



Jonathan Green®

FOR THE BEST LAWN IN TOWN

JonathanGreen.com



THE
NEW AMERICAN LAWN®

A new approach to lawn care

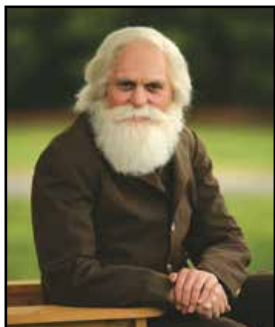
THE NEW AMERICAN LAWN

A new approach to lawn care

The American lawn occupies a warm place in our hearts. My New American Lawn guide gets back to the basics of lawn care in an environmentally sound and responsible way, creating a beautiful lawn for all seasons.

My plan shows that a great lawn cannot be achieved by four easy steps. A healthy growing lawn is your best defense against lawn problems. The main problems in achieving a great lawn are: the use of inferior grass seed, soil compaction and soil pH levels.

By following my New American Lawn guide you will be addressing all of these problems. Use my Love Your Lawn – Love Your Soil, MAG-I-CAL and my traditional and organic lawn fertilizers along with my genetically superior Black Beauty grass seed mixtures. You will be creating ideal conditions in the soil where your Black Beauty lawn thrives and will be able to resist most lawn problems. You do not need to make routine applications all over your lawn to control weeds, insects and fungus. These applications will be targeted to where and when they may be needed. Soon you will have the best lawn in town!



Jonathan Green

Jonathan Green
Duxbury Farm

He dreams of a green new world.

TABLE OF CONTENTS

Caring for Your Lawn in the Early Spring - <i>Seeding</i>	4-5
Caring for Your Lawn in the Early Spring - <i>Not Seeding</i>	6-7
Caring for Your Lawn in the Late Spring	8-9
Caring for Your Lawn in the Early Summer / Summer	10-11
Caring for Your Lawn in the Late Summer / Early Fall	12-13
Caring for Your Lawn in the Late Fall.....	14
General Lawn Care Tips	15
Grass Seed Mixtures	16-18
Spreaders.....	19
Lawn Fertilizers	20-21
Problem Solvers.....	22
Lawn Problems Chart.....	23
How to Improve your Soil to Grow a Great Lawn	24
Soil Acidity / The Circle of Life.....	25
Quick Guide to Getting Started this Spring	26
Gift Coupons, Lawn Photo Contest, Timely Tips.....	27
Your Personal Lawn Care Program	28

Homeowner Testimonials

“Thanks to your products, my lawn looks amazing. Dark-green, thick and it really stands out from the yard next to mine!”

“Your lawn care products have my yard weed-free, thick and green! Thanks!”

“We’ve been trying to grow grass for the last 7 years. I used Jonathan Green in the fall and I have an awesome green lawn today! I recommend your products to everyone. Thanks!”

“Thank you so much! My lawn is looking amazing with your products!”



A Black Beauty lawn grown from seed by a homeowner.

★ S E E D

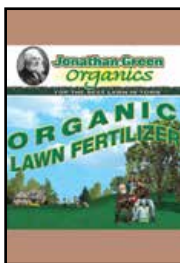
EARLY SPRING

**PRIOR TO SEEDING, LOOSEN THE SOIL*
AND THEN APPLY **ONE** OF THESE
LAWN FERTILIZERS**



**New Seeding
Lawn Fertilizer**

OR



**Organic Lawn
Fertilizer**

OR



**Natural Beauty
Organic Lawn
Fertilizer**

.....

**AND BOTH OF THESE PRODUCTS
ON THE SAME DAY**



MAG-I-CAL

+



Love Your Lawn - Love Your Soil

***SEE SEEDING INSTRUCTIONS AT THE TOP OF PAGE 13**

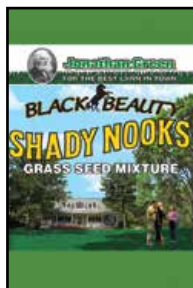
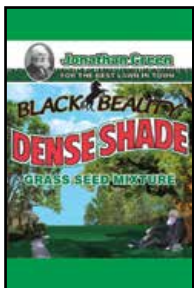
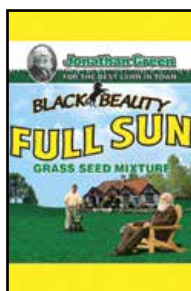
TIMING OF APPLICATIONS MAY VARY BY REGION.

FOR SPECIFIC PRODUCT INFORMATION, REFER TO PAGES 20, 21, 24

Fact box: Growing a Black Beauty lawn is easier than you think. Black Beauty lawn grasses are a break through in turfgrass technology. Black Beauty turfgrasses can root four feet down into the soil over time, they are dark-green and contain endophytes for natural insect resistance. These grasses are uniform in texture and have a waxy coating, like that on an apple, making them more heat and drought tolerant. Black Beauty grass seed may take longer to germinate during cool, wet spring weather.



CHOOSE A BLACK BEAUTY GRASS SEED MIXTURE THAT FITS YOUR LAWN GROWING CONDITIONS



“Once you have seen a Black Beauty lawn, you will never forget it!”

Problem Solver

Crabgrass Preventer plus New Seeding Lawn Fertilizer

- Apply this product in the spring if you wish to control crabgrass and plant grass seed
- This product is a pre-emergent control
- You may apply this product immediately after you have seeded
- Use in place of New Seeding Lawn Fertilizer (see top of page 4)

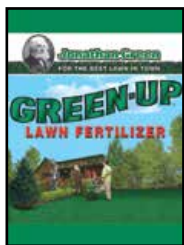


★ N O T S E

EARLY SPRING

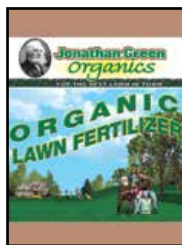
Fact box: Soil is fundamental to the health of your lawn. In the spring, when the soil is still cold, the soil's biology is somewhat inactive. Applying an organic lawn fertilizer at this time will provide a slow, gentle feeding, but not quick greening. This is a good time of the year to spread Green-Up Lawn Fertilizer. It is very effective in promoting new grass growth.

