredients:	% by wt.
Dithiopyr.....	1.10%
Dicamba.....	0.44%
Penoxsulam	0.10%
Other Ingredients	<u>98.36%</u>
Total:.....	100.00%

THIS PRODUCT CONTAINS:
0.092 lb. dithiopyr (CAS # 97886-45-8) per gallon
0.037 lb. dicamba (CAS # 1918-00-9) per gallon
0.0082 lb. penoxsulam (CAS# 219714-96-2) per gallon

FOR RESIDENTIAL OUTDOOR USE ONLY
KEEP OUT OF REACH OF CHILDREN

CAUTION

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

NET CONTENTS: x fl oz (x mL)


{21NAHER231 8/19/2024}

(Back Panel)

[Insert Claims from Appendix I]

[STOP!] [READ THE/THIS [ENTIRE] LABEL FIRST]


{Note to reviewer: Quick [Product] Facts/Information is optional, and the information may appear inside or outside the box in part or in full}

[QUICK FACTS/PRODUCT FACTS/PRODUCT INFORMATION]	
{Editorial Note – Marketing Claims Positioned Here} [Insert optional claims from Appendix 1]	
KILLS/CONTROLS [WEEDS]	Kills (number)+ listed [broadleaf] weeds [including [insert any weed from weed list]]
WHEN TO USE	Apply anytime from spring through fall to actively growing established turf [when temperatures are at least 50 degrees F] [when temperatures are between 50-90 degrees F] to kill broadleaf [lawn] weeds. [This product will not burn your lawn when temperatures rise, up to 90 degrees F.]
WHERE TO USE	ON ESTABLISHED LAWNS Cool Season Grasses: bentgrass, Kentucky bluegrass, fescue (chewing, creeping red, tall) and perennial ryegrass Warm Season Grasses: bermudagrass (common or hybrid), tall fescue, kikuyugrass and zoysiagrass [centipedegrass] [St. Augustinegrass] [buffalograss] {Note: lawn types may be reordered} DO NOT USE ON ANY OTHER TURF TYPES including: dichondra, carpetgrass, bahiagrass, or turfgrass containing desirable clovers.
COVERAGE	Covers [4,000] sq. ft. of lawn [Makes [approximately] [8] gallons of finished product] {for concentrate packaging only} {Note to PM: sq. ft. coverage is based upon a 32 fl oz size bottle. Bracketed numbers can change as bottle size changes.}
  	For questions or comments, call toll-free 1-877-229-3724 or visit [us online/our website at] [www.BioAdvanced.com] [Use your phone(to) [scan][the][tag][or][this code][to learn][or][to][see/view][information][the][M]SDS][Videos] [(on)how to use][this product][for [how to(use)] [tips] <i>QR code for example only</i> 

{Note to Reviewer: QR Code image is representative and for position only and it may appear on any panel of the marketplace label}

EPA Reg. No. 92564-88

EPA Est. No. XXXX

[] 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 in eyes	<ul style="list-style-type: none"> ▪ Hold eye open and rinse slowly and gently with water for 15-20 minutes. ▪ Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. ▪ Call a poison control center or doctor for further treatment advice.
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 further treatment advice.
<p>NOTE: When calling a poison control center, have this product label accessible. If seeking treatment at an emergency room or doctor's office, bring this product label to show medical personnel. You may call 24/7 toll-free 1-877-229-3763 for medical emergency information.</p> <p>Active Ingredients: 0.44% Dicamba (CAS # 1918-00-9), 0.10% Penoxsulam (CAS# 219714-96-2), and 1.10% Dithiopyr (CAS # 97886-45-8)</p>	

PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS AND DOMESTIC ANIMALS CAUTION
<ul style="list-style-type: none"> • Harmful if swallowed. • Causes moderate eye irritation. • Avoid contact with eyes, skin, or clothing. • After using this product wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

ENVIRONMENTAL HAZARDS
<ul style="list-style-type: none"> ▪ This product is toxic to fish and highly toxic to aquatic invertebrates including oysters and shrimp. ▪ 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. ▪ Ground Water Advisory: This product has properties and characteristics associated with chemicals detected in groundwater. This product may leach into groundwater if used in areas where soils are permeable, particularly where the water table is shallow. May result in ground water contamination. Application around a cistern or well may result in contamination of drinking water or groundwater. ▪ Non-Target Organism Advisory: This product is toxic to plants and may adversely impact the forage and habitat of non-target organisms, including pollinators, in areas adjacent to the treated site. Protect the forage and habitat of non-target organisms by following label directions intended to minimize spray drift.

DIRECTIONS FOR USE

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

BEFORE USE

Read and follow all label directions.



RESTRICTIONS

- Do not apply this product in a way that will contact any person or pet, either directly or through drift.
- Keep people and pets out of the area during application and until spray has dried.
- Do not allow people or pets to enter the treated area until sprays have dried.
- Not for use on turf being grown for sale or other commercial use as sod, or for commercial seed production, or for research purposes.
- Do not apply directly to, or allow spray drift on flowers, ornamental shrubs, trees, or other desirable plants, as injury may occur.
- Do not apply within 10 feet from sensitive plants [including vegetable gardens].
- Clippings from mowings should be left on the treated area. Do not use the clippings from the treated area as mulch or compost around flowers, ornamentals, trees, or in vegetable gardens.
- Do not treat lawns under stress due to drought, flooding, excessive fertilizer or soil salts, wind injury due to insects, nematodes or disease.
- Do not allow the product to enter any drain during or after application.
- Do not apply when rainfall is expected within 24 hours (for control minimum 1 hour before the product has sufficient time to dry).
- Do not make applications during rain.
- Do not apply under windy conditions that would cause the product to drift to sensitive plants.
- Do not spray the product into fish pools, ponds, streams, or lakes.
- Do not apply more than 1.5 lb ai/A of dithiopyr per year (when using additional products containing dithiopyr).
- Do not apply more than 8 fl oz of this product per 1,000 sq. ft. per application (equivalent to 0.25 lb dithiopyr, 0.10 lb dicamba, and 0.02 lb penoxsulam per acre).
- Do not apply more than 4 times per year
- Do not exceed 32 fl oz product per 1,000 sq. ft. per year (equivalent to 1 lb dithiopyr, 0.40 lb dicamba, and 0.08 lb penoxsulam per acre).
- In the state of New York do not exceed 8 fl oz of product per 1,000 sq. ft. per year (equivalent to 0.25 lb of dithiopyr per acre per year)

PRECAUTIONS

- Use this product only on established lawns.
- Excessive rainfall within 24 hours after application may cause unintended run-off of pesticide application.
- Apply when the air is calm to avoid spray drift onto desirable plants.

WHEN TO USE

Apply anytime from spring through fall to actively growing established turf [when temperatures are at least 50 degrees F] [when temperatures are between 50-90 degrees F] to kill broadleaf [lawn] weeds.

This product will not burn your lawn when temperatures rise, up to 90 degrees F.

WHERE TO USE

ON ESTABLISHED LAWNS

Cool Season Grasses: bentgrass, Kentucky bluegrass, fescue (chewing, creeping red, tall) and perennial ryegrass



Warm Season Grasses: bermudagrass (common or hybrid), tall fescue, kikuyugrass and zoysiagrass [centipedegrass] [St. Augustinegrass] [buffalograss]




{Note: lawn types may be reordered}

DO NOT USE ON ANY OTHER TURF TYPES including: dichondra, carpetgrass, bahiagrass, or turfgrass containing desirable clovers.

