

3573-63

08/25/2008

1/9

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

August 25, 2008

Mary Joy Stuart
The Proctor & Gamble Company
5299 Spring Grove Avenue
Cincinnati, OH 45217-1025

Subject: **Mr. Clean**
EPA Registration No.: 3573-63
Application Date: August 13, 2008
Receipt Date: August 14, 2008

Dear Ms. Stuart:

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

Proposed Notification:

- Additional Marketing Claims and Typographical Correction

General Comment:

Based on a review of the material submitted, the following comment applies:

A copy of the accepted notification has been added to your file for future reference.

Should you have any questions concerning this letter, you may contact me by telephone at (703) 308-6422 or by e-mail at heyward.adam@epamail.epa.gov or Stacey Grigsby by telephone at (703) 305-6440 or by email at grigsby.stacey@epamail.epa.gov during the hours of 8:00 am to 4:00 pm EST. When submitting information or data in response to this letter, a copy of this letter should accompany the submission to facilitate processing.

Sincerely,

Adam Heyward

SYMBOL							
SURNAME							
DATE							

Product Manager (34)
Regulatory Management Branch-II
Antimicrobials Division (7510P)



United States
Environmental Protection Agency
Washington, DC 20460

Registration
 Amendment
 Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 3573	2. EPA Product Manager Velma Noble	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Mr. Clean 3573-63	PM# 34	
5. Name and Address of Applicant (Include ZIP Code) Janice L. Dhonau The Procter & Gamble Company 5299 Spring Grove Ave, 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 checked="" 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 of a minor label revision and correction of a typographical error per PRN 98-10. 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.

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 <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> 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, 28, 40 fl oz 1 gal		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 <input type="checkbox"/> Stenciled			<input checked="" type="checkbox"/> Other paper glued		

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Janice L. Dhonau	Title Regulatory Affairs	Telephone No. (Include Area Code) 513-627-7349
Certification 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 <i>Janice L. Dhonau</i>	3. Title Regulatory Affairs	
4. Typed Name Janice L. Dhonau	5. Date August 13, 2008	



3/9

The Procter & Gamble Company
F&HCIC
5299 Spring Grove Avenue
Cincinnati, OH 45217-1025
www.pg.com

August 13, 2008

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202-4501

Attn: Mr. Adam Heyward (PM #34)

Subject: Mr. Clean
EPA Registration No. 3573-63
Notification of Non-Mandatory Language and Typographical Correction
Non-PRIA Action

Dear Mr. Heyward,

This provides the Agency with notification of additional marketing text for Mr. Clean (EPA Reg. No. 3573-63). This notification also responds to your letter dated March 7, 2008 wherein the Agency requested the removal of any references to "germs" and "viruses" from the Mr. Clean master label. Lastly, a typographical correction has been made on the first aid statements. The statement "Precautionary Statements: Hazards To Humans And Domestic Animals" was mistakenly deleted from the master label. This text has been added back onto the master label. Note the typographical error is limited to the master label. Mr. Clean market labels correctly depict the precautionary language.

Attached please find the following documents in support of this notification:

- Application Form (EPA Form 8570-1)
- One copy of Mr. Clean Master Label Showing Revisions
- Five Copies of Mr. Clean Master Label Final Version.

If you have any questions regarding this notification, please call me at 513-627-6537.

Sincerely,

Mary Joy Stuart
Mary Joy Stuart
Regulatory Affairs

FRONT LABEL

MR. CLEAN®
U

Limited Disinfectant

ACTIVE INGREDIENT: Sodium Hydroxide.....0.34%
OTHER INGREDIENTS: (includes grease cutting agents).....99.66%

KEEP OUT OF REACH OF CHILDREN
CAUTION: EYE IRRITANT
SEE BACK PANEL FOR OTHER PRECAUTIONS.

Net Contents Statement

NOTIFICATION
Date Reviewed: 9-25-08
Reviewed By: SGR/igsby

OPTIONAL LANGUAGE:

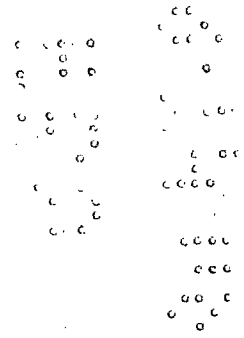
Antibacterial

Kills 99.9% of Bacteria*

(Scent descriptor such as Lemon)

Multi-Purpose Cleaner

Your Home Pro



BACK LABEL

MR. CLEAN®
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 ¼ 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.

