

3573-78



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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

JAN 26 2009

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

Janice L. Dhonau
Regulatory Affairs
The Proctor & Gamble Company
5299 Spring Grove Avenue
Cincinnati, OH 45217

Subject: Magnum
 EPA Registration No. 3573-78
 Application Date: November 18, 2008
 Receipt Date: November 19, 2008

Dear Ms. Dhonau:

The following amendment, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable:

Proposed Amendment

- Response to Agency letter dated October 30, 2008

General Comments

A stamped copy of the accepted labeling is enclosed.

Other comments:

The Agency is moving away from review of paper submitted registration applications to electronic review of applications. Therefore, we need your help to make this an efficient and convenient process for both you and the Antimicrobials Division. Accordingly, we are asking you to submit future labeling amendments for this product via the electronic labeling process. Refer to the following website for guidance on electronic submissions, including label:
<http://www.epa.gov/pesticides/regulating/registering/submissions/index.htm>. If you have questions concerning electronic labeling, a list of contacts is available at the following site:
<http://www.epa.gov/oppfead1/eds/edsgoals.htm#contacts>.

Should you have any questions concerning this letter, please contact me by telephone at (703) 308-7003 or email address at: Whitaker.renae@epa.gov, during the hours of 8:00 am to 3:30 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,



Renae Whitaker
(Acting) Product Manager (34)
Regulatory Management Branch II
Antimicrobials Division (7510P)

Enclosure: Stamped EPA label

FRONT LABEL

MAGNUM/Alternate Brand name

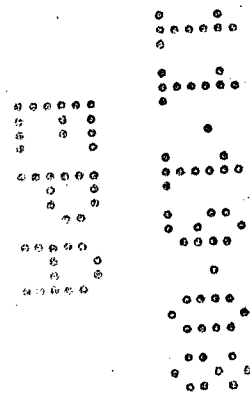
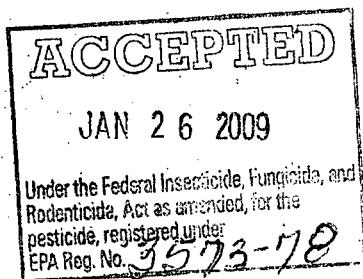
[Following symbols may appear] ®, ©, ™, U

ACTIVE INGREDIENT: Citric Acid	6.0%
OTHER INGREDIENTS	94.0%
TOTAL	100.0%

KEEP OUT OF REACH OF CHILDREN
CAUTION: MAY BE HARMFUL IF SWALLOWED
SEE BACK PANEL FOR OTHER PRECAUTIONS

NET WEIGHT STATEMENT

Optional Text:
 Dissolves Soap Scum [and Hard Water Film]
 Dissolves Hard Water Film
 Disinfectant
 Deodorizer
 Disinfects/ing
 Your Home Pro
 Bacteriacide/al
 Fresh/Citrus/Lemon Scent[ed]



BACK LABEL

MAGNUM/Alternate Brand name

OPTIONAL TEXT:

DISINFECTS AS IT CLEANS!

PENETRATES AND DISSOLVES TOUGH SOAP SCUM AND HARD WATER FILM ON CONTACT!

Picture of tub	Picture of shower	Picture of sink
TUBS AND TILE	WALLS AND DOORS	SINKS AND FIXTURES

MAGNUM/Alternate Brand name is NON-ABRASIVE and contains NO BLEACH.

Great on surfaces such as fiberglass, glazed porcelain, stainless steel, chrome, synthetic marble, Formica®, plastic and vinyl, shower doors, tubs and tile, vanity tops, sinks & toilets. For old or worn surfaces, test on a small area before use. Do not use on natural marble, stone, brass or colored grout.

DIRECTIONS FOR [HOUSEHOLD] USE:

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

- Lift flap and lock in to arrow on top of sprayer. [sprayer icon may be shown]
- Spray soiled surface until thoroughly covered. [picture of spraying action may be shown]
- Wipe with a damp cloth or rinse...for a shiny, clean surface!

