



U.S. ENVIRONMENTAL PROTECTION AGENCY  
Office of Pesticide Programs  
Registration Division (H7505C)  
401 "M" St., S.W.  
Washington, D.C. 20460

EPA Reg. Number:

Date of Issuance:

3573-59

November 5, 1999

Term of Issuance: **Time-Limited**  
Expires: November 5, 2002

Name of Pesticide Product:

Cleaning Magic I

## NOTICE OF PESTICIDE:

Registration  
 Reregistration

(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 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)(C) provided that you:

1. Make the following label changes:
  - A. Revise the EPA Registration Number to read, "EPA Reg. No. 3573-59.
  - B. The term, "First," will be allowed on the label for one year from the date of this registration notice.
  - C. The "Directions for Use" must remain highlighted on all product labels.
  - D. The claim "...99.9% of bacteria\*..." must always coincide with the phrase, "When used as directed"; it must also appear in the same font and color on the label. If this claim or alternative phrases are ever dropped, then you must qualify the phrase, "Concentrated dish detergent and antibacterial treatment" by adding "when used as directed."

Signature of Approving Official:

Velma Noble  
Product Manager 31  
Regulatory Management Branch I  
Antimicrobials Division (7510C)

Date:

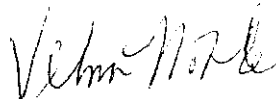
NOV 05 1999

2. The following data must be submitted as a condition of registration using amine oxide as the test material.
  - A. Developmental toxicity study in rabbits
  - B. 2 Generation Reproductive study
  - C. Acute Neurotoxicity study
  - D. Oncogenicity study in a second species (mouse)
  - E. Mutagenicity battery (3 studies)
  - F. Acute dermal toxicity LD 50 study on the end use product
  - G. Hydrolysis study
  
3. According to the Agency letter dated January 14, 1998, P&G would be expected to submit the modified Germicidal Spray Product Test Method to the AOAC Peer Review for validation as a condition of a time limited registration. If AOAC determines the modified methodology used to test amine oxide and the resulting data meet the criteria to become an official AOAC test method, EPA would extend the registration beyond its original date provided the above referenced studies were submitted and accepted.
  
4. The conditional registration will expire automatically on November 5, 2002. The required data listed in = 3 and the AOAC Peer Review summary must be submitted, reviewed, and found acceptable to continue this registration beyond its expiration date.

Submit two copies of the revised final printed label for the record.

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 label is enclosed for your records.



Velma Noble  
Product Manager 31  
Regulatory Management Branch 1  
Antimicrobials Division (7510C)

**FRONT LABEL**

**CLEANING MAGIC I**

USE FULL STRENGTH AS DIRECTED (must follow antibacterial label claims; same color and type size)

CONCENTRATED DISHWASHING DETERGENT AND ANTIBACTERIAL TREATMENT  
(may include one or more)

ANTIBACTERIAL TREATMENT  
EFFECTIVE ON GREASE  
KILLS 99.9% OF BACTERIA\* ON DISHES

Active Ingredient: Alkyl (C<sub>10-16</sub>) dimethyl amine oxide ..... 4.81%  
Inert Ingredients: ..... 95.19%

KEEP OUT OF REACH OF CHILDREN  
CAUTION: See back panel for other precautions

(may include scent descriptor)  
14.7 FL OZ(434mL)

**BACK LABEL**

- Antibacterial when used as directed
- Is tough on greasy dishwashing problems
- Powerful long-lasting grease cutting
- Quickly and easily cuts through the toughest grease
- Helps you finish fast, so you can move on and rest easy
- Cleaning Magic .....takes grease and a whole lot more—out of your way
- Helps prevent grease from re-settling on dishes
- Recommended by Rubbermaid Servin' Saver™ products  
A limited warranty to consumers  
Good Housekeeping Promises  
Replacement or refund if defective

