

4822-547

3/16/2011

1 of 8

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

MAR 16 2011

Ms. Kelly K. Naujock
Registration Specialist
S. C. Johnson & Son, Inc.
1525 Howe St.
Racine, WI 53403-2236

Subject: DeeDee1
EPA Registration Number 4822-547
Notification Dated February 24, 2011
EPA Received Date February 25, 2011

Dear Ms. Naujock:

This will knowledge receipt of your notification, submitted under the provisions of FIFRA section 3c 9. Based on a review of the submitted material the following comment apply.

Proposed Amendment:

- Add statement "New & Improved Sprayer"

General Comments:

The use of this phrase is approved for a 6 month period. After that, we do not consider this feature to be new & in the marketplace.

Based on a review of the material submitted, the following comment apply:

The notification is acceptable. A copy has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact Drusilla Copeland at (703) 308-6224.


Sincerely,


Velma Noble

Product Manager (31)

Regulatory Management Branch I

SYMBOL							
SURNAME							
DATE							

	United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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Application for Pesticide - Section I

1. Company/Product Number 4822-547	2. EPA Product Manager Ms. Velma Noble	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) S. C. Johnson /DeeDee 1	PM# 31	
5. Name and Address of Application (Include ZIP Code) S. C. Johnson & Son, Inc. 1525 Howe St. Racine, WI 53403 <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: EPA Reg. No. Product Name

Section II

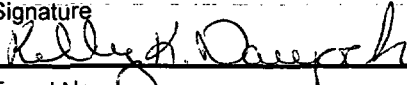
<input type="checkbox"/> Amendment – Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated <input checked="" type="checkbox"/> Notification – Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated <input type="checkbox"/> "Me Too" Application. <input type="checkbox"/> Other - Explain below.
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Explanation: Notification of the phrase "New & Improved Sprayer".
 This notification is consistent with the provisions of PR Notice 98-10 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 98-10 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."
As this is a notification, no PRIA fee is required.

Section III

1. Material This Product Will Be Packaged In:					
Child-Resistant Packaging <input type="checkbox"/> Yes * <input checked="" type="checkbox"/> No *Certification must be submitted	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt.	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt.	No. Per container	2. Type of Container <input checked="" type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)	
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container 4 – 30 oz.	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 checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Other <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled					

Section IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)		
Name Ms. Kelly K. Naujock	Title Registration Specialist	Telephone No. (Include Area Code) (262) 260-2686
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 statements may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature 	3. Title Registration Specialist	
4. Typed Name Ms. Kelly K. Naujock	5. Date February 24, 2011	

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A FAMILY COMPANY

S.C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-2236
262.260.2000

February 24, 2011

Ms. Velma Noble (31)
Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202-4501

Subject: DeeDee 1
EPA Reg. No. 4822-547
Notification

Dear Ms. Noble:

On behalf of S.C. Johnson and Son, Inc., I have enclosed the documents necessary to add the statement "New & Improved Sprayer" to the product labeling as a notification. I have included one copy of the master label with this addition appearing on page 3 in **bold italics** and an Application.

The new & improved sprayer is a more modern looking overcap rather than the tradition button with a dust cover. This change does not impact the dispensing of the formulation or its use.

This request is not subject to PRIA fees.

Thank you for your assistance with this action. Please do not hesitate to contact me at any time should you need assistance.

Sincerely,

Ms. Kelly K. Naujock
Registration Specialist
S. C. Johnson & Son, Inc.
tel: 262-260-2686
e-mail: kknaujoc@scj.com

Handwritten initials and marks on the right side of the page, including several sets of small circles and lines.

DeeDee 1

Antibacterial Scrubbing Bubbles XXI Bathroom Cleaner [ABN 12/12/05]

[Note to reviewer: parentheses indicate optional text]

Active Ingredients:

n-Alkyl (60% C₁₄, 30% C₁₆, 5% C₁₂, 5% C₁₈) dimethyl benzyl ammonium chlorides 0.11%
 n-Alkyl (68% C₁₂, 32% C₁₄) dimethyl ethylbenzyl ammonium chlorides 0.11%
 Inert Ingredients: 99.78%

KEEP OUT OF REACH OF CHILDREN

CAUTION: See back panel for additional precautionary statements.

NET WT. X oz

DIRECTIONS FOR USE

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

[Note to reviewer: The remaining Directions for Use may appear in numbered, boxed, bulleted or paragraph format]

SHAKE WELL BEFORE AND DURING USE

[Two different spray patterns will be offered. One nozzle produces a typical spray pattern and should be held 6-8 inches away from the surface for optimum cleaning. The second nozzle dispenses a greater volume of product and produces a wider spray pattern. Optimum cleaning is achieved when this nozzle is held 12-15 inches from the surface. The foaming characteristics and spray particle size produced by the two nozzles are comparable. One of the two use instructions for cleaning will be used, depending on the nozzle and associated spray pattern.]

