



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

September 15, 2016

Georgia Anastasiou
Agent for Combat Insect Control Systems
c/o Lewis & Harrison, LLC
122 C Street, NW – Suite 505
Washington, DC 20001

Subject: Notification per PRN 98-10 – To add promotional claims
Product Name: Soft Scrub with Bleach
EPA Registration Number: 64240-44
Application Date: August 16, 2016
Decision Number: 520707

Dear Ms. Anastasiou:

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.

If you have any questions, you may contact Wanda Henson at (703) 308-6345 or via email at henson.wanda@epa.gov

Sincerely,

A handwritten signature in blue ink that reads "Wanda J. Henson, for".

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

SOFT SCRUB[®] WITH BLEACH

ACTIVE INGREDIENT:

SODIUM HYPOCHLORITE.....1.1%

OTHER INGREDIENTS:98.9%

TOTAL.....100.0%

KEEP OUT OF REACH OF CHILDREN

WARNING

[Read back panel carefully]

[See back panel for additional precautionary statements.]

[See precautionary statements on back panel.]

NOTIFICATION

64240-44

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:

09/15/2016

Net [Contents] [Weight]: _____

PRECAUTIONARY STATEMENTS: Hazards to Humans (&) (and) Domestic Animals.

WARNING: Causes substantial but temporary eye injury. Do not get in eyes on skin or (on) clothing. May cause skin irritation. For sensitive skin or prolonged use, wear gloves. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or going to the toilet. Remove and wash contaminated clothing 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 and continue rinsing eye.

IF ON SKIN OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. In either case, call a poison control center or doctor for treatment advice.

IF SWALLOWED: Call a 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 a poison control center or doctor. Do not give anything by mouth to an unconscious person. Have the product container or label with you when calling a poison control center or doctor or going for treatment.

Physical & Chemical Hazards: Contains bleach. Avoid contact with clothes, fabric or carpet. Do not use or mix with [other] [household] cleaning products [or other chemicals] as hazardous gases may result.

{Note to Reviewer: Per PR-Notice 2007-4, this product will receive a batch code. The number will be laser-coded or otherwise imprinted on the primary package.}

Quality from 

-or-



-or-

Quality & Responsibility 

UPC bar code

[Distributed by] & © [year] Combat Insect Control Systems
[7201 E. Henkel Way] SCOTTSDALE, AZ 85255

MADE IN THE U.S.A.

Questions or comments? Call 1-800-290-0158

[Or visit [us at] www.softscrub.com]

[The distinctive design and elements of this package are proprietary and owned by:]

[All trademarks and the distinctive design and elements of this package are proprietary to and owned by Henkel and its affiliates
in the U.S. and elsewhere.]

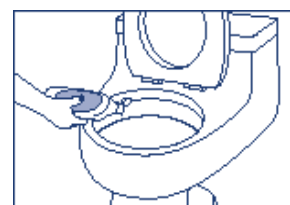
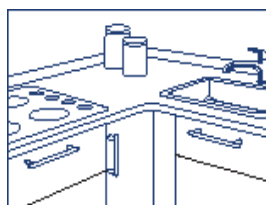
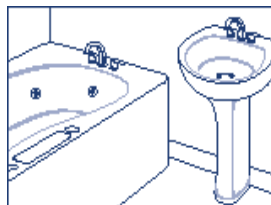
[contains no phosphorus]

EPA Reg. No. 64240-44

EPA Est. No. _____

Beginning of Batch Code indicates Est. No.

May include the following or other illustrations or graphic depictions of the container in use or other usage sites as permitted by accepted label claims.



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

SHAKE [THOROUGHLY] BEFORE USE.

To clean: Squeeze directly onto [tough stains] [surface] or onto (a) damp sponge. Rub [to wet all surfaces thoroughly]. Rinse or wipe clean.

To disinfect toilet bowl: Flush. Apply [$\frac{1}{2}$ cup] [4 oz] of product to sides of bowl to kill gram-negative bacteria. Brush to wet all surfaces thoroughly, including under the rim. Let stand 10 minutes before flushing.

