

73342-4

6-14-2002

117



United States
Environmental Protection Agency
Washington, DC 20460

Registration
 Amendment
 Other

OPP Identifier Number

CM# 7001 2510 0008 6187 1256

Application for Pesticide - Section I

1. Company/Product Number 73342-4	2. EPA Product Manager Tompkins	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) IMAGE® herbicide Consumer Concentrate	PM# 25	
5. Name and Address of Applicant (Include ZIP Code) Ambrands 2255 Cumberland Pkwy., Bldg. 500, Ste. 200 Atlanta, GA 30339 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____	NOTIFICATION JUN 14 2002
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.	
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.	

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

NOTIFICATION of additional size packaging (24 fl. oz.) and optional marketing statements.

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the Confidential Statement of Formula of this product. Ambrands understands that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA, and further understands that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and Ambrands may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Metal <input checked="" type="checkbox"/> Plastic Glass Paper Other (Specify) _____		
* Certification must be submitted		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt No. per container		
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container 1 pint, 24 fl. oz.	5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product			
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input type="checkbox"/> Other _____			

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Rebecca M. Horton	Title Consultant/Agent	Telephone No. (include Area Code) 540-375-8826
2. Signature <i>Rebecca M. Horton</i>		6. Date Application Received (Stamped)
3. Title Consultant/Agent		
4. Typed Name Rebecca M. Horton	5. Date June 3, 2002	
<p>Certification</p> <p>I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.</p>		

2/7

IMAGE® herbicide Consumer Concentrate

A Selective Herbicide for Use in Established:

Bermudagrass St. Augustinegrass
Centipedegrass Zoysiagrass
And Selected Landscape Ornamentals

ONE PINT TREATS 4,000 SQUARE FEET
24 FL. OZ. TREATS 6,000 SQUARE FEET

CONTROLS NUTSEGE
Wild Onion and Sandbur

NOTIFICATION

JUN 14 2002

Optional Marketing Statements

Kills Nutsedge
Kills Tough Weeds
Kills Dollarweed, Wild Onion, Sandbur, Annual Bluegrass

[Note to EPA: Front panel marketing label may include graphics representing product use; e.g., pictures with names of weeds such as nutsedge, dollar weed, annual bluegrass (poa annua), wild onion and garlic]

ACTIVE INGREDIENT:

Ammonium salt of imazaquin (2-[4,5-dihydro-4-methyl-4-(1-methylethyl)-5-oxo-1*H*-imidazol-2-yl]-3-quinolinecarboxylic acid)* 3.3%

OTHER INGREDIENTS 96.7%

TOTAL 100.0%

*Equivalent to 3.14% 2-[4,5-dihydro-4-methyl-4-(1-methylethyl)-5-oxo-1*H*-imidazol-2-yl]-3-quinolinecarboxylic acid.

(1 pint contains 0.0375 pounds of active ingredient as the free acid)

KEEP OUT OF REACH OF CHILDREN
CAUTION!;PRECAUCION!

PRECAUCION AL USUARIO: Si usted no lee ingles, no use este producto
hasta que la etiqueta le haya sido explicada amplimente.

See Back for Additional Precautionary Statements Inside.
(See inside leaflet for Disclaimer and complete Directions For Use.)

In case of emergency endangering life or property involving this product, call day or night, Area Code
800-265-0761.

Net Contents:

®Registered Trademark of Excel Marketing, Inc.

EPA Reg No. 73342-4
June 3, 2002

EPA Est. No.
Page 1 of 6 Pages

3/7

FIRST AID

If on skin: Wash with plenty of soap and water. Get medical attention.
If in eyes: Flush eyes with plenty of water.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION!

Harmful if inhaled or absorbed through skin. Avoid breathing spray mist. Avoid contact with skin, eyes or clothing. Wash thoroughly with soap and water after handling. Remove contaminated clothing and wash before reuse.