[Rubbermaid/Good Housekeeping Seal

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

**For General Dishwashing:** Use as you would any dishwashing detergent.

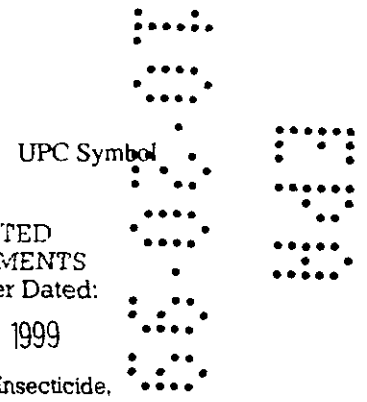
**\*To Kill Bacteria on Dishes (*Salmonella choleraesuis* and *Escherichia coli* - *E. coli*):** Remove excess food from dishware, then apply product full strength. Spread evenly and allow product to stand 5 minutes, then wash and dry as you normally would. *Note: bacteria listed in parenthesis will correspond with the bacteria claims on the label. May also include Staphylococcus aureus - Staph and Listeria monocytogenes.* **USAGE INSTRUCTIONS MUST BE HIGHLIGHTED**

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes.

**FIRST AID:** IF IN EYES, flush eyes with plenty of water. Call a physician if irritation persists. If swallowed, drink a glass of water to dilute.

**STORAGE/DISPOSAL:** Store at room temperature. Discard empty container in trash.  
(may include)Not for use in dishwashers.

**Contains no phosphate.** For residential use only.  
Questions? Comments? Call toll-free 1-800-725-3296  
Made in U.S.A. by PROCTER & GAMBLE, Cincinnati, OH 45202  
under U.S. Patent 5,415,814 1997 © P&G  
EPA Reg. No. 3573-- ?? EPA Est. No. 3573-KS-001



Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended, for the pesticide, registered under EPA Reg. No. 3573-59

### CLEANING MAGIC I LABEL CLAIMS

Kills Removes Eliminates Reduces Washes Away Rids Fights Cleans	99.9% of the following bacteria*  99.9% of the bacteria*:	<i>Salmonella chloreaesuis</i> <i>Escherichia coli</i> <i>Staphylococcus aureus</i> <i>E. coli O157</i> <i>E. coli</i> <i>Listeria monocytogenes</i>	from on	dishes dishware cutlery utensils plastic dishware plastic cutting boards
--	---	---	------------	---

when used as directed (same color and text size)

Kills Removes Eliminates Reduces Washes Away Rids Fights Cleans	99.9% of common household bacteria*  99.9% of bacteria*  99.9% of bacteria* associated with food preparation  99.9% of common kitchen bacteria*	<i>Salmonella chloreaesuis</i> <i>Escherichia coli</i> <i>Staphylococcus aureus</i> <i>E. coli O157</i> <i>E. coli</i> <i>Listeria monocytogenes</i>	from on	dishes dishware cutlery utensils plastic dishware plastic cutting boards
--	---	---	------------	---

when used as directed (same color and text size)

Tested by an independent lab to	Kill Remove Eliminate Reduce Washes Away Rid Fight Clean	99.9% of bacteria*	<i>Salmonella chloreaesuis</i> <i>Escherichia coli</i> <i>Staphylococcus aureus</i> <i>E. coli O157</i> <i>E. coli</i> <i>Listeria monocytogenes</i>	from on	dishes dishware cutlery utensils plastic dishware plastic cutting boards
---------------------------------	---	--------------------	---	------------	---

when used as directed (same color and text size)

Cleaning Magic...

is the [first and]only dish liquid which combines the proven power to kill 99.9% of bacteria\* on dishes with superior, tough grease cutting. "first" may be used up to one year post registration approval.

has proven antibacterial action/power/effectiveness

makes/gets your dishes/dishware/plastic dishware/plastic cutting boards/cutlery/utensils 99.9% bacteria\* free

helps fight bacteria\* on dishes/dishware/plastic dishware/plastic cutting boards/cutlery/utensils

may help reduce the risk of cross-contamination from treated surfaces in the kitchen

kills 99.9% of bacteria\* on dishes/dishware/plastic dishware/plastic cutting boards/cutlery/utensils that could contaminate clean dishes

may help prevent the transfer of bacteria\* from dishes to other kitchen surfaces

ACCEPTED  
with COMMENTS  
in EPA Letter Dated:

NOV 5 1999

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act as  
amended, for the pesticide,  
registered under EPA Reg. No. 3573-59