For best results: On tougher soils, let stand for several minutes before wiping.

TO DISINFECT (hard non-porous surfaces): Spray product on surface and let stand for 10 minutes before wiping.

For highly soiled areas, clean before following disinfecting directions.

MAGNUM/Alternate Brand name kills/is effective against [a broad spectrum of][household bacteria,] *Salmonella choleraesuis*, *Staphylococcus aureus* (Staph), *Pseudomonas aeruginosa*, and other odor-causing bacteria, including *Proteus mirabilis* and *Escherichia coli* (E. coli).

PRECAUTIONARY STATEMENT: HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: 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 eyes open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice. **IF SWALLOWED:** Drink 1-2 glasses of water and call a doctor or poison control center (product contains an alcohol ethoxylate). Do not induce vomiting unless told to do so by a poison control center or doctor.

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, except with MAGNUM Refill. If not refilling, rinse bottle and discard in trash.

- Contains biodegradable cleaning agents.
- CONTAINS NO PHOSPHATE
- Will not harm septic tanks.

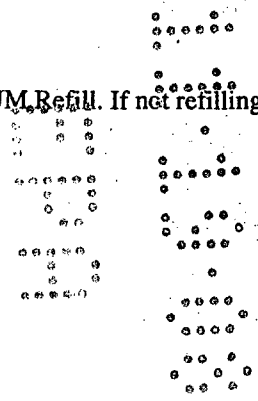
EPA Reg. No. 3573-78

EPA Est. No.

[Phone Icon] Questions? Comments? Call Toll-Free 1-800-867-2532

Cleaning Help? Visit www.mrclean.com

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ADDITIONAL CLAIMS WHICH MAY BE MADE ON LABEL

REMOVES TOUGH SOAP SCUM AND HARD WATER STAINS
PENETRATES AND DISSOLVE TOUGH SOAP SCUM AND HARD WATER STAINS WITHOUT
SCRUBBING!

DISINFECTS AND DEODORIZES!

MAGNUM/alternate brand name is designed for use in bathrooms, restrooms, locker rooms, and shower rooms.

The following will be placed on the back label if marketing a refill unit.

[REFILL]:

- Refill 17 oz. Sprayer size from this convenient refill container.
- Use only in Magnum/alternate brand name spray bottle.
- Do not Dilute

[Refill]

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

Optional: SAVE MONEY BY BUYING OUR CONVENIENT REFILL SIZE!

DISINFECTION	
<p>This product\brand name\ kills \ eliminates \ destroys \ removes a broad \ wide range \ spectrum of bacteria <i>list of and/or options:</i></p> <ul style="list-style-type: none"> • Salmonella choleraesuis (Salmonella) • Staphylococcus aureus (Staph) • Pseudomonas aeruginosa (Pseudomonas) • Proteus mirabilis (Proteus) • Escherichia coli \ E. coli <p>Kills \ eliminates \ destroys \ removes and prevents the spread of <i>list of and/or options:</i></p> <ul style="list-style-type: none"> • Salmonella choleraesuis (Salmonella) • Staphylococcus aureus (Staph) • Pseudomonas aeruginosa (Pseudomonas) • Proteus mirabilis (Proteus) • Escherichia coli \ E. coli <p>Cleans and kills \ eliminates \ destroys \ removes <i>list of and/or options:</i></p> <ul style="list-style-type: none"> • Salmonella choleraesuis (Salmonella) • Staphylococcus aureus (Staph) • Pseudomonas aeruginosa (Pseudomonas) • Proteus mirabilis (Proteus) • Escherichia coli \ E. coli 	<ul style="list-style-type: none"> • Clean and disinfects • Disinfects as it cleans • One step cleaner and disinfectant • Disinfects [and deodorizes] • Restroom \ Bathroom disinfectant • Combines cleaning, disinfecting • Disinfecting cleaner • Disinfectant • Disinfection • Bactericide \ Bactericidal • Disinfects and deodorizes by killing bacteria [and controlling odors] • Cleans [and] [shines] [and] disinfects [and] [deodorizes] [washable] [restroom \ bathroom] [surfaces] [and] [fixtures] • One step cleaner & disinfectant

