

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

MAR 13 2001

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

Attention: Janice K., Saiki
Senior Regulatory Scientist

Subject: Ultra Clorox® Brand Fresh Scent Bleach
EPA Registration Number 5813-51
Your Amendment Dated September 19, 2000

This is in response to your letter dated September 19, 2000 to add non-pesticidal efficacy and marketing claims to your label and to increase the contact time from 5 minutes to 10 minutes. The following comments apply:

1. The Confirmatory test submitted under the MRID Number 452218-01 demonstrates the efficacy of the product Formula F2000.0223 (Lots # 7523-69-01 and 7523-69-04) as a disinfectant against Salmonella choleraesuis (ATCC 10708) and Staphylococcus aureus (ATTCC 6538) for 10 minute contact time at $20 \pm 1^\circ$ C temperature tested at 1:22.33 dilution in 100 ppm AOAC synthetic hard water with 5% horse serum using the AOAC Use-Dilution Method.
2. The Confirmatory test submitted under the MRID Number 452218-02 demonstrates the efficacy of the product Formula F2000.0224 (Lots # 7523-67-01 and 7523-67-04) as a disinfectant against Salmonella choleraesuis (ATCC 10708) and Staphylococcus aureus (ATTCC 6538) for 10 minute contact time at $20 \pm 1^\circ$ C temperature tested at 1:22.33 dilution in 100 ppm AOAC synthetic hard water with 5% horse serum using the AOAC Use-Dilution Method.
3. The Confirmatory test submitted under the MRID Number 452218-03 demonstrates the efficacy of the product Formula F2000.0231 (Lots # 7523-71-01 and 7523-71-04) as a disinfectant against Salmonella choleraesuis (ATCC 10708) and Staphylococcus aureus (ATTCC 6538) for 10 minute contact time at $20 \pm 1^\circ$ C temperature tested at 1:22.33 dilution in 100 ppm AOAC synthetic hard water with 5% horse serum using the AOAC Use-Dilution Method.

CONCURRENCES

SYMBOL							
SURNAME							
DATE							

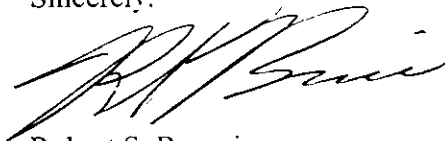
- 10 7 1
4. The Confirmatory test submitted under the MRID Number 452218-04 demonstrates the efficacy of the product Formula F2000.0232 (Lots # 7523-73-01 and 7523-73-04) as a disinfectant against *Salmonella choleraesuis* (ATCC 10708) and *Staphylococcus aureus* (ATCC 6538) for 10 minute contact time at $20 \pm 1^{\circ}$ C temperature tested at 1:22.33 dilution in 100 ppm AOAC synthetic hard water with 5% horse serum using the AOAC Use-Dilution Method.

Labeling

5. On page 2: The term "This product is unbeatable" is too general and must be removed.
6. On page 2: The term "New" formula must be deleted. This product is more than 6 months old. This is a new fragrance but not a new formula.
7. On page 2: The term "kill germs" is too general and should be replaced with "Kill household germ".
8. On page 3: The agency do not allow label claims of garbage disposals disinfection.
9. On page 3: This product should be used only to disinfect the outside of refrigerators but not the inside.
10. On page 4: There is no submitted efficacy data to support the label claims of sanitizing Kitchen cloths such as dishcloths and synthetic sponges.

If you have any questions regarding this letter, please contact Delores Williams at (703) 308-6372.

Sincerely,



Robert S. Brennis
Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510C)

Note: Italicized text is information for the reader and is not part of the label. [Bracketed information is optional text.] Underlined text is new.

