

5813-87

07/14/2010

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

JUL 14 2010

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

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

**FILE COPY**

Subject: X-Men  
EPA Reg. No. 5813-87  
Application Dated: June 17, 2010  
Receipt Date: June 21, 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:**

- Non-mandatory labeling changes

**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 [Henson.Wanda@epa.gov](mailto:Henson.Wanda@epa.gov) or call (703) 308-6345.

Sincerely,

A handwritten signature in black ink that reads "Wanda Henson".

Wanda Henson  
Acting Product Manager (32)  
Regulatory Management Branch II  
Antimicrobials Division (7510P)



United States  
**Environmental Protection Agency**  
 Washington, DC 20460

Registration  
 Amendment  
 Other

OPP Identifier Number  
 EE0073

**Application for Pesticide - Section I**

1. Company/Product Number 5813-87		2. EPA Product Manager Wanda Henson (acting)		3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted	
4. Company/Product (Name) X-Men		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 labeling changes per PR Notice 98-10. We enclose 1 marked-up and 5 clean labels.

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. § 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under § 12 and § 14 of FIFRA.

**Section - III**

1. Material This Product Will Be Packaged In:

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	2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
* Certification must be submitted		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container

3. Location of Net Contents Information  
 Label  Container

4. Size(s) Retail Container

5. Location of Label Directions

6. Manner in Which Label is Affixed to Product  
 Lithograph Paper glued Stenciled  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 Senior Regulatory Information Scientist	Telephone No. (Include Area Code) (925) 425-6842
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**Certification**  
 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.

2. Signature <i>Elisa Estremera-Pasky</i>	3. Title Regulatory Scientist	6. Date Application Received (Stamped)
4. Typed Name Elisa Estremera-Pasky	5. Date June 17, 2010	

Note: **Bold, italicized text is information for the reader** is not part of the label. [Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed.  
R0650-9.1

FRONT PANEL

# X-MEN

ACTIVE INGREDIENTS:

Glycolic Acid .....	3.070%
Diocetyl dimethyl ammonium chloride .....	0.054%
Didecyl dimethyl ammonium chloride .....	0.081%
Octyl decyl dimethyl ammonium chloride .....	0.135%
n-Alkyl (50% C14, 40% C12, 10% C16) dimethyl benzyl ammonium chlorides .....	0.180%
OTHER INGREDIENTS:.....	96.480%
TOTAL:.....	100.000%

**KEEP OUT OF REACH OF CHILDREN**

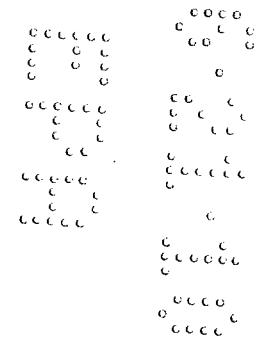
**WARNING:**

See Back Panel For Additional Precautionary Statements.

NET CONTENTS \_\_\_\_\_

Contains no phosphorus.

NOTIFICATION  
Date Reviewed: 7/14/2010  
Reviewed By: WTF/asm



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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.  
[Close cap after each use.]

-OR-

To Open Child Resistant Cap -or- Closure:

Squeeze sides [of cap -or- closure] where symbols -or- arrows indicate and twist counterclockwise one quarter turn.  
[Cap -or- closure] does not come off. To reseal -or- To close [tightly], turn [cap -or- closure] clockwise [until tightly closed].

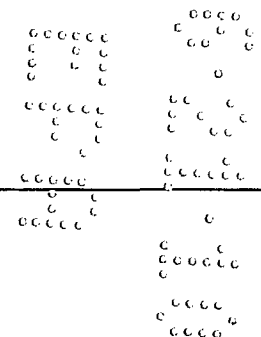
**CLEANING:**

**To Clean [and Remove Tough Stains]:**

- [1.] Flush toilet.
- [2.] Lower bottle so cap is below the rim. Apply product under and around rim to coat the inside of the bowl.
- [3.] Scrub the entire bowl with a stiff brush and allow to sit for 5 minutes.  
[Do not allow pets or children to access the toilet during this time.]
- [4.] Flush toilet.
- [[5.] For best results reapply weekly.]

**Cleaning, Deodorizing, Stain Removal Claims:  
Front or Back Panel**

- Apply weekly to keep your toilet sparkling clean
- Bleach free -or- Bleach-free
- Cleans
- Cleans -and/or- deodorizes
- Cleans -and/or- deodorizes with every flush
- Cleans -and/or- freshens
- Cleans unsightly toilet ring
- Cleans -and/or- Removes -and/or- Dissolves -and/or- Loosens [Tough -and/or- Stubborn] [Rust] [Toilet Bowl] Stains -and/or- Deposits -and/or- Ring[s] [for a Cleaner -and/or- Fresher -and/or- Brighter -and/or- Whiter -and/or- Sparkling Toilet] [Bowl]]
- [Cleans and] Starts to Dissolve [Tough -or- Stubborn] Hard Water -and/or- Calcium -and/or- Mineral Stains -and/or- Deposits -and/or- Ring[s] -and/or- Lime Scale -and/or- Rust [Stains -or- Deposits -or- Ring[s]] on contact [for a Cleaner -and/or- Fresher -and/or- Brighter -and/or- Whiter -and/or- Sparkling [Toilet] [Bowl]]
- [Cleans and] Starts to Dissolve [Tough -and/or- Stubborn] [Rust] [Toilet Bowl] Stains -and/or- Deposits -and/or- Ring[s] on contact [for a Cleaner -and/or- Fresher -and/or- Brighter -and/or- Whiter -and/or- Sparkling [Toilet] [Bowl]]
- Cleans without bleaching
- Clings to coat bowl
- Clings to side[s] of bowl
- Clings to the bowl
- Coats the bowl better
- Complete -and/or- full -and/or- total [coverage -or- coating] [dispensing]
- Contains no abrasives -or- Non-abrasive formula
- Contains no bleach
- Deodorizes
- Dependable trust from Clorox
- Dispenses [in] [a] wide [band] to completely -or- fully -or- totally coat the bowl
- Easy to use
- Fights tough stains
- Fights tough stains [for a maximum -and/or- powerful clean]
- [For [a]] maximum clean -or- max-clean
- For a cleaner, fresher household -or- toilet
- For cleaner, fresher [toilet] [bathroom]
- For use on both white and colored toilets
- Formula cleans and shines
- Fresh Scent
- Freshens
- Freshens your bathroom
- Freshens your toilet
- Great for toilets
- Helps keep your toilet [bowl] fresh -and/or- clean
- It's from Clorox, so it's more than clean
- Leaves a fresh, clean scent
- Leaves bathroom fresh and clean
- Leaves bowl sparkling clean
- Leaves no visible residue
- Leaves the water clear
- Leaves your toilet shiny clean [in between regular cleanings]
- Like a brush in a bottle
- Like a liquid brush
- Makes your [cleaning] job easier
- Marine Breeze
- Meadow Fresh
- [Mild,] [clean,] [pleasant,] [pleasing,] [citrus,] -and/or- [fresh] scent -or- smell
- Mountain Lavender
- No messy residue to remove
- Non-chlorine formula
- Powerful clinging action
- Powerful coating action
- Rain Clean



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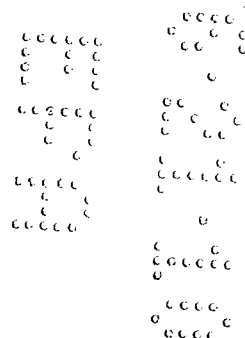
***CLEANING continued:***

- Removes -and/or- Cleans -and/or- Loosens -and/or- Dissolves [Tough -or- Stubborn] Hard Water -and/or- Calcium -and/or- Mineral Stains -and/or- Deposits -and/or- Ring[s] -and/or- Lime Scale -and/or- Rust [Stains -or- Deposits -or- Ring[s]] [for a Cleaner -and/or- Fresher -and/or- Brighter -and/or- Whiter -and/or- Sparkling [Toilet] [Bowl]]
- Removes odors
- Removes -or- Eliminates odors
- Safe for -or- will not harm colored toilets
- Safe for -or- will not harm -or- does not harm septic systems
- Spring Mist
- Stain Remover
- Sunshine Breeze
- Thick toilet bowl cleaner [that clings -or- with clinging action]
- Toilet bowl cleaner that clings
- Will not harm surfaces
- Will not scratch surfaces
- Will not stain the bowl
- Wide band -and/or- dispensing [for] [complete -and/or- full -and/or- total] [coverage -and/or- coating -and/or- dispensing] [with one quick motion -or- with one easy squeeze]
- [With] Clinging action
- Won't splash or drip and will rinse away easily



***Packaging Claims:***

- New [easy grip] bottle
- New sure grip bottle
- Patent pending
- Patented bottle design
- Same great value
- Same size
- Same volume
- Same volume, new bottle
- Still 23 oz



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### **Sanitization**

#### **To [clean and] sanitize -or- To [clean,] sanitize [and remove tough stains]:**

- [1.] Flush toilet.
- [2.] Lower bottle so cap is below the rim. Apply 6 oz of product under and around rim to coat the inside of the bowl.
- [3.] Scrub the entire bowl with a stiff brush and allow to sit for 5 minutes.  
[Do not allow pets or children to access the toilet during this time.]
- [4.] Flush toilet.
- [[5.] For best results reapply weekly.]

#### **Sanitization Claims: Front or Back Panel:**

- A product for toilet [bowl] cleaning and sanitizing
- Also kills 99.9% of *Klebsiella pneumoniae* [Kleb] and *Staphylococcus aureus* [Staph]
- An effective sanitizer [for use in the bathroom toilet]
- Cleans and kills 99.9% of bacteria
- Cleans and sanitizes
- Cleans, kills 99.9% of bacteria -or- sanitizes and freshens
- Cleans, sanitizes -or- kills 99.9% of bacteria and deodorizes
- In-bowl sanitizer
- Kills 99.9% of bacteria
- Kills 99.9% of bacterial[\*]
- Kills 99.9% of bacteria as it cleans
- Kills 99.9% of [common] [household] bacteria
- Kills 99.9% of [common] [household] [odor-causing] bacteria: *Klebsiella pneumoniae* [Kleb] -and/or- *Staphylococcus aureus* [Staph] [in 5 minutes]
- Kills 99.9% of [household] bacteria
- Kills 99.9% of [household] bacteria [in toilet -and/or- on hard nonporous toilet bowl surfaces]
- Kills 99.9% of [household] bacteria on hard nonporous toilet bowl surfaces
- Kills 99.9% of odor-causing bacteria
- Kills 99.9% of *Staphylococcus aureus* and *Klebsiella pneumoniae*
- Kills 99.9% of the following organisms in 5 minutes: *Klebsiella pneumoniae* and *Staphylococcus aureus*
- Kills odor causing bacteria in the toilet
- Leaves toilet [bowl] sanitary
- Leaves [toilet] bowl [water] 99.9% bacteria free with each use
- Leaves [toilet] surfaces sanitized
- [Removes stains and] leaves bowl sanitary -and/or- sanitized
- Removes stains and leaves toilet bowl sanitized
- Removes tough stains and kills 99.9% of bacteria
- Sanitizer
- Sanitizer [for toilet use]
- Sanitizes
- Sanitizes in 5 minutes
- Sanitizes -or- Kills odor-causing bacteria[: *Klebsiella pneumoniae* -and/or- *Staphylococcus aureus*]
- Sanitizes [toilet -or- bowl] surfaces [in 5 minutes]
- Sanitizes toilet surfaces against [common] toilet bacteria
- Sanitizes toilet surfaces [in 5 minutes]
- Sanitizes under the rim
- Sanitizes while it cleans
- Sanitizing cleaner for toilets
- Sanitizing [formula]
- Sanitizing formula cleans -and/or- [deodorizes] [freshens]
- Stain Remover & Sanitizer
- Stain Remover and Sanitizer
- This product cleans and sanitizes simultaneously
- This product combines cleaning and sanitizing
- This product is a sanitizer for bowl surfaces [against *Klebsiella pneumoniae* and *Staphylococcus aureus*]
- This product kills 99% of *Staphylococcus aureus* [Staph] and *Klebsiella pneumoniae* [Kleb], common bacteria found on toilet surfaces
- Toilet [bowl] sanitizer
- [Unique] gel formula cleans and kills 99.9% of bacteria -or- sanitizes

\* *Staphylococcus aureus* (Staph) [ATCC 6538] and *Klebsiella pneumoniae* (Kleb) [4352]

### **Child Resistant Closure Claims**

Squeeze and twist to open. Close tightly.

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**BACK PANEL**

**PRECAUTIONARY STATEMENTS**  
**Hazards to Humans and Domestic Animals**

**WARNING:**

Causes substantial but temporary eye injury. Do not get in eyes, on skin or clothing. Wear protective eyewear such as goggles, face shield, or safety glasses. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove and wash contaminated clothing before reuse.

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

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.

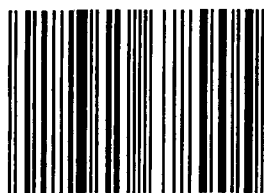
Questions or Comments? Please visit us at [www.clorox.com](http://www.clorox.com) or call us at 1-800-227-1860.

**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.

**STORAGE AND DISPOSAL:**

Store in location inaccessible to children [and pets]. Tightly close top between uses. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available or place in trash.

Not harmful to septic systems.



Mfd. for & © 2002, 2005 The Clorox Company, 1221 Broadway, Oakland, CA 94612  
EPA Reg. No. 5813-87  
EPA Est. No. 5813-CA-3, CA-4, CA-5, GA-1; 71681-GA-1, -IL-1, -IL-2; 58455-IN-1, IN-2 and 69289-OH-1  
(Actual EPA Est. No. in code above or below.)  
Made in the U.S.A.  
Questions or Comments?  
Visit us at [www.cloroxbathroomcleaners.com](http://www.cloroxbathroomcleaners.com) or call toll-free 1-800-227-1860.