



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

AUG - 9 2012

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

J Evelyn Lawson
Federal Registration Specialist
The Clorox Company
c/o PS&RC P O Box 493
Pleasanton CA 94566 0803

Subject HBL
EPA Registration Number 5813 105
Applications Date July 19 2012
EPA Receipt Date July 20 2012

Dear Ms Lawson

This acknowledges receipt of the above notification application submitted under the provision of PR Notice 98 10 FIFRA 3(c) 9

Proposed Notification

- Add packaging instructions for 4 new graphics
- Add new packaging related claims (see page 3)

General Comments

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

The notification application is acceptable. A copy of the accepted notification has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter please contact Adam Heyward via email at heyward_adam@epa.gov or by telephone at (703) 347 0274 during the hours of 6 00 am to 2 30 pm EST

Sincerely

A handwritten signature in black ink, appearing to read "Monisha Harris".

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



United States
Environmental Protection Agency
Washington DC 20460

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number
EL0447

Application for Pesticide Section I

1 Company/Product Number 5813 105	2 EPA Product Manager Monisha Harris	3 Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4 Company/Product (Name) HBL	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 labeling modifications per PR Notice 98 10 we have packaging instructions 4 new graphics and new packaging related claims (page 3) 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				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 <input type="checkbox"/> Other (Specify) _____		
* Certification must be submitted		If Yes Unit Packaging wgt No per container			
3 Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4 Size(s) Retail Container		5 Location of Label Directions	
6 Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph Paper glued 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 Federal Registration Specialist	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 	3 Title Federal Registration Specialist	
4 Typed Name J Evelyn Lawson	5 Date July 6 2012	



The Clorox Company



July 19 2012

Ms Monisha Harris 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

Re HBL EPA Reg No 5813 105
OPP EL0447

Dear Ms Harris

We originally submitted a label notification for this registration July 9 It appears that the notification is not logged in the system so we are re submitting the OPP form strike out label and 5 clean labels

Please let me know if you have any questions

Thank you for reviewing the enclosed submission If you have any questions please contact me at 925 425 6842 or Elisa Estremera at 925 425 6199

Sincerely

J Evelyn Lawson
Federal Registration Specialist
The Clorox Company
CTCPSERC@Clorox.com

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
Optional text may be placed anywhere on the label/container
R0926031

4/10

HBL

KEEP OUT OF REACH OF CHILDREN
CAUTION

See back or side panel for precautionary statements

Active Ingredient	
Sodium Hypochlorite	0.65 /
Other Ingredients	99.35%
Total	100.00 /

[Net] [Contents] _____

NOTIFICATION
Data Reviewed 8/9/12
Reviewed By [Signature]

PRECAUTIONARY STATEMENTS Hazards to humans and domestic animals

CAUTION

Causes moderate eye irritation Avoid contact with eyes or clothing Wash thoroughly with soap and water after handling

FIRST AID

If in Eyes Hold eye open and rinse slowly and gently with water for 15 20 minutes If present remove contact lenses after the first 5 minutes then continue rinsing eye Call a poison control center or doctor for further treatment advice Have the product container or label with you when calling a poison control center or doctor or going for treatment

PHYSICAL OR CHEMICAL HAZARDS

Do not use this product with ammonia or acids such as vinegar rust removers or toilet bowl cleaners

Statement for Refillable Containers

STORAGE AND DISPOSAL

Store this product in a cool [dry] area [away from direct sunlight and heat] to avoid deterioration Do not reuse or refill except as described in the directions for use Refill only with this product Recycle empty container or discard in trash

Statement for Nonrefillable Containers

STORAGE AND DISPOSAL

Store this product in a cool [dry] area [away from direct sunlight and heat] to avoid deterioration **CONTAINER DISPOSAL** Nonrefillable container Do not reuse or refill this container When discarding container place in trash collection or take to recycling center

EPA Reg No 5813 105

EPA Est No 8251 OH 1 (Q6) 5813 GA 1 (VG) 5813 IL 2 (VF)

Beginning of batch code indicates Est No

The Clorox Company 1221 Broadway Oakland CA 94612

Made in the U S A

Mfd for The Clorox Company

Clorox is a registered trademark of The Clorox Company

insert trademark is a registered trademark of The Clorox Company

© XXXX The Clorox Company

Questions or comments? 1 800 227 1860

Visit us at www.clorox.com

A list of this product's ingredients is available at www.IngredientsInside.com

or A list of (this product's) (**product name**) ingredients is available at (**insert company website**)



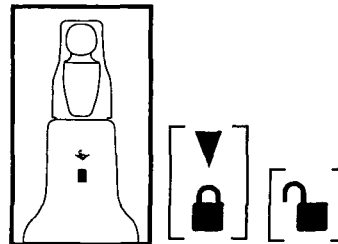
[[Use your phone to] go here and/or scan [[the] tag or [this] code] to learn or get or see [more] uses or information [on how to use [This Product]] or [how to] tips or [how to [use]] videos]

