



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

June 23, 2017

Tony Herber
Agent for Kimberly-Clark Global Sales, LLC
Scientific & Regulatory Consultants, Inc.
201 W Van Buren Street
Columbia City, IN 46725

Subject: Notification per PRN 98-10 – Add optional graphics and text
Product Name: Kleenex Brand Anti Viral Tissue
EPA Registration Number: 9402-10
Application Date: June 1, 2017
Decision Number: 530108

Dear Mr. Herber:

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.

The alternate brand name, Kleenex Brand Tissue Anti-Viral*, has been added to the product record.

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If you have any questions, you may contact Tom Luminello at (703) 308-8075 or via email at luminello.tom@epa.gov.

Sincerely,



Tom Luminello for

Jacquie Hardy, Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)

Office of Pesticide Programs

Text in [brackets] is optional; text in {braces} is informational to reviewer

Kleenex® Brand Anti-Viral* Tissue

{Kleenex Brand Anti-Viral Tissue Logo}

ACTIVE INGREDIENTS:

Citric Acid 7.51%
Sodium Lauryl Sulfate 2.02%

OTHER INGREDIENTS: 90.47%

TOTAL: 100.00%

NET CONTENTS: [68] [75] [112] 3-Ply Tissues 8.2 x 8.2 in [/ 20.8 x 20.8 cm]
{For Multipacks:}{[Insert number] cartons} {[Insert number] total tissues}
[Our][Largest anti-viral pack] {[Insert number] cartons}
[Multi-pack] [Club Size] {[Insert number] cartons} [Bundle][pack]

{Optional Marketing Claims}
[Kills 99.9% of Cold & Flu Viruses*]
[Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu)]
[Take care][Be prepared]
[Back to school]

{Optional Label Statements}
[See [bottom] [side] for use directions]
[Caution: to avoid danger of suffocation, keep this bag [or wrap] away from children.]

NOTIFICATION

9402-10

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:

06/23/2017

Text in [brackets] is optional; text in {braces} is informational to reviewer
[KLEENEX® Anti-Viral* tissue kills 99.9% of cold and Flu Viruses*]

[Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu)]

Because cold and flu viruses are often spread by hand contact, KLEENEX® Brand has developed a tissue for your whole family. KLEENEX® Anti-Viral* tissue has three soft layers, including a moisture-activated middle layer that kills 99.9% of cold and flu viruses* in the tissue within 15 minutes. This product has not been tested against bacteria, fungi or other viruses. See below for anti-viral* details.

DIRECTIONS FOR USE: It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. Use only as a facial tissue.

*Virucidal Against: Rhinoviruses type 1A and 2 (Rhinoviruses are the leading cause of the common cold), Influenza A and Influenza B (causes the flu); H1N1 (formerly called swine flu); Respiratory Syncytial Virus (RSV – the leading cause of lower respiratory tract infection in children).

STORAGE AND DISPOSAL:

Store in a dry area. Dispose of used tissues promptly. Nonrefillable container. Do not reuse or refill this container. Offer empty container for recycling, if available or discard in trash.

EPA Reg. No. 9402-10

EPA Est. No. 9402-SC-2, 9402-CT-1 [see lot code for actual Est. No.]

1-800-553-3639 Weekdays 8 a.m. to 4 p.m. CT

Manufactured for: Kimberly-Clark Global Sales, LLC, Dept. KAV-68,
P.O. Box 2020, Neenah, WI 54957-2020

Made in the USA from domestic and imported material.

www.Kleenex.com

®Registered Trademark of Kimberly-Clark Worldwide, Inc. The BLUE DOT PATTERN is a trademark of KCWW [© 1986, 2007, 2009, 20YY KCWW]

[May be][patented][made under one or more of the following US patents: 7,132,379; 6,709,550; 6,221,211; D518,647] [see www.kimberly-clark.com/patents]

{Optional Graphics}

{Graphic} Box Tops for Education and associated words and designs are trademarks of General Mills used under license. © General Mills. See www.kleenex.com for details.

{Graphic} Back to School

{Graphic} This box is made from 100% recycled paper

Text in [brackets] is optional; text in {braces} is informational to reviewer



{Alternate Brand Name}

Kleenex® Brand Tissue Anti-Viral*