

73342-4

Copy to Maureen Sherrill DA 11/15/05

11/15

Please read instructions on reverse before completing form.

Form Approved, OMB No. 2070-0060, Approval expires 2-28-95



United States Environmental Protection Agency Washington, DC 20460

11/15/2005

Registration
 Amendment
 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 2030 Powers Ferry Road, Ste. 500 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)(ii), 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 NOV 15 2005
<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 OPTIONAL MARKETING STATEMENT: NUTSEDGE KILLER
 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
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
				<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
				<input type="checkbox"/> Other (Specify) _____	
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 / 1 qt		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 Paper glued 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 October 25, 2005	

NOTIFICATION

NOV 15 2005

IMAGE[®] Herbicide Consumer Concentrate

KILLS NUTSEDGE

KILLS TOUGH WEEDS

**Kills Dollarweed, Wild Onion, Sandbur, Annual Bluegrass
Treats 6,000 Square Feet**



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

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

SEE BACK FOR ADDITIONAL
PRECAUTIONARY STATEMENTS

3901021

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

ACTIVE INGREDIENT: Acifluorfen (1,1-dimethyl-2-(2,4,5-trichlorophenyl)-3-(4-chlorophenyl)butane-3-one) 2.1%
INERT INGREDIENTS: 97.9%
TOTAL: 100.0%

*Equivalent to 2.1% 2-(4-chlorophenyl)-4-cyano-6-methyl-5-pyridinylidene-3-pyridinol (1 post-emergent & 20% dry of post-emergent use on the first cut)

**Optional Marketing Statements (when packaged in RTS applicator):
Connect and Spray Applicator
Treats 8000 sq. ft.**

Optional Marketing Statement: NUTSEDGE KILLER

3/11

3901031 book 5/6/03 3:18 PM Page 1

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

IMAGE®

Herbicide Consumer Concentrate

DATE: 05-01-03

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. 73342-4 EPA Est. No. 5905-GA-01_A, 2217-KS-02_B
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
ATLANTA, GA 30336



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

3901031

DIRECTIONS FOR USE

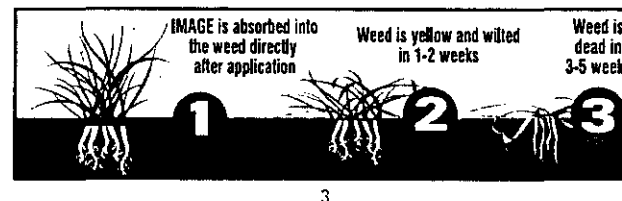
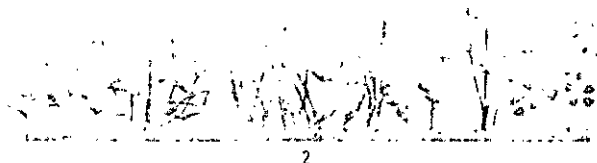
It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

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.

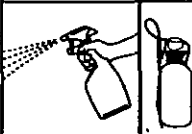
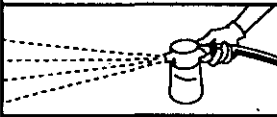
GENERAL INFORMATION

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.**



11/12

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® and Dial 'n Spray® are registered trademarks of OMS Investments, Inc.		

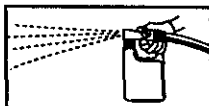
(Optional Hose-end Ready Spray)

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.



4

APPLICATION INSTRUCTIONS

- Wear long-sleeved shirt, long pants, shoes and socks when applying this product.
- Use only on well-established, non-stressed, labeled lawng-rasses with a dense and uniform stand. TEMPORARY YEL-LLOWING 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 veg-etable gardens.
- Do not apply in greenhouses.

5

571



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 | black medic | buttercup |
| chickweed | mouseear | cudweed |
| cutleaf evening | chickweed | Carolina geranium |
| primrose | dandelion* | henbit |
| dovetail geranium | hairy bittercress | parsley-piert |
| knawel | lawn burweed | white clover |
| | red sorrel | |

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.

11/6

KILL (CONTROL) OF WEEDS IN ORNAMENTALS AND GROUND COVERS

IMAGE is effective in killing (controlling) the listed weeds in established landscape plantings. Apply IMAGE spray solution to the area where weeds occur. Applications should only be made over the top of or around the *listed* ornamentals. APPLICATION TO THE FOLIAGE OR ROOT ZONE OF UNLABELED ORNAMENTALS, PERENNIALS, OR ANNUAL BEDDING PLANTS MAY RESULT IN SEVERE PLANT INJURY. Use only on well-established, non-stressed plants. Ornamentals which are known to be severely injured by IMAGE include azalea, ligustrum (privet), viburnum, pieris, abelia and roses.

IMAGE CAN BE APPLIED TO THE FOLLOWING ORNAMENTALS:

Indian Hawthorne	(<i>Raphiolepis indica</i>)
Dwarf Yaupon Holly 'Schillings Dwarf'	(<i>Ilex vomitoria</i>)
Blue Pfitzer Juniper 'Pfitzeriana Glauca'	(<i>Juniperus chinensis</i>)
Helleri Holly 'Helleri'	(<i>Ilex crenata</i>)
Red Tip Photinia	(<i>Photinia X fraseri</i>)
Yucca	(<i>Yucca pendula</i>)

8

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

9

111

 **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. ☎



10

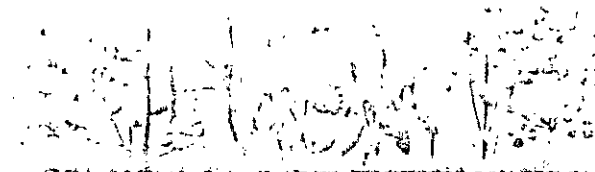
**PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

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.



11

11/8

+ 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.

9/11

10/11

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

**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_A, 2217-KS-02_B
Subscript used is first letter of Run Code on Container.

3901031

Manufactured for: **AMBRANDS**
ATLANTA, GA 30339

PULL HERE TO OPEN
PRESS TO RESEAL

October 25, 2005

CERTIFIED MAIL #7005 0390 0004 0092 2456

Document Processing Desk (NOTIF)
Office of Pesticide Programs
Registration Division (7505C)
U.S. Environmental Protection Agency
Ariel Rios Building
1200 Pennsylvania Ave., NW
Washington, DC 20460

Re: EPA Reg. No. 73342-4 IMAGE® Herbicide Consumer Concentrate
Notification of Optional Marketing Statement

Registrations
by Design™
Inc.

Attn: Jim Tompkins (PM Team 25)

On behalf of Ambrands of Atlanta, Georgia, enclosed is notification of the following optional marketing statement to be featured on the above herbicide label:

NUTSEdge KILLER

Best regards,



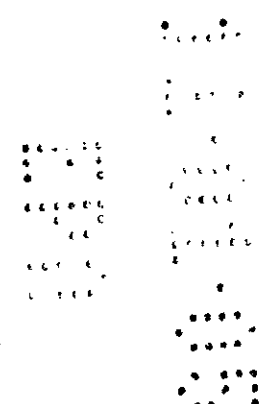
Rebecca M. Horton
Consultant/Agent for
AMBRANDS

e-mail: hortonb@ntelos.net

/bmh

Enclosure

cc: MGarbett/AMBRANDS



Member CHEMICAL PRODUCERS & DISTRIBUTORS ASSN.

Federal & State Pesticide/Fertilizer Registration Services *plus* typesetting & design of final product labeling
118½ E. Main Street, Ste. 1, Salem, VA 24153-3805 • (540)375-8826 • fax (540)375-8827