

5813-24

12-17-2007

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

Washington, D.C. 20460



December 17, 2007

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

J. Evelyn Lawson
The Clorox Company
c/o PS&RC
P.O. Box 493
Pleasanton, CA 94566-0803

Subject: Tilex
EPA Registration No. 5813-24
Application Date: November 16, 2007
Receipt Date: November 19, 2007

Dear Ms. Lawson:

This acknowledges receipt of your notification, submitted under the provision of PR Notice 98-10, FIFRA section 3(c)9.

Proposed Notification

- Addition of alternate Establishment Number
- Addition of street address
- Addition of marketing text relating to foaming trigger

General Comments

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

The notification application is acceptable and a copy has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact me at (703) 308-6345.

Sincerely,

Wanda Y. Henson
Product Reviewer (32)
Regulatory Management Branch II
Antimicrobials Division (7510P)

CONCURRENCES							
SYMBOL	E. Berg						
URNAME	7510P						
DATE	12/17/07						



United States
Environmental Protection Agency
Washington, DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier Number

EL0164

Application for Pesticide - Section I

1. Company/Product Number 5813-24	2. EPA Product Manager Emily Mitchell	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Tilex®	PM# 32	
5. Name and Address of Applicant (Include ZIP Code) The Clorox Company c/o PS&RC; P. O. Box 493 Pleasanton, CA 94566-0803 <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"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

We are adding the street address, one EPA Est. No., and non-mandatory cleaning claims related to our new foaming trigger. See cover letter for details. 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.

Section - III

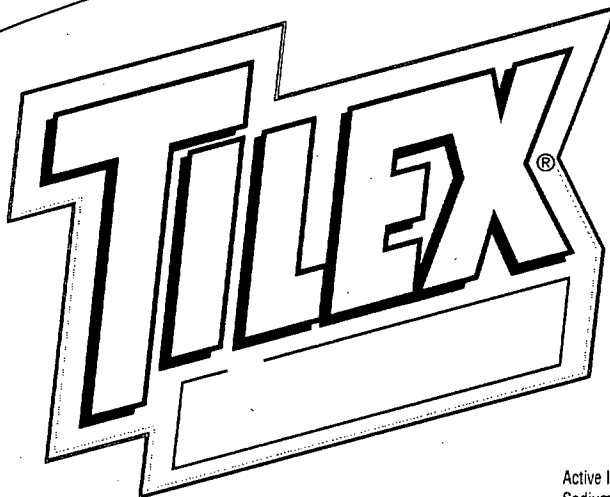
1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____		
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/>	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input type="checkbox"/> Other _____			

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name J. Evelyn Lawson	Title Senior Regulatory Information Scientist	Telephone No. (Include Area Code) (925) 425-6842
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 statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature <i>J. Evelyn Lawson</i>	3. Title Senior Regulatory Information Scientist	
4. Typed Name J. Evelyn Lawson	5. Date November 16, 2007	

Note: **Bold, Italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]
Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 05813-24 Tilex Page 1 of 4



KEEP OUT OF REACH OF CHILDREN.

WARNING: Eye irritant. Use only in well ventilated areas.

SEE BACK LABEL -or- PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS.

Active Ingredient:
 Sodium Hypochlorite 2.40%
 Other Ingredients: 97.60%
 Total: 100.00%

(Yields 2.28% available chlorine)

NET WT _____

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

WARNING: Causes substantial but temporary eye injury and can irritate skin. For sensitive skin or prolonged use, wear gloves. Do not get in eyes or on clothing. Vapors may irritate. Use only in well ventilated areas. Avoid prolonged breathing of vapors. **Not recommended for use by persons with heart conditions or chronic respiratory problems such as asthma, emphysema or obstructive lung disease.** (*this statement will appear in color*) Due to irritating nature, may be harmful if swallowed.

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 eyes. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. **IF INHALED:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glassful of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person. Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

PHYSICAL AND CHEMICAL HAZARDS: This product contains bleach. Do not use or mix this product with other household chemicals such as products containing ammonia, toilet bowl cleaners, rust removers, vinegar or acid. To do so will release hazardous gases.

STORAGE AND DISPOSAL: Store this product in a cool [dry] area [away from direct sunlight and heat] to avoid deterioration. Do not reuse empty container. -or- Refill only with this product. Offer empty container for recycling. If recycling is not available, discard container in trash.

