

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY WASHINGTON, DC 20460

JUN 28 2010

OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

Elisa Estremera-Pasky Regulatory Scientist The Clorox Company c/o PS&RC P.O. Box 493 Pleasonton, CA 94566-0803

FILE COPY

Subject: Tilex

EPA Reg. No. 5813-24

Application Dated: June 1, 2010 Receipt Date: June 2, 2010

Dear Ms. Estremera-Pasky:

The following notification submitted in connection with registration under the provisions of PR Notice 98-10, Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) section 3(c)9 is acceptable.

Proposed Notification:

- Changes in packaging and related labeling statements, to add alternate trigger spray/packaging related instructions
- Use of symbols and graphics, to add icons and packaging related instructions
- Other revisions, including bracketing non-mandatory available chlorine
- Where the product is made, with respect to the abbreviation for California

Comments:

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

This application for notification to revise the product label, as referenced above, is acceptable. A copy has been placed in our records for future reference.

Should you have any questions or comments concerning this letter, please contact me at <u>Henson.Wanda@epa.gov</u> or call (703) 308-6345.

Sincerely,

Wanda Henson

Acting Product Manager (32)
Regulatory Management Branch II

Antimicrobials Division (7510P)

						. 2
Please read instructions on reverse before of leting Unit Environmental P Weshingt			Registration Amendment Other		O. Approval expires 2-28 OPP Identifier Number EE0070	
Ar	pplication	on for Pesticide - Se	ction	ı		
1. Company/Product Number 5813-24	2. EPA Product Manager Wanda Henson (acting)			3. Proposed Classification None 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 Check if this is a new address		l -	t is sim	nilar or ident	ical in co	FIFRA Section 3(c)(3) mposition and labeling
		Section - II				
Resubmission in response to Agency letter da Notification - Explain below. Explanation: Use additional page(s) if necessary. Notification of non-mandatory labeling changes per PR This notification is consistent with the provisions of PR I labeling or the confidential statement of formula of this page. I further understand that if this notification is not of FIFRA and I may be subject to enforcement action and	(For section Notice 98-1 Notice 98-10 product. I un consistent w	0. We enclose 1 marked-up ar 0 and EPA regulations at 40 CF anderstand that it is a violation of ith the terms of PR Notice 98-1	xplain board 5 clear R 152.46	ation. elow. In labels. See 3, and no othe C. § 1001 to w	er changes villfully mak	have been made to the e any false statement to
		Section - III				
1. Material This Product Will Be Packaged In:	,					
	Yes No. per		er Soluble Packaging Yes No No Yes" No. per kage wgt Container		Container Metal Plastic Glass Paper Other (5	r Specify)
3. Location of Net Contents Information 4. Size(s) Ref		tail Container	5. Lo	ocation of Label Directions		
6. Manner in Which Label is Affixed to Product	Lithog Paper Stenci	raph Ot glued iled	her			
		Section - IV				
1. Contact Point (Complete items directly below for it	identificatio	on of individual to be contacte	d, if nec	essary, to pr	ocess this	application.)
Name J. Evelyn Lawson		Title Senior Regulatory Information Scientis				
I certify that the statements I have made on thi I acknowledge that any knowlingly false or mis both under applicable law. 2. Signature 8. 9 9 9	sleading sta	all attachments thereto are t				6. Date Application Received (Stamped)

Regulatory Scientist

June 1, 2010

5. Date

Elisa Estremera-Pasky

4. Typed Name

17



June 1, 2010

Ms. Wanda Henson, Product Manager 32 (Acting) U.S. Environmental Protection Agency Document Processing Desk (NOTIF) Office of Pesticide Programs -7504P One Potomac Yard 2777 S. Crystal Drive Arlington, VA 22202

Subject:

Tilex®, EPA Reg. No. 5813-24

Notification OPP EE0070

Dear Ms. Henson:

The Clorox Company is submitting the revised label to add and modify non-mandatory label text. This notification application packet contains the following:

- ✓ Form 8570-1, Application for Pesticide Registration (OPP EE0070)
- ✓ Revised labeling 1 strike-out label and 5 clean label copies
- ✓ Strike-out label number is R1239190; clean copy label number is R1239191

We are submitting the label by notification, per PR Notice 98-10 sections:

- II. E. Changes in Packaging and Related Labeling Statements; to add alternate trigger spray/packaging related instructions.
- II. H. Use of Symbols and Graphics; to add icons and packaging related instructions.
- II. N. Other Revisions; including bracketing non-mandatory available chlorine statement.
- IV. F. 5. Where product is made; with respect to the abbreviation for California.

Thank you for your help in the timely review of this application. If you have any questions, please call me at (925) 425-6199, or J. Evelyn Lawson at (925) 425-6842.

Sincerely,

Elisa Estremera-Pasky

Regulatory Scientist The Clorox Company

Email: CTCPSERC@Clorox.com

Olim Istramen-Poshy

c/o PS&RC P.O. Box 493 Pleasanton, CA 94566-0803

(925) 425-6199 Fax: (925) 425-4496



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.

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, 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].

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1221 Broadway, Oakland, CA 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

,___



[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)

[Refill only with this product]

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

Remove

1. Remove trigger sprayer -or- cap [from empty bottle]

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

Use

3. Replace trigger sprayer [and use as you normally would].

-or-

[Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle.





