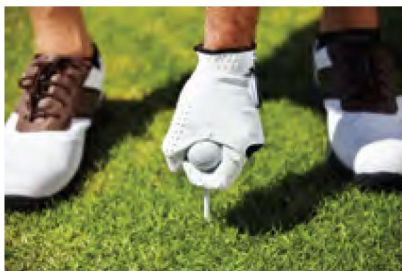


Intrinsic[®] Brand Fungicides: The Power Within





For turfgrass that's as healthy as it looks

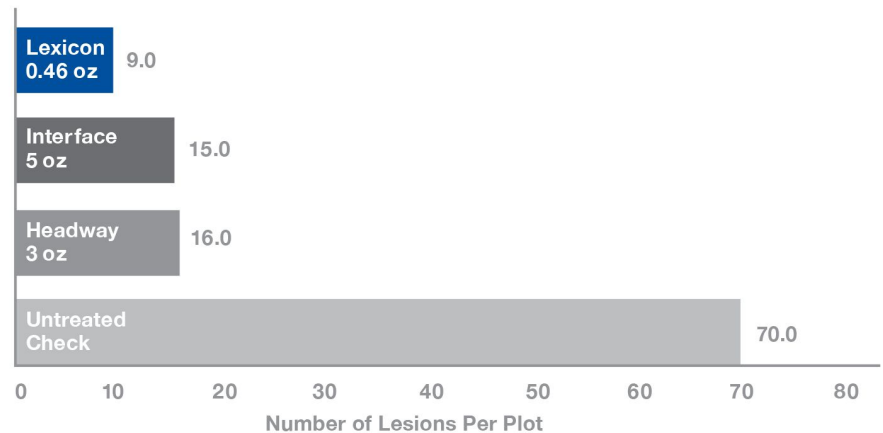
Beautiful fairways and greens are your ultimate goal, but every season brings tough challenges like heat, drought, fungal disease and mechanical stress. To meet these challenges and keep your course in pristine shape, you need fungicides that deliver true plant health, from the inside out. *Intrinsic*® brand fungicides deliver powerful disease control, increased growth efficiency, and enhanced stress tolerance.

Powerful disease control

Intrinsic brand fungicides are the industry's first brand of EPA-labeled fungicides also offering plant health benefits, controlling up to 27 of the toughest turfgrass diseases. Boosted by a 28-day residual, these fungicides keep you ahead of damaging diseases so your turf can utilize its energy for other key processes, such as photosynthesis and root development, which help improve overall turf quality.

For healthy, worry-free turfgrass, you can rely on **Intrinsic** brand fungicides. They have the power to control disease and help keep your course picture-perfect, above and below the surface.

Lexicon® provides 40% better dollar spot control than competitors



Lexicon Intrinsic brand fungicide on a bentgrass/poa fairway applied on a 28-day interval Penn State University, 2014

Increased growth efficiency

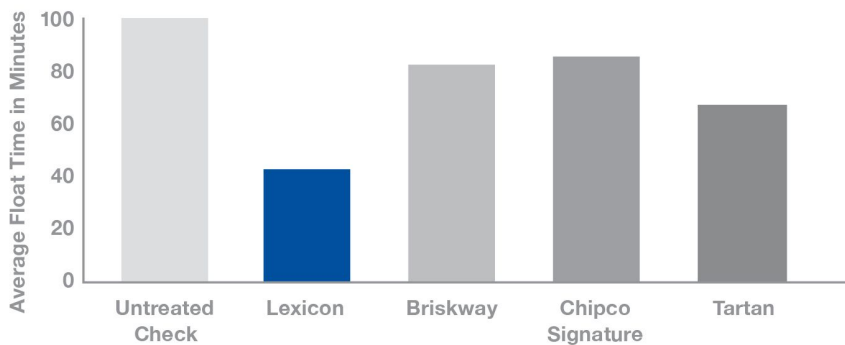
Maximizing photosynthesis is critical to the health of your course's turf.

Intrinsic® brand fungicides are proven to enhance this all-important process, leading to denser roots and healthier, more robust turf that looks better, plays better and is more resistant to stress.