EPA Reg. No. 5813-51 Ultra Clorox Brand Fresh Scent Bleach 1 of 5

for front or back:

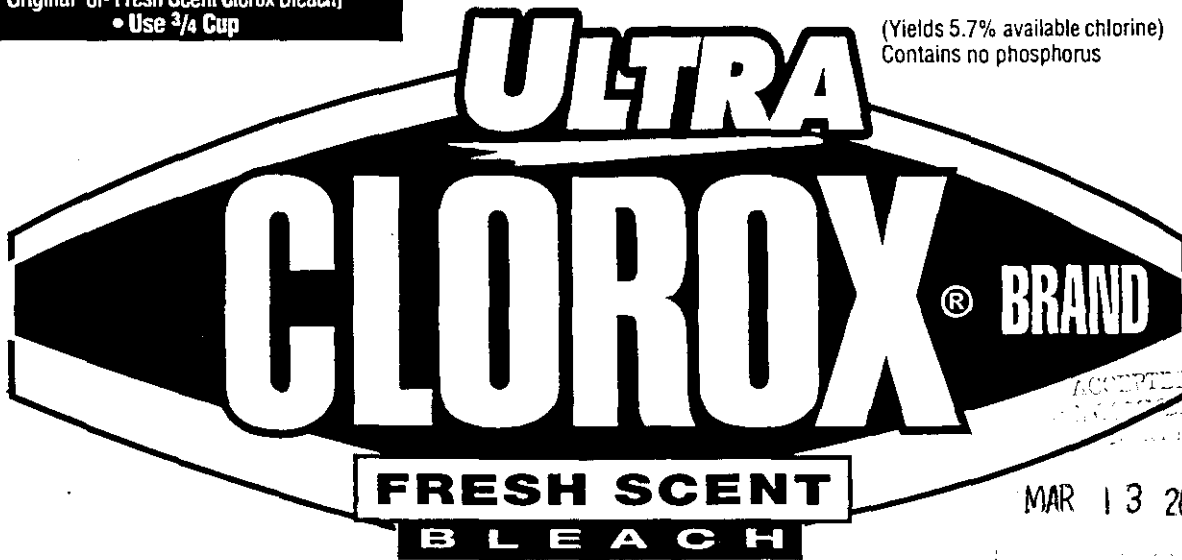
CONCENTRATED

Contains 25% More Laundry Uses (than Original -or- Fresh Scent Clorox Bleach)

• Use 3/4 Cup

Active Ingredient:	
Sodium Hypochlorite6.0%
Other Ingredients94.0%
Total100.0%

(Yields 5.7% available chlorine)
Contains no phosphorus



MAR 13 2001

KEEP OUT OF REACH OF CHILDREN

DANGER: CORROSIVE. [HARMFUL IF SWALLOWED.]

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

5813-51

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 reuse empty container. Rinse and place in trash or recycle where facilities accept colored HDPE bottles. -or- Rinse and offer empty container for recycling. If recycling is not available, discard container in trash. 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.

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.

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.

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.



EPA Est. No. 5813

CA-2
CA-3
CA-4
FL-1
GA-1
IL-1
MO-2
OH-1
PR-1
TX-1

Batch code identifies manufacturing location.

RC:27-5



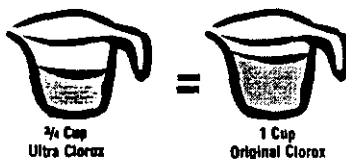
Note: *Italicized text is information for the reader and is not part of the label.* [Bracketed information is optional text.] Underlined text is new.

EPA Reg. No. 5813-51 Ultra Clorox Brand Fresh Scent Bleach 2 of 5

See 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 This Product 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 EPA Reg. No. 5813-20)
- Unbeatable whitening
- Use [25%] less (than original Fresh Scent Clorox Bleach EPA Reg. No. 5813-20) 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 EPA Reg. No. 5813-20)
- Cleans and disinfects
- For Institutional use
- Use [25%] less (than original Fresh Scent Clorox Bleach EPA Reg. No. 5813-20)
- (Still) safe for all your bleachable wash loads
- (Fresh Scent) Clorox Bleach goes Ultra
- Ultra Clorox Brand Fresh Scent Bleach This product is unbeatable

