5813-89

9/15/2011 UNITED STATES ENVIRONMENTAL PROTECTION AGENCY



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D.C. 20460

SEP 15 2011

OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION 19

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

Subject: Swan EPA Registration No. 5813-89 Application Date: Aug 15, 2011 Receipt Date: Aug 16, 2011

Dear Elisa Estremera

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

Proposed Notification

• Adding website, establishment number, and additional marketing Claims.

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 <u>Harris Monisha@epa.gov</u> (703) 308-0410

Sincerely

Monisha Harris

CONCURRENCES SYMBOL 7510 P SURNAME HAPPLIS DATE 9-15-11

EPA Form 1320-1A (1/90)

OFFICIAL FILE COPY

Please read instructions on	reverse hefore com	ing form.		Form App	rove ^r		070-004	0. Approval expires 2-28-95	
\$EPA	United States			ncy Arr		Registra Amendn Other	tion	OPP Identifier Number EE0125	
		Applicatio	n for Pestic	de - Sect	ion	1			
. Company/Product Number 5813-89			2. EPA Product Manager Monisha Harris		lger	3		. Proposed Classification	
I. Company/Product (Name) SWAN			РМ# 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			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.						
			Section -	ict Name _					
Amendment - Explain Resubmission in res Notification - Explain Explanation: Use addition Notification of web site, cha This notification is consister labeling or the confidential s EPA. I further understand the FIFRA and I may be subject We are enclosing 1 strikeou	ponse to Agency letter n below. mal page(s) if necessar nges to EPA establishm nt with the provisions of f statement of formula of th hat if this notification is n t to enforcement action a	 Y. (For section ent numbers and PR Notice 98-10 his product. I und tot consistent with and penalties und 	d other non-mandat and EPA regulatio derstand that it is a th the terms of PR I	Agency lette "Me Too" A Other - Expla ory changes puns at 40 CFR 1 violation of 18 Notice 98-10 ar	er dat pplica ain be er PR 52.46 U.S.C	ation. Notice 98-10: 5, and no other C. § 1001 to wil	changes	e any false statement to	
			Section - I	11					
1. Material This Product W	ill Be Packaged In:								
Child-Resistant Packaging Yes No * Certification must be submitted	ion must		Water Soluble Packaging Yes No If "Yes" No. per Package wgt container			2. Type of Container Metal Plastic Glass cccc Paper cccc Other (Specify) c cccc		د د د د Speçify)	
3. Location of Net Contents	ocation of Net Contents Information 4. Size(s) Retail Con		ail Container	<u> </u>	5. Location of Laົວອີເບີເຊີ້ະເປັດ			C C	
	Label Container anner in Which Label is Affixed to Product Lithograp Paper glu Stenciled		aph glued ed	Other					
	····		Section - I	V		;•.	(%)#)#(# <u>#</u>		
1. Contact Point <i>(Complete</i>	e items directly below i	for identification	n of individual to b	e contacted, i	f nec	essary, to pro	cess this	application.)	
Name J. Evelyn Lawson			,			Telephon (925) 425	e Not (Include Area Code) 5-6842		
l certify that the stat l ecknowledge that a both under applicable	ements I have made or ny knowlinglly false or 1 law.	Certificat this form and a misleading stat	all attachments th	ereto are true, nishable by fin	, accu 19 or i	urate and com Imprisonment	plete. or	6. Date Application Received (Stamped)	
2. Signature	iignature			3. Title Regulatory Scientist					
4. Typed Name Elisa Estremera			5. Date August 15, 2011						

Note: Bold, italicized text is information for the readerand is not part of the label. [Bracketed information is optional text.] <u>Underlined text is (</u> 3trike-through (text) means removed. The terms "urinal or urinals" can be substituted or added where the terms "toilet or toilets" appear. All final labeling will contain cleaning instructions. R0674110



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KEEP OUT OF REACH OF CHILDREN DANGER: CORROSIVE

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See back panel for additional precautionary labeling.

NET Contents:

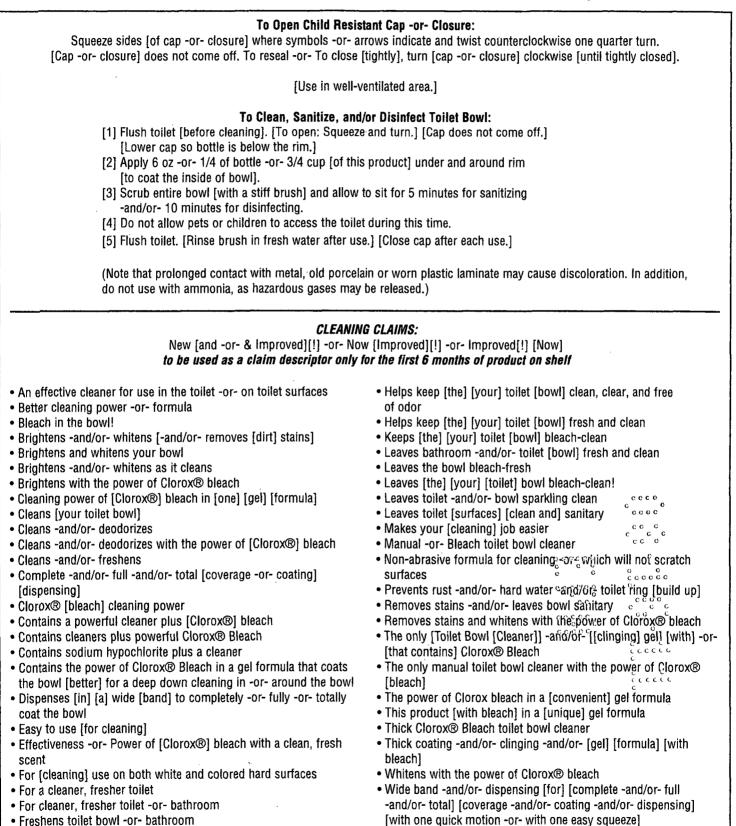
ACTIVE INGREDIENT:	
Sodium Hypochlorite	6
OTHER INGREDIENTS:	6
TOTAL:	6
[Contains 2.28% available chlorine]	

Contains no phosphorus

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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.



• Has the [cleaning] power of bleach

Will not scratch surfaces

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GENERAL CLAIMS:

New [and -or- & Improved][!] -or- Now [Improved][!] -or- Improved[!] [Now] to be used as a claim descriptor only for the first 6 months of product on shelf

- 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]
- Pleasant fragrance
- Rain Clean -or- Fresh Scent -or- Mountain Fresh -or-Sparkling Wave -or- Cool Wave -or- Natural Breeze [Scent]
 Removes odors

EPA Reg. No. 5813-89 Swan

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- Removes odors
- Removes -or- Prevents -or- Eliminates odors
- Safe for colored toilets -and/or- porcelain
 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

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CLEANING/DISINFECTING CLAIMS:

- A bleach product for toilet cleaning and disinfecting
- A toilet product for cleaning and disinfecting [against Staphylococcus aureus (Staph), Salmonella <u>enterica (*tested*</u> <u>as Salmonella choleraesuis</u>), 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 <u>enterica (*tested as Salmonella*</u> *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 enterica (*tested as 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 <u>enterica (*tested as Salmonella*</u> *choleraesuis*), Pseudomonas aeruginosa (Pseudomonas),
 Candida albicans, Influenza A2 virus, Rhinovirus 39, -and/orRotavirus 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 bacterial. Colmonally entering (for
- Kills odor-causing bacteria[: Salmonella <u>enterica (*tested*</u> <u>as Salmonella</u> choleraesuis)</u> (Salmonella), Pseudomonas aeruginosa (Pseudomonas), Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis] in the toilet bowl
- Kills [common] bacteria[: Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella <u>enterica</u> (tested as Salmonella choleraesuis), -and/or- Pseudomonas aeruginosa (Pseudomonas)]
- Kills [common] germs[: Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella <u>enterica</u> (tested as 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 <u>enterica</u> (*tested as Salmonella choleraesuis*) (Salmonella), Staphylococcus aureus (Staph), and Enterococcus (Streptococcus) faecalis found in the toilet $c_{e,e,e}c_{e}$

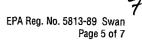
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- Toilet disinfectant [and cleaner]
- Toilet disinfectant -and/or- cleaner
- [†]Staphylococcus aureus (Staph), Enterococcus (Streptoeoccus) faecalis, Salmonella <u>enterica</u> (*tested as Salmonelia choleraesuis*), Pseudomonas aeruginosa (Pseudomones), Candida albicans, Influenza A2 virus, Rhinovirus 39, fandfor-Rotavirus WA

††Rhinovirus 39, Influenza A2

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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



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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 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 -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

Jails Libraries Locker Rooms Malls Motels Nurseries Offices Public Facilities

Institutions

Public Restrooms Public Transportation Areas Restaurants Retail Centers Shopping Malls Shower and Bath Areas Transportation Terminals Universities

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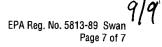
ENVIRONMENTAL CLAIMS:

- 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 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.

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 erigibility close cap between uses. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available or place in trashe c

QUESTIONS? COMMENTS? CALL 1-800-227-1860 <u>A list of this product's ingredients is available_at www.CloroxCSR.com</u> 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 (<u>A4</u>). <u>GA-2 (VG</u>), CA-3 (<u>A8</u>) -4, -5; 58455-IN-1 (<u>C6</u>), <u>IN-2 (O1</u>); 71681-GA-1 (<u>JG</u>), <u>IL-1 (GU), IL-2 (24</u>); 71106-GA-1, IL-2 (<u>E8</u>) (Actual EPA Est. No. in code above or below.) Beginning of batch code indicates Est. No. Made in the U.S.A.



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