

PM 32

5813-51

12-9-97

1046

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

DEC - 9 1997

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

Subject: Ultra Clorox Brand Fresh Scent Bleach
EPA Registration No. 5813-51
Notification Per PR-Notice 95-2

Dear Ms. Lawson:


This will acknowledge receipt of your notification, for label revisions, submitted under the provisions of FIFRA section 3 © 9. Based on a review of the submitted material, the following comments apply.

The application to substitute "this product" or "bleach" for the products name, add marketing claims, simplify laundry use instructions and add "Authorized for use in federally inspected meat and poultry plants" is acceptable. This notification has been made a part of the records for this file.

Sincerely,

Wanda Y. Mitchell
Notification Coordinator
Regulatory Management Branch II
Antimicrobials Division (7510W)

CONCURRENCES							
SYMBOL	7510W						
SURNAME	Mitchell						
DATE	12-9-97						

	United States Environmental Protection Agency Washington, DC 20460	Registration Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number 254226
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Application for Pesticide - Section I

1. Company/Product Number 5813-51	2. EPA Product Manager Robert Brennis (acting)	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Ultra Clorox Brand Fresh Scent Bleach	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

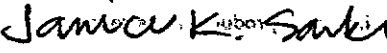
<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.) Notification of non-mandatory label text... Changes are underlined and are as follows: We added first aid for eyes and skin to p. 1. We added marketing claims (p. 2). We simplified laundry use instructions (p. 3; text already on label in previous paragraphs). We added "Authorized by USDA for use in federally inspected meat and poultry plants" (p. 4). We substituted "this product" for the product's name (p. 4). A copy of the label is enclosed.

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	If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container	<input 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		4. Size(s) Retail Container		5. Location of Label Directions	
<input type="checkbox"/> Label <input type="checkbox"/> Container				<input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
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 Regulatory Compliance Specialist	Telephone No. (Include Area Code) (510) 847-6842
2. Signature 		3. Title Senior Regulatory Scientist
4. Typed Name Janice K. Saiki		5. Date 11/20/97
6. Date Application Received (Stamped) (Stamp area)		
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.		

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for front or back

CONCENTRATED

Contains 25% More Laundry Uses (than Original Fresh Scent -or- Fresh Scent Clorox Bleach)
• Use 3/4 Cup

Active Ingredient:

Sodium Hypochlorite	6.0%
Inert Ingredients	94.0%
Total	100.0%

(Yields 5.7% available chlorine)
Contains no phosphorus



KEEP OUT OF REACH OF CHILDREN

DANGER:

FIRST AID -or- STATEMENT OF PRACTICAL TREATMENT: IF IN EYES:
rinse with plenty of water for 15 minutes. Get prompt medical attention.
IF IN CONTACT WITH SKIN: wash skin thoroughly with water.
See back panel for additional precautionary statements.

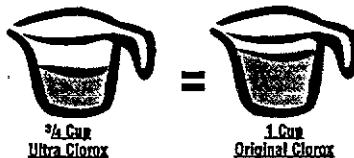
NET CONTENTS _____

R-10127-2

for front or back

- **New Formula!**
- **Removes/Eliminates Odors**
- **More Bleaching Power**
- **Removes Stains**
- **Deodorizes**
- **Disinfects**
- **Kills Germs**
- **Kills Bacteria**
- **Sanitizes**
- **Bleaches Out Tough Stains**
- **Whitens [and Removes Stains]**
- **Safe For Most Color-Fast Washables**
- **Eliminates Odors**
- **Boosts Cold Water Cleaning Power**
- **Disinfects and Deodorizes by Killing [Most] Germs and Their Odors**
- **Ultra Clorox Brand Fresh Scent Bleach For a Cleaner, Fresher, Laundry and Household**
- **Germicidal/Germicide**
- **Tuberculocidal/Tuberculocide**
- **Fungicidal/Fungicide**
- **Virucidal/Virucide**
- **Easier to handle, pour and store [than original Fresh Scent Clorox Bleach]**
- **Unbeatable whitening**
- **Use [25%] less [than original Fresh Scent Clorox Bleach for unbeatable whitening]**
- **Value size -or- pack**
- **Family size -or- pack**
- **Giant size -or- pack**
- **King size -or- pack**
- **Super-sized -or- pack**
- **Bigger value pack**

- **25% more washes -or- wash loads -or- uses [than original Fresh Scent Clorox Bleach]**
- **Cleans and disinfects**
- **For institutional use**
- **Use [25%] less [than original Fresh Scent Clorox Bleach]**
- **[Still safe for all your bleachable wash loads]**
- **[Fresh Scent] Clorox Bleach goes Ultra**
- **Ultra Clorox Brand Fresh Scent Bleach is unbeatable**



