

US ENVIRONMENTAL PROTECTION AGENCY  
OFFICE OF PESTICIDES PROGRAMS  
REGISTRATION DIVISION (TS-767)  
WASHINGTON, DC 20460

EPA REGISTRATION NO.

DATE OF ISSUANCE

257-342

March 31, 1993

TYPE OF ISSUANCE

NOTICE OF PESTICIDE:  REGISTRATION  
 REREГИSTRATION

(Under the Federal Insecticide, Fungicide,  
and Rodenticide Act, as amended)

NAME OF PESTICIDE PRODUCT

Brevity Blue Liquid Disinfectant Scouring Creme

NAME AND ADDRESS OF REGISTRANT (Include ZIP code)

Cello Corporation  
1354 Old Post Road  
Havre de Grace, MD 21078

NOTE: Changes in labeling formula differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above U.S. EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby Registered/Reregistered under the Federal Insecticide, Fungicide, and Rodenticide Act.

A copy of the labeling accepted in connection with this Registration/Reregistration is returned herewith.

Registration is in no way to be construed as an indorsement or approval of this product by this Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others. This product is conditionally registered in accordance with FIFRA sec. 3(c)(7)(A) provided that you:

1. Submit/cite all data required for registration/ reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.
2. Add the phrase, "EPA Registration No. 257-342" to your label before you release the product for shipment.
3. The revised Confidential Statement of Formula dated 1-11-93 agrees with the label claim and would be acceptable. The certified limits for the active ingredient are, however, not in compliance with PR Notice 91-2 and must be revised. Submit a revised Confidential Statement of Formula and change the certified limits for the active ingredient so that the upper and lower certified limits bracket the nominal concentration (which must be the label claim). To be in compliance with 40 CFR part 158.175(b)(2), the upper and lower certified limits should be  $\pm 0.08$ :

upper certified limit  $0.75\% + 0.08 = 0.83\%$   
lower certified limit  $0.75\% - 0.08 = 0.67\%$

A blank Confidential Statement of Formula (EPA Form 8570-4) is enclosed for your convenience.

ATTACHMENT IS APPLICABLE

SIGNATURE OF APPROVING OFFICIAL

DATE

- 2013
5. Submit five (5) copies of your final printed labeling before you release the product for shipment. Refer to the A-79 enclosure for a further description of final printed labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

.. stamped copy of the labeling is enclosed for your records.

Sincerely,



Ruth G. Douglas  
Product Manager (32)  
Antimicrobial Program Branch  
Registration Division (H7504C)

Enclosures

Disc 13 File 93  
Brevity Blue w/EPA

ACCEPTED  
with COMMENTS  
in EPA Letter Dated:

MAR 31 1993

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act as  
amended, for the pesticide  
registered under EPA Reg. No.

257-342

Disc 13 File 94  
Brevity Blue w/



# BREVITY BLUE®

## LIQUID DISINFECTANT SCOURING CREME

Leaves every hard surface clean-sparkling brite

BLEACHES • POLISHES  
CONTROLS ODORS  
CONTROLS MILDEW

ACTIVE INGREDIENT: Sodium hypochlorite 0.75%  
INERT INGREDIENTS:\* 99.25%  
TOTAL: 100.0%

\*Water, polishing agents, cleaning agents, colorants  
EPA Reg. No. 257-GUE EPA Est. No. 257-MD-1

KEEP OUT OF REACH OF CHILDREN  
**CAUTION: EYE & SKIN IRRITANT**  
See first aid and other precautions on back panel.

This remarkable liquid scouring compound quickly and  
moves soil, stubborn stains, grease, soap scum and s  
from a variety of surfaces, leaving the surface sparkling  
odor causing organisms.

Excellent for Cleaning and Polishing:

- Bathroom tile
- Ceramic wall and floor tile
- Sinks
- Porcelain enamel washers, etc.
- Pots and Pans
- Whitewall tires
- Shower stalls
- Wash basins
- Swimming pool surfaces
- Chrome fixtures
- All metal hardware
- Woodwork
- Cement floors
- Bathtubs
- Stainless Steel

### DIRECTIONS FOR USE

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

1. SHAKE BEFORE USING
2. Squeeze onto damp cloth or sponge and apply to soil  
(or apply directly onto surface to be cleaned)
3. Remove loosened soil with dampened cloth or sponge
4. Rinse with clean water. Leaves no slippery film.

To Kill Mildew on Hard Surfaces: Apply product to affected  
stand 10 minutes. Rinse off. Repeat when necessary.

To Disinfect Toilet Bowls: Flush first. Apply 4 ounces  
above waterline, under and around rim of bowl. Let soak 10  
Swab all surfaces thoroughly. Then flush.

Avoid soaking on porcelain surfaces for more than 30

### STORAGE AND DISPOSAL

Keep away from heat. Contains bleach. Avoid spillage on  
fabrics  
Store only in tightly closed, original container in a sec  
inaccessible to children.  
Do not contaminate water, food, or feed by storage or  
Do not reuse empty container. Rinse thoroughly before d  
in trash.

### PRECAUTIONARY STATEMENT

Hazards to Humans and Domestic Animals  
CAUTION: Irritating to the eyes and skin. Harmful if swallowed.  
STATEMENT OF PRACTICAL TREATMENT (FIRST AID)  
IF CONTACT WITH EYES OCCURS, flush with water for at least 15 m  
prompt medical attention.  
IF CONTACT WITH SKIN OCCURS, wash with plenty of soap and water.  
IF SWALLOWED, drink large amounts of water. DO NOT induce vomit  
physician or poison control center immediately.

Manufactured by:  
**CELLO CORP.**  
1354 Old Post Road  
Havre de Grace, MD 21078  
(410) 939-1234



Member of Grow Group, Inc.

**ONE QUART**

**PRODUCT NO. 1438**

**BEST AVAILABLE CO**