



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (H7505C)
401 "M" St., S.W.
Washington, D.C. 20460

EPA Reg. Number:
3573-70

Date of Issuance:
MAR 7 2000

NOTICE OF PESTICIDE:
 Registration
 Reregistration

Term of Issuance: Until
Reregistration

(Under FIFRA, as amended)

Name of Pesticide Product:

S-1 R Wipes

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 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/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, in his/her discretion, may at any time suspend or cancel the registration of a pesticide if compliance 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 granted 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:

Signature of Approving Official:

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

Date:

MAR -7 2000

a. Add the phrase, "EPA Registration No. 3573-70".

b. The use of the words "quickly" or "quick" in connection with the terms "disinfects" or "removes bacteria" must be qualified with the 10 minutes exposure period, or must be removed for the label wherever they appear.

c. In the column that lists the organisms against which this product shows efficacy, statements such as "99.9% of Household/Kitchen/Bathroom bacteria" is misleading. This product has show efficacy against only those organism tested, not all types of organisms tested, not all types of organisms found in these areas. This claim should be made only for organisms tested.

d. "One-step removal" can be applied only to non-food contact surfaces. Food-contact surfaces require a potable water rinse. Please provide instructions for such a rinse when the product is used on food contact surfaces.

e. No residual action claim is being made for this product, delete the statement "a wipe a day takes/ keeps the bacteria away", the statement is misleading.

f. When heavy soil or gross filth is present, directions should specify a precleaning step using an additional towelette. The first towelette should be opened, unfolded and used to remove the heavy soil. The second towelette is then used to thoroughly wet the surface. The organisms are killed by exposure to the liquid on the towelette. The product is for use on a hard non-porous surface and the organisms must be accessible for the disinfectant to act upon the organisms.

g. The use of the term "germs" in claims is not allowed. The organisms must be specified by name.

h. Add the word "exterior" to the use of the towelette for microwave ovens.

i. The label directions should provide the consumer some indication of the reasonable surface area that can be disinfected using the wipe. Therefore, add a statement such as "one wipe disinfect X square inches."

j. Revise the ingredient statement to read

Active Ingredient:

- Citric Acid.....1.8%
- Other Ingredients.....98.2%

3. Conduct and submit a one year storage stability study. The formulated product must be analyzed for its active ingredient at time zero and through a year of storage. The storage should be in a warehouse conditions of temperature and humidity and stored in similar containers you will be using in trade.

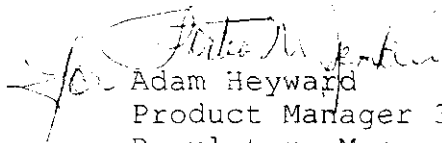
4. Characterize the flammability and explodability of the S-1 R Wipes and submit this information to the Agency.

4. 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 COPY

S-1R

(may include)

DISINFECTING WIPES
ANTIBACTERIAL WIPES

MULTI-PURPOSE DISINFECTING/ANTIBACTERIAL WET WIPE
ANTIBACTERIAL CLEANER/CLEANING WET WIPE
ANTIBACTERIAL KITCHEN/BATHROOM/HOUSEHOLD WET WIPE
MULTI PURPOSE HOUSEHOLD CLEANING WET WIPES
KITCHEN/BATHROOM/RESTROOM CLEANER AND DISINFECTANT
FOR JANITORIAL USE

ACCEPTED
with COMMENTS
in EPA Letter Dated:

MAR - 7 2000

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

3573-70

ACTIVE INGREDIENT: Citric Acid.....1.8%
OTHER INGREDIENTS:.....98.5%

KEEP OUT OF REACH OF CHILDREN
CAUTION: See back panel for other precautions.

Lemon/Fresh Scent
2/8/28/84/112 Wipes
6.7 x 11.5 Inches (17 x 29.2 cm)

BACK/BOTTOM LABEL

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

HOUSEHOLD CLEANING/TO CLEAN: Wipe surfaces. Toss dirty towel/towelette/cloth/wipe in trash. Do not flush.

DISINFECTING (hard non-porous surfaces): Wipe surface with towel/towelette/cloth/wipe for thirty seconds and allow to dry. Disinfection will be complete within 10 minutes. For highly soiled areas, clean before following disinfecting directions.

PRECAUTIONARY STATEMENTS:

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling. May be harmful if swallowed. Do not mix/use with bleach or mildew stain removers as irritating fumes may result. (For commercial line only: "Wash hands before eating, drinking, chewing gum, using tobacco or using toilet.")

FIRST AID: IF IN EYES, flush with plenty of water. If irritation persists, call a physician.
IF SWALLOWED, drink 1-2 glasses of water and call a physician or poison control center.

This is not a baby wipe.

STORAGE/DISPOSAL: Store in a cool place. Do not reuse container except with S-1 (or alternate brand name) refill. If not refilling, discard container in trash.

