

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

OFFICE OF CHEMICAL, SAFETY AND POLLUTION PREVENTION

Abigail Downs, Bissell Homecare, Inc. 2345 Walker Ave, NM Grand Rapids, MI 49544

APR 3 0 2014

Product Name:

NEO

EPA Reg. No.:

6297-1

Notification Date:

April 3, 2014

EPA Receipt Date:

April 3, 2014

Dear Abigail Downs,

This letter acknowledges receipt of your notification submitted under the provision of the Federal Insecticide, Fungicide and Rodenticide Act. (FIFRA) section 3(c)9 and PR Notice 98-10.

Proposed Notification:

Add additional directions for use to the product label.

General Comments

Based on a review of the submitted materials, your notification for alternative brand name for your product, "NEO", EPA Reg. # 6297-1, as listed is acceptable. A copy has been placed in our records for future reference.

Should you have any questions or comments concerning this letter, please contact me at (703) 308-8032.

Sincerely,

Jamil Mixon,

Product Management Team 31, Regulatory Management Branch,

Antimicrobials Division (7510P)

(MASTER LABEL) Neo (Name TBD)

(Alternate Brand Names: BISSELL, Woolite, Pawsitively Clean)

CARPET-[CLEANER] [CLEANING] - [DEODORIZER]

[Insert usage site] [Cleaner] [Cleaning], [Odor causing bacteria (destroyer) (killer) (eliminator) (reducer) (cleanser) (cleaner) (cleaning)], [Carpet Cleaner (for pet messes)], [Carpet Cleaning (for pet messes)], [(Dual Action) (Pet) Cleaner & Deodorizer], [(Triple Action) (Pet) Cleaner & Deodorizer], [(Insert usage site) (Pet) Deodorizer], [(Insert usage site) (Pet) Odor Neutralizer], [(Insert usage site) (Pet) Odor Eliminator], [(Insert usage site) Refresher], [Deep Cleaner +Deodorizer], [(Advanced) (Professional) Deep Cleaning formula], [(Advanced) (Professional) Formula for carpet]

Active Ingredient:

 Hydrogen Peroxide
 4.67%

 Other Ingredients:
 95.33%

 Total:
 100.0%

EPA Reg. No.: 6297-1

EPA Est. No.: [6297-XXX-XXX]

CAUTIONKeep out of Reach of Children

See additional precautionary statements on [back][side][right][left][other] [panel] of label [below].

Manufactured [by] [for]: Bissell Homecare, Inc. 2345 Walker Ave, NW Grand Rapids, MI 49544

USA PAT #: 6,803,507

Net Contents:

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or imprinted circle directly on the packaging.)

8 fl oz (0.25 QT) 236 mL (0.23 L)
16 fl oz (0.5 QT) 473 mL (0.47L)
24 fl oz (0.75 QT) 709 mL (0.70 L)
26 fl oz (0.81 QT) 768 mL (0.76 L)
32 fl oz (1 QT) 946 mL (0.94 L)
48 fl oz (1.5 QT) 1419 mL (1.41 L)
50 fl oz (1.56 QT) 1478 mL (1.47 L)

52 fl oz (1.62 QT) 1537 mL (1.53 L)
60 fl oz (1.87 QT) 1774 mL (1.77 L)
62 fl oz (1.93 QT) 1833 mL (1.83 L)
64 fl oz (2 QT) 1892 mL (1.89 L)
71.3 fl oz (2.22 QT) 2108 mL (2.10 L)
80 fl oz (2.5 QT) 2365 mL(2.36 L)
128 fl oz (4 QT) 3785 mL (3.78 L)

(Note to Reviewer: (anthetical text) is optional; [bracketed text informational.)

(Note to reviewer: Boxed format or bullets may be used in First aid section if label space permits)

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.

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.

