

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

EPA REGISTRATION NO.

DATE OF ISSUANCE

475-330

DEC 2 1994

TERM OF ISSUANCE

NOTICE OF PESTICIDE:  REGISTRATION

REREGISTRATION

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

NAME OF PESTICIDE PRODUCT

Germicidal Sani-Flush Chlorinating  
Thick Liquid Toilet Bowl Cleaner

NAME AND ADDRESS OF REGISTRANT (Include ZIP code)

Reckitt & Colman Household Products  
1655 Valley Road  
P.O. Box 941  
Wayne, NJ 07474-0941

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 of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar products to submit such data.

2. Make the labeling changes listed below before you release the product for shipment:

a. Add the phrase "EPA Registration No. 475-330."

b. In the product name, change the word "Chlorine" to "Chlorinating" (as per PR Notice 75-5).

c. In the inert ingredients statement, change the "97.6%" to "97.3%".

d. In the "To Disinfect and Sanitize" section of the Directions for Use, add an instruction to thoroughly clean the surfaces prior to application of the product.

3. 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.

ATTACHMENT IS APPLICABLE

SIGNATURE OF APPROVING OFFICIAL

DATE

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.

A stamped copy of the label is enclosed for your records.

Sincerely,



Ruth G. Douglas  
Product Manager 32  
Antimicrobial Program Branch  
Registration Division (7505C)

Enclosures

*Chlorinating*  
PROPOSED LABEL COPY: Germicidal Sani-Flush Chlorine Thick Liquid Toilet Bowl Cleaner

Resubmitted 1/26/93

Reckitt & Colaman Household Products

Company Number 475

Label Copy - Front

**New: Germicidal Sani-Flush Chlorine Thick Liquid Toilet Bowl Cleaner**

- Bleaches
- Deodorizer (the bowl) (the bathroom)
- Leaves bowl sanitary
- Kills (household) germs\*
- Germicidal
- Clean fresh scent (fragrance)
- Clings
- Sprays (reaches) under the rim
- Clings for effective cleaning
- Disinfects

- Kills Staphylococcus aureus and controls odor-causing germs
- Sanitizer
- Fights bowl odors
- Freshens the bowl
- Freshens the bathroom
- Cleans with the power of chlorine
- Works against bowl odors

**ACTIVE INGREDIENTS:**

Sodium Hypochlorite .....	2.70%
INERT INGREDIENTS .....	97.6%
Total .....	100.0%

**ACCEPTED**  
with COMMENTS  
in EPA Letter Dated:  
**DEC 2 1994**  
Under the Federal Insecticide,  
Fungicide, and Rodenticide Act as  
amended for the pesticide  
registered under EPA Reg. No.  
**475-330**

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION: IRRITATING TO EYES**

See back panel for additional precautionary statements.

**NET 16 fl. oz. (1 PT) 473 ml**

**BEST AVAILABLE COPY**

**PROPOSED LABEL COPY: Germicidal Sani-Flush Chlorine Thick Liquid Toilet Bowl Cleaner**

Resubmitted 1/26/93

Company No.: 475

Reckitt & Colman Household Prod.

Label Copy - Back

New Sani-Flush Chlorine Thick Liquid has a special bottle and spout designed to reach directly under the rim for complete toilet bowl cleaning. Chlorine Thick Liquid clings to the side of the bowl to improve cleaning and disinfecting action. Cleans soil deposits as it kills household germs. Use weekly to keep toilets stain-free and sanitary. Will not harm septic tanks and plumbing. Use on toilet bowls only.

**DIRECTIONS FOR USE**

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

Shake well before using.

To Open Child Resistant Cap: Push cap down while turning counter-clockwise. To Close: Screw cap on tightly clockwise. When locked, cap (optional) will click when turned counter-clockwise without pushing down.

For Routine Cleaning: Raise toilet seat. Lower bottle into bowl so the nozzle is below the toilet bowl rim. Squeeze bottle gently in order to determine direction of the spray. Apply product to the bowl surface. Brush, then flush.

To Disinfect and Sanitize:

Apply at least 4 ounces of Sani-Flush Chlorine Thick Liquid up and under the rim, being sure to completely cover the inside of the bowl. Let stand 10-15 minutes -- then brush all areas and flush.

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

**CAUTION: CONTAINS SODIUM HYPOCHLORITE AND SODIUM HYDROXIDE.** Avoid contact with eyes, skin or clothing. Do not mix with acids or other household chemicals as harmful fumes may result. **KEEP OUT OF REACH OF CHILDREN.**

**STATEMENT OF PRACTICAL TREATMENT**

If swallowed: Drink one or two glass of water or milk and call physician. If in eyes: Flush eyes for 15 minutes. Call physician. For medical emergency call 800-338-6167.

**STORAGE AND DISPOSAL**

Do not reuse empty container. Wrap container and put in trash.

\*-gram-positive and gram-negative bacteria.

Reckitt & Colman Household  
1655 Valley Rd  
Wayne, NJ 07474

EPA Reg. No. 475-

ACCEPTED  
with COMMENTS  
in EPA Letter Dated  
DEC 2 1994  
Under the Federal Insecticide  
Fungicide and Rodenticide Act as  
amended for the Fungicide  
registered under EPA Reg. No.  
475-330

EPA EST

**BEST AVAILABLE COPY**