

73342-4

6-24-2003

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Please read instructions on reverse before completing form.

Form Approved. OMB No. 2070-0080. Approval expires 2-28-95

	United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
	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 Parkway, Bldg. 600-B Atlanta, GA 30339 <input checked="" 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 24 2003
<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.)


Submission of NOTIFICATION of optional marketing statements when product is packaged in ready-to-spray applicator bottle.

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	<input type="checkbox"/> Metal <input checked="" 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 checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 1 PT / 24 FL OZ	5. Location of Label Directions <input checked="" type="checkbox"/> On Label		
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 for AMBRANDS	Telephone No. (Include Area Code) 540-375-8826	
Certification 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 for AMBRANDS		
4. Typed Name Rebecca M. Horton	5. Date 6/2/03		

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NOTIFICATION

JUN 24 2003

IMAGE[®] Herbicide Consumer Concentrate

KILLS NUTSEGE

KILLS TOUGH WEEDS

Kills Dollarweed, Wild Onion, Sandbur, Annual Bluegrass

Treats 6,000 Square Feet

A Selective herbicide for use in established Bermudagrass, Buffalograss, Carpetgrass, St. Augustinegrass, Zoysiagrass and selected landscape ornamentals

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

SEE BACK FOR ADDITIONAL PRECAUTIONARY STATEMENTS

2301021

NET CONTENTS 24 FL. OZ. (710ml.)

ACTIVE INGREDIENTS: Ammonium salt of isoxaflutole (2-(4,5-dihydro-4-methyl-4H-imidazo[5,1-b]pyridin-2-yl)-1H-imidazole-5-carboxylic acid)	2.2%
OTHER INGREDIENTS	97.8%
TOTAL	100.0%

*Equivalent to 2.14% 2-(4,5-dihydro-4-methyl-4H-imidazo[5,1-b]pyridin-2-yl)-1H-imidazole-5-carboxylic acid (I) and contains 0.027% Res. of active ingredient as the free acid

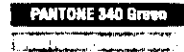
Optional Marketing Statements (when packaged in RTS applicator):

- Connect and Spray Applicator
- Treats 8000 sq. ft.

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Form 3901031
12-Page Book
UPC 8 13576 00590 0
IMAGE Herbicide Consumer
Concentrate
24 oz
Size: 3-1/8" x 3-1/2"

DATE: 05-01-03



IMAGE®

Herbicide Consumer Concentrate

Selective Herbicide for Use in Established:

Bermudagrass • Buffalograss • Centipedegrass • St. Augustinegrass
Zoysiagrass • Selected Landscape Ornamentals and Groundcovers

24 FL. OZ. TREATS 6,000 SQUARE FEET

EPA Reg. No. 73341-4 EPA Est. No. 5905-GA-01, 2217-KS-02

Subscript used is first letter of Run Code on Container.

See inside for additional
Precautionary Statements, First Aid,
and complete Directions for Use

Manufactured for
AMBRANDS



Net Contents: 24 FL. OZ. (710 ml.)

3901031

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.


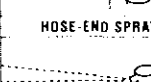
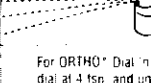
GENERAL INFORMATION

IMAGE Consumer Concentrate selectively kills (controls) **tough weeds** like **purple and yellow nutsedge, wild onion and garlic, dollarweed, annual bluegrass, and others** as listed. It can be used to **kill (control) weeds** in bermudagrass, St. Augustinegrass, buffalograss, centipedegrass, or zoysiagrass lawn and also in certain landscape ornamentals and groundcovers (see KILL (CONTROL) OF WEEDS IN ORNAMENTALS). IMAGE is mainly absorbed by the roots of sprayed weeds and is translocated throughout the weed to provide complete kill. **Complete kill should occur in 3-5 weeks.**



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MIXING INSTRUCTIONS

APPLICATION METHOD		USE RATE
TRIGGER OR PUMP-UP SPRAYER 		Spot Weed Treatment Mix 2.5 fl. oz. (5 Tablespoons) in 1 gal. of water [2 teaspoons in 16 fl. oz.] Spray to wet.
		Large Area Treatment Mix 0.8 fl. oz. (1-1/2 Tbs.) in 1 gallon of water to cover 200 sq. ft.
HOSE-END SPRAYERS		USE RATE
		Use at the rate of 24 oz. Image to cover 6,000 sq. ft. of lawn. Apply in sufficient water (i.e. 5 gallons per 1000 sq. ft.) to insure adequate coverage.
For ORTHO® Dial 'n Spray™ pour 24 oz. Image into jar, set metering dial at 4 tsp. and uniformly apply until jar is empty over 6,000 sq. ft.		

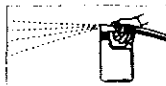
Ortho® Dial 'n Spray™

Apply at the rate of 24 oz. Image to cover 6,000 sq. ft. of lawn (1 quart Image to cover 8000 sq. ft.).

1. Make sure knob control lever is in the OFF position. Shake well and attach to hose.

2. Turn water on at faucet, aim nozzle toward lawn and turn control lever to ON to begin spraying. The product will automatically siphon and mix with water.