HOW MUCH TO USE	<p>Use as a broadcast treatment (treating whole areas of the lawn).</p> <p>{Option 1: Concentrate}</p> <ul style="list-style-type: none"> • Measure area to be sprayed. Calculate 'square feet' by multiplying length times width. • For best results, use spray solution immediately. If it is necessary to store, shake vigorously before use. Do not store for more than 3 days. <p>Mix 4 fluid ounces per [1] gallon(s) of water to treat 500 sq. ft. Food utensils, such as tablespoons and measuring cups, must not be used for food purposes after use with any pesticide.</p> <p>{Option 2: Ready-To-Spray}</p> <p>This bottle treats [up to] [4,000] sq. ft.</p> <p>Measure area to be sprayed. Calculate 'square feet' by multiplying length times width. [In order to gauge how quickly you should walk [to cover] [4,000 sq. ft.] this bottle will empty in approximately [XX] minutes].</p> <p>{Packaging-related note: Adjust sq. ft. coverage proportionately for sizes other than 32 fl. oz. (equivalent to 8 fl. oz. per 1,000 sq. ft.), e.g. 5,000 sq. ft. corresponds to 40 fl. oz.}</p> <p>The maximum application rate of this product is 8 fl. oz. per 1,000 sq. ft. per application. Do not apply more than 4 times per year (except in the state of New York). See Restrictions above for more information on maximum use rates.</p>
HOW TO USE [APPLY]	To kill weeds, thorough lawn and weed coverage is necessary.

{Option 1: Concentrate packaging}

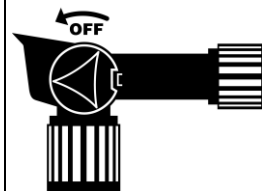
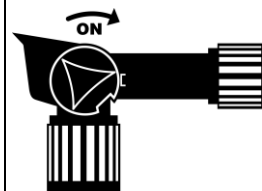
SPRAYER TYPES	
<p>{ART: ICON OF PUMP TYPE}</p> 	<p><u>For Pump Style Tank Sprayer:</u></p> <ol style="list-style-type: none"> 1. Add the appropriate amounts of water & this product to the sprayer tank. [For 4 fl oz measuring cup: Pour entire contents of the cup into spray tank and fill with water to 1 gallon mark.] {AND/OR} [For 8 fl oz measuring cup: Pour entire contents of the cup into spray tank and fill with water to 2 gallon mark.] 2. Close sprayer, shake well and pressurize. 3. Adjust nozzle to a coarse spray pattern. Hold tip of wand about 12" from weed(s), aim at center of weed & spray. 4. Occasionally re-pressurize sprayer if needed to maintain a good spray pattern.
<p>{ART: icon of flexible bag with sprayer, approximately ½ to 1 gal}</p> 	<p><u>{For Pre-measured Concentrate plus bag and Sprayer:}</u></p> <p>To make one container of spray:</p> <ol style="list-style-type: none"> 1. Fill with water [to the fill line]. Do not overfill. 2. Empty concentrate [bottle] [package] into the neck of [flexible] container/bag 3. Attach sprayer and tighten, then shake 4. Apply

<p>{ART: icon of Jaws type sprayer}</p> 	<p><u>{For Pre-measured Concentrate pod plus Sprayer filled with water:}</u></p> <p>To make one bottle of spray:</p> <ul style="list-style-type: none"> • [Fill –] When bottle is empty, fill with water [to the fill line]. Do not overfill or pod will not empty. • [Reload –] Insert the refill pod into the neck of the bottle • [Reuse –] Insert the sprayer through the pod, tighten sprayer to release concentrate [,shake] and spray <p><u>OR</u></p> <p>Fill bottle to the [water fill] level/line. Note: Do not overfill bottle. Pod will not empty. Insert pod into bottle neck. Attach sprayer to bottle and shake gently.</p>
<p>(ART: ICONDIAL TYPE)</p> 	<p><u>For Dial-Style Hose-End Sprayers:</u></p> <p>Best for spraying large areas such as the entire lawn.</p> <ul style="list-style-type: none"> - Fill sprayer jar with enough product for the area to be treated. DO NOT ADD WATER. - Close sprayer and set dial as recommended below: <ul style="list-style-type: none"> - Ortho Dial 'N Spray Setting: 4 FL OZ - Chameleon Hose-End Sprayer Setting: 4 FL OZ <p>TIP: The numbers on dial indicate amount of concentrate per gallon of spray.</p> <ul style="list-style-type: none"> - Hook to garden hose and apply. <p>To avoid contact with the treated area, begin by spraying area farthest from faucet walking backwards as you spray.</p> <ul style="list-style-type: none"> - Pour any unused product back into this original container.
<p>(ART: ICON OFWATER TYPE)</p> 	<p><u>For Concentrate-Plus-Water Hose-End Sprayers:</u></p> <p><i>Best for spraying large areas (broadcast treatment) such as the entire lawn.</i></p> <ol style="list-style-type: none"> 1. Pour this product into sprayer jar to the required 'Fluid Ounce' level. 2. Add the appropriate amount of water to the 'Gallons' level. 3. Replace sprayer top and shake well before applying. 4. Attach sprayer to garden hose and apply. 5. To avoid contact with the treated area, begin by spraying area farthest from faucet walking backwards as you spray.

SPRAYER TYPES

{Note: graphics of RTS sprayer head optional}

HOW TO ATTACH AND SPRAY



{Option 1}

CONNECT

1. Connect sprayer to garden hose.
2. Turn on water.

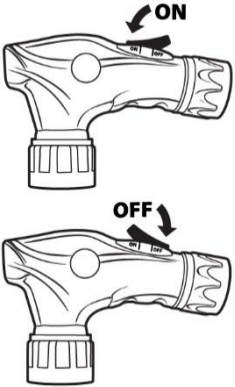
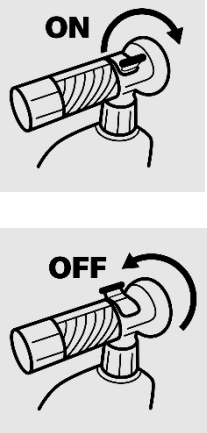
SPRAY

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



FINISH

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

<p>HOW TO ATTACH AND SPRAY</p> 	<p>{Option 2}</p> <p>CONNECT</p> <ol style="list-style-type: none"> 1. Shake well before use. 2. Securely Connect sprayer to garden hose. 3. Be sure that ON/OFF Switch is in OFF position, toward hose end of sprayer. 4. Turn on water at faucet. 5. For first time use, remove plastic shipping lock from beneath switch. <p>SPRAY</p> <ol style="list-style-type: none"> 1. Extend hose to farthest area to be treated, point sprayer nozzle in direction to be sprayed. 2. Begin spraying - Push ON/OFF Switch forward into ON position. 3. Walk at a steady pace while spraying, using an even sweeping motion, and slightly overlap treated areas. Work back toward faucet to avoid walking over wet, treated grass. <p>FINISH</p> <ol style="list-style-type: none"> 1. To stop spraying, push ON/OFF Switch to OFF position. 2. Turn off water at faucet. 3. Relieve water pressure in hose by turning ON/OFF Switch back to ON position until water slows to a drip, then return ON/OFF switch to OFF position. 4. Disconnect sprayer from hose.
	<p>{Option 3}</p> <p>[For first time use, remove plastic shipping lock.]</p> <p>CONNECT</p> <ol style="list-style-type: none"> 1. Shake well before use. 2. Connect sprayer to garden hose. 3. Make sure that the Sprayer is in the OFF position. 4. Turn on water at faucet. <p>SPRAY</p> <ol style="list-style-type: none"> 1. Extend hose to farthest area to be treated, point Sprayer nozzle in direction to be sprayed. 2. Turn Sprayer to ON position. 3. Walk at a steady pace while spraying, using an even sweeping motion, and slightly overlap treated areas. Work back toward faucet to avoid walking over wet, treated areas. <p>FINISH</p> <ol style="list-style-type: none"> 1. To stop spraying, turn Sprayer to OFF position. 2. Turn off water at faucet. 3. Relieve water pressure in hose by turning Sprayer to ON position until water slows to a drip, then turnSprayer to OFF position. 4. Disconnect Sprayer from hose.
<p>{Generic Sprayer Instructions to be included}</p>	<p>{Option 4}</p> <ul style="list-style-type: none"> • Shake Well before Use • Connect [hose] • [Turn on Water] • Spray [in an even sweeping motion]/Apply evenly across the treatment area • Finish [by disconnecting sprayer from hose]

