



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

MAY 07 2010

OFFICE OF
CHEMICAL SAFETY AND
POLLUTION PREVENTION

Richard Hanlon, Chemical Product Manager
Alliance Trading, Inc.
109 Northpark Blvd., 4th Floor
Covington, LA. 70433

Subject: E-Z Clor Litho Shock
EPA Registration Number 42177-77
Application Date: April 9, 2010

Dear Mr. Hanlon:

This acknowledges receipt of your Notification submitted in accordance with the provisions of PR Notice 98-10 under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) section 3(c)9 and received by the Agency on April 12, 2010.

Proposed Notifications

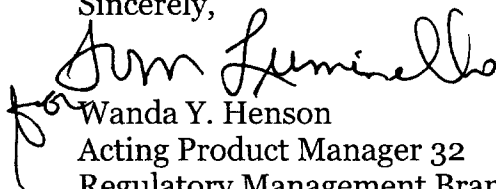
- Revisions to Storage and Disposal Statement in accordance with PR Notice 2007-4.
- Additional optional marketing language.
- Addition of alternate brand name: "PoolStyle Pool Products Bright Shock".

General Comments

Based on a review of the material submitted, the notification is acceptable.

Please submit a finished label with the revised language to this Office for our files. If you have questions concerning this letter, please contact Tom Luminello by telephone, (703) 308-8075, or by e-mail at luminello.tom@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Tom Luminello".

for Wanda Y. Henson
Acting Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510-P)



United States
Environmental Protection Agency
Washington, DC 20460

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 42177-77	2. EPA Product Manager Tom Luminello	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Master E-Z CLOR LITHO SHOCK	PM# 32	
5. Name and Address of Applicant (Include ZIP Code) Alliance Trading, Inc. 109 Northpark Blvd. Covington, LA 70433 <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 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.)

Notification for Master E-Z CLOR LITHO SHOCK (EPA Reg. No. 42177-77): Notice of Update Storage and Disposal per PR Notice 2007-4, notification of addition of optional marketing statements, Notification of additional brand name.
 Certification Statement for Notification made per PR Notice 98-10.
 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	<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> 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"/>	
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph Paper glued 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 Richard Hanlon		Title Chemical Product Manager		Telephone No. (Include Area Code) 508-962-7238	
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 of both under applicable law.					6. Date Application Received (Stamped)
2. Signature		3. Title Chemical Product Manager			
4. Typed Name Richard Hanlon		5. Date April 9, 2010			



Attention: Mr Tom Luminello / PM 32
 Document Processing Desk (NOTIF)
 Office of Pesticide Programs (7504P)
 U.S. Environmental Protection Agency
 Rm S-4900, One Potamac Yard
 2777 South Crystal Drive
 Arlington, VA 22202-4501

4-9-2010

SUBJECT: EPA Reg. No. 42177-77 Master E-Z CLOR LITHO SHOCK

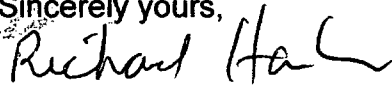
Notification of update to Storage and Disposal per PR Notice 2007-4
 Notification of addition of marketing statements per PR Notice 98-10
 Notification of addition of alternative brand names per PR Notice 98-10

Dear Mr. Luminello:

Enclosed is the accepted Master Label for EPA Reg. No. 42177-77 reformatted to a word document.

- New required storage and disposal per PR Notice 2007-4, preapproved by Jeanne Kasai on 4-7-10, these changes are marked in red on the annotated label.
- Addition of marketing statement relating to Lithium Hypochlorite have been added similar to those accepted and used on competitor products, these changes are marked in red on the annotated label.
- Addition of alternate brand names "POOLSTYLE POOL PRODUCTS BRIGHT SHOCK".