Packaging Related Statements and Icons

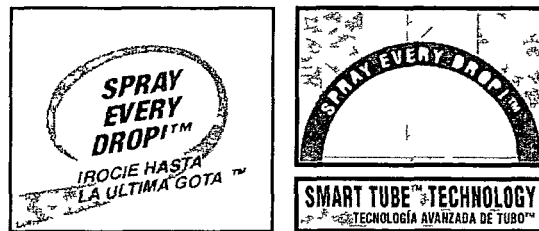
[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]

Turn nozzle [counter]clockwise to open or Rotate nozzle to FOAM or SPRAY or ON

To refill Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upwards] to remove [After refilling spray bottle] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [and/or push [sprayer] [straight] down [until it clicks] [and/or locks into place]]



or
To refill Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up or upward[s]] to remove [Fill spray bottle with refill solution] [After refilling spray bottle] [to replace trigger] Align [red tip] tube on trigger [head] over [small] opening or tube [on] [the] inside [of the bottle] [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle] Press [straight] down on the trigger [head] [applying even pressure] [until it clicks and/or locks] [into place]



When almost empty or To spray every drop[] [] tilt bottle downward or at a downward angle [while spraying]

[To foam (close screen on nozzle) or spray (open screen on nozzle)]

To Foam or To Spray Turn or Rotate nozzle to ON

Packaging Related Claims

[Now] [New][¹] and/&/or [Improved] **to be used as a claims descriptor only for the first 6 months of product on shelf**

Align to close

[Be] [Get] RefillSmartTM[¹]

Economy [**insert size 32 fl oz and less**] and/or [Size]

Get or Spray Every Drop[¹]TM

Last Drop Access

Medium [**insert size 24 fl oz and less**] and/or [Size]

No Waste or Wasteless Bottle

Patented design bottle

Recyclable bottle

Small [**insert size 16 fl oz and less**] and/or [Size]

Smart Tube[[®]]TM Technology

[Use as a] [Pourable] refill for this product

Value or Economy or Budget size or refill

Value or Twin Pack

Value Size or Twin

Peel for [additional] directions [for use]

Surfaces May be used on hard nonporous surfaces such as stainless steel glazed ceramic tile hard plastics nonporous vinyl laminated plastic countertops glazed porcelain and glass

DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling

To [Clean][] [Disinfect [and Deodorize] Hard Nonporous Surfaces [] [in One Step] [Turn nozzle [counter]clockwise to open or Rotate nozzle to FOAM or SPRAY] Spray [product] 6 – 8 from surface until thoroughly wet Let stand one minute Wipe with a clean [damp] cloth or paper towel or allow to air dry For surfaces that may come in contact with food rinse with potable water or all other surfaces no rinsing is required Gross soil must be removed prior to disinfecting or For heavily soiled surfaces pre cleaning is required

To Clean Follow directions above but no standing time is required If streaking is observed wipe with a clean cloth or paper towel

Avoid contact with clothes fabric wood rubber aluminum brass chrome paper or painted surfaces

General/Cleaning/Non Pesticidal Claims

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

A bleach cleaner ideal for [your] [everyday] kitchen cleaning	Powers through [tough] [kitchen] grease and/or messes and/or dirt and/or grime
A bleach cleaner ideal for [your] kitchen surfaces	Removes and/or cleans and/or bleaches [out] and/or cuts [tough] and/or [greasy] and/or [kitchen] dirt
A kitchen cleaner with the cleaning power of [Clorox®] bleach Cleaner + Bleach	Removes and/or cleans and/or bleaches [out] and/or cuts food and/or juice and/or coffee and/or tea
Cleans greasy counter[top]s	Removes and/or cleans and/or bleaches [out] and/or cuts grime
[Clean] [light] [airy] [mild] [fresh] [bleach] fragrance or scent	Removes odors
Cleans tough messes	Removes or cleans kitchen and/or household dirt and/or soils and/or grime
Contains [more and/or powerful] grease cutters	Removes [and/or Cleans] [everyday] kitchen messes [like dirt grease and food stains]
Contains bleach plus a cleaner	Removes odors
Cuts [through] tough kitchen and/or [grease] [grime] [and] [soils]	Removes tough stains or messes or greasy dirt [Starts to] Dissolve[s] grease on contact [or instantly]
Daily kitchen cleaner	Starts to remove [food] stains on contact
Degreaser or Degreases	Suitable for use on[] or Ideal for [] or Use on[] or can be used on insert use surface from table 2
Deodorizes	This bottle is made of up to 25% post consumer recycled [HDPE] plastic
Enhanced with Clorox® bleach for kitchen soils	[This product is] suitable for septic [systems] and/or wastewater systems or treatment plants
Fast action [kitchen] cleaner	Tough on greasy soils
For a cleaner and/or fresher kitchen and/or home and/or house and/or place	Tough on grime and/or dirt and/or [other] [tough] [kitchen] [soils][!]
For daily [use] [cleaning]	[Use] On [hard] [nonporous surfaces] [compatible for use on] insert use surface from table 2
Formula fights grease	Use on hard nonporous surfaces such as stainless steel glazed ceramic tile hard plastics nonporous vinyl laminated plastic countertops glazed porcelain and glass
Formulated for kitchen messes	Use on or suitable for use on insert use sites from table 1
Freshens [the] [your] [kitchen] [home] [house]	Use on or can be used on [your] kitchen surfaces
Good for everyday cleaning and/or for your tough messes	[Versatile] Designed for multiple uses in the kitchen [and dining area]
Great for the kitchen[!]	Wipes out [tough] [kitchen] stains
[Has] [Leaves] a clean scent or fragrance	
Improved [or Special] [grease fighting] [kitchen cleaning] [formula]	
Leaves [kitchen] surfaces clean	
[Has] [Leaves] a clean scent or fragrance	
Not harmful to septic systems	
Pleasant fragrance	
[Pleasant] scent or fragrance	
[Powerful] Grease cutter or fighter or cutting formula or fighting formula	
Powerful [kitchen] cleaner	
Powers through [tough] [kitchen] grease and grime	

Fragrance Descriptors

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

[Clean Rinse] [Floral] [Fresh] [Fresh Meadow] [Mountain Fresh]
[Pleasant] scent or fragrance
[Fresh] Burst and/or Breeze

Pesticidal Claims

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

A bleach product for household cleaning and disinfecting
Anti bacterial [cleaner] [action]
Antifungal
Bactericidal and/or Virucidal and/or Fungicidal and/or
Disinfectant
Broad spectrum disinfectant or disinfectancy [cleaner]
Cleaner and disinfectant in one
Cleaner degreaser disinfectant
[Cleans [and] Disinfects [& Deodorizes] in One Step]
Cleans and/or disinfects hard nonporous surfaces in **insert Table 1 use site**
Cleans or shines or disinfects washable hard nonporous kitchen and/or bathroom and/or surfaces and fixtures
Contains Bleach
Disinfecting bleach cleaner [for the kitchen]
Disinfects and cleans your home
Disinfects appliance exteriors or exterior surfaces of appliances
Disinfects as it cleans
Disinfects and deodorizes by killing [common] [household] germs [and controlling their odors]
Disinfects hard nonporous surfaces
Easily cleans and/or deodorizes and/or disinfects or Easily cleans disinfects and deodorizes
Easy and/or convenient way to disinfect
[Effective] [bathroom and/or restroom and/or kitchen and/or household and/or office and/or workplace] disinfectant and/or cleaner
[Effective] disinfectant [in presence of 5 % serum load or organic soil]
Efficacy tests have demonstrated that this product is an effective bactericide virucide and fungicide in the presence of organic soil [(5 / blood serum)]
For daily [use] cleaning and/or disinfecting
Germicide or Germicidal
Home or household disinfectant and/or cleaner
[Kills [99 99 %] bacteria viruses & fungi in 1 Minute [on Hard Nonporous Surfaces]]
Kills 99 9% of [household] and/or [kitchen] bacteria
Kills [99 9 / of] [kitchen] bacteria
Kills [99 9 % of] viruses and bacteria [in the kitchen]
Kill[s] and/or eliminate[s] and/or disinfect[s] and/or remove[s] and/or attack[s] and/or get[s] rid of and/or reduce[s] [99 9 / of] [the] Avian Influenza A [virus] on precleaned hard nonporous surfaces
Kill[s] and/or eliminate[s] and/or disinfect[s] and/or remove[s] and/or attack[s] and/or get[s] rid of and/or reduce[s] [99 9% of] Methicillin resistant Staphylococcus aureus [(MRSA)] or MRSA‡ [commonly] found in or on [the] [**list any use site**]
Kill[s] and/or eliminate[s] and/or attack[s] and/or get[s] rid of and/or reduce[s] [99 9 % of] [the] bacteria and/or germs and/or virus[es] [commonly] found in or on [the] **insert use sites/surfaces from Table 1 or Table 2**

