

PM 31

3696-144  
\*\*\*NOTIFICATION\*\*\*

Page 1 of 7

Please read instructions on reverse before completing form.

Form Approved, OMB No. 2070-0080, Approval expires 05-31-98



United States  
Environmental Protection Agency  
Washington, DC 20460

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number  
245620

### Application for Pesticide - Section I

1. Company/Product Number 3696-144	2. EPA Product Manager Marion Johnson	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Dow Liquid Bathroom Cleaner	PM# Team #31	
5. Name and Address of Applicant (Include ZIP Code) DowBrands P.O. Box 68511 Indianapolis, IN 46268-0511 <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: <b>NOTIFICATION</b> EPA Reg. No. _____ Product Name <b>FEB - 5 1997</b>	

### Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed label 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 an additional brand name: Tough Act Heavy Duty Bathroom Cleaner III, and revisions of label text allowed under PR Notice 95-2.

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### Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input checked="" type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input checked="" type="checkbox"/> Yes <input 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 17, 22, 22.1, 32 FL. OZ., 1 Gallon		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input checked="" type="checkbox"/> Other In-mold plastic label		

### Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Sandra Baugh	Title Regulatory Affairs Specialist	Telephone No. (Include Area Code) (317) 873-7400
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>Sandra Baugh</i>	3. Title Regulatory Affairs Specialist	
4. Typed Name Sandra Baugh	5. Date January 6, 1997	

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

FEB -5 1997

Sandra K. Baugh  
DowBrands L.P.  
P.O. Box 68511  
Indianapolis, IN 46268-0511

SUBJECT: Dow Liquid Bathroom Cleaner  
EPA Registration No. 3696-144  
Notification Per PR-Notice 95-2

Dear Ms. Baugh:

This will acknowledge receipt of your notification, for an additional brand name (Tough Act Heavy Duty Bathroom Cleaner III), submitted under the provisions of FIFRA section 3 (c) 9. Based on a review of the submitted material, the following comments apply.

The additional brand name and revised label text are acceptable, however the Efficacy Evaluation and Technical Management Section of the Antimicrobial Program Branch requires that the statement "Kills common germs such as staph, strep and athlete's food fungus on household surfaces" read "Kills common germs such as staphylococcus, streptococcus and athlete's foot fungus on household surfaces".

Sincerely,

Wanda Y. Mitchell  
Notification Coordinator  
Antimicrobial Program Branch  
Registration Division (7505)

CONCURRENCES

SYMBOL	7505C							
SURNAME	Mitchell							
DATE	2/5/97							



January 6, 1997

Mr. Marion Johnson (PM#31)  
Antimicrobial Branch  
Registration Division (H7505C)  
U.S. Environmental Protection Agency  
401 M. Street, SW  
Washington, DC 20460

**RE: DOW LIQUID BATHROOM CLEANER  
EPA REG. NO. 3696-144  
NOTIFICATION**

DowBrands is submitting a notification that includes an additional brand name of Tough Act® Heavy Duty Bathroom Cleaner III and revisions of label text allowed under PR Notice 95-2 to Dow Liquid Bathroom Cleaner, EPA Reg. No. 3696-144, which qualifies for 45 day expedited review. One (1) copy of the revised labeling is submitted with the changes highlighted in yellow for your convenience. The revisions do not require supporting data.

Addition of marketing labeling statements via notification/non-notification per PR Notice 95-2 include:

- 1. Front label:
  - Cleans, Shines, Disinfects & Deodorizes!
  
- 2. Back label:
  - Kills common germs such as staph, strep and athlete's foot fungus
  - Removes mold and mildew stains and odors
  - Leaves a brilliant shine and a fresh, clean scent

Only Dow Liquid Bathroom Cleaner thoroughly cleans, shines, disinfects, and deodorizes. Specially formulated to attack soap scum, hard water stains and dirt. **Controls mold & mildew growth on hard, nonporous surfaces. Kills common germs such as staph, strep and athlete's food fungus on household surfaces.** Effective on bathroom fixtures, tubs, showers, shower walls, shower doors, basins, ceramic tile, stainless steel, chrome, fixtures, fiberglass, counter tops, baked enamel, porcelain, porcelain surfaces and synthetic marble. For all other surfaces, spot test in an inconspicuous area. Spot test for all other surfaces; not recommended for use on acrylic, brass or marble. Recommended use areas: homes, motels, hospitals. Contains no abrasives, so it can't scratch surfaces.

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3. Please note: We have reformatted all alternative marketing text directly above the DIRECTIONS FOR USE sections for your convenience. Each alternative marketing text paragraphs are separated by the word "or".
  
4. This notification is consistent with the provisions of PR Notice 95-2 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 95-2 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.

Thank you for your assistance in this matter. If you have any questions, please do not hesitate to call me at (317) 873-7400.

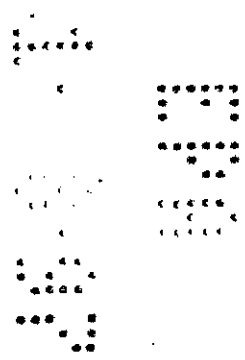
Sincerely,



Sandra Baugh  
Regulatory Affairs Specialist

Attachments

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Front label:

# DOW LIQUID BATHROOM CLEANER

WE WORK HARD SO YOU DON'T HAVE TO!<sup>®</sup>  
CLEANS & SHINES WITHOUT SCRATCHING!  
DISINFECTS AND DEODORIZES!  
CLEANS, SHINES, DISINFECTS & DEODORIZES!  
TOUGH ON DIRT AND SOAP SCUM  
FOAMS AND CLINGS TO TOUGH SOAP SCUM  
REMOVES SOAP SCUM EASILY!