If you have any questions or need additional information, please feel free to contact me by phone at (508) 435-0050 x 222

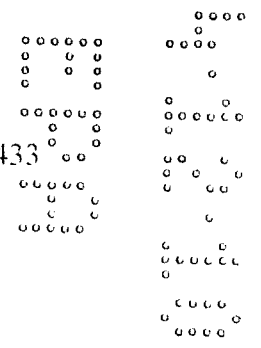
Sincerely yours,


Chemical Product Manager

Enclosures:

- Application form (EPA Form 8570-1)
- Master EZ CLOR LITHO SHOCK label, 1 copy annotated in red
- Certification statement for Notification

Alliance Trading, Inc. 109 Northpark Blvd. 4th Floor Covington. LA 70433



NOTIFICATION REVISED 5-7-2010
(PROTECTED DOC, EPA ACCEPTED)
EPA REG. NO. 42177-77 {MASTER} E-Z
CLOR LITHO SHOCK Alliance Trading.
Inc.

4/7

{MASTER LABEL { changes made in red }
All text in square brackets [xxx] is optional
and may/may not appear on any final labels
All text in round braces {xxx} is for
information only and will NOT appear on any
final labels}

{ front label}

{MARKETING CLAIMS}

- [Fast Dissolving Chlorinating Shock And Super Chlorinator]
- [shock and superchlorination treatment]
- [fast acting granular algae killer]
- [Fast dissolving for vinyl liner pools]
- [for all pool services]
- [completely soluble]
- [1 lb. per 6,000 gallons bi-weekly to super chlorinate] {per directions}
- [1 lb. per 12,000 gallons weekly to superchlorinate] {per directions}
- [2 lb. treats 10,000 gallons when algae is visible] { per directions}
- [destroys organic contaminants]
- [Non-clouding]
- [for all pool surfaces]
- [do not mix with other chemicals]
- [do not mix with other products]

ACTIVE INGREDIENT:

Lithium Hypochlorite29%
Other Ingredients: 71%
Total Ingredients 100%
Available Chlorine: 35%

**KEEP OUT OF REACH OF CHILDREN
DANGER**

See first aid and precautions on side panel

NET WT. XXX LBS. (XXX kg)

{side panel}

**PRECAUTIONARY STATEMENTS:
HAZARDS TO HUMANS AND DOMESTIC
ANIMALS. DANGER: CORROSIVE.**

Causes irreversible eye damage or skin burns. May be fatal swallowed. Harmful if inhaled. Do not get in eyes, on skin, or on clothing. Avoid breathing dust. Wear goggles or safety glasses, protective clothing and rubber gloves when handling this product. Wash hands thoroughly with soap and water after handling and before eating, drinking or using tobacco. Remove contaminated clothing and wash before reuse.

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 eye. Call a poison control center or doctor for treatment advice.

If swallowed: Call poison control center, or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.

If inhaled: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible. Call a poison control center or doctor for further treatment advice.

If on skin or clothing: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. 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.

IN CASE OF MEDICAL EMERGENCY, CALL 1-800-255-3924

NOTE TO PHYSICIAN: Probable mucosal damage may contraindicate the use of gastric lavage.

{ for all package sizes under 50 lbs. }

ENVIRONMENTAL HAZARDS:

This pesticide is toxic to fish and aquatic organisms.

{ for all package sizes 50 lbs. and over }

ENVIRONMENTAL HAZARDS: This pesticide is toxic to fish and aquatic organisms. Do not discharge effluent containing this product into lakes, ponds, streams, estuaries, oceans, or public waters unless in accordance with the requirements of a National Pollution Discharge Elimination System (NPDES) permit and the permitting authority has been notified in writing prior to discharge. Do not discharge effluent containing this product to sewer systems without previously notifying the sewage treatment plant authority. For guidance, contact your State Water Board or Regional Office of the EPA.

PHYSICAL AND CHEMICAL HAZARDS: Strong Oxidizing Agent. Do not mix with other chemicals, except water. Mix only with water. Never add water to product. Always add product to large quantities of water. Use clean dry utensils. Do not add this product to any dispensing device containing remnants of any other product. Such use may cause a violent reaction leading to fire or explosion. Contamination with moisture, organic matter, or other chemicals may start a chemical reaction and liberate heat, hazardous gas, possible fire and explosion. In case of contamination or decomposition, do not reseal container. If possible, isolate container in open air or well ventilated area. Flood with

large volumes of water, if necessary.