MAKE YOUR OWN SPRAY: Dilute 1 part Mr. Clean with 1 part water. **CARS & 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 *Salmonella enterica*, *Escherichia coli* and *Proteus mirabilis* in 10 minutes. Effective against Gram-negative bacteria only.

Mr. Clean cleans and kills bacteria/disinfects [on] the following surfaces:

Kitchen**	Bathrooms	Tough Jobs
[kitchen icon]	[bathroom icon]	[garbage can, pet bed icon]
Finished Floors, Walls, Appliances, Sinks, Counter-Tops, Garbage Disposals	Toilets, Tubs, Fiberglass, Diaper Pails, Doorknobs	Garbage Cans, Pet Areas, Vinyl Siding and More!
Not recommended for carpets or aluminum surfaces. **A rinse is required for surfaces in direct contact with food.		

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.

(phone icon) Questions? 1-800-867-2532

Cleaning Advice? Visit www.mrclean.com

EPA Reg. No. 3573-63

EPA Est. No. 3573-MO-1 [or 09019-OH-002]

MADE [IN USA] by PROCTER & GAMBLE, CINCINNATI, OH 45202-3393 [or DISTR.

BY PROCTER & GAMBLE, CINCINNATI, OH 45202-3393] ©(date) UPC symbol

Note: Information added in [brackets] may be used when product is made by a contract manufacturer for Procter & Gamble.

ADDITIONAL LABEL CLAIMS

Kitchen and Bathroom Cleaner
The Tough Job Cleaner
Multipurpose Cleaner
Powerful Cleaner
Kitchen and Bathroom Cleaner and Disinfectant*
Antibacterial
Multi-purpose
Cuts Grease
Your Home Pro

*Limited Disinfectant

Makes Cleaning Easy, and Disinfects Too
Leaves Surfaces Sanitary
Tough on Dirt and Bacteria, Easy on You
Easily Cleans Tough Greasy Dirt AND Disinfects
Kills 99.9% of Bacteria

MR. CLEAN®

- REMOVES/CUTS/WASHES AWAY GREASE AND BACTERIA*
- REMOVES GREASE, DISINFECTS, DEODORIZES
- AN EASY WAY TO CLEAN AND DISINFECT
- TOUGH On Dirt and BACTERIA*...EASY On You!

*Limited Disinfectant

Mr. Clean cleans and disinfects/kills [household] [bacteria]* on the following surfaces:
Mr. Clean helps prevent bad odors by cleaning, disinfecting and deodorizing the following surfaces:
Countertops, stovetops, microwaves (exterior), walls, finished hardwood, cabinets, floors, toilets, diaper pails, trash cans, tile, tubs, changing tables, refrigerators (exterior), sinks, chrome, shower walls, windows, mirrors, garbage disposals, bathrooms, doorknobs, kitchens.

7/9

FRONT LABEL

MR. CLEAN®

U

Limited Disinfectant

ACTIVE INGREDIENT: Sodium Hydroxide.....0.34%
OTHER INGREDIENTS: (includes grease cutting agents).....99.66%

KEEP OUT OF REACH OF CHILDREN
CAUTION: EYE IRRITANT
SEE BACK PANEL FOR OTHER PRECAUTIONS.

~~28 FL OZ~~ (and other sizes)
~~(1.75 PT) 828 mL~~

Net Contents Statement

OPTIONAL LANGUAGE:

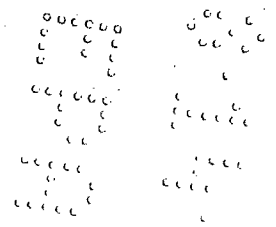
Antibacterial

Kills 99.9% of Bacteria*

(Scent descriptor such as Lemon)

Multi-Purpose Cleaner

Your Home Pro



Mr. Clean APC
Show Revisions
8/13/2008

BACK LABEL

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/DILUTE CLEANING: Mix ¼ 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.

MAKE YOUR OWN SPRAY: Dilute 1 part Mr. Clean with 1 part water. CARS & 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 enterica*, *Escherichia coli* and *Proteus mirabilis*, and the viruses *Influenza A2* and *Herpes Simplex type 1* (causes cold sores) in 10 minutes. Effective against Gram-negative bacteria only.