APPLY ONE OF THESE LAWN FERTILIZERS



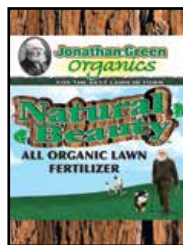
Green-Up
Lawn Fertilizer

OR



Organic Lawn
Fertilizer

OR



Natural Beauty
Organic Lawn
Fertilizer

AND BOTH OF THESE PRODUCTS ON THE SAME DAY



MAG-I-CAL



Love Your Lawn - Love Your Soil

Feeding the microbes

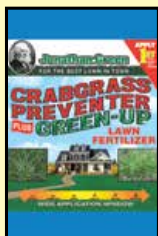
By applying my Love Your Lawn-Love Your Soil a couple of times a year, along with my MAG-I-CAL and my other organic and traditional lawn fertilizers, you will be feeding and stimulating a vast array of soil life. It is all the soil life, including the earthworms, that are best able to make a lawn soil more alive and porous.



How Love Your Lawn - Love Your Soil improves the soil.

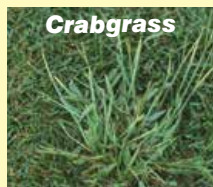
Fact box: To control crabgrass in the spring, an application should be made from mid-April to early May. Crabgrass controls applied prior to April are mistimed in most areas. Crabgrass does not grow in the shade; use lawn fertilizer in shaded areas to reduce your use of chemicals on your whole lawn. It may be necessary to treat annually for crabgrass along the street curb, where ice melt products damage the lawn each winter. Also, crabgrass may germinate along the driveway and walkways due to heat building up and transferring in the soil. Lawn edging and foot traffic in these areas can expose bare soil for crabgrass to establish.

Problem Solvers

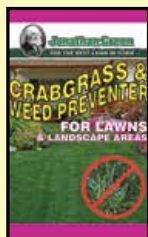


Crabgrass Preventer plus Green-Up Lawn Fertilizer

- Apply in spring for both pre and post emergent crabgrass germination control
- If crabgrass has been a continuing problem, use in place of Green-Up Lawn Fertilizer (see top of page 6)
- Contains Dimension weed control



Crabgrass

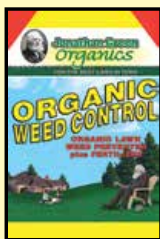


Crabgrass & Weed Preventer

- Provides season-long crabgrass control with Dimension weed control
- Controls 30+ grassy and broadleaf weeds
- Can be applied as late as early-June and still provide effective control
- Use when you do not want to fertilize!

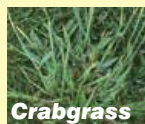
DO NOT SEED FOR 3 MONTHS AFTER APPLYING THESE PRODUCTS

BOTH OF THESE PRODUCTS CONTROL CRABGRASS BEFORE AND AFTER IT GERMINATES.



Organic Weed Control plus Fertilizer

- Contains Corn Gluten
- Organic control of many grassy and broadleaf weeds including crabgrass and dandelions
- Safe to apply where children and pets play
- Must be applied early in the spring as a pre-emergent, before crabgrass or broadleaf weeds germinate



Crabgrass



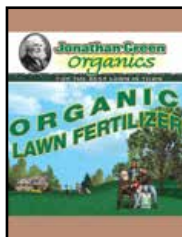
Dandelion

DO NOT SEED FOR 60 TO 90 DAYS AFTER APPLYING THIS PRODUCT

L A T E S P R I N G

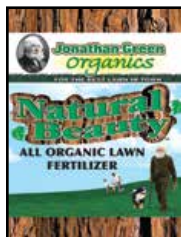
Fact box: Now that the soil is warmer, this is a great time to feed your lawn with an organic lawn fertilizer. By feeding the soil life, you will be making your soil more alive and porous, allowing air, water and nutrients to reach the root zone. For a faster greening, use Green-Up Lawn Fertilizer.

APPLY **ONE** OF THESE LAWN FERTILIZERS



Organic Lawn
Fertilizer

OR



Natural Beauty
Organic Lawn
Fertilizer

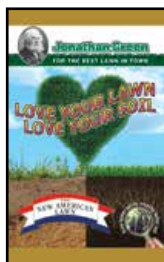
OR



Green-Up
Lawn Fertilizer

.....

AND THIS ON THE SAME DAY



Love Your Lawn - Love Your Soil



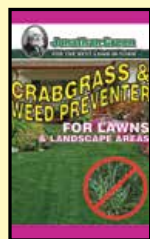
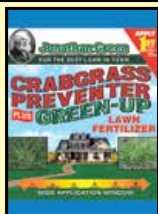
A Black Beauty lawn grown from seed by a homeowner.

Fact box: Crabgrass continues to germinate from spring through mid-summer. If crabgrass has been a real problem in the past and you have already applied a crabgrass preventer, consider a split-application or a second application with one of my crabgrass control products listed below. Then apply, on the same day, Love Your Lawn – Love Your Soil. This winning combination will stimulate grass growth while closing the door on later germinating crabgrass.

Problem Solvers

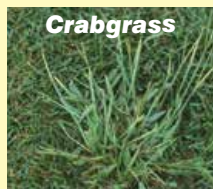
Crabgrass Preventer plus Green-Up Lawn Fertilizer

- Apply in spring for both pre and post emergent crabgrass germination control
- If crabgrass has been a continuing problem, use in place of Green-Up Lawn Fertilizer (see page 8)
- Contains Dimension weed control



Crabgrass & Weed Preventer

- Provides season-long crabgrass control with Dimension weed control
- Controls 30+ grassy and broadleaf weeds
- Can be applied as late as early-June and still provide effective control
- Use when you do not want to fertilize!