6/7

FOR POOL SHOCK AND SUPERCHLORINATION

Swimming pool water is subject to accumulation of a wide variety of organic contaminants: perspiration, suntan lotions, hair sprays and cosmetics. This quick-dissolving, non-clouding shock and superchlorinating product will effectively reduce organic contamination in swimming pool water and sanitize water, resulting in sparkling, clear water. This product may be used in chlorinated or brominated pools.

DIRECTIONS FOR USE

It is a violation of federal law to use this product in a manner inconsistent with its labeling. Read entire label and use strictly in accordance with precautionary statements and directions.

Ensure all pool equipment is working properly. Backwash the filter system following manufacturer's directions. Adjust pH to between 7.2-7.6. In chlorinated pools, add stabilizer to establish a minimum stabilizer level of 30-40 ppm to reduce the degradative effects of sunlight upon the chlorine residual. Do not add stabilizer to brominated pools. Before using this product check for metals and if present, add a stain and scale inhibitor to prevent staining of pool surface due to metals. When using other products as outlined in the directions for this product, always follow directions on those products. Apply this product at a rate of 1 pound per 6,000 gallons of water every other week (alternatively 1 pound per 12,000 gallons every week). Add the total recommended amount at one time, broadcasting evenly into the deep end of the pool when the pool is not in use (preferably at night) and with pump running. Reapply after heavy rain showers or following heavy bather loads.

To prevent damage to pool surface, use an appropriate pool brush to disperse any undissolved granules which may have settled to the bottom of the pool.

ALGAE TREATMENT TO REMOVE EXISTING ALGAE GROWTH

When algae is seen, check and adjust, if needed, all water balance parameters. Brush all surfaces with surface compatible brush. With circulation pump operating, apply 2 lbs. of this product per 10,000 gallons of pool water by broadcasting the product directly into the pool at deep end of pool. Use a pool brush to disperse granules which may have settled to the bottom of the pool to prevent damage to pool surfaces. Continue to operate recirculating pump for at least 8 hours after product addition. Approximately 24 hours after product addition, vacuum dead algae from pool. Then brush all pool surfaces. Following algae removal, recheck pH and adjust if necessary to the proper range of 7.2 - 7.6. Maintain a chlorine residual of 1 - 3 ppm.

Reentry into treated swimming pools is prohibited above levels of 3 ppm chlorine or 8 ppm bromine due to risk of bodily injury.

{ this storage and disposal section pre-approved by Jeanne Kasai, EPA }

STORAGE AND DISPOSAL: {Optional statements – usage depends on whether product is packaged for household/residential, Non-household/residential use or single-use, non-resealable package..}

{Nonrefillable container - household/residential use}

[STORAGE: Keep this product dry in its tightly closed container when not in use. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame.

DISPOSAL: Nonrefillable container. Do not reuse or refill this container. Rinse empty container thoroughly with water to dissolve all material prior to disposal. Offer for recycling if available. Do not contaminate water, food or feed by storage or disposal or cleaning of equipment. **FOR DISPOSAL OF A CONTAMINATED OR DECOMPOSING PRODUCT SEE EMERGENCY HANDLING.]**

{Nonrefillable container - non-household/residential use}

[STORAGE: Keep this product dry in its tightly closed container when not in use. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame. Do not contaminate water, food or feed by storage or disposal or cleaning of equipment.

DISPOSAL: Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available. Rinse empty container thoroughly with water to dissolve all material prior to disposal.

FOR DISPOSAL OF A CONTAMINATED OR DECOMPOSING PRODUCT SEE EMERGENCY HANDLING.]

EMERGENCY HANDLING: In case of contamination or decomposition – Do not reseal container. Immediately remove container to an open and well-ventilated outdoor area by itself. Flood with large amounts of water. Dispose of the container and any remaining contaminated material in an approved landfill area.

EPA Reg. No. 42177-77

Manufactured for:
Alliance Trading, Inc.
109 Northpark Blvd.
Covington, LA 70433