HOW OFTEN	This product may be reapplied no sooner than 35 days after the previous application.
HOW [IT] [THIS PRODUCT] WORKS	This product contains three selective herbicides [– it selectively kills weeds in the lawn but won't harm the lawn itself.]
FOR BEST RESULTS	<p>[WHEN TO APPLY]</p> <ul style="list-style-type: none"> ▪ [Spray when weeds are present.] ▪ [Temperatures are between 50 - 90° F] ▪ [When temperatures are at least 50° F] ▪ [Do not apply while grass is emerging from dormancy.] <p>[MOWING]</p> <ul style="list-style-type: none"> ▪ [Do not mow for 1 to 2 days after spraying.] ▪ [Clippings from mowings should be left on the treated area. Do not use the clippings from the treated areas as mulch or compost around flowers, ornamentals, trees, or in vegetable gardens.] <p>[WATERING]</p> <ul style="list-style-type: none"> ▪ [If lawn is dry, water 1 to 2 days before using this product.]
HOW [21NAHER231] [IT] [THIS PRODUCT/LAWN HERBICIDE] WORKS	<p>This product contains a proven blend of two post emergent weed killers to kill existing weeds, plus a pre-emergent to prevent new weeds. And, it won't harm your lawn [at temperatures up to 90° F] [when used as directed].</p> <p>Dicamba – Dicamba is a selective herbicide used to control a wide spectrum of broadleaf weeds. It has a broad application window and assists in the burn-down of weeds. Dicamba is rapidly absorbed by plant leaves, stems, and roots, and works quickly to disrupt weed growth. The maximum single application rate is equivalent to 0.10 lb ai/a.</p> <p>Penoxsulam – Penoxsulam is a systemic herbicide that is absorbed by the leaves and roots of plants. Weeds treated with penoxsulam will stop growing almost immediately and die within 2 to 4 weeks after application. The maximum single application rate is equivalent to 0.02 lb ai/a.</p> <p>Dithiopyr – Dithiopyr is a pre-emergent herbicide that keeps grassy and broadleaf weeds from germinating. It has post-emergent control of seedling crabgrass for up to 4 weeks after the crabgrass germinates and emerges. If crabgrass begins to spread (tiller), this product will not be effective and should not be applied later than 4 weeks after germination. The maximum single application rate is equivalent to 0.25 lb ai/a.</p> <p>[Like all weed killers, the speed of action is dependent on many conditions (e.g. weed type, temperature) at any given time.]</p>

{The below "What to Expect" statements are optional and may appear apart from the Directions for Use}

{What to Expect}

1. [What to Expect:] Visual symptoms and time to kill will depend on listed weed type, temperature and application rate. Examples of visual symptoms you can expect to see as the product works are yellowing/browning /whitening of leaves and leaves curling, twisting, wilting and shriveling. Treated, dead weeds will gradually decompose and disappear. If you would prefer to remove the dead weeds by hand, wait up to 7 days after treatment to allow the product to do its job and kill the weeds to the root.
2. [What to Expect:] [Examples of] [Expected] visual symptoms [you can expect to see as the product works] are yellowing/browning/whitening of leaves and leaves curling, twisting, wilting and shriveling.
3. [What to Expect:] Expected visual symptoms: leaves yellowing/browning/whitening, then curling, twisting, wilting and shriveling.
4. [What to Expect:] Visual symptoms and time to kill [will] depend on listed weed type, temperature and application rate
5. [What to Expect:] Listed Weed type temperature and application rate affect visual symptoms and time to kill

6. Treated, dead listed weeds [and grasses] will gradually decompose and disappear; if you would prefer to remove the dead weeds and grasses by hand, wait up to 7 days after treatment to allow the product to do its job and kill the weeds and grasses to the root
7. Treated, dead listed weeds [and grasses] will gradually decompose and disappear
8. Dead listed weeds [and grasses] [gradually] [eventually] decompose [and disappear]
9. If you would prefer to remove the dead listed weeds [and grasses] by hand, wait up to 7 days after treatment to allow the product to do its job and kill the weeds [and grasses] to the root
10. [If you'd prefer], wait 7 days for product to kill listed weeds [and grasses] to the root then remove by hand
11. [If you'd prefer], pull dead listed weeds [and grasses] after 7 days
12. [If you'd prefer], wait 7 days then pull dead weeds listed [and grasses]
13. [Insert Product Name] is a selective herbicide that controls emerged listed broadleaf and grassy weeds in established lawns. Symptoms you may expect to see on affected broadleaf weeds include leaf reddening, leaf and stem curling and twisting, chlorosis and necrosis. Symptoms expected on grassy weeds include stunting, chlorosis, gradual reddening and necrosis.


Kills/Controls {Prevents} [Broadleaf Weeds]

