

3573-63

12/19/2005

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
Washington, D.C. 20460

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

December 19, 2005

Julie Froelicher
Regulatory Affairs
The Proctor and Gamble Company
Ivorydale Technical Center
5299 Spring Grove Avenue
Cincinnati, OH 45217-1025

Subject: Mr. Clean Multi-Surfaces Antibacterial
EPA Registration No. 3573-63
Application Date: November 30, 2005
EPA Received Date: December 1, 2005

Dear Ms. Froelicher:

This acknowledges receipt of your notification, submitted under the provision of PR Notice 98-10, FIFRA section 3(c)9.

Proposed Notification

- Primary Brand Name "Mr. Clean Multi-Surfaces Antibacterial"
- Revised labeling
- Packaging Design Change

General Comments

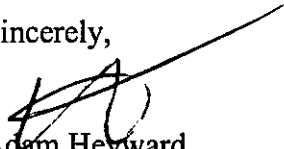
Based on a review of the material submitted, the following comments apply:

The notification application is acceptable. A copy has been inserted in your file for future reference.

CONCURRENCES

MBOL	IS/OC							
IRNAME	J. Schuy							
DATE	12/19/05							

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

Sincerely,


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



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) Julie M. Froelicher The Procter & Gamble Company 5299 Spring Grove Avenue, Cincinnati, OH 45217 <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.)

Notification per PR Notice 98-10 of a change in package design and label graphics for Mr. Clean (EPA Reg. No. 3573-63).

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
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 Paper glued 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 Julie M. Froelicher	Title Regulatory Affairs	Telephone No. (Include Area Code) 513-627-8054
2. Signature 		6. Date Application Received (Stamped)
3. Title Regulatory Affairs		
4. Typed Name Julie M. Froelicher		
5. Date November 30, 2005		

Certification Statement to Accompany Notification of New Package Design and Label Graphics for Mr. Clean (11/30/05)

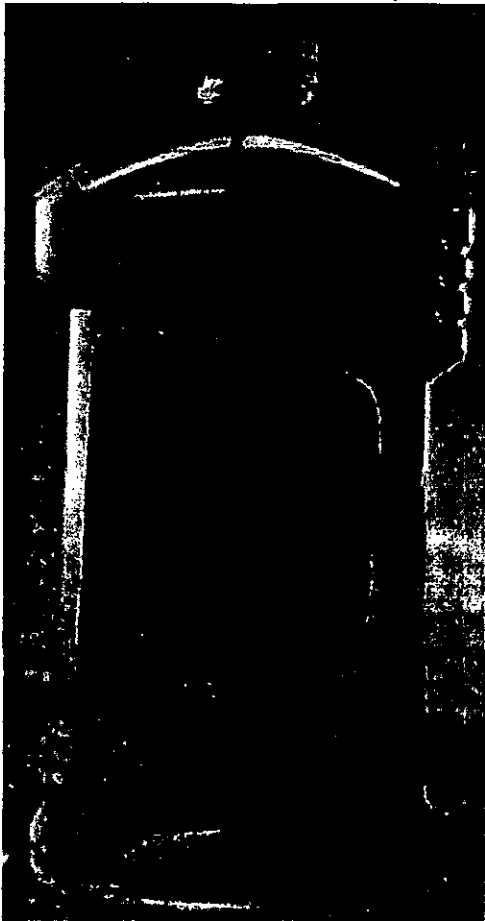
This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, 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.

 11/30/05

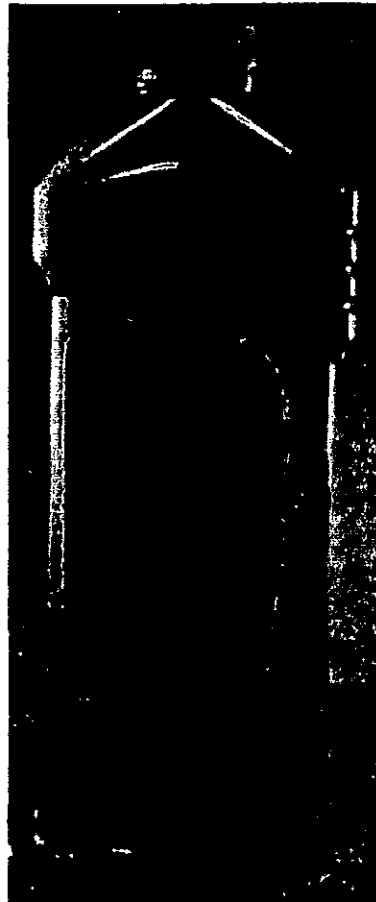
Julie Froelicher
Regulatory Affairs
P&G Household Care



