



## OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

April 15, 2025

Christina M. Swick  
Agent for Colgate-Palmolive Company  
Lewis & Harrison  
2461 South Clark Street, Suite 710  
Arlington, VA 22202  
[cswick@lewisharrison.com](mailto:cswick@lewisharrison.com)

Subject: PRIA Label and CSF Amendment – Labeling Revisions and Adding Alternate CSFs #52 - #55  
Product Name: ULTRA PALMOLIVE ANTIBACTERIAL DISH LIQUID  
EPA Registration Number: 4582-72  
Received Date: 01/02/2024  
Action Case Number: 00497273

Dear Christina Swick:

The amended label and CSF(s) referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, are acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. Pursuant to 40 CFR 156.10(a)(6), you must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Please note that the record for this product currently contains the following CSF(s):

- Basic CSF dated 05/19/2010
- Alternate Formulations 1-6 dated 05/19/2010
- Alternate Formulation 7 dated 09/30/2009
- Alternate Formulations 8-9 dated 05/19/2010
- Alternate Formulation 10 dated 09/30/2009
- Alternate Formulations 11-12 dated 05/19/2010
- Alternate Formulations 13-14 dated 02/03/2011
- Alternate Formulations 15-16 dated 03/16/2020
- Alternate Formulations 17-18 dated 08/08/2011
- Alternate Formulations 19-21 dated 09/22/2011
- Alternate Formulations 22-23 dated 12/13/2012
- Alternate Formulation 24 dated 05/24/2014
- Alternate Formulations 25-26 dated 04/15/2014
- Alternate Formulation 27 dated 06/17/2016
- Alternate Formulation 28 dated 05/22/2017
- Alternate Formulation 29 dated 07/03/2018
- Alternate Formulations 31-32 dated 07/11/2019
- Alternate Formulations 33-34 dated 08/06/2020
- Alternate Formulation 35 dated 07/23/2020
- Alternate Formulation 36 dated 07/29/2020
- Alternate Formulations 37-42 dated 01/19/2021
- Alternate Formulations 48-50 dated 12/08/2021
- Alternate Formulation 51 dated 07/27/2021
- Alternate Formulation 52-53 dated 01/30/2025
- Alternate Formulation 54-55 dated 12/18/2024

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process, FIFRA section 12(a)(1)(B). Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Assurance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance

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with FIFRA section 6. If you have any questions, please contact Terria Northern via email at [northern.terria@epa.gov](mailto:northern.terria@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Marcel Howard", written in a cursive style.

Marcel Howard, Product Manager 34  
Regulatory Management Branch II  
Antimicrobials Division (7510M)  
Office of Pesticide Programs

Enclosure: Accepted label

ULTRA PALMOLIVE ANTIBACTERIAL DISH LIQUID  
[Alternate Brand Name: Ultra Palmolive Pure & Clear Antibacterial]  
[Alternate Brand Name: Ultra Palmolive Antibacterial]  
[Alternate Brand Name: Ultra Palmolive Pure + Clear Antibacterial]

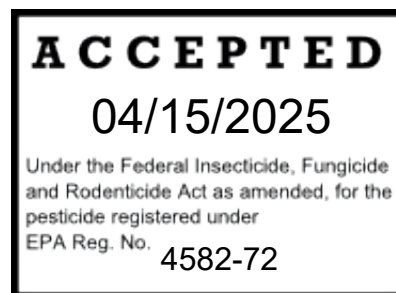
**KEEP OUT OF REACH OF CHILDREN**  
CAUTION[:]

See back panel for additional Precautionary Statements

ACTIVE INGREDIENT: L (+)-Lactic Acid.....	2.00%
INERT INGREDIENTS: .....	98.00%
TOTAL .....	100.00%

[Insert net content here]

Dist. by:  
Colgate-Palmolive Company  
300 Park Avenue, New York, NY 10022 [U.S.A.] [www.palmolive.com](http://www.palmolive.com)  
[Made in the U.S.A.]



