

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

Nov 22 1996

S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403

Attention: Stephen Smith  
Senior Registration Specialist

Subject: Fresh Scent Vanish Thick Liquid Toilet  
Bowl Cleaner  
EPA Registration Number 4822-410  
Your Amendment Dated November 3, 1994

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended is acceptable provided that you make the following revision before you release the product for shipment bearing the amended labeling.

1. Delete the following proposed reformatted claims which are unacceptable: "Super Action Formula, Super Action, Powers Out, Overpowers, Powerful Formula, Super Action Formula, Powerful and Disinfectant Plus Cleaners".
2. The claim: "Kills Staph and Strep" must be modified to identify the specific species for which efficacy data has been submitted".
3. Under the "Statement of Practical Treatment (First Aid)" revise "Eyes" to read "If in Eyes", "Swallowed" to read "If Swallowed" Drink large quantities of water" and delete "Drink a glassful of water or milk", and "Skin" to read "If on Skin".

Your request to remove the CRC Instructions from the "Directions for Use" is acceptable.

A stamped copy is enclosed for your records. Submit one copy of the final printed label before you release the product for shipment bearing the amended label.

CONCURRENCES

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							

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If you have any questions concerning this letter, please contact me at (703) 305-7964.

Sincerely,



Ruth G. Douglas  
Product Manager (32)  
Antimicrobial Program Branch  
Registration Division (7505C)

### FRESH SCENT VANISH THICK LIQUID TOILET BOWL CLEANER

(New!) With Stain Lifters (Stain Fighters) (Stain Enders) (Stain Attackers) (Stain Crushers) (Scrub Savers) (Grime Fighters) (Grime Enders) (Grime Attackers) (Grime Crushers) and Cleaners, Super Action Formula

(New) Fragrance, Fresh Scent, Clean Scent, Clean & Fresh Scent, Clean & Fresh Fragrance (Smell), Toilet Freshening Formula

Disinfectant Thick Liquid (Toilet Bowl Cleaner) (Toilet Bowl Cleanser) Cleaner

Disinfects & Removes Stains, Removes Stubborn Stains, Thick (Super Action) Formula Removes (Eliminates) (Attacks) (Cleans) (Powers Out) (Overpowers) (Penetrates) (Penetrates and Lifts) (Beats) (Dissolves) Stubborn (Hard Water) (Lime) (Limescale) (Mineral) (Rust) (Iron) (Magnesium) (Dirt) (Water Ring) (Biofilm) (Dingy Build-up) (Difficult) Stains (Easily) (Effectively) (Quickly), Deep Cleans, For A Deep Down (Sparkling) (VANiSH) Clean, Kills Germs, Disinfects, Sanitizes, Disinfects & Cleans, Cleans The Stains You See And The Germs You Can't, Dissolves Tough Dirt (Stains), Powerful Formula, Super Action Formula, Powerful Disinfectant Plus Cleaners, Attacks Grime and Germs, Eliminates Tough Grime (Stains) and Germs (Bacteria), Cleans Plus Disinfects, Cleans & Resists Stains, Cleaning Plus Disinfecting, Attacks Odor Causing Bacteria, Removes Mold, Removes Mildew, Removes Mold & Mildew, Deodorizes (Freshens), Leaves Bowl (Sanitary) (Clean) (Fresh), Gets Under The Rim, Works Below The Water Line, Kills Staph And Strep, Kills (Common) Household Germs (Bacteria), Kills Germs Dead

Convenient (Directional) Angled (Angle) Neck (Spout), Gets Under The Rim

KEEP OUT OF REACH OF CHILDREN

DANGER:  
READ PRECAUTIONS ON REAR PANEL

Active Ingredients

Hydrogen Chloride.....	9.25%
n-Alkyl (60% C14, 30% C16, 5% C12, 5% C18)	
dimethyl benzyl ammonium chloride.....	0.30%
n-Alkyl (68% C12, 32% C14) dimethyl ethylbenzyl	
ammonium chloride.....	0.30%
Inert Ingredients.....	90.15%

16 - 128 FL. OZ. (1 - 8 PT.) (473 - 3,785ml)  
When clean really counts.®  
(Vanish...For a deep down clean.™)

ACCEPTED  
with COMMENTS  
in EPA Letter Dated:

FEB 22 1996

Under the Federal Insecticide,  
Fungicide and Rodenticide Act as  
amended for the pesticide  
registered under EPA Reg. No.  
4822-410

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**CAP INSTRUCTIONS:** TO OPEN: Push cap down while unscrewing.  
TO LOCK: Push down and screw cap on tightly.

**DIRECTIONS FOR USE:** It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

**TO DISINFECT AND CLEAN:** Raise toilet seat. Direct (Apply) the thick liquid formula inside bowl, including under the rim, on the sides, and into water. To kill household germs, including staph and strep, use at least 4 oz. (squeeze approximately 15 seconds). Brush the surfaces. Leave VANiSH in bowl for 10 minutes and flush. Rinse bowl brush in fresh water after use. For heavily soiled bowls, repeat procedure.

**TO REMOVE STUBBORN STAINS:** For hard water (mineral) (rust) (water ring) stains, follow previous directions. Then apply more product directly to stained areas. Let VANiSH stand at least 15 minutes, brush and flush. Repeat if necessary.

Regular use of VANiSH keeps toilet bowls sparkling clean. VANiSH is excellent for brightening colored toilet bowls. VANiSH (Thick Liquid) should be used only for toilet bowls. Not harmful to septic tanks.

**STORAGE AND DISPOSAL:** Store out of reach of children. Do not reuse empty container. Wrap container and place in trash.

**PRECAUTIONARY STATEMENTS:**

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS.**

**DANGER: CORROSIVE. CAUSES EYE AND SKIN DAMAGE. MAY BE FATAL IF SWALLOWED. DO NOT BREATHE VAPOURS OR FUMES. DO NOT GET IN EYES, ON SKIN OR CLOTHING. PROTECT EYES AND SKIN WHEN HANDLING.**

**CHEMICAL HAZARDS: NEVER USE WITH CHLORINE PRODUCTS...can react to give chlorine gas. If this occurs, flush toilet to remove chemicals and leave area. Do not return for half hour...ventilate if possible. Never use or mix with other cleaners or chemicals. Clean up spills right away.**

**STATEMENT OF PRACTICAL TREATMENT:**

**FIRST AID: IMMEDIATELY: EYES:** Rinse immediately with water. Quickly remove contact lenses; then flush eyes with water for 15 minutes.

**SWALLOWED:** Rinse mouth. Drink a glassful of water or milk. Do not induce vomiting. **SKIN:** Remove affected clothing. Flush skin with water for 15 minutes.

**THEN CALL POISON CENTER OR PHYSICIAN AT ONCE.**

Cleaning agents are biodegradable.

Contains no phosphorous.

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This bottle is made of x% post-consumer recycled plastic.

EPA Reg. No. 4822-410

EPA Est. No.

QUESTIONS? COMMENTS? Call 800-558-5252 weekdays, 9-9 Eastern time or  
write Helen Johnson. © 1994 S.C. Johnson & Son, Inc., Racine, WI  
53403-2236 U.S.A.