

## **PLEASE NOTE**

**This image contains more than one label approved for this product on this date.**

3573-63

3-28-2003

1/5



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

**March 28, 2003**

Ms. Martha R. Macy-Ruhe  
Regulatory Affairs  
**The Proctor & Gamble Company**  
11530 Reed Hartman Hwy.  
Cincinnati, OH 45241

Subject: Notification Application Per PR Notice 98-10  
**Mr. Clean**  
EPA Registration No. 3573-63  
Application Dated March 4, 2003

Dear Ms. Macy-Ruhe:

This acknowledges receipt of your notification of label changes submitted under the provision of PR Notice 98-10, FIFRA section 12 (c) 14.

**Proposed Notification:**

- Alternate brand name (Mr. Clean long lasting scent)
- Fruit graphics to label
- Additional source of inert ingredient

**General Comment:**

Based on a review of the material submitted, the following comments apply:

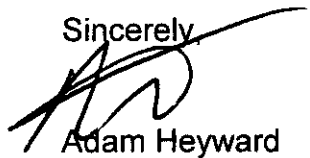
The notification application is acceptable. However, you must submit an alternate Confidential Statement of Formula (CSF) which includes the company name, address, and identity of the fragrance for approval by the agency.

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A copy of the notification has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact me at (703) 308-6422, or Lisa McKelvin at (703) 308-7496.

Sincerely,



Adam Heyward  
Product Manager (34)  
Regulatory Management Branch II  
Antimicrobials Division (7510C)



United States  
**Environmental Protection Agency**  
 Washington, DC 20460

Registration  
 Amendment  
 Other

OPP Identifier Number

**Application for Pesticide - Section I**

1. Company/Product Number 3573-63	2. EPA Product Manager Adam Heyward	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Mr. Clean	PM# 34	
5. Name and Address of Applicant (Include ZIP Code) Martha R. Macy-Ruhe The Procter & Gamble Company 11530 Reed Hartman Hwy., Cincinnati, OH 45241 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

**Section - II**

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

**Explanation: Use additional page(s) if necessary. (For section I and Section II.)**  
 Notifications per PR Notice 98-10: alternate brand name, fruit graphics, additional source of inert ingredient  
 "This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CRF 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.146, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA."

**Section - III**

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Metal <input checked="" type="checkbox"/> Plastic Glass Paper Other (Specify) _____		
* Certification must be submitted		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container		
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 1, 2, 14, 28, 40, 64, & 128 oz.		5. Location of Label Directions <input checked="" type="checkbox"/> On label	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input checked="" type="checkbox"/> Other in-mold labeling		

**Section - IV**

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Martha R. Macy-Ruhe	Title Regulatory Affairs	Telephone No. (Include Area Code) 513-626-3652
<b>Certification</b> I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature 	3. Title Regulatory Affairs	
4. Typed Name Martha R. Macy-Ruhe	5. Date 	

4/5

NOTIFICATION  
Date Reviewed: 5-28-03  
Reviewed By: L. McKelvin



**Mr. Clean**  
Long Lasting Scent

**Antibacterial**  
MULTI-PURPOSE CLEANER

summer citrus

Kills 99.9% of Bacteria. Limited Bleach/acetate.  
ACTIVE INGREDIENT: Sodium Hydroxide... 0.20%  
OTHER INGREDIENTS (includes green coloring agents)... 99.80%

**KEEP OUT OF REACH OF CHILDREN.**

**CAUTION: EYE IRRITANT.**  
SEE BACK PANEL FOR OTHER PRECAUTIONS


28 FL OZ  
(1.75 PT) 828ml

**Mr. Clean**

- Antibacterial
- Multi-purpose
- Cuts grease
- Limited Bleach/acetate

**PRECAUTIONS FOR USE:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **FLOORS/DELICATE CLEANING:** Mix 1/4 cup per 1 gallon (1/2 bucket) of water. Usually no need to rinse. **TOUGH JOBS:** Pour directly on tough soil or on sponge. Wipe and rinse. **TOILET:** Pour in bowl and brush. **CARS & FINISHED WOOD:** Use diluted only. **DISINFECTING:** Use on non-porous surfaces. Apply full-strength product on the surface and let stand for 10 minutes before wiping. For highly soiled areas, clean before following disinfecting directions.


