



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

February 19, 2019

Tony Herber
Agent for
The Clorox Company
PO Box 493
Pleasanton, CA 94566

Subject: Notification per PRN 98-10 – Agency-initiated marketing claim changes
Product Name: Dash
EPA Registration Number: 5813-118
Application Date: February 19, 2019
Decision Number: 548072

Dear Mr. Heber:

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) list 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 Compliance.

If you have any questions, you may contact Tara Flint via email at flint.tara@epa.gov or Eric Miederhoff at Miederhoff.eric@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "E. Miederhoff".

Eric Miederhoff
Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Label identification

Dash, EPA Reg. No. 5813-118

RC390020

12:50 2/15/19

NOTIFICATION

5813-118

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:

02/19/2019

Formatting notes (applicable for all claims)

Now[!] -and/or- **Newly[!]** -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 sites and/or use surfaces on the label may be listed in conjunction with an image of the use site and/or use surface.

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

Dash

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

See back -or- side- panel for additional precautionary statements

ACTIVE INGREDIENTS:

n-Alkyl (50% C14, 40% C12, 10% C16) dimethyl benzyl ammonium chloride	0.1320%
Didecyl dimethyl ammonium chloride.....	0.0495%
Octyl dimethyl ammonium chloride	0.0990%
Diocetyl dimethyl ammonium chloride	0.0495%
OTHER INGREDIENTS:	99.6700%
TOTAL:	100.0000%

Contains no phosphorus

Package made from **insert%** post-consumer recycled plastic

Net Contents _____

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 [and before eating, drinking, chewing gum, using tobacco or using the toilet]. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals.

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. 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: 1-800-292-2200.

Questions or Comments? [Please] visit www.clorox.com or call [us toll free at] [1-][800-]227-1860.

[Learn more at cloroxclassrooms.com]

For more [product -and/or- ingredient] information, visit www.IngredientsInside.com -or- www.smartlabel.org.

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

©2YYY Made in [the] U.S.A. [of global components -and/or- ingredients.]

Clorox is a registered trademark of The Clorox Company.

EPA Reg. No. 5813-118

EPA Est. No. 5813-CA-3 (A8 or H8), CA-6 (TPP), GA-2 (VG), IL-2 (VF); 52379-MI-2 (JX); 58455-IN-1 (C6), IN-2 (01)

Beginning of batch code indicates Est. No.

Patents: www.thecloroxcompany.com/patents

For [a] Spanish translation of product directions -or- instructions -or- information, visit www.clorox.com.

DIRECTIONS FOR USE

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

To Disinfect¹: Apply full strength to hard, nonporous surfaces with a [clean] cloth -and/or- mop -and/or- sponge. Allow to remain wet for 10 min[utes], then wipe -and/or- rinse. For visibly soiled surfaces, precleaning is required.

To [Clean, Deodorize, and] Sanitize: Dilute 1/4 cup (2 fl oz) to a total volume of one -or- 1 gallon with water and apply to hard, nonporous non-food contact surfaces with a [clean] cloth -and/or- mop -and/or- sponge. Allow to remain wet for 5 min[utes], then wipe-and/or- allow to air dry. For visibly soiled surfaces, precleaning is required.

To Control and Prevent the Growth of Mold -and/or- Mildew: Apply full strength on hard, nonporous surfaces with a [clean] cloth -and/or- mop -and/or- sponge. Wet thoroughly then allow to air dry. Reapply every 7 days or when mildew growth appears. For visibly soiled surfaces, precleaning is required.

To Clean -and/or- Freshen Toilet Bowls -and/or- Urinals: Pour 1/2 cup (4 fl oz) into bowl and brush thoroughly[, including under the rim].

[Rinsing is required for surfaces that may come in contact with rubber -and/or- asphalt tile.] For painted surfaces, test a small area first. [Do not use on marble, aluminum, copper or wood that is unfinished, unsealed, unpainted, waxed, oiled or worn.]

STORAGE AND DISPOSAL: Store in a cool dry area. Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available, or place in trash collection.