Increased photosynthesis can be measured by the speed at which oxygen is released from turf blades. The laboratory trial places identical leaf segments treated with **Lexicon**® **Intrinsic** brand fungicide and competitive products in test tubes. Leaf segments treated with **Lexicon Intrinsic** brand fungicide floated to the surface significantly faster, indicating a higher photosynthesis rate, as compared to untreated turf or turf treated with competitive products.

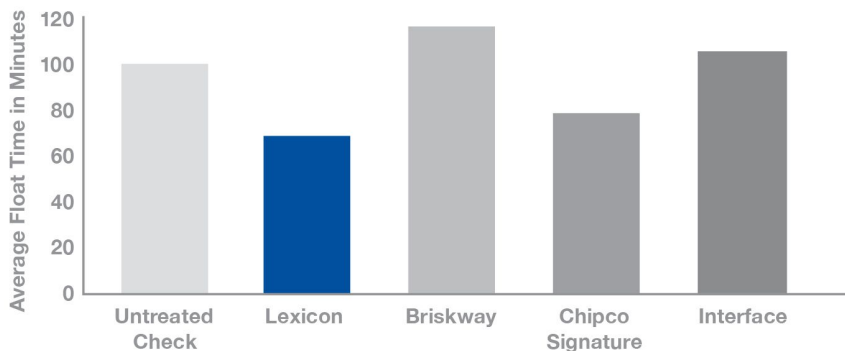
Photosynthetic Speed Trials – Bentgrass

Float Time in Minutes, 2014



Photosynthetic Speed Trials – Bermudagrass

Float Time in Minutes, 2014



Lexicon®

Intrinsic® Brand Fungicide

The most powerful disease solution for greens and tees, offering broad spectrum control for up to 28 days, and plant health benefits

Honor®

Intrinsic® Brand Fungicide

A fairway staple for the broad spectrum control of diseases with the addition of plant health benefits

Insignia® SC

Intrinsic® Brand Fungicide

Proven standard for reliable disease control and plant health

Enhanced stress tolerance

Intrinsic® brand fungicides also make turf more resilient to environmental stresses such as heat, cold and drought, and mechanical stresses such as aeration.

Intrinsic brand fungicides work as hard for you below ground as they do above. In samples grown under identical conditions, the roots of samples treated with **Lexicon**® **Intrinsic** brand fungicide are dramatically longer and denser than untreated samples and those treated with other competitive fungicides. Denser, deeper roots enable turf to better withstand environmental and mechanical stresses, producing more resilient, playable turf.

Why Intrinsic brand fungicides?

The power to control disease

- Long-lasting residual control up to 28 days
- Broad spectrum control of 27 tough diseases

The power to increase growth efficiency

- Maximized photosynthesis which helps ensure healthier turfgrass from within the plant

The power to withstand stress

- Boosts your turf's resilience to drought, moisture, temperature extremes and mechanical stresses



Root systems of turf treated with **Lexicon Intrinsic** brand fungicide (center), compared to those of untreated turf (at left) and turf treated with competitive fungicides at right: 1) Briskway fungicide, 2) Daconil Action fungicide, 3) Heritage TL fungicide, 4) Interface fungicide and 5) Tartan fungicide. Demonstrations conducted in a greenhouse under greenhouse conditions. All treatments were made at the manufacturer's recommended labeled rates.

“Failure is not an option, especially in the golf industry. As a superintendent or director of golf course maintenance, your reputation is on the line every day, hands down. With the foundation set forth with the Intrinsic fungicides, we’ve gotten over a huge hump here regarding our putting surfaces for our members.”

*– Matt DiMase, Director of Golf Course Maintenance
Black Diamond Ranch, Lecanto, FL*

“Lexicon gives me peace of mind on bent greens with late June and July apps. It's my go-to for ultimate security.”

*– James Gray, Head Superintendent
Union County CC, Anna, IL*

“BASF and the Intrinsic brand takes care of a lot; not only disease, but plant health as well. When you can get that 2-for-1, it's a no-brainer.”

*– Kyle Callahan, Golf Course Superintendent
Victoria National Golf Club, Newburgh, IN*





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Always read and follow label directions.

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