

5813-89

8-31-2006

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

August 31, 2006

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

Subject: Swan
EPA Registration No. 5813-89
Application Date: July 28, 2006
Receipt Date: August 4, 2006

Dear Ms. Lawson:

This acknowledges receipt of your notification, submitted under the provision of PR Notice 98-10, FIFRA section 3(c)9.

Proposed Notification

Deletion of non-FIFRA marketing text

General Comments

Based on a review of the material submitted, the following comments apply:

The notification application is acceptable and a copy has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact me at (703) 308-6345.

Sincerely,

Wanda Y. Henson
Product Reviewer (32)
Regulatory Management Branch II
Antimicrobials Division (7510P)

CONCURRENCES

SYMBOL	7510P	7510P						
URNAME	E. Henson	Henson						
DATE	8/31/06	8/31/06						



United States
Environmental Protection Agency
Washington, DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier Number
EL0112

Application for Pesticide - Section I

1. Company/Product Number 5813-89	2. EPA Product Manager Emily Mitchell	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) SWAN	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 minor non-mandatory labeling changes (we have removed claims on page 4). All changes are underlined. One strike-out copy and five clean copies are enclosed.

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. Sec. 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

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
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		<input type="checkbox"/> Metal	
				<input type="checkbox"/> Plastic	
				<input type="checkbox"/> Glass	
				<input type="checkbox"/> Paper	
* Certification must be submitted				Other (Specify) _____	
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/>	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input type="checkbox"/> 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	
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.					6. Date Application Received (Stamped)
2. Signature <i>J. Evelyn Lawson</i>		3. Title Senior Regulatory Information Scientist			
4. Typed Name J. Evelyn Lawson		5. Date July 28, 2006			

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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 (~~xxx~~) means removed.
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SWAN

KEEP OUT OF REACH OF CHILDREN
DANGER: CORROSIVE

See back panel for additional precautionary labeling.

ACTIVE INGREDIENT:

Sodium Hypochlorite 2.4%

OTHER INGREDIENTS: 97.6%

TOTAL: 100.0%

Contains 2.28% available chlorine

Contains no phosphorus

NET Contents: _____

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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.

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].

[Use in well-ventilated area.]

To Clean, Sanitize, and/or Disinfect Toilet Bowl:

- [1] Flush toilet [before cleaning]. [To open: Squeeze and turn.] [Cap does not come off.]
[Lower cap so bottle is below the rim.]
- [2] Apply 6 oz -or- 1/4 of bottle -or- 3/4 cup [of this product] under and around rim [to coat the inside of bowl].
- [3] Scrub entire bowl [with a stiff brush] and allow to sit for 5 minutes for sanitizing -and/or- 10 minutes for disinfecting.
- [4] Do not allow pets or children to access the toilet during this time.
- [5] Flush toilet. [Rinse brush in fresh water after use.] [Close cap after each use.]

(Note that prolonged contact with metal, old porcelain or worn plastic laminate may cause discoloration. In addition, do not use with ammonia, as hazardous gases may be released.)

Cleaning Claims:

