



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510C)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

NOTICE OF PESTICIDE:

[x] Registration
Reregistration

(under FIFRA, as amended)

EPA Reg. Number:

4822-560

Date of Issuance:

APR 3 2008

Term of Issuance

Name of Pesticide Product:

AD-LV-07

Name and Address of Registrant (include ZIP Code):

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

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA sec 3(c)(7)(A) provided that you:

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.

2. Make the labeling changes listed below before you release the product for shipment:

b. Revise the "EPA Registration Number to read, "EPA Reg. No. 4822-560".

Signature of Approving Official:

Marshall Swindell
Product Manager Team-33
Regulatory Management Branch I
Antimicrobials Division (7510P)

[Handwritten signature of Marshall Swindell]

Date:

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Page 2  
EPA Registration No. 4822-560

- c. On page 2 and 3 of the label, delete the parentheses around "airborne".
- d. On page 4 under the heading "ANTIMICROBIAL CLAIMS" change the word "(airborne bacteria)" to read "(airborne odor-causing bacteria) in the statement beginning with "(For those of you who don't want (a) bad (odor(s))....
- e. Please paginate the label pages so that the ingredient statement is on page 1.

3. Submit two (2) copies of your final printed labeling before distributing or selling the product bearing the revised labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the "accepted" label is enclosed for your records.

If you have any questions concerning this letter, please contact Martha Terry at (703) 308-6217.

Sincerely,



Marshall Swindell  
Product Manager 33  
Regulatory Management Branch I  
Antimicrobials Division (7510P)

Enclosure

(New) AD-LV-07

**ODOR ELIMINATION CLAIMS**

*(One or more of the following odor elimination claims may appear on the final market label.)*

Eliminates odors caused by bacteria.

Eliminates (odors) (smells) (rotten odors) (smelly odors) (heavy odors) (caused by bacteria).

Eliminates (odors) (smells) (rotten odors) (smelly odors) (heavy odors) unlike air fresheners (that) (which) only mask odors (temporarily).

AD-LV-07 (is an odor scavenger) (and) doesn't (just) mask odors, (it eliminates them).

AD-LV-07 (is an odor scavenger) (and) doesn't just (disguise) (mask) (cover up) (bad smells) (odors) (offensive odors).

AD-LV-07 stops airborne odors in their tracks.

AD-LV-07 (is an odor scavenger) (and) cleans the air you breathe.

Get odors out with AD-LV-07!

Don't cover up odor problems...solve them with AD-LV-07.

Don't just freshen

Clear the air with AD-LV-07.

Solve odor problems at the source with AD-LV-07.

Eliminate bacterial odors at the source with AD-LV-07.

Unlike air fresheners, which only mask odors temporarily, AD-LV-07 (is an odor scavenger) (and) eliminates (tough pet and mildew) odors.

Eliminates (tough) (problem) odors around (litter boxes) (dirty laundry) (diaper pails) (garbage cans) (mud rooms) (pet sleeping areas) (sick rooms).

Eradicate(s) odors.

Do away with (odors) (bad smells).

Air out (with AD-LV-07).

Air out the air (with AD-LV-07)

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(Kills) (Eliminates) (Reduces) (Controls) (kitchen) (cooking) (bathroom) (pet) odors caused by (airborne) bacteria.

AD-LV-07 (is an odor scavenger) (and) (works to make) (makes) your home a fresher place to be.

(Leaves) your home (air) smelling (really) (clean) (and fresh) (and pleasant).

Makes your home (air) smell (really) (clean) (and fresh) (and pleasant)

Works (to eliminate odors).

Eliminates Odors (caused by bacteria).

Eliminate(s) (tough) (odors such as) (pet) and (mildew) (odors).

Eliminates odors unlike air fresheners that only mask odors temporarily.

Odor Elimination (Eliminator)

AD-LV-07 (eliminates) (gets rid of) the (odor(s)) (smell(s)) (stink(s))...it doesn't just mask them.

AD-LV-07 (is an odor scavenger) (and) (eliminates) (gets rid of) the (odor(s)) (smell(s)) (stink(s)) without just masking them.

Air so clean (fresh) (refreshed) you will (instantly) (immediately) (notice) (appreciate) the difference.

It takes more than fresh air to clean your (home) (air) from (odors).

Cleans (cleanses) your air of odors.

Cleans (cleanses) the air you breathe.

Air so clean you can smell the freshness.

Leaves no odors behind

AD-LV-07 has a fragrance that is not (strong) (overpowering) so you'll know AD-LV-07 is working when your air smells truly clean.

Unlike air fresheners that only mask odors temporarily, AD-LV-07 eliminates tough odors such as pet odors, bathroom and mildew.

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**ANTIMICROBIAL CLAIMS**

*(One or more of the following antimicrobial claims may appear on the final market label.)*

AD-LV-07 (is an odor scavenger) (and) works to eliminate (odor(s)) (smell(s)) (stink(s)) in the air by (seeking out and) (killing) (destroying) (eliminating) odor-causing airborne bacteria.

