

US ENVIRONMENTAL PROTECTION AGENCY
OFFICE OF PESTICIDES PROGRAMS
REGISTRATION DIVISION (TS-767)
WASHINGTON, DC 20460

EPA REGISTRATION NO. 55365-2
DATE OF ISSUANCE AUG 1986

TERM OF ISSUANCE

NOTICE OF PESTICIDE: REGISTRATION
 REREGISTRATION
(Under the Federal Insecticide, Fungicide,
and Rodenticide Act, as amended)

NAME OF PESTICIDE PRODUCT
Bully Power

NAME AND ADDRESS OF REGISTRANT (Include ZIP code)

Airwick Industries, Inc.
111 Commerce Road
Carlstadt, NJ 07072

NOTE: Changes in labeling formula differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above U.S. EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby Registered/Reregistered under the Federal Insecticide, Fungicide, and Rodenticide Act.

A copy of the labeling accepted in connection with this Registration/Reregistration is returned herewith.

Registration is in no way to be construed as an indorsement or approval of this product by this Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A) provided that you:

1. Submit/cite all data required for registration/reregistration of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar products to submit such data.
2. Add the phrase "EPA Registration No. 55365-2" to your label before you release the product for shipment.
3. Submit five (5) copies of your final printed labeling before you release the product for shipment. Refer to the A-79 Enclosure for a further description of final printed labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records.

Jeff Kempter
Acting Product Manager (32)
Disinfectants Branch
Registration Division (TS-767C)

Enclosures

ATTACHMENT II APPLICABLE

SIGNATURE OF APPROVING OFFICIAL

DATE

Pringle 87

JUL 1986

Airwick Industries, Inc.
111 Commerce Road
Carlstadt, NJ 07072

Attention: Leslie Buchanan

Gentlemen:

Subject: Bully Power
EPA File Symbol 55365-E
Your Submission Dated January 20, 1986

The product referred to above will be acceptable for registration as provided for under section 3(c)(7)(A) of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, provided that:

1. You agree in writing that you will submit and/or cite all data required for registration/reregistration of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar product to submit such data. If these conditions are not complied with after the registration is issued, the registration will be subject to cancellation in accordance with section 6(e) of the Act.
2. Submit two copies of the acceptable printed labels with the following revisions.
 - a. Label directions do not clearly indicate that the product is recommended for two distinct use patterns (1) as a cleaner, and (2) as a disinfectant after cleaning. For clarification, Directions for Use should identify the cleaning instructions by adding a heading "to clean" or instructions "to reapply 4 fl oz to the cleaned surface" should be included in the disinfecting directions to indicate a two-step operation.
 - b. Note the correct declaration of the second quaternary ammonium chloride compound.

n-Alkyl (68% C₁₂, 32% C₁₄) dimethyl ethylbenzyl ammonium chloride.

89910:Pringle:C-10:KENCO:7/7/86:7/16/86:DKD:VO
CONCURRENCES

SYMBOL	▶ T-762C							
DATE	▶ 7-8							

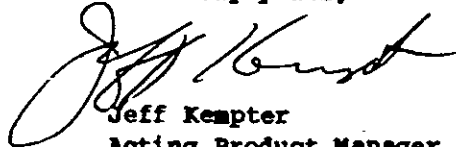
Note that the word "ethylbenzyl" is one word and delete comma following the closing of the parenthesis.

EPA Registration Number 55365-2 is being reserved for this product. This must appear on the finished label. The "Notice of Registration" will be issued when two copies of acceptable labels are submitted.

If you do not satisfy these deficiencies within a reasonable period of time, your application will be administratively withdrawn from further consideration in accordance with PR Notice 75-4, dated August 27, 1975. This Notice established a policy of terminating pending applications after 75 days from the date of notification of deficiencies.

This product cannot be marketed in channels of trade until it has been registered.

Sincerely yours,



Jeff Kempter
Acting Product Manager (32)
Disinfectants Branch
Registration Division (TS-767C)

THICK COATING FORMULA

BULLY POWER

DISINFECTANT TOILET BOWL CLEANER

REMOVES TOUGH STAINS,
LIME SCALE AND RUST,
WORKS EVEN IN HARD WATER

DIRECTIONAL SPOUT. SAFE
FOR PLUMBING & SEPTIC

DANGER: CORROSIVE: KEEP OUT OF REACH OF CHILDREN. SEE OTHER
PRECAUTIONS AND FIRST AID ON BACK PANEL

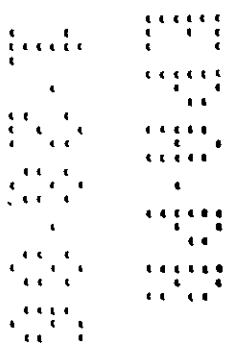
ACTIVE INGREDIENTS: Hydr ox y en Chloride 8.250%, n-Alkyl (60% C₁₄, 30% C₁₆,
5% C₁₂, 5% C₁₈) dimethyl benzyl ammonium chlorides 0.375%, n-Alkyl (68%
C₁₂, 32% C₁₄), dimethyl ethyl benzyl ammonium chlorides 0.375%.

INERT INGREDIENTS: 91.000%

1 PT. 4 OZ. (591 ml)

ACCEPTED
with COMMENTS
in EPA Letter Dated:

AUG 11 1986
Under the Federal Insecticide,
Fungicide, and Rodenticide Act
as amended, for the pesticide
registered under EPA Reg. No.
55365-2



BULLY POWER™**TOILET BOWL CLEANER**

Special thick coating formula helps remove the toughest household toilet bowl stains...lime scale, rust and mineral deposits, even in hard water. Cleans so effectively that there is less scrubbing for you.

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

TO OPEN CHILD RESISTANT CAP: Point arrow away from you. Place finger under flip top and lift up to open.

DIRECTIONS FOR USE: Open the directional spout and squeeze product up under the rim and around the sides of the bowl. Leave for 10 minutes or overnight if possible. Simply swish with a brush and flush. Do not use with chlorine bleach or other chemical products. This product is specially formulated to clean toilet bowls. Do not place or use on toilet lids, vanities, rugs, etc. To disinfect and kill household germs, use 4 fl. oz. and thoroughly brush cleaned surface. Let soak for 20 minutes and flush.

STORAGE AND DISPOSAL: Store away from children. Do not reuse empty container. Wrap empty container in plastic bag and discard.

PRECAUTIONARY STATEMENTS:

Hazards to Humans and Domestic Animals.

DANGER: CORROSIVE. Produces chemical burns. May be fatal if swallowed.

Do not breathe vapor or fumes. Do not get in eyes, on skin, or on clothing.

FIRST AID: INTERNAL: Do not induce vomiting. Call a physician immediately.

Rinse mouth. Drink large quantities of milk or water followed by several tablespoons of milk of magnesia. Never give anything by mouth to an unconscious person.

EXTERNAL: Eyes: Wash with water for 15 minutes and get prompt medical attention. Skin: Wipe off the acid gently, Immediately flood the surface with water using soap freely. Then cover with moist magnesia or baking soda.

Distributed by
Airwick Industries, Inc.

EPA Reg. No. 55365-E

Carlstadt, NJ 07072

EPA Est. No.