Mr. Clean kills the household germs *Salmonella enteritidis*, *Escherichia coli*, and *Proteus mirabilis*, and the viruses *Influenza A and B* and *Rotavirus type 1* (causes cold sores). Effective against Gram-negative bacteria only. Mr. Clean cleans and kills these household germs on the following surfaces:



**Precautionary Statement: Hazards to Humans and Domestic Animals**  
**CAUTION:** Causes eye irritation. Avoid contact with eyes.

**FIRST AID: IF IN EYES,** hold eyes open and rinse gently with water for 15-20 min. If wearing contacts, remove lenses after first 5 min. and continue rinsing. If irritation persists, call a physician. If **SWALLOWED,** drink 1-2 glasses of water and call a physician or poison control center (product contains alcohol ethoxylates) - do not induce vomiting unless they tell you to do so. Have the product container or label with you when calling or going for treatment.

**STORAGE/DISPOSAL:** Store in a cool place. Do not reuse bottle. Rinse bottle and discard in trash. **CONTAINS NO PHOSPHATE.** Contains No Chlorine Bleach or Ammonia.

Questions? 1-800-887-2532  
Cleaning Advice?   
Visit [www.mrsclean.com](http://www.mrsclean.com) 86149087

Made in U.S.A. by PROCTER & GAMBLE, Cincinnati, OH 45202 ©2003 P&G  
EPA Reg. No. 3573-B3  
EPA Est. No. 7412-1-01

100% SIZE  
12-digit UPC  
37000 131501

5/5

NOTIFICATION  
Date Reviewed: 3-25-03  
Reviewed By: L. McKelvin



**Mr. Clean®**

- Antibacterial • Multi-purpose
- Cuts grease • Limited Disinfectant

**DIRECTIONS FOR USE:** It is a violation of Federal law to use this product in a manner inconsistent with the labeling. **FLOORS / DILUTE CLEANING:** Mix 1/4 cup per gallon (1/2 bucket) of water. Usually no need to rinse. **TOUGH JOBS:** Pour directly on tough soil or on sponge. Wipe and rinse. **TOILET:** Pour in bowl and brush. **CARS & FINISHED WOOD:** Use diluted only.

**DISINFECTS** (hard, non-porous surfaces): Apply full-strength product on the surface and let stand for 10 minutes before wiping. For highly soiled areas, clean before following disinfecting directions.

Mr. Clean kills the household germs *Salmonella choleraesuis*, *Escherichia coli*, and *Proteus mirabilis* and the viruses *Influenza A2* and *Herpes Simplex type 1* (causes cold sores). Effective against Gram-negative bacteria only. Mr. Clean cleans and kills these household germs on the following surfaces:



Precautionary Statement: Hazards to Humans and Domestic Animals.  
**CAUTION:** Causes eye irritation. Avoid contact with eyes.

**FIRST AID: IF IN EYES,** hold eyes open and rinse gently with water for 15-20 min. If wearing contacts, remove lenses after first 5 min. and continue rinsing. If irritation persists, call a physician. **IF SWALLOWED,** drink 1-2 glasses of water and call a physician or poison control center (product contains alcohol ethoxylates) - do not induce vomiting unless they tell you to do so. Have the product container or label with you when calling or going for treatment.

**STORAGE/DISPOSAL:** Store in a cool place. Do not reuse bottle. Rinse bottle and discard in trash.

**CONTAINS NO PHOSPHATE.** Contains No Chlorine Bleach or Ammonia.

Questions? 1-800-867-2532  
Cleaning Advice? Visit [www.mrcclean.com](http://www.mrcclean.com)

EPA Reg. No. 3573-63 EPA Est. No. 3573-MD-1  
Made in U.S.A. by PROCTER & GAMBLE, Cincinnati, OH 45202 ©2003 P & G

100% SIZE  
12-digit UPC  
(non-suppressed)  
For Position Only  
37000 31508 7

**NEXT**

**LABEL**

3573-63

3-28-2003

1/4



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

**March 28, 2003**

Ms. Martha R. Macy-Ruhe  
Regulatory Affairs  
**The Proctor & Gamble Company**  
11530 Reed Hartman Hwy.  
Cincinnati, OH 45241

Subject: Notification Application Per PR Notice 98-10  
**Mr. Clean**  
EPA Registration No.3573-63  
Application Dated March 10, 2003

Dear Ms. Macy-Ruhe:

This acknowledges receipt of your notification of label changes submitted under the provision of PR Notice 98-10, FIFRA section 12 (c) 14.