To disinfect hard nonporous surfaces: Apply at full strength and leave on 3 minutes [before wiping clean]. For heavy soil, pre-clean surface before disinfecting.

To remove mold and mildew: Leave on 5 minutes. Rinse or wipe clean. For heavy soil, pre-clean surface before applying product.

Close cap after use. [If product will not [release] [dispense], [squeeze bottle sides] [briefly unscrew cap] to allow air into bottle.]

ATTENTION: For use on sinks, tubs, showers, glazed tile, counters, toilets. Prolonged contact on delicate surfaces may cause discoloration. Rinse promptly after standing time. On delicate surfaces that may scratch, like plastic, appliance enamel, sealed fiberglass, sealed cultured marble, and sealed natural stone: Use sparingly; rub gently with a damp sponge, rinse. Do not use on copper, brass, silver, aluminum, wood, painted surfaces, or rubber items. For unfamiliar surfaces, test in a small, inconspicuous area first.

Note to Reviewer:

Below are the Storage & Disposal Statements for Product Distributed Only for Household Residential Use

Storage & Disposal

Store in a cool, well-ventilated area inaccessible to small children and pets. Non-refillable container. Do not re-use or refill this container. Offer for recycling if available or discard in trash.

Note to Reviewer:

Below are the Storage & Disposal Statements for Product Distributed for All Uses Other Than Household Residential Use

Storage & Disposal

Do not contaminate water, food, or feed by storage and disposal

Pesticide Storage: Store in a cool, well-ventilated area inaccessible to small children and pets.

Pesticide Disposal: To avoid wastes, use all material in this container by application according to label directions. If wastes cannot be avoided, offer remaining product to a waste disposal facility or pesticide disposal program.

Container Handling: Non-refillable container. Do not re-use or refill this container. Offer for recycling if available or discard in trash.

Optional Claims for Front or Back Panel

Disinfectancy-related bullets/bursts/sentences:

1. Bleaches out stains & disinfects
2. Mild Abrasive [Cream] [Cleaner] [Cleanser]
3. Antibacterial [Cream] [Cleaner] [Cleanser]
4. Kills [odor-causing] [Bacteria] [Germs]
5. Kills germs while it cleans
6. Disinfectant
7. Disinfecting [Cream] [Cleaner] [Cleanser]
8. Disinfects [As It Cleans]
9. Disinfects & Deodorizes
10. Disinfects And Deodorizes By Killing [Germs] [Bacteria] and Their Odors
11. Multi-Purpose Disinfectant
12. [Multi-Room] [Multi Room] [Multi-Purpose] [Multi Purpose] [Multi-Use] [Multi-Surface] [Multi Surface] [Everyday] [Original] [Power] [Cream] [Cleanser] [Cleaner]
13. Kills [the Following] Microorganisms: Salmonella enterica [Salmonella] **-and/or-** Pseudomonas aeruginosa [Pseudomonas] **-and/or-** Staphylococcus aureus [Staph] **-and/or-** Streptococcus pyogenes [Strep] **-and/or-** Athlete's foot fungus (Trichophyton mentagrophytes) **-and/or-** Rhinovirus (Type 39) **-and/or-** Influenza A [Virus] [in 3 minutes] [at full strength]
14. Antibacterial [Action]
15. Kills [99.9%] [of] [household] germs[:*] [Salmonella enterica (Salmonella) **and/or** Pseudomonas aeruginosa (Pseudomonas) **and/or** Staphylococcus aureus (Staph) **and/or** Streptococcus pyogenes (Strep) or **and/or** Trichophyton mentagrophytes (Athlete's Foot Fungus)] in 3 minutes at full strength
16. [Bleach] Disinfectant [Cream] [Cleaner] [Cleanser]
17. Disinfecting Bleach [Cream] [Cleaner] [Cleanser]
18. Home Disinfectant [Cream] [Cleaner] [Cleanser]
19. Commercial Cleanser
20. One Step [Cream] [Cleaner] [Cleanser] and Disinfectant
21. Cleans and disinfects in one step
22. Leaves Surfaces Sanitary
23. [Eliminates] [Wipes out] odors caused by [bacteria] [germs] [microorganisms]
24. Removes mold and mildew [stains]
25. [Fungicide] [Fungicidal]
26. [Bactericide] [Bactericidal]
27. [Germicide] [Germicidal]
28. [Virucide] [Virucidal]
29. [Cleans and kills germs][*] [on hard, nonporous surface] [in one step] [*Salmonella enterica (Salmonella) **and/or** Pseudomonas aeruginosa (Pseudomonas) **and/or** Staphylococcus aureus (Staph) **and/or** Streptococcus pyogenes (Strep) or **and/or** Trichophyton mentagrophytes (Athlete's Foot Fungus)]
30. [**surface option from List A**] disinfectant
31. Disinfects [**surface option(s) from List A**]
32. [An] Effective [disinfectant] [cleanser] [deodorant] [for] [in] [at] [**surface options from List A**]
33. One step [Cream] [Cleaner] [Cleanser] [Disinfectant] Kills germs while it cleans Kills common [household] [germs] [bacteria] or Salmonella enterica (Salmonella) or Pseudomonas aeruginosa (Pseudomonas) or Staphylococcus aureus (Staph) or Streptococcus pyogenes (Strep) or Tnchophyton mentagrophytes [Athletes Foot Fungus] [on] [in] [at] [option from List A] in 3 minutes at full strength
34. Soft Scrub® with Bleach is a mild abrasive cleanser for [sinks, tubs, showers, glazed tile, counters and toilets] [stainless steel, sealed granite, sealed fiberglass, plastic laminate and glass-top stoves]. [The thick formula sticks to stains and cleans and kills 99.9% of germs* found on surfaces][.] [like stainless steel, sealed granite, sealed fiberglass, plastic laminate and glass-top stoves]. [[Soft Scrub® with Bleach] [This product] removes soap scum, limescale, calcium, toilet rings, dirt and grime.]