5/2

CLEANING AND DEODORIZING CLAIMS

- | | |
|--|--|
| <ul style="list-style-type: none"> • Cuts through \ Eliminates \ Removes \ Cleans \ Dissolves tough soap scum [and hard water stains] [from bathtubs] [and] [showers] [and] [shower stalls] • Dissolves \ Cleans \ Cuts through tough [stains] [soap scum] [and] [hard water stains] • Removes \ Eliminates \ Cleans tough [stains] [soap scum] [and] [hard water stains] • Cleans [and] [shines] [and] [deodorizes] [washable] [restroom \ bathroom] [surfaces] [and] [fixtures] • Easily/ cleans restroom \ bathroom surfaces, such as counters, sinks, tubs, toilet exteriors, showers, floors, etc. • Cleans without scrubbing • Restrooms – great all-around restroom \ bathroom cleaner • Makes employee tasks simple, cutting through soap scum [and] [hard water stains] • Designed to help improve cleaning productivity • Saves time – little to no scrubbing needed! • Minimizes training time | <ul style="list-style-type: none"> • Deodorizer • Deodorizes • Freshens • Freshens \ Deodorizes as you clean • Powerful restroom \ bathroom cleaner • Penetrates [and dissolves] tough soap scum and hard water stains [without scrubbing] • Penetrates tough restroom \ bathroom soils without scrubbing • Non-abrasive • Will not harm/effectively cleans most surfaces • Designed to improve cleaning productivity • No scrubbing • Minimizes training time • Fewer products – no need for separate deodorizer • Non-abrasive [formula] [won't scratch surfaces] • Rinses away easily • Eliminates \ Removes odors caused by bacteria • Scum buster formula • Heavy duty formula • A clean you can trust • Makes life/cleaning your bathroom simple \ easy • Powers away soap scum and hard water stains in one step |
|--|--|

Additional claims (front, back or side label):

NON-PESTICIDAL CLAIMS

- | | |
|---|--|
| <ul style="list-style-type: none"> • Contains biodegradable ingredients \ cleaning agents • Not harmful to \ will not harm septic tanks • Suitable for septic tank systems [and] [wastewater systems] [and] [treatment plants] • Developed \ Formulated \ Designed for [bathroom] use • [Contains] no bleach | <ul style="list-style-type: none"> • A clean you can trust • Fresh \ pleasant scent <p>For gallon size refill container and closed For spray container only:</p> <ul style="list-style-type: none"> • For household use • Leaves bathrooms shining/shiny/sparkling clean |
|---|--|

Additional claims (front, back or side label):

WHERE TO USE	
<p>This product may be used on [washable] hard non-porous [non-food contact] [exterior] surfaces in OR Great for use on <i>(list of and/or options)</i></p> <ul style="list-style-type: none"> • Foodservice establishments • [institutional] kitchen exteriors \ exterior surfaces • schools • colleges • dormitories • classrooms • athletic facilities • gymnasiums • locker rooms • day care centers • nurseries • dressing rooms • laundries/laundry rooms • laundromats • office buildings • 	<ul style="list-style-type: none"> • laboratories • recreational facilities • health clubs • household areas • kitchen exteriors \ exterior surfaces • exterior of microwave/refrigerator • bathrooms \ restrooms • bath tub[s] • shower stall[s] • bath room/kitchen sink[s] • Exterior of toilet • basements • [household] garages • boats • ships • campers • porch furniture • RVs • Trailers • Mobile homes • Cars • Buses • All around the house