- For use in High-Efficiency washing machines
- More concentrated (than original Fresh Scent Clorox Bleach EPA Reg. No. 5813-20)
- Free measuring cup inside with this purchase of Ultra Clorox Brand Fresh Scent Bleach this product
- More value (than original Fresh Scent Clorox Bleach EPA Reg. No. 5813-20)
- Whitens whites
- Smaller is better
- Not for (individual) resale
- Whitens bleachable fabrics
- Clorox Bleach goes Ultra
- (New) (Ultra) Improved -or- Advanced Whitening (Power -or- Formula)



- White just got whiter
- (New) low odor -or- better odor
- (New) better smell
- Kills (household) viruses that cause colds and the flu such as Rhinovirus and Influenza A2
- Kills bacteria, viruses, and mold and mildew
- When can I use this product?
- Why Use this product?
- Once for Once XXX% More Loads than Non-Ultra Bleach
- Super Value Pack
- Concentrated Formula for Unbeatable Whitening
- Uses 25% Less per Washload than Non-Ultra Bleach
- Contains Two 1.41 Gallon (180 fl oz) Bottles, Net 2.82 Gallons (360 fl oz).
- XXX% More Uses than Non-Ultra Bleach, ounce per ounce
- Uses 25% Less per Application than Non-Ultra Bleach
- Extra Value Pack
- Try Clorox 2 (- the Clorox bleach for colors)
- Try (New) Dry Clorox Bleach (for White Laundry)
- (New) This product gets even your dirtiest clothes white.

- Just as safe on bleachable fabrics as before.
- When can I use this product? For the cleanest, whitest whites, use this product in every bleachable load. Most white fabrics and some colored fabrics can be safely washed with this product.

New Ultra Clorox Brand Fresh Scent Bleach This Product

- New Formula: Just 1/4 cup provides the same whitening and cleaning benefit as 1 cup of original Fresh Scent Clorox Bleach EPA Reg. No. 5813-20
- Smaller bottle is easier to handle, pour and store (than original Fresh Scent Clorox Bleach EPA Reg. No. 5813-20)

For use with Formulas A3, A6-A9

- Whitens Better
- As safe on fibers as detergent washing alone.
- Whitens and brightens better, too.

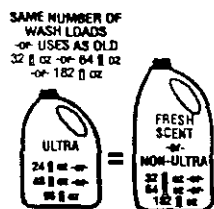
For use with Formula A3 only

- DO NOT use this product full-strength for cleaning surfaces. Always dilute strictly in accordance with label directions.
- Less Splashing
- A Whole New Kind of Bleach
- It's a Whole New Kind of Bleach
- Thicker, smooth-pouring liquid.



See front or back:

24 fl oz -or- 48 fl oz
-or- 96 fl oz size



- This bottle contains the same number of uses as the 1 gallon -or- 1/2 gallon -or- 1 quart original -or- Regular Clorox Bleach size

5 MORE WASH LOADS -or- USES THAN OLD 192 fl oz



- This bottle contains -or- Now 5 more wash loads -or- laundry loads -or- uses than original -or- Regular Clorox Bleach 1.5 gallon size
- This bottle contains -or- Now 13 more wash loads -or- laundry loads -or- uses than original -or- Regular Clorox Bleach 1 gallon size

174 fl oz size:

13 MORE WASH LOADS -or- USES THAN OLD (128 fl oz)

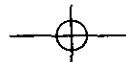


348 2 x 174 fl oz pack

- Now 10 more wash loads -or- laundry loads -or- uses than original -or- Regular Clorox Bleach (king pack)
- Over 20% more washes -or- wash loads -or- laundry loads -or- uses than original -or- Regular Clorox Bleach (king pack)
- Now 58 instead of 48 wash loads -or- uses [compared to original -or- Regular Clorox Bleach king pack]

360 2 x 180 fl oz pack

- Now 60 instead of 48 wash loads -or- uses [compared to original -or- Regular Clorox Bleach king pack]
- Now 12 more wash loads -or- laundry loads -or- uses than original -or- Regular Clorox Bleach (king pack)



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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.



