



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

March 12, 2024

Tony Herber
Agent for The Clorox Company
Scientific & Regulatory Consultants, Inc.
Electronic Transmittal: therber@srcconsultants.com

Subject: Label Notification per PRN 98-10 – Add new marketing claims and graphics
Product Name: X-MEN
EPA Registration Number: 5813-87
Received Date: 1/20/2023
Action Case Number: 00426554

Dear Tony Herber:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Assurance.

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If you have any questions, you may contact Srinivas Gowda at 202-565-0078 or via email at gowda.srinivas@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read 'DF', with a long horizontal line extending to the right.

Demson Fuller, Product Manager 32
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs
Enclosure; stamped Label

NOTIFICATION

Label identification

5813-87

X-men, EPA Reg. No. 5813-87

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

R0650172

03/12/2024

14:00 1/18/23

Formatting notes (applicable for all claims)

Now[!] -and/or- **New[ly][!]** -and/or- **Improved[!]** may be added anywhere to a claim and will only be used for the first 6 months of product on shelf.

Optional text may be placed anywhere on the label -and/or- container.

Bold, italicized text is information for the reader and is not part of the label.

Bracketed information is optional text.

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

All directions may be written in numbered form or in paragraph form.

All use surfaces and/or use sites on the label may be listed in conjunction with an image of the use surface and/or use site.

The terms "urinal"/"urinals" can be substituted or added where the terms "toilet"/"toilets" appear.

Highlighted text is new. Strike-through text means removed.

X-men

KEEP OUT OF REACH OF CHILDREN

WARNING:

See Back Panel For Additional Precautionary Statements.

NET CONTENTS _____

ACTIVE INGREDIENTS:

Glycolic Acid	3.070%
Diethyl 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%

Contains no phosphorus

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, using tobacco or using the toilet. 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 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.

[Not harmful to septic systems.]

Mfd. for & © YYYY The Clorox Company, 1221 Broadway, Oakland, CA 94612

EPA Reg. No. 5813-87

EPA Est. No. 5813-CA-3 (A8 or H8), CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF); 71681-IL-1 (03), IL-2 (24); 58455-IN-1 (C6), IN-2 (01); 69289-OH-1 (GH)

Beginning of batch code indicates EPA Est. No.

Made in [the] U.S.A. [of global components -and/or- ingredients.]

Questions or Comments?

Visit us at www.cloroxbathroomcleaners.com or call toll-free 1-800-227-1860.

For more [product -and/or- ingredient] information, visit IngredientsInside.com -or- *insert website(s)*.

For [a] Spanish translation of product directions -or- instructions -or- information, visit *insert website*.

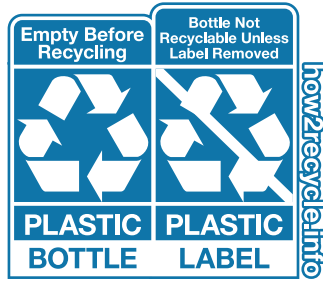
Patents: www.thecloroxcompany.com

Packaging related statements and icons



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to [-use]] videos]





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].

Child Resistant Closure Statements

Squeeze and twist to open. Close tightly.

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 [fl] 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 min[utes].
[Do not allow pets or children to access the toilet during this time.]
- [4.] Flush toilet.
- [[5.] For best results reapply weekly.]

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 min[utes].
[Do not allow pets or children to access the toilet during this time.]
- [4.] Flush toilet.
- [[5.] For best results reapply weekly.]

The following graphics may be used with above DFU language



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.

Sanitization Claims

- 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 bacteria^[1]
- 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 min[utes]]
- 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* [(Staph)] and *Klebsiella pneumoniae* [(Kleb)]
- Kills 99.9% of the following organisms in 5 min[utes]: *Klebsiella pneumoniae* [(Kleb)] and *Staphylococcus aureus* [(Staph)]
- 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 min[utes]
- Sanitizes -or- Kills odor-causing bacteria -or- a bacterium[: *Klebsiella pneumoniae* [(Kleb)] -and/or- *Staphylococcus aureus* [(Staph)]]
- Sanitizes [toilet -or- bowl] surfaces [in 5 min[utes]]
- Sanitizes toilet surfaces against [common] toilet bacteria
- Sanitizes toilet surfaces [in 5 min[utes]]
- Sanitizes under the rim
- Sanitizes while it cleans
- Sanitizing cleaner for toilets
- Sanitizing [formula]
- Sanitizing formula cleans -and/or- deodorizes -and/or- freshens
- 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* [(Kleb)] and *Staphylococcus aureus* [(Staph)]]
- 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

Organisms

Staphylococcus aureus [ATCC 6538]
Klebsiella pneumoniae [4352]