3. When finished turn control lever to OFF position. Turn faucet off. Discharge residual water pressure by turning control lever ON and OFF again.




APPLICATION INSTRUCTIONS

- Wear long-sleeved shirt, long pants, shoes and socks when applying this product.
- Use only on well-established, non-stressed, labeled lawn-grasses with a dense and uniform stand. **POURING MAY OCCUR.**
- Water in within 1-7 days after application to wash the IMAGE into the root zone where the greatest weed control activity occurs.
- For difficult to kill weeds, a second application can be made 6 weeks after the initial application.
- For best results, do not mow immediately before or for 48 hours after application.
- IMAGE may injure tall fescue. Do not use on tall fescue when it is used as a desirable turfgrass.
- Wait at least 1 1/2 months after treatment before reseeding, winter overseeding, or plugging lawns.
- Not for use on newly planted or plugged lawns - nor on winter overseeded lawns, such as ryegrass, when the overseeded grass is desirable.
- Avoid application to soil where annual bedding plants may be planted the following year, or plant injury may result.
- Try to avoid overlaps when spraying. Apply only when wind is no more than 10 mph.
- Avoid drift onto vegetables, flowers and unlabeled ornamental shrubs and plants as injury may result.
- Do not graze or feed treated grass clippings. Do not apply in vegetable gardens.
- Do not apply in greenhouses.

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KILL (CONTROL) OF SUMMER WEEDS


To kill 	yellow nutsedge	purple nutsedge
	annual sedge*	green kyllinga
	rice flatsedge	globe sedge
	dollarweed*	violets*
	Virginia buttonweed*	field sandbur
	crabgrass*	bahiagrass*
	perennial ryegrass	tall fescue

Do not apply during the cooler winter months when turf and weeds are not actively growing. Do not apply just prior to or during transition or during periods of very slow turf growth or severe discoloration could occur.

*More than one application may be needed.



KILL (CONTROL) OF WINTER WEEDS

To kill 	annual bluegrass* (<i>Poa annua</i>)	purple deadnettle	wild onion
	tall fescue	wild garlic	perennial ryegrass
	common chickweed	black medic	buttercup
	cutleaf evening primrose	mouseear chickweed	cudweed
	dovetail geranium	dandelion*	Carolina geranium
	knawel	hairy bittercress	henbit
		lawn burweed	parsley-piert
		red sorrel	white clover

Time applications to follow the first killing frost. IMAGE may be applied prior to or soon after emergence of the weeds listed with the exception of wild onion and wild garlic which must be emerged at application time for control. DO NOT USE ON ST. AUGUSTINE GRASS FOR WINTER WEED CONTROL or other labeled turfgrasses that do not go dormant.

*More than one application may be needed.

6/1/03

 **STORAGE AND DISPOSAL** 

Pesticide 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

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.

AMBRANDS makes no express or implied warranty, including express or implied warranty of FITNESS or of MERCHANTABILITY. In case of emergency endangering life or property involving this product, call day or night, Area Code 800-265-0761. ☎

**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. Do not contaminate water when cleaning equipment or disposing of equipment washwaters.



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+ FIRST AID **+**

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-265-0761 for emergency medical information.



If inhaled Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth, if possible. Call a poison control center or doctor for further treatment advice.



If on skin or clothing Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.



If in eyes Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

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Form 3901031
Base
UPC 8 13576 00590 0
IMAGE Herbicide Consumer
Concentrate
24 oz
Size: 3-7/8" x 3-1/2"

PANTONE 340 Green
Black

**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. Do not contaminate water when disposing of equipment washwaters.

See attached booklet for First Aid, complete use directions and precautions.

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

EPA Reg. No. 73342-4 EPA Est. No. 5905-GA-01, 2217-KS-02,
Subscript used is first letter of Run Code on Container.

3901031

Manufactured for: AMBRANDS

PULL HERE TO OPEN
PRESS TO RESEAL

10/10

June 2, 2003

CERTIFIED MAIL #7002 3150 0000 3062 0201

Document Processing Desk (NOTIF)
Jim Tompkins (PM 25)
Office of Pesticide Programs
Registration Division (7504C)
U.S. Environmental Protection Agency
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Washington, DC 20460

Re: EPA Reg. No. 73342-4 Image® Herbicide Consumer Concentrate
Notification of optional marketing statements

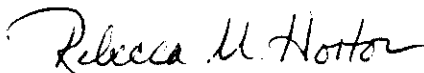
Registrations
by Design™
Inc.

Dear Mr. Tompkins,

On behalf of Ambrands of Atlanta, Georgia, enclosed is **NOTIFICATION** of the following optional marketing statements to be featured on this label when packaged in a ready-to-spray 24 fl. oz. bottle:

Connect and Spray Applicator
Treats 8000 sq. ft.

Best regards,



Rebecca M. Horton
Consultant/Agent for
AMBRANDS

/bmh

Enclosure

cc: MGarbett/Ambrands

Member CHEMICAL PRODUCERS & DISTRIBUTORS ASSN.