 United States <b>Environmental Protection Agency</b> Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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**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"/> Resubmission in response to Agency letter dated _____ <input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application. <input type="checkbox"/> Other - Explain below.
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**NOTIFICATION**  
AUG 05 2002

**Explanation:** Use additional page(s) if necessary. (For section I and Section II.)  
 NOTIFICATION of revised Storage & Disposal text for compliance with PRN 2001-6; added use on buffalograss, added precaution to keep children/pets out of treated areas until dry; and instructions re mowing to clarify use. All areas of revision highlighted in blue on accompanying label.  
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 type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> 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 type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product				<input 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
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<b>Certification</b> 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.			6. Date Application Received (Stamped)
2. Signature 	3. Title Consultant/Agent		
4. Typed Name Rebecca M. Horton	5. Date July 19, 2002		

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# IMAGE® herbicide Consumer Concentrate

**A Selective Herbicide for Use in Established:**

Bermudagrass                      St. Augustinegrass  
Buffalograss                      Zoysiagrass  
Centipedegrass  
And Selected Landscape Ornamentals

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

**CONTROLS NUTSEDGE  
Wild Onion and Sandbur**

**NOTIFICATION**

**AUG 05 2002**

Optional Marketing Statements

Kills Nutsedge  
Kills Really 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-1H-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-1H-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!**

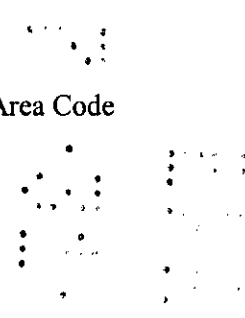
**PRECAUCION AL USUARIO:** Si usted no lee ingles, no use este producto hasta que la etiqueta le haya sido explicada amplimente.

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.



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## 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. Keep children and pets out of the treated area until sprays have dried.

**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 & Disposal

**Storage:** KEEP FROM FREEZING. Do not store below 32°F. Store in a cool, dry place inaccessible to children or pets.

**Disposal:** *If empty* — Do not reuse this container. Place in trash or offer for recycling if available. *If partially filled* — Call your local solid waste agency or 1-800-CLEANUP for disposal instructions. Never place unused product down any indoor or outdoor drain.

## 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.

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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. For best results, do not mow immediately before or for 48 hours after application.

\*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 result.

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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 3¼ oz. (7½ 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 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.

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### 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 (Oenothera lanceolata)
- Geranium, Carolina (Geranium carolinianum)
- 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 (Photinia X fraseri)
- Yucca (Yucca pendula)
- Wax Myrtle (Myrica cerifera)
- Burford Holly (Ilex cornuta)  
'Burfordii'

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Gardenia	( <u>Gardenia jasminoides</u> )
'Miami Supreme'	
Flame of the Woods	( <u>Ixora coccinea</u> )
Confederate Jasmine	( <u>Trachelospermum jasminoides</u> )
Parsons Juniper	( <u>Juniperus conferta</u> )
'Parsoni'	
Blue Pacific Juniper	( <u>Juniperus conferta</u> )
'Blue Pacific'	
Blue Rug Juniper	( <u>Juniperus horizontalis</u> )
'Wiltonii'	
Red Crape Myrtle	( <u>Lagerstroemia indica</u> )
'Red'	
Asiatic Jasmine	( <u>Trachelospermum asiaticum</u> )
'Minima'	
Giant Liriope	( <u>Liriope muscari</u> )
'Evergreen Giant'	
Variegated Liriope	( <u>Liriope muscari</u> )
'Silvery Sunproof'	
Pachysandra	( <u>Pachysandra terminalis</u> )
Mondograss	( <u>Ophiopogon japonicus</u> )
Hosta	( <u>Hosta sp.</u> )
'Lancifolia'	
Society Garlic	( <u>Tulbaghia violacea</u> )

Ambrands  
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