

3573-56

10/13/2000

1/6



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (7504C)
401 "M" St., S.W.
Washington, D.C. 20460

EPA Reg. Number:
3573-56

Date of Issuance:
OCT 13 2000

NOTICE OF PESTICIDE:
 Registration
 Reregistration

Term of Issuance: Expires on
October 15, 2001

Name of Pesticide Product:
Tide with Bleach II

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Procter & Gamble Company
Sharon Woods Technical Center
11530 Reed Hartman Highway
Cincinnati, Ohio 45241-2422

Note: Changes in labeling 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 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)(A) provided that you:

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.

2. Make the following label changes:

- a. Revise the EPA Registration Number to read, "EPA Reg. No. 3573-56".
- b. Place the appropriate EPA Establishment No. on the product labeling.

Signature of Approving Official:

Marshall Swindell, Product Manager 33,
RMBI, AD

Date:

OCT 13 2000

3. Submit the following studies within 7 months of the date of this registration notice (i.e., **May 12, 2001**).

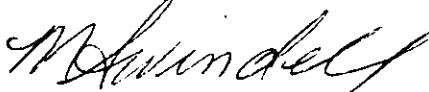
- Hydrolysis study (GLN 161-1)
- Human Exposure study GLNs 875.1700 and 875.2800)
- Mutagenicity study (other genotoxic effects) (GLN 84-4)
- 90-Day Neurotoxicity (GLN 82-7)
- Acute Neurotoxicity (GLN 81-8)

This conditional registration will expire automatically on October 15, 2001. If you fail to satisfy the conditions imposed in the registration, EPA may issue a Notice to Cancel under section 6(e) of FIFRA. In order for the registration of this product to continue, the data and information described above, must be submitted, reviewed, and found acceptable. In addition, the Agency must make a determination under FIFRA Section 2 (bb) (2) that these uses will not result in unreasonable adverse effects. If the Agency is unable to make this determination, then the registration of these uses for incorporation into approved food contact polymers will expire.

The Agency accepts your request for a one year time extension for the conditional registration of this product. 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 labeling is enclosed for your records.

Sincerely,



Marshall Swindell
Product Manager 33
Regulatory Management Branch I
Antimicrobial Division (7505C)

3/6

**TIDE WITH BLEACH II LAUNDRY DETERGENT
FRONT LABEL**

LAUNDRY DETERGENT

Kills 99.9% of bacteria*
(when used as directed)

or

Kills 99.9% of bacteria*
(use one full scoop as directed)

TOUGH ON STAINS
HELPS KEEP COLORS BRIGHT

[Refill: ENVIRO-PAK]

U

Tide with BLEACH

[Refill: 80% LESS PACKAGING
Than Cartons]

Cotton seal®

KEEP OUT OF REACH OF CHILDREN
CAUTION: EYE IRRITANT, HARMFUL IF SWALLOWED
SEE SIDE PANEL FOR OTHER PRECAUTIONS

ACTIVE INGREDIENT:

Sodium Nonanoyloxybenzenesulfonate

5.28%

Perboric acid, sodium salt

5.28%

INERT INGREDIENTS:†

89.44

%

NET WT 191 OZ (11.93 LB) 5.41 kg
scoop

67 loads/picture of

ACCEPTED
with COMMENTS
in EPA Letter Dated:

OCT 18 2000

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No.

3573-56

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]
Tide with BLEACH

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

Cotton seal®
67 loads/picture of scoop

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

DIRECTIONS FOR USE

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

*To remove 99.9% of the common bacteria Staphylococcus aureus (Staph), Klebsiella pneumoniae (K. pneumoniae), Escherichia coli (E.coli) and Salmonella choleraesuis (Salmonella) on clothes, use full scoop and wash in warm or hot water.

or

*To remove 99.9% of the common bacteria Escherichia coli (E.coli) and Salmonella choleraesuis (Salmonella) on clothes, use full scoop and wash in warm or hot water.

Kills/eliminates/removes/washes away 99.9% of bacteria* on clothes when you use a full scoop in warm or hot water
or
Kills/eliminates/removes/washes away 99.9% of bacteria*, including E.Coli and Salmonella, when you use a full scoop and wash in warm or hot water
or
laundry sanitizer

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

Picture of basket

Picture of basket

Picture of basket

HOT

WARM

COLD

- White Cottons
- Colorfast pastels
- Light prints

- Bright Colors
- Permanent press
- Delicates

- Colors that bleed or fade

**ACCEPTED
with COMMENTS
in EPA Letter Dated:**

OCT 13 2000

Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended, for the pesticide, registered under EPA Reg. No.

3573-56

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

Picture of scoop

Picture of scoop

Picture of scoop

~7/8 CUP

~2/3 CUP

~1/2 CUP

- Extra Large Loads or Heavily Soiled Loads
- To kill 99.9% of bacteria*

- Large Loads

- Medium Loads

This package contains 67 uses as measured to the lower fill line on the scoop. Greater than medium fill results in fewer uses. The precise number of uses from each package will vary slightly with the method of scooping and settling during shipment.

BACK OF BOX (cont.)

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

Scoop OR Pour contents of bag into suitably sized canister. picture of canister
Directly from Bag picture of Tide with Bleach refill

Reclose - Fold bag over and faster down with the reseal tape. picture of bag]

colorfast fabrics. If garment label reads "Do Not Bleach" or "Do Not Oxygen Bleach" it may be susceptible to color change when laundered. Consult Colorfastness Test (below) for care of these garments, or to test any garment for color-fastness 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.

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 ®

ACCEPTED
with COMMENTS
in EPA Letter Dated:

OCT 13 2000

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No.

3573-56

**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 ®

brightening agent.

The antibacterial active ingredients in Tide with Bleach are also the color-safe oxygen bleach

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. 3573-56
EPA Est. No. 3573-GA-1, 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. © 1999 P&G

ACCEPTED
with COMMENTS
in EPA Letter Dated:

OCT 13 2000

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No.

3573-56