DO NOT SEED FOR 3 MONTHS AFTER APPLYING THESE PRODUCTS

BOTH OF THESE PRODUCTS CONTROL CRABGRASS BEFORE AND AFTER IT GERMINATES.

Fact box: The key to successful broadleaf lawn weed control is that the control product must stick to the surface of the weed leaf. The weed leaf should be damp prior to application for maximum control. Apply to an early morning dew or lightly sprinkled lawn. Apply spring through fall when weeds are actively growing, only to areas where they are present, use lawn fertilizer on areas where broadleaf weeds are not present. Do not apply broadleaf weed controls when the temperature is above 80°F. Do not mow for 2 days prior or after application. Do not water or expect rain for 2 days after application.

Problem Solvers

Weed & Feed Lawn Fertilizer

- Controls over 250 broadleaf weeds including dandelion, chickweed, plantain and clover
- 3-way action controls more weeds
- Provides slow-release nitrogen to promote healthy grass growth



Lawn Weed Control

- If you have already fertilized, apply to control over 200 broadleaf weeds including dandelion, plantain, clover and chickweed
- Apply only to areas where broadleaf weeds are present in the lawn
- Does not contain fertilizer

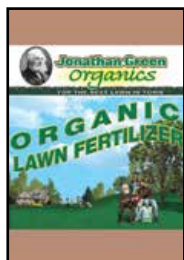


DO NOT SEED FOR 4 WEEKS AFTER APPLYING THESE PRODUCTS

EARLY SUMMER

Fact box: Summer is probably the most stressful time for lawns because of heat, humidity, drought, increased insect activity and fungal diseases. A gentle feeding during summer months keeps your lawn healthy and growing. It also continues to build the health of the soil by encouraging the soil life.

APPLY ONE OF THESE LAWN FERTILIZERS



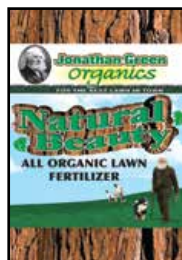
Organic Lawn
Fertilizer

OR



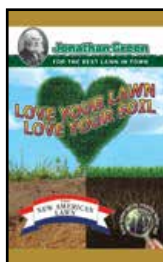
Summer Survival
Insect Control
plus Lawn Fertilizer

OR



Natural Beauty
Organic Lawn
Fertilizer

AND THIS ON THE SAME DAY



Love Your Lawn - Love Your Soil



A Black Beauty lawn grown from seed by a homeowner.

SUMMER

Problem Solvers

Fact box: Insects are most active during the warmer summer months. Certain insects can be both harmful for your grass or a nuisance to people and pets, such as ants and deer ticks.



Organic Insect Control

For Lawns & Landscape Areas

- Kills and repels over 100 insects on contact
- Safe for use around children and pets
- Environmentally safe, non-toxic
- Patented blend of plant oils



Fact box: Grubs cause damage to lawns by eating the roots and stems of lawn grasses. Grubs are usually active from late spring to fall. Apply grub control products only in the sunny areas of the lawn, grubs are not usually found in the shady areas.



Grub Control

- Prevents and controls new generations of grubs
- Season-long grub control
- Apply from late spring through summer



APPLICATION TIMING CHART



GRUB LIFE CYCLE

Fact box: Fungus usually becomes a problem on lawns during periods of stress, caused by high temperatures and humidity. Fungal diseases usually decline once cooler weather returns.



Lawn Fungus Control

- Use for both preventative and curative fungus treatments
- Controls Summer Patch, Fusarium Blight, Dollar Spot, Red Thread, Stripe Smut, 20+ diseases
- For best results, water in after application
- Repeat every 21 days if necessary



LATE SUMMER - EARLY FALL

Fact box: Late summer to early fall is a great time to fertilize and seed your lawn. As the day length shortens, grass plants spread and thicken, putting down roots to survive the winter. Since a healthy, thick lawn is your best defense against weed invasion, consider seeding and feeding your lawn in the fall, around Labor Day. An additional feeding in late fall can also be beneficial for turfgrass growth and development.

APPLY ONE OF THESE LAWN FERTILIZERS

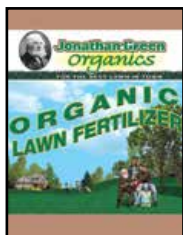


New Seeding
Lawn Fertilizer



Winter Survival
Fall Fertilizer

OR

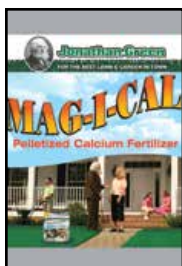


Organic Lawn Fertilizer

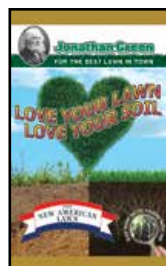


Natural Beauty
Organic Lawn Fertilizer

AND BOTH OF THESE PRODUCTS ON THE SAME DAY



MAG-I-CAL

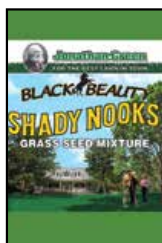
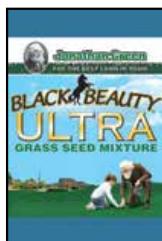


Love Your Lawn - Love Your Soil

LATE SUMMER - EARLY FALL

Fact box: In the fall, grass seed germinates quickly because the soil is warm, weed competition is reduced and normal rainfall patterns return. Weed and insect populations are greatly reduced during the fall season. Use my genetically superior Black Beauty grass seed mixtures for a new lawn or to overseed an existing lawn.

CHOOSE A BLACK BEAUTY GRASS SEED MIXTURE THAT FITS YOUR LAWN GROWING CONDITIONS



DIRECTIONS

SUCCESSFUL SEEDING CAN BE ACCOMPLISHED IF THESE PROCEDURES ARE FOLLOWED FOR BOTH OVERSEEDING LAWNS AND ESTABLISHING NEW LAWNS.



