

# UNITED STATES ENVIRONMENTAL PROTECTION AGENCY WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

December 2, 2014

Abigail Downs Wacek Regulatory Consultant TSG Inc. 1150 18<sup>th</sup> Street, Suite 1000 Washington, DC 20036

Subject:

Alternate Brand Name Notification per PRN 98-10 and Marketing Claims Product Name: Neo EPA Registration Number: 6297-1 Application Date: November 18, 2014 Decision Number: 497597

Dear Ms. Wacek:

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 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 following alternate brand names have been added to the product record:

• Bissel Pet Stain & Odor + Antibacterial

In addition the marketing claims have also been approved.

If you have any questions, you may contact Terria Northern at 703-347-0265 or via email at <u>northern.terria@epa.gov</u>.

Sincerely,

for

Seiichi Murasaki, Acting Product Manager 33 Regulatory Management Branch I Antimicrobials Division (7510P) Office of Pesticide Programs

# (MASTER LABEL)

# **Neo** (Name TBD)

(<u>Alternate Brand Names</u>: BISSELL, Woolite, Pawsitively Clean, Bissell Advanced Pet Triple Action, Bissel Deep Clean+ Antibacterial, Bissell Pet Stain & Odor + Antibacterial)

# 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:	<u> 95.33%</u>
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<sup>1</sup>

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)

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<sup>1</sup> Under license by Virox Tecnologies Inc.

# 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) ) [may include graphic depicting use/location]

All around the house <sup>‡</sup>	Car (s) (Truck(s)		Sunroom (s)
All around the home <sup>‡</sup>	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage	Living Room	Vehicles
	Area(s)		
Automobile(s)	(Damp) Storage		Sunroom (s)
	Room (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	

<sup>‡</sup>Non food contact surfaces only

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

Carpet(s)	Frieze (carpet)	Berber (carpet)	c ccccc
Stairs	Saxony (carpet)	Loop (carpet)	C C C
Bathroom mats	Plush (carpet)	Carpet Tiles	
Kitchen mats	Shag (carpet)	(Area) Rug(s)	<u> </u>
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.]

[ONLY use with (BISSELL) BIG GREEN deep cleaning machine®]

[For use only in upright deep cleaning machines with (easy lock) (clean lock) (easy fill (water drop)) system]

[For use only in Bissell deep cleaning machines with (easy lock) (easy fill (water drop)) system]

[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 BIG GREEN deep cleaning machine<sup>®</sup>) (For BISSELL BIG GREEN deep cleaning machine<sup>®</sup>) (For all full size and rental machines), add 4 fl oz total (or two capfuls) per gallon of tap water to machine formula tank OR

3. Fill measuring cup provided or fill tank to formulate fill lines.

- 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. Denot 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( (EASY LOCK) (CLEAN LOCK) (EASY FILL (water drop)) (formula) (packaging) (compatibility) (system):

- 1. Vacuum (thoroughly to remove loose dirt)
- 2. For best results removing tough stains use (BISSELL) (Tough) (Stain) (Pretreat)<sup>6</sup> before deep cleaning
- 3. Dispense 4 fl oz of (formula) (product) (BISSELL) (DEEP CLEAN + ANTIBACTERIAL) per gallon of tap water in the machine's clean water tank, following the directions in the machine User Guide.

4. Stay off cleaned area until completely dry and vacuumed

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.]

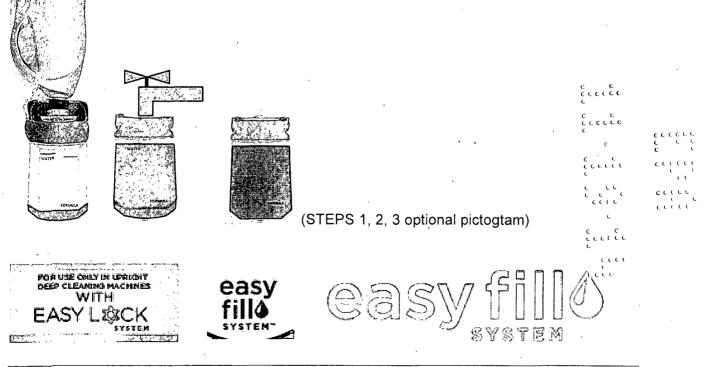
For more information about using concentrated formula in your machine, visit www.bissell.com

(optional images)





(two capfuls drawing)



Bissell Carpet Concentrate (NEO); EPA Reg. No. 6297-1 Master Label – Notification, November 18, 2014 Page 4 of 11

**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.

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.]

[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.com]

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

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

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

[Made in (insert country of manufacture origin)]

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# 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

Cleans beyond the surface

Cleans everyday (pet) messes

Cleans plus boosts

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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 ໌ຣໍາtອ)ັ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\*

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)

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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)

2 in 1 (formula) (cleans) (&) (and) kills odor-causing bacteria

(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) (ove).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 ίςςςίε Removes (pet) odors, doesn't just mask Removes (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insetted 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 Stain (&) (and) odor remover for carpet 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) Value (size) (pack)