{1} Alkanet	{45} Cornflower (bachelor button)	{92} Lettuce miners	{133} Ragweed, giant (buffaloweed)
{2} Amaranth, palmer	{46} Croton, tropic	{93} Lettuce, prickly	{134} Ragweed, lance-leaf
{3} Amaranth, powell	{47} Croton, wooly	{94} Loosestrife, loosed-leaf	{135} Redmaids
{4} Amaranth, spiny	{48} Cudweed, purple	{95} Mallow, common	{136} Rocket, London ¹
{5} Aster, slender	{49} Curly dock	{96} Mallow, roundleaf	{137} Sheep sorrel
{6} Aster, spiny	{50} Cutleaf	{97} Mallow, Venice	{138} Shepherd's purse ¹
{7} Aster, whiteheath	{51} Daisy, English	{98} Matchweed	{139} Smartweed, green
{8} Bedstraw	{52} Dandelion, common	{99} Mayweed	{140} Smartweed, Pennsylvania
{9} Beggarweed, creeping	{53} Dandelion, false	{100} Milkweed, climbing	{141} Sorrel, red
{10} Beggarweed, dwarf	{54} Dollarweed (pennywort)	{101} Milkweed, common	{142} Sorrel, sheep
{11} Betony, common	{55} Dragonhead, American	{102} Milkweed, honeyvine	{143} Sowthistle, annual
{12} Bindweed, field	{56} Eclipta	{103} Milkweed, Jerusalem whorled	{144} Speedwell, corn ¹
{13} Bindweed, hedge ¹	{57} Evening primrose, cutleaf	{104} Milkweed, western artichoke	{145} Spikeweed, common
{14} Black medic ¹	{58} Falseflax, smallseed	{105} Morningglory, ivyleaf	{146} Spotted catsear ¹
{15} Broomweed, common	{59} Fiddleneck, coast	{106} Morningglory, tall	{147} Spurge, leafy ¹
{16} Buckwheat, tartary, wild	{60} Fleabane, dwarf	{107} Mustard, black ¹	{148} Spurge, spotted ¹
{17} Burclover, California	{61} Fleabane, hairy	{108} Mustard, blue ¹	{149} Spurweed
{18} Burdock, common	{62} Flixweed	{109} Mustard, Indian ¹	{150} Storksbill, long
{19} Burnweed, America	{63} Florida betony	{110} Mustard, tansy ¹	{151} Sunflower, common
{20} Buttercup, corn	{64} Fumitory	{111} Mustard, treacle ¹	{152} Sunflower, volunteer
{21} Buttercup, creeping	{65} Garlic, wild	{112} Mustard, tumble ¹	{153} Thistle
{22} Buttercup, hairy	{66} Geranium, Carolina ¹	{113} Mustard, wild ¹	{154} Thistle, bull
{23} Buttercup, red-horn	{67} Goldenrod, Canada	{114} Mustard, yellowtops ¹	{155} Thistle, Canada
{24} Buttercup, rough weed	{68} Goldenrod, Missouri	{115} Nettle, stinging	{156} Thistle, milk
{25} Buttercup, western field	{69} Goldenweed, common	{116} Nightshade, black	{157} Thistle, musk
{26} Carpetweed ¹	{70} Goosefoot, nettleleaf	{117} Oats wild	{158} Thistle, plumeless
{27} Carrot, wild	{71} Ground ivy (creeping Charlie)	{118} Onion, wild	{159} Thistle, Russian
{28} Catchfly	{72} Groundsel, common	{119} Oxalis ¹	{160} Velvetleaf
{29} Catchweed	{73} Hawkweed	{120} Parsley-piert ¹	{161} Vetch, common
{30} Celery, wild	{74} Henbane, black	{121} Pigweed species ¹	{162} Virginia buttonweed
{31} Chamomile, corn	{75} Henbit ¹	{122} Pineapple weed	{163} Virginia pepperweed
{32} Chervil, bur	{76} Horsenettle, Carolina	{123} Plantain, bracted	{164} Waterhemp
{33} Chickweed (common) ¹	{77} Ironweed	{124} Plantain, broadleaf	{165} Wild violet
{34} Chickweed (mouseear) ¹	{78} Ivy, ground	{125} Plantain, buckhorn	{166} Willowherb
{35} Clover	{79} Jacobs-ladder	{126} Poison ivy	{167} Woodsorrel, creeping ¹
{36} Clover, Dutch	{80} Jimsonweed	{127} Poison oak	{168} Woodsorrel, yellow ¹
{37} Clover, honey suckle	{81} Knapweed, black	{128} Pokeweed	{169} Wormwood
{38} Clover, hop	{82} Knapweed, diffuse	{129} Purslane, common ¹	{170} Yankeeweed
{39} Clover, red	{83} Knapweed, Russian	{130} Pusley, Florida ¹	{171} Yarrow common
{40} Clover, white	{84} Knapweed, spotted	{131} Radish, wild	
{41} Cockle, corn, cow, white	{85} Knawel	{132} Ragweed, common	
{42} Cocklebur, common	{86} Knotweed, common ¹		
{43} Coffeeweed (common chickory)	{87} Knotweed, prostrate ¹		
{44} Copperleaf, hophornbeam	{88} Kochia		
	{89} Lambsquarters		
	{90} Lambstumb		
	{91} Lespedeza, common ¹		

¹will be controlled or suppressed by this product when applied before weeds germinate

Kills/Controls/Prevents Grassy Weeds

{1} Barley	{6} Crabgrass, Southern	{11} Kikuyugrass (suppression)	{16} Ryegrass, annual and perennial
{2} Barnyard grass	{7} Foxtail	{12} Kyllinga, green	{17} Sandbur (grass spur)
{3} Bluegrass, Annual (Poa annua)	{8} Foxtail yellow	{13} Maretail (horseweed)	{18} Smut grass
{4} Crabgrass, large	{9} Goldenrod	{14} Nutsedge, purple	
{5} Crabgrass, smooth	{10} Goosegrass	{15} Nutsedge, yellow	

STORAGE AND DISPOSAL	
Do not contaminate water, food, or feed by storage or disposal.	
Pesticide Storage	Store in original container in a cool, dry place, out of the reach of children, preferably a locked storage cabinet. Protect from freezing.
Pesticide Disposal and Container Handling 	If empty: Non-refillable container. Do not refill or reuse this container. Place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency [or toll free 1-877-229-3724] for disposal instructions. Never place unused product down any indoor or outdoor drain.

NOTICE: Research and testing have determined that the “Directions for Use” are appropriate for the proper use of this product under expected conditions. To the extent consistent with applicable law, the Buyer assumes responsibility for lack of performance or safety if not used according to the directions.

Money Back Guarantee: If you are not satisfied with this product, we will gladly refund your original purchase price.

PRODUCED FOR

[DISTRIBUTED BY]

SBM Life Science Corp.

PO Box 525

Morrisville, North Carolina 27560

BioAdvanced® is a registered trademark of SBM Life Science Corp.

Get More from the Blue Bottle® is a registered trademark of SBM Life Science Corp.

{Note to PM: The word “listed” can appear as a footnote with the appropriate phrase, e.g. “weeds* *listed”}

{APPENDIX 1: Marketing Claims and other optional statements}

{BRAND POSITIONING}

1. From our labs to your lawn
2. Science applied to [your] [the] lawn
3. [Bringing] sound science [applied] to [your] [the] lawn

{PRODUCT POSITIONING}

1. [The] summer [saver] [lawn] product
2. [Guards] [Defends] [Shields] lawns from listed [lawn] weeds
3. [2] [Two] [lawn] products in [1] [one] [bottle]
4. [Only need to] Apply [1] [one] product instead of [2] [two]
5. [Lawn] weed Killer

{HERBICIDE}

1. Kills [(number)+] listed [established] [broadleaf] weeds [on contact] [insert picture of dead weed] [- to the root] [including roots] [including [pick any combination from weed list]]
2. Kills the root [[so] they don't grow back]!
3. Kills listed weeds [including [the] roots]
4. Kills roots, guaranteed[#]
5. Kills the [toughest] [and] [deepest] listed weed[s] [roots]
6. Kills [[even] [the]] tough[est] listed weeds
7. Kills [deeply] established listed weed[s] [roots]
8. Kills [hard-to-control] [tough] listed weeds
9. Kills all [common] listed [broadleaf] weeds
10. [Lawn] weed killer that also kills [insert weed name from list]
11. Before [insert graphic of live weed] / After [insert graphic of dead weed]
12. Fewer [lawn] weeds result in [thicker] [healthier] [greener] lawns
13. Kills any size [lawn] weed
14. Kills all [lawn] weed sizes
15. Kills lawn weeds
16. Kills Dollarweed
17. Kills (number)+ [established] [lawn] weeds [including roots] [& roots]
18. Kills [insert # of weeds from weed list] and listed [lawn] weeds [on contact]
19. Kills the most common listed [broadleaf] [lawn] weeds
20. Kills [X] [lawn] weeds
21. Saves time [-only need to apply 1 [one] product]
22. Protects [your] lawn[s] from weeds
23. Keeps lawns [healthy] [beautiful] [and] [thick]
24. For a beautiful weed free lawn
25. Tip-to-tip protection down to [thatch] [the soil]
26. Kills first time, every time
27. Keep from freezing.
28. [Kills] [Controls] [the] [tough[est]] listed Southern weeds.
29. Prevents listed weeds from emerging in [the] [your] [lawn] [grass].
30. Controls/Kills [dollarweed], [dandelion], [chickweed], [knotweed], [henbit], [plantain], [clover], [spurge], [sandbur], [yellow nutsedge], [Florida betony], [and] [insert listed weed] [plus many other [broadleaf] [lawn] weeds as listed]
31. Kill crabgrass, & [any listed weed(s)] too!
32. Kills Crabgrass plus Listed Broadleaf Weeds
33. CONTROLS[‡]
SENSITIVE WEEDS: [Crabgrass, Bedstraw, Black Medic, Buckhorn, Chickweed, Clover, Dandelion, Knotweed, Lambsquarters, Peppergrass, Plantain, Purslane, and Ragweed].
HARD-TO-KILL WEEDS: [Creeping Charlie, Ground Ivy, Lespedeza, Mallow, Morningglory, Oxalis, Pigweed, Poison Ivy, Poison Oak, Sheep Sorrel, Speedwell, Spurge, Wild Carrot, Wild Onion, Yarrow and many other listed broadleaf weeds].
[‡](See inside booklet for a complete list of weeds controlled)
34. [Kills] [and] [prevents] [tough] listed weeds [plus crabgrass] [for up to 4 months] [to the root]
35. Kills Over (number) Listed Lawn Weeds in One [Easy] Step
36. Kills Listed Weeds
37. Systemic [Herbicide] [Activity]
38. Kills Dandelion, Crabgrass, Clover, plus (number) Other listed Weeds
39. Water based.