- An effective cleaner for use in the toilet -or- on toilet surfaces
- Better cleaning power -or- formula
- Bleach in the bowl!
- Brightens -and/or- whitens -and/or- removes [dirt] stains
- Brightens and whitens your bowl
- Brightens -and/or- whitens as it cleans
- Brightens with the power of Clorox® bleach
- Cleans [your toilet bowl]
- Cleans -and/or- deodorizes
- Cleans -and/or- deodorizes with the power of [Clorox®] bleach
- Cleans -and/or- freshens
- Clorox® [bleach] cleaning power
- Contains a powerful cleaner plus [Clorox®] bleach
- Contains cleaners plus powerful Clorox® Bleach
- Contains sodium hypochlorite plus a cleaner
- Contains the power of Clorox® Bleach in a gel formula that coats the bowl [better] for a deep down cleaning in -or- around the bowl
- Easy to use [for cleaning]
- Effectiveness -or- Power of [Clorox®] bleach with a clean, fresh scent
- For [cleaning] use on both white and colored hard surfaces
- For a cleaner, fresher toilet
- For cleaner fresher toilet -or- bathroom
- Freshens toilet bowl -or- bathroom
- Has the [cleaning] power of bleach
- Helps keep [the] [your] toilet [bowl] clean, clear, and free of odor
- Helps keep [the] [your] toilet [bowl] fresh and clean
- Keeps [the] [your] toilet [bowl] bleach-clean
- Leaves [the] [your] [toilet] bowl bleach-clean!
- Leaves bathroom -and/or- toilet [bowl] fresh and clean
- Leaves the bowl bleach-fresh
- Leaves toilet [surfaces] [clean and] sanitary
- Makes your [cleaning] job easier
- Manual -or- Bleach toilet bowl cleaner
- Non-abrasive formula for cleaning -or- which will not scratch surfaces
- Prevents rust -and/or- hard water -and/or- toilet ring [build up]
- Removes stains -and/or- leaves bowl sanitary
- Removes stains and whitens with the power of Clorox® bleach
- The only manual toilet bowl cleaner with the power of Clorox® [bleach]
- The power of Clorox bleach in a [convenient] gel formula.
- This product [with bleach] in a [unique] gel formula.
- Thick Clorox® Bleach toilet bowl cleaner
- Whitens with the power of Clorox® bleach
- Will not scratch surfaces

GENERAL CLAIMS

- Cleans and deodorizes the toilet bowl [water]
- Clinging action coats the bowl for deep-down cleaning
- Clings to sides of bowl better
- Commercial Solutions
- Concentrate -or- Concentrated formula
- Contains no abrasives -or- acids
- Deodorizes and has a clean, fresh scent -or- fragrance
- Fully dissolves [in the bowl water] - no messy residue to remove
- Great -and/or- Strong -and/or- Powerful -and/or- Lasting -and/or- Lingering bleach smell -or- scent
- Great for toilets
- Has a clean fresh scent -or- fragrance
- Improved Formula
- Natural Breeze [Scent]
- [New bottle,] Same great value
- [New] Easy grip bottle
- [New] Improved bottle
- [New] Improved clinging action
- [New] Improved scent
- [New] Thicker formula
- Non-abrasive formula [that will not scratch surfaces]
- Now with more bleach [in every bottle]

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GENERAL CLAIMS Continued

- Pleasant fragrance
- Rain Clean -or- Fresh Scent -or- Mountain Fresh
- -or- Sparkling Wave -or- Natural Breeze
- Removes odors
- Removes -or- Prevents -or- Eliminates odors
- Safe for colored toilets -and/or- porcelain
- Sparkling Wave [Scent]
- Thick formula
- Thick gel formula coats the bowl and dissolves stains for deep-down cleaning
- Thick gel formula coats the bowl for deep-down cleaning
- Unscented
- Will not harm -or- [Safe for] plumbing or septic systems
- With clinging action
- Won't splash or drip [and will rinse away easily]
- www.Clorox.com

CLEANING/DISINFECTING CLAIMS

- A bleach product for toilet cleaning and disinfecting
- A toilet product for cleaning and disinfecting [against Staphylococcus aureus (Staph), Salmonella choleraesuis, Pseudomonas aeruginosa (Pseudomonas), Candida albicans, Enterococcus (Streptococcus) faecalis, Influenza A2 virus, Rhinovirus 39, -and/or- Rotavirus WA [in 10 minutes]
- Antibacterial [formula -or- action]
- Antibacterial [formula] -or- Disinfecting [formula]
- Bacteria-fighting -or- Germ-fighting -or- Virus fighting formula
- Bactericide -or- Bactericidal -or- Virucide -or- Virucidal -or- Germicide -or- Germicidal
- Bleach toilet disinfectant [-and/or- cleaner]
- Brightens as it cleans and disinfects
- Broad spectrum disinfectant -or- disinfectancy cleaner
- Cleans -and/or- brightens -and/or- deodorizes -and/or- disinfects [with the power of [Clorox®] bleach]
- Disinfect[s]
- Disinfecting bleach cleaner [for toilets]
- Disinfects [and cleans] toilet [bowl] surfaces [against Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella choleraesuis, Pseudomonas aeruginosa (Pseudomonas), Candida albicans, Influenza A2 virus, Rhinovirus 39, and/or- Rotavirus WA [in 10 minutes]
- Disinfects [and cleans your toilet] [against Salmonella choleraesuis (Salmonella), Staphylococcus aureus (Staph), and Enterococcus (Streptococcus) faecalis]
- Disinfects [your toilet -or- toilet bowl]
- Disinfects against -or- Kills [common] toilet bacteria -or- germs [: Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella choleraesuis, Pseudomonas aeruginosa (Pseudomonas), Candida albicans, Influenza A2 virus, Rhinovirus 39, -and/or- Rotavirus WA]
- Disinfects and deodorizes by killing [common] [toilet] germs and controlling their odors
- Disinfects -and/or- Deodorizes [against odor-causing bacteria -or- germs]
- Disinfects nonporous [hard] [solid] surfaces of toilet bowls
- Disinfects under the rim
- [Effective] Toilet disinfectant [in presence of [5%] soil load -or- organic soil]
- Eliminates odors caused by bacteria -or- germs -or- Controls odors produced by [common] [toilet] germs
- Fast acting toilet disinfectant -or- toilet cleaner
- Germ-fighting [formula]
- Kills -and/or- Disinfects Rotavirus WA
- Kills bacteria -or- germs while it cleans [and disinfects]
- Kills germs[*]
- Kills odor-causing bacteria
- Kills odor-causing bacteria [: Salmonella choleraesuis (Salmonella), Pseudomonas aeruginosa (Pseudomonas), Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis] in the toilet bowl
- Kills [common] bacteria [: Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella choleraesuis, -and/or- Pseudomonas aeruginosa (Pseudomonas)]
- Kills [common] germs[: Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella choleraesuis, Pseudomonas aeruginosa (Pseudomonas), Candida albicans, Influenza A2 virus, Rhinovirus 39, -and/or- Rotavirus WA [in 10 minutes]
- Kills -or- controls [greater than 99.9% -or- 99.99% of] bacteria -or- germs
- Kills the cold -and/or- flu virus **
- Kills the virus that causes common colds[: Rhinovirus 39]
- [Now] Disinfects
- [Now] Kills germs
- This cleaner disinfectant combines cleaning and disinfecting
- This product cleans and disinfects simultaneously
- This product kills Salmonella choleraesuis (Salmonella), Staphylococcus aureus (Staph), and Enterococcus (Streptococcus) faecalis found in the toilet -or- on the toilet
- Toilet disinfectant [and cleaner]
- Toilet disinfectant -and/or- cleaner
- [*] Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella choleraesuis, Pseudomonas aeruginosa (Pseudomonas), Candida albicans, Influenza A2 virus, Rhinovirus 39, -and/or- Rotavirus WA