- **For use in High-Efficiency washing machines**
- **More concentrated [than original Fresh Scent Clorox Bleach]**
- **Free measuring cup inside with this purchase of Ultra Clorox Brand Fresh Scent Bleach**
- **Now 64 instead of 48 wash loads [compared to original Fresh Scent Clorox Bleach]**
- **Now 16 more wash loads [than original Fresh Scent Clorox Bleach]**
- **More value [than original Fresh Scent Clorox Bleach]**
- **Whitens whites**
- **Smaller is better**
- **Not for [individual] resale**
- **Free measuring cup inside with this purchase of Ultra Clorox Brand Fresh Scent Bleach**

New Ultra Clorox Brand Fresh Scent Bleach

- **New Formula: Just 3/4 cup provides the same whitening and cleaning benefit as 1 cup of original Fresh Scent Clorox Bleach**
- **Smaller bottle is easier to handle, pour and store [than original Fresh Scent Clorox Bleach]**
- **This bottle contains 6 more laundry uses than the Fresh Scent Clorox Bleach 1.5 gallon size (180 ounce size)**
- **This bottle contains the same number of uses as the (1 gallon, 1/2 gallon, 1 quart) original/Fresh Scent Clorox Bleach size**



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DIRECTIONS FOR USE:

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

LAUNDRY USE:

STANDARD WASHER-3/4 CUP

EXTRA LARGE WASHER-1 1/4 CUPS



Sort laundry by color. If uncertain about dye colorfastness, test fabric by applying 1 drop of a solution made of 2 teaspoons of this product plus 1/4 cup water to hidden part of seam. Be sure to check all colors. After 1 minute, blot dry. No color change means the article can be safely bleached. Avoid bleaching wool, silk, mohair, leather, spandex and non-fast colors.

Add this product to dispenser, if available. If not, add bleach and detergent with the wash water before the laundry is put in. Or for best results, dilute bleach with a quart of water and add to wash 5 minutes after the wash cycle has begun. For heavily soiled loads add slightly more of this product.

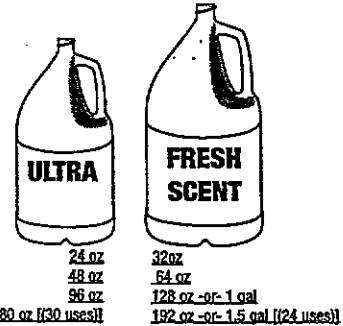
1. Sort laundry by color.
 2. Add 3/4 cup of this product or 1 1/4 cups for extra large washer.*
 3. Add detergent with the wash water before laundry is put in.
- * Use bleach dispenser if available.

To handwash, disinfect or pretreat stains and clean heavy soils, rinse to remove loose soil and fully soak each garment for 5 minutes in a solution of 1/4 cup of this product to 1 gallon of cool water.

To disinfect or sanitize laundry, add 3/4 cup of this product to a standard size washer following the laundry use directions.

To kill bacteria [Staphylococcus aureus (staph)/Klebsiella pneumoniae] in laundry, add 3/4 cup of this product to a standard size washer following the laundry use directions.

To disinfect and deodorize diapers in pails, soak in 1/4 cup of this product to 1 gallon of water for 5 minutes.



GENERAL HOUSEHOLD CLEANING:

DISINFECTING: Kills Staphylococcus aureus (staph), Streptococcus pyogenes (strep), Salmonella choleraesuis (salmonella), Pseudomonas aeruginosa (pseudomonas), Influenza A, Adenovirus Type 2, Rhinovirus Type 17 (viruses that cause colds and flus), Trichophyton mentagrophytes (athlete's foot fungus), Aspergillus niger (mold and mildew), Rotavirus, Hepatitis A, Cytomegalovirus, Respiratory Syncytial Virus, Varicella zoster Virus, Herpes Virus 2 (herpes), Canine parvovirus, Feline parvovirus, Rubella virus (German measles virus), Campylobacter jejuni, Listeria monocytogenes (Listeria), Escherichia coli O157:H7 (E. coli), Legionella pneumophila (legionella, the bacteria that causes Legionnaire's disease), Mycobacterium bovis (tuberculosis).

HOUSEHOLD USE DIRECTIONS:

Use 3/4 cup of this product per gallon of water. Wash, wipe, or rinse items with water, then apply cleaning solution. Let stand 5 minutes. Rinse thoroughly and air dry.

Kitchen: Refrigerators, work surfaces, garbage disposals, freezers, sinks, appliances, plastic laminate, stoves, stovetops, countertops, (ceramic) tile (floors or countertops), vinyl, linoleum, solid surface countertops, glass, garbage cans, trash cans, trash compactors, dish cloths, brushes, synthetic sponges, mops, latex enamel painted woodwork, walls, faucets.

Bathroom: Bathtubs, urinals, faucets, showers, shower curtains, shower walls, shower doors, potty seats, sinks, countertops, porcelain, cat litter boxes, combs and brushes, and mold and mildew removal.

Baby's Nursery: Toys, changing tables, painted cribs, high chairs, plastic mattress covers, bumpers, and diaper pails.

