

**Purely Organic  
Introduces new  
comprehensive  
professional  
ORGANIC  
LAWN CARE  
SERVICES.**

Why risk the safety of your kids and pets?

Protect the environment and your water supply.

If you live on or near the water, this is the only lawn care service for you.

**We have some great Tree & Shrub programs for the rest of the season including insect protection, fungus protection, and fertilization to keep your trees and shrubs healthy throughout the entire season**

For details, or to request a free estimate, call **(877) 94-ORGANIC** today



## Summer Watering

When it comes to taking care of your lawn, one of the most important maintenance practices is also one of the most basic. Watering. As the company responsible for maintaining your lawn, you can count on us to apply the correct organic products in the right quantities and at the appropriate time of year. But we must count on you for proper watering.

At this point in the year we need to provide 1" of water on your lawn a week. Use a coffee can and measure 1" between rainfall and watering. This will make a big difference.

Very Early morning watering is ideal. Watering during the middle of the day, when weather tends to be the hottest and driest can waste water due to excessive evaporation. Keep in mind, the key to efficient watering is to give your lawn enough moisture to reach the deep roots of the grass plants.

## Aeration

Aeration is one of the best things you can do for your lawn. It increases air, water and nutrient movement to the root zone. Some other major benefits of aeration are:

- Intensifies decomposition of thatch.
- Helps relieve soil compaction
- Stimulates new growth
- Improves drainage
- Provides a better environment for over seeding
- Increases the effectiveness of fertilizers and other lawn care products.

## Mowing

During the summer months you should be mowing your lawn at a height of 3-4" to help shade the crown of the plant. Try to mow during the coolest part of the day. This minimizes the browning effect of summer mowing and decreases the time it takes the turf to heal.

## Look for our New Truck

We can now deliver organics in a more efficient way. Our new truck allows us to brew compost tea on site as well as offer organic tree & shrub programs. Look for our new truck in your neighborhood today!



## Press

Purely Organic Lawn care will be airing a commercial on Time Warner Cable starting August 3<sup>rd</sup>. You can see it on Comedy Central, The Golf Channel, HGTV, Lifetime, NECN, NESN & The Weather Channel.