**Proposed Notification:**

- Alternate brand name ( Mr. Clean Ultimate Orange Multi-Purpose Cleaner)
- Fruit graphics to label
- Additional source for fragrances

**General Comment:**

Based on a review of the material submitted, the following comments apply:

The notification application is acceptable. However, you must submit an alternate Confidential Statement of Formula (CSF) which includes the company name, address, and identity of the fragrances.

Note that the agency is concerned that the graphic of orange slices may be attractive to children. Therefore, at your next printing of labeling, you may want to consider re-designing the fruit graphics on the label so that it is less attractive to children.




2/4

A copy of the notification has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact me at (703) 308-6422, or Lisa McKelvin at (703) 308-7496.

Sincerely,



Adam Heyward  
Product Manager (34)  
Regulatory Management Branch II  
Antimicrobials Division (7510C)



United States  
**Environmental Protection Agency**  
 Washington, DC 20460

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number

**Application for Pesticide - Section I**

1. Company/Product Number 3573-63	2. EPA Product Manager Adam Heyward	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Mr. Clean	PM# 34	
5. Name and Address of Applicant (Include ZIP Code) Martha R. Macy-Ruhe The Procter & Gamble Company 11530 Reed Hartman Hwy., Cincinnati, OH 45241 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

**Section - II**

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

**Explanation:** Use additional page(s) if necessary. (For section I and Section II.)

Notifications per PR Notice 98-10: alternate brand name, and fruit graphic.  
 "This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.146, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA."

**Section - III**

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Metal	<input checked="" type="checkbox"/> Plastic
* Certification must be submitted	If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container	<input type="checkbox"/> Glass
					<input type="checkbox"/> Paper
					<input type="checkbox"/> Other (Specify) _____
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 1, 2, 14, 28, 40, 64, & 128 oz.		5. Location of Label Directions <input checked="" type="checkbox"/> On label	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input checked="" type="checkbox"/> Other in-mold labeling		

**Section - IV**

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)					
Name Martha R. Macy-Ruhe		Title Regulatory Affairs		Telephone No. (include Area Code) 513-626-3652	
<p align="center"><b>Certification</b></p> <p>I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.</p>					6. Date Application Received  <b>(Stamped)</b>
2. Signature 		3. Title Regulatory Affairs			
4. Typed Name Martha R. Macy-Ruhe		5. Date March 10, 2003			

4/4

NOTIFICATION  
Date Reviewed: 2-28-03  
Reviewed By: LML/belvi4



**Mr. Clean**

- Antibacterial • Multi-purpose
- Cuts grease • Limited Disinfectant

**DIRECTIONS FOR USE:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **FLOORS / BLUTE CLEANING:** Mix 1/4 cup per gallon (1/2 bucket) of water. Usually no need to rinse. **TOUGH JOBS:** Pour directly on tough soil or on sponge. Wipe and rinse. **TOILET:** Pour in bowl and brush. **CARS & FINISHED WOOD:** Use diluted only.

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Mr. Clean kills the household germs *Salmonella*, *Shelobesuis*, *Escherichia coli*, and *Proteus mirabilis*, and the viruses *Influenza A2* and *Herpes Simplex type 1* (causes cold sores). Effective against Gram-negative bacteria only. Mr. Clean cleans and kills these household germs on the following surfaces:

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**CONTAINS NO PHOSPHATE.** Contains No Chlorine Bleach or Ammonia.

Questions? 1-800-867-2532  
Cleaning Advice? Visit [www.mrcclean.com](http://www.mrcclean.com)

95137133  
EPA Reg. No. 3573-63 EPA Est. No. 3573-MO-1  
Made in U.S.A. by PROCTER & GAMBLE, Cincinnati, OH 45202. ©2003 P&G

100% SIZE  
12-digit UPC  
(non-suppressed)  
For Position Only  
037000 41542

FPO - "For Placement Only" does not appear on label