Recommended Use (Location)

All around the house [‡]	Car (s) (Truck(s)		Sunroom (s)
All around the home [‡]	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage Area(s)	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room (s)		Sunroom (s)
Baby's Room (s)	Den (/Study)	Mobile Home (s)	Daycare center(s)
Basement (s)	Dining Room (s)	Mud Room (s)	Auto Interiors
Bathroom (s)	Dorm (s)	Nursery (Nurseries)	
Bedroom (s)	Family Room (s)	Office(s)	
Boat (s)	Garage (s)	Pet area(s)	
Cabins	Home	Playroom(s)	
Camper (s)	House	Public places	
		Studios	

^{*}Non food contact surfaces only

Recommended Use (Surfaces) [may include graphic depicting surface]

Carpet(s)	Frieze (carpet)	Berber (carpet)	
Stairs	Saxony (carpet)	Loop (carpet)	(((
Bathroom mats	Plush (carpet)	Carpet Tiles	(((
Kitchen mats	Shag (carpet)	(Area) Rug(s)	((((
Entry rugs		Auto interiors	

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Before you clean, test a small, hidden area for colorfastness. If color is affected, do not use. Do not use on wool carpet.

[For use with BISSELL deep cleaning machines.]

[For use in all machines, when used as directed.]

[Flush machine with clean water after use.]

How to use:

- 1. Vacuum (thoroughly to remove loose dirt)
- 2. For best results removing tough stains use (BISSELL Tough Stain Pretreat) (Woolite Oxy Deep Precleaner) (stain remover and sanitize) (sanitize and stain remover) (sanitize and stain remover pretreat) (stain remover and sanitize pretreat) (BISSELL pretreat) (any BISSELL spot and Stain (cleaner)) (any BISSELL spot and stain remover) (any BISSELL spot and stain) (before deep cleaning)
- 3. For all full size and rental machines, add 4 fl oz total (or two capfuls) per gallon of tap water to machine formula tank
- 4. Deep clean carpet following machine's user guide
- 5. Flush machine with clean water after use
- 6. Stay off cleaned area until completely dry and vacuumed

For BISSELL Deep Cleaning machines with SmartMix® tank:

- Mix 4 fl oz of formula per gallon of tap water in the machine's clean water tank. Do not add formula to the SmartMix® tank.
- Make sure the machine setting is on "rinse" when using the machine

For BISSELL Deep Cleaning Machines with Lock & Key (formula) (packaging) (compatibility) (system):

- Dispense 4 fl oz of formula per gallon of tap water in the machine's clean water tank, following the directions in the machine User Guide.
 OR
- (- STEP #1. Insert bottle cap valve into clean tank receiver cap and fill to line
- -STEP #2. Remove clean tank receiver cap and fill to line with hot tap water.
- -STEP #3. Recap, and insert (clean) tank into machine.)

For all full size and rental machines: add (4 fl-oz total) to each gallon of tap water.

[Do not use this product in BISSELL Deep Cleaning machines, model numbers XXXX.]

[After using this product in BISSELL Deep Cleaning machines, model numbers XXXX, [[ush machine with clean water.]

For more information about using concentrated formula in your machine, visit www.bissell.com

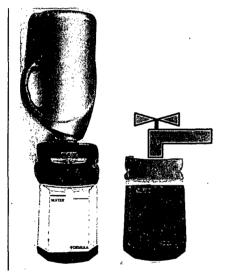
(optional images)







(two capfuls drawing)





(STEPS 1, 2, 3 drawingsoptional pictogtam)

STORAGE AND DISPOSAL: Store in original container in areas inaccessible to small children. Store between 35°F to 85°F in dry, well-ventilated area away from chemicals, direct light, heats or open flame. Do not mix with other cleaning products. Keep securely closed. Nonrefillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

(BISSELL brand Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA www.bissell.com]

(Woolite brand

Questions or comments: Call 1.800.451.7847 Visit our website at www.woolitecarpet.com Woolite is a trademark of Reckitt Benckiser licensed to BISSELL Homecare, Inc.1

[Pawsitively Clean brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA www.pawsitivelycleanpet.com]

[BISSELL (Rental) brand

Questions or comments 1.800.749.9062 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA www.bissellrental.com1

©(year) BISSELL Homecare Inc. BISSELL International Trading Company BV Stadhouderskade 55, 1072 AB Amsterdam The Netherlands

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

For Consumer Care contact: BISSELL Homecare, Inc. P.O. Box 1888 Grand Rapids, MI 49501

[Made in (insert country of manufacture origin)]

Optional Label Statements, Marketing Claims, and Pictograms:

