

5813-67

08/06/2008

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON D.C., 20460

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

AUG 6 2008

Subject: Clorox® 409-R
EPA Registration No. 5813-67
Application Date: May 6, 2008
Receipt Date: May 8, 2008

Dear Ms. Lawson:

The following amendment submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable under certain conditions.

The **specific** examples provided with this amendment application regarding the use of cause marketing language on disposable product labeling are accepted. This acceptance is **only** for the specific examples provided with this application. Deviations and/or other methods of use of cause marketing language on disposable product labeling must be approved on a case-by-case basis prior to their use. Deviation/other methods must be submitted by amendment.

If you have any questions concerning this letter, please contact Demson Fuller at (703) 308-8062.

Sincerely,

A handwritten signature in black ink that reads "Marshall Swindell".

Marshall Swindell
Product Manager (33)
Regulatory Management Branch 1
Antimicrobials Division (7510C)

Clorox® 409-R (EPA Reg. No. 5813-67)
Disposable Supplemental
Labeling. Date: 5/6/2008

8"

4.8"



**American
Red Cross**

Dedicated to a Healthier World™

**Help Clorox raise \$1 million
for the American Red Cross.**

More than 11 million people seek health and safety skills from the American Red Cross every year. Clorox proudly supports the American Red Cross by donating 3¢ for each specially marked unit of Clorox® products sold for one year beginning April 2008, up to a maximum donation of \$1 million. For more information about how the American Red Cross and Clorox can help protect you and your family, visit www.clorox.com/redcross. The American Red Cross name and emblem are used with its permission, which in no way constitutes an endorsement, express or implied, of any product or company.

NI-10012

Artwork shown at approximately 200% of actual size. Original sticker measures 4" X 2.4"

ATTACHMENT 1

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ATTACHMENT 2



American Red Cross

Dedicated to a Healthier World
Help Clorox raise \$1 million
for the American Red Cross.

More than 11 million people seek health and safety skills from the American Red Cross every year. Clorox proudly supports the American Red Cross by donating 3¢ for each specially marked unit of Clorox® Regular-Bleach sold for one year beginning April 2000, up to a maximum donation of \$1 million. For more information about how the American Red Cross and Clorox can help protect you and your family, visit www.clorox.com/redcross. The American Red Cross name and emblem are used with its permission, which in no way constitutes an endorsement, express or implied, of any product or company.

FRESH SCENT

ESSENCE



DISINFECTING
SPRAY

LIQUADON DESINFECTANTE

Kills Viruses, Bacteria,
Mold & Mildew

Kills 99.9% of Germs

Eliminates Odors



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3-Pack

Kills Viruses,
Germs & Bacteria

3 CANS -
EACH: 1.12 LB (13 OZ) 510 g
TOTAL: 3.36 LB (5.1 OZ) 1.53 Kg

KILLS 99.9% OF BACTERIA*

ELIMINATES ODORS CAUSED BY BACTERIA

KEEP OUT OF REACH OF CHILDREN
WARNING: SEE BACK PANEL