Cleaning Miscellaneous Claims

- 2 in 1 Cleaner & [Air -and/or- Room] Freshener
- [3 in 1] [Cleans][,] [&] [Deodorizes][,] [&][Freshens]
- [Also] Try Clorox® Automatic Toilet Bowl Cleaner₁ -and/or- Clorox® Bleach Automatic Toilet Bowl Cleaner II -or- **insert ABN** [to extend time between deep cleans -and/or- to keep your toilet fresh -and/or- sanitary -and/or- clean [with every flush]]
- [Also] Try Clorox® ToiletWand® Disposable Toilet Cleaning System -or- **insert ABN** [and eliminate that dirty brush]
- Apply weekly to keep your toilet sparkling clean
- Bleach[-]free
- Cleans
- Cleans -and/or- deodorizes
- 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- Rings [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- Rings -and/or- Lime Scale -and/or- Rust [Stains -or- Deposits -or- Rings] 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- Rings on contact [for a Cleaner -and/or- Fresher -and/or- Brighter -and/or- Whiter -and/or- Sparkling [Toilet] [Bowl]]
- Cleans -and/or- Removes -and/or- Dissolves -and/or- Loosens -and/or- Destroys -and/or- Powers through [Tough -and/or- Stubborn] [Rust] [Toilet Bowl] Stains -and/or- Deposits -and/or- Rings [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 sides of bowl
- Clings to the bowl
- Clorox® cleaning power!
- Coats the bowl better
- **Coconut & Waterlily**
- Complete -and/or- full -and/or- total [coverage -or- coating] -and/or- dispensing
- Contains no abrasives -or- Non-abrasive formula
- Contains no bleach
- Delightfully Fresh & Powerfully Clean!
- Deodorizes
- Dependable trust from Clorox®
- Destroys -or- Dissolves Rust, Calcium & Lime
- Dispenses [in] [a] wide [band] to completely -or- fully -or- totally coat the bowl
- Dissolves Soils for Deep Down Cleaning
- Dissolves Tough Rust & Lime Deposits
- Easy to use
- [Enjoy] Enhanced Scents & Clorox® cleaning power – All -or- 2 in 1!
- 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 a Complete Clean That You Can See & Smell
- For cleaner, fresher toilet -or- bathroom
- For use on both white and colored toilets
- Formula cleans and shines
- Fresh Brazilian Blossoms
- Fresh Scent
- Fresh Take On Clean
- Freshens
- Freshens your bathroom -or- toilet
- **Grapefruit & Orange Blossom**
- Great for toilets
- [Greater than -or- More than -or- Over] 15% [More] [Fine] Fragrance [Ingredient]**
- [Greater than -or- More than -or- Over] 15% [More] Fresh Fragrance**
- Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
- Helps keep your toilet [bowl] fresh -and/or- clean
- Hawaiian Sunshine -or- Aloha
- Infused with Exotically Inspired Fragrances
- It's from Clorox®, so it's more than clean
- Lasting Freshness
- **Lavender & Jasmine**
- Leaves a fresh, clean scent
- Leaves bathroom fresh and clean
- [Leaves behind] Delightful[ly] Fresh Scents!
- Leaves bowl sparkling clean
- Leaves no visible residue
- [Leave[s] -or- Leaving Behind] [a] Delightful[ly] Fresh Scents!
- Leaves the water clear
- Leaves [Toilet Clean with] a Light Fresh Scent
- Leaves Your Surfaces Gleaming
- 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 -and/or- clean -and/or- pleasant -and/or- pleasing -and/or- citrus -and/or- fresh scent -or- smell
- Mountain Lavender
- [Easy grip] bottle
- No messy residue to remove
- Non-chlorine formula
- Pacific Breeze and Coconut
- Patent pending
- Patented bottle design
- Powerful[ly] Clean, Delightful[ly] [[Re]Fresh[ing]] Scents!
- Powerful Clean, Fun-tastic Scents!
- Powerful clinging -or- coating action
- [Provide[s] -or- Providing -and/or- The] Incredible Clean[ing] [that] You'd Expect From Clorox®
- Rain Clean

- 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- Rings -and/or- Lime Scale -and/or- Rust [Stains -or- Deposits -or- Rings] [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 [cleaning -or- use on] [most -or- all] toilet bowl surfaces [including glazed porcelain -and/or- ceramic]
- Safe for -or- will not harm colored toilets
- Safe for -or- will not harm -or- does not harm septic systems
- Same great value
- Same size
- Same volume[, new bottle]
- Smells as Good as it Cleans
- Spring Mist
- Stain Remover
- Still 23 [fl] oz
- Sure grip bottle
- Strong -and/or- Powerful enough to handle [the] tough[est] stains
- Sunshine Breeze
- The Cleaning -or- Stain removing Power of Clorox® [with a [clean -and/or- fresh] scent]
- The [Manual] toilet bowl cleaner with the cleaning -or- stain removing power of Clorox®
- The Power of Clorox® stain-removing action [with a [clean -and/or- fresh] scent]
- Thick -and/or- Powerful [gel formula -and/or- clinging action -and/or- coating action] [coats the bowl] for deep-down cleaning
- Thick -and/or- Powerful [gel formula -and/or- clinging action -and/or- coating action] [coats the bowl] [to] dissolve[s] stains
- Thick toilet bowl cleaner [that clings -or- with clinging action]
- Toilet bowl cleaner that clings
- Tuscan Lavender and Jasmine
- Value -or- twin -or- 3 pack
- 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

Use Sites

Airports	Factories	Nurseries
Athletic Facilities	Fitness Centers	Offices
Bars	Grocery Stores	Public Facilities
Bath Areas	Gyms	[Public] Restrooms
Bathrooms	Health Clubs	Public Transportation Areas
[Business -and/or- Office] Buildings	Hotels	Restaurants
Cafeterias	Institutional Facilities	Retail Centers
Campgrounds	Institutions	Shopping Malls
Colleges	Jails	Shower Areas
Convenience Stores	Libraries	Transportation Terminals
Day Care Centers	Locker Rooms	Universities
Dressing Rooms	Malls	
Exercise Facilities	Motels	

Footnotes

¹ Staphylococcus aureus [(Staph)] and Klebsiella pneumoniae [(Kleb)]
 **vs *insert ABN*