

777-101

06/25/2007

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
Washington, D.C. 20460

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

June 25, 2007

Jennifer DeCarlo
Reckitt Benckiser, Inc.
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Subject: Product Name: ADP 10106
 EPA Reg. No.: 777-101
 Application Date: 01-May-2007
 Receipt Date: 21-Jun-2007

Dear Ms. DeCarlo:

This acknowledges receipt of your notification, submitted under the provision of PR Notice 98-10, FIFRA 3(c) 9.

Proposed Amendment:

- Add fruit graphics to labeling

General Comments:

Based on a review of the material submitted, the following comments apply:

The notification application is acceptable.

If you have any questions concerning this matter, please do not hesitate to contact me by telephone at (703) 308-6422 or e-mail at heyward.adam@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Adam Heyward".

Adam Heyward,
Product Team (34)
Regulatory Management Branch II
Antimicrobials Division (7510P)

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NOTIFICATION
 Date Reviewed: 6-26-07
 Reviewed By: *Theywered*

NEW!
Lysol
 BRAND

KILLS
Odor-Causing
BACTERIA

neutra
air
 sanitizing spray

Destroys
Bacterial Odors
 at the **SOURCE**
 & in the **AIR**



citrus
 scent

ACTIVE INGREDIENTS:
 Benzalkonium Chloride
 Alkyl Dimethyl Benzyl Ammonium Chloride
 Other Ingredients
TOTAL

NET WT. 8.17 FL. OZ. (230 ml)

NEW!

Unlike air fresheners that only mask odors, LYSOL® Brand NEUTRA AIR® Sanitizing Spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors.

Solve odor problems at the source with LYSOL® Brand NEUTRA AIR® Sanitizing Spray. Use this product on toilet areas, sinks, diaper pails, litter boxes...Kills 99.9% of germs** and odor-causing bacteria.

LYSOL® Brand NEUTRA AIR® Sanitizing Spray...air so clean you can smell the freshness.

**Kills 99.9% of Staphylococcus aureus, Escherichia coli and Influenza A2 on hard, non-porous surfaces in 10 minutes.

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **To Sanitize the Air:** Shake well before each use. To temporarily reduce airborne odor-causing bacteria and eliminate odors, close all doors, windows, and air vents. Hold can upright, press button and spray towards the center of an average size room (12' x 12' x 9') for 10 seconds. For maximum effectiveness, relative humidity should be between 45% and 70%. Resume normal room ventilation after spray has settled. Repeat as necessary. **For Surface Disinfection and Sanitization:** Pre-clean surfaces prior to use. Shake well before each use. Hold can upright 6" to 8" from surface. Spray 2 to 3 seconds until covered with mist. **To Disinfect:** Allow to stand for 10 minutes to air dry. **For hard non-porous food contact surfaces:** Allow to stand for 10 minutes, then rinse thoroughly with potable water. **To Sanitize:** Allow to stand for 5 minutes, then rinse thoroughly with potable water. **To Prevent Mold & Mildew on Hard, Non-porous Surfaces:** Pre-clean hard, non-porous surfaces. Shake well before each use. Hold can upright 6" to 8" from surface. Spray 2 to 3 seconds until covered with mist. Let surface remain wet for 10 minutes, allow to air dry. Repeat application at weekly intervals or when mold and mildew growth appears.

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals
CAUTION: DO NOT spray directly in eyes.

FIRST AID	
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.
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free 1-800-228-4722. Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

PHYSICAL HAZARDS: Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

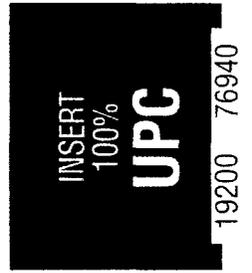
Do not use on polished wood, painted surfaces, leather, rayon fabrics, or acrylic plastics. Rinse all surfaces that come in contact with food with potable water before reuse. Spray may leave hard floors slippery. Do not concentrate spray over hard floors.

STORAGE AND DISPOSAL: Store in original container in areas inaccessible to small children. Do not reuse empty container. Do not puncture or incinerate. Discard in trash. 0090536

Questions? Comments?
 Call 1-800-228-4722 or visit us at www.neutraair.com

Distributed by: **Reckitt Benckiser Inc.**
 Parsippany, NJ 07054-0224
 Made in U.S.A. © RBI 2007
 EPA Reg. No.: 777-101
 EPA Est. No.: 777-AJ-2

13891-IN-001
 61203-MA-001
 See bottom or side for Lot/Date code
 U.S. Patent Number 6,610,648



DISCONTINUED
 6.21.07

RECKITT BENCKISER

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May 1, 2007

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
One Potomac Yard, Room S4900
2777 S. Crystal Drive
Arlington, VA 22202-4501
ATT: Adam Heyward, PM 34

RE: **ADP 10106**
EPA Registration No.: 777-101
Notification for Fruit Graphics Labels
OPP ID Number: 295813

Dear Adam:

Reckitt would like to submit one label for review. This label contains graphics of fruit. The attached label is for Citrus Scent.

In order to support this submission, the following documentation is included:

- EPA Form 8570-1, OPP Identification No. 295813
- Notification Certification Statement as per PR Notice 98-10
- One (1) Copy of the proposed production label for
 - Citrus Scent

If you have any questions or need anything else, please contact me at (973) 404-2717 (office) or email at JenniferL.DeCarlo@reckittbenckiser.com.

Sincerely,



Jennifer DeCarlo
Registration & Regulatory
Compliance Associate

Encl.

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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

Registration
 Amendment
 Other

Registration
Amendment
Other

OPP Identifier Number
295813

Application for Pesticide - Section I

1. Company/Product Number 777-101	2. EPA Product Manager Adam Heyward	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) ADP 10106	PM# 34	
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser, Inc. Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225 <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"/> Final printed labels in response to Agency Letter dated _____
<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.)

Submitting a Notification to add fruit graphics to one production label:
Citrus Scent

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 checked="" type="checkbox"/> Metal	
	If "yes," Unit Package wgt.	No. per container	If "Yes," Package wgt.	<input type="checkbox"/> Plastic	
				<input type="checkbox"/> Glass	
				<input type="checkbox"/> Paper	
				<input type="checkbox"/> Other (Specify) _____	
3. Location of Net Contents Information <input type="checkbox"/> Label <input checked="" type="checkbox"/> Container		4. Size(s) of Retail Container 10 oz.		5. Location of Label Directions <input checked="" 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 checked="" type="checkbox"/> Stenciled			<input type="checkbox"/> Other (printed on package)		

Section IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Jennifer DeCarlo	Title Regulatory Affairs Associate	Telephone No. (Include Area Code) (973) 404-2717
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 Regulatory Affairs Associate	
4. Typed Name Jennifer DeCarlo	5. Date May 1, 2007	

RECKITT BENCKISER

5/5

May 1, 2007

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Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
One Potomac Yard, Room S4900
2777 S. Crystal Drive
Arlington, VA 22202-4501
ATT: Adam Heyward PM 34

RE: ADP 10106
EPA Registration No.: 777-101
Certification Statement per PR Notice 98-10

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. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand 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 I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.



Jennifer DeCarlo
Registration & Regulatory
Compliance Associate