

777-104

06-16-2009

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

JUN 16 2009

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

Christine Dellanno
Regulatory Affairs Associate
Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Subject: Notification in Accordance with PR Notice 98-10
Vanity GP
EPA Registration No. 777-104
Application Date: May 21, 2009
Receipt Date: May 22, 2009

Dear Ms. Dellanno:

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

Proposed Notification

Additional brand name:
Lysol Brand II Disinfectant Power Toilet Bowl Cleaner with Lime and Rust Remover

The notification is acceptable. A copy has been inserted in your file for future reference.

Should you have any questions concerning this letter, please contact me by telephone at (703) 308-6415 or email address at: lantz.tracy@epa.gov or Killian Swift of my staff by telephone at (703) 308-6346 or email at swift.killian@epa.gov during the hours of 8:00 am to 4:00 pm EST. When submitting information or data in response to this letter, a copy of this letter should accompany the submission to facilitate processing.

Sincerely,

Tracy Lantz
Tracy Lantz
(Acting) Product Manager (34)
Regulatory Management Branch II
Antimicrobials Division (7510P)

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 EPA	United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number 298519
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Application for Pesticide - Section I

1. Company/Product Number 777-104	2. EPA Product Manager Tracy Lantz	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Vanity GP	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.)
 Notifying the agency of alternate brand names.

LYSOL Brand II Disinfectant Power Toilet Bowl Cleaner with Lime and Rust Remover

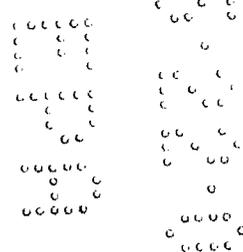
This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false 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.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input checked="" type="checkbox"/> Yes* <input 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 (on file)		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 various		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 checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Other _____ <input type="checkbox"/> Stenciled					

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)		
Name Christine Dellanno	Title Regulatory Affairs Associate	Telephone No. (Include Area Code) 973-404-2717
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: Christine Dellanno	5. Date: May 21, 2009	



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RECKITT BENCKISER

May 21, 2009

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504-P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S. Crystal Drive
Arlington, VA 22202

Attention: Ms. Tracy Lantz, PM-34

Reference: Notification for Alternate Brand Names
Product Name: Vanity GP
EPA Registration Number: 777-104
OPP ID Number: 298519

Dear Ms. Lantz.

Reckitt Benckiser would like to add the following alternate brand names to the above registration:

LYSOL Brand II Disinfectant Power Toilet Bowl Cleaner with Lime and Rust Remover

Reckitt Benckiser had a meeting with the Agency on May 18, 2009. Mark Hartman, Dennis Edwards, Tracy Lantz and Emily Mitchell were present at this meeting. The above brand name was discussed with the Agency and Reckitt Benckiser disclosed the lay out of the brand name as it would appear on a graphics label. The Agency appreciated the graphics label to further assess the approval of the above brand name. It was clear from the lay out of the brand name that Reckitt Benckiser separated Lysol Brand II Disinfectant from Power Toilet Bowl Cleaner with different font color and size. This was acceptable by the Agency and the action was for Reckitt Benckiser to re-submit the above brand name along with the graphics label for approval by the Agency. Also, note that Reckitt Benckiser has not launched any products under the 777-104 registration and this is why we have New Improved Formula language on the top of the label. This is an introductory claim and will be removed after 6 months the product is on shelf.

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

- EPA Form 8570-1, OPP Identification No. 298519
- Front graphics label (please note that the active ingredient and precautionary language on the label are not correct and will be amended when we submit to States)

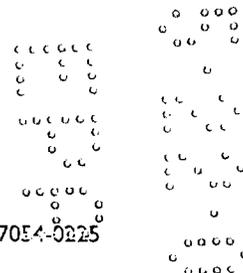
If there is any other information that the agency needs to complete this submission, please feel free to contact me directly at 973-404-2717 or via email at christine.dellanno@reckittbenckiser.com. Thank you for your assistance with this registration action.

Sincerely,



Christine Dellanno
Regulatory Affairs Associate
Reckitt Benckiser

Encl.



NEW IMPROVED FORMULA

Lysol
BRAND II

Disinfectant

TOILET BOWL CLEANER

with LIME & RUST REMOVER

Kills Germs**
Destroys Hard Water Stains

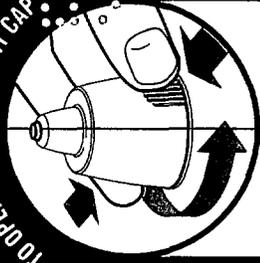
KEEP OUT OF REACH OF CHILDREN
DANGER: CORROSIVE.

See back (side) panel for additional precautionary statements. Harmful or fatal if swallowed.

ACTIVE INGREDIENT:
Hydrogen Chloride..... 12.50%
OTHER INGREDIENTS..... 87.50%
TOTAL..... 100.00%

NET CONTENTS:
24 FL. OZ. (1 PT. 8 FL. OZ.) 709 mL

TO OPEN CHILD RESISTANT CAP



1. Place fingers on marked cap ridges.
2. Squeeze cap firmly and turn counterclockwise until it stops. Do not remove cap.
3. To reseal, squeeze cap again and turn clockwise. DO NOT Squeeze bottle when opening.

NOTIFICATION
Date Reviewed: 6/11/09
Reviewed By: [Signature]

f/f