



U.S. ENVIRONMENTAL PROTECTION AGENCY  
 Office of Pesticide Programs  
 Antimicrobials Division (7510P)  
 1200 Pennsylvania Ave., N.W.  
 Washington, D.C. 20460

EPA Reg. Number:  
 4822-617

Date of Issuance:  
 8/2/19

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
 (under FIFRA, as amended)

Term of Issuance:  
 Unconditional

Name of Pesticide Product:  
 Seltzer

Name and Address of Registrant (include ZIP Code):

S.C. Johnson and Son, Inc.  
 1525 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 Antimicrobials 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 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 unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.
2. The data requirements for storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) are not satisfied. A one year study is required to satisfy these data requirements. You have 18 months from the date of registration to provide these data.

Signature of Approving Official:

Date:

8/2/19

Demson Fuller, Product Manager 32  
 Regulatory Management Branch I  
 Antimicrobials Division (7510P)

3. Make the following label changes before you release the product for shipment:

- Revise the EPA Registration Number to read, “EPA Reg. No. 4822-617.”

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 the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. 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) list 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. 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 Compliance.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 03/01/2019
- Alternate CSF 1 dated 03/01/2019
- Alternate CSF 1 dated 03/01/2019

Submit one copy of the revised final printed label for the record before you release the product for shipment.

If you have any questions, please contact Ben Chambliss by phone at (703) 308-08174, or via email at [chambliss.ben@epa.gov](mailto:chambliss.ben@epa.gov).

Sincerely,



Demson Fuller, Product Manager 32  
Regulatory Management Branch II  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

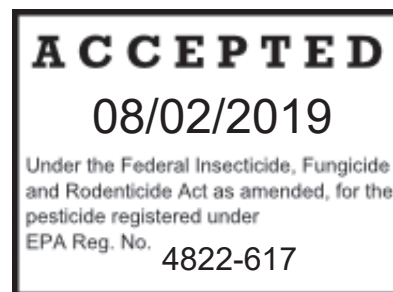
Enclosure

**EPA MASTER LABEL**

Seltzer

Alternate Brand Names:

Scrubbing Bubbles Bubbly Bleach Gel Toilet Bowl Disinfectant  
Scrubbing Bubbles Bubbly Bleach Gel Toilet Bowl Disinfectant Cleaner



**ACTIVE INGREDIENTS:**

Sodium Hypochlorite..... 2.4%

**OTHER INGREDIENTS:** ..... 97.6%

**TOTAL:**..... 100.0%

**KEEP OUT OF REACH OF CHILDREN**

**DANGER:** See (back) (inside) (panel for) additional precautionary statements (including first aid) (and complete use instructions) on back

Net Wt. XX

**DIRECTIONS FOR USE**

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

1. Lift the toilet seat
2. To remove the cap, squeeze the two side textured surfaces and unscrew completely.
3. (Add) (Direct) 10 ounces of liquid gel (product) under the rim and squeeze evenly around the bowl.
4. **TO DISINFECT AND CLEAN:** Allow to sit for at least 10 minutes.
5. Brush the entire bowl, then flush.
6. To close cap, turn to secure tightly until an audible click is heard.

**STORAGE AND DISPOSAL**

**PESTICIDE STORAGE:** Protect from freezing. Store in a cool, dry place that is inaccessible to children and pets.

**CONTAINER DISPOSAL:** Nonrefillable container. Do not reuse or refill this container. Wrap container and put in trash or offer for recycling if available. If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions.

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

**DANGER:** Corrosive. Causes skin burns and irreversible eye damage. Do not get on skin, in eyes or on clothing. Wear goggles, face shield or safety glasses. Wear long-sleeved shirt and long pants, socks, shoes, and waterproof or chemical-resistant gloves. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using restroom. Remove and wash contaminated clothing before reuse.

**NOTE TO PHYSICIAN:** Probable mucosal damage may contraindicate the use of gastric lavage.

EPA Reg. No. 4822-XXX

Seltzer  
ADR

#### **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. IF ON SKIN OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. 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. For additional information on this product including health concerns, medical emergencies or pesticide incidents, you may call 1-800-558-5252. You may also contact the poison control center at 1-800-222-1222 for emergency medical treatment information.

#### **PHYSICAL OR CHEMICAL HAZARDS**

Combustible. Do not store near heat or open flame. Do not use or store near any oxidizing or reducing agents. Never use or mix with other household cleaners as hazardous fumes may result.

Questions? Comments? Call 800-558-5252 or Write Helen Johnson

Sold by: ©[year] S.C. Johnson & Son, Inc., Racine, WI 53403-2236

U.S.A. All Rights Reserved

EPA Reg. No. 4822-xxx

EPA Est. No.

