



## With Tenacity®, the impossible is now possible.

Nothing is more frustrating than seeing more weeds than grass in a newly-seeded lawn. Tenacity® herbicide gives you the option to treat cool-season turfgrass at seeding, to prohibit weeds from germinating, and give new grass a chance to flourish. But it doesn't stop there. Tenacity also offers pre- and post-emergence control of 46 broadleaf and grassy weeds—including actively growing crabgrass, nimblewill, and bentgrass. All this from a unique active ingredient granted Reduced Risk Status by the EPA. Its versatility and broad-spectrum control allow you to address customer concerns in ways you never could before.

### Seeding applications

Unlike most herbicides, Tenacity can be applied anytime you are seeding, including:

- Bare ground seeding or selective renovations
- Overseeding of established turf
- Fall, spring, or anytime you choose to seed



TenacityHerbicide.com

When applied at or prior to seeding of tall fescue, Kentucky bluegrass, ryegrass, or cool-season turf blends, Tenacity will reduce weed competition as new grass begins to emerge. This helps ensure that your customers get the uniform lawn that they desire.

### Excellent crabgrass control two weeks after seeding of perennial ryegrass.



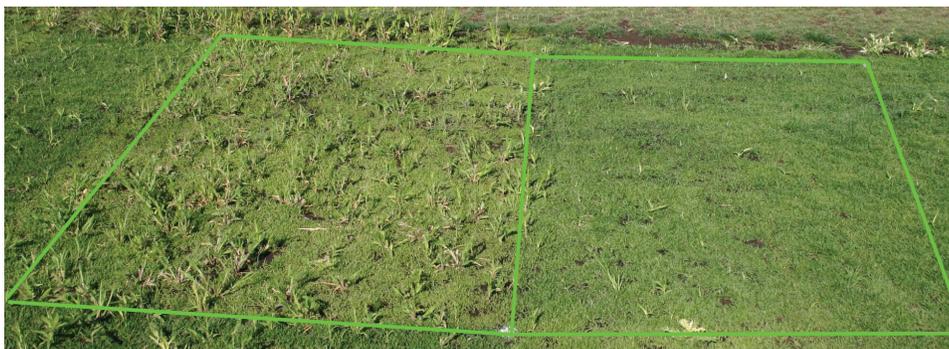
Untreated check



Tenacity 5 oz/A

Ohio State University,  
July 2007

### Excellent broadleaf weed control in Kentucky bluegrass from application at seeding.



Untreated check

Tenacity 8 oz/A

Washington State  
University,  
August 2006

### Effective pre- and post-emergent control of tough weeds

Tenacity® is the only residential-approved herbicide that selectively removes both **nimblewill** and **bentgrass**. Plus, it controls over 40 dicot and monocot species, including:

- Crabgrass
- Windmillgrass
- Clover
- Ground ivy
- Goosegrass
- Yellow foxtail
- Yellow nutsedge
- Oxalis

### Controls crabgrass whenever you need it

Tenacity doesn't just control emerged crabgrass, but the residual activity helps prevent additional crabgrass from emerging. This provides a wide application window. Thanks to this residual protection, customer callbacks will be few and far between. Tenacity is the only herbicide available that offers control of crabgrass both pre- and post-emergence up to the fourth tiller.

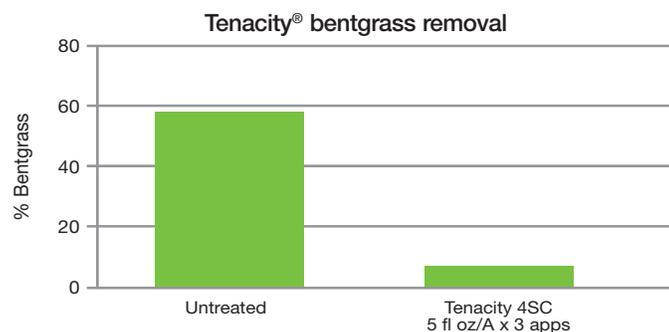
### Pre-emergence crabgrass control applied at seeding of perennial ryegrass



Untreated plot      Tupersan® 50WG plot      Tenacity plot

Ohio State University, 2007. Photos 28 DAT.

On the left, the test plot is untreated. The middle plot was treated with the more expensive Tupersan® (siduron) at 12 lbs/A. As you can see from the photo on the right, Tenacity at 5 oz/A worked as well, if not better, than the most expensive industry standard.



Average of six trials, May–August 2008.  
Two to three week intervals between applications.

For outstanding removal of bentgrass and nimblewill from desirable turf, apply three applications at the 5-oz rate on a three-week interval. This selectivity makes Tenacity a preferable option to resodding.

### Tenacity bentgrass and clover removal



Before      After

5 oz/A x 2 applications, September 2009, Illinois

### Evidence of effectiveness

By affecting key plant cycles of chlorophyll production and photosynthesis, Tenacity is able to kill undesirable weeds and grasses. This results in a visual bleaching of these weeds and grasses prior to necrosis.



Whitening of nimblewill

Occasionally, white tips can be seen on desirable grasses following treatment. This is a temporary symptom, as the tips will be removed at the next mowing.

### Reduced Risk Status

The active ingredient in Tenacity, mesotrione, has been granted Reduced Risk Status by the EPA for turf use. It has favorable ecotoxicity and human health profiles compared to many registered herbicides, which results in a reduction in the herbicide load on the environment. Its mode of action is novel among turf herbicides, and it fits well into IPM and resistance-management strategies.

### Inspired by nature

Tenacity was inspired by the natural root exudates of the callistemon (bottle brush) plant.



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