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



United States Environmental Protection Agency Office of Pesticide Programs

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

NOV 2 5 2009

FILE COPY

Subject:

Swan

EPA Registration No. 5813-89 Application Date: October 22, 2009 Receipt Date: October 26, 2009

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

Addition of H1N1 label claims per EPA guidance

General Comments

Based on a review of the material submitted, the following comment applies:

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

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

Please read instructions on i	reverse before comple	ting form.			Form App	roved.	OMB No. 20	70-006	O. Approval expires 2-28-95	
Environmental Protection Ag Washington, DC 20460				су			ਮੈegistrat Amendm Other		OPP Identifier Number EL0199	
		Application	on for Po	esticio	le - Sect	ion l				
1. Company/Product Number 5813-89			EPA Product Manager Emily Mitchell			ager		3. Proposed Classification None Restricted		
4. Company/Product (Name) SWAN	PM# 32									
5. Name and Address of Ap The Clorox Company c/o PS&RC P. O. Bo Pleasanton, CA 9456 Check if this	6. Expedited Reveiw. 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									
			Secti	on - I						
Amendment - Explain Resubmission in resp ✓ Notification - Explain		Final printed labels in repsonse to Agency letter dated "Me Too" Application. Other - Explain below.								
Explanation: Use addition Notification of H1N1 label cla This notification is consistent labeling or the confidential state in the confidential state. I further understand the state of the confidence in the c	aims per Agency guidan t with the provisions of f tatement of formula of th nat if this notification is n	ce listed on EF PR Notice 95-2 nis product. I un ot consistent w	PA website di and EPA rep nderstand that the terms	ated Octo gulations at it is a v s of PR N	at 40 CFR 19 iolation of 18 otice 95-2 an	52.46, a 3 U.S.C nd 40 C	and no other o . Sec. 1001 to	hanges h willfully r	make any false statement to	
		•	Section	on - II	<u> </u>			·	·	
1. Material This Product Will Child-Resistant Packaging Yes No	Unit Packaging Yes No If "Yes"	Water Soluble Packaging Yes No No No. per			2. Type of Container Metal Plastic Glass Paper					
* Certification must be submitted	Unit Packaging wgt.	. container	Package	wgt	container	r	اــــا	Other (Specify)	
Label Container 6. Manner in Which Label is Affixed to Product Lithor			graph Other				Location of Label Directions			
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1 Contact Point /Complete	itama disaatly halays	for identificati		on - 1\		if noce	eceny to pro	case this	s application I	
Contact Point (Complete items directly below for identification Name J. Evelyn Lawson			Title Telephone No. (linclude Area Code) Senior Regulatory Information Scientist (925) 425-6842							
	ements I have made or ny knowlinglly false or law.		l all attachm						6. Date Application Received (Stamped)	
2. Signature Lawson Lawson			3. Title Senior Regulatory Information Scientist							

5. Date

October 22, 2009

J. Evelyn Lawson

4. Typed Name



October 23, 2009

Ms. Emily Mitchell, Product Manager 32 U.S. Environmental Protection Agency Document Processing Desk (NOTIF) Office of Pesticide Programs -7504P One Potomac Yard 2777 S. Crystal Drive Arlington, VA 22202

Subject:

SWAN, EPA Reg. No. 5813-89

H1N1 claims added to master label

OPP EL0199

Dear Ms. Mitchell:

Per Agency guidance from the EPA website at http://www.epa.gov/oppad001/h1n1-guide.html dated October 22, 2009, The Clorox Company is submitting a revised label for expedited review. The label claims for H1N1 have not deviated from the labeling recommendations in Section III of your website guidance.

We enclose the following:

- Application for Registration (EPA Form 8570-1) (OPP EL0199)
- Underlined label with new claims underlined
- Clean label

We request that your response be emailed to CTCPSERC@Clorox.com.

Please contact me at (925) 425-6842 or Elisa Estremera-Pasky at (925) 425-6199 or if you have any questions.

Sincerely,

J. Evelyn Lawson

Senior Regulatory Information Scientist

The Clorox Company

Email: CTCPSERC@Clorox.com

J. Evelyn Kawson

c/o PS&RC P.O. Box 493 Pleasanton; CA 94566-0803

(925) 425-6842 Fax: (925) 425-4496

EPA Reg. No. 5813-89 Swan Page 1 of 5



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Text separated by a diamond bullet (◆) denotes -and/or- options. <u>Underlined text is new.</u> Strike-through (text) means removed. The terms "trinal or urinals' can be substituted or added where the terms "toilet or toilets" appear. All final labeling will contain cleaning instructions.

SWAN

KEEP OUT OF REACH OF CHILDREN DANGER: CORROSIVE

See back panel for additional precautionary labeling.

ACTIVE INGREDIENT:	
Sodium Hypochlorite	2.4%
OTHER INGREDIENTS:	
TOTAL:	
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]





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. <u>Underlined text is new.</u> Strike-through (**) means removed.

The terms "uninal or uninals" can be substituted or added where the terms "toilet or toilets" appear. All final labeling will contain cleaning instructions.

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 -ororganic 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
- [1] 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/DISINFECTING CLAIMS Continued

Pandemic 2009 H1N1 Influenza A virus***

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (*Product Name*) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

*** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html

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 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 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 -orsanitizes 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 nonmedical 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







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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]suitable for septic [systems] -and/or- wastewater systems -or- treatment plants

CHILD RESISTANT CLOSURE CLAIMS

Squeeze and twist to open. Close tightly.

PRECAUTIONARY STATEMENTS Hazards to Humains 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.

Residential/Household uses

Storage and Disposal:

Store in a location inaccessible to children. Tightly close cap between uses. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available or place in trash.

Professional/Institutional uses

Storage and Disposal:

Do not contaminate water, food or feed by storage and disposal of this product. Store in a location inaccessible to children. Tightly close cap between uses. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available or place in trash.



QUESTIONS? COMMENTS? CALL 1-800-227-1860
Mfd. for & ©2006 The Clorox® Company,
1221 Broadway, Oakland, CA 94612
U.S. Patent Pending
EPA Reg. No. 5813-89
EPA Est. No. 5813-GA-1, CA-3, 4, 5, 71681-GA-1, 2, 71106-GA-1,2
(Actual EPA Est. No. in code above or below.)
Made in the U.S.A.