Optional graphics; may be placed anywhere on label -and/or- container



See how to use -or- [[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] -or- Scan here [to learn how to use] -or- [to learn more] -or- [for simple -or- easy instructions] [(Data rates may apply)]



Optional Packaging Graphics



Antimicrobial Claims

- 3[-]in[-]1 action: Cleans -and/or- Shines -and/or-Disinfects -and/or- Freshens
- 3X Action: Cleans, Disinfects, Freshens
- Kills 99.9% of germs[†] -and/or- bacteria -and/or- viruses[‡]
- 99.9% Germ[†] Killer
- An effective cleaner, disinfectant, and deodorizer for use in the **insert use site(s) from Table 2** and other [household -or- **insert use site(s) from Table 2**] areas]
- Antibacterial action -or- cleaner
- Bactericide -or- Bactericidal [formula]
- Broad spectrum disinfectant [cleaner]
- Broad Spectrum [Disinfectant -or- formula]
- Broad Spectrum Disinfectant against **insert organism(s) from Disinfectant Organism Table**
- Disinfects, deodorizes, and shine
- Disinfects hard-to-clean plastic toys¹¹
- Disinfectant [formula]
- Disinfects
- Disinfects against -or- kills -or- wipes out -or removes **insert organism(s) from Disinfectant Organism Table**
- Disinfects as it cleans [big jobs]
- Disinfects indoor hard, nonporous surfaces
- [Does not just cover up -and/or- mask odors –] Kills -or- Eliminates -or- Destroys -or- Removes -or- Wipes out odors caused by bacteria -or- germs[†]
- [Does not just cover up -and/or- mask odors –] Disinfects and deodorizes [by killing [99.9% of] germs[†] and the[ir] odors [they cause]]
- [Does not just cover up -and/or- mask odors –] Eliminates -or- removes odors caused by bacteria
- Gentle on wood². Hard -and/or- tough on germs[†] -and/or- dirt
- Germicide[†] -or- Germicidal[†] [formula]
- Great for removing bacteria on hard, nonporous surfaces
- [Home -or- Household] [Cleaner] [and] Disinfectant
- Kills [99.9% of] germs[†] [on hard nonporous surfaces]
- Kills [99.9% of] [household] germs[†] -and/or- bacteria while it cleans [tough] [everyday] **insert use site(s) from Table 2** messes
- Kills [99.9% of] [**insert use site(s) from Table 2**] germs[†] on [washable] hard, nonporous surfaces[:.] **insert surface(s) from Table 1**
- Kills -or- eliminates -or- removes -or- wipes out [99.9% of] **cannot use brackets with “eliminates” insert organism(s) from Organism Table**
- Kills -or- eliminates -or- removes -or- wipes out [99.9% of] **cannot use brackets with “eliminates”** E. Coli³ -and/or- Campylobacter⁴ -and/or- Listeria⁵ -and/or- the Cold Viruses⁶ -and/or- [the] Flu Virus⁷
- Kills -or- eliminates -or- removes -or- wipes out [99.9% of] **cannot use brackets with “eliminates”** [Cold and Flu] Viruses[[†] -or- ⁸]
- Multi-Purpose -or- Multi-Room -or- Multi-Surface^[P] [Cleaner] [and] Disinfectant
- Remove -and/or- Kills germs[†] around the home^[P] -and/or- house^[P]!
- [This product] Kills -and/or- Destroys -and/or- Removes -and/or- Wipes Out gram-negative bacteria[:.] [Salmonella enterica [(Salmonella)]]
- [This product] Kills -and/or- Destroys -and/or- Removes -and/or- Wipes Out gram-negative bacteria[:.] [Salmonella enterica [(Salmonella)]] -and/or- Germs[†][:.] Staphylococcus aureus [(Staph)] Salmonella enterica, and Influenza A Virus
- [This product] Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Wipes Out [99.9% of] **cannot use brackets with “eliminates”** bacteria
- [This product] cleans -and/or- kills germs[†] on the following [hard, nonporous] surfaces: **insert surface(s) from Table 1**
- You’ll discover that it cleans, deodorizes and disinfects
- Wipes Out -or- Kills [99.9% of] [household -and/or- odor-causing] germs[†] -and/or- bacteria