Optional Claims for Front or Back Panel

- 35. Hospital Disinfectant [Cream] [Cleaner] [Cleanser]
- 36. Industrial Disinfectant [Cream] [Cleaner] [Cleanser]
- 37. Institutional Disinfectant [Cream] [Cleaner] [Cleanser]
- 38. Healthcare Disinfectant [Cream] [Cleaner] [Cleanser]
- 39. Kills Rhinovirus (Type 39) [in 3 Minutes] [at full strength]
- 40. Kills Influenza A [Virus] [in 3 Minutes] [at full strength]
- 41. Great for everyday [cleaning] [deodorizing] and [disinfecting]

Optional Claims for Front or Back Panel

Disinfectancy-related bullets/bursts/sentences:

1. [Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. [This product] [~~OR~~ ***ACCEPTED ABN***] is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).]
2. [[This product] [~~OR~~ ***ACCEPTED ABN***] has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.]
3. [[This product] [~~OR~~ ***ACCEPTED ABN***] has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).]
4. [Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).]
5. [Kills Pandemic 2009 H1N1 influenza A virus.]

Optional Claims for Front or Back Panel

Non-disinfectancy (cleaning and/or marketing) related bullets/bursts/sentences:

- | | | |
|---|--|---|
| 1. [Cleans] [Fights] [Removes] [tough] stains | 20. Grease Cutting | 48. Express [Clean] |
| 2. Commercial | 21. Brightens as it cleans [chose one or more options from surface list A] | 49. Extreme [Clean] |
| 3. Custodian/Custodial | 22. Stain-fighting [power] [action] | 50. Fast [Clean] |
| 4. Deodorizes | 23. [Wow] Easy Squeeze | 51. [Quick][Quick & Easy] |
| 5. [Gently] Bleaches out tough stains | 24. [Wow] Clean Squeeze | 52. Ready to Use |
| 6. [Has] [With] [a] [the] [clean] [pleasant] [fresh] [Mountain Breeze] [Original] [Fresh] [scent] [fragrance] | 25. Bleach Power [Cream] [Cleanser] [Cleaner] | 53. Versatile |
| 7. [Mountain Breeze] [Original] [Fresh] [scent] [fragrance] | 26. Cream [Cream Cleanser] | 54. [Clean] [Cleaning] |
| 8. Industrial | 27. Bleach Prominence | 55. [Degreaser][Degreases] |
| 9. Institutional | 28. Good for [whitening] [brightening] surfaces | 56. Beautiful [Clean] |
| 10. Stain Fighting | 29. Gentle on Surfaces* See Directions (ATTENTION) | 57. [Bright][Brilliant][Shine] |
| 11. The power of bleach with a [great] [clean] [fresh] scent | 30. Value Size | 58. [Express] Clean & Fresh |
| 12. Tough on [stains] [grease] [soap scum] | 31. Bonus Size | 59. [Brightens] and/or [Whitens] in seconds (as it cleans) |