ENVIRONMENTAL HAZARDS

DO NOT apply directly to water, to areas where surface water is present, or to intertidal areas below the mean high water mark.

DO NOT contaminate water when disposing of equipment washwaters.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Not for use on plants being grown for sale or other commercial use, or for commercial seed production, or for research purposes. For use on plants intended for aesthetic purposes or climatic modification and being grown on golf courses or lawns and grounds.

Observe all cautions and limitations on this label. The use of IMAGE Consumer Concentrate not consistent with this label may result in plant injury. Keep container closed to avoid spills and contamination.

STORAGE AND DISPOSAL

DO NOT contaminate water, food, or feed by storage or disposal. KEEP FROM FREEZING. Do not store below 32°F. Store in a cool, dry, secure place and keep container closed. Triple rinse container. Then offer for recycling in those states which allow recycling of plastic pesticide containers. Do not reuse empty container. Wrap container and put in trash collection.

DISCLAIMER

The label instructions for the use of this product reflect the opinion of experts based on field use and tests. The directions are believed to be reliable and should be followed carefully. However, it is impossible to eliminate all risks inherently associated with use of this product. Plant injury, ineffectiveness or other unintended consequences may result because of such factors as weather conditions, presence of other materials, or the use or application of the product contrary to label instructions, all of which are beyond the control of AMBRANDS. All such risks shall be assumed by the user.

AMBRANDS warrants only that the material contained herein conforms to the chemical description on the label and is reasonably fit for the use therein described when used in accordance with the directions for use, subject to the risks referred to above.

4/7

Any damages arising from breach of this warranty shall be limited to direct damages and shall not include consequential commercial damages such as loss of profits or values or any other special or indirect damages.

AMBRANDS makes no other express or implied warranty, including other express or implied warranty of FITNESS or of MERCHANTABILITY.

GENERAL INFORMATION

IMAGE Consumer Concentrate selectively controls (kills) tough weeds like purple and yellow nutsedge (or nutgrass), wild onion and garlic, dollarweed*, field sandbur, ryegrass, crabgrass*, bahiagrass*, white clover, henbit, chickweed, annual bluegrass, and dandelion* in your bermuda (common, tifway 419, tifway 2), St. Augustine (floratam, FX-10, pursley, seville), centipede, or zoysiagrass lawn. It can also be used to control (kills) these weeds in certain landscape ornamentals (see list of ornamentals). IMAGE Consumer Concentrate is mainly absorbed through the root system of undesirable weeds and is translocated throughout the plant for complete kill.

MIXING INSTRUCTIONS

IMAGE Consumer Concentrate can be applied using a hand-trigger sprayer, pump-up sprayer or hose-end applicator (ex: Ortho Spray-ette 4 or Dial'n Spray).

Trigger or pump-up Sprayer: Mix 2.5 ounces (5 tablespoons) of IMAGE Consumer Concentrate per 1 gallon of water (2 teaspoons per 16 ounces (pint) of water). Spray to wet.

Hose-end Applicator: 1) Dial'n Spray - pour 15 ounces of IMAGE Consumer Concentrate into plastic jar, set metering dial on 4 tsp. and uniformly apply until jar is empty onto a 4,000 square foot area.
2) Spray-ette 4 - add 7½ ounces of IMAGE Consumer Concentrate into plastic jar, fill with water to the 4 gallon mark on the jar and uniformly apply solution over a 2,000 square foot area.

SPRAYING INSTRUCTIONS

Uniformly apply IMAGE Consumer Concentrate sprays with a properly calibrated sprayer in sufficient volume to insure adequate coverage (i.e. 5 gallons/1000 sq. ft.) AVOID drift onto vegetables, flowers and unlabeled ornamental shrubs and plants or injury may result. AVOID overlaps when spraying. DO NOT apply when wind velocity is greater than 10 mph.

*Multiple applications may be needed.