1. **PREPARATION:** Good seed-to-soil contact is very important in order to improve germination of the planted grass seed.
 - (a) If the lawn has not been mowed, do so before proceeding.
 - (b) Remove dead grass and any debris and loosen the soil to be seeded by raking or other means of cultivation. Add additional topsoil if needed. In the case of larger areas, a rented thatching machine is helpful in order to create a seed bed. Seed should be applied to the loosened soil and then lightly raked into the ground, being careful not to bury the seed more than 1/4" deep.
2. Prior to seeding, apply these Jonathan Green products in any order, on the same day.



Jonathan Green New Seeding Lawn Fertilizer Provides the nutrients necessary for the new grass growth.



Jonathan Green MAG-I-CAL Pelletized Calcium Provides calcium - an essential grass plant nutrient, and raises soil pH, aiding in the new grass seedlings' ability to absorb nutrients from the soil water solution.



Jonathan Green Love Your Lawn - Love Your Soil Helps loosen hard, compacted soils by feeding the soil life, the microbes. This product also greatly aids in grass plant root development.



3. Apply my Jonathan Green **Green-Mulch Seed Establishment Mulch** over the area in place of hay or straw or if erosion and slopes are involved.
4. Seed bed should be kept moist for a few weeks while the grass seed germinates. Mow the new grass after it has reached a height of 2 to 3 inches.



FOR SPECIFIC PRODUCT INFORMATION, REFER TO PAGES 16, 17, 18, 20, 24

LATE FALL

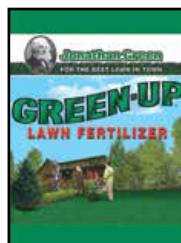
Fact box: As the day length shortens, the temperature declines and the leaves turn color, your lawn can thicken and become stronger, as it stores food for the winter months ahead. A late fall feeding, around Halloween can be most beneficial in this process.

APPLY ONE OF THESE LAWN FERTILIZERS



Winter Survival
Lawn Fertilizer

OR



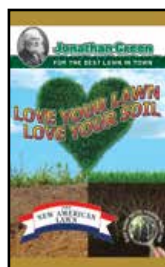
Green-Up
Lawn Fertilizer

AND BOTH OF THESE PRODUCTS ON THE SAME DAY



MAG-I-CAL

+



Love Your Lawn - Love Your Soil



A Black Beauty lawn grown from seed by a homeowner.

General Lawn Care Tips

Watering Tip: A total of one inch of water per week, including rainfall, is desirable. Watering deeply two or three times a week in the morning for 30-45 minutes, when necessary, is most beneficial for your lawn, encouraging deep root growth. Avoid frequent watering for short periods of time and avoid watering at night, which promotes lawn disease outbreaks.

12



NITROGEN
For a Dense
Green Lawn

18



PHOSPHATE
Improves
root growth

8



POTASH
Vital for growth
& drought
resistance

What do the numbers on a fertilizer bag mean?

The numbers on a fertilizer bag represent the percentage of Nitrogen, Phosphate and Potash in the product which is essential to promote a healthy root system and a dark-green color in your lawn.



- Complies with municipality regulations prohibiting the use of certain lawn fertilizers containing phosphorus
- Helps protect waterways

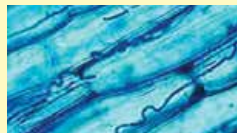


- Increases root growth and nutrient uptake
- Enhances natural defenses
- Improve soil structure and water retention
- An investment in the health of your lawn and your family

WHAT ARE GRASS SEED ENDOPHYTES? WHY ARE THEY IMPORTANT?

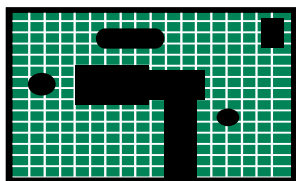
Endophytes are beneficial funguses that are involved in a symbiotic relationship with lawn plants. They produce defensive chemicals called alkaloids that deter certain insects. One effect of these alkaloids is that the plants taste bad. The type of insects repelled by endophytes are typically chinch bugs, bluegrass billbugs and sod webworms. Seeding with endophytic grass seed mixtures is a key step to improving your lawn. It helps reduce the need for pesticides, allowing you to "Go-Green".

Jonathan Green Black Beauty grass seed mixtures contain endophytic, naturally insect resistant grasses. Look for this icon on our bags.



Magnification 1000x of plant cells containing endophytes; the endophytes are the squiggly lines within the cells.

HOW TO DETERMINE YOUR LAWN'S SQUARE FOOTAGE



_____ Length (Feet)
x _____ Width (Feet)
= _____ Total Square Feet
- _____ Non-Lawn Areas
= _____ Total Square Feet coverage you need

To determine how much you need, multiply the length of your lawn by its width. This equals your total square footage. Deduct any non-lawn areas (house, gardens, etc.)

MOWING GUIDE

Do not mow your grass too short. A height of 3 to 3½ inches works best for a healthy lawn by preventing disease and shading the soil to inhibit weed seed germination. Raise the mowing height during summer months. Lawns that are mowed higher require less watering and establish a deeper root structure. Keep your mower blade sharp so that you do not "shred" your grass, making it vulnerable to disease. Do not mow wet grass. Do not cut more than 1/3 of the grass blade. Mow regularly, usually once a week. Rotate your mowing patterns. Leave grass clippings on the lawn if possible, as long as they are not in clumps, to decompose and return nutrients and water back into the soil. Mulching mowers work very well and are designed to finely shred clippings. Clippings do not promote thatch.

3.5"

3"

2.5"

2"

1.5"

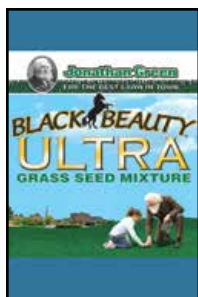
1"

.5"



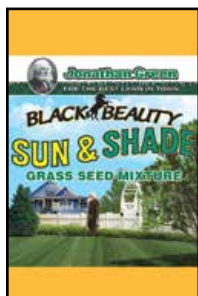
Black Beauty™ Mixture

- Contains three exceptionally dark-green Black Beauty Fescues
- Grows well in sunny and shady areas and in many different soil types
- Provides a more vigorous and drought/heat tolerant lawn that looks like Kentucky bluegrass
- Grass roots can grow up to four feet deep
- Planted by leading sod growers across the USA!
- Contains endophytes for improved insect resistance



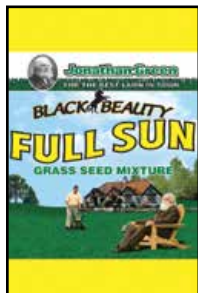
Black Beauty™ Ultra Mixture

- Contains three Black Beauty Fescues, with a New Frontier Perennial Ryegrass and Blue Panther Kentucky Bluegrass
- Rhizoming root system will help to fill in bare spots
- Use for faster establishment
- Contains endophytes for improved insect resistance



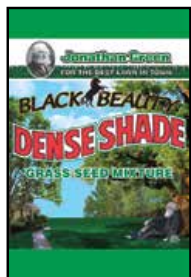
Black Beauty™ Sun & Shade Mixture

- Grows well in sun and partially shaded areas
- Wide adaptability and elite varieties make this our most popular mixture
- Contains exceptionally dark-green Black Beauty Fescues
- Contains endophytes for improved insect resistance



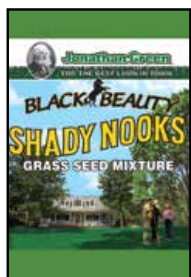
Black Beauty™ Full Sun Mixture

- Provides a lawn of the highest quality in sunny areas
- Contains exceptionally dark-green Black Beauty Fescues
- Contains endophytes for improved insect resistance



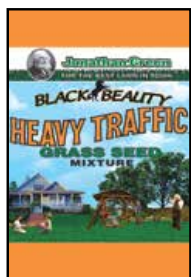
Black Beauty™ Dense Shade Mixture

- Performs well in shady areas, especially dry shade
- Better resistance to drought, insects and disease
- Contains exceptionally dark-green Black Beauty Fescues
- Contains endophytes for improved insect resistance



Black Beauty™ Shady Nooks™ Mixture

- Formulated to survive in damp or dry-shady areas
- Our most shade tolerant mixture
- Contains poa trivialis, hard fescue and Black Beauty Fescues which are adapted to thrive in the shade
- Grows in shady areas and dry soils where other mixtures fail
- Contains endophytes for improved insect resistance



Black Beauty™ Heavy Traffic™ Mixture

- Use where children and pets play
- A mixture of Black Beauty Fescues and a New Frontier Perennial Grass
- Offers good abrasion resistance and fills in bare spots fast
- Contains endophytes for improved insect resistance



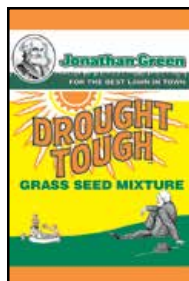
Black Beauty™ Ultra Lawn Repair Made Easy SEED - FERTILIZER - MULCH COMBINATION

- Repairs bare spots in the lawn
- Use on new lawns or when re-seeding
- Contains my Black Beauty Ultra Grass Seed, Organic Lawn Fertilizer, MAG-I-CAL, Compost, Love Your Lawn-Love Your Soil and Green-Mulch Seed Establishment Mulch.
- Contains endophytes for improved insect resistance



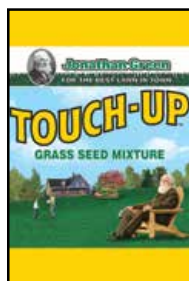
Black Beauty™ Fall Magic™ Mixture

- Specially formulated for successful fall seeding
- Use on established lawns or to start new lawns
- Repairs summer damage and provides an attractive, thicker, greener lawn
- Use in sun and shade areas
- Contains endophytes for improved insect resistance



Drought Tough™ Mixture

- Contains improved Black Beauty Tall Fescues, New Frontier Perennial Ryegrass and a hardy Blue Panther Kentucky Bluegrass
- Deep-root system helps keep your lawn greener during hot summer weather and reduces water and fertilizer requirements
- Contains endophytes for improved insect resistance



Touch-Up™ Mixture

- Contains quick-germinating turf-type Perennial Ryegrasses
- Touch-Up™ bare spots or overseed your entire lawn
- Golf course quality mixture
- Contains endophytes for improved insect resistance



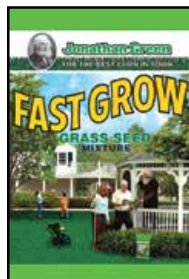
Show Lawn™ Mixture

- Offers quick establishment of high quality Kentucky Bluegrass and improved Turf-Type Perennial Ryegrass
- Thrives in full sun and partial shade
- Blends into existing lawns
- Contains endophytes for improved insect resistance



Sod Maker™ Mixture

- Establishes a Kentucky Bluegrass lawn of sod quality from seed
- Use to create a new sod lawn or to improve an existing lawn into “sod-like” quality
- Contains four improved Kentucky Bluegrasses grown by sod growers across the USA!



Fast Grow Mixture

- Provides a hardy lawn quickly in sun and shade
- Use this seed mixture where the fastest results are required
- Germinates in just 10-14 days

SPREADERS

My durable lawn spreaders are designed for fast and accurate applications. They include settings for all of my Jonathan Green Products. Spreader settings can be found at jonathangreen.com



**“Green-Meter”
Rotary Spreader**

- Foam grip handle
- Large 12” wheels
- Hopper holds up to 10,000 square feet of material



**“Elite-Green”
Rotary Spreader**

- Foam grip handle
- Large 10” pneumatic wheels
- Self-lubricating metal gears
- Finger tip cable control
- Hopper holds up to 10,000 square feet of material



**“GO-GREEN”
Rotary Spreader**

- Grip handle
- Large 8” poly wheels
- Hopper holds up to 10,000 square feet of material
- Self-lubricating nylon gears



**“Green-Meter”
Drop Spreader**

- Foam grip handle
- 18” wide with large wheels
- Hopper holds up to 10,000 square feet of material



Hand Spreader

- Use for grass seed, fertilizers, ice melters, etc.
- Rust and corrosion resistant Polypropylene
- Built to last - heavy duty!
- Use on lawns and gardens
- Easy on-off flow rate adjuster



**“Black Beauty”
Pro-Green Spreader**

- Direct rod control
- 15” treaded turf tires
- Metal gears with grease fitting
- Wire mesh filter
- Comes with rain cover
- Capacity 130 lbs.

