

PM 33

3513-55

10/15/98

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U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Antimicrobials Division (7510W)
401 "M" St., S.W.
Washington, D.C. 20460

EPA Reg. Number:
3573-55

Date of Issuance:
OCT 15 1998

NOTICE OF PESTICIDE:
 Registration
 Reregistration

Term of Issuance: Expires
October 15, 2000

Name of Pesticide Product: Tide
with Bleach I

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

The Proctor and Gamble Company
11530 Reed Hartman Highway
Cincinnati, OH 45241

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Administrator prior to use of the label in commerce. In any correspondence on this product always refer to the 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.

Registration is in no way to be construed as an endorsement or recommendation of this product by the 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)(C) provided that you:

1. Make the following label changes:
 - a. Revise the EPA Registration Number to read, "EPA Reg. No. 3573-55".
 - b. In order to satisfy the product chemistry data requirements, a one year Storage and Stability Study must be submitted to the Agency for our review.
 - c. Please place the appropriate EPA Establishment No. on the product labeling.

Signature of Approving Official:

DJE

Marshall Swindell Product Manager Team
33/RMB1/Antimicrobial Division

Date:

OCT 15 1998

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- d. Revise the Precautionary Statements subheadings to read as follows:

Precautionary Statements

Hazards to Humans

- e. Place the precautionary headings above the statement, "Caution: Causes.....irritation. Avoid.....eyes. Harmful....swallowed."

- f. Revise your First Aid statement to read :

IF SWALLOWED: Drink 1 to 2 glasses of water.
Call physician and Poison Control Center

IF IN EYES: In case of contact, immediately flush eyes with plenty of water. Get medical attention if irritation persists.

- 2. The data listed below must be submitted to the Agency using NOBS as the test material. In order to satisfy this requirement, this data must be reviewed and found acceptable.

- 1. Hydrolysis study (161-1)
- 2. Avian oral LD50 study(Bobwhite preferred) (71-1)
- 3. Mutagenicity (other genotoxic effects) (84-4)
- 4. Acute neurotoxicity study (81-8)
- 5. 90-Day nerotoxicity study (82-7)
- 6. Immunotoxicity study (82-7)
- 7. Human exposure data

875.1700

875.2800

- 3. Acute toxicity studies for bluegill sunfish and Daphnia magna previously referenced must be submitted for review by the Agency. If these studies are found unacceptable to support registration then additional acute aquatic studies may be required for NOBS. Further, the test material (white powder) must be adequately identified.

- 4. Series 61,62, and 63 product chemistry data must be submitted for sodium perborate.
- 5. Submit the studies mentioned above within 15 months (i.e., January 5th, 2000) of the date stamped on this Notice of Conditional Registration:
- 6. This conditional registration will expire automatically on October 15, 2000. The data required in this registration notice must be submitted, reviewed and found acceptable in order to continue this registration.
- 7. Submit two (2) copies of the revised final printed labeling before you release the product for shipment.

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

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

Sincerely yours,

DHE

Marshall Swindell
Product Manager (33)
Regulatory Management Branch I
Antimicrobial Division (7510W)

FRONT LABEL

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**ULTRA 2
DETERGENT**

KILLS/ELIMINATES/REMOVES/WASHES AWAY/CLEANS AWAY 99.9% OF BACTERIA
(*see back panel for details)

KILLS/ELIMINATES/REMOVES/WASHES AWAY/CLEANS AWAY 99.9% OF BACTERIA*

SANITIZES LAUNDRY

LAUNDRY SANITIZER

SANITIZES FABRICS AND CLOTHING

ANTI-BACTERIAL

CLEANS SO WELL IT EVEN KILLS/ELIMINATES/REMOVES/WASHES AWAY 99.9% OF BACTERIA
(*see back panel for details)

CLEANS SO WELL IT EVEN KILLS/ELIMINATES/REMOVES/WASHES AWAY 99.9% OF BACTERIA*

PROVIDES DEEP DOWN CLEANING AND 99.9% BACTERIA-KILL
(*see back panel for details)