SPECIAL PRECAUTIONS

(Warm-season turfgrasses and landscape ornamentals)

USE ONLY on well established non-stressed turfgrass with a dense and uniform stand. TEMPORARY YELLOWING may occur.

DO NOT use on unlabeled turfgrass species, including dichondra.

DO NOT use on tall fescue or mixed stands of tall fescue and bermudagrass when tall fescue is a desirable turfgrass. IMAGE Consumer Concentrate may injure tall fescue.

DO NOT reseed or winter overseed or plug turfgrass for 1 - 1½ months after treatment.

DO NOT apply to newly planted, plugged, or sodded turfgrass.

DO NOT use on winter overseeded turfgrasses such as ryegrass, when those species are desirable.

DO NOT graze or feed clippings of treated turfgrasses.

DO NOT use on St. Augustinegrass for winter weed control.

USE ONLY on well-established non-stressed ornamentals or injury may result.

DO NOT apply to unlabeled ornamentals or annual bedding plants.

DO NOT apply in the rooting area of unlabeled ornamentals or annual bedding plants or plant injury may

5/7

result.

DO NOT apply in vegetable gardens.

DO NOT apply to soil where annual bedding plants may be planted the following year or plant injury may result.

IMAGE CONSUMER CONCENTRATE USE RATES

IMAGE Consumer Concentrate should be applied at 3/4 oz. (7 1/2 tablespoons) per 1000 sq. ft. Irrigation or rainfall of 0.5 inch is suggested within 1-7 days after application to wash IMAGE Consumer Concentrate into the shoot/root zone where greatest weed control activity occurs.

HOW IMAGE CONSUMER CONCENTRATE WORKS

IMAGE Consumer Concentrate is mainly absorbed by the root system of sprayed weeds (following rain or irrigation) and is translocated throughout the plant to provide complete control. Discoloration of sprayed weeds will occur 1-2 weeks after treatment with dead weeds being present 3-5 weeks after application. A second application can be made in six weeks after the initial application.

CONTROL OF SUMMER WEEDS

For the postemergence control of weeds such as the nutsedges, dollarweed, field sandbur, and ryegrass, applications should be timed following spring green-up of the turf and prior to the onset of winter dormancy. This application timing would be the period of active turf and summer weed growth. In areas that do not experience turf dormancy, applications should not be made during the cooler winter months when turf and weeds are not actively growing. Applications should not be made just prior to or during transition or during periods of very slow turf growth or severe discoloration could occur.

WEED SPECIES CONTROLLED (KILLED)

GRASSES CONTROLLED (KILLED):

- Field Sandbur (Cenchrus incertus)
- Crabgrass* (Digitaria sp.)
- Bahiagrass* (Paspalum notatum)
- Ryegrass, perennial (Lolium perenne)
- Tall fescue* (Festuca arundinacea)

SEDGES CONTROLLED (KILLED):

- Purple Nutsedge (Cyperus rotundus)
- Yellow Nutsedge (Cyperus esculentus)
- Annual Sedge* (Cyperus compressus)
- Green Kyllinga (Kyllinga brevifolia)
- Rice Flatsedge (Cyperus iria)
- Globe Sedge (Cyperus globosus)

BROADLEAVES CONTROLLED (KILLED):

- Dollarweed* (Hydrocotyle umbellata)
- Violets* (Viola sp.)
- Virginia Buttonweed* (Diodia virginiana)

*Multiple applications may be needed.

CONTROL (KILL) OF WINTER WEEDS

For the control of (To kill) weeds such as wild garlic, wild onion, henbit, chickweed, lawn burweed, etc., applications should be timed to follow the first killing frost. IMAGE Consumer Concentrate may be

6/7

applied prior to or soon after emergence of the weeds listed below with the exception of wild onion and wild garlic which must be emerged at application time for control. Do not use on St. Augustinegrass for winter weed control or other labeled turfgrasses that do not go dormant.