Contains No Phosphorus. [Best If Used By Date Below:]
 EPA Reg. No. 5813-24, EPA Est. No. 5813-CA-3, CA-4, CA-5, GA-1, OH-1, PR-1,
 71106-GA-1, GA-2, 71681-IL-1, IL-2, GA-1, 82427-GA-1
 (Actual EPA Est. No. in code below) U.S. Patent Pending



Questions or comments[?]: [Call toll free] 1-800-227-1860 (*in the US*)
 -or- (787) 641-4943 (*in Puerto Rico*) [or visit www.tilex.com].
 Mfd. for & © 2007 The Clorox Company, 1221 Broadway, Oakland, California 94612
 [and Dist. by & © XXXX Clorox Commercial Company, [Ave. Chardon, #350,
 Torre Chardon, Suite 320,] San Juan, PR 00918]. (*bracketed text for Puerto Rico only*)
 Made in USA -or- Made in Puerto Rico

R1239-15.1

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EPA Reg. No. 05813-24 Tilex Page 2 of 4



AVOID PROLONGED BREATHING OF VAPOR

Use in well ventilated areas. Open windows and turn on fans before use. If the vapors bother you, leave the room while this product is working. For sensitive skin or prolonged use, wear gloves. Do not mix with Tilex® Soap Scum Remover -or- Tilex® Soap Scum and Bathroom Cleaner -or- Lestoil® Baño.

[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

- | Remove | Pour | Use | -or- |
|---|--|---|---|
| 1. Remove trigger sprayer -or- cap from empty bottle. | 2. Unscrew cap on refill and pour contents directly into empty bottle. | 3. Replace trigger sprayer and use as you normally would. | [Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle. |

DIRECTIONS FOR USE

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

HOUSEHOLD USE:

For non-foaming trigger:

TO REMOVE MILDEW STAINS: Turn sprayer nozzle to SPRAY position. Spray, wait until stains disappear and rinse. Heavy mildew buildup may require longer contact time, or two cleanings.

For foaming trigger:

TO REMOVE MILDEW STAINS: Turn nozzle to FOAM position. Spray 6-8 inches from surface until surface is thoroughly covered. Allow foam to deeply penetrate mildew and problem areas. Wipe with a wet sponge or cloth, and rinse. Heavy mildew buildup may require longer contact time, or two cleanings. If excess foam dries on nozzle, rinse with warm water.

For both the foaming and non-foaming triggers:

TO DISINFECT AND KILL MOLD & MILDEW ON HARD, NONPOROUS SURFACES such as glazed ceramic tile: Spray surface until thoroughly wet, let stand 5 minutes, and rinse.

TO KILL MOLD & MILDEW ON HARD, POROUS SURFACES such as grout and cement: Spray surface until thoroughly wet, let stand 10 minutes, and rinse. [Repeat application.]

TO CLEAN SOAP SCUM: Spray, wait a few minutes, wipe with sponge. Heavy soap scum or mildew buildup may need two cleanings. This product may not be able to remove soap scum and mildew embedded in hard water deposits, old grout or silicone caulking. **FOR SOAP SCUM PROBLEMS:** Use Tilex® Soap Scum Remover or Tilex® Soap Scum and Bathroom Cleaner.

Works on grout, [bath]tubs, toilets, fiberglass, shower doors, vinyl curtains, counters -or- countertops, sinks, glass, plastic, glazed ceramic tile, unglazed ceramic tile, no-wax floors, basement floors, windowsills, refrigerator seals, and under the sink. Rinse immediately after use on rubber, plastic and vinyl. Avoid prolonged contact with metal and old porcelain as this product can react with these materials and leave a "rusty" stain. Do not use on wood or painted surfaces unless you plan to refinish or repaint them. This product may not be able to remove mildew embedded in hard water deposits, old grout or silicone caulking. Avoid contact with aluminum, clothes, fabric, carpet or paper surfaces as they will discolor. **BIG JOBS:** Tilex can effectively clean many household surfaces. For convenience, use the turret top or refill your Tilex sprayer bottle.

WHERE TO USE:



TO CLEAN AND DISINFECT TOILET BOWLS:

Flush toilet and add 1 cup Tilex to bowl. Brush to thoroughly wet all surfaces including under rim. Let stand 5 minutes before flushing.