* *Salmonella choleraesuis, Escherichia coli, Pseudomonas aeruginosa, Campylobacter jejuni, Listeria monocytogenes, Proteus mirabilis, Enterococcus hirae, Staphylococcus aureus, Streptococcus pyogenes, Influenza Type A₂, Rhinovirus Type 37*

CONTAINS NO PHOSPHATE

Contains no Chlorine Bleach or Ammonia

(Phone icon) Questions? 1-800-867-2532 DL
Cleaning Advice? Visit www.alternatebrandname.com

EPA Reg. No. 3573-??
EPA Est. No. ???-??

Made in U.S.A by PROCTER & GAMBLE
Cincinnati, OH 45202 © 1999 P&G

UPC Symbol

Good Housekeeping Symbol
Institute Pasteur Symbol

POTENTIAL LABEL CLAIMS

S-1R®

K or U (kosher symbol)

May be preceded by the following
 Tested by an independent lab to...
 Independently tested and found to...
 S-1R (or alternate brand name)

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

may be followed by (Select Any One or More of the Following)

Kill(s)
 Clean(s)
 Remove(s)
 Effective Against
 Wipes Away
 Removes/Gets rid of grease/grime/fingerprints/dirt and
 Are the quick and effective way to clean and disinfect
 Cuts bathroom/restroom soils and
 Are thick pre-moistened antibacterial wipes that remove
 Are the easy way to clean and disinfect
 Removes Tough Grease and
 Gets Rid of Grease and
 Kills and controls the spread of
 Helps fight bacteria on
 Easily removes
 Quickly and effectively removes
 Removes/Gets rid of soap scum/hard water and

Salmonella choleraesuis/(*Salmonella*)*,
Escherichia coli(*E. coli*)*
Proteus mirabilis/(*Proteus* odor causing bacteria)*
Campylobacter jejuni/(*Campylobacter*)*
Pseudomonas aeruginosa/(*Pseudomonas*)*
Listeria monocytogenes/(*Listeria*)*
Staphylococcus aureus/(*Staph*)*
Enterococcus hirae
Influenzae type A2/Rhinovirus
Streptococcus pyogenes (*Strep*)*
 Household Bacteria/Germs/Viruses
 99.9% of Household/Kitchen/Bathroom Bacteria/Germs
 Household/Kitchen/Bathroom soils
 Odor Causing Bacteria
 Odor Causing Germs
 Household Kitchen/Bathroom Bacteria/Germs
 Soap Scum/hardwater stain
 99.9% of bacteria/germs

Found on hard non-porous Kitchen and Bathroom surfaces
 From hard, non-porous kitchen surfaces
 From household hard surfaces
 Including *Escherichia coli*, and *Salmonella choleraesuis*
 From hard non-porous bathroom surfaces
 Found on hard non-porous restroom surfaces

From (one or more of the following surfaces): kitchen
 counters, stovetops, sinks, microwaves, walls, appliances,
 countertops, finished hardwood, cabinets, floors, toilets,
 diaper pails, trash cans, tile, tubs, changing tables, refrigerators,
 sinks, chrome, shower walls, bathrooms, public restrooms,
 door knobs, faucets, telephones, patio furniture, high chairs,
 cribs, car interiors, computer keyboard, hand rails, light
 switches, door frames, restrooms, urinals, desks, dining room
 surfaces and tables

Disinfects and Deodorizes
 Disinfects
 Cleans, Disinfects, Deodorizes
 Antibacterial formula cleans and disinfects
 Makes killing bacteria easy
 Eliminates odors
 Disinfecting [formula]
 Kills odor causing bacteria
 Eliminates/reduces odors caused by germs/bacteria/mildew
 Eliminates/reduces kitchen odors/bathroom odors caused by germs/bacteria
 Eliminates/reduces odor at their source
 Kills germs that cause unpleasant odors
 Deodorizes by killing germs/bacteria that cause (bad) odors

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

With Proven Household Bacteria/Germs Killing formula
 Antibacterial Action
 Antibacterial Formula