WEEDS SPECIES CONTROLLED (KILLED)

GRASSES CONTROLLED (KILLED):

- Annual bluegrass* (Poa annua)
- Perennial Ryegrass (Lolium perenne)
(overseeded)
- Tall fescue* (Festuca arundinacea)

BROADLEAVES CONTROLLED (KILLED):

- Dandelion* (Taraxacum officinale)
- White clover (Trifolium repens)
- Wild garlic (Allium vineale)
- Wild onion (Allium canadense)
- Henbit (Lamium amplexicaule)
- Common chickweed (Stellaria media)
- Mouseear chickweed (Cerastium vulgatum)
- Cudweed* (Gnaphalium purpureum)
- Black Medic (Medicago lupulina)
- Buttercup (Ranunculus parviflorus)
- Cutleaf Evening Primrose (Oneothena lanceolata)
- Geranium, Carolina (Geranium carolinium)
- Geranium, Dove-tail (Geranium molle)
- Hairy bittercress (Cardamine hirsuta)
- Knawel (Scelranthus annuus)
- Lawn burweed (Soliva pterosperma)
- Parsley-piert (Alchemilla arvensis)
- Purple deadnettle (Lamium purpureum)
- Red sorrel (Rumex acetosella)

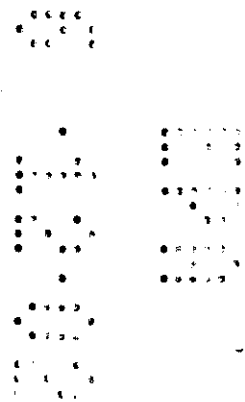
*Multiple applications may be needed.

CONTROLLING (TO KILL) WEEDS IN ORNAMENTALS

IMAGE Consumer Concentrate is effective in controlling (killing) weeds like purple and yellow nutsedge in established landscape plantings. Simply apply your IMAGE Consumer Concentrate spray solution to the area where labeled weeds occur. Applications should only be made over the top of or around the listed ornamentals, or severe injury may occur. Do not apply to the root zone of ornamentals not listed below. Ornamentals which are known to be severely injured by IMAGE Consumer Concentrate include azalea, ligustrum (privet), viburnum, pieris, and abelia.

TOLERANT ORNAMENTALS:

- Indian Hawthorne (Raphiolepis indica)
- Dwarf Yaupon Holly (Ilex vomitoria)
'Schillings Dwarf'
- Blue Pfitzer Juniper (Juniperus chinensis)
'Pfitzeriana Glauca'
- Helleri Holly (Ilex crenata)
'Helleri'



Red Tip Photinia
 Yucca
 Wax Myrtle
 Burford Holly
 'Burfordii'
 Gardenia
 'Miami Supreme'
 Flame of the Woods
 Confederate Jasmine
 Parsons Juniper
 'Parsoni'
 Blue Pacific Juniper
 'Blue Pacific'
 Blue Rug Juniper
 'Wiltonii'
 Red Crape Myrtle
 'Red'
 Asiatic Jasmine
 'Minima'
 Giant Liriope
 'Evergreen Giant'
 Variegated Liriope
 'Silvery Sunproof'
 Pachysandra
 Mondograss
 Hosta
 'Lancifolia'
 Society Garlic

(Photinia X fraseri)
 (Yucca pendula)
 (Myrica cerifera)
 (Ilex cornuta)

 (Gardenia jasminoides)

 (Ixora coccinea)
 (Trachelospermum jasminoides)
 (Juniperus conferta)

 (Juniperus conferta)

 (Juniperus horizontalis)

 (Lagerstroemia indica)

 (Trachelospermum asiaticum)

 (Liriope muscari)

 (Liriope muscari)

 (Pachysandra terminalis)
 (Ophiopogon japonicus)
 (Hosta sp.)

 (Tulbaghia violacea)

Ambrands
 Atlanta, GA 30339