“I love the big wheels, they are the Cadillac of lawn spreaders!”

SPREADER PATHS



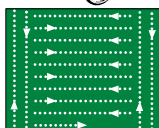
Broadcast Spreader Path

For best results, apply in a circular pattern starting on the outside and working toward the center. A little overlap of product will ensure complete coverage.

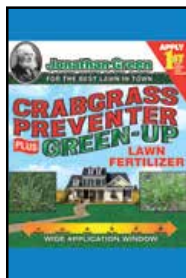


Drop Spreader Path

First, apply 2 border strips along the edge of each end of the lawn, overlapping slightly and shutting off the spreader before turning as you reach the edge of the border strips.



LAWN FERTILIZERS



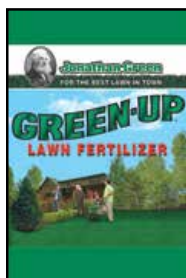
Crabgrass Preventer plus Green-Up Lawn Fertilizer

- Feeds your lawn - controls crabgrass
- Controls crabgrass before and after it germinates
- Provides 25% slow-release Nitrogen, no-phosphorus formula
- Clear, odorless, non-staining
- Can be applied up to early summer in a split application program
- Contains Dimension™ weed control
- Delay seeding for three months after application



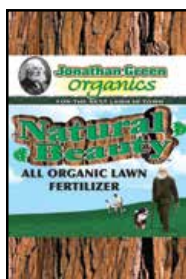
Crabgrass Preventer plus New Seeding Lawn Fertilizer

- Provides crabgrass control and nutrients to get newly planted grass seed off to a great start
- Allows seeding on the same day
- Provides 30% slow-release Nitrogen
- Apply last after the grass seed has been planted, then do not disturb the seed bed
- Contains Tupersan™ weed control



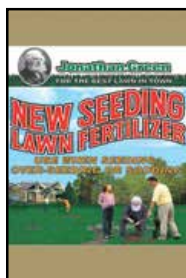
Green-Up™ Lawn Fertilizer

- A great fertilizer for the early and late growing season, when the soil is cold
- Iron and Sulfur add deep-green color
- Feeds for 8-10 weeks
- Provides 40% slow-release Nitrogen
- Contains humates which stimulate the soil's microbial life
- No-phosphorus formula
- You may seed with this product



Natural Beauty™ Organic Lawn Fertilizer

- Rich in humates that help to restore soil life
- Provides excellent turf nutrition for 8 to 10 weeks
- No-phosphorus formula
- Does not contain manures or bio-solids
- Safe to use around children, pets and pastures
- Feeds the beneficial microbes in the soil
- Provides 40% slow-release Nitrogen
- You may seed with this product



New Seeding Lawn Fertilizer

- Use when seeding, over-seeding or sodding
- High phosphorus formula helps build a vigorous root system
- Gets new grass plantings off to a fast start for a thicker, greener lawn
- Contains iron for deep greening
- Provides 30% slow-release Nitrogen
- Contains humates for root development

LAWN FERTILIZERS

Organic Lawn Fertilizer

- Great for establishing new seedlings
- Complex, organic lawn fertilizer that stimulates grass roots, stems and leaves
- Contains humates to rejuvenate tired, sick lawns
- Does not contain manures or bio-solids
- Safe to use around children, pets and pastures
- Use in spring, summer or fall, feeds for 8 to 10 weeks
- Feeds the beneficial microbes in the soil
- Provides 40% slow-release Nitrogen
- You may seed with this product

Organic Weed Control plus Fertilizer

- Unique corn-gluten technology prevents crabgrass, dandelions and over 20+ grassy and broadleaf weeds from germinating
- Feeds and greens the lawn organically, pesticide free
- No-phosphorus formula
- Provides 90% slow-release Nitrogen
- Does not contain manures or bio-solids
- Safe to use around children, pets and pastures
- Do not seed for 60-90 days after applying this product
- Does not control existing lawn weeds, apply prior to target weed germination

Summer Survival Lawn Fertilizer

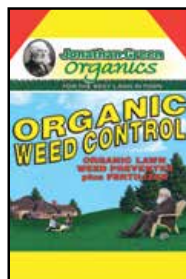
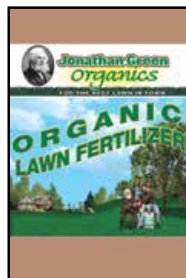
- Controls a wide spectrum of insect pests including Chinch Bugs, Armyworms, Ticks, Ants, 15+ other insects
- Provides 40% slow-release Nitrogen
- Gives the lawn a gentle feeding during summer months to keep lawns greener
- No-phos formula, great for lake & bay communities
- You may seed with this product

Weed & Feed Lawn Fertilizer

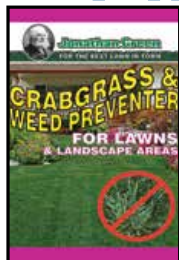
- Controls over 250 broadleaf weeds including dandelion, chickweed, plantain and clover
- Provides slow-release nitrogen to promote healthy grass growth
- No-phosphorus formula
- Provides 35% slow-release Nitrogen
- After applying, do not seed for four weeks after application

Winter Survival Lawn Fertilizer

- Fall & winter feeding formula keeps your lawn greener later into the year
- Provides a well balanced formula, ideal for winter turf protection
- Iron and Sulfur helps keep the lawn a deep-green color
- "True" fall/winter formula - promotes root growth and storage of nutrients for spring
- Contains humates for root development
- No-phosphorus formula
- Provides 30% slow-release Nitrogen
- You may seed with this product, ideal to use with a fall seeding