Organism Table

Disinfectant Organisms			
Bacteria	ATCC and/or Strain	Contact Time	Dilution
Campylobacter jejuni	[ATCC 29428]	10 min[utes]	undiluted
Escherichia coli O157:H7 (E.coli)	[ATCC 35150]	10 min[utes]	undiluted
Listeria monocytogenes	[ATCC 19117]	10 min[utes]	undiluted
Salmonella enterica	[ATCC 10708]	10 min[utes]	undiluted
Staphylococcus aureus	[ATCC 6538]	10 min[utes]	undiluted
Viruses Enveloped			
Viruses Enveloped	ATCC and/or Strain	Contact Time	Dilution
‡2009-H1N1 Influenza A Virus [(Novel H1N1)]	[Strain A/Mexico/4108/2009, CDC #2009712192]	10 min[utes]	undiluted
‡Human coronavirus [a cause of common cold]	[ATCC VR-740 Strain 229-E]	10 min[utes]	undiluted
‡Influenza A Virus	[Strain A/Hong Kong/8/68]	10 min[utes]	undiluted
‡Respiratory Syncytial Virus [(RSV)] [a cause of common cold]	[ATCC VR-26] [Strain Long]	10 min[utes]	undiluted
Virus Large Non-Enveloped			
Virus Large Non-Enveloped	ATCC and/or Strain	Contact Time	Dilution
‡[Human] Rotavirus	[Strain WA] [ATCC VR-2018]	10 min[utes]	undiluted
Sanitization Organisms			
Bacteria	ATCC and/or Strain	Contact Time	Dilution
Enterobacter aerogenes	[ATCC 13048]	5 min[utes]	1:64
Staphylococcus aureus	[ATCC 6538]	5 min[utes]	1:64
Fungistat Organism			
Fungus	ATCC and/or Strain	Duration	Dilution
Aspergillus niger	[ATCC 6275]	7 days	undiluted

Emerging Viral Pathogen Claims

This product qualifies for emerging pathogen claims against per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions indicated below. This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category:

Enveloped virus

<i>For an emerging viral pathogen that is an:</i>	<i>... follow the directions for use for the following organisms on the label:</i>
Enveloped virus	Rotavirus

This product has demonstrated effectiveness against viruses similar to insert name of emerging virus on hard, nonporous surfaces. Therefore, this product can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the insert CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Insert name of illness/outbreak is caused by insert name of emerging virus. This product kills similar viruses and therefore can be used against insert name of emerging virus when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Miscellaneous Claims

- 1 step cleaning + air freshening
- 2-in-1 cleaner and freshener
- 2-in-1 cleaner [and] [plus] [air] freshener
- A powerful clean with unmistakable fragrances
- Cleaning expertise of Clorox®
- [Cleans -and/or- great] for Kitchen **insert surface(s) from Table 1**
- Cleans -and/or- dissolves -and/or-removes -and/or- cuts through [tough] grease on [quarry] tile
- Cleans, eliminates odors and freshens
- Clorox® cleaning power and dull-free shine -and/or- finish
- Created with leading perfumers -and/or- Fragrance experts] [who know the power of scent]
- [Contains] Custom Blended Fragrances
- Cuts through grease
- Delightfully fresh scents
- Easily lifts dirt & stains
- Eliminates tough stains the first time
- For -and/or- in the bathroom[:] **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- For -and/or- in the kitchen[:] Use on **insert surface(s) from Table 1**
- For use on Wood² [Floor[ing]]
- Fresh, beautiful scents
- Fresh -and/or- Beautiful Scents & Powerful Cleaning
- Fresh Brazilian Blossoms
- Formulated with over -or- more than 100 years of expertise
- Great for all of your floors, even wood²
- Hawaiian Sunshine -or- Aloha
- [Lasting fragrance] Lingers -or- smells clean for [up to] **insert number** hours
- Leaves no [sticky -and/or- dulling -and/or- oily] residue^{mess} behind
- Lift soils without leaving build-up behind
- Long-lasting fragrances
- No Dulling -and/or- streaky -and/or- sticky -and/or- oily Residue^{mess}
- No harsh [chemical] odors
- Passes the barefoot test⁹
- Powerful, easy clean
- [Quickly -and/or- Easily] lifts **insert soil(s)/stain(s) from Table 4**
- Removes odors
- Revitalizes -and/or- Refreshes and cleans
- Safe to use on [sealed] wood²[, tough -or- effective on tile [**insert soil(s)/stain(s) from Table 4**]]
- Safe to -and/or- for use on **insert surface material(s) from Table 3**
- [Specially formulated] ~~low residue~~ formula
- Stimulates your senses
- Tuscan Lavender and Jasmine
- Uncover -or- Reveal your surface's -or- floor's original -and/or- natural beauty
- Unmistakably clean fragrances
- Use this product on the following [washable] hard, nonporous surfaces[:] **insert surface(s) from Table 1**
- Works to clean multiple soils[:] **insert soil(s)/stain(s) from Table 4**
- Works on many floor types
- Works on multiple surfaces, not just floors