40. Kills [Controls] (number)+ listed broadleaf weeds.
41. Kills the listed weeds not the lawn[†]
42. Proven performance
43. Won't harm lawn grass[†]
44. New!
45. [Two-in-One Product that] [Kills] [&] [Prevents] Crabgrass & Listed Broadleaf Weeds
46. [Kills] [&] [Prevents] Both Crabgrass and Listed Broadleaf Weeds
47. Two Products in one
48. Kills (number) Listed Weeds [& Crabgrass] (to the root)
49. Get more from the blue bottle ®
50. [Controls] [Kills] [Prevents] [insert weed(s) from weed list] and [many other [broadleaf] [grassy] lawn weeds] [in lawns][‡] ‡(See inside booklet for a complete list of weeds controlled)
51. [Kills] [&] [Prevents] Crabgrass and over (number) Listed Weeds [in Country & Suburban Lawns][‡] ‡(See inside booklet for a complete list of weeds controlled)
52. [Kills] [Controls] [insert weed(s) from weed list] and other common listed [lawn weeds] [weeds found in your lawn] [in one easy step][‡] ‡(See inside booklet for a complete list of weeds controlled)
53. [Kills] [&] [Prevents] both Crabgrass & Broadleaf weeds [...down to the root][‡] ‡(See inside booklet for a complete list of weeds controlled)
54. Kills Grassy Weeds as listed [including [insert weeds from weed list]]
55. Kills listed lawn weeds [plus crabgrass][‡] ‡(See inside booklet for a complete list of weeds controlled)
56. [Kills] [Controls] (number)+ [broadleaf] [grassy] weeds![‡] ‡(See inside booklet for a complete list of weeds controlled)
57. Kills [Over (number)] [Lawn] Weeds [plus] [including] [insert weed(s) from weed list] [in One [Easy] Step][‡] ‡(See inside booklet for a complete list of weeds controlled)
58. [Kills] [Controls] (number) Listed Weeds[‡] ‡(See inside booklet for a complete list of weeds controlled)
59. Kills listed Hard-to-Control Weeds[‡] ‡(See inside booklet for a complete list of weeds controlled)
60. [Kills] [Controls] Both Broadleaf and Grassy Weeds [in lawns] as listed[‡] ‡(See inside booklet for a complete list of weeds controlled)
61. Kills all weeds as listed [including [insert weed(s) from weed list]]
62. [Kills] [Controls] all types of [lawn] weeds as listed - [grassy or broadleaf]
63. [Kills] [Controls] all listed [major] [broadleaf] [and] [grassy] weeds [including [insert weed(s) from weed list]][‡] ‡(See inside booklet for a complete list of weeds controlled)
64. Kills broadleaf weeds in lawns as listed [including [insert weed(s) from weed list]]
65. [Kills] [Controls] [yellow nutsedge] [foxtail]
66. Tough weed killer
67. Kills weed roots![‡]
68. Kills [to] the root[s] [so listed weeds won't [come] [grow] back for the season] [the first time, every time] [guaranteed[#]]
69. Kills the listed weed(s) you see and the root[s] you don't
70. Grassy Weeds [Grassy Weeds Icon]
71. Broadleaf Weeds [Broadleaf Weeds Icon]
72. [Also] Kills [Dandelion], [Crabgrass], [Clover], [Nutsedge] plus (number) Other Weeds as listed[‡] ‡(See inside booklet for a complete list of weeds controlled)
73. [Three-in-One] [All-In-One] Product that Kills Crabgrass & Broadleaf Weeds[‡] ‡(See inside booklet for a complete list of weeds controlled)
74. Effectively Kills [And Prevents] Both Broadleaf and Certain Listed Weed Grasses[‡] ‡(See inside booklet for a complete list of weeds controlled)
75. Kills Dandelions, Clover, and Other Broadleaf Weeds! Plus Kills Crabgrass and Other grassy Weeds![‡] ‡(See inside booklet for a complete list of weeds controlled)
76. Kills the Toughest Weeds in these Lawns (any lawn listed on label)[‡] ‡(See inside booklet for a complete list of weeds controlled)
77. [Kills] [Controls] [the most common] [tough] [hard-to-control] weeds [in your] [lawn] [grass][‡] ‡(See inside booklet for a complete list of weeds controlled)
78. Tough on weeds. [Gentle] [Easy] on [lawns] [grass][†]
79. [Targets] [Kills] [Controls] [Prevents] [the] [tough[est]] [stubborn] listed weeds [including [insert weed(s) from weed list]] [down to the root].
80. Selective [Selective Icon]
81. [Kills] [Controls] all types of [lawn] weeds [in your grass][‡] ‡(See inside booklet for a complete list of weeds controlled)
82. [Controls] [Kills] [even] [the] tough weeds as listed...to the root!
83. Kills [Even] [the] Tough[est] Weeds [down] [to the root] as listed
84. Gets to the root [of your weed problem]
85. Kills [lawn] weeds [down] to the root[s]
86. [Kills] [Controls] (number) types of weeds [- broadleaf or grassy][‡] ‡(See inside booklet for a complete list of weeds controlled)
87. [Kill[s]] [Controls] [over] [up to] [(number)+] [lawn] [types of] weeds[‡] ‡(See inside booklet for a complete list of weeds controlled)
88. Won't harm [your] [the] [grass] [lawn(s)][†] [guaranteed[#]]
89. Guaranteed[#] to kill listed weeds not [the] [your] lawn[†]
90. [Only] targets the weeds, leaving your [lawn] [grass] unharmed[†]