Temporarily reduces odor-causing (airborne) bacteria in the air

AD-LV-07 (Seeks out and) (Kills) (Destroys) (Removes) (Eliminates) odor-causing bacteria in the air (and eliminates their odors).

(Seeks out and) (Kills) (Destroys) (Removes) (Eliminates) odor-causing airborne bacteria and (eliminates their odors).

AD-LV-07 (seeks out and) (kills) (destroys) (removes) (eliminates) odor-causing bacteria in the air (and (eliminates) (destroys) (removes) their odors).

AD-LV-07 (seeks out and) (kills) (eliminates) (reduces) (destroys) (removes) odor-causing airborne bacteria (and eliminates their odors).

AD-LV-07 (seeks out and) (kills) (eliminates) (reduces) (destroys) (removes) odor-causing bacteria in the air (and eliminates their odors).

AD-LV-07 stops odor-causing airborne bacteria in its tracks.

Clean (scour) (cleanse) your air of bacteria and their (bad) (odors) (smells) (stinks).

AD-LV-07 (seeks out and) (kills) (eliminates) (destroys) (removes) odor-causing bacteria in the air—unlike air fresheners, which only mask odors.

AD-LV-07 controls odor-causing airborne bacteria

AD-LV-07 controls odor-causing bacteria in the air (and eliminates their odors)

AD-LV-07 controls airborne odor-causing bacteria (and eliminates their odors)

AD-LV-07 controls odor-causing bacteria in the air.

Keeps (on) (killing) (removing) (destroying) (eliminating) (reducing) (controlling) odor-causing bacteria in the air.

Keeps odors away by (seeking out and) (destroying) (removing) (killing) (eliminating) (reducing) (controlling) odor-causing bacteria in the air.

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*4822-562*

AD-LV-07 (controls) (kills) (eliminates) (reduces) (destroys) (removes) the bacteria that cause (bad) (smelly) (stinky) (unpleasant) odors (in the air).

AD-LV-07 helps temporarily reduce the number of airborne bacteria in any room.

Sanitizes the air (you breathe)(in your home)

AD-LV-07 (is an odor scavenger) (and) works to eliminate (odor(s)) (smell(s)) (stink(s)) in the air by killing (destroying) (removing) (eliminating) odor-causing bacteria.

AD-LV-07 helps to temporarily reduce the number of airborne odor-causing bacteria in any room to leave your home smelling clean and fresh.

It takes more than fresh air to clean your (home) (air) from odor-causing (airborne)(bacteria).

(For those of you who don't want (a) bad (odor(s)) (smell(s)) (stink(s)) in your (house) (or home), there's AD-LV-07 helping to temporarily reduce the number of (airborne bacteria) (odor causing bacteria) in any room with only a light fragrance added so you know it's there working to leave your (house) (home) smelling clean and fresh. Unlike air fresheners that only mask odors temporarily with fragrance, AD-LV-07 eliminates tough (odor(s)) (smell(s)) (stink(s)) such as pet odor, bathroom, dirty diapers, and mildew.

AD-LV-07's micro particles attach to airborne bacteria to temporarily clean (your) (the) air of bacteria and (their) (smells) (odors) (smelly odors).

AD-LV-07 kills (destroys) (removes) (eliminates) odor-causing bacteria and eliminates their tough odors (throughout your home) (such as) (from) bathroom, pet odors, dirty laundry, (cooking odors) (kitchen odors) (mildew) (basement) (kennel) (garbage) (litter box(es) (diaper pails).

AD-LV-07 (eliminates problem odors from) (works on tough odors such as) (mildew) (bathrooms) (litter boxes) (garbage cans) (diaper pails) (dirty diapers) (smelly shoes) (dirty laundry) (pet odors) (cooking odors) (kitchen odors) (by (killing) (removing) (destroying) (eliminating) the odor-causing bacteria that cause them.

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**GENERAL CLAIMS**

*(One or more of the following general claims may appear on the final market label.)*

You'll know AD-LV-07 is working when your air smells truly clean.

AD-LV-07 (eliminates problem odors from) (works on tough odors such as) (smoke) (mildew) (sinks and drains) (kitchens) (bathrooms) (basements) (bedrooms) (dining rooms) (living rooms) (kennels) (mobile homes) (campers) (sick rooms) (garbage) (closets) (hampers) (game rooms) (studios) (cabins) (litter boxes) (workshops) (suitcases) (bars) (refrigerators) (after fire) (gyms)

AD-LV-07 is a disinfectant, Fungicide, and Rodenticide Act as amended, for the pesticide, registered under EPA Reg. No. 4822-560

(offices) ( garbage cans) (diaper pails) (cigars) (cigarettes) (dirty laundry) (pet odors) (cooking odors) (kitchen odors) (and boats.)

Use AD-LV-07 everyday throughout your (house) (home) to eliminate odor caused by bacteria.

Use AD-LV-07 everyday throughout your (house) (home) to eliminate odor caused by airborne bacteria to leave your (house) (home) smelling clean and fresh.

AD-LV-07 cleans the air you breathe.