PROVIDES DEEP DOWN CLEANING AND 99.9% BACTERIA-KILL*

CLEANS AWAY THE SOILS THAT CAN BE A BREEDING GROUND FOR BACTERIA

**TOUGH ON STAINS
HELPS KEEP COLORS BRIGHT**

[Refill: ENVIRO-PAK]

U

Tide with BLEACH I

[Refill: 80% LESS PACKAGING
Than Cartons]

Cotton seal®

**KEEP OUT OF REACH OF CHILDREN
CAUTION:
SEE SIDE PANEL FOR OTHER PRECAUTIONS**

ACTIVE INGREDIENT:

Sodium Nonanoyloxybenzenesulfonate 4.74%

Perboric acid, sodium salt 4.74%

INERT INGREDIENTS:* 90.52%

*Include biodegradable surfactants (anionic and nonionic), enzymes, whitening agents and fabric brightening agent.

NET WT 191 OZ (11.93 LB) 5.41 kg

67 loads/picture of scoop

TOP OF BOX

[Refill: 80% LESS PACKAGING
Than Cartons]

[Refill: ENVIRO-PAK]

Tide with BLEACH

- TOUGH ON STAINS
- HELPS KEEP COLORS BRIGHT
- OUTSTANDING WHITENING POWER

BOTTOM OF BOX

[Refill: ENVIRO-PAK]

MADE IN
INDONESIA

OCT 15 1998

3573-55

- TOUGH ON STAINS
- HELPS KEEP COLORS BRIGHT
- OUTSTANDING WHITENING POWER

5/7

Cotton seal®
67 loads/picture of scoop

UPC code

BACK OF BOX

Tide with BLEACH

Tide With Bleach has a unique
Activated Bleaching System
that removes many tough stains and whitens whites,
while helping to keep colors bright.

Approved by
Osh Kosh logo

- * Removes/Kills 99.9% of the bacteria *Staphylococcus aureus* and *Klebsiella pneumoniae* on clothes.
- Or
- * Removes/Kills 99.9% of bacteria on clothes. Effective against *Staphylococcus aureus* and *Klebsiella pneumoniae*.

DIRECTIONS FOR HOUSEHOLD USE AND BEST CLEANING RESULTS:

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

1. Sort, Select Temperature and Begin Filling Washer
with Water. Check garment label for any special instructions.

| | | |
|--------------------------|---------------------------|---------------------------|
| Picture of basket HOT | Picture of basket WARM | Picture of basket COLD |
| • White Cottons | • Bright Colors | • Colors that bleed |
| • Colorfast pastels | • Permanent press | or fade |
| • Light prints | • Delicates | |

2. Measure and Add Detergent to Washer.
Then Add Clothes.

| | | |
|--|------------------------------|------------------------------|
| Picture of scoop ~7/8 CUP | Picture of scoop ~2/3 CUP | Picture of scoop ~1/2 CUP |
| • Extra Large Loads or • Heavily Soiled Loads | • Large Loads | • Medium Loads |

Use a little less for low water fill or front loading washers.
This package contains 67 uses (as measured to the lower fill line on the scoop).

- 3. To remove 99.9% of bacteria on clothes use a full scoop and wash in warm or hot water.
- Or
- 3. To sanitize laundry, use a full scoop and wash in warm or hot water.

Picture of scoop
~7/8 CUP

[Refill: Picture of scissors To OPEN - Cut across Top of Bag
Easy to Open and Use

| | | | |
|--|----|---|---|
| Scoop Directly from Bag picture of Tide with Bleach refill | OR | Four contents of bag into suitably sized canister. picture of canister | Reclose - Fold bag over and fasten down with the reseal tape. picture of bag] |
|--|----|---|---|

TIDE WITH BLEACH TOUGH STAIN REMOVAL GUIDE

GARMENT CARE: Follow garment care label instructions. Tide with Bleach is safe for all washable colorfast fabrics.
If garment label reads "Do Not Bleach" or "Do Not Oxygen Bleach" it may be susceptible to color change when

before washing.