Potential label claims - continued

Antibacterial/Disinfecting/ Disinfectant/Germicidal/Bactericidal/Virucidal [wipe]
 Home/Bathroom/Kitchen/Restroom Disinfectant [wipe]
 Kitchen/Bathroom cleaner and Disinfectant
 Makes Cleaning Easy, and Disinfects Too
 Tough on Dirt and Bacteria/Germs, Easy on You
 Easily Cleans Tough Greasy Dirt AND Disinfects
 Helps Prevent the spread of common Household bacteria/germs
 A wipe a day takes/helps keep bacteria/germs away
 Now cleaning and killing bacteria/germs is easier than ever before
 The easy way to clean and disinfect
 Easily cleans tough bathroom/restroom dirt/soil/soap scum/hard water and disinfects
 Easily cleans tough greasy kitchen dirt/grime/fingerprints and disinfects
 Disinfects as it cleans
 Easy enough to use when you only have a minute to do a quick wipe down/or you are away from home
 Great/Easy enough to use out of home
 Easy enough to use out of home/in public places/restrooms/restaurants/cars and more
 Thick, pre-moistened antibacterial wipes
 Thick, pre-moistened antibacterial wipes that use advanced fiber technology to attract and lock away kitchen/bathroom/household dirt and bacteria
 With advanced fiber technology that locks away dirt
 Removes Grease. Disinfects. Deodorizes
 An easy way to clean and disinfect!
 Tough On Dirt and bacteria/germs...Easy On You!
 Cut grease, grime and shines
 Removes grease, grime, fingerprints, dirt around the house/kitchen
 Wipes out tough grease and grime all around the house/kitchen
 Quickly cleans and shines
 Quick and effective on grease and grime (in household/kitchen)
 Tough on dirt... Easy on you!
 Wipes out/disposes of grease and grime (in household/kitchen)
 Removes/cuts /washes away grease splatters on stove, counters, microwaves
 Removes/cuts/washes away sticky spots on kitchen counters, stoves, appliances, sinks/toothpaste from sinks /messes around the toilet/fingerprints from walls, doors, telephones
 Wipes away bathroom/restroom soils, soap scum, hard water stains and bacteria
 Deodorizes
 The quick and effective way to clean and disinfect
 S-1 can help reduce the risk of cross contamination in the kitchen/bathroom /restroom
 Removes tough dirt and kitchen bacteria/germs... Easy on you!
 Removes tough dirt and bathroom/restroom bacteria/germs ... Easy on you!
 Cuts soap scum, hard water stains and shines bathroom surfaces
 Quickly and effectively removes bacteria/germs
 Attracts and locks away dirt and bacteria/germs
 The smart way to kill/remove bacteria/germs
 Removes hard water stains/soap scum, disinfects, deodorizes
 Helps you finish fast

GREAT ON SURFACES SUCH AS FIBER GLASS, GLAZED PORCELAIN, STAINLESS STEEL, CHROME, SYNTHETIC MARBLE, FORMICA®, PLASTIC AND VINYL, SHOWER DOORS, TUBS AND TILE, VANITY TOPS, SINKS AND TOILETS.

TO REFILL DISPENSER: (show four refill icons)

ICONS for box opening instructions (show five opening icons).

S-1R cleans and disinfects the following surfaces:

- | | | |
|-----------------------------|-----------------------|--|
| Kitchens | Bathrooms | Other Icons |
| Finished Floors, | Toilets, Tubs | Garbage Cans, Changing tables |
| Walls, Appliances, | Fiberglass, Sinks | Pet Areas, Patio Furniture, Car Interior |
| Sinks, Countertops | Showers, Counters | Telephones, Desk, Computer, |
| Faucets, Tables, Highchairs | Diaper Pails, Faucets | |
| Recycling bins, | | |

(Kitchen icon showing one or more of the above)

(Bathroom icon one or more of the above)

(Icon showing one or more of above)

Not recommended for natural marble, mirrors, glass, stone, brass or colored grout.

Alternative surfaces to match with icons:

S-1R (or alternate brand name) cleans and disinfects/kills household germs on the following surfaces:

S-1R(or alternate brand name) helps prevent bad odors/malodors by cleaning, disinfecting and deodorizing the following surfaces:

Countertops, stovetops, microwaves, refrigerator, oven, stove, dishwasher, walls, finished hardwood, cabinets, floors, toilets, diaper pails, trash cans, tile, tubs, changing tables, refrigerators, sinks, chrome, shower walls, bathrooms, doorknobs, kitchens, cabinets, faucets, telephones, patio furniture, high chairs, cribs, car interiors, computer keyboard, hand rails, light switches, restrooms, urinals, dining room surfaces and tables.

S-1R KILLS/REMOVES (99.9%) of (may include one or more of the following) *Salmonella choleraesuis*, *Escherichia coli*, *Proteus mirabilis*, *Listeria monocytogenes*, *Camphylobacter jejuni*, *Pseudomonas aeruginosa*, *Enterococcus hirae*, *Staphylococcus aureus*, *Streptococcus pyogenes*, *Influenza Type A₂*, *Rhinovirus Type 37*

Independantly tested by Pasteur Institute

Antibacterial/disinfecting effectiveness confirmed by the Pasteur Institute

Antibacterial/disinfecting benefit has been demonstrated in tests run at the Pasteur Institute

Testing at the Pasteur Institute has shown the antibacterial/disinfecting benfit of Mr. Clean Wipe-Ups

During first 6 months of distribution only

New

Breakthrough

Introducing

Revolutionary

S-1R ®

U

Refill (*refill only*)

Refill Pack

Travel Pack

Portable Pack

Sample Pack

Household Pack

Starter Size/Kit

Wet Wipes

Procter & Gamble

Professional Line (*refers to commercial line only*)