Temporarily reduces odor-causing inanimate airborne contaminants

Formula binds to and then chemically reacts with odor molecules (in mid-air)(in the air) to neutralize them and effectively make them odorless.

Makes your home a fresher place to be

[Fragrance name] has a (clean) (scent) (fragrance) (smell) (that doesn't linger) (that dissipates with the odors).

No overpowering (smell) (fragrance) (scent).

Fresh. Clean. Crisp. Cool.

Has a fragrance that is light and clean

Eliminates odors with no lingering fragrance.

Leaves no lingering fragrance.

(Bonus Pack) (Multi-Pack) (Special Pack) (Value-Pack) (Better Value) (X% more free)

(Economy Size) (Club Pack) (Value Size) (Trial Size) (Save Money By Buying Our Convenient Refill Size!) (Save Money By Buying Our Convenient Club Pack Size!)

(New Size) (New Scent) (Travel Size) (Pleasant Fragrance (Scent))

(Big) (20% More Free) (25% More Free) (30% More Free) (33% More Free) (50% More Free) (20% Free) (25% Free) (30% Free) (33% Free) (50% Free) (20% More) (25% More) (30% More) (33% More) (50% More)

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**FRAGRANCE/SCENT DESCRIPTORS**

(Botanical Sachet)	(Citrus)
(Citrus Blossom)	(Citrus Breeze)
(Citrus Medley)	(Citrus Zest)
(Country)	(Open Air)
(Country Wildflowers)	(Floral)(Floral Bouquet)
(Lilac Springs)	(Melon Burst)
(Mountain Berry)	(Mountain Snow)
(Neutralizer)	(Powder)
(Rain Forest)	(Rain shower)
(Rain shower Fresh)	(Raspberry Field)
(Refreshing Citrus)	(Spring Blossom)
(Spring Bouquet)	(Spring Floral)
(Spring)	(Summer Days)
(Sunny Days)	(Tangerine Ginger)
(Unscented)	(Vanilla Breezes)
(Waterfall)	(Outdoor Scent)
(Scent)(Fragrance)	(Fragrance Free)
(Scent Free)	(Clean)
(Crisp)	(Linen Fresh)
(Fresh)	(Linen)
(Light Linen)	(Pure Linen)
(Fresh)	(Meadow)
(Clear Springs)	(Crisp)
(Cool Rain)	(Waterfall)
(Herbal)	(Herbal Fresh)

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4822-560



ACTIVE INGREDIENT:

Triethylene Glycol .....	6.0%
INERT INGREDIENTS .....	94.0%
TOTAL .....	100.0%

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KEEP OUT OF REACH OF CHILDREN

CAUTION

See Back Panel for Additional Precautionary Statements

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4828-56D

NET CONTENTS: 3 to 20 oz

**DIRECTIONS FOR USE**

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

TO TEMPORARILY REDUCE AIRBORNE BACTERIA and eliminate odors in an average room [12' x 12' x 9'], close all doors, windows and air vents and spray product upward in center of room for 10 seconds.

For maximum effectiveness relative humidity should be between 45% and 70%. Resume normal room ventilation after spray has settled.

**Storage and Disposal Statements**

STORAGE: Store in a cool, dry place away from fire, sparks, and heated surfaces.

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 the can by using the product according to the label. [DO NOT PUNCTURE!] If recycling is not available, wrap the container and discard in trash.

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS & DOMESTIC ANIMALS**

**CAUTION:**

Avoid contact with food and food utensils. Avoid contact with eyes.

Before using product throughout your home, use in one room and wait 24 hours to ensure that no one has any physical reactions to the product.

Asthma and Allergy Sufferers:

Consult your physician before using this product in your home.

Before spraying, remove birds. After use, ventilate normally prior to returning birds to treated area.

**FIRST AID:** If in eyes: 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/CHEMICAL HAZARDS: EXTREMELY FLAMMABLE!** Keep away from fire, sparks and heated surfaces. Contents under pressure. Do not puncture or incinerate container. Exposure to temperatures above 130° F may cause bursting.

ATTENTION: Use only as directed. Intentional misuse by deliberately concentrating and inhaling the contents can be harmful or fatal. Help stop inhalation abuse. For more information, visit "<http://www.inhalant.org/>".

EPA Reg. No. 4822-???

EPA Est. No. 4822-WI-1

S. C. Johnson  
A Family Company

- ([www.oustodorsout.com](http://www.oustodorsout.com))
- ([www.odorsout.com](http://www.odorsout.com))
- ([www.oustodor.com](http://www.oustodor.com))
- ([www.eliminateodor.com](http://www.eliminateodor.com))
- ([www.ousttheodor.com](http://www.ousttheodor.com))
- ([www.getitoust.com](http://www.getitoust.com))

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(You can recycle this steel container in an increasing number of communities. Call 1-800-558-5252 for recycling information. (steel recycling symbol))

AD-LV-07 Reg. U. S. Pat. & TM Office  
Questions? Comments? Call 800-558-5252 or Write Helen Johnson  
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