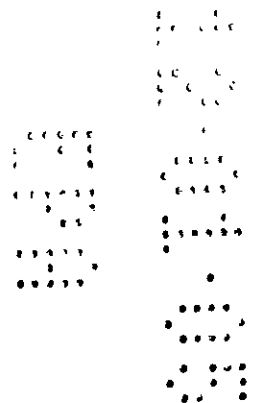
Mr. Clean (EPA Reg. No. 3573-63)
New package design



40 FL OZ



28 FL OZ



Product Label

Change in graphic aesthetics.

Removed lemons from behind Mr. Clean and added blue background / white swirl.

Added leaves to the lemons and moved them to the bottom right corner of the front label.

- Antibacterial
- Cuts Grease
- Multi-Purpose
- Limited Disinfectant

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **FLOORS/DILUTE 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. **FINISHED WOOD:** Use diluted only.

DISINFECTING (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:

Kitchens*

Bathrooms

Tough Jobs



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? 1-800-867-2632 **BS**
 Cleaning Advice?
 Visit www.mrclean.com

MADE IN U.S.A. BY PROCTER & GAMBLE,
 CINCINNATI, OH 45202 ©2006 P&G

EPA Reg. No. 3573-63
 EPA Est. No. 3573-MD-1

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85% SIZE
 12-digit UPC
 (non-suppressed)
 For Position Only
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add "Multi-Surfaces" to brand name.



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The Procter & Gamble Company
Ivorydale Technical Center
5299 Spring Grove Avenue
Cincinnati, OH 45217-1025
www.pg.com

November 30, 2005

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504-C)
U.S. Environmental Protection Agency
1801 S. Bell Street
Arlington, VA 22202
Attn: Adam Heyward (PM #34)

Subject: Mr. Clean (EPA Reg. No. 3573-63)
Notification of New Package Design / Change in Label Graphics

Dear Mr. Heyward:

In accordance with PR Notice 98-10, this provides the Agency notification of a new package design and change in label graphics for Mr. Clean (EPA Reg. No. 3573-63).

The package design will change from the current HDPE plastic pourable bottle to a PET plastic pourable bottle in early 2006. The large, 40 FL OZ bottle design will change from the current pourable plastic bottle with side handle to a pourable plastic bottle with a pincher grip at the shoulder and no handle. The directions for use for this pourable, multi-purpose cleaner product will remain unchanged with this package redesign.

In addition to the change in package design, the product labeling will undergo a change to the graphic aesthetics. As depicted in the enclosed final product label, the background behind the figure of Mr. Clean on the front label will change to a blue background with white swirl. The Summer Citrus scent of Mr. Clean is the only scent variant that will display an antibacterial claim at the time of this package redesign in early 2006. The lemons on the Summer Citrus scent will move to the lower right corner of the front label and be depicted as whole lemons with leaves.

The only other label change associated with this initiative is a change in the brand name to "Mr. Clean Multi-Surfaces Antibacterial." The Agency approved this alternate brand name on October 19, 2005.

There are no changes to the label text with this change in graphic aesthetics. Furthermore, there are no formulation changes associated with this initiative.

The following documents are enclosed to support this notification:

- Application Form (EPA Form 8570-1)
- Certification Statement per PR Notice 98-10
- One (1) picture of the new package design for the Mr. Clean bottle
- One (1) copy of the final product label clearly marked with changes from the current label
- One (1) copy of the US EPA approval letter for the alternate brand name, "Mr. Clean Multi-Surfaces Antibacterial"
- Two (2) color copies of the final product labeling for Mr. Clean

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If you have any questions regarding this notification, please contact me at (513) 627-8054 or froelicher.jm@pg.com.

Sincerely,

Julie Froelicher
Regulatory Affairs
P&G Household Care