** Rhinovirus 39, Influenza A2

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CLEANING/SANITIZING CLAIMS

- A bleach 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]
- [Bleach] Toilet [bowl] sanitizer
- Cleans and kills 99.9% of germs
- Cleans, kills 99.9% of germs -or- sanitizes and freshens with the effectiveness of Clorox® bleach
- Cleans, sanitizes -or- kills 99.9% of germs, and deodorizes
- [Cleans,] [whitens,] [brightens] and sanitizes -or- kills 99.9% of germs
- Germ-fighting formula
- Has the effectiveness of Clorox® [bleach] to kill 99.9% of [household] germs -or- bacteria
- In-bowl sanitizer
- 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 [in toilet -and/or- on hard nonporous toilet bowl surfaces]
- Kills 99.9% of [household] bacteria -or- germs
- Kills 99.9% of [household] germs on hard nonporous toilet bowl surfaces
- Kills 99.9% of germs as it cleans
- Kills 99.9% of household germs -or- bacteria with the effectiveness of Clorox® [bleach]
- Kills 99.9% of the following organisms in 5 minutes: *Klebsiella pneumoniae* (Kleb) and *Staphylococcus aureus* (Staph)
- ~~Kills germs while it cleans [and sanitizes]~~
- Kills odor causing bacteria -or- germs in the toilet
- Leaves [toilet] surfaces sanitized
- Leaves toilet [bowl] sanitary
- [Now] Kills 99.9% of germs
- Removes stains and leaves toilet bowl sanitized
- [Removes stains and] Leaves bowl sanitary -and/or- sanitized
- Removes tough stains and kills 99.9% of germs
- Sanitizer [for toilet use]
- Sanitizes [toilet -or- bowl] surfaces [in 5 minutes]
- Sanitizes in 5 minutes
- Sanitizes -or- Kills odor-causing bacteria [*: Klebsiella pneumoniae* (Kleb) -and/or- *Staphylococcus aureus* (Staph)]
- Sanitizes toilet surfaces [in 5 minutes]
- ~~Sanitizes toilet surfaces against [common] toilet germs~~
- Sanitizes under the rim
- Sanitizes while it cleans
- Sanitizing [formula] -or- Antibacterial [formula]
- Sanitizing bleach cleaner for toilets
- 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
- Unique gel formula cleans and kills 99.9% of germs -or- sanitizes with the effectiveness of Clorox® bleach

Germ or disinfecting claims require 10 minute contact time.

Use Sites:

Use this product undiluted in homes, schools, and other non-medical toilet bowl locations such as:

- Airports • Athletic Facilities • Bars • Business and Office Buildings • Cafeterias • Campgrounds • Colleges • Convenience Stores • Day Care Centers • Dressing Rooms • Exercise Facilities • Factories • Fitness Centers • Grocery Stores • Gyms

- Health Clubs • Hotels • Institutional Facilities • Institutions • Jails • Libraries • Locker Rooms • Malls • Motels • Nurseries • Offices • Public Facilities • Public Restrooms • Public Transportation Areas • Restaurants • Retail Centers • Shopping Malls • Shower and Bath Areas • Transportation Terminals • Universities

ENVIRONMENTAL CLAIMS

- Contains biodegradable cleaning agents -and/or- cleaners -and/or- surfactants -and/or- soaps and detergents
- Not harmful to plumbing and septic systems -or- Safe for [plumbing and] septic systems
- The bleach in this product breaks down almost entirely to salt and water -and/or- This bottle is made of ____% post-consumer recycled [HDPE] plastic -and/or- [This product is] [S]uitable for septic [systems] -and/or- wastewater systems -or- treatment plants

CHILD RESISTANT CLOSURE CLAIMS

Squeeze and twist to open. Close tightly.

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PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

DANGER: CORROSIVE.

Causes irreversible eye damage. Causes skin irritation. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals. Do not get in eyes, on skin, or on clothing. For prolonged use, wear gloves. Wash thoroughly with soap and water after handling. Remove and wash contaminated clothing before reuse. [Use only in well-ventilated areas.]

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 eye.

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

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 the poison control center or doctor. Do not give anything by mouth to an unconscious person.

IN ALL CASES, 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. Clorox Information Line: 1-800-227-1860

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

Physical and Chemical Hazards:

This product contains bleach. Do not use or mix with other household chemicals such as other toilet bowl cleaners, rust removers, acids or products containing ammonia. To do so will release hazardous, irritating gases. Avoid contact with clothes, fabric, carpet, wood, painted and paper surfaces.

Storage and Disposal: Store in a location inaccessible to children. Tightly close cap between uses. Do not reuse empty container. Offer empty container for recycling. If recycling is not available, discard container in trash.



QUESTIONS? COMMENTS? CALL 1-800-227-1860

Mfd. for & ©2006 The Clorox® Company,

Oakland, CA 94612

U.S. Patent Pending

EPA Reg. No. 5813-89 EPA

Est. No. 5813-GA-01

(Actual EPA Est. No. in code above or below.)

Made in the U.S.A



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