[website may be listed]

#### **[Optional Marketing Claims]**

[Note to Reviewer: "And" or "&" can be used interchangeably in the marketing sentences. Sentences may be joined using the word "and" or "or" or comma's. Exclamation marks may be used for emphasis. All claims containing the word "new" or "improved" will only be used for 6 months after the first retail production.]

[Note to reviewer: **Type** claims may be qualified by using the **Name** from the following list:]

| Type                 | Name  | ATCC         |
|----------------------|---|--------------|
| Bacteria             | <i>Staphylococcus aureus</i> (Staph)                                | ATCC 6538    |
|                      | <i>Salmonella enterica</i> (Salmonella)                             | ATCC 10708   |
|                      | <i>Pseudomonas aeruginosa</i> (Pseudomonas)                         | ATCC 15442   |
|                      | <i>Enterobacter aerogenes</i>                                       | ATCC 13048   |
|                      | <i>Escherichia coli</i> O157:H7 (E. coli)                           | ATCC 35150   |
|                      | Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA)           | ATCC 33592   |
|                      | <i>Enterococcus faecalis</i>  | ATCC 29212   |
|                      | <i>Proteus mirabilis</i>  | ATCC 9240    |
|                      | <i>Shigella flexneri</i> Serotype 1B                                | ATCC 9380    |
| Viruses              | Herpes Simplex Virus Type 1   | ATCC VR-733  |
|                      | Herpes Simplex Virus Type 2   | ATCC VR-734  |
|                      | Influenza A (H1N1) Virus (Influenza) (Flu)                          | ATCC VR-1469 |
|                      | Rotavirus (Strain WA)   | ATCC VR-2018 |
| Fungi<br>(Fungistat) | <i>Aspergillus niger</i>  | ATCC 6275    |
| Fungi<br>(Fungicide) | <i>Trichophyton interdigitale</i> (formerly <i>mentagrophytes</i> ) | ATCC 9533    |

[Note to Reviewer: Footnotes for symbols mentioned in label.]

[Information in brackets is notes to Reviewer]  
(Information in parenthesis is optional language)

\*(Bacteria)(10 minute contact time for disinfection)(:)( *Staphylococcus aureus* (Staph) (ATCC 6538) ), (*Salmonella enterica* (Salmonella) (ATCC 10708) ), (*Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442) ), (*Enterobacter aerogenes* (ATCC 13048) ), (*Escherichia coli* 0157:H7 (E. coli) (ATCC 35150) ), (Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592) ), (*Enterococcus faecalis* (ATCC 29212) ), (*Proteus mirabilis* (ATCC 9240), (*Shigella flexneri* Serotype 1B (ATCC 9380) )

^(Viruses)(10 minute contact time for disinfection)(:)( Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Rotavirus (Strain WA) (R-2018)

‡ (Germs)(10 minute contact time for disinfection)(:)( *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (E. coli) (ATCC 35150), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592), Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA)

<sup>(∞)</sup>(Fungi)(:)( *Trichophyton interdigitale* (ATCC 9533), (*Aspergillus niger*) (ATCC 6275)

## Disinfecting claims:

- Antibacterial\* (Disinfecting) (Action) formula
- Antimicrobial (Bactericidal) (Bactericide) (Disinfectant) (Disinfects) (Germicidal<sup>‡</sup>) (Virucidal<sup>^</sup>) (Fungicidal<sup>∞</sup>)
- Bacteria-fighting\* (germ-fighting<sup>‡</sup>) (Virus-fighting<sup>^</sup>) Formula
- Cleans (Brightens) (Deodorizes) (Disinfects) with bleach
- Destroys (Powers Through) (Removes) (Eliminates) mold stains (and) (&) mildew stains
- Disinfects (Deodorizes) (against odor-causing) (bacteria\*) (germs<sup>‡</sup>)
- Get (Make) your toilet clean with Scrubbing Bubbles<sup>®</sup> Bubbly Bleach Gel Toilet Bowl (Cleaner) (Disinfectant), and keep it fresh (clean) with Scrubbing Bubbles<sup>®</sup> Toilet (Cleaning) (Fresh) Fresh Gel (Stamp)
- Helps Prevent (Controls) (Inhibits) Mold & Mildew
- Kills 99.9% of bacteria\*, virus<sup>^</sup> and mold fungi<sup>∞</sup>
- A bleach product for toilet cleaning and disinfecting
- Bleach disinfects and whitens your toilet bowl
- Bleach Toilet Disinfectant (Cleaner)
- Brightens as it cleans (disinfects)
- Cleans (disinfects) above and below the waterline
- Cleans as it disinfects
- Disinfecting Bleach
- Disinfects (cleans) toilet (bowl) surfaces
- Disinfects (cleans) your toilet (bowl)
- Disinfects against (Kills) toilet bacteria\* (germs<sup>‡</sup>)
- Disinfects and deodorizes by killing (toilet) germs<sup>‡</sup> and controlling their odors
- Disinfects and deodorizes by killing bathroom germs<sup>‡</sup>
- Disinfects in hard to reach areas (like) (under the rim) (into the 'S' bend)
- Disinfects toilets (bidets) (urinals)
- Disinfects under the rim
- Easily and effectively disinfects toilet bowls (urinals)
- Great for everyday cleaning (deodorizing) (disinfecting) (Home) disinfectant toilet bowl cleaner
- Kills (99.9% of) viruses<sup>^</sup> and bacteria\*
- Kills (the) most germs<sup>‡</sup>
- Kills bacteria\*
- Kills germs<sup>‡</sup>
- Kills 99.9% of (household) bacteria\* (germs<sup>‡</sup>) (with bleach)
- Kills 99.9% of bacteria\*, virus<sup>^</sup> and mold fungi<sup>∞</sup>
- Kills Mold & Mildew
- Kills (odor-causing) bacteria\*
- Kills the bacteria\* that cause bad odors
- Leaves toilet sparkling clean and disinfected
- Reaches hidden germs<sup>‡</sup> and grime under the rim
- Removes Odors by killing odor-causing bacteria\*