COLORFASTNESS TEST:

- Dissolve 2 tablespoons of Tide with Bleach in one cup of hot water.
- Soak hidden area for 20 minutes, rinse in warm water, let dry.
- Compare with rest of garment. Proceed if color is unchanged.

If a color change is detected, wash garment separately in cold water.

PRE-TREAT: Use for a few small spots. Rinse the stained area, apply a paste of Tide with Bleach and water, rub gently, and wash as usual. Or, try Liquid Tide with Bleach Alternative for more convenient pre-treating.

PRE-SOAK: Use for deep set soils, old stains and extensive staining. Soak up to 30 minutes by adding 1/2 scoop of Tide with Bleach per gallon of water in a bucket or 1 1/2 scoops in your washer in warmest water as recommended on garment care label. Then drain washer, refill with water, add 1 1/2 scoops of Tide with Bleach and wash as usual.

CHOCOLATE: Pre-treat or pre-soak with detergent in warm water, then launder.

DYE TRANSFER: Launder with detergent and chlorine bleach if safe for fabric. Some fabrics may need a fabric color remover (Follow package directions when using any laundry product).

GROUND-IN DIRT, MUD, BLOOD, FRUIT JUICE: Rinse in cold water, then pre-soak remaining stains with detergent. Launder as usual.

BACK OF BOX (continued)

LIPSTICK: Pre-treat, rinse and launder with detergent.

GRASS STAINS: Pre-treat or pre-soak, then launder with detergent.

PERSPIRATION: Pre-treat, then pre-soak with detergent. Launder with detergent and chlorine bleach if safe for fabric. Prevent buildup by pre-treating with detergent every other washing.

GREASY FOOD STAINS, KETCHUP, TOMATO SAUCE: Pre-treat, then launder with detergent.

BABY FORMULA: Pre-soak with detergent in warm water, then launder.

SIDE PANEL 1

PULL HERE TO OPEN

[Refill: ENVIRO-PAK]
Tide with BLEACH ©

© The Seal of Cotton is a Registered Service Mark/Trademark of Cotton Incorporated
Cotton seal ©

**TIDE WITH BLEACH
PACKAGE AND PRODUCT INFORMATION**

Recycle symbol

- Box made from 100% recycled paper (minimum 35% post-consumer).
- Handle made from 50% post-consumer recycled plastic.
 - Harmless for septic tanks.
- CONTAINS NO CHLORINE BLEACH.
- CONTAINS NO PHOSPHATE.

Questions? 1-800-879-8433.
Visit us at <http://www.tide.com>

SIDE PANEL 2

Tide with BLEACH

Cotton seal ©

package will vary slightly with the method of scooping and settling during shipment.

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PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes. Harmful if swallowed.

FIRST AID: IF SWALLOWED: Drink 1 or 2 glasses of water. Call a physician or Poison Control Center.

IF IN EYES: In case of contact, immediately flush eyes with plenty of water. Get medical attention if irritation persists.

STORAGE/DISPOSAL: Store in a cool, dry place. Do not reuse container except with Tide with Bleach Refill. If not refilling, discard empty container in trash.

[Refill: **STORAGE/DISPOSAL:** Store in a cool, dry place. Do not reuse container. Discard empty container in trash. When empty, the bag takes up less room in your trash than cartons.]

EPA Reg. No. 3573-55

EPA Est. No. 3573-GA-1, OH-3, LA-1, CAN-1

MADE IN THE U.S.A. BY PROCTER & GAMBLE, Cincinnati, Ohio 45202. Contents and/or package covered by one or more of the following U.S. Patents: 4,379,080; 4,412,934; 4,490,271; 4,515,705; 4,605,509; 4,671,886; 4,986,420; 5,137,209; 5,222,931; 5,366,652; 5,373,960; 5,415,807; 5,458,809; 5,458,810; 5,460,752; 5,470,507; 5,478,489; 5,486,303; 5,489,392; 5,516,448; 5,554,587; 5,569,645; and 5,574,005. © 1997 P&G