Toilet Bowls and/or Bidets: Flush toilet/bidet. Pour 1 cup of this product into bowl. Brush entire bowl including rim with a scrub brush or mop; let stand 10 minutes before flushing again.

Potty Seats: Empty Seat. Fill with 3/4 cup of this product per gallon of water. Let stand 5 minutes. Rinse with clean water. (Let dry.)

Litter Boxes: Remove litter. Wash box in soap/water. Fill with 3/4 cup of this product per gallon of water. Let stand 5 minutes. Rinse with clean water. (Let dry.)



ENVIRONMENTAL SURFACES:

Outdoors: Kills/Removes mold, moss, and mildew on/from outdoor siding, tile, brick, stucco, and patio stone, finished woodwork (decks, fences, arbors, trellises, benches, and patio furniture), and golf balls. Also use on flower pots and planters. For heavy soil, pre-clean surface before disinfecting.

For use in: hospitals, nursing homes, clinics, dental offices, day care centers, physicians' offices, health clubs, ambulances, hotels/motels/condominiums, timeshares, restaurants, diners, schools, restrooms, bathrooms, kitchens, kennels, veterinary offices, office buildings, offices, homes, food processing plants/facilities, animal husbandry, animal care facilities, meat processing plants, attics, closets, churches and storage areas.

DO NOT USE ON STEEL, ALUMINUM, SILVER OR CHIPPED ENAMEL.

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SERVICE BULLETIN

ULTRA CLOROX® BRAND FRESH SCENT BLEACH (EPA Reg. No. 5813-51) FOR DISINFECTION OF FLOORS, WALLS AND TOILETS (USDA* Designations D2 & C2)

TO DISINFECT FLOORS, WALLS AND SHOWERS (USDA Designation D2): For non-porous surfaces such as vinyl or ceramic tile, clean surfaces to remove gross filth. Rinse surfaces thoroughly with a bleach solution containing 3/4 cup bleach per gallon of water. Allow solution to remain on the surface for 10 minutes. Let air dry.

TO DISINFECT TOILETS (USDA Designation C2): Flush toilet. Pour 1 cup of bleach into bowl. Brush bowl and let solution stand for 10 minutes and flush again.

*Authorized by USDA for use in federally inspected meat and poultry plants.

PRECAUTIONARY STATEMENTS: Hazards to humans and domestic animals.

DANGER: CORROSIVE

May cause severe irritation or damage to eyes and skin. Harmful if swallowed. Protect eyes when handling. For prolonged use, wear gloves. Wash after contact with product. Avoid breathing vapors and use only in a well ventilated area.

FIRST AID -or- STATEMENT OF PRACTICAL TREATMENT: IF IN EYES: rinse with plenty of water for 15 minutes. Get prompt medical attention. IF SWALLOWED: drink large amounts of water. DO NOT induce vomiting. Call a physician or poison control center immediately. IF IN CONTACT WITH SKIN: wash skin thoroughly with water.

PHYSICAL OR CHEMICAL HAZARDS: Product contains a strong oxidizer. Always flush drains before and after use. Do not use or mix with other household chemicals, such as toilet bowl cleaners, rust removers, acids or products containing ammonia. To do so will release hazardous irritating gases. Prolonged contact with metal may cause pitting or discoloration.

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. Small quantities of spilled or unusable product should be diluted with water before disposal in a sanitary sewer. Do not reuse empty container, but rinse and place in trash or recycle where facilities accept colored HDPE bottles. Do not contaminate water, food, or feed by storage, disposal or use of this product. Store away from children. Reclose cap tightly after each use.

ENVIRONMENTAL COMMITMENT



- This product rapidly breaks down almost entirely to salt water.
- Safe for septic and waste water treatment systems.
- This bottle is coded for recyclers. Check to see if recycling facilities accept colored HDPE in your area.
- Contains no phosphorus.



SATISFACTION GUARANTEED

Satisfaction Guaranteed! At Clorox, we have prided ourselves in making consistent quality bleach for over 75 years, and we are dedicated to ensuring your total satisfaction with our product. If you are not completely satisfied, please call the number below.

CLOROX CUSTOMER ASSISTANCE (800) 292-2200

Any Questions? The experts at Clorox are standing by to answer any of your laundry or household cleaning questions.

Patent Des. 264,308 (for 48, 96 and 180 ounce bottles only)
Bottle shape is a registered trademark of the Clorox Company
Questions or Comments?
Call Toll Free (888) 797-7925 -or- (800) 227-1860

EPA Reg. No. 5813-51
EPA Est. No. 5813-
Batch Code Identifies Manufacturing Location

Mfd. for & © 1997 The Clorox Company
Oakland, CA 94612
Made in U.S.A.



EPA
Est. No.
5813-
CA-2
CA-3
CA-4
FL-1
GA-1
IL-1
MD-2
OH-1
PR-1
TX-1
Batch
code
Identifies
manufacturing
location.