

PM 34

3573-65

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U.S. ENVIRONMENTAL PROTECTION AGENCY  
Office of Pesticide Programs  
Registration Division (87505C)  
401 "M" St., S.W.  
Washington, D.C. 20460

EPA Reg. Number:  
**3573-65**

Date of Issuance:  
**JULY 31, 1998**

NOTICE OF PESTICIDE:  
  x   Registration  
       Reregistration

Term of Issuance: **Conditional**

(under FIFRA, as amended)

Name of Pesticide Product:  
**Ultra Mr. Clean**

Name and Address of Registrant (include ZIP Code):  
**The Procter & 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 before use of the label in commerce. In any correspondence on this product always refer to the registration number.**

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistration 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 or other material required for registration/reregistration of your product under FIFRA sec. 3(c) (5) or FIFRA sec. 4 when the Agency requires all registrants of similar products to submit such data.
2. Make the labeling changes listed below before you release the product for shipment:
  - a) Add the phase, "EPA Registration 3573-65" to your label before you release your product for shipment.

Signature of Approving Official:  
  
**Adam Heyward, Product Manager (34)  
Regulatory Management Branch II  
Antimicrobials Division (7510W)**

Date:  
**JULY 31, 1998**

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The label is of limited efficacy disinfectants, or disinfectants which are effective against a specific major group of microorganisms only (in this case Gram-negative bacteria) and must denote the major group against Gram-negative bacteria only). Therefore on the front panel of the labeling, the following revisions must be made:

- b) Revise the statement "All Purpose" to read "Multi-purpose" since this product has demonstrated only limited disinfectant activity, the term All Purpose would be considered false and misleading.
- c) The complete genus and species must be specified for the listed bacteria. Therefore, you must revise *Salmonella* to read "*Salmonella choleraesuis*, and *E.Coli* to *Escherichia coli*.
- d) Delete the term "Powerful" front the labeling. This term is mis-leading and suggest this product is better than other similar registered products.

3. Submit five (5) copies of your final printed labeling before you release the product for shipment. Refer to the A-79 enclosure for a further description of final printed labeling.

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.

Sincerely,

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

Enclosure

**FRONT LABEL**

**ULTRA MR. CLEAN®**

Kills HIV-1\* (AIDS virus) on pre-cleaned environmental surfaces

Disinfects

Antibacterial

*Kitchen and Bathroom cleaner and Disinfectant*

Makes Cleaning Easy, and Disinfects Too

Leaves Surfaces Sanitary

Tough on Dirt and Germs. Easy on You

Easily Cleans Tough Greasy Dirt AND Disinfects

Helps Prevent the spread of common Household viruses

Ultra  
MR. CLEAN

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**CONCENTRATED ALL PURPOSE/DISINFECTING CLEANER/  
ANTIBACTERIAL CLEANER/CLEANER & DISINFECTANT/  
ALL PURPOSE ANTI-BACTERIAL CLEANER**

*Bottle Icons (20 oz. = 40 oz.) Lemon/Mountain Falls/Pine*

ACTIVE INGREDIENT: Sodium Hydroxide.....0.46%  
OTHER INGREDIENTS: (includes grease cutting agents).....99.54%

KEEP OUT OF REACH OF CHILDREN

WARNING: HARMFUL IF SWALLOWED. EYE IRRITANT.

SEE BACK OF PANEL FOR OTHER PRECAUTIONS

20 FL OZ

(1.25 PT) 591 mL

ACCEPTED  
with COMMENTS  
in EPA Letter Dated:

JUL 31 1998 1998

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

3573-65

**FRONT LABEL**

**ULTRA MR. CLEAN®**

(Select Any One of the Following) followed by (Select Any One of the Following) may be followed by (Select Any One of the Following)  
(i.e., Removes 99.9% of Household Germs Commonly Found in Kitchen and Bathroom Surfaces)

Kills  
Removes  
Effective Against  
Washes Away  
Eliminates  
Fights  
Removes Tough Grease and  
Gets Rid of Grease and  
Kills and controls the Spread of

Salmonella  
E. coli  
Proteus mirabilis  
Germs such as Salmonella and E. coli  
Household germs  
Bacteria  
Household Germs, Bacteria, and Viruses  
99.9% of Household Germs  
Odor Causing Germs  
Odor Causing Bacteria  
Household Germs and Odors

Found in Kitchen and Bathroom Surfaces  
Commonly found in Kitchen and Bathroom Surfaces

Kills and controls the Spread of

Viruses  
Viruses such as Influenza A<sub>2</sub>, Herpes Simplex  
Type 1 (causes Cold Sores)  
Human Immunodeficiency Virus \* type 1 (HIV-1)  
(AIDS virus) on pre-cleaned  
environmental surfaces.

Disinfects and Deodorizes  
Disinfects  
Kills Bacteria  
Cleans, Disinfects, Deodorizes  
Kills Germs, Bacteria and Viruses  
Powerful Formula Cleans and Disinfects  
With Proven

Household Germ Killing formula  
Virucidal formula  
Household Germ Killing Action  
Antibacterial Action

All Over the House  
As it Cleans  
While it cleans  
In One Step

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**BACK LABEL**

**ULTRA MR. CLEAN®**  
REMOVES/CUTS/WASHES AWAY GREASE AND HOUSEHOLD GERMS/GREASE AND HOUSEHOLD GERMS & VIRUSES  
REMOVES GREASE. DISINFECTS. DEODORIZES.  
AN EASY WAY TO CLEAN AND DISINFECT  
TOUGH On Dirt and HOUSEHOLD GERMS...EASY On You!

**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 capful per 1 gallon (1/2 bucket ) of water. Easy to use. 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 2 parts 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.

Ultra Mr. Clean kills Household Germs such as Salmonella, E. coli, and Proteus mirabilis.  
Ultra Mr. Clean kills/is proven effective on viruses such as Influenza A<sub>2</sub> and Herpes Simplex type 1 (causes cold sores).

Not recommended for carpets or aluminum surfaces.

<b>Kitchens</b> Finished Floors, Walls, Appliances, Sinks, Countertops	<b>Bathrooms</b> Toilets, Tubs Fiberglass, Diaper Pails	<b>Tough Jobs</b> Garbage Cans, Pet Areas, Vinyl Siding and More!	<b>All Purpose</b> Use it in a bucket, on a sponge, even in a spray bottle!
(Kitchen icon showing the above)	(Bathroom icon Showing the above)	(Icon showing garbage can, pet bed & dish)	(Icon showing bucket, sponge and spray bottle)

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

For special surfaces that require special care, use Ultra Mr. Clean Newer Floors PLUS Other Delicate Surfaces/Mr. Clean Special Care  
For ammonia power try Mr. Clean Top Job.

**WARNING:** Causes eye irritation. Avoid contact with eyes. May be harmful if swallowed. Do not mix with bleach or mildew stain removers as irritating fumes may result.

**FIRST AID. IF IN EYES,** hold eyelids open and flush thoroughly with water for 15 minutes. 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).

**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 WE  
Tips? Visit [www.mrclean.com](http://www.mrclean.com)

EPA Reg. No. 3573-??  
EPA Est. No. 3573-MO-1  
Made in U.S.A by PROCTER & GAMBLE  
Cincinnati, OH 45202 © 1997 P&G  
UPC Symbol

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\*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.

\*If making claims on HIV must include the following: