

5813-74

3-20-2003

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

MAR 20 2003

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

Subject: Clorox TLC  
EPA Registration No. 5813-74  
Application Date: 10/04/02  
Receipt Date: 10/08/02

Dear Ms. Lawson:

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

- Amending the registration to add an alternate CSF
- Amending the label claim to reflect the efficacy of the new formula

**PRODUCT CHEMISTRY**

1. The Confidential Statement of Formula (CSF) of Alternative formulation AO1 is acceptable.
2. The ingredient section of the label does not require a change from that accepted by the Agency on July 3, 2002.
3. The Storage and Disposal section of the July 3, 2002 label remains acceptable to the Agency.

**EFFICACY**

1. The efficacy testing conducted by MICROBIOQUEST INC. support the label claims for the product as an effective toilet bowl cleaner and limited disinfectant in the present of organic soil against Escherichia coli and Salmonella choleraesuis when exposed to the product Clorox TLC for 10 minutes.

**GENERAL COMMENTS**

A stamped copy of the accepted labeling is enclosed. Submit three (3) copies of your final printed labeling before distributing or selling the product bearing the revised labeling.

**CONCURRENCES**

SYMBOL	75100						
SURNAME	J. Lawson						
DATE	3-19-03						

Should you have any questions or comments concerning this letter, please contact Zenobia Jones at (703) 308-6198.

Sincerely,



Velma Noble  
Product Manager 31  
Regulatory Management Branch 1  
Antimicrobial Division (7510C)

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Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

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FRONT PANEL

# CLOROX® TLC

ACCEPTED  
MAR 20 2003  
Under the Federal Insecticide, Fungicide, and  
Rodenticide Act as amended, for the  
pesticide, registered under  
EPA Reg. No. 5813-74



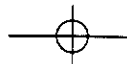
**KEEP OUT OF REACH OF CHILDREN  
WARNING**

See Back Panel For Additional Precautionary Statements.

ACTIVE INGREDIENTS:

Diocetyl dimethyl ammonium chloride .....	0.06%
Didecyl dimethyl ammonium chloride .....	0.09%
Octyl decyl dimethyl ammonium chloride.....	0.15%
n-Alkyl (50% C14, 40% C12, 10% C16) dimethyl benzyl ammonium chlorides ...	0.20%
OTHER INGREDIENTS: .....	99.50%
TOTAL: .....	100.00%

**NET Contents: 24 -or- 32 oz.**



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**BACK PANEL****DIRECTIONS FOR USE**

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

To Open: Simply twist cap counterclockwise one-quarter turn. Cap does not come off.

**CLEANING****To Clean and Protect Against Stain Build-Up:**

[1.] Lower bottle so cap is below the rim. Apply product under and around rim to coat the inside of the bowl.

[2.] Scrub the entire bowl with a stiff brush and allow to sit for 10 minutes.

[Do not allow pets or children to access the toilet during this time.]

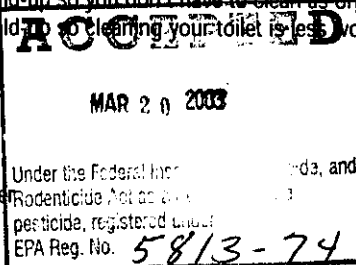
[3.] Flush toilet.

[4.] For best results reapply weekly to maintain protective barrier against stains.

**FRONT OR BACK PANEL****[Cleaning, Deodorizing, Stain Removal, Prevention Claims:]**

- For cleaner fresher toilet (bathroom)
- Powerful cleaner with a protective stain fighting -or- resistant layer
- Cleans without bleaching
- Contains no bleach
- Bleach free
- One-step cleaner provides protective coating against toilet stains
- Revolutionary formula coats inside of the bowl with protective barrier to prevent stain buildup (hard water and rust) and unsightly toilet ring
- Apply weekly to keep your toilet sparkling clean
- Patent pending
- Protects against stain build-up
- Use your brush less often
- Use TLC weekly to maintain protection from stain build-up
- Lays down a protective stain barrier from the manufacturer of Teflon\*
- Helps [repel] prevent stains or stain build-up
- New
- Will not scratch surfaces
- Leaves bathroom fresh and clean
- It's from Clorox, so it's more than clean
- Freshens your toilet
- Freshens your bathroom
- Product helps prevents toilet ring build-up
- Formula helps prevent hard water and rust stains
- Formula cleans and shines
- Non-chlorine formula
- Mild, clean, pleasant, pleasing, citrus, fresh, light scent
- Leaves no visible residue
- Contains no abrasives -or- Non-abrasive formula
- Will not harm surfaces
- Thick toilet bowl cleaner
- Fights tough stains
- Coats the bowl better
- Removes odors
- Deodorizes

- Brightens
- Great for toilets
- Cleans -and/or- Prevents unsightly toilet ring
- Prevents stains so you can skip a week
- Prevents stain build-up so you don't have to clean as often
- Prevents stain build-up so cleaning your toilet is less work
- Fresh Scent
- Rain Clean
- Meadow Fresh
- Sunshine Breeze
- Spring Mist
- Mountain Lavender
- Marine Breeze
- Easy to use
- Patented design bottle
- No messy residue to remove
- Contains no abrasives, harsh acids
- Like a brush in a bottle
- Like a liquid brush
- For use on both white and colored toilets
- Removes -or- Prevents -or- Eliminates odors
- For a cleaner, fresher household -or- toilet
- Won't splash or drip and will rinse away easily
- Leaves the water clear
- Will not stain the bowl
- Like a liquid coat of armor for your toilet
- Like a liquid shield for your toilet
- Guards against stain build-up [for up to a month] in your toilet
- Acts like a guard against [rust, hard water, toilet ring] stains
- Protects your toilet like a coat of armor against stains
- Works like a coat of liquid armor in preventing tough stains from building up
- Leaves your toilet shiny clean [in between regular cleanings]
- Go longer between cleanings
- Prevents stubborn stains and dirt from sticking to [the inside of] your bowl
- Protective barrier/shield/layer/armor will not flush away
- Leaves a fresh, clean scent

**CLEANING CLAIMS**

- Repels stains [with every flush]
- Cleans and deodorizes with every flush
- Helps keep your toilet bowl fresh and clean
- Repels stains
- Helps prevent mineral and hard water stains
- Repels tough hard water, mineral and lime scale stains
- Helps keep your toilet bowl stain-free
- Keeps your toilet clean and fresh
- Cleans -and/or- deodorizes
- Cleans -and/or- freshens
- Makes your [cleaning] job easier
- Helps keep your toilet bowl clean -and/or- fresh [in between scrubbing]

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**FRONT OR BACK PANEL CONTINUED**

**TEFLON® - Related Claims**

**Lays down a protective stain barrier from the manufacturer of the Teflon® brand**

- Teflon® surface protector lays down a protective -or- effective stain barrier
- Lays down a protective stain barrier with Teflon® surface protector

**Teflon® brand protective coating/barrier/formula/layer/shield**

- Revolutionary formula made with Teflon® surface protector to keep your toilet bowl cleaner longer by preventing unsightly toilet ring and stain build-up
- Revolutionary formula made with Teflon® surface protector coats the surface of the toilet bowl creating a stain resistant shield
- Revolutionary formula made with Teflon® surface protector lays down a barrier coating to prevent staining in the bowl
- Teflon® surface protector prevents stains with a protective coating/barrier/formula/layer/shield/coat of armor
- Revolutionary 2-in-1 formula cleans and protects against stain build-up with an invisible Teflon® Surface Protector

**TLC is made with a revolutionary stain-repellent shield/system/ barrier from the maker of Teflon®**

- TLC with Teflon® surface protector, a revolutionary stain repellent shield
- TLC provides a new level of stain repellency with Teflon® surface protector

- Teflon® surface protector
- Teflon® surface protector coating keeps your bowl cleaner, longer by preventing build-up and tough stains
- Teflon® surface protector leaves behind a shiny, sparkling, glossy bowl
- Teflon® surface protector prevents rust, hard water, unsightly toilet ring from building up
- Dependable trust from Dupont and Clorox
- Two names you can trust - Dupont and Clorox
- Two powerhouses teaming together to bring one new toilet bowl product - Dupont and Clorox
- Cleaning power of Clorox and the technology/innovation from Dupont in one
- TEFLON® is a registered trademark of E.I. du Pont de Nemours and Company, used under license by The Clorox Company
- Prevents stubborn stains
- Clings to the bowl
- Thick formula that sticks to the bowl
- Brush less often
- A barrier against stains
- A barrier against build-up
- A shield against stains
- A protective coating against stains
- Repels tough soils and stains such as toilet ring, rust and hard water, so your toilet stays cleaner longer
- Keeps Cleaner Longer