- Sort laundry by color.
- Add 3/4 cup of this product or 1 1/4 cups for extra large washer.*
- 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 10** 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 10** minutes.



24 fl oz -or- .71 L [(4 uses)]	32 fl oz -or- 1 quart -or- 1/4 gallon -or- 0.95 L [(4 uses)]
48 fl oz -or- 1.42 L [(8 uses)]	64 fl oz -or- 2 quarts -or- 1/2 gallon -or- 1.89 L [(8 uses)]
96 fl oz -or- 2.84 L [(16 uses)]	128 fl oz -or- 1 gallon -or- 3.79 L [(16 uses)]
174 fl oz -or- 5.15 L [(29 uses)]	192 fl oz -or- 1.5 gallon -or- 5.68 L [(24 uses)]
348 fl oz -or- 10.3 L [(58 uses)]	384 fl oz -or- 3 gallons -or- 11.4 L [(48 uses)]
360 fl oz -or- 10.7 L [(60 uses)]	

GENERAL HOUSEHOLD CLEANING:

DISINFECTING: Kills *Staphylococcus aureus* (staph), *Streptococcus pyogenes* (strep), *Salmonella choleraesuis* (salmonella), *Pseudomonas aeruginosa* (pseudomonas), Influenza A₂, Adenovirus Type 2, Rhinovirus Type 17 (viruses that cause colds and flu), *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), *Escherichia coli* O157:H7 (E. coli), *Legionella pneumophila* (legionella, the bacteria that causes Legionnaire's disease), *Mycobacterium bovis* (tuberculosis).

HOUSEHOLD USE DIRECTIONS:

DO NOT use this product full-strength for cleaning surfaces. Always dilute strictly in accordance with label directions. Wear gloves when cleaning for prolonged periods. Use 3/4 cup of this product per gallon of water. Wash, wipe, or rinse items with water, then apply bleach solution. Let stand **5 10** 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 10** 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 10** minutes. Rinse with clean water. (Let dry.)



ENVIRONMENTAL SURFACES:

Outdoors: Kills/Removes mold, moss, and mildew stains and moss 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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HOUSEHOLD HINT

Deodorizing and Sanitizing Kitchen Cloths
This product can help you deodorize and sanitize dishcloths and synthetic sponges while cleaning your sink at the same time. Fill sink with a gallon of water. Add 1/4 cup bleach. Soak kitchen cloths in solution for [at least] 10 minutes, then rinse sink and cloths. Allow to air dry.



HOUSEHOLD HINT

Removing Exterior Mold
Mold (growing) on washable and colorfast exterior surfaces of your home, like siding, tile roofs, brick, stucco and patio stone, can be easily removed using this product. First, hose surfaces to remove loose soil. Protect nearby plants and grass by watering area thoroughly before and after product use. Avoid excessive runoff near plants. Then apply a solution of 1/4 cup bleach per 1 gallon of water to wet surfaces. Reapply the solution as needed to keep the area wet for at least 10 minutes. Rinse thoroughly to remove residue. [Avoid applying solution in direct sunlight or to unfinished wood.] Rinse quickly and thoroughly if solution comes in contact with aluminum window frames or gutters since metal corrosion may occur. DO NOT allow product [and -or- or rinsate] to enter storm drains, lakes, streams or other bodies of water.



HOUSEHOLD HINT

Cleaning Mold and Mildew Stains
Mold and mildew stains in the bathroom can be removed easily and effectively using this product. Simply wipe down surfaces using a solution of 1/4 cup bleach to each gallon of warm water. Keep surface wet [at least] 10 minutes; then rinse thoroughly and wipe dry. Repeat, if necessary, on heavily soiled surfaces.



HOUSEHOLD HINT

Clean Flower Pots and Planters
Cleaning flower containers helps prevent the transfer of molds and diseases from old plants to new ones. Wash and [thoroughly] rinse pots and planters. Soak 10 minutes in a solution of 1/4 cup of this product to 1 gallon of water, then rinse.



