

# H<sub>2</sub>OEXCEL™

A Natural Water Conservation Agent

## What is H2OExcel™?

H2OExcel™ is a 100% biodegradable solution made up of natural ingredients assembled to function as a water conservation agent and nutrient efficiency booster. This unique product is a proprietary formula from Brookside Agra that utilizes the power of natural extracts from desert plants, which have an increased ability to absorb and store water more efficiently than others. H2OExcel™ has the unique ability to reduce soil and water surface tension thereby allowing soils to absorb and retain water much faster than normal. H2OExcel™ affects the soil capillarity in a way that water can infiltrate faster and deeper than normal.

For the majority of land, water will simply take the path of least resistance. It will run off or pool in low-lying areas and evaporate. These conditions commonly lead to overwatering of plants, crops and turf where leaf damage can occur and water does not reach the root system. H2OExcel™ enables soils to absorb water faster and deeper than normal by reducing surface tension of both respectively. This puts water in the root zone where it is more readily absorbed and nutrients are made soluble for increased uptake to the plant. Once H2OExcel™ infiltrates the soil it will not harm any plants and is not toxic to any animal, making it ideal to use anytime and everywhere. H2OExcel™ also serves to increase biological activity around the root zone making more nutrients available.

H2OExcel™ promotes water efficiency, in turn making water more available, especially during times of stress. The performance of H2OExcel™ is second to none as it does not have the limitations of the typical polymer and silicone competitors and is not limited by exposure restrictions. H2OExcel™ can lead to water-use reductions of up to 50%, thereby reducing dependence on water and leading to a cost savings for all who take advantage of its unique formula.



## How Does it Work?

The characteristics of water and the presence of hardened and unreceptive soils can make it difficult for water to reach existing plant life. Applying H2OExcel™ helps soils absorb water more quickly and efficiently.

***H2OExcel™ is helping the world in conserving nature's most valuable resource – water.***



## Application Areas

Golf Fairways and Tees	Large Landscapes and Crops	Lawns (Seeding and Sod)
Putting Greens	Fruit and Vegetable Growers	Tree Care
Commercial Lawn Care	Nurseries	Residential Gardens

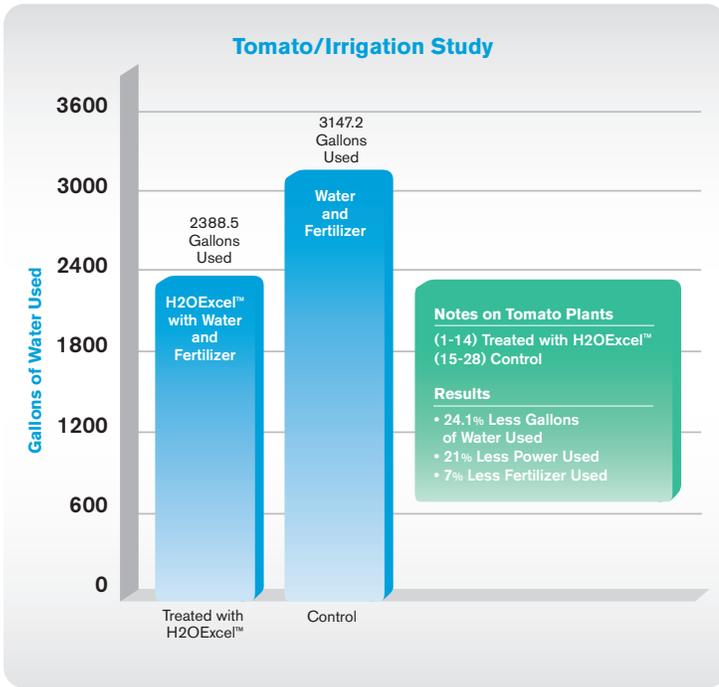


## Benefits

- 30-50% less water used on lawns, landscaping, gardens and crops
- Less fertilizer needed due to the plant's ability to absorb water, oxygen and nutrients more efficiently
- Lower cost to maintain lawns, landscaping, gardens, crops, golf fairways and greens
- Reduced crop failure
- Increased plant strength
- H2OExcel™ product ingredients are on the GRAS list (Generally Recognized as Safe) which is approved by both FDA and AAFCO



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H2OExcel™ Treated  
(Plants 13, 14)



Control  
(Plants 15, 16)

## Suggested Use Rates

Prior to application, apply to a small area to determine the effect on the turf, plant and crop quality.

## Directions for Use

- Mix H2OExcel™ in water and apply as a spray or soil-drench as listed below. Spray mixture or use injection/irrigation system on plants, crops, or turf. Even on dried, caked and hardened soil, water is absorbed quickly without run-off. Repeat application process each time watering is required.
- Do not use this product in the concentrated form. H2OExcel™ is tank-mix compatible with fertilizers, herbicides, pesticides and mixes easily in cold water and stays in solution.

## Shelf Life

H2OExcel™ has a shelf life of 3 years.

## University of Central Missouri 2013 Study

S. Mark Goodwin, Ph.D Associate Professor of Horticulture

### Drip Irrigation/Moisture Meter Method

Plots only watered when soil moisture dripped below optimum numbers (Ex: -20 KPA watering began until -10 KPA is reached. 0 KPA is considered 100% saturated.)

## Recommended Application Rates\*

Areas	H2OExcel™ Concentrate	Coverage
• Flower Beds, Tree Care, Planters	2 oz. with water	1000 sq. ft.
• Tee Boxes, Putting Greens	2 oz. with water	1000 sq. ft.
• Seeding, Lawns, Gardens	2 oz. with water	1000 sq. ft.
• Fairways, Large Landscape Areas, Nurseries, Crops	32 oz. with water or 16 oz. with water	1 acre (once a month) 1 acre (twice a month)

\*Contact your local Distributor for dilution rates.