| 13. Tough on greasy dirt, [and] mildew stains [and] soap scum | 32. The Ultimate Clean [!] | 60. Cleans with the power of bleach |
| 14. [Wow] Stay-Clean Cap | 33. A Clean You Can Trust [!] | 61. Contains (fast-acting) grease cutters |
| 15. The Power of Soft Scrub with [a] [Clean] [Fresh] [Mountain Breeze] [the] [Original] [Fresh] Scent | 34. A Clean You Can See and Feel [!] | 62. Deep down clean! |
| 16. Multi-surface [cream] [cleaner] [cleanser] | 35. Great Value | 63. Extreme white clean |
| 17. Tough cleaning [action] [power] | 36. The Power of Bleach, The Clean of Soft Scrub | 64. Fast acting brightener |
| 18. Thick formula sticks to stains | 37. A Product [of] [in] [the] [Dial] [Henkel] Professional [Products] Series | 65. [Great] [whitening] [power] [action] |
| 19. [Great] [Good] for heavy duty cleaning | 38. Henkel Consumer Goods Inc. | 66. Immediate whitening action |
| | 39. [Dial] [Henkel] [Commercial] [Professional] [Products] [Series] | 67. Multi-purpose cleaner with Bleach for [Kitchens] & [Bathrooms][Restrooms] [Baths] |
| | 40. [Improved] Stain Fighting | 68. Starts to whiten [instantly][on contact] |
| | 41. Tough stain fighter | 69. Whitens and removes mold (stains) [greasy dirt] |
| | 42. For Bath and Kitchen | 70. Cleans greasy dirt better than ordinary bleach alone |
| | 43. Instant Cleaning Action | 71. Whitening stain remover |
| | 44. Deodorizes/Deodorizer | 72. Whitens and removes mold (stains) and mildew stains |
| | 45. [Complete] [Total] Clean | 73. Whitens as it cleans |
| | 46. [Easy] [Easy to Use] | 74. Whitens cutting surfaces |
| | 47. Effective [Clean] | 75. Whitens sealed grout in bathtubs, showers, floors and walls |

[Removes] [Cleans [Away]]...

- | | | |
|--|---------------------------------|---|
| 1. [Bathroom] soils | 9. Bathtub ring[s] | 19. [Toilet] Rust |
| 2. [Food] [coffee] [tea] [mildew] [and] [juice] stains | 10. Fingerprints | 20. Limescale |
| 3. [General household] dirt | 11. [Smudges] | 21. Calcium |
| 4. [Hard] water deposits | 12. Grime | 22. Kitchen Stains |
| 5. [Tough] [Greasy] dirt | 13. Mineral deposits | 23. [Bathroom] [Kitchen] [Food] Soil[s] |
| 6. Tough [stains] [soil[s]] | 14. Pot marks | 24. Grout |
| 7. Bathroom dirt | 15. Soap scum | 25. Everyday messes |
| 8. Bathroom stains | 16. Toilet ring[s] | 26. Tough grease |
| | 17. Mold and Mildew Stains | |
| | 18. [Tough] Grease [and] Grime] | |

Note: **Bold, Italicized text is information for the reader and is not part of the label.**

[Bracketed information is optional text.]

