



**MOVEO™**

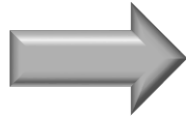
FORMULATION  
TECHNOLOGY

HELENA PRODUCTS GROUP

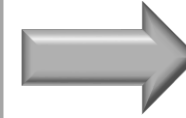
- Soluble Acid Technology
  - Discovered while evaluating in-can adjuvant systems for 2,4-D
  - A specific blend of specialized adjuvants that completely solubilizes 2,4-D tech, dicamba tech, and other auxin herbicides
- There are no petroleum-based solvents used
- Helena patented technology
  - 8,426,341
  - 8,232,230
  - 6,803,345



Based on the dispersion and/or solubilization of water insoluble pesticide actives in a proprietary surfactant blend



Not Water Soluble



MOVEO  
Technology

Patent Protection	8,426,341
	8,232,230
	6,803,345



## MOVEO™ | FORMULATION TECHNOLOGY

CUSTOMIZED, SURFACTANT-DISPERSED  
CO-FORMULATION SYSTEM FOR HERBICIDES



ENHANCED ABSORPTION AND  
UPTAKE FOR MORE EFFICIENT  
WEED CONTROL



REDUCED ODOR FOR USE  
AROUND SENSITIVE AREAS



IMPROVED COMPATIBILITY  
WITH TANK MIXES

PLUS:

- REDUCES TOTAL AMOUNT OF ACTIVE INGREDIENT USED PER ACRE
- ACCENTUATES PERFORMANCE OF TANK MIX PARTNERS • COMPLEMENTS ADJUVANT FUNCTIONALITY

## PRODUCTS:

FULL DECK®

HARDBALL®

LATIGO®

ON DECK®

OUTLAW®

SINISTER®

TRYCERA®

TRUMPCARD®


UNISON®

VISION®

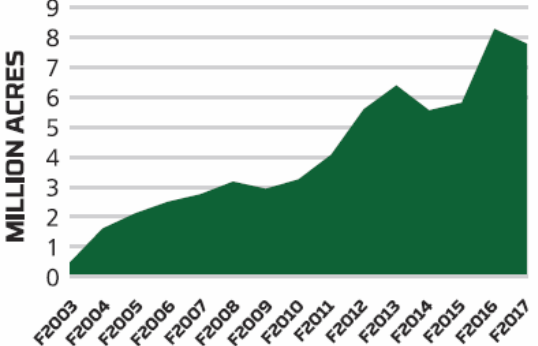
VOUCHER®



**EVIDENCE**

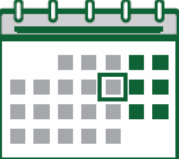


**MOVEO**




Fiscal Year	Million Acres
F2003	0.5
F2004	1.5
F2005	2.0
F2006	2.5
F2007	3.0
F2008	3.5
F2009	3.0
F2010	4.0
F2011	5.5
F2012	6.5
F2013	6.0
F2014	5.5
F2015	6.0
F2016	7.5
F2017	8.0

**16 YEARS OF COMMERCIAL USE**



**67 MILLION ACRES COMMERCIALY TREATED**



**PRODUCTS:**

- FULL DECK® • HARDBALL® ELITE • LATIGO® • ON DECK® • OUTLAW® • SINISTER®
- TRYCERA® • TRUMPCARD® • UNISON® EDGE • VISION® • VOUCHER®

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## PRODUCTS:

FULL DECK®

HARDBALL®

LATIGO®

ON DECK®

OUTLAW®

SINISTER®

TRYCERA®

TRUMPCARD®

UNISON®

VISION®

VOUCHER®



2,4-D Acid (Ag Uses)



2,4-D + Dicamba Acids (Ag Uses)



Dicamba Acid (Ag & Specialty Uses)



Triclopyr Acid (Ag & Specialty Uses)



Fomesafen Acid (Ag uses)

## Soluble Acid Technology

- All Weed Scientists worked with the initial SA product Unison
- Conducted burndown efficacy trials
- Evaluated triclopyr SA formulations for veg management
- Evaluated field volatility of 2,4-D, dicamba, and triclopyr SA formulations
- Championed Trycera as a new tool for sugarcane producers which resulted in a 3 year Sec. 18 label
- Along with the American Sugar Cane League secured IR-4 project approval to establish residues for Trycera in cane





*People...Products...Knowledge...*

thank you!

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