Table 1 Use Surfaces¹⁰

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> • Baby furniture • Cribs^{4,9} • Diaper pails • Changing tables • [Bath]tubs • Bathroom -or- restroom surfaces • Cabinets • Cat -and/or- Pet [litter] boxes -or- pans • Chairs • [Door]knobs • Garbage cans • Glazed [bathroom -or- restroom] tiles • Glazed ceramic -and/or- porcelain tiles -or- tiling • Highchairs (non-food areas) | <ul style="list-style-type: none"> • [Kitchen] Appliance exteriors • [Insert use site(s) from Table 2] floors • [Insert use site(s) from Table 2] surfaces • Light fixtures • Metal -and/or- Plastic Patio furniture • Microwave [oven] exteriors • [No-wax] floors • Oven doors • Plastic laundry hampers -and/or- baskets • Range hoods • Recycling bins • Refrigerators exteriors • Sealed Fiberglass surfaces • Shower [doors] • Stove[top]s | <ul style="list-style-type: none"> • Tables • [Tele]phones • Toilet [bowl] exteriors -or- exterior surfaces of toilets • Tools • Urinal exteriors • [Washable] Cupboards • [Washable] Doors • [Washable] Kitchen surfaces • [Washable] nonporous Walls • [Washable] nonporous Sinks • [Washable] nonporous Counter[top]s • [Washable] Railings • [Washable] Trim • Window sills |
|--|---|---|

Table 2 Use Sites¹⁰

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • Basement areas • Bathrooms • Homes • Households | <ul style="list-style-type: none"> • Kitchens • Locker Rooms • Pet Areas • [Plastic dog] houses | <ul style="list-style-type: none"> • Playrooms • Restrooms |
|--|---|--|

Table 3 Surface Materials

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Baked Enamel • Bamboo² • Chrome • Engineered wood² • Glazed ceramic • Glazed porcelain | <ul style="list-style-type: none"> • [Hard] Plastic • [Hard] Vinyl • Laminate • Linoleum • Metal • Sealed Cement | <ul style="list-style-type: none"> • Sealed Concrete • Sealed Fiberglass • Sealed granite • Stainless steel • Swanstone |
|---|--|--|

Table 4 Soils/Stains

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> • Crumbs • Dirt • Grease | <ul style="list-style-type: none"> • Grime • Hair • Other common soils -and/or- stains | <ul style="list-style-type: none"> • Soils • Stains |
|--|---|---|

Footnotes

- | | |
|--|---|
| <p>¹ Rinsing is required for surfaces that may come into contact with food -or- For surfaces that may [come into] contact with food, rinse with potable water.</p> <p>² Do not use on marble, aluminum, copper or wood that is unfinished, unsealed, unpainted, waxed, oiled or worn.</p> <p>³ Escherichia coli O157:H7 [(E. coli)]</p> <p>⁴ Campylobacter jejuni</p> <p>⁵ Listeria monocytogenes</p> <p>⁶ Human Coronavirus, Respiratory Syncytial Virus [(RSV)]</p> <p>⁷ 2009-H1N1 Influenza A Virus [(Novel H1N1)] Influenza A Virus</p> | <p>⁸ Human Coronavirus, Respiratory Syncytial Virus [(RSV)], 2009-H1N1 Influenza A Virus [(Novel H1N1)], Influenza A Virus</p> <p>⁹ when dry</p> <p>¹⁰ hard, nonporous non-food contact surfaces</p> <p>¹¹ Rinse well with water after disinfecting toy-</p> <p>† Salmonella enterica, Staphylococcus aureus, insert a virus from the Organism table, as required for the qualified germs claim; then insert any other bacteria or virus from the Disinfection Organism table</p> <p>^p [on] hard, nonporous surfaces [of]</p> |
|--|---|