



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

February 1, 2021

Cristina Griffin  
Agent for AIEn del Norte  
AIEn del Norte  
c/o Delta Analytical Corp.  
12510 Prosperity Drive, Suite 160  
Silver Spring, MD 20904

Subject: Notification per PRN 98-10 – Label notification to add optional marketing statements  
Product Name: AIEn 5.25% Sodium Hypochlorite Bleach and Sanitizer  
EPA Registration Number: 49547-12  
Application Date: 07/22/2020  
Decision Number: 567672

Dear Ms. Griffin:

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) lists 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 Assurance.

If you have any questions, you may contact Jack Hall at (703)347-8647 or via email at [hall.john.j@epa.gov](mailto:hall.john.j@epa.gov).

Sincerely,

A handwritten signature in blue ink that reads "Demson Fuller, for".

Demson Fuller, Product Manager 32  
Regulatory Management Branch I  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

# ALLEN 5.25% SODIUM HYPOCHLORITE BLEACH AND SANITIZER

**Active Ingredient:**

Sodium Hypochlorite ..... 5.25%

**Other Ingredients:** ..... 94.75%

**TOTAL:** ..... 100.00%

Available Chlorine: 5.00%

**KEEP OUT OF REACH OF CHILDREN**

## DANGER

**FIRST AID:** Call poison control center or doctor for treatment advice. Have product container or label with you when you call a poison control center or doctor. **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. **If on skin or clothing:** Take off contaminated clothing. Rinse skin with plenty of water for 15-20 minutes. **If swallowed:** Have a 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.

**Note to Physician:** Probable mucosal damage may contraindicate the use of gastric lavage.

See other precautions on this label.

Net Contents \_\_\_\_\_ Fl. oz. (\_\_\_ ml)

EPA Reg. No. 49547-12

EPA Est. No. 49547-MEX-1  
49547-MEX-2

EPA Est. No. stamped with date code on the bottle.

AlEn del Norte S. A. de C. V.  
Blvd. Diaz Ordaz No. 1000  
Santa Catarina, N. L. 66350  
Mexico

[Questions or Comments  
[cloralen@alenua.com](mailto:cloralen@alenua.com)  
[www.cloralen.com](http://www.cloralen.com)]

[USA: MADE IN MEXICO]  
[JAMAICA: PRODUCT OF MEXICO]

### NOTIFICATION

49547-12

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:

02/01/2021

## **PRECAUTIONARY STATEMENTS**

### **Hazard to Humans and Domestic Animals**

**DANGER:** Corrosive. May cause severe skin and eye irritation or chemical burns. Causes eye damage. Wear safety glasses or goggles and rubber gloves when handling this product. Do not get in eyes, on skin or on clothing. Do not breathe vapor. Vacate poorly ventilated areas. Do not return until strong odors dissipate. Wash thoroughly with soap and water after handling, and before eating, drinking, chewing gum, using tobacco, or, using restroom. Remove and wash contaminated clothing before reuse.

### **Environmental Hazards**

[Use the complete Environmental Hazards statement for products larger than 50 pounds and only the first sentence for products 50 pounds and smaller.]

This product is toxic to fish and aquatic organisms. Do not discharge effluent containing this product into lakes, streams, ponds, estuaries, oceans or public waters unless in accordance with the requirements of a National Pollutant 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.** Mix only with water according to label directions. Mixing this product with gross filth such as feces, urine, etc., or with ammonia, acids, detergents or other chemicals may release hazardous gases irritating to eyes, lungs and mucous membranes. Prolonged contact with metal may cause pitting or discoloration.

**[OPTIONAL CLAIMS;** brackets indicate optional language; claims can be used in any order]

Whitens [and]

Brightens [and]

Removes Stains [and]

Disinfects [and]

Sanitizes [and]

[Deep] Cleans

Disinfects, Cleans, [and] Whitens [3 in 1] [and] [Deodorizes] [4 in 1] [Power]

Disinfecting Power

Multipurpose Bleach

Concentrated Bleach [for clothes]

Will not fade clothes

Recommended for white and colorfast cotton, linen and polyester

Bleaches, removes stains, cleans, disinfects and deodorizes

Contains 5.0% available chlorine

Use on surfaces and clothes

With Sellalum™ seal for preventing leaks

33% More\* \*Compared to 96 FL OZ Bottles

[Antibacterial],[and][&] [Antimicrobial] Bleach

[Antibacterial],[and][&] [Antimicrobial] Formula

Concentrated Formula

## DIRECTIONS FOR USE

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

**NOTE:** One tablespoon of this product in a gallon of water is equivalent to 200 parts per million (ppm) available chlorine. This product degrades with age. Use a chlorine test kit and increase dosage as necessary to obtain required level of available chlorine.

*[Note: Directions may be placed in number format]*

**Sanitization of Hard Non-Porous Food Contact Surfaces:** Sanitizing Kitchen Sinks, Refrigerators (outside), Counter Tops: Preclean surface and rinse. Mix 1 tablespoon of this product with 1 gallon (3.785 L) of water and apply the sanitizing solution. Let stand for at least 2 minutes. Let dry.

### **Disinfection [and Deodorizing] of Non-Porous Non-Food Contact Surfaces:**

Disinfecting **[and deodorizing]** Bathroom Tile, Bathtubs, Showers, Floors: Preclean surface and rinse. Mix 3 tablespoons of this product with 1 gallon (3.785 L) of water and apply the disinfecting solution. Let stand for at least 10 minutes. Let dry.

**Floors:** Add 1/3 cup (3 FL OZ) of this product to 1 ½ gallons of water, apply and let it dry.

**Toilet Bowls:** Prewash toilet and flush. Pour 1 cup of this product into the bowl. Brush entire bowl, including under the rim, and let solution stand for 10 minutes. Flush again. Do not mix or use with other household chemicals.

**Household Laundry Sanitizers:** Laundry Use: Sort laundry by color and fabric. Use 1 cup of this product for a standard load, 1 ¼ cups for an extra large load. Add this product and detergent to wash water before adding laundry or use bleach dispenser. Stains and heavy soil: Soak for 5 minutes in solution of ½ cup of this product to 9 fl. oz. of water, and then wash as usual.

**Use Recommendation:** Recommended for white and colorfast cotton, linen and polyester. Do not use on silk, leather, mohair, wool, non-fast colors and other fabrics not specified here. Do not use directly on clothes, dilute in water. To test fabric for colorfastness, mix 1 teaspoon of this product with ¼ cup of water and apply a drop to hidden portion of fabric. Let stand 1 minute and blot dry. No color change means the article can be bleached safely. Follow clothes manufacturer's instructions.

## STORAGE AND DISPOSAL

Store in a cool, dry area away from direct sunlight and heat to avoid deterioration. In case of spill, flood area with large quantities of water. Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer. **Container Handling:** Non refillable container. Do not re-use or refill this container. Offer for recycling if available or place in trash collection. Do not contaminate food or feed by storage, disposal or cleaning of equipment.