Highlighted text is new.

EPA Reg. No. 64240-44

Soft Scrub with Bleach

Pg 8 of 9

August 16, 2016

Other Optional Claims: To be used only upon consent of the relevant third party, if applicable

[Follow us on Facebook]

[Good Housekeeping Seal of Approval]



["NSF Listed"]



[KOSHER] [U]

[Kosher symbol of The Union of Orthodox Jewish Congregations]

VALUE CLAIMS

1. Twin Pack
2. 2-Pack
3. 3-Pack
4. Bonus Pack
5. Value Pack
6. 50% More vs. 24oz bottle *Note: this would apply only to the 36oz bottle*
7. Limited Edition Pack
8. Instant Savings
9. \$avings

Front or Back Label

List A – Surface Options:

Hard, Nonporous Surfaces for Disinfecting and Cleaning:

- | | | |
|--|---|--|
| 1. [Bath] Tub[s]
[Imitation] [Sealed
Cultured]
[Synthetic] marble | 9. Sealed Fiberglass [boat
[deck[s]] [hull[s]] [exterior]
[gunwale] [bow]] | 22. Shower[s] [stalls] [walls] |
| 2. Inside [and]
[Outside] [of]
Dishwashers | 10. Glass [Shower] [Doors] | 23. Stainless Steel |
| 3. Outside of
Microwaves | 11. Plastic Laminate [Formica] | 24. [Stove Top[s]] [Stovetop[s]] |
| 4. Outside of
Refrigerators | 12. Glazed [Ceramic] tile[s] | 25. Tabletop[s] |
| 5. Bathroom [sink][s]
[countertop[s]]
[counter[s]] [glazed
tile] [floors]
[fixtures]
[appliances] | 13. Glazed Porcelain | 26. Toilet[s] |
| 6. Garbage Can[s] | 14. Hard surface floors | 27. Glass-top Stove[s] |
| 7. Trash Can[s] | 15. Kitchen [sink[s]]
[countertop[s]] [counter[s]]
[glazed tile[s]] [floors]
[fixtures] [appliances] | 28. Vinyl |
| 8. Waste
Receptacle[s] | 16. Locker rooms | 29. Quartz [counter top[s]] [surfaces] |
| | 17. Non-food contact | 30. Sink[s] |
| | 18. Nonporous [Hard] [Solid]
[Engineered] Surfaces | 31. Garbage Disposal[s] |
| | 19. Outdoor Furniture | 32. Drain[s] |
| | 20. Oven doors | 33. Glass cooktop[s] |
| | 21. Sealed Granite | 34. Restroom |
| | | 35. Family Room |
| | | 36. Nursery |
| | | 37. Bedroom |
| | | 38. Garage |
| | | 39. Laundry Room |
| | | 40. Play Room |
| | | 41. Den/Study |
| | | 42. Storage Area |

Locations for Disinfecting and Cleaning:

[For use in[:]]

- | | | |
|-----------------------------|---|---|
| 1. Hospitals* | 6. Manufacturing
[facilities][plants][Manufacture
rs] | 12. Office buildings |
| 2. Healthcare | 7. [Hotels] [Motels] | 13. Day care [centers][facilities] |
| 3. Nursing homes | 8. Correctional institutes | 14. [Schools][Colleges][Universities] |
| 4. Institutions | 9. Detention [Centers][Facilities] | 15. Sports facilities |
| 5. Industrial
facilities | 10. Prisons | 16. Health clubs |
| | 11. Public transportation | 17. [Dental] [Physician's] [Doctor's]
Office |
| | | 18. ^[Cafeteria][Restaurant]
^This product is not approved for
use on food-contact surfaces |

* This product is not to be used as a terminal sterilant/high level disinfectant on any surface or instrument that (1) is introduced directly into the human body, either into or in contact with bloodstream or normally sterile areas of the body; or, (2) contacts intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to preclean or decontaminate critical or semi-critical medical devices prior to sterilization of high level disinfection.