



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

**June 17, 2004**

Robert MacDonald  
Scientific & Regulatory Consultants, Inc.  
P.O. Box 1014  
Columbia City, IN 46725

OFFICE OF  
PREVENTION, PESTICIDES AND  
TOXIC SUBSTANCES

**Subject:** PURSUE Toilet Bowl Cleaner  
EPA Registration Number 6718-25  
Application Date: April 24, 2004  
Receipt Date: May 26, 2004

Dear Mr. MacDonald:

This acknowledges receipt of your notification, submitted under the provision of PR Notice 98-10, FIFRA section 3(c)9.

**Proposed Notification:**

- Addition of graphics (a "toilet bowl") to front panel and to back panel (the letter "P")

**General Comment:**

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

The notification is acceptable and a copy has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact me at (703) 308-6422 or Stacey Grigsby at (703) 305-6440.

Sincerely,

A handwritten signature in cursive script that reads "Stacey Grigsby".

Adam Heyward

Product Manager (34)

Regulatory Management Branch II  
Antimicrobials Division (7510C)

**SRC**  
**Scientific & Regulatory**  
Consultants, Inc.

May 24, 2004

Mr. Adam Heyward  
Document Processing Desk (NOTIF)  
Office of Pesticide Programs (7504C)  
U.S. Environmental Protection Agency  
Room 266A, Crystal Mall 2  
1921 Jefferson Davis Highway  
Arlington, VA 22202-4501

RE: Notification, PURSUE® Toilet Bowl Cleaner, EPA Reg. No. 6718-25

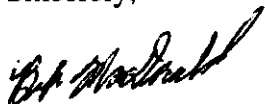
Dear Mr. Heyward:

Enclosed please find our clients notification for minor additions/revisions to the labeling of the above referenced product. The changes specified involve only the addition of two graphics. These graphics include a "toilet Bowl" to the front panel and the letter "P" to the back panel behind the previously accepted text. To express these two additions to you we have included both a copy of each of the panels with the graphic themselves and a copy of an actual label with the text overlaying the graphics.

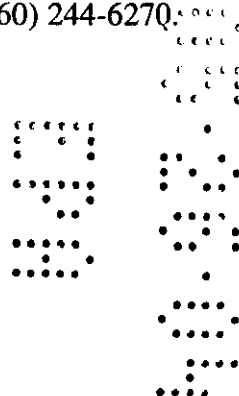
Please note that this label, provided as an example to show the new graphics, does not reflect all of the MASTER TEXT recently accepted on December 30, 2003 for the product label but does contain all the required text with the deletion only of alternate "bullet type" information.

If you have any questions, please feel free to contact me at our office (260) 244-6270.

Sincerely,



Bob MacDonald  
Agent for Access Business Group International LLC





United States  
Environmental Protection Agency  
Washington, DC 20460

Registration  
 Amendment  
 Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 6718-25	2. EPA Product Manager Adam Heyward	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Pursue Toilet Bowl Cleaner	PM# 34	
5. Name and Address of Applicant (Include ZIP Code) Access Business Group International LLC 7575 E. Fulton Rd. Ada, MI 49335 <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 checked="" 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.)

Addition of graphics behind text on Front and Back Panels.  
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. Sec 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 sections 12 and 14 of FIFRA.

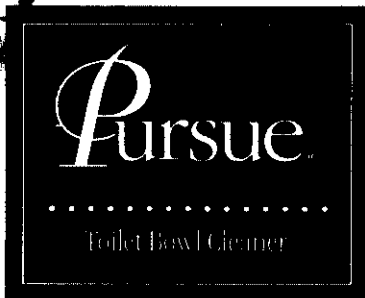
Section - III

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	Metal Plastic Glass Paper Other (Specify) _____		
* Certification must be submitted		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package 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 <input type="checkbox"/> On label	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> 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 Bob MacDonald	Title Agent for Access Business Group Int'l LLC	Telephone No. (Include Area Code) (260) 244-6270
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 Agent for Access Business Group Int'l LLC	
4. Typed Name Bob MacDonald	5. Date 4/24/04	

**ANTIBACTERIAL\***



**NOTIFICATION**  
Date Reviewed: 6-14-04  
Reviewed By: S. G. G. S. B. Y.

**Kills household germs\***  
**Kills 99.9% of Bacteria**  
**associated with the bathroom\***

ACTIVE INGREDIENTS:  
Hydrogen chloride 99.5%  
OTHER INGREDIENTS 0.5%  
Total 100%

**KEEP OUT OF THE REACH OF CHILDREN**  
**DANGER**

See back panel for additional precautionary statements.

