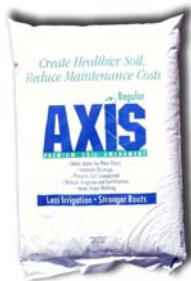




Create an ideal growing medium for all your plants with AXIS

*Potted plants of all types
Flower beds • Hanging baskets
Vegetable and herb gardens
Trees and shrubs • Perennials
Annuals • Lawns*



A little goes a long way.

One bag of AXIS conditions 9 large bags of potting soil or 100 square feet of flower bed. AXIS is permanent, so you only have to add it once! It won't break down, disintegrate, or lose its effectiveness. Yet, AXIS is all-natural, and

suitable for organic gardening. It is just as inert as sand, adding no man-made chemicals to the soil, but ten times better for your plants.

AXIS is easy to use, you only add it once

Axis makes a permanent improvement in your soil structure. It is chemically inert and cannot harm your plants. Once AXIS is added, its benefits remain in place for decades. It will not migrate, degrade, or deteriorate, even through many harsh winters.



How to use AXIS for container plants

For mixing potting soil in quantity:

Add 1 part of AXIS to every 9 parts potting soil, or about 3 quarts for each large bag of potting soil. AXIS is very easy to mix; it only takes a few seconds.

For individual plants:

4" pot	add 1 cup AXIS
1 gal. pot	add 1 quart AXIS
5 gal. container	add 1.5 gal. AXIS
5-6 foot shrub	add 3 gal. AXIS
10-12 foot tree	add 1 bag (25 lb.) AXIS
3" diameter tree	add 2 bags AXIS



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How to Make Your Plants Thrive With AXIS Soil Conditioner



Create an ideal soil structure for all your indoor and outdoor plants





Adding 10% AXIS to any soil mix helps guarantee an ideal growing medium!

If you love to make things grow, you'll really appreciate what AXIS soil conditioner does for your plants. AXIS improves soil structure to help create an ideal balance of air and moisture for healthy roots and vigorous growth.



AXIS is different from other soil conditioners. It mixes more easily with all types of soil, and it won't migrate away from roots by floating to the surface. It's durable and won't crumble due to handling or weather cycles.

The benefits of AXIS are permanent in your soil.

AXIS is chemically inert, but helps plants absorb nutrients more efficiently because it helps hold moisture in reserve to delay water stress, and contributes to the movement of air in the soil necessary for healthy plant growth.

Adding a little AXIS makes every kind of soil better for plants

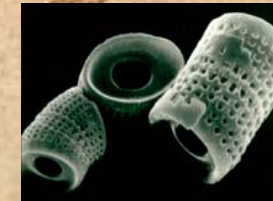
- ✓ Improved soil structure for indoor and outdoor plants.
- ✓ Tiny reservoirs of moisture to help resist dryout.
- ✓ Increased aeration for healthier roots.
- ✓ A pest-free, chemical-free, all-natural additive.
- ✓ A permanent improvement – AXIS won't break down over time, so you only add it once!
- ✓ Proven effective – University tested, professionally recommended.



The AXIS Story

What is it?

AXIS is a granular diatomaceous earth product, also known as "calcined DE." Looking at AXIS under an electron microscope shows why it works so well. It's made up of billions of tiny, hard, silica structures which are the fossilized remains of prehistoric diatoms, single-celled algae. The diatoms are filled with microscopic pores designed to accommodate water movement in the living plant. That's what makes Axis so effective as a soil conditioner. The open cells in AXIS hold water in reserve and allow plant roots to draw it out as it is needed, while also aiding air movement through the soil.



Plants respond to this improved air-water balance by growing more fine root hairs and a denser root mass.

University Tested

Research testing at several universities has proven the benefits of AXIS. At Ohio State University, AXIS was shown to improve the performance of USGA-specified golf greens and also to save up to 30% on turf watering needs. At the University of Florida, AXIS was shown to increase the vigor of Hibiscus plants in containers, resulting in a 40% increase in size vs. plants in standard potting mix.

Secret of Professionals

Numerous golf courses, including some of the most prestigious clubs in the world, use AXIS in their putting greens and tees where plants are under stress from heavy traffic. It is used by professional sports stadiums around the world for better turf, and by nursery and landscape professionals for the best results in high-profile public parks and gardens using both container and field-grown plants.