**DIRECTIONS FOR USE:**

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

For general dishwashing: Use as you would any dishwashing detergent. To kill 99.9% of Bacteria\* on Dishware: Remove excess food by scraping or wiping. For heavily soiled or greasy surfaces, a pre-wash is necessary. Dilute 1 part product to 20 parts water. Allow dishes to sit in solution for 30 seconds, then wash and rinse thoroughly as you normally would. Make-up a fresh solution when wash water is soiled.

To Clean Kitchen Surfaces: Dilute as needed and then apply to sinks, countertops, stove[top]s and related surfaces. Wipe with a wet cloth as you normally would.

(\**Staphylococcus aureus* or *Staph aureus*, *Salmonella enterica*, and *Escherichia coli* 0157:H7 or *E. coli* 0157:H7.)

DISPOSAL: Refillable container. Refill only with this product. Do not use this container for any other purpose. Offer for recycling, if available.

For Residential Use Only. Do not use in Automatic Dishwashers.

**PRECAUTIONARY STATEMENTS:**

**CAUTION:** Causes eye irritation. Avoid contact with eyes. Rinse hands thoroughly.

**FIRST AID: IF IN EYES:** Hold eye open and rinse slowly and gently with water for 15 to 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a Poison Control Center for treatment advice.

*Optional Pesticidal Claims:*

- [Eliminate(s)] [Kill(s)] 99.9% of bacteria\*
- [Eliminate(s)] [Kill(s)] 99.9% of odor causing bacteria\*
- [Eliminate(s)] [Kill(s)] 99.9% of bacteria\* for a deep down clean
- [Eliminate(s)] [Kill(s)] 99.9% of bacteria\* on [your] dishes [dishware]
- [Eliminate(s)] [Kill(s)] 99.9% of bacteria\* on dishes [dishware] with Ultra Palmolive Antibacterial
- [Eliminate(s)] [Kill(s)] 99.9% of *Staph aureus*, *Salmonella enterica* and *E. coli* 0157:H7 on [your] dishes
- [Eliminate(s)] [Kill(s)] 99.9% of bacteria\* on [your] dishes and kitchen surfaces
- [Eliminate(s)] [Kill(s)] 99.9% of bacteria\* on [your] kitchen surfaces
- [Eliminate(s)] [Kill(s)] 99.9% of bacteria\* with plant-based active ingredient\*\*
- [Eliminate(s)] [Kill(s)] 99.9% of bacteria\* in 30 seconds on dishes [with Ultra Palmolive Antibacterial]
- Plant-based active ingredient [\*\*] kills 99.9% of bacteria\* on dishes
- Antibacterial [action] [formula]
- Antibacterial Surface Cleaner
- Antibacterial [cleaning] action
- Antibacterial cleaning action for [use on] dishes [dishware]
- An [effective] [antibacterial] cleaner for [on] dishes [dishware]
- Combines [streak-free] cleaning with antibacterial action on [for] dishes [dishware]
- [Made] with plant-based active ingredient [<sup>1</sup>]
- [[Contains a] [With] plant-based antibacterial active ingredient [<sup>1</sup>]
- 30 seconds is all it takes to kill 99.9% of bacteria\*
- Cleans the grease you can see and the bacteria\* you can't
- Kills 99.9% of bacteria\* without scrubbing
- Starts working with no scrubbing [<sup>2</sup>]
- Bacteria-blasting [<sup>3</sup>]
- [Kill(s)] [Eliminate(s)] 99.9% of [Common] Foodborne pathogens [\*\*] on [dishes] [dish surfaces]
- [Kill(s)] [Eliminate(s)] 99.9% of [Common] Foodborne bacteria [\*\*] on [dishes] [dish surfaces]
- Infused with the antibacterial power of a plant-based active ingredient [<sup>1</sup>]

*Optional Fragrance Descriptors:*

- Orange [scent]
- Citrus [scent]
- Fresh [scent]
- Fresh [&] Clean [scent]
- Lemon [scent]
- Lemon Citrus [scent]
- No heavy fragrances
- Mild citrus scent
- Made with sweet orange essential oil
- Lemon zest scent

- Sparkling lemon scent
- Clean citrus scent
- Beautifully scented
- Clean [and fresh] lemon scent
- Clean [and fresh] orange scent