Mr. Clean cleans and kills these household germs bacteria/disinfects [on] the following surfaces:

Kitchen**	Bathrooms	Tough Jobs
[kitchen icon]	[bathroom icon]	[garbage can, pet bed icon]
Finished Floors, Walls, Appliances, Sinks, Counter-Tops, Garbage Disposals	Toilets, Tubs, Fiberglass, Diaper Pails, Doorknobs	Garbage Cans, Pet Areas, Vinyl Siding and More!
Not recommended for carpets or aluminum surfaces. **A rinse is required for surfaces in direct contact with food.		

Precautionary Statement: Hazards To Humans And Domestic Animals

CAUTION: Causes eye irritation. Avoid contact with eyes.

~~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.

(phone icon) Questions? 1-800-867-2532

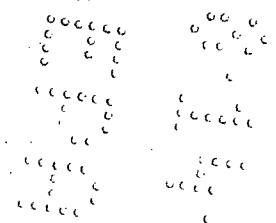
Cleaning Advice? Visit www.mrclean.com

EPA Reg. No. 3573-63

EPA Est. No. 3573-MO-1 [or 09019-OH-002]

MADE [IN USA] by PROCTER & GAMBLE, CINCINNATI, OH 45202-3393 [or DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202-3393] ©(date) UPC symbol

Note: Information added in [brackets] may be used when product is made by a contract manufacturer for Procter & Gamble.



Mr. Clean APC
Show Revisions
2/13/2008

ADDITIONAL LABEL CLAIMS

Kitchen and Bathroom Cleaner
The Tough Job Cleaner
Multipurpose Cleaner
Powerful Cleaner
Kitchen and Bathroom Cleaner and Disinfectant*
Antibacterial
Multi-purpose
Cuts Grease
Your Home Pro

*Limited Disinfectant

Makes Cleaning Easy, and Disinfects Too
Leaves Surfaces Sanitary
Tough on Dirt and Germs Bacteria, Easy on You
Easily Cleans Tough Greasy Dirt AND Disinfects
Kills 99.9% of bacteria

MR. CLEAN®

- REMOVES/CUTS/WASHES AWAY GREASE AND HOUSEHOLD GERMS BACTERIA*
- REMOVES/CUTS/WASHES AWAY GREASE AND HOUSEHOLD VIRUSES*
- REMOVES GREASE, DISINFECTS, DEODORIZES
- AN EASY WAY TO CLEAN AND DISINFECT
- TOUGH On Dirt and BACTERIA*...EASY On You!

*Limited Disinfectant

Mr. Clean cleans and disinfects/kills [household] germs [bacteria]* on the following surfaces:
Mr. Clean helps prevent bad odors by cleaning, disinfecting and deodorizing the following surfaces:
Countertops, stovetops, microwaves (exterior), walls, finished hardwood, cabinets, floors, toilets, diaper pails, trash cans, tile, tubs, changing tables, refrigerators (exterior), sinks, chrome, shower walls, windows, mirrors, garbage disposals, bathrooms, doorknobs, kitchens.

Kills HIV 1** (AIDS virus) on pre-cleaned environmental surfaces.
**If making claims on HIV must include the following:

~~Kills HIV ON PRE-CLEANED ENVIRONMENT SURFACES/OBJECTS PREVIOUSLY SOILED WITH BLOOD/BODY FLUIDS in health care settings or other settings in which there is an expected likelihood of soiling of inanimate surfaces/objects with blood/body fluids, and in which the surfaces/objects likely to be soiled with blood/body fluids can be associated with the potential for transmission of human immunodeficiency virus Type 1 (HIV-1) (associated with AIDS).~~**

SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV OF SURFACES/OBJECTS SOILED WITH BLOOD/BODY FLUIDS.

PERSONAL PROTECTION. When handling items soiled with blood/body fluids, use disposable latex gloves, a gown, mask, and eye protection.

CLEANING PROTECTION. Blood/body fluids must be thoroughly cleaned from surfaces and objects before application of the disinfectant.

DISPOSAL OF INFECTIOUS MATERIALS. Blood/body fluids should be autoclaved and disposed of according to Federal, State and Local regulations for infectious waste disposal.

CONTACT TIME. Apply full strength product on the surface and let stand for 5 minutes before wiping. This contact time will not control other common types of viruses and bacteria.

Mr. Clean® PC
Show Rooms
03/3/2008