Cleans & Deodorizes- better than cleaning alone

Cleans (insert usage site) Cleans as it deodorizes

* Non-living allergens including: Pollen, Pet dander, Dust mite allergen(s)

(Cleaning Claims)

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2 in 1 (formula) (cleans (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*)
(removes allergens*)
2 in 1 deep cleaning formula that cleans and deodorizes at the same time
3 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*)
(removes allergens*)
4 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*)
(removes allergens*)
Accelerated oxygen cleaning action
Accelerated oxygen cleaning action penetrates deep down to remove tough dirt and stains
(Antibacterial) (formula) cleans and deodorizes
(Deep) Cleans (+) (&) deodorizes
(Deep) Cleans (+) Deodorizes (insert usage site)
(Deep) Cleans and eliminates (greater than) (more than) (over) (90% of) odor causing bacteria
(Deep) Cleans and removes (greater than) (more than) (over) (90% of) odor causing bacteria
(Deep) Cleans, deodorizes and freshens all in one (formula)
(Deep) Cleans, Deodorizes and Reconditions
(Deep) Cleans, deodorizes, and freshens (insert usage surfaces)
(Deep) Cleans, deodorizes, and restores (insert usage surfaces)
(insert usage site) cleaner
(Our) Best formula for cleaning and deodorizing carpet
(Permanently) Eliminates dirt, dust, and common allergens* from (insert usage site)
(Permanently) Eliminates tough stains like (red wine), (food stains), (fruit juice), (pet messes),
(mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)
(Permanently) Removes dirt, dust, and common allergens* from (insert usage site)
(Permanently) Removes tough (dirt) stains like (red wine), (food stains), (fruit juice), (pet
messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (&
more)
(Permanently) Removes tough (pet) (spots) (stains) (soils) (and) (odors) (on) (insert usage site)
Antibacterial
Best (BISSELL) formula for cleaning (usage site)
Boost your (deep) cleaning results with proven deodorizing power
Booster
Boosts (deep) cleaning for a cleaner, fresher home
Boosts (deep) cleaning performance for a cleaner, fresher home
Boosts (deep) cleaning performance to also deodorize
Boosts cleaning performance
Boosts cleaning performance to deep clean beyond what's seen
Carpet (Spot and stain) Deodorizer (for pet messes)
Cleaning booster
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Cleans beyond the surface

Cleans everyday (pet) messes

Cleans plus boosts

Cleans the toughest soils

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)

Cleans tough stains (on) (insert usage site)

Complete (pet) cleaning and deodorizing system

Deep clean beyond what's seen™

Deep down clean(ing)

Deodorizes as it cleans

Deodorizes as it cleans

Dramatically enhances the cleaning performance

Dual action (formula) (cleaning) (cleaner) (cleans) (and) (deodorizes) (and) (freshens) (and)

(eliminates allergens*) (removes allergens*)

Easily removes soils and stains

Effective cleaning of tough (pet) (spots) (stains) and (soils)

Effectively removes tough dirt and grime

Eliminates (pet odors) (odors) (allergens*) (everyday dirt) (and) (spots and stains)

Eliminates (x%) (of) (non-living) allergens*

Eliminates allergens*

Eradicates (tough) (dirt) (and) (stains) (pet stains)

Fast & effective (pet) (deep) cleaning

Fast and effective (deep) cleaning

For a cleaner home

For a cleaner, fresher home

For a cleaner, fresher household

For a deep clean

For a thorough deep clean

Go beyond surface cleaning

Goes beyond surface cleaning

Goes beyond surface cleaning- unique penetrating action thoroughly cleans and deodorizes (deep down into the carpet fibers)

Improve your (deep) cleaning results with proven deodorizing power

Improve(s) (deep) cleaning performance for a cleaner, fresher home

Improves (deep) cleaning performance to also deodorize

Improves cleaning performance

Improves cleaning performance to deep clean beyond what's seen

Kills (greater than 90%) (>90%) (of) odor causing bacteria

Kills (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site) for a (fresh, clean home) (deep down clean)

Kills odor causing bacteria for a (fresh, clean home) (deep down clean)

No (hard) scrubbing required

Penetrates deep down to clean and deodorize

Penetrates for a (complete) (deep) clean

Pet Stain and odor remover (and deodorizer)

Powerful (penetrating) cleaning

Removes (pet odors) (odors) (allergens*) (everyday dirt) (and) (spots and stains)

Removes (pet spots) (spots) (and) (stains) without hard scrubbing

Removes (tough) (dirt) (and) (stains) (pet stains)

Removes (x%) (of) (non-living) allergens*

Removes allergens*

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Removes deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)

Removes tough dirt and grime

(Safely) removes tough odors and soils (on) (insert use site)

Thoroughly cleans and deodorizes deep within carpet fibers, eliminating stains, odor causing bacteria, and allergens*

Thoroughly cleans and deodorizes deep within carpet fibers, removing stains, odor causing bacteria, and allergens*

Triple (cleaning) action (deep cleans) (and) (removes odor causing bacteria) (and) (deodorizes) (and) (freshens) (and) (removes allergens) (and) (eliminates allergens) (and) (removes stains) Triple action (cleans) (and) (kills odor causing bacteria) (and) (refreshes)

Triple action (formula) (cleaning) (cleaner) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*) (removes allergens*)

Unbeatable cleaning

Unique penetrating action goes deep within carpet fibers to thoroughly clean and deodorize – eliminating dirt, stains, odors, and allergens*

Unique penetrating action goes deep within carpet fibers to thoroughly clean and deodorize – removing dirt, stains, odors, and allergens*

(Deodorizing Claims)

Eliminates the toughest (pet) odors at the source

For ultimate freshness

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert-usage site) (Fresh) (Clean) (fragrance) (scent) (insert usage site) (Pet) Deodorizer (insert usage site) (Pet) Odor Eliminator (insert usage site) (Pet) Odor Neutralizer (insert usage site) (Pet) Spot and stain deodorizer (insert usage site) Refresher (Kills) (destroys) (eliminates) (greater than) (more than) (over) (90% of) odor causing bacteria (Kills) (Eliminates) (Destroys) odor causing bacteria (Leaves behind a) Clean, Fresh Scent (Light), (fresh), clean scent (Permanently) Eliminates (pet) odors (Permanently) Removes (pet) odors Clean and fresh scent Controls the growth of odor causing bacteria Deodorizes and freshens (leaving a light, clean scent) Destroys (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage Destroys tough (pet) odors Doesn't just mask (pet) odors Effective to kill (greater than) (more than) (over) (90% of) odor causing bacteria Eliminates (pet) odors and (kills) (removes) (gets rid of) (greater than) (more than) (over) 90% of the bacteria that cause them Eliminates (pet) odors doesn't just mask Eliminates (pet) odors, doesn't just mask Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (irisert) usage site) Eliminates odors (including) (kitchen) (pet) (and) (smoke) Eliminates odors by controlling the growth of mold and mildew

Fresh, Clean scent

Freshens (insert usage site)

Freshens (insert usage site)

Freshens home with the scent of (fragrance name)

Full day freshness

Keep (insert usage site) smelling fresher longer

Keeps (insert usage site) smelling fresh

Kills (greater than) (more than) (over) (90% of) bacteria that cause (pet) odors

Kills (greater than) (more than) (over) (90% of) odor causing bacteria

Kills (greater than) (more than) (over) (90% of) odor causing bacteria and eliminates (pet) odors

for a cleaner, fresher home

Kills (greater than) (more than) (over) (90% of) odor causing bacteria and removes (pet) odors for a cleaner, fresher home

Kills (greater than) (more than) (over) (90% of) odor causing bacteria at the source

Kills (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)

Kills odor causing bacteria (that ordinary cleaners don't)

Leaves (insert usage site) deodorized

Leaves (insert usage site) smelling (refreshed) (fresh) (clean)

Leaves (rooms) (home) smelling fresh and clean

Leaves a fresh scent

Leaves a fresh, clean scent

Leaves a light, clean scent

Leaves your (insert usage site) free of (pet) odors

Lifts (pet) odors and freshens

Lightly scented

Lightly scented and suitable for frequent use

Long lasting freshness

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site)

Neutralizes, reduces, and controls the growth of odor causing bacteria

Penetrates (deep inside) (insert usage site) to eliminate (pet) odors at their source

Penetrates (deep inside) (insert usage site) to remove (pet) odors at their source

Prevents odors at the source

Refreshes (insert usage site)

Refreshes (insert usage site)

Removes (pet) odors and (kills) (removes) (gets rid of) (greater than) (more than) (over) 90% of the bacteria that cause them

Removes (pet) odors doesn't just mask

Removes (pet) odors, doesn't just mask

Removes (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (in şert odors) usage site)

Removes odors (including) (kitchen) (pet) (and) (smoke)

Removes odors by controlling the growth of mold and mildew

Removes odors+ provides a clean, light scent

Removes the toughest (pet) odors at the source

Removes tough (pet) odors and soils

To eliminate (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)

To remove (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)

(General Usage Claims)

(Advanced) (Professional) cleaning formula for carpet

(Alcohol) (Bleach) free

(non caustic) (non-alkaline) (non-abrasive) formula

(Okay) (suitable) for daily use

(Okay) (suitable) for monthly use

(Okay) (suitable) for regular use

(Okay) (suitable) for weekly use

(Okay) for everyday use

(Safe) (Suitable) for (use in) all full size machines

(Use on) (Designed for) (soft) (suitable for) carpet surfaces that you and your family come in contact with everyday

(With) an active ingredient you can pronounce

Bottle contains minimum of X% post consumer recycled plastic

Can you pronounce the active ingredient in other cleaning formulas?

Carefully designed for home use.

Carpet extraction for cleaning and deodorizing carpets

Compatible with all deep cleaning machines including: BISSELL, Hoover, Dirt Devil, and Rug

Doctor

Compatible with all full size machines

Contains no heavy metals, optical brighteners or dyes

Designed for use in all full size machines

Dye Free (formula) (technology)

Gentle cleaning for your carpet

Gentle on your carpet -

Gentle on your carpets

Great for use in any room of the house

Leaves carpet clean for children and pets (when used as directed)

Leaves no harmful residue

For everyday use

No residue

No harsh fumes

No resoiling

No VOCs

Non-abrasive formula

No-rinse formula

Okay (suitable) to use daily

Perfect for use on pet messes

Pet friendly

Safe & gentle for your carpet

Safe for all carpets (including nylon, wool, & stain resistant carpets)

Safe for use in BISSELL, Hoover, Rug Doctor, and other full size deep cleaning machines

Safe for your carpet

Single active ingredient: Hydrogen Peroxide

Suitable for use in BISSELL, Hoover, Rug Doctor, and other full size deep cleaning machines

Suitable for use on (insert usage site)

This product is approved for use on (insert usage sites)

Up to (x) uses per bottle

Use daily (in) (on) the (insert usage area) your (family)(and)(pets) touch (the most) often

Use throughout your house

(Easy Use Claims)

(Advanced) (Professional) cleaning (formula) for (insert usage sites)

(Suitable) For everyday use

Can be used anytime

Designed for households with pets & kids

Dries fast

Dries in (x) minutes

Dual (action) (purpose)

Dual action

Easy to use

Everyday formula

Fast drying

Fast, easy, effective

Gentle on (insert usage surfaces)\

Great for (insert usage sites)

Keep your home clean

Leaves no (harmful) residue

Makes cleaning easier

Multi-purpose

Multi-use

No rinsing required

Portable deep cleaning (formula) (detergent) (soap) (solution)

Simple application

Suitable for use around the home

Takes care of (insert usage sites) (pet) stains and odors

Treat stains, (pet) odors and allergens*

Triple (action) (purpose)

Triple action

Upright deep cleaning (formula) (detergent) (soap) (solution)

Works on (most) (insert usage sites)

(Other/General Claims)

Bottle contains minimum of X% post-consumer recycled plastic EPA approved

(Ultra) concentrated

(Marketing Claims)

(2 in 1) (3 in 1) (Action) (product)

(Dual) (Triple) (Advanced) Action

(Money back) (Satisfaction) (Guarantee) (or your money back) (or its) (yours) (free)

All in∮

Bonus (X) (oz) (X %) (more) (free)

Complete Clean

New {note to reviewer: use for first 6 months only}

New and improved {note to reviewer: use for first 6 months only}

Save (\$X) now

Trial (size) (pack)

Try (me) (for) (free) (now) (today)

(Note to Reviewer: (enthetical text) is optional; [bracketed text] nformational.)

13/13

Value (size) (pack)