*Optional Non-Pesticidal Claims:*

- Phosphate free
- 0% Phosphates
- 0% Parabens
- 0% Parabens & Phosphates
- [Concentrated] dish liquid
- [Concentrated] [Liquid] dish soap
- Your trusted dish soap
- 50+ Years trusted clean
- [Contains] no harsh abrasives
- [Leaves your dishes] Residue free
- Residue [-] free [clean]
- Great team easy clean
- Get a better clean [<sup>4</sup>]
- Cleans dishes [dishware]
- Cleans kitchen surfaces
- Cleans dishes and kitchen surfaces
- Cleans more than just dishes
- Step up to a better clean [<sup>4</sup>]
- [5] Effective powers [so you don't miss any moments]  
Instantly [Easily] cuts [through] grease, fights odor, residue-free clean, cleans more<sup>5</sup>  
greasy dishes, removes 24 hour stuck on food
- Removes 24 hour [hr] stuck on food
- Quickly dissolves stuck-on grease
- Easily cuts grease on dishes [dishware]
- Cleans more greasy dishes<sup>4</sup>
- Removes stains
- Streak-Free clean
- Cleans to a sparkling shine
- Great addition to your household dishwashing supplies
- Leaves your dirtiest dishes clean
- Cuts grime
- Recycled plastic
- Made with 100% [50%] Recycled Plastic [Bottle]
- 100% [50%] Recycled Plastic [Bottle]
- Tough on Grease
- Choose Good
- Enjoy every moment and don't worry about the mess
- Enjoy every moment at home without stressing about the mess
- Dishing out the clean. Let's make it happen

- Fight(s) grease [with Ultra Palmolive]
- Make everyday jobs easier
- Keep your dishes sparkling clean
- Do your dishes a favor
- Made in a Zero Waste Facility<sup>6</sup>
- Clean(s) counter tops, stoves, sinks
- Attacks grease
- [Leave(s) dishes] Squeaky clean
- Instantly [Easily] cuts [through] grease
- Stain-busting [formula]
- Cuts grease
- [Antibacterial] stain fighter
- 2X cleaning ingredients [<sup>4</sup>]
- Grease-busting [formula]
- Remove(s) the most stuck-on stains [<sup>7</sup>] from plastic and wood
- Designed to remove stubborn stains [<sup>7</sup>]
- Easily remove(s) stuck-on stains [<sup>7</sup>]
- Dishing out the clean. Let's make it happen.
- Up to 2X grease fighting power [<sup>4</sup>]
- [Contains] no harsh abrasives
- Lift(s) stains [<sup>7</sup>] from plastic
- Lift(s) surface stains [<sup>8</sup>] from plastic
- [Easily] [Instantly] lifts stuck-on stains [<sup>7</sup>]
- [Easily] [Instantly] lifts plastic stains [<sup>7</sup>]
- Cleans up to 2X more [greasy] dishes [<sup>4</sup>]
- 2X degreasing agents [<sup>4</sup>]
- 2X cleaning agents [<sup>4</sup>]
- Use less, wash more [<sup>4</sup>]
- Cleaning ingredients surround and eliminate grease
- Powerfully clean on plastics
- Removes up to [99%] [100%] of stains [<sup>9</sup>]
- Responsibly Made<sup>10</sup>
- Clean(s) [more] [the] surfaces<sup>11</sup> that matter
- Deep cleaning formula
- High foaming formula
- Removes stubborn stains [<sup>7</sup>] on plastic + wood
- Stain-lifting [formula] [technology]
- Leave(s) [your] dishes sparkling clean
- Tough on grease, easy on surfaces
- Safe for surfaces [glassware] [porcelain] [stainless steel] [and more]
- Tough on spills [and splatter]
- A[n] [parental] essential for [dishwashing] [cleaning up messes]
- Cleans [washes] messy moments [that happen]
- Tough cleaning formula for tough family messes
- Dishwashing is a hassle [in your home], Palmolive is there to help
- Multitasking formula [that cleans and sanitizes]