Kill[s] and/or eliminate[s] and/or disinfect[s] and/or remove[s] and/or attack[s] and/or get[s] rid of and/or reduce[s] [99 9% of] [the] Norovirus[es] [commonly] found in or on [the] [**list any use site**]
Kill[s] and/or eliminate[s] and/or disinfect[s] and/or remove[s] and/or attack[s] and/or get[s] rid of and/or reduce[s] [99 9 / of] [the] viruses that cause colds and flu] OR [cold and flu viruses] [commonly] found in or on [the] **list any use site/surfaces from Table 1 or Table 2**
Kills Flu Virus! ††
Kills germs [on hard nonporous surfaces] Salmonella enterica Cold virus [Rhinovirus [(type 37)]] Flu Virus [(Influenza A virus)] or Flu Virus ††
Kills [the] [common] cold virus [(Rhinovirus 37)] or Kills [the] [common] cold virus†
Kills [the] [common] cold† and/ flutt viruses
Kills or eliminates or destroys [99 9%] [E coli] and/or [Salmonella] [kitchen germs or bacteria]
Kills or eliminates or destroys [99 9 %] Echerichia coli [E coli] and/or Salmonella enterica
Kills or eliminates or destroys [99 9 / of] germs or bacteria in the kitchen
Kills or eliminates or destroys [99 9 / of] kitchen germs or bacteria
Kills or eliminates or destroys [99 9% of] virus[es] that cause colds and/or flu
Kills germs while it cleans
Kills viruses that cause colds and flu or cold and flu viruses [Kitchen] Bacteria fighting or Germ fighting formula
Kitchen disinfectant
One step cleaner and disinfectant
Removes Stains & Disinfects
Salmonella enterica [(Salmonella)] and Staphylococcus aureus [(Staph)] are common germs found where food is prepared and stored This product kills these harmful germs and helps control the hazard/spread of food borne contamination on hard kitchen surfaces
This [cleaner] [disinfectant] combines cleaning and disinfecting [in one product] [in one step]
[This product disinfects] and/or has the power or effectiveness to clean or and has cleaning power
[This product] Disinfects and has the power to clean **insert use site/surfaces from Table 1 or Table 2]**
This product is a cleaner and disinfectant which combines cleaning disinfecting and stain removal in one product
†Rhinovirus 37
††Influenza A virus
Trichophyton mentagrophytes [(\thlcte Foot Fungus)]

Pesticidal Claims continued

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

Kills [99 99%] bacteria viruses† & fungi in 1 Minute Acinetobacter baumannii †Canine Parvovirus Enterobacter aerogenes Escherichia coli ESBL †Feline Panleukopenia Virus †Herpes Simplex Virus (HSV 2) †Influenza A Virus †Influenza A H1N1 [2009] [Pandemic] Klebsiella pneumoniae [Methicillin resistant] Staphylococcus aureus (MRSA) †Norovirus †Poliovirus Type 1 (Mahoney) Pseudomonas aeruginosa †Rhinovirus †Rotavirus Salmonella enterica ***tested as Salmonella choleraesuis*** Staphylococcus aureus Streptococcus pyogenes Trichophyton mentagrophytes (Athlete s Foot Fungus) [Vancomycin resistant] Enterococcus faecium (VRE)

Optional Text For use on product label or collateral labeling

Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus [This product] is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A virus tested and is expected to inactivate all Influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu)

Effective against [2009] H1N1 [Flu Virus]

Effective against H1N1 [Pandemic] [Influenza A virus]

Effective against [Influenza A H1N1] [H1N1]

Kills [2009] H1N1 [Flu Virus] Kills [bacteria] [viruses] [fungi]

Kills [99 9% of] Germs† including [2009] H1N1 [Flu Virus]

Kills Germs and/or Flu Viruses [including [2009] H1N1]

Kills Pandemic 2009 H1N1 Influenza A virus (formerly called swine flu)

Kills Pandemic 2009 H1N1 Influenza A virus

[This product] has demonstrated effectiveness against Influenza A virus and is expected to inactivate all Influenza A viruses including Pandemic 2009 H1N1 Influenza A virus

[This product] has demonstrated effectiveness against Influenza A virus and is expected to inactivate all Influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu)

Note ***Bold italicized text is information for the reader*** *not part of the label* [Bracketed information is optional text] Underlined text is new. Strike through (text) means removed
Optional text may be placed anywhere on the label/container
R0926031

Table 1 Use Sites

[[Use Locations] [Where to use this product] [For use around or in or throughout the]]

Home	Playroom
Kitchen	Nursery
Bathroom	

Table 2 Use Surfaces

[Use] On [hard] [nonporous surfaces] [compatible for use on]

appliances exteriors or exterior surfaces of appliances	plastic
corian	plastic laminate
countertop[s] or [kitchen] counter[s]	sealed granite
formica	sealed marble
glass	sink[s]
glazed ceramic tile	stainless steel and/or glazed enamel appliance exteriors
glazed enamel	stainless steel or glazed enamel appliances
glazed porcelain	stainless steel or glazed enamel oven exteriors
hard plastics	stainless steel or glazed enamel range hood exteriors
laminare	stainless steel or glazed enamel refrigerator door
laminated plastic countertops	
linoleum	[Not for use on fabric]
nonporous vinyl	