

The risk is day-to-day and year-round...

It is important to recognize that drought stress is not limited to prolonged drought conditions.. Even with regular irrigation, plants can enter drought stress as available moisture levels fluctuate. Plants that were watered one morning may be entering an early stage of drought stress later that day. Once a plant begins to enter drought stress, it is far more susceptible to pests and disease.

The answer is proper moisture management...

Because EcoSential Moisture Manager works around the clock to capture moisture that would otherwise be lost to evaporation, you are assured that your plants have the moisture they need between watering cycles. This not only helps you to prevent overwatering, but it can also give you the confidence to cut back on the volume and frequency of irrigation, **conserving precious water resources without sacrificing your greenery in the process.**

The benefits of Proper Moisture Management:

- Minimize Drought Stress • Control or Eliminate Dry Spots
- Enhance Nutrient Uptake • Increase Seed Germination
- Optimize Pesticide Efficiency • Extended Flower Life
- Improved Transplant Survival • Lower Watering Expense



Drought stress affects all plants...

EcoSential Moisture Manager is effective on:

- Turf • Shrubs • Ornamentals • Trees • Bedding Plants
- Flowering Plants • Sports Fields • Vegetable Gardens
- Potted and Containerized Plants ...indoors and out, and much, much more!

EcoSential Moisture Manager is available in many container sizes, from individual quarts up to 275 gallon totes, to suit your needs.



Made with
Hydretain
Root Zone Moisture Manager

For more information, Material Safety Data Sheets (MSDS), complete application rates, product specifications and more, visit us at:

moisturemanager.com
or call 1-800-321-5325

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Fighting Drought and Watering Restrictions?

Now is the Time to Level the Playing Field

Cut watering
up to **50%**

With potentially millions of dollars in turf, landscaping and labor at risk, as well as your reputation, the dangers of drought are a persistent reality... and as more greencare professionals are finding out, drought stress is a year-round problem and not simply tied to drier months of the year.

Applying more water is often not effective, and is even becoming illegal in many parts of the country with more homeowners and professionals alike being served with steep fines for violating local water ordinances.



An increased frequency and higher volume of water to compensate can lead to disease and rot, especially when an occasional rain shower saturates an aggressively irrigated area.

This cycle creates risk periods where plants drift between having too much water and then too little. More water is not the answer and watering cut-backs don't have to mean that your landscaping investment dies.

Both gravity and evaporation are constantly working against you pulling moisture out of the reach of roots as it returns to the aquifer and atmosphere. These two forces combine to create the potential for total moisture loss in the soil matrix when rainfall is scarce. Left unchecked this damage can cause wilting, browning and loss of the leaves, flowers and other delicate plant structures. By the time these drought stresses become evident, much of the plant's internal processes have already begun to shut down as it enters into a survival mode. It is during this time the plant becomes susceptible to opportunistic disease and pests.

Chronically dry soils can become hydrophobic or moisture-resistant. Attempting to hydrate soil in this condition is difficult as hydrophobic

soils tend to channel moisture away through voids in the soil matrix and poor absorption results. This moisture is then lost to gravity and offers little real benefit to plants, resulting in surface brown spots.

As drought conditions progress, roots stop growing as they encounter dry soil. Delicate root hairs begin to shrink, desiccate and die, leading to even more severe stresses and symptoms above the surface. Overwatering to compensate can lead to fungus, algae and rot which can be equally damaging.

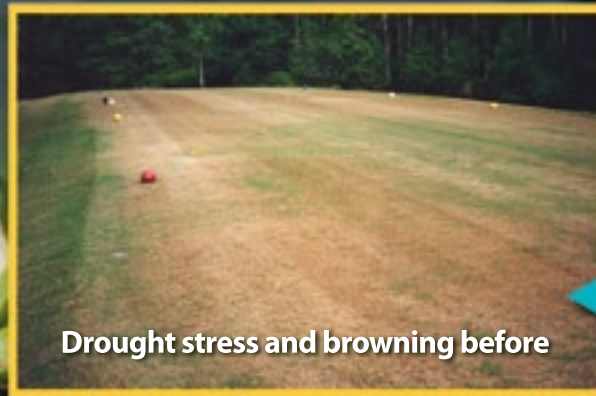
EcoSential Moisture Manager from LESCO is an advanced, environmentally-sound chemistry which reduces watering requirements by up to 50% or more. Forming a thin persistent film on root surfaces, Hydretain's patented hygroscopic and humectant technologies attract available moisture, like tiny water magnets, giving plants an important ally in the year-round drought cycle.

Moisture Manager captures and retains water vapor coming in contact with the roots forming countless reservoirs that will prove vital to plant survival when moisture levels drop out of reach

of the root zone. This helps to prolong a plant's healthy internal processes and reduces or even eliminates drought stresses that lead to disease and pests.

Persisting through multiple waterings, the cycle of vapor capture and droplet formation repeats, ensuring that your turf and plants have a vital and uninterrupted supply of moisture. The film also travels with roots as they grow. As plants respond to changing moisture levels, they will benefit from Moisture Manager's lasting effects.

Soil treated with Moisture Manager uses newly available water more effectively than soil in a more hydrophobic state. Instead of channeling it away, the soil permits distribution of available water, suspending it in the soil matrix and making it available to your plants' roots.



Drought stress and browning before



After treatment with Moisture Manager



Gravity and evaporation are constantly at work against you removing moisture from the soil

Dry soil becomes hydrophobic channeling water away rather than absorbing it into the soil

Roots stop growing as they hit dry soil and delicate root hairs begin to shrink, desiccate and die

Moisture Manager film can persist through multiple irrigation cycles lasting up to three full months

Moisture Manager constantly captures and retains water vapor forming microscopic reservoirs

Treated soils readily accept new moisture making it available to roots