FLOORS: Mop washable floors including no-wax floors, linoleum, vinyl and ceramic tile with 1 cup Tilex per gallon of warm water. Rinse for best shine.

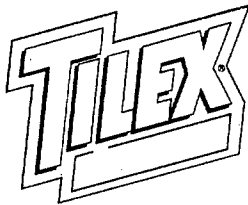


CEMENT POOL AREAS: Apply liberally (full strength) and rinse. **VINYL AND PLASTIC OUTDOOR FURNITURE:** Sponge on full strength and rinse immediately.

R1239-15.1

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EPA Reg. No. 05813-24 Tilex Page 3 of 4



Cleaning/Miscellaneous Claims

• New (!) to be used as a claim descriptor only for the first 6 months of product on shelf

- 2-in-1 trigger [option]
- [40oz.] [44oz.] for the 32oz. price!
- Bathrooms, sinks and faucets and floor areas
- Attacking Foam
- Brilliantly cleans [tile, grout, surfaces] before your eyes[!]
- Brilliantly whitens [tile, grout, surfaces] before your eyes[!]
- Brilliantly whitens [tile, grout, surfaces] for an intense clean[!]
- Check out the new price!
- Clinging Foam
- Commercial solutions
- Contains bleach
- [Deep Penetrating Foam]
- [Deep] [Penetrating] Foam clings to mildew stains
- [Deep] [Penetrating] Foam provides [great] control to reach mildew stains even in cracks -and/or- crevices -and/or- corners
- Dual Action Trigger
- Dual Action Trigger provides spray and foam options -or- settings
- Dual Action Trigger provides spray for [broad] coverage and foam for control
- [Economy -or- Convenient] refill
- Economy size
- Extreme Foam
- [Foam] attacks [mildew stains] deep down
- Foam holds -or- stays [long(er)] on tough mildew stains
- Foam Sticks to Mildew Stain[s]
- Foam option -or- setting
- Foam or spray
- Foaming action attacks [mildew stains] deep down [for a powerful clean]
- Foaming Action for a Powerful Clean
- Foaming trigger [option -or- setting] for a deep clean
- Foaming trigger for control
- Just spray and wipe; no scrubbing required!
- Lavender Scent
- Learn more at [Tilex.com] [CleanFreak.com]
- [proudtobeacleanfreak.com] [friendsofclean.com]
- [proudtoclean.com]
- Lemon Fresh Fragrance
- Lemon Fresh [scent]
- Leaves no residue
- Low price [compared to our previous 32 oz. price]!
- Mama's got the magic of Clorox™
- New -and/or- Improved] Thicker Foam
- [Now] choose Foam or Spray
- Powerful Cleaning Foam
- Sudsing -or- foaming action
- [Now] available in [this -or- a] convenient refill so you can reuse your trigger
- [Over] [*insert %*] more for the same price [as the 32 oz.]
- Plus [with] Clorox® Bleach
- Pool and outdoor areas
- Same [great] [Tilex] performance, [*insert %*] lower price [compared to our previous price]!
- Same [great] [Tilex] performance, now [*insert %*] cheaper [compared to our previous price]!
- Same [great] [Tilex] performance, now better value [compared to our previous price]!
- See it and believe it
- See the difference [Tilex makes]
- Thick Foam
- Two Ways to Clean
- [Value] [multi] [twin] pack
- Watch Tilex clean
- With bleach

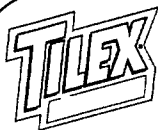
[For upsized from 24 to 30 fl oz]

- Bonus! Now 33% More

R1239-15.1

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EPA Reg. No. 05813-24 Tilex Page 4 of 4