HOUSEHOLD HINT

Eliminating Refrigerator Odors
This product kills odor causing bacteria and leaves your refrigerator smelling fresh and clean. Use it inside and out. Wash surfaces with a solution of 1/4 cup of this product per gallon of soapy water. Let stand 10 minutes. Rinse and then air dry interior surfaces a few minutes before replacing food.



HOUSEHOLD HINT

Removing Patio Moss and Mildew Stains
Patio moss and mildew stains can be unsightly, slippery and dangerous. Hose patio to remove loose debris. Protect nearby plants and grass by watering area thoroughly before and after product use. Avoid excessive runoff near plants. Then use this product to remove moss and mildew stains by washing the area with a solution of 1/4 cup of this product to 1 gallon of water. Reapply the solution as needed to keep the area wet for [at least] 10 minutes. Brush as needed to remove moss and then rinse thoroughly. [Do not use on painted wood.] DO NOT allow product [and -or- or rinsate] to enter storm drains, lakes, streams or other bodies of water.



HOUSEHOLD HINT

Deodorizing Cat's Litter Box
Unpleasant cat box odors can be eliminated when this product is used to kill odor-causing germs. Wash litter box with sudsy water and rinse. Then wipe with a solution of 1/4 cup of this product per gallon of water. Let solution stand 10 minutes before rinsing thoroughly.



HOUSEHOLD HINT

Keep Cut Flowers Fresh Longer
Fresh cut flowers will stay beautiful longer if you add 1/4 teaspoon of this product to each quart of cold water. This product can also be used to remove flower vase stains and odors. Wash the vase thoroughly and then fill with a solution of 1/4 cup bleach to 1 gallon water. Let stand 10 minutes before rinsing.



HOUSEHOLD HINT

Eliminating Garbage Can Odors
This product can deodorize and sanitize your garbage cans by eliminating the bacteria that cause odors. Wash garbage cans with soapy water and rinse. Then to deodorize and sanitize, swish a solution of 1/4 cup of this product per gallon of water over the inside of the can. Let the solution stand 10 minutes before rinsing.



HOUSEHOLD HINT

Keep Wading Pools Sanitary
This product is excellent for chlorinating wading pools. As a general rule, use 1/4 cup per 100 gallons of water. For example, an 8-foot diameter pool holding 1 foot of water would require 1/2 cup of this product. To chlorinate, mix required amount of bleach with 2 gallons of water and scatter over surface of empty pool. Fill remainder of pool with water. Empty small pools daily. Stabilized pools should maintain a residual of 1.0 to 1.5 ppm available chlorine. Test the pH, available chlorine residual and alkalinity of the water frequently with appropriate test kits. Frequency of water treatment will depend upon temperature and number of swimmers.



HOUSEHOLD HINT

Keep Christmas Trees Fresher Longer
To prolong the life of a fresh cut tree, instead of using plain water in the tree stand bowl, use a solution of 2 teaspoons of this product, 1/2 gallon hot water, 1 cup corn syrup and 1/4 cup powdered chelated iron (available from local nurseries).



HOUSEHOLD HINT

Recharge Halosource™ Products In Washer
This product can maintain or recharge products containing HaloShield™ or HaloFresh™, a patented textile treatment from Halosource™. Wash regularly in a normal load with 1/2 cup of this product. Follow laundry use instructions.



HOUSEHOLD HINT

Recharge Halosource™ Products In Sink
This product can maintain or recharge products containing HaloShield™ or HaloFresh™, a patented textile treatment from Halosource™. Fill sink with a gallon of water. Add 1/4 cup of this product. Soak cloths in solution for [at least] 10 minutes, then rinse sink and cloths. Allow to air dry.

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**ULTRA CLOROX® BRAND FRESH SCENT BLEACH (EPA Reg. No. 5813-51)
FOR DISINFECTION OF TOILETS
(USDA* Designation)**

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.