91. Targets weeds invading your [lawn] [grass]
92. Kills [more than] [over] (number) [+] listed Weed(s) [Types] [including [insert weed(s) from weed list]] [- to the Root]
93. [Kills] [Controls] [insert weed(s) from weed list] [and many others] as listed† ‡(See inside booklet for a complete list of weeds controlled)
94. Kills all [major] listed [broadleaf] weeds, to the root. [Brand name] is formulated to kill only the weeds, not the lawn. Use as directed to kill all [major] [broadleaf] weeds in your lawn.
95. Kills dandelion and many other broadleaf weeds as listed
96. [Kills] [Controls] all types of [lawn] weeds as listed
97. Provides listed broadleaf weed control
98. [Controls] [Clobbers] clover in [as little as] one week
99. [Kills] [Destroys] the hard-to-kill broadleaf weeds as listed [like [clover] [dandelion] [oxalis]]
100. Effective Listed [Broadleaf] Weed Protection
101. Use on [Lawns] [Grass] to [Kill] [Control] the Toughest Listed Weeds [like Clover and Dandelion].
102. Effective on all listed types of hard-to-kill weeds
103. [Kills] [Controls] even the tough[est] listed [broadleaf] weeds [like clover, dandelion, oxalis] [- to the root] [!]
104. Kills the listed weed you see and the root[s] you don't
105. Kills tough lawn weeds as listed
106. [Will Not] [Won't] Harm [Your] listed Lawn[s]†
107. Controls the listed Weed(s), but Won't Harm listed Lawns†
108. Formulated to kill listed weeds not the lawn†
109. Gentle on lawns [grass]†, tough on listed weeds!
110. Gentle on lawns† [guaranteed#]
111. Kills [down to] the root, [not the lawn†]
112. Kills listed Weeds Fast
113. Kills listed Weeds Not Lawns†
114. Kills the listed weed, but won't harm listed lawns†
115. Kills listed weeds [including crabgrass]- not the lawn†
116. Kills listed weeds dead
117. Kills listed weeds down to the root [not the lawn†]
118. Kills listed weeds in your lawn—won't harm lawn grasses†
119. Kills listed weeds, to the root
120. Kills listed Weeds, Won't Harm Lawns† [Guaranteed#]
121. Targets listed weeds, leaves [grasses] [the lawn] unharmed†
122. Kills [insert weed(s) from weed list] [and many others]† ‡(See inside booklet for a complete list of weeds controlled)
123. [Controls] [Kills] clover, dandelion, chickweed and [other broadleaf weeds as listed]
124. Kills (number) [types of] [brush and] weeds as listed [to the root]
125. Spray the [weed] [leaves] to kill the root
126. Kills over (number) weed types as listed [including [insert weed(s) from weed list]]
127. Lawn friendly† [formula] [weed control]
128. One [1] [easy] solution for crabgrass, dollarweed, dandelions, clover and nutsedge
129. One [1] [easy] solution for listed [grassy] [and] [broadleaf] weeds [in your] [lawn] [grass].
130. Kills [controls] listed [lawn] weeds
131. Root kill
132. [Kills the root so] [treated/targeted] weeds won't come back for the season
133. Destroys listed weeds [including [insert weed(s) from weed list]] completely - [down to the root].
134. [PLUS] Prevents Crabgrass [all season] [(up to 4 months)] [!]
135. [For a] Crabgrass Free Lawn [(Up to 4 Months)]
136. Prevents [Crabgrass], [Goosegrass] [and Annual Bluegrass (Poa annua)] [(up to 4 months)]
137. [Plus] Prevents [New] listed [Weeds] [Grasses] [Plus] [Crabgrass] [Grassy Weeds] [Poa annua] [Annual Bluegrass] [Poa annua] [up to 4 months] [with one application]
138. Kills Dollarweed [and other common listed southern lawn weeds]
139. Say goodbye to Crabgrass [for] [up to] [four] [4] [months]
140. Prevents [tough] listed lawn weeds [and crabgrass]
141. Formulated for Southern turfs

† When used as directed

If you are not satisfied with this product for any reason, send your written request for a refund to the address at left, together with the original dated store receipt showing the price you paid. Please allow 6 to 8 weeks for processing.

{HEAT}

1. Apply even in [June] [July] [August] [mid to late summer] [-won't burn lawns†]
2. Easy on lawns†, tough on listed [lawn] weeds
3. Won't burn lawns when used [up to 90]°F
4. Kills lawn weeds in temperatures up to [90] °F, not your lawn†
5. Kills lawn weeds when temperatures are [90] °F

6. May [be used]/[use] up to [90] °F

† When used as directed

{When to Use}

1. [When to Use:] [For best results,] apply when daytime temperatures are between 50°F -90°F [Above 50°F, the better the weeds will be able to absorb the product.] [Applying above 90°F could result in lawn damage.] [To avoid drift to desirable plants, don't apply when it's windy]
2. [When to Use:] [For best results,] apply [when daytime temperatures are] between 50°F -90°F.
3. [When to Use:] [Above 50°F, the better the weeds will be able to absorb the product]; [Applying above 90° could result in lawn damage].
4. [When to Use:] [For best results,] apply when daytime temperatures are below 90°F [Applying above 90°F could result in lawn damage.] [To avoid drift to desirable plants, don't apply when it's windy]
5. [When to Use:] Works faster above 50°F.
6. [When to Use:] Lawn damage could happen above 90°F.
7. [When to Use:] To avoid drift to desirable plants, don't apply when it's windy
8. [Even] works in [cool] [and] [warm] weather [temperatures] (50 to 90 °F)
9. Performs in both warm and cool weather (50 to 90 °F)

{HOW IT WORKS}

1. Systemic [activity] [action]

{FOR BEST RESULTS/USAGE}

1. [For best results,] use when listed weeds are actively growing [between X month and Y month]
2. Apply anytime [weeds are present]

{RESIDUAL}

1. Long lasting [formula]
2. [Up to] 4 month [weed] control^ [^as listed/dandelion and clover]
3. Pre-emergent: kills listed weeds before they appear and Post-emergent: kills existing listed weeds
4. [Kills] [Clear(s) out] [Take(s) out] [Stop(s)] [Control(s)] [Eliminate(s)] [Prevents] [listed weeds] [Dandelion(s)] [[and] [&] Clover(s)] [for [up to] [4 months] [a season] [16 weeks] [120 days] ^, [guaranteed#] (^dandelion and clover)
5. Apply once and [you are] [you're done] [with dandelions and clover] [for [up to]] [4 months] [a season] [all season long] [16 weeks] [120 days], [guaranteed#]
6. [One] [1] step weed control [for dandelion and clover] [for [up to]] [4 months] [16 weeks] [120 days]
7. [One] [1] [easy] solution for [your] total weed control needs
8. Use it now and you won't see weeds [for [up to]] [4 months] [all season long] [16 weeks] [120 days] ^, [guaranteed#] (^dandelion and clover)

If you are not satisfied with this product for any reason, send your written request for a refund to the address at left, together with the original dated store receipt showing the price you paid. Please allow 6 to 8 weeks for processing.

{GUARANTEE}

1. Guaranteed# [results] or your money back
2. 100% Satisfaction Guaranteed# (or your money back)
3. NOTICE: To the extent consistent with applicable law, Buyer assumes all risks of use, storage, or handling of this product not in accordance with [label] directions

If you are not satisfied with this product for any reason, send your written request for a refund to the address at left, together with the original dated store receipt showing the price you paid. Please allow 6 to 8 weeks for processing.