EPA Reg. No. 6718-25

EPA Est. No. 8155-OH-01

**NET CONTENTS: 709 ml**  
**(24 fl. oz./1 pt. 8 oz.)**

**FINAL PROOF** DATE: 04/26/2004

Job #: 1003143.id Previous Job #: 010617

Description: Pursue Toilet Bowl Cleaner

Package Type / Volume: Front Label/24 fl. oz.

SKU: EE0022 Production: pj/pj

SIZE: 3.42 x 5.46 in.

Die/Drawing #: Pursue24OzToiletBowl\_Die.ai

COLORS: (5) 4c Process, PMS 254

PMS 254

**Special Instructions:** Delete Die Lines plate at film stage.

Disinfects and Deodorizes

Effective against household microorganisms - non and rust stains - Limescale - Soil build up  
Use for toilet plunging or toilet hose systems when used as directed. Starts to work before the water line before you start to scrub.

**PRECAUTIONS FOR USE:** It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. Pursue® Toilet Bowl Cleaner is a broad spectrum disinfectant for use in toilet bowls found in homes, schools, restaurants and industrial settings. It provides general disinfection of hard nonporous surfaces in the toilet bowl that have been previously cleaned prior to disinfection.

**KILLS THE FOLLOWING GERMS:** Staphylococcus aureus, Salmonella choleraesuis, Escherichia coli, Influenza virus Type A

**TO OPEN CHILD RESISTANT CAP:** Hold bottle firmly with one hand on a flat surface. With other hand push down on cap and turn counter clockwise. Turn cap clockwise to close.

**TO CLEAN TOILET BOWL:** Flush first. Remove excess dirt and grime, clean bowl with this product and then flush.

**TO DISINFECT TOILET BOWL:**  
1. Remove water from pre-cleaned bowl by forcing it over the top. 2. With the seat up, hold bottle to direct product evenly around the bowl, including under the rim. Thoroughly wet all surfaces. Release cap. 3. Let soak for at least 10 minutes. Do not clean toilet bowl lid. 4. Scrub the entire bowl thoroughly using a toilet brush. Then flush. 5. Repeat brush in fresh water after use.

**TO REMOVE HARD SCALE:**  
1. Pour a generous amount of product directly onto the rust stains. (If possible, remove water from the bowl before applying product). 2. Let soak for 15 minutes. Do not clean lid. 3. Repeat steps #4 and #5 above. Repeat if necessary.

**Pursue® Toilet Bowl Cleaner HAS BEEN SPECIALLY FORMULATED FOR USE IN TOILET BOWLS. DO NOT USE OR PLACE ON TOILET BOWL, LIDS, VANITIES, SINKS, BATHUBS, SHOWERS, CABINETS, OR COUNTER TOPS.** Clean spits and drips immediately.

PRECAUTIONARY STATEMENTS

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**  
**DANGER:** Corrosive. Causes irreversible eye damage and skin burns. May be fatal if swallowed. Do not breathe vapor or fumes. Do not get in eyes, on skin, or on clothing. Harmful if absorbed through skin or inhaled. Wear goggles or face shield, protective clothing and rubber gloves when handling. Use with adequate ventilation. Wash thoroughly with soap and water after handling and before eating, drinking or using tobacco. Remove contaminated clothing and wash clothing before reuse.

**PHYSICAL OR CHEMICAL HAZARDS:** Do not use with chlorine bleach or other chemical products.

FIRST AID	
<b>If in eyes:</b>	<ul style="list-style-type: none"> <li>Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li> <li>Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> <li>Call a poison control center or doctor for treatment advice.</li> </ul>
<b>If on skin or clothing:</b>	<ul style="list-style-type: none"> <li>Take off contaminated clothing.</li> <li>Rinse skin immediately with plenty of water for 15-20 minutes.</li> <li>Call a poison control center or doctor for treatment advice.</li> </ul>
<b>If swallowed:</b>	<ul style="list-style-type: none"> <li>Call a poison control center or doctor immediately for treatment advice.</li> <li>Have person sip or drink of water if able to swallow.</li> <li>Do not induce vomiting unless told to do so by the poison control center or doctor.</li> <li>Do not give anything by mouth to an unconscious person.</li> </ul>
<b>If inhaled:</b>	<ul style="list-style-type: none"> <li>Move person to fresh air.</li> <li>If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible.</li> <li>Call a poison control center or doctor for further treatment advice.</li> </ul>

**NOTE TO PHYSICIAN**  
Probable mucousal damage may contraindicate the use of gastric lavage.

**KEEP FROM FREEZING**  
For medical questions, emergencies or accidents involving this product call: 1-800-225-1222. Have the product container or label with you when calling a poison control center or doctor.