To refill: Turn trigger on spray bottle [1/8th turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning tube on trigger with [opening] [tube] inside bottle and turn clockwise [while pushing down] [-and/or- push [sprayer] straight down [until it clicks] [-and/or- locks into place]].

- When almost empty, -or- To spray every drop, tilt bottle downward -or- at a downward angle [while spraying].
- [To foam (close screen on nozzle) or spray (open screen on nozzle)].

Residential/Household uses (16 fl oz, 32 fl oz RTU spray) STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. [Please] recycle empty container or discard in trash.

Residential/Household uses (64 fl oz direct application/dilutable non-spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not refill or reuse this container. [Please] recycle empty container or discard in trash.

Professional/Institutional uses (32 fl oz RTU spray) STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. [Please] recycle empty container or discard in trash.

Professional/Institutional uses (64 fl oz, 128 fl oz direct application/dilutable non-spray) STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not refill or reuse this container. [Triple rinse promptly, then] [please] recycle empty container or discard in trash.



DIRECTIONS FOR USE

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

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:

Remove

1. Remove trigger sprayer -or- cap from empty bottle.

To Refill [Spray Bottles]:

Pour

2. Unscrew cap on refill and pour contents directly into empty bottle.

lise

3. Replace trigger sprayer and use as you normally would.

-or-

[Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle.

DIRECTIONS FOR USE continued

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 -or- FOAM-SPRAY -or- [For tough jobs,] turn nozzle to FOAM-STREAM [position] (*trigger has "foam-stream" and "foam-spray" listed on the nozzle*). 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 or Tilex 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.



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

immediately.

Cleaning/Miscellaneous Claims

- New [and -or- & Improved][!] 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!
- All-Spray -or- Easy Spray -or-Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] (Technology)
- Attacking Foam
- · Bathrooms, sinks and faucets and floor areas
- [Be] [Get] Refill Smart[™] [!]
- · Bleaches away stains
- 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!
- Cheaper than [two] [2] 32 fl oz trigger[s] [sprays]*
- · Clinging Foam
- · Commercial solutions
- · Contains bleach
- Cut's through -and/or- [starts to] dissolve[s] soap scum [on bathroom surfaces]
- [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
- Dissolves[s] soap scum -and/or- [other] tough [bathroom] soils -and/or- stains
- 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
- Easy Drop Delivery
- [Economy -or- Convenient] refill
- · Economy size
- Extreme Foam
- Fills -or- equal to [two] [2] 32 fl oz trigger[s] [sprays]§
- [Foam] attacks [mildew stains] deep down
- Foam holds -or- stays [long[er]] on tough mildew stains
- [Foam] penetrates soap scum -or- grime [and bleaches away 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
- Get -or- Spray Every Drop[!]
- Just spray and wipe; no scrubbing required!
- Last Drop Access
- 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™
- More Savings, Less Waste[!]‡‡
- New -and/or- [Improved] Thicker Foam
- · No Waste -or-Wasteless Bottle
- [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
- Powers through soap scum -and/or- grime[!]
- 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]!
- · Saves a shopping triptt
- · See it and believe it
- See the difference [Tilex makes]
- Six -or- 6 month supply[!]++
- Smart Tube[®][™] Technology
- · Thick Foam
- Two Ways to Clean
- Up to [a] 30% [discount] [cheaper] [free][!]*
- [Use as a] [Pourable] refill for this product -and/or- [multi-surface]
- [Value] [Economy] [Budget] size -or- refill
- [Value] [multi] [twin] pack
- · Watch Tilex clean
- · With bleach
 - * [when compared to] [vs.] 32 fl oz Tilex® trigger [spray] in most stores, based on average retail price -and/or-volume
- †† [when compared to] [vs.] purchasing one 32 fl oz Tilex® trigger spray
- ## 40% less plastic [when compared to] [vs.] [in comparison to] two -or- 2 32 fl oz Tilex® trigger sprays
- § of this product



Pesticidal Claims

- . Destroys mold and mildew in fiust 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 finst1.5 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 CA-MRSA**
- 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 Killert
- 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], Community Associated Methicillin resistant Staphylococcus aureus [CA-MRSA**] [NARSA NRS123] [Genotype USA 400] -or- CA-MRSA**, Community Associated Methicillin resistant Staphylococcus aureus [CA-MRSA**] [NARSA NRS384] [Genotype USA 300], Escherichia coli 0157:H7 [ATCC 35150], ESBL (Extended Spectrum Beta Lactamase) producing Escherichia coli (ESBL producing E. coli) IATCC BAA-1961
- Tilex doesn't just clean [the] stains, it kills [destroys] [eliminates] [wipes out] [removes] [the] mold!
- Works [Kills mold] on all [hard, porous and nonporous] bathroom surfaces
- You've got mold. Kill [Destroy] [Eliminate] [Wipe out] [Remove] it with Tilex.
- **Community Associated Methicillin Resistant Staphylococcus aureus

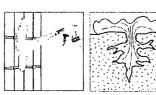
For use with Formula A07 and foaming trigger:

- · 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]



Mildew grows deep in 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
- This product has a penetrating foam that seeks out and kills mildew even in tile grout, caulking and corners
- · With [Deep] [Penetrating] Foam



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