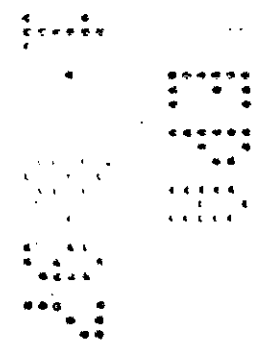
**Active ingredients:**

n-Alkyl (60% C <sub>14</sub> , 30% C <sub>16</sub> , 5% C <sub>12</sub> , 5% C <sub>18</sub> ) dimethyl benzyl ammonium chlorides .....	0.11%
n-Alkyl (68% C <sub>12</sub> , 32% C <sub>14</sub> ) dimethyl ethylbenzyl ammonium chlorides .....	0.11%
Inert ingredients: (Includes detergents and cleaners) .....	99.78%

Contains no phosphates.

**CAUTION: KEEP OUT OF REACH OF CHILDREN**  
See back panel for additional precautionary statements.

NET 17 FL. OZ. (1 PT. 1 OZ.) 502 mL  
 or NET 22 FL. OZ. (1 PT. 6 OZ.) 650 mL  
 or NET 22.1 FL. OZ. (1 PT. 6.1 OZ.) 653 mL



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Back label:

# DOW LIQUID BATHROOM CLEANER

CLEANS, SHINES, DISINFECTS & DEODORIZES

WE WORK HARD SO YOU DON'T HAVE TO!®

Dow has a cleaning solution for every room in your home:

- Dow Bathroom Cleaner with Scrubbing Bubbles®
- Dow Glass Plus® Glass & Surface Cleaner
- Dow Fantastik® All Purpose Cleaner
- Dow Spray'n Wash® Laundry Stain Remover
- Dow Vivid® Color Safe Bleach
- Dow Yes® Laundry Detergent
- Dow Smart Cleanser™ Soft Cleanser
- Dow Oven Cleaner

Only Dow Liquid Bathroom Cleaner gives you Scrubbing Bubbles®, whose foaming action thoroughly cleans, shines, disinfects, and deodorizes with a fresh, clean scent for you. No scrubbing required!

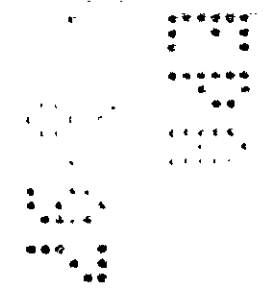
- Easily removes soap scum, hard water stains, and dirt
- Kills common germs such as staph, strep and athlete's foot fungus
- Disinfects and kills common germs like staph & strep
- Removes mold and mildew stains and odors
- Leaves a brilliant shine and a fresh, clean scent
- Controls mold & mildew growth
- Won't scratch surfaces...leaves a brilliant shine!

Effectively cleans bathroom fixtures, tubs, showers, shower walls, shower doors, basins, ceramic tile, stainless steel, chrome, fixtures, fiberglass, counter tops, baked enamel, porcelain, porcelain surfaces and synthetic marble. Spot test in an inconspicuous area. Spot test for all other surfaces; not recommended for use on acrylic, brass or marble. Recommended use areas: homes, motels, hospitals. Specially formulated to attack soap scum, hard water stains and dirt. **Contains no abrasives, so it can't scratch surfaces.**

Or

Only Dow Liquid Bathroom Cleaner thoroughly cleans, shines, disinfects, and deodorizes. Specially formulated to attack soap scum, hard water stains and dirt. **Controls mold & mildew growth on hard, nonporous surfaces. Kills common germs such as staph, strep and athlete's food fungus on household surfaces.** Effective on bathroom fixtures, tubs, showers, shower walls, shower doors, basins, ceramic tile, stainless steel, chrome, fixtures, fiberglass, counter tops, baked enamel, porcelain, porcelain surfaces and synthetic marble. For all other surfaces, spot test in an inconspicuous area. Spot test for all other surfaces; not recommended for use on acrylic, brass or marble. Recommended use areas: homes, motels, hospitals. Contains no abrasives; so it can't scratch surfaces.

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Back label (Continued):

**DIRECTIONS FOR USE:** It is a violation of federal law to use this product in a manner inconsistent with its labeling. To use, lift flap and lock into arrow on top of trigger foamer. Do not operate when flap is closed. To use trigger spray foamer, turn to ON position. Do not operate when OFF is in top position. **TO CLEAN:** Hold 6-8 inches from surface to be cleaned. Spray with quick, full strokes. Allow foam to penetrate dirt and soap scum. Wipe with wet cloth or sponge. No need to wipe dry. On chrome, rinse with water.

**TO DISINFECT:** Reapply, covering entire surface with foam. Allow foam to wet surface completely, let stand 10 minutes before wiping.

**TO INHIBIT MOLD AND MILDEW GROWTH:** On hard, nonporous surfaces, spray surface thoroughly, let stand 10 minutes before wiping. Reapply as new growth appears.

**PRECAUTIONARY STATEMENTS:** HAZARDS TO HUMANS AND DOMESTIC ANIMALS. DO NOT SPRAY IN FACE OR EYES.

**STATEMENT OF PRACTICAL TREATMENT:** In case of contact with eyes, flush with water.

**STORAGE AND DISPOSAL:** Store out of the reach of children. Do not reuse empty container. Rinse thoroughly with water and discard in trash.

EPA Reg. No. 3696-144.

EPA Est. No. 3696-0H-1<sup>C</sup>; 3696-SC-1<sup>D</sup>. The superscript letter is to be used at the end of the Lot Code.

Questions? Comments?  
Call TOLL-FREE  
1-800-428-4795

DowBrands L.P.  
P.O. Box 68511  
Indianapolis, IN 46268-0511

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Bottle made of 25% Post-Consumer Recycled Plastic

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