**STORAGE AND DISPOSAL:** Store out of reach of children. Clean up spills immediately. KEEP FROM FREEZING. Do not reuse empty container. Wash bottle and put in trash or recycle.

Precautions: Do not combine with water, flush or feed by storage or disposal.  
U.S. Patent 4,011,867  
Dist. by Access Business Group International LLC, Ada, MI 49305 1003144



**NOTIFICATION**  
Date Reviewed: 6-14-04  
Reviewed By: S. Grigsby

**LAYOUT PROOF v3** DATE: 04/30/2004

Job #: 1003144.id Previous Job #: 010816

Description: Pursue Toilet Bowl Cleaner

Package Type / Volume: Back Labels/24 fl oz

SKU: EE0222

Production: ddm/ddm

SIZE: 3.42 x 5.46 in

Die/Drawing #: PURSUE24QZTOILETBOWL\_DIE.a

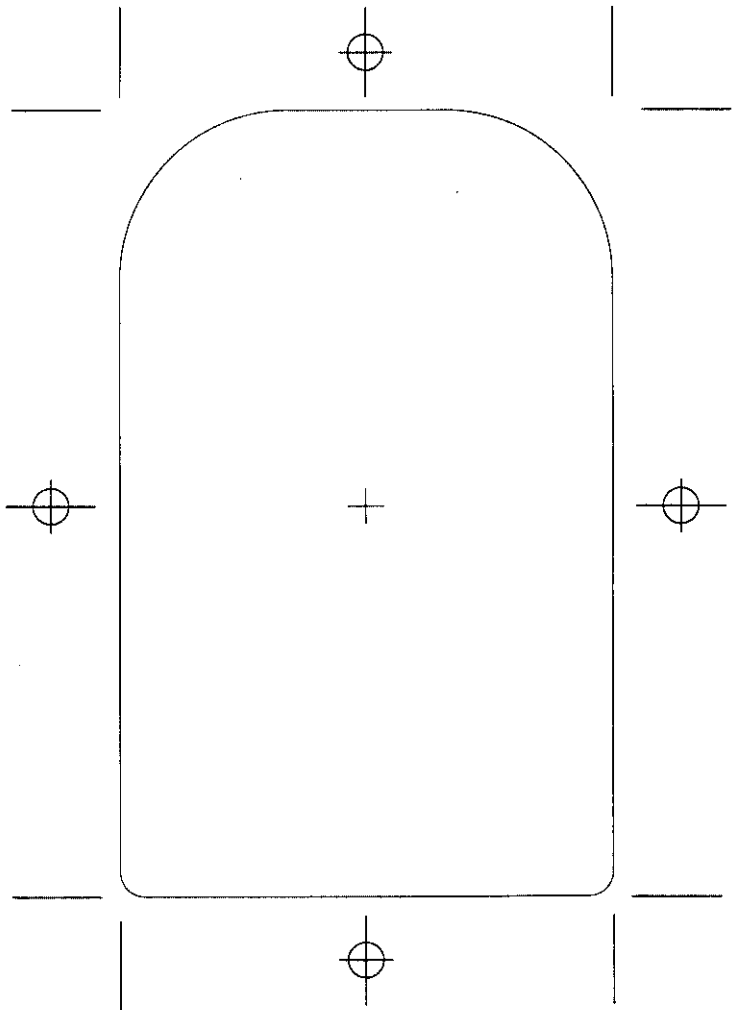
COLORS: (2) PMS 254, Black

PMS 254

**Special Instructions:** Delete One Lines plate at firm stage.

Artwork Develops: C:\n\art\access\businc\sgroup\3cm  
Phone: 1-616-787-4584





**NOTIFICATION**  
Date Reviewed: 6-14-04  
Reviewed By: S Grigsby