TO CLEAN

Spray 6-8 inches from surface to be cleaned. Allow foam to penetrate (dirt) (soap scum) (soil). (For heavily soiled areas, let stand (several minutes) (x minutes) before wiping.) Remove by (rinsing with water) (or) (wiping with a wet cloth or sponge). No need to wipe dry. On chrome, rinse with water.

OR

TO CLEAN

Hold product farther from surfaces than you normally would to get the full benefit of the product's spray pattern. Spray 12-15 inches from surface to be cleaned. Product can be sprayed from any angle. Wait (several minutes) (x minutes) to allow foam to penetrate dirt and soap scum. Rinse clean or wipe away foam with cloth or sponge. Wipe dry after rinsing, if desired. On chrome, rinse with water.

NOTIFICATION
Date Reviewed: 3/10/11
Reviewed By: DC

TO KILL 99.9% OF BACTERIA:

On hard nonporous surfaces, spray surface until thoroughly wet. Let stand for 1 minute. Then wipe. For heavily soiled areas a pre-cleaning is required.

TO INHIBIT & PREVENT THE GROWTH OF MOLD AND MILDEW:

Remove gross filth or heavy soil prior to applying the product for treatment against mold and mildew. On hard nonporous surfaces, spray surface until thoroughly wet. Let stand for 1 minute. Then wipe. Reapply as needed.

[Note to reviewer: The following optional statement will be used if kitchen uses are placed on the label]

(Wherever food contact is likely, rinse surface with (tap) (clean) (potable) water.)

(STORAGE AND DISPOSAL)

STORAGE: Store in a cool, dry place away from heat or flame (in an area inaccessible to children).

DISPOSAL: This container may be recycled (in the) (few) (but) (growing number of) (communities) where aerosol can recycling is available. Before offering for recycling, empty can by using the product according to the label. **DO NOT INCINERATE OR PUNCTURE.** If recycling is not available, (replace cap and) discard empty container in trash.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Causes slight eye irritation. Avoid contact with eyes. Wash thoroughly with soap and water after handling.

[Note to reviewer: Boxed format and/or bullets may be used in First aid section if label space permits.]

FIRST AID

If in eyes	<ul style="list-style-type: none"> • Hold eye 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.
Have the product container or label with you when calling a poison control center, or doctor, or going for treatment.	

PHYSICAL OR CHEMICAL HAZARDS

CONTENTS UNDER PRESSURE. Do not use or store near heat or open flame. Exposure to temperature above 130° F (54° C) may cause bursting. Do not puncture or incinerate container.

EPA Reg. No. 4822-547

EPA Est. No. X-X-X

Questions? Comments?

Call 800-558-5252 or write Helen Johnson.

©2005 S. C. Johnson & Son, Inc.

Racine, WI 53403-2236 U.S.A.

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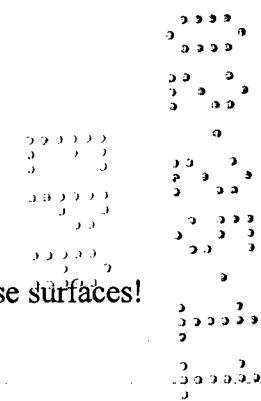
[Optional text to be used anywhere on the product label and/or accompanying labeling]

General

- From the Makers of Windex®
- New (-)(formula)(product)!
- **New & Improved Sprayer**

Cleaning & Surfaces

- Can use to clean kitchen surfaces and countertops.
- Cleans and shines...bathroom fixtures, glazed ceramic tile, chrome, shower doors, fixtures, fiberglass, baked enamel, glazed porcelain, vinyl, stainless steel, synthetic marble. For all other hard, non-porous surfaces, spot test in an inconspicuous area.
- Cleans: Foaming action easily removes soap scum, hard water stains, and dirt (.)
- (Cleans) (Shines) (Deodorizes) (without scratching) (!)
- Cleans soap scum without scrubbing (!)
- Clings to the surface (with powerful clinging foam) to dissolve soap scum (and grime) (in minutes).
- Coats the surface (with powerful clinging foam) to dissolve soap scum (and grime) (in minutes)
- Deodorizes: Has a fresh, clean (lemon) scent (!)
- Dissolves (tough) soap scum (in minutes)
- (Easily) Removes Soap Scum (Easily)!
- (Also) Effectively cleans tubs, showers, shower doors, basins, glazed ceramic tile, tile, sinks, counters, stainless steel, chrome fixtures, fiberglass, vinyl and glazed porcelain surfaces. (Spot test for all other hard, non-porous surfaces; not recommended for use on acrylic, brass or natural marble).
- Great for cleaning kitchen surfaces (too!).
- Ideal for tubs, shower walls and shower doors.
- (New) Wide spray for complete coverage.
- No-Scratch Formula
- No scrub formula (!)
- No scrubbing or wiping needed
- No wipe formula (!)
- Not recommended for use on brass or natural marble.
- Penetrates and dissolves (tough) soap scum (!)
- Powerful soap scum cleaning with no scrubbing (!)
- Powerful soap scum cleaning without scrubbing (!)
- (*Product name*) cleans with no scrubbing (wiping) (!)
- (*Product name*) is scrub-brush tough on dirt -- gentle as a bubble on these surfaces!
- Quickly loosens and dissolves soap scum, dirt, and grime.
- Scrubbing is virtually obsolete (!)
- Shines: Won't scratch surfaces...leaves a brilliant shine (!)
- Soap scum, dirt, and grime are quickly loosened and dissolved.
- Unique penetrating foam starts working before you do.
- Virtually eliminates the need to scrub (!)
- We work hard so you don't have to!®