PROBLEM SOLVERS



Crabgrass & Weed Preventer

- Provides season-long crabgrass control
- Controls 30+ grassy and broadleaf weeds
- Can be applied as late as early-June
- Controls crabgrass before and after it germinates
- Delay seeding for 4 months after application
- Contains Dimension™ weed control, clear, odorless, non-staining



Lawn Weed Control

- Use anytime of the year when weeds are actively growing, spring through fall
- Improved formula with Trimec® 3-way technology provides broadleaf weed control of 200+ lawn weeds including dandelion, clover, chickweed, common purslane, etc.
- DOES NOT CONTAIN FERTILIZER, use when you want to control weeds without fertilizing
- Delay seeding for 4 weeks after application



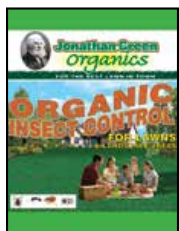
Lawn Fungus Control

- Use for both preventative and curative fungus treatments
- Repeat every 30 days if necessary
- Controls Summer Patch, Fusarium Blight, Dollar Spot, Copper Spot, Red Thread, Stripe Smut, Pink Snow Mold, 20+ diseases
- You may seed with this product



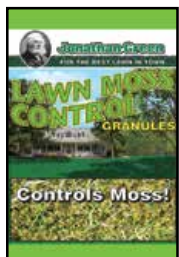
Grub Control

- Apply anytime – spring through summer for season-long grub control
- Preventative grub control
- You may seed with this product



Organic Insect Control for Lawns and Landscape Areas

- Kills and repels over 100 insect pests
- Uses a patented blend of organic plant oil which works by blocking specific neural pathways called Octopamine receptors that only exist in insects
- Mammals, birds and fish do not have Octopamine receptors, so there is no adverse effect on them and is safe and effective
- You may seed with this product



Lawn Moss Control

- Kills moss quickly - see results in hours
- Contains iron, which greens up your lawn
- Do not seed for 14 days after application

LAWN PROBLEMS

WEEDS



Crabgrass



Goosegrass



Dandelion



White Clover



Chickweed



Plantain

INSECTS



Grub



Tick



Flea



Ant



Chinch Bug



Sod Webworm

FUNGUS



Red Thread



Brown Patch



Stripe Smut



Dollar Spot



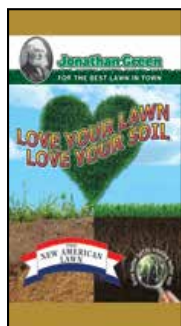
Summer Patch



Snow Mold

HOW TO IMPROVE YOUR SOIL TO GROW A GREAT LAWN!

Love Your Lawn - Love Your Soil™



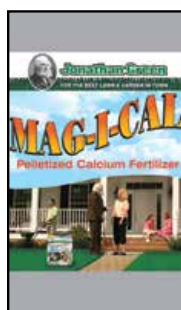
- Helps loosen heavy, compacted soils
- Releases “tied-up” nutrients in the soil
- Contains humic and fulvic acids, calcium, sulfur, iron and molasses - helps make the soil more alive and porous
- Enhances grass root development and root mass development
- Environmentally friendly; safe for people and pets
- Use on cool and warm season grasses
- Increases resistance to drought and heat stress
- Helps kick-start your lawn in the spring
- Homogenous formula - applies easily with any spreader



**LEFT: BEFORE LOVE YOUR LAWN - LOVE YOUR SOIL
RIGHT: AFTER LOVE YOUR LAWN - LOVE YOUR SOIL**

(typical results may take 1 - 3 applications)

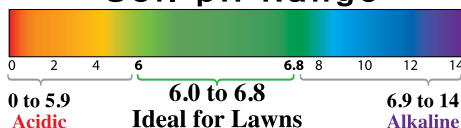
“I applied Love Your Lawn - Love Your Soil, my lawn has never looked this good.”



MAG-I-CAL™

- Increases the ability of plants to utilize nutrients by raising soil pH levels
- Increases microbial activity
- Reduces stress, improves soil texture, aids in water uptake
- Concentrated, so one bag is the equivalent of up to ten bags of limestone at roughly half the cost
- Has a synergistic effect on organic fertilizers and causes them to work more effectively by conditioning the soil
- Contains humates for root development
- It makes your SOIL better!

Soil pH Range



Soil pH

Before starting any lawn care program, a soil test should be performed to determine your soil's pH level. Apply MAG-I-CAL to reach a desirable pH level. When soil is balanced with a pH level between 6.0 to 6.8, lawns thrive and the occurrences of weeds are reduced. Weeds thrive in acidic soil, soil with a pH below 6.0. You may apply MAG-I-CAL during the growing season and also while applying any other lawn products.

- If pH is 6.0 - 6.4, apply MAG-I-CAL once a year
- If pH is 5.6 - 5.9, apply MAG-I-CAL in the spring and fall
- If pH is 5.1 - 5.5, apply MAG-I-CAL every other month until pH is above 5.5, then follow above suggestion
- If pH is 5.0 or below, MAG-I-CAL at 1.5 times the regular rate for three consecutive months. Two weeks after the third application, test pH then adjust application schedule accordingly.

Soil Acidity	Fertilizer Wasted
4.5 pH	71%
5.0 pH	54%
5.5 pH	33%
6.0 pH	20%
6.5 pH	0%



SCAN FOR VIDEO

Why does my soil become acidic?

All fertilizers that are applied to the lawn, whether organic or traditional are acid and will reduce soil pH levels over time. The process of decay caused by soil microbes produces organic acids. What actually happens when we apply calcium like MAG-I-CAL to the soil is a reduction of hydrogen levels in the soil. The calcium carbonate promotes the neutralization of acidic soil.