{LAWN TYPE}

1. Where to Use: Lawns
2. For Home Lawn [Use] [Care] [Only]
3. For outdoor use
4. For [use on] lawns
5. For a [beautiful,] listed [weed-free] lawn
6. [For use on] [Treats] [many] [cool and warm season] [grasses] [lawns] [including] [Kentucky bluegrass] [perennial bluegrass] [fescue spp. Including tall, red and fine leaf fescues] [fescue] [tall fescue] [red fescue] [fine leaf fescue] [perennial ryegrass] [bermudagrass] [centipedegrass] [St. Augustinegrass [including Floratam]] [and] [buffalograss]
7. [For use on] [Treats] [Kentucky bluegrass] [perennial bluegrass] [fescue spp. Including tall, red and fine leaf fescues] [fescue] [tall fescue] [red fescue] [fine leaf fescue] [perennial ryegrass] [bermudagrass] [centipedegrass] [St. Augustinegrass [including Floratam]] [and] [buffalograss]

8. [For use on] [Treats] [turf types] [grasses] [lawns] [including] [Kentucky bluegrass] [perennial bluegrass] [fescue spp. Including tall, red and fine leaf fescues] [fescue] [tall fescue] [red fescue] [fine leaf fescue] [perennial ryegrass] [buffalograss] [all varieties of St. Augustinegrass (including Floratam)], [Centipedegrass], [Bermudagrass] and [Zoysia].
9. Use [with confidence] [confidently] on Floratam.
10. Use on [various] [lawns] [grasses] [turf types] [from] [Floratam] [to] [Bermudagrass] [to] [Fescue] [to] [St. Augustinegrass] [to] [Kentucky Bluegrass].
11. Use [with confidence] [confidently] on most/many/various turf types [including] [insert lawn types]].
12. Even safe [to use] on [Northern] [turf types] [grasses] [lawns] [such as] [Kentucky bluegrass] [perennial bluegrass] [fescue spp. Including tall, red and fine leaf fescues] [fescue] [tall fescue] [red fescue] [fine leaf fescue] [and] [perennial ryegrass].
13. [For use on] [Treats] [many] [Northern] [and] [Southern] [grasses] [lawns] [including] [insert approved grass type(s) here]
14. [Can be used on all varieties of St. Augustinegrass]
15. Use on [all common] [many] [most] [Southern] [and] [Northern] [lawns] [grasses].

{COVERAGE}

1. [Great][Ideal] for [broadcast][treatment][application]
2. [Great][Ideal] for [large][and][or][small] [jobs][areas]
3. [X Size] [Covers] [Treats] [up to] [XXXX] sq. ft. [of lawn]
4. XX [covers] [treats] [up to] XXXX sq. ft. [of lawn]
5. Makes [more than] XX Gallons! (4 fl. Oz of product mixed with 1 gallon of water)
6. [1] [One] [bottle size] [covers] [treats] [up to] XXXX sq. ft. [of lawn] (4 fl. Oz of product mixed with 1 gallon of water)
7. [How to Use:] [Application Rate:] [Mix] x fl oz (x TBS) of [this] product [in] [to] [with] x gallon(s) of water [to treat x sq ft]

{Speed Claims}

1. Results [works] with [1] [one] application
2. Simple [and easy] steps to a listed weed free [lawn] [yard]
3. One [1] [easy] solution [for crabgrass, dandelions and clover]
4. Works fast on [hard-to-kill] listed weeds
5. Kills [by] [on] contact
6. [Fast-acting] [formula] [for] [visible] [results]
7. Consistently fast on tough listed weeds like [insert weed(s) from weed list] [and various other listed weeds]
8. Fast-acting [formula]

{Weather Claims}

1. [Rainproof] [Rainfast] [Rain-Resistant] in [as little as] [60 minutes] [1 hour[s]] For control that Won't wash away
2. [Proven] [Cool] [All] weather performance
3. Rainproof— [For control that] won't wash away
4. Rainproof control in [1] Hour[s]

{Formula Claims}

1. Water-based
2. Concentrated [Concentrated Icon]
3. [Season Long] [All-in-One] [complete] [total] [2-in-1] [weed] [control] [solution] [for lawns]
4. Colorless formula
5. Non-staining
6. Won't stain
7. Stain proof
8. [Low] [No] odor
9. Stain-free [formula]

{Characteristics}

1. Easily covers large areas
2. Economical – use to cover large areas
3. Great value [- use to cover small or large areas]
4. XX% more than X size
5. Value Pack

{CONCENTRATE PACKAGING}

1. Makes [X] gallons [of spray] [of finished product]
2. Easy-to-Use [with built-in measuring cup]
3. Easy-to-mix
4. Includes measuring cup
5. Concentrate
6. Mixes with Water – Concentrate
7. Easy to mix
8. [XXX] fl oz makes [XXX] gallon[s] of spray
9. Mess free cap [top] [lid] [cup]

10. Measure with ease
11. Easy-Measure [Cap] [Top] [Lid] [Cup]
12. [Reusable] [Drain-Back/measuring] [Cap] [Top] [Lid] [Cup]
13. Quick, convenient, and mess free
14. Economical Concentrate
15. Dilutable concentrate
16. Mix with water
17. Bottle in [a] box
18. Just add water [to make 1.33 gallon/1 gallon ready to use]
19. Use [with] [in] [Insert Product Name] [1.33 gal] [1 gal] [trigger] [wand] [pull n' spray] [ERGO spray] [Applicator Name]

{READY-TO-SPRAY PACKAGING}

1. Ready-to-Spray
2. EZ Grip One Touch Sprayer™
3. [Designed to be] ergonomically friendly
4. No [mixing] [or] [measuring]
5. Attach to [garden] hose and spray
6. One hand operation
7. Hands stay dry
8. Easy to use
9. [Just] hook to hose and [go] [spray]
10. No faster or easier way to treat listed weeds
11. Fastest & Easiest way to treat listed weeds
12. Fast & Easy way to treat listed weeds
13. {Optional advertising claims when product is sold in "low-water" hose-end sprayers, as determined by testing}
 - Water [Saver][Saving] Applicator
 - Water [Saver][Saving] Sprayer
 - Uses Up To [20][XX]% Less Water~
 ~vs leading weed hose end sprayers
14. Easy hold
15. EZ Spray
16. One-touch sprayer
17. EZ-Grip™
18. Ergo-Grip™
19. Simple spray
20. One touch
21. Spray n go
22. Thumb switch
23. Handy spray
24. EZ touch
25. One-touch application
26. [Easy] [Ergonomic] Comfort Grip [Design] [Handle]
27. Ergonomic [design]
28. Easy grip [control]
29. Convenient [Simple] [Design]
30. Simple [and easy] [to use]
31. [Simply] attach to [garden] hose and spray [go]
32. Gentle shower [applicator] [spray pattern]
33. Hand[s] [don't] [doesn't] get wet
34. Hand[s] stay[s] dry
35. No messy clean-up
36. Instant/Easy [One-handed] on/off applicator/switch/action
37. One-handed operation [use] [spraying]
38. Ready-to-Spray [Applicator Name]
39. No mixing required
40. Hose-End [Hose-End Sprayer Icon]
41. [Just] Connect to garden hose & spray
42. [Quick/Easy] [and] [simple] to use
43. Easy [Simple] to attach [to [garden] hose]
44. One step prep
45. [Applicator name]
46. Save[s] time [and energy]
47. Connect to hose
48. New [sprayer name]
49. [With] Ambidextrous grip [for comfort]
50. [With] Comfortable grip

51. [Easy] [&] [Effortless] [To Use]
52. [With] Ergonomic grip [for comfort]
53. [With] One-Handed grip [for ease of use] [comfort]
54. Quick & Simple
55. [With] [on/off] switch [for ease of use]
56. Simple [single-finger] [thumb] [on/off] switch
57. One-handed grip is ambidextrous [and fits all hand sizes]
58. Inline hose connection improves comfort [and reduces leaking concerns]
59. Broad but targeted spray pattern [for larger areas]
60. [Finally] A Ready-to-Spray [RTS] [hose-end sprayer] that truly is ready to spray
61. The [new] [sprayer name] brings comfort and ease of use to [killing weeds] [weed killing].