**Cleaning Claims:**

- Deodorizes and has (leaves) a clean (fresh) scent (fragrance)
- (Has the) (Cleaning) Power of Bleach
- Keeps (Leaves) the (your) toilet (bowl) bleach-clean
- (Manual) (Bleach) Toilet Bowl Cleaner
- (The new) Scrubbing Bubbles Foaming Bleach Gel Toilet (Bowl) Cleaner combines the power of bleach and the cleaning action of foaming bubbles in just one product
- Active Foam (Bubbles) (Cleans) (Freshens)
- An effective cleaner for use in the toilet
- Basic Bleach meets hardworking bubbles
- Brightens (Whitens) (as it cleans) (your Bowl)
- Brightens (whitens) and removes (dirt) stains
- Cleaning Foam (Bubbles)
- Cleans (deodorizes) (and freshens) (your toilet bowl) (with the power of bleach)
- Cleans and deodorizes the toilet bowl
- Contains (a powerful) cleaner(s) (plus bleach)
- Designed to clean under the rim
- Effectiveness of bleach with a clean, fresh scent
- Foams and Freshens
- For a (super) (thoroughly) clean (bright) (shiny) (white) toilet bowl (surface)
- For a hardworking bleach clean
- Freshens (toilet bowl)
- Hard working bubbles lift away dirt and grime as you brush
- Helps keep the (your) toilet (bowl) fresh and clean
- Leaves the (your) Toilet (bowl) (sparkling) clean (sanitary)
- Leaves a sanitary clean and fresh toilet
- Make (Get) it Clean, keep it Fresh (Clean)
- Specially designed neck makes it easy to clean under the rim
- The power of bleach (+) (plus) foam smells like (a Rainshower) (Citrus) (Lavender)
- Whitening Bleach
- Whitens (with the power of bleach)
- You can get it clean with (New) (Scrubbing Bubbles®) Bubbly Bleach, and keep it fresh with (Scrubbing Bubbles®) (Toilet) (Fresh) Gel

**Miscellaneous Marketing claims:**

- Easy (Extended) Reach Neck (for) (Under the Rim)
- We work hard so you don't have to (TM or ®)
- See the Foam. Smell the Difference
- Complete (full) (total) toilet bowl coverage
- Easy to use
- Fresh (Lavender) (Rainshower) (Tropical Sunshine) ) (Citrus) Scent
- Floral Fusion
- Tropical Sunshine
- Fierce Fresh
- (Dazzling Petals)



- Lavender
- Citrus
- Rainshower
- Pleasant Fragrance
- Thick (Gel) Formula
- Will not harm (safe for) plumbing or septic systems
- Coats the entire bowl
- (Easy to) (Easily) reach under the rim
- Value (bonus) Pack
- Twin (2) Pack
- Triple (3) Pack
- X Uses (per) (pack) (bottle)
- S.C. Johnson (& Son) (A Family Company) (At Work for a Better World) (Wax)(since 1886) (Fisk Johnson [signature])
- Peel (remove) (tear) label (sticker) (coupon) (here) for complete use directions
- Peel (remove) (tear) label (sticker) (coupon) (here) for complete use directions and precautionary statements
- Peel (remove) (tear) label (sticker) (coupon) (here) before use

## Graphics



[Information in brackets is notes to Reviewer]  
(Information in parenthesis is optional language)