- Super suds for a super clean
- Bottle<sup>12</sup> made [from] [with] [X%] recycled plastic

*Optional Marketing Value Claims:*

- 20% more vs. 8 fl. oz.
- 20% more vs. [X] [fl.] oz.
- 25% free vs. 20 fl. oz.
- 16% free vs. 32.5 fl. oz.
- Value Pack
- Value [X] Pack<sup>13</sup>
- Recommended Price
- Bonus Size
- Limited Time [Bonus Size]
- Refill size
- [X]% more [per bottle] vs. [X] [fl.] oz.
- [X]% free vs. [X] [fl.] oz.
- Save [X]% vs. [X] [fl.] oz.
- 45% more per bottle<sup>14</sup>
- 145 oz > (7) 20 oz
- 102 oz > (5) 20 oz
- Professional Size
- Value Size [\*vs. X [fl.] oz.]

(\**Staphylococcus aureus* or *Staph aureus*, *Salmonella enterica*, and *Escherichia coli* 0157:H7 or *E. coli* 0157:H7.)

(\*\**Salmonella enterica* and *E. coli* 0157:H7)

(<sup>1</sup>active ingredient synthesized from plants)

(<sup>2</sup>Kills 99.9% of bacteria\* in 30 seconds)

(<sup>3</sup>Kills 99.9% of bacteria\*)

(<sup>4</sup>Vs [Palmolive Essential Clean] [leading non-concentrated dish soap] [Palmolive non-concentrated])

(<sup>5</sup>Per drop while suds last vs. the leading non-concentrated dish liquid)

(<sup>6</sup>Certified TRUE Zero Waste TRUE is a zero waste certification program for businesses to assess performance in reducing waste. Learn more at [true.gbci.org](http://true.gbci.org).)

(<sup>7</sup>Surface stains like coffee)

(<sup>8</sup>Like coffee)

(<sup>9</sup>Surface stains like coffee & BBQ)

(<sup>10</sup>To learn more, visit [www.colgatepalmolive.com/responsibly-made](http://www.colgatepalmolive.com/responsibly-made))

(<sup>11</sup>hard, non-porous surfaces)

(<sup>12</sup>excludes cap and label)

(<sup>13</sup>vs [X] Palmolive [XX fl. oz.] single units)

(<sup>14</sup>vs Palmolive 70 oz)

*Appendix: Soils / Odors / Surfaces / Use Sites*

Soils/Odors (Graphic – depicting soil)

- Cooking odors
- Kitchen messes
- Dirt [greasy dirt]
- Fingerprints
- Grease [Splatter]
- Grime
- Tough soils
- Outdoor grime
- Oil
- Soap scum
- Smear [Smudge]

Surfaces (Graphic – depicting surface)

- Pots
- Pans
- Dishes
- Glassware
- Utensils
- Silverware
- Sink [basin] [faucet]
- Cutting board
- Microwave
- Countertops
- Table[top]
- Large Appliances
- Cabinets
- Floor
- Garbage Can
- Hands
- Car [tires]
- BBQ Grills
- Walls
- Outdoor furniture
- Windows
- Mirrors
- Fur [Pet shampoo/wash]
- Ceramic
- Chrome
- Tiles
- Glass
- Plastic
- Stainless steel
- Porcelain

- Enamel
- Copper
- Linoleum
- Metal
- Fixture (chrome / stainless steel)
- Range hood [stove hood]
- Appliances (chrome / stainless steel / laminate)
- Stove [stovetop]
- Tools

Surfaces (Graphic – depicting use site)

- Bathroom
- Craft / art area
- Dining room
- Garage
- Home / House
- Kitchen
- Laundry room
- Outdoor Area
- Storage area

*Optional Marketing Language or Graphics:*

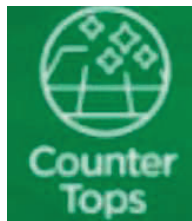
Cuts Grease



Phosphate Free



Mild Citrus Scent



Cleans  
Dishes



Cleans Kitchen  
Surfaces





\*To learn more, visit [www.colgatepalmolive.com/responsiblymade](http://www.colgatepalmolive.com/responsiblymade)