{EASY-TO USE}

1. [Simple], [convenient], [easy] to use
2. See results with [1] [One] application not [2] [two]

{PACKAGING}

1. Recyclable bottle
2. Recycle symbol
3. [Now] X% less plastic

{BONUS SIZE/PROMOTIONAL LANGUAGE}

1. New [formulation]!
2. [X] [months] introductory price
3. [X]% bonus [size]
4. [New] [exclusive] [X fl oz] [special] [value] [size]
5. Now covers [X] [sq.] [square] [ft.] [feet]
6. [Insert #] Bottles [included]
7. [On pack] [instant redeemable] [offer] [coupon] [rebate]
8. Save [\$X]
9. Large yard size
10. For large yards
11. [Club] [Value] [Special] [Limited Time Only] [Bonus] [Bundle] [Combo] pack
12. Bonus [X] fl oz size – [X]% more than [X] fl oz size
13. Bonus [X] fl oz size
14. [Free] [bonus] refill
15. [Bonus] 25% More Free!
16. 40 fl.oz. at 32 fl.oz. price
17. [Bonus] X% More Free!
18. [Insert value]% Free [More] [than X]
19. [Insert value]% More Value size [than X]
20. X% More Coverage than X fl.oz. size [bottle]
21. X fl.oz. at X fl.oz. price
22. Bonus [value/size/offer/package/pack/buy]
23. Bonus [Size] [XX% More] [vs. XX fl oz size]
24. Value [size/offer/package/pack/buy]
25. Value [Size] [XX% More] [vs. XX fl oz size]
26. Value [X] fl oz size – [X]% more than [X] fl oz size
27. Special [value/size/offer/package/pack/buy]
28. Special [Size] [XX% More] [vs. XX fl oz size]
29. Special [X] fl oz size – [X]% more than [X] fl oz size
30. Bundle / Twin / Two Pack
31. Club [value/size/offer/package/pack/buy]
32. Combo [value/size/offer/package/pack/buy]
33. [Insert #] Bottles [Included]
34. NEW! {Use only for first 6 months following product release}
35. New and Improved! {Use only for first 6 months following product release}
36. New! Larger size [covers up to [Insert value] sq. ft.]
37. NOW! {Use only for first 6 months following product release}
38. Refill [Included]
39. Exclusive [size] {Note to Reviewer: This is a Marketing claim referring to a product available exclusively at a certain retailer}
40. Free sample
41. X% more than X size
42. Save [money]
43. X% more [free]
44. [Easy] refill [system]

45. 1 [1.33] gallon/gal refill size
46. Easy to [use] [mix] [refill]
47. Premeasured [refill] [bottle]

{Additional Language}

1. Weed problems in non-lawns areas? [Try] [We recommend] [visit] www.bioadvanced.com [to explore more products]
2. For best results in non-lawn areas [like garden beds, patios and driveways], [visit] www.bioadvanced.com [to explore more products]

{Other}

1. [100%] Family owned company
2. Made / Manufactured/Packaged in [insert location] [the] [USA]
3. Local Solutions for Local Problems
4. For more Lawn and Garden Products Visit [www.BioAdvanced.com]
5. OPEN Resealable Label for Directions & Precautions (Press to Reseal)
6. From the [lawn care] [pest] experts at BioAdvanced
7. Help[s] [keep[s]] the lawn look[ing] beautiful
8. BioAdvanced's simple weed killer
9. Read Entire label before use
10. Recyclable bottle
11. [Recycle symbol]
12. Takes the guesswork out of weed control [in the lawn]
13. XX% less plastic . . . As compared to [alternate SBM product]
14. Optional Instructions for Side Clip Tape PULL / PEEL HERE [TO REMOVE TAPE] Open Resealable Label For Directions and/& Precautions Press to Reseal
15. Questions & Comments: [icon phone] [icon computer]
16. For questions or comments, call toll-free 1-877-229-3724 or visit us online at www.BioAdvanced.com
17. Superscript is first letter of lot number
18. Limited time offer
19. Let [Insert Product name] do the weeding
20. Full weed list
21. Read Back Label [for more information]
22. [Read] [See] [inside] [front booklet][back booklet] for [complete] weed list
23. See [inside] [front booklet] [back booklet] for [complete] directions for use [including where to use and when to use]
24. PRESS TO RESEAL
25. Keep from freezing.
26. [Quick and] Easy [and simple] to use
27. [The] Easy way to spray
28. [A simple] [An easy] step towards a listed weed free [lawn] [yard]
29. A simple and effective way to kill breakthrough and pop-up listed weeds in your yard/lawn/grass
30. Be in control of listed weeds in your yard
31. Be smarter than your listed weeds
32. Easy & Fast Coverage
33. No weeds. No worry.
34. Works the first time, every time
35. See Results with [1] [one] application
36. Simple [and easy] [to use]
37. Simple [and easy] steps to a listed weed free [lawn] [yard]
38. Listed Weed control [for lawns] [for your lawn]
39. Listed Weed control made easy
40. Listed Weed deadly. Lawn friendly.[†]
41. Listed Weed free. [Worry free.]
42. [For] [Get] a listed weed-free lawn
43. Help[s] [keep[s]] the lawn look[ing] beautiful
44. Helps keep lawns listed weed-free
45. Takes the guesswork out of listed weed control [in the lawn]
46. Miss your pre-emergent weed application? It's not too late to stop crabgrass. Kills post emergent listed grassy weeds
47. A simple [and easy] step towards a listed weed free lawn [yard]
48. Double [Dual] [Two-Way] Action – Kills & Prevents listed [Broadleaf] [and] [Crabgrass] [Weeds]
49. Dual Action Weed Control – Kills the Plant and the Root
50. [Two-in-One] [Three-in-One] [All-In-One] Product [Solution] that Kills Crabgrass, Yellow Nutsedge & Broadleaf Weeds[‡] ‡(See inside booklet for a complete list of weeds controlled)
51. [Two-Way] [Three-Way] Weed Control [For Lawns]
52. [Two] [Three] Products in One
53. One [easy] [simple] solution for [insert weed(s) from weed list]

- 54. DID YOU KNOW? [Insert Claims from Appendix]
- 55. Before [Insert graphic of live weed]/ After [Insert graphic of dead weed]
- 56. Not All Weed Killers Are the Same
- 57. This bottle [may] contain[s] an anti-theft device[, either inside or on the back of the bottle]. [It does not affect product performance].
- 58. One easy solution for [insert weed(s) from the weed list]
- 59. [All-in-One] [3-in-1] weed control [for lawns]
- 60. All-in-One Weed Killer for Lawns
- 61. No more hand pulling
- 62. Let [BioAdvanced] [the liquid] do the weeding
- 63. Super Value [concentrate]
- 64. Better Value [concentrate]
- 65. Super Saver [concentrate]

† When used as directed

















Marketing Claim for Brand Name Change:

New Name. Same Great Results.

New Name. Same Familiar Formula.

New Name. Same Performance.

[ART]

	  
	
	
 <p>Sedge</p>	 <p>Dandelion</p>
	<p>CLOVER</p> 
<p>NUTSEDGE</p> 	<p>POA ANNUA</p> 
<p>CHICKWEED</p> 	<p>CARPETWEED</p> 

4 oz.
(8 tablespoons)
CONCENTRATE

PER

**1 GALLON
WATER**



CRABGRASS