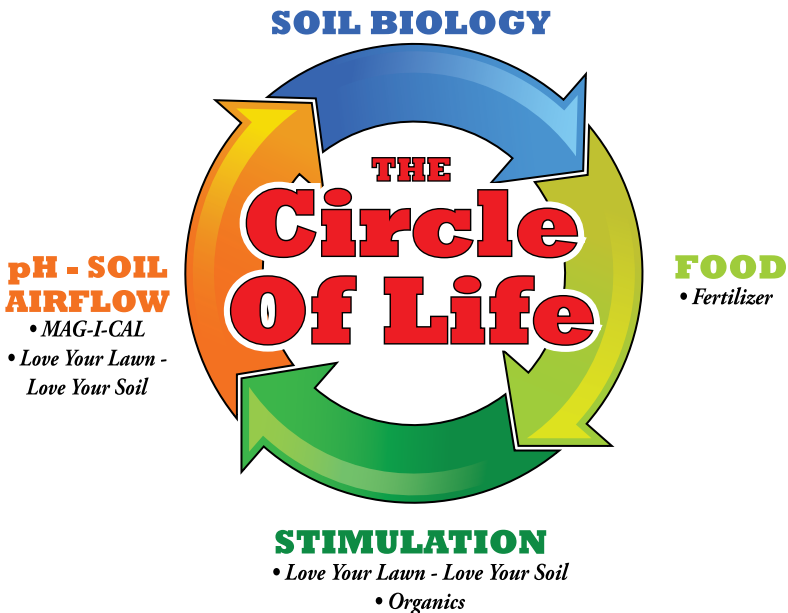


Soil pH Test Kit

- Easy, do-it-yourself kit to determine what your soil will need for ideal growing conditions for a healthy lawn and garden
- Includes desirable pH ranges and instructions on adjusting soil pH levels for lawns, flowers, vegetables and shrubs
- Get results in 5 minutes
- Only 99¢ - a great bargain!

Organic fertilizers and The New American Lawn

Soil is a very complex environment in which grass plants are living in association with countless microscopic organisms. In the soil the fundamental physical, chemical and biological processes necessary for grass growth take place. The energy that grass plants need to grow and thrive comes from the air and water which surrounds them. This organic energy is really trapped energy from the sunlight which is converted into food by the process of photosynthesis. The Circle of life diagram below represents the need to achieve the proper environmental balance. The integration of my organic lawn fertilizers in your lawn care program is required for healthy grass growth and to complete this Circle of life!



GETTING STARTED THIS SPRING

– SEEDING –

APPLY 1-4 ON THE SAME DAY



1

MAG-I-CAL



2

**LOVE YOUR
LAWN - LOVE
YOUR SOIL**



3

**A BLACK
BEAUTY
GRASS SEED
MIXTURE**



4

**NEW SEEDING
LAWN
FERTILIZER**

**5. REFER TO PAGE 5 FOR CRABGRASS WEED CONTROL
WHEN SEEDING**

– NOT SEEDING –

APPLY 1-3 ON THE SAME DAY



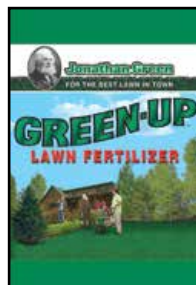
1

MAG-I-CAL



2

**LOVE YOUR
LAWN - LOVE
YOUR SOIL**



3

**GREEN-UP
LAWN
FERTILIZER**

**4. REFER TO PAGE 7 OR 9 FOR CRABGRASS OR DANDELION
WEED CONTROL**

Be aware of state or local ordinance requirements concerning lawn fertilizers. They may limit or prohibit fertilizer applications from late fall to early spring in your area.

Keep fertilizers out of reach of children and pets. Do not apply near water, storm drains, or drainage ditches. Do not apply if heavy rain is expected. Apply fertilizer only to your lawn or garden and sweep any product that lands on the driveway, sidewalk or street back onto your lawn or garden. Also, sweep fertilizer off concrete surfaces to avoid possible staining.

Look for my money saving gift coupons at your local Jonathan Green dealer or online at jonathangreen.com and get \$\$\$ to spend on your next visit to your local lawn and garden store.



SHOW US YOUR LAWN!

SUBMIT A PHOTO OF YOUR LAWN FOR A CHANCE TO WIN JONATHAN GREEN PRODUCTS!

To enter the Jonathan Green "Show Us Your Lawn" photo contest visit NewAmericanLawn.com to upload a photograph of your lawn. While you are there be sure to sign up to receive our Timely Tips newsletter!

One winner will be chosen each month from March to October for a chance to win a \$50 gift coupon to redeem at their Jonathan Green retailer. One grand prize winner will win a \$500 gift coupon to redeem at their Jonathan Green retailer for New American Lawn products.

MONTHLY PRIZES & ONE GRAND PRIZE TO BE AWARDED!



SCAN TO ENTER OR VISIT NEWAMERICANLAWN.COM



Let Jonathan Green Help You!

Go to my website jonathangreen.com for several useful resources to help you with your lawn and garden questions.

- Register for **Timely Tips**, the Jonathan Green email newsletter.
- Register for **Jonathan Green's Forum** for helpful discussions with both professionals and homeowners.
- Read through the section of Frequently Asked Questions.
- Choose from detailed articles written by lawn care experts.
- Watch informational How-To Lawn Videos.



My Pledge Of Satisfaction:

We have made every effort in the formulation of these products to insure that you will be satisfied with the results. If, for any reason, you are not satisfied, please write and describe the problem. Our lawn and turf specialists will make every effort to assure your success.

Jonathan Green



YOUR PERSONAL LAWN CARE PROGRAM

Use this log to keep your own records. A good program depends on accurate timing and scheduling of applications. Keeping good records = better results!

PRODUCTS	WHEN TO APPLY

Ask for a free copy
of our Garden Care
Products Guide.



visit
NewAmericanLawn.com

Sign up to receive timely lawn & garden tips
 www.jonathangreen.com



DEALER