**BACK PANEL**

**DISINFECTION**

**To Disinfect\* [toilet bowl]:**

- [1.] Empty bowl water.
  - [2.] Remove gross filth. Apply product under and around rim to coat the inside of bowl.
  - [3.] Scrub entire bowl with a stiff brush especially under the rim, and allow surfaces to remain thoroughly wet for 10 minutes and [Do not allow pets or children to access the toilet during this time.]
  - [4.] Flush toilet.
- [To provide maximum protection against stains, start with a clean bowl.]

**ACCEPTED**  
 MAR 20 2003  
 This Clorox Act as amended, for the pesticide, registered under EPA Reg. No. 5813-74

**FRONT OR BACK PANEL**

**Disinfecting Claims:**

- Kills [common] household bacteria: Escherichia coli [E. coli] -and/or- Salmonella choleraesuis [Salmonella] [in 10 minutes]
- Kills Gram-negative bacteria while it cleans
- Kills odor-causing bacteria\* in the toilet bowl
- Antibacterial (formula) -or- Disinfecting\* (formula)
- Salmonella choleraesuis and Escherichia coli are common household bacteria found in the bathroom toilet. This product kills these bacteria in the toilet.
- Bacteria\*-fighting formula
- Cleans and disinfects your toilet against Salmonella choleraesuis and Escherichia coli
- Toilet disinfectant\* [and cleaner]
- One step toilet cleaner and disinfectant\*

- Disinfectant\* cleaner
- Fast acting toilet disinfectant\* -or- toilet cleaner
- [Effective] toilet disinfectant\* [in presence of soil load]
- Bactericide -or- Bactericidal
- A toilet product for cleaning and disinfecting\*
- Disinfects\* toilet [bowl] surfaces
- This cleaner disinfectant\* combines cleaning, disinfecting\*, and stain repellency in one product
- Disinfects\* under the rim
- Kills Escherichia coli [E. coli]
- Kills Salmonella choleraesuis [Salmonella]
- Kills Escherichia coli [E. coli] and Salmonella choleraesuis [Salmonella]
- Limited disinfectant
- Effective against Gram-negative bacteria only -or- Effective against Escherichia coli [E. coli] and Salmonella choleraesuis [Salmonella]

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**BACK PANEL****PRECAUTIONARY STATEMENTS****Hazards to Humans and Domestic Animals****WARNING:**

Causes skin irritation. Causes moderate eye irritation. Do not get on skin or on clothing. Avoid contact with eyes. Harmful if inhaled. Avoid breathing vapor. Wash thoroughly with soap and water after handling. Remove contaminated clothing and wash clothing before reuse.

**FIRST AID:**

**IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

**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 eye.

**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 glass 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 treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

Questions? Comments? Please call 1-800-xxx-xxxx

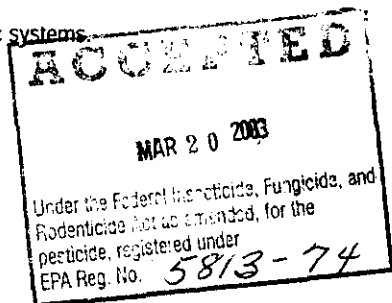
**NOTE TO PHYSICIAN:** Probable mucosal damage may contraindicate the use of gastric lavage.

**PHYSICAL AND CHEMICAL HAZARDS:** **DO NOT USE OR MIX WITH PRODUCTS THAT CONTAIN BLEACH (SODIUM HYPOCHLORITE).** To do so may release hazardous gases. Always flush toilet before and after use of this product. Contains: Cationic surfactant and citric acid. Contains no phosphorus.

**[STORAGE AND DISPOSAL:]**

Store in location inaccessible to children. Tightly close top between uses. Do not reuse empty container. Discard in trash or offer for recycling. -or- Offer empty container for recycling. If recycling is not available, discard container in trash.

Not harmful to septic systems.



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Oakland, CA 94612  
EPA Reg. No. 5813-74  
EPA Est. No.  
(Actual EPA Est. No. in code below.)