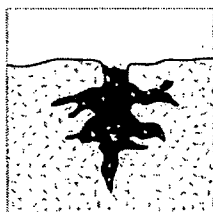


Pesticidal Claims

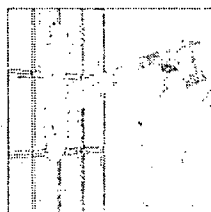
- Destroys mold and mildew in [just] 5 minutes
- Destroys mold, mildew and bacteria [in just 5 minutes]
- Disinfects as it cleans big jobs
- Disinfects as it kills [destroys] [eliminates] [wipes out] [removes] mildew
- Disinfects as it kills [destroys] [eliminates] common household mold, mildew and bacteria
- Disinfects with bleach
- Easily removes mildew, mold and bacteria from grout and also quickly destroys and kills them in hard-to-clean areas such as caulking, corners and crevices, without scrubbing
- Easily removes tough mildew and mold from grout
- Eliminates mold and mildew in [just] 5 minutes
- Eliminates mold, mildew and bacteria [in just 5 minutes]
- Even mold isn't too tough for Tilex!
- Get rid of mold
- Got Mold? Kill [Destroy] [Eliminate] [Wipe out] [Remove] it with Tilex!
- Kills [Destroys] [Eliminates] [Wipes out] [Removes] mold, mildew and bacteria as it cleans
- Kills [Destroys] [Eliminates] [Wipes out] [Removes] visible mold
- Kills [Destroys] [Eliminates] 99.9% of household molds
- Kills [Destroys] [Eliminates] 99.9% of household molds and mildew in just 5 minutes
- Kills [Destroys] [Eliminates] and removes mold and mildew
- Kills [Destroys] [Eliminates] mildew without scrubbing
- Kills [Destroys] [Eliminates] mold and mildew
- Kills [Destroys] [Eliminates] tough mildew without scrubbing
- Kills [Destroys] [Eliminates] tough mold and mildew without scrubbing
- Kills [Destroys] [Eliminates] tough mold, mildew and bacteria in just 5 minutes
- Kills [Eliminates] and destroys mold and mildew
- Kills mold and mildew in [just] 5 minutes
- Kills mold, mildew and bacteria [in just 5 minutes]
- Kills most common household molds
- Lifts off and cleans soap scum to penetrate, kill and destroy mold, mildew and bacteria
- Mold is alive. Kill [Destroy] [Eliminate] [Wipe out] [Remove] it with Tilex!
- Mold Killer!
- Not only destroys mold and mildew, but also destroys and removes the mold spores
- Not only eliminates mold and mildew, but also destroys and removes the mold spores
- Not only kills mold and mildew, but also destroys and removes the mold spores
- Penetrates to eliminate and destroy tough mold, mildew and bacteria at its source
- Penetrates to kill and destroy tough mold, mildew and bacteria at its source
- Proven to kill most common household molds!
- This product kills *Staphylococcus aureus* (Staph) [ATCC 6538], *Streptococcus pyogenes* (Strep) [ATCC 9342], *Trichophyton mentagrophytes* (Athlete's Foot Fungus) [ATCC 9533], *Aspergillus niger* (mildew) [ATCC 6275] -or- [ATCC 16404], *Salmonella choleraesuis* -or- *Salmonella enterica* (Salmonella) [ATCC 10708], *Pseudomonas aeruginosa* (Pseudomonas) [ATCC 15442], *Penicillium chrysogenum* (Penicillium) [ATCC 10106], *Alternaria alternata* [ATCC 6663], *Cladosporium herbarum* [ATCC 28987], *Mucor bainieri* [ATCC 42642]
- Tilex doesn't just clean [the] stains, it kills [destroys] [eliminates] [wipes out] [removes] [the] mold!
- Watch mold disappear before your eyes
- Works [Kills mold] on all [hard, porous and nonporous] bathroom surfaces
- You've got mold. Kill [Destroy] [Eliminate] [Wipe out] [Remove] it with Tilex.

For use with Formula A07 and foaming trigger:

- Attacks mildew at its roots
- Gets into and eliminates mildew even in hard to clean places – without scrubbing
- Kills mold and mildew at its roots
- Kills mold and mildew in hard to clean areas [places] [such as caulking, corners, crevices, cracks]
- Penetrates to kill and destroy tough mold, mildew and bacteria at its source
- Penetrates to kill mildew in hard to clean places
- [Seeks out and] kills mildew at its roots
- [Seeks out and] kills mildew even in hard to clean places
- This product has a penetrating foam that seeks out and kills mildew even in tile grout, caulking and corners
- This product penetrates deep beneath the surface
- With [Deep] [Penetrating] Foam



Mildew grows deep in cracks.



Foam penetrates deep to [kill] [get] mildew at its roots.