- Won't scratch fiberglass(!)
- You may never need to scrub (your shower) again (!)

Antibacterial & Sanitization

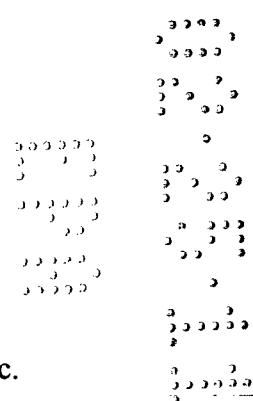
- 1 minute sanitizer
 - An effective sanitizer for use in the bathroom
 - Antibacterial (bathroom cleaner) (action)
 - Antibacterial formula
 - Kills bacteria* in (just) 1 minute
 - Kills bacteria* found on hard non-porous (bathroom) surfaces
 - Kills common (household) bacteria*
 - Kills odor-causing bacteria
 - Kills 99.9% of (odor-causing bacteria) (like) (*Staphylococcus aureus* (Staph)) (*Klebsiella pneumoniae*) (*Escherichia coli* (E. Coli)) (*Enterococcus faecalis*)
 - (Only) (*Product name*) (gives you Scrubbing Bubbles®) (gives you Lemon Power® and Scrubbing Bubbles®), (whose) foaming action thoroughly cleans, shines, sanitizes (and deodorizes) (for you) (with a fresh pleasant lemon scent) (.)
 - (*Product name*) cleans (away 95% of all soap scum (grime) and virtually all bacteria*) without scrubbing (wiping) (!)
 - (*Product name*) kills 99.9% of odor-causing bacteria (and smells nice) (!)
 - Sanitizes: Kills 99.9% of common bacteria (like) (*Staphylococcus aureus* (Staph)) (*Klebsiella pneumoniae*) (*Escherichia coli* (E. Coli)) (*Enterococcus faecalis*)
 - Sanitizes without scratching (wiping)
 - Sanitizer
 - Works in 1 minute to kill 99.9% of (household) bacteria*
- * *Staphylococcus aureus* (Staph), *Klebsiella pneumoniae*, *Escherichia coli* (E. Coli), *Enterococcus faecalis*

Fungistatic

- (Prevents) (inhibits) (controls) growth of (mold) (and) (mildew) (*Aspergillus niger*)

Fragrance or Scent Descriptors

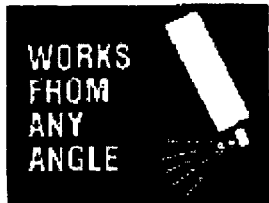
- Lemon
- Lemon Action
- Fresh Clean Scent



Miscellaneous Other Text and Graphics

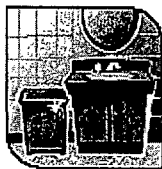
- All Rights Reserved.
- Lot number suffix (X) indicates appropriate establishment number.
- Scrubbing Bubbles® is a registered trademark of S. C. Johnson & Son, Inc.
- S. C. Johnson A Family Company
- www.scrubbingbubbles.com

[Note to reviewer: Some or all of the following pictograms may be used on the product label and/or accompanying labeling.]

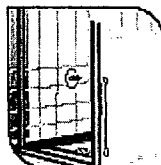


FEDERAL REGULATIONS PROHIBIT CFC PROPELLANTS IN AEROSOLS.

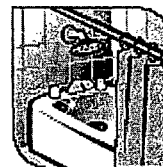
Sink and Counter



Shower Doors and Chrome



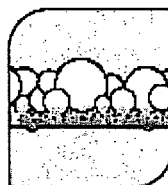
Tub and Tile



Spray from Any Angle



Penetrating Foam



Wipe

