

777-106

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

March 8, 2012

Mary C. Pisculli
Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054

Subject: Dynamite 100
EPA Registration Number: 777-106
Letter Date: December 9, 2011
EPA Receipt Date: December 12, 2011

Dear Ms. Pisculli:

The label amendment, submitted in connection with registration under section of the federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable with conditions listed below.

Proposed label amendment:

- Add/revise section headers
- Incorporate all previous Agency comments on master label dated July 21, 2008
- Incorporate all Agency-approved notifications/non-notifications

Conditions:

- Add the name of the product – “Dynamite 100” – to the “front panel” section at the top of page 1.
- Remove the word “Recommended” from the phrase “Recommended for frequently flushed toilets” in the marketing/cleaning & deodorizing claims section on page 2.

General Comments:

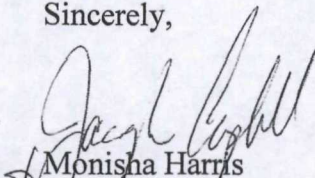
A stamped accepted copy of the label with conditions is enclosed for your record. Submit one copy of your final printed labeling before distributing or selling this product bearing the revised labeling. This amendment and a copy of this letter have been placed in this product’s file for future reference.

Should you have any questions or comments concerning this letter, please contact Eliza Blair via email at blair.eliza@epa.gov or by telephone at (703) 308-7279

CONCURRENCES

SYMBOL	SURNAME	DATE					

Sincerely,



Monisha Harris
Product Manager (32)
Regulatory Management Branch II
Antimicrobials Division (7510P)

CONCURRENCES

SYMBOL								
SURNAME
DATE

<< NOTE: Any claim may appear on FRONT / BACK panel in bullet / paragraph format – Unless otherwise noted. >>

<< MARKETING / CLEANING & DEODORIZING CLAIMS >>

Bleach cleaning
Cleans & deodorizes (with bleach) (with every flush)
Concentrated
Continuous real bleach cleaning and deodorizing
Daily toilet cleaning and maintenance
Does not harm plumbing or septic tanks
Does the cleaning for you
Drop in the tank and walk away
Dye free
Easy to use – Just drop in tank
Fights tough stains
For colored toilets
Helps keep your toilet bowl fresh and clean
In-tank sanitizer (for homes) (schools) (hospitals)
In-tank automatic toilet bowl cleaner
Keeps water clear
Keeps your toilet bowl stain-free
Leaves bowl sanitary
Makes (weekly) cleaning (easy) (easier)
No mess (in tank)
No scrubbing
Not harmful to plumbing or septic systems
~~Recommended~~ for frequently flushed toilets
This product contains no phosphates or phosphorous compounds
Whitening and brightening action

<< SANITIZING CLAIMS >>

Antibacterial
Controls odors caused by odor-causing bacteria
Controls odor-causing bacteria in the bowl water
Controls the growth of bacteria that cause odors
Each tablet sanitizes for 8 weeks
Eliminates 99.9% of bacteria in 1 minute after each flush
Kills 99.9% of bacteria in toilet bowl water after each flush
Kills 99.9% of bacteria for 8 weeks (!) in toilet bowl water after each flush
Kills Escherichia coli (E. coli)
Kills Enterococcus faecalis (Strep)
Kills bacteria for 8 weeks
Kills many odor-causing bacteria
Kills odor-causing bacteria
Kills Salmonella enterica (Salmonella)
Kills Staphylococcus aureus (Staph)
Leaves bowl 99.9% bacteria free
Sanitizes and cleans for 8 weeks
Sanitizing formula cleans & deodorizes
Sanitizes toilet bowl water after each flush
This product gives the effectiveness of chlorine without the chlorine odor
This product sanitizes toilet bowl water by killing 99.9% of bacteria in 1 minute after each flush
When used as directed, this product will sanitize toilet bowl water; keeping it clean, clear and free of odor

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
The term "this product" used throughout this document may be replaced with the marketed product brand name.
The term (x) is a placeholder that represents a number between 1 and 99.

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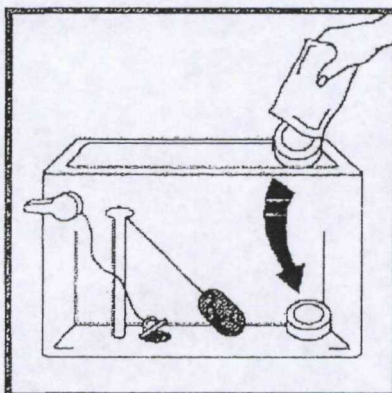
<< USE DIRECTIONS >>

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

Product must be used in a toilet that is flushed regularly.

To Clean / Deodorize & Sanitize:

1. Clean toilet bowl thoroughly (including under the rim).
2. Remove toilet tank top. Cut pouch open with scissors on dotted lines. **Do not touch tablet.**
3. Flush toilet. Before tank refills, drop tablet into (tank near sidewall closest to the float and away from the water valve opening) (right rear corner of the tank) (See graphic). Wash hands thoroughly.
4. When tablet has dissolved, replace with a new tablet. Each tablet sanitizes for 8 weeks.



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<< PRECAUTIONARY / FIRST AID / CHEMICAL HAZARD / STORAGE & DISPOSAL INSTRUCTIONS >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

DANGER: Highly corrosive. Causes irreversible eye damage and skin burns. May be fatal if swallowed. DO NOT TAKE INTERNALLY. Irritating to nose and throat. Avoid breathing dust. Use with adequate ventilation. Do not get into eyes, on skin or clothing. Wear protective clothing, chemical resistant gloves and protective eyewear [goggles, face shield or safety glasses]. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

FIRST AID	
If in Eyes	<ul style="list-style-type: none">• 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.
If on Skin or Clothing	<ul style="list-style-type: none">• 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 swallowed	<ul style="list-style-type: none">• Call a Poison Control Center or doctor immediately for treatment advice.• Have person sip a glass of water if able to swallow.• Do not induce vomiting unless told to do so by the Poison Control Center or doctor.• Do not give anything by mouth to an unconscious person.
If Inhaled	<ul style="list-style-type: none">• Move person to fresh air.• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth if possible.• Call a Poison Control Center or doctor for further treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency call toll free (1-800-228-4722) (1-800-677-9218). Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.	
NOTE TO PHYSICIAN	
Probable mucosal damage may contraindicate the use of gastric lavage.	

PHYSICAL AND CHEMICAL HAZARDS:

CHEMICAL HAZARD: STRONG OXIDIZING AGENT. Keep away from heat or flame. Mix only with water.

STORAGE AND DISPOSAL:

STORAGE: Store in original container, in areas inaccessible to children, in a cool, dry, well-ventilated area. Do not store at elevated temperatures.

DISPOSAL: Non-refillable container. Do not reuse or refill this container. Discard empty container in trash or offer for recycling if available.

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