



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

3573-62

Date of Issuance:
June 21, 2011

Term of Issuance:
Time limited:
Expires : December 5, 2013

Name of Pesticide Product:
Cleaning Magic II

NOTICE OF PESTICIDE:
 x Registration
 Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Procter & Gamble
5299 Spring Grove Ave – F&HC PS&RA
Cincinnati, OH 45217

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials 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/reregistration 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. 3573-62".
 - b. The term, "First," will be allowed on the label for one year.
 - c. The "Directions for Use" must remain highlighted on all product labels.

Signature of Approving Official

Dennis H. Edwards for
Velma Noble

Date: JUN 21 2011

CONCURRENCES

SYMBOL	Product Manager Team-31								
SURNAME	Regulatory Management Branch I								
DATE	Antimicrobials Division (7510P)								

d. The claim, "...99.9% of bacteria*..." must coincide with the phrase, "when used as directed." The revised claim must 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:"

3. The following data must be submitted as a condition of registration using amine oxide as the test material:

- a. 2 generation reproductive study
- b. Mutagenicity battery (3 studies)
- c. Non-rodent subchronic study
- d. Acute dermal LD₅₀ toxicity study on the end-use product
- e. Hydrolysis study

4. According to the Agency letter dated January 14, 1998, you agreed to submit the modified Germicidal Spray Product Test Method to the AOAC Peer Review for validation as a condition of this time limited registration. If AOAC determines that the modified methodology used to test amine oxide and the resulting data meet the criteria to become an official AOAC test method, EPA will extend the registration beyond its original date provided you submit the above referenced studies are submitted and accepted.

5. The conditional registration will automatically expire on December 5, 2013. The required data listed in #3 and the AOAC Peer Review Summary must be submitted, reviewed, and found acceptable to continue the registration beyond the expiration date.

6. The Agency requests the submission of the completed mouse oncogenicity study on a second species to be submitted for review.

7. This product will not be produced or marketed during the life of this time limited registration. 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 this product constitutes acceptance of these conditions.

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 this product constitutes acceptance of these conditions.

A stamped label is enclosed for your records. Submit two (2) copies of the revised final printed label for the record. If you have any questions regarding this letter, please contact Velma Noble at (703) 308-6233.

Sincerely,

 *Dennis H Edwards*

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

ACCEPTED
with COMMENTS
in EPA Letter Dated:

JUN 21 2011

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 3573-62

FRONT LABEL

CLEANING MAGIC II

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 (C₁₀₋₁₆) dimethyl amine oxide 5.2%
Inert Ingredients: 94.8%

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 Magictakes 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

CLEANING MAGIC II LABEL CLAIMS

Kills Removes Eliminates Reduces Washes Away Rids Fights Cleans	99.9% of the following bacteria* 99.9% of the bacteria*:	<i>Salmonella choleraesuis</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
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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 choleraesuis</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
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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 choleraesuis</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
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when used as directed (same color and text size)

Cleaning Magic...

is the [first and] only dish liquid with the proven power to kill 99.9% of bacteria* on dishes combined 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