

6297-1

4/30/2014

1/13



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 30 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,

A handwritten signature in black ink that reads "Jamil Nixon".

Jamil Nixon,
Product Management Team 31,
Regulatory Management Branch,
Antimicrobials Division (7510P)

(Note to Reviewer: () optional; [] informational.)

2/13

(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 Cleaner formula], [(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]

CAUTION

Keep 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 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)

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 pretreat) (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.)

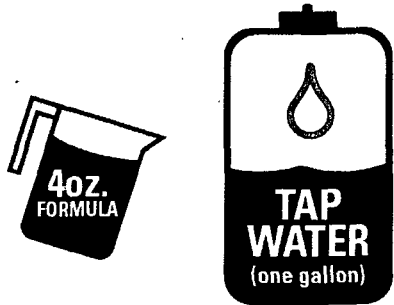
For all full size and rental machines: add (4 fl-oz total) to each gallon of tap water.

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

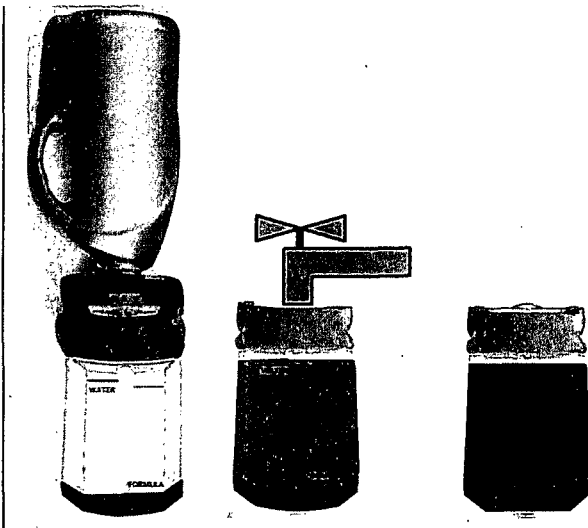
[After using this product in BISSELL Deep Cleaning machines, model numbers XXXX, flush machine with clean water.]

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

(optional images)



(two capfuls drawing)



(STEPS 1, 2, 3 drawings optional pictogram)

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, heat 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.

Optional Label Statements, Marketing Claims, and Pictograms:

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

(Cleaning Claims)

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

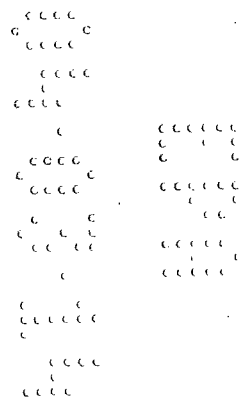
Carpet (Spot and stain) Deodorizer (for pet messes)

Cleaning booster

Cleans & Deodorizes- better than cleaning alone

Cleans (insert usage site)

Cleans as it deodorizes



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) (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 sites)
 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 (insert usage site)
 Eliminates odors (including) (kitchen) (pet) (and) (smoke)
 Eliminates odors by controlling the growth of mold and mildew
 Eliminates the toughest (pet) odors at the source
 For ultimate freshness

- 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 (insert 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 1

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

Complete Clean

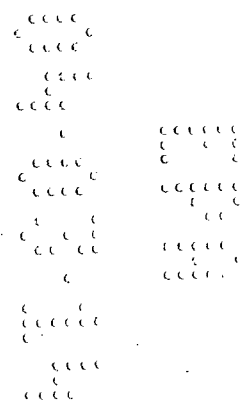
New {note to reviewer: use for first 6 months only}

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: ([synthetical text] is optional; [bracketed text] nformational.)

13/13

Value (size) (pack)

cccc
cccc
cccc
cccc
c
cccc
cccc
cccc
c
cccc
cccc
cccc
cccc
cccc
cccc
cccc
cccc