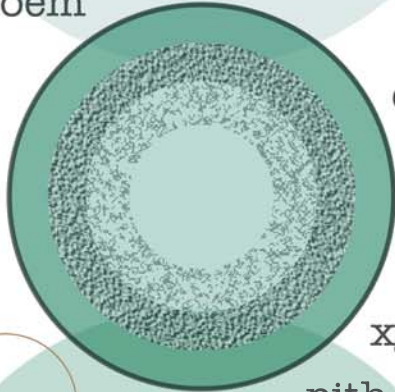


ESSENTIAL[®] PLUS

"An essential part of every germination, propagation and transplant program!"

**100% Natural Organic
Biostimulant & Rooting Hormone**

phloem

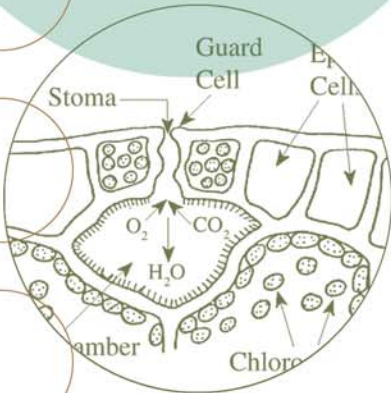


cambium

xylem

pith

physiology



Stoma

Guard Cell

Epidermal Cell

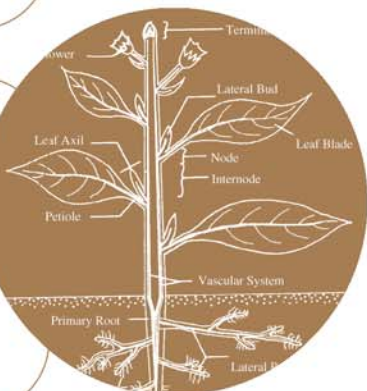
O₂

CO₂

H₂O

Xylem

Chloroplast



botany

Essential Plus is safe for workers to handle while meeting the grower's standards of productivity.

Essential Plus is perfect for today's horticultural market, which requires a **versatile and effective** product for use on a broad range of propagation materials. As an **organic**, it is safe for workers to handle, has a zero REI, and is not subject to environmental legislation. Essential Plus is a reliable product that provides **consistent results** from seed to finished product.

Natural Rooting Substance

Essential Plus provides a safe alternative to the propagation of cuttings with chemical hormones like IBA and NAA. Essential Plus is a true organic solution containing several unique ingredients with auxin-like activities known to stimulate callus formation and rooting on softwood and hardwood cuttings. Essential Plus contains humic acid derived from Leonardite, kelp extract and a proprietary plant extract, all of which promote rooting. Side by side trials with IBA have proven that Essential Plus produces faster rooting and greater root mass than IBA.

Biostimulant

As an added benefit, Essential Plus promotes other aspects of plant physiology, including photosynthesis, hormonal activity, respiration and ion uptake during the plant's growth cycle. It contains a safe, non-phyto-toxic wetting agent derived from the yucca plant, which assures quick penetration into soils that are often difficult to wet.

Germination

Essential Plus contains two ingredients that speed up seed germination. They quickly soften the seed coat, allowing water penetration and faster, more uniform germination even on tough seed coats.

Application Annotations

Use Essential Plus on all types of softwood cuttings, hardwood cuttings, vegetable plugs, bedding plants, perennials, small and large transplants, and for seed germination. Essential Plus can be utilized as a dip prior to planting or as a time saving drench. It is pasteurized and free of pathogens. It can be applied through a sprayer, drip irrigation system, or via hand watering, saving many hours of production labor. Essential Plus needs no mixing and will not settle out of solution. It is manufactured from only natural organic ingredients, and is labeled by the NOFA as organic.

Direct Siphon:

Essential Plus can be siphoned directly from the original container. This can be done with a variable proportioner capable of high ratio settings. This eliminates the need to mix stock concentrates or stir mixing barrels.

For proportioner settings, please contact your proportioner supplier.

Mixing / Compatibility:

Since Essential Plus contains a high percentage of solids, mix or shake well before use. Essential Plus is made from natural organic products and is therefore safe to handle and use. Essential Plus is compatible with all fertilizers and chemical pesticides.

Handling & Storage:

Essential Plus should be stored in normal warehouse conditions. Do not store in direct sunlight or above 100° for long periods of time. Replace cap after using. Never leave container open to air.

Guaranteed Analysis:

Humic Acid	7%
Cellulose Fiber	10%
Natural Rooting Substance	.001%
Gibberellic Acid	.0001%
Kelp Extract	0.1%
Carbohydrates	2%
Natural Wetting Agent	.00025%
Lignin	1.2%
Mono / Disaccharides	3%
Ash Content	.2%
Total L-Amino Acid	.275%
0.53% L-Glycine	0.08% L-Phenylalanine
0.39% L-Glutamic Acid	0.07% L-Isoleucine
0.35% L-Aspartic Acid	0.04% L-Histidine
0.26% L-Alanine	0.02% L-Methionine
0.19% L-Proline	0.01% L-Tyrosine
0.17% L-Leucine	Trace% L-Carnosine
0.16% L-Lysine	Trace% L-Citrulline
0.16% L-Serine	Trace% L-Cystine
0.12% L-Arginine	Trace% L-Beta-Alanine
0.10% L-Threonine	Trace% L-Taurine
0.10% L-Valine	
Riboflavin (B2)	13.17 mg/lb.
Vitamin (B6)	0.314%
Weight per gallon	8.74 lbs.
Derived From:	Humic Acid (Potassium Humate), Plant Extracts, Simple and Complex Sugars, North Atlantic Kelp Extract, Hydrolyzed Organic Proteins, Natural Wetting Agent and Carbohydrates