

67619-14

12/30/2005

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

December 30, 2005

J. Evelyn Lawson
The Clorox Company
c/o PS&RC
P.O. Box 493
Pleasanton, CA 94566-0803

Subject: Lime
EPA Registration No. 67619-14
Application Date: December 1, 2005
Receipt Date: December 2, 2005

Dear Ms. Lawson:

This acknowledges receipt of your notification, submitted under the provision of PR Notice 98-10, FIFRA section 3(c)9.

Proposed Notification

- addition of non-mandatory marketing text

General Comments

Based on a review of the material submitted, the following comments apply:

The notification application is acceptable and a copy has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact me at (703) 308-6345.

Sincerely,

Wanda Y. Henson
Product Reviewer (32)
Regulatory Management Branch II
Antimicrobials Division (7510C)

CONCURRENCES

| | | | | | | | | |
|--------|--------------|----------|--|--|--|--|--|--|
| SYMBOL | 7510C | 7510C | | | | | | |
| IRNAME | E. D. Henson | Henson | | | | | | |
| DATE | 12/20/05 | 12-30-05 | | | | | | |



United States
Environmental Protection Agency
Washington, DC 20460

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

OPP Identifier Number
EL0079

Application for Pesticide - Section I

| | | |
|---|--|---|
| 1. Company/Product Number 67619-14 | 2. EPA Product Manager Emily Mitchell | 3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted |
| 4. Company/Product (Name) Lime | PM# 32 | |
| 5. Name and Address of Applicant (Include ZIP Code) Clorox Professional Products Company c/o PS&RC; P. O. Box 493 Pleasanton, CA 94566-0803 <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.)

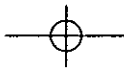
Notification of non-mandatory labeling text. The food contact surfaces have a qualifying cross for the organisms "+Escherichia coli, Salmonella typhi", and the toilet use site is specific to toilet exteriors only (all changes page 5). We are submitted one marked-up copy and three clean copies of the label. 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 type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> 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 J. Evelyn Lawson | Title Senior Regulatory Information Scientist | Telephone No. (Include Area Code) (925) 425-6842 |
| 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 or both under applicable law. | | 8. Date Application Received (Stamped) |
| 2. Signature <i>J. Evelyn Lawson</i> | 3. Title Senior Regulatory Information Scientist | |
| 4. Typed Name J. Evelyn Lawson | 5. Date December 1, 2005 | |



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Note: Bold, italicized text is information for the reader and is not part of the label.
[Bracketed information is optional text.] Underlined text is new. Strike-through (~~text~~) means removed.

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[Peel here to remove label]

LIME

Net Contents: _____

EPA Reg. No. 67619-14, EPA Est. No. _____
[See actual EPA Est. No. [in code] above -or- below]
Mfd. for & © 2004 Clorox Professional Products Company,
Oakland, CA 94612. Made in U.S.A.
Clorox is a registered trademark of The Clorox Company.
U.S. Patents pending.

R0654-4.1



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| | |
|--|--|
| <p>Active Ingredient: Sodium Hypochlorite 0.0095% Other Ingredients: 99.9905% Total: 100.0000% (Available chlorine....0.009%) Contains no phosphorus</p> | <p>KEEP OUT OF REACH OF CHILDREN CAUTION</p> <p>[For further information] [Questions?] [Comments] [call]: _____ For MSDS information, please go to: www.cloroxprofessional.com.</p> |
|--|--|

STORAGE AND DISPOSAL:
[Store this product in a cool place.] Keep out of direct sunlight. Do not freeze. Do not reuse empty container. -or- Refill only with this product. Offer empty container for recycling. If recycling is not available, discard container in trash. -or- Recycle bottle or dispose in trash.

DIRECTIONS FOR USE
It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

To refill (spray bottles):

| | | |
|--|---|---|
| <p>[Remove] 1. Remove trigger sprayer -or- cap from empty bottle.</p> | <p>[Pour] 2. Unscrew cap on refill and pour contents directly into empty bottle.</p> | <p>[Use] 3. Replace trigger sprayer and use as you normally would -or- unscrew cap and transfer your trigger to this bottle.</p> |
|--|---|---|

SANITIZATION:

[To sanitize non-food contact surfaces:]

| | |
|---|---|
| <p>Spray [To kill 99.9% of bacteria on [all] non-food surfaces -or- sanitize [all] non-food surfaces.] Spray [this product] on surface [until thoroughly wet]. Let stand for 1 minute/60 seconds. [If desired,] wipe with paper towel or clean dish towel. [Air dry, no rinsing necessary.] For heavily soiled surfaces, [a] precleaning [step] is required.</p> | <p>Soak [To kill 99.9% of bacteria on [all] non-food surfaces -or- sanitize [all] non-food surfaces.] Pour -or- Spread -or- Apply this product on a surface [until thoroughly wet] [with a sponge or towel]. Let stand for 1 minute/60 seconds. [If desired,] wipe [away excess] with paper towel or clean dish towel. [Air dry, no rinsing necessary.] For heavily soiled surfaces, [a] precleaning [step] is required.</p> |
|---|---|

Organisms (list 1): * Escherichia coli [E. coli], Klebsiella pneumoniae, Proteus mirabilis, Salmonella choleraesuis [Salmonella], Staphylococcus aureus [Staph], Streptococcus pneumoniae [Strep]

[To sanitize food contact surfaces:]

| | |
|---|---|
| <p>Spray [To kill 99.9% of bacteria on [all] surfaces -or- sanitize [all] surfaces.] Spray [this product] on surface [until thoroughly wet]. Let stand for 2 minutes. [If desired,] wipe with paper towel or clean dish towel. [Air dry, no rinsing necessary.] For heavily soiled surfaces, [a] precleaning [step] is required.</p> | <p>Soak [To kill 99.9% of bacteria on [all] surfaces -or- sanitize [all] surfaces.] Pour -or- Spread -or- Apply [this product] on surface [until thoroughly wet] [with a sponge or towel]. Let stand for 2 minutes. [If desired,] wipe [away excess] with paper towel or clean dish towel. [Air dry, no rinsing necessary.] For heavily soiled surfaces, [a] precleaning [step] is required.</p> |
|---|---|

Organisms (list 2): *, † Escherichia coli [E. coli], Salmonella typhi [Salmonella]

SPONGES:

To [prevent] [stop] [control] odors caused by bacteria [in your] sponge(s), spray sponge [with this product] until saturated and let stand 5 minutes.

R0654-4.1

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GENERAL CLAIMS:

- A [gentle] [mild] way to sanitize
- A [smarter] way to wipe up!
- A new technology that is [gentle] [mild] enough to use around your family...on the surfaces they touch the most
- A revolutionary, pH-balanced [neutralized] bleach
- All purpose [antibacterial] kitchen [cleaner] [mist] [spray] [sanitizer]
- Antibacterial [daily] kitchen [cleaner] [mist] [sanitizer] [spray]
- Antibacterial produce [rinse] [soak] [wash]
- Bleach that can be used anywhere
- Can be used as a produce [rinse] [soak] [wash]
- Check [out] [our website at] www.clorox.com [for more information]
- [Clean] [light] [airy] [mild] [fresh] [bleach] fragrance -or- scent
- Clear formula
- [Clorox®] anywhere bleach
- Color safe
- [Color safe] will not whiten or bleach [surfaces] [or] [clothes]
- Contains bleach at a low concentration
- Contains no [abrasives] [or] [harsh acids]
- Contains no [artificial] [fragrances] [or] [dyes]
- [Contains] no [harsh] [harmful] [lingering] [cleaning] chemicals
- [Controls] [prevents] [stops] the growth of odor-causing bacteria in sponges, foodservice rags, foodservice wipers
- [Daily] [everyday] [light-duty] kitchen [cleaner] [mist] [sanitizer] [spray]
- Delivers the trusted power of Clorox®
- Deodorizes sponges
- Designed to meet the needs of foodservice operators
- [Easy] [quick] [convenient] to use
- [Easy] [quick] [convenient] way to sanitize with Clorox® Bleach
- [Economy] [institutional] [refill] [value] size -or- pack
- [Economy] [value] refill
- Eliminates buckets and rags for sanitizing
- Eliminates labor required to mix solution
- Eliminates potential for mixing errors
- Eliminates the need to test ppm level
- Fiber safe
- Food [contact] [surface] [service] sanitizer
- For [daily] [everyday] [gentle] [light-duty] [kitchen] cleaning -or- wiping
- For [daily] [everyday] use
- For a cleaner, fresher [bathroom] [kitchen] [home] [house] [workplace] [foodservice operation] [restaurant] [daycare facilities]
- For sanitizing [food service] dining tables
- For use on both white and colored hard surfaces
- [Gentle] [mild] enough to use all around the [kitchen] [home] [house] [workplace] [foodservice operation] [restaurant] [daycare facilities]
- [Gentle] [mild] enough to use around [children] [kids] [babies] [your family] [food] [pets] [dogs] [cats]
- [Gentle] [mild] enough to use on all kitchen surfaces
- [Gentle] [mild] enough to use without gloves
- [Gently] [lightly] cleans
- Great for [daycare] [lavatory] [restaurant] [office] [school] use!
- Great for foodservice settings
- Great for [all around] [the] [house] [home] [kitchen] [workplace], [foodservice operation] [restaurant] [daycare facilities]
- Has a [clean] [light] [airy] [mild] [fresh] [bleach] fragrance -or- scent
- [It] breaks down into saline solution
- It's from Clorox®, so you know you can trust it
- Just as [gentle] [mild] as [dish soap] [and] [water]
- Just spray [and] [wipe] [walk away] [no rinsing -or- wiping [is] necessary]
- Kitchen solution[s] [cleaner] [mist] [sanitizer] [spray]
- Latest in bleach technology
- Leaves a [clean] [light] [mild] [fresh] [bleach] fragrance -or- scent
- Leaves a streak-free shine
- Leaves no [harmful] [chemical] residue
- Leaves surfaces shiny
- Leaves your [kitchen] [home] [house] [workplace] [foodservice operation] [restaurant] [daycare facilities] smelling clean
- Leaves your kitchen [clean] [and] [hygienic]
- Makes your job easier
- Mama's got the magic of Clorox®
- No [harsh fumes] [accidental whitening] [or] [skin irritation]
- No measuring
- No mixing
- No rinsing [necessary]
- Non-abrasive formula
- Not dangerous around food
- One step cleaning and sanitizing
- Patent pending formulation
- Perfect size for [bathrooms] [kitchens]
- Perfect size for use all around the house
- Proper dilution every time
- Quick -or- easy -or- fast -or- convenient -or- versatile
- Ready-to-use -or- RTU
- Safe for surfaces that water won't harm
- [Safe] [gentle] [mild] [enough] to use on any washable surface including (list any surface from list 3 or 4)
- Sanitize without rinsing
- The easy way to sanitize food service operations [dining areas, countertops, checkouts]
- The simple solution for a clean[er] home
- The simple solution for foodservice operations
- The [trusted] smell of clean
- Try me
- Use as part of a HACCP Food Safety program
- Use [daily] [every day]
- Use for a [fresh] [clean] kitchen
- Use for a clean[er] [kitchen] [home] [environment] [place]
- [Use] for touch-up [kitchen] cleaning -or- wiping
- [Use] for quick clean-ups
- [Use] for wiping [bathroom] [kitchen] counters
- Use throughout the [kitchen] [home] [house] [workplace] [foodservice operation] [restaurant] [daycare facilities]
- With a [light] touch -or- hint of [bleach] [fragrance]
- Works quickly
- [Worry free] [color-safe] bleach spray [that you can use all around the house]!

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SANITIZING CLAIMS:

- A[n] [quick] [and] easy way to [kill] [eliminate] [destroy] [remove] 99.9% of bacteria in your [bathroom] [home] [house] [kitchen] [workplace] [foodservice operation] [restaurant] [daycare facility]
- Antibacterial
- Can help reduce the risk of cross-contamination
- Can reduce the spread of illness-causing [kitchen] bacteria [on hard, nonporous surfaces]
- Eliminates food odors like garlic and onion left behind on kitchen surfaces after cooking
- Eliminates odors caused by bacteria
- Food [contact] [preparation] surface sanitizer
- Food serving area sanitizer
- [Gently] [lightly] cleans and [kills] [eliminates] [destroys] [removes] 99.9% of [kitchen] bacteria
- [Gently] [lightly] cleans and removes 99.9% of [kitchen] bacteria
- Kills 99.9% of bacteria (Salmonella typhi and E. coli) [on] [food contact surfaces] [food preparation surfaces] [food serving areas]
- Kills 99.9% of bacteria in 2 minutes
- Kills 99.9% of bacteria like Salmonella typhi and E. coli [on] [food contact surfaces] [food preparation surfaces] [food serving areas]
- Kills 99.9% of bacteria [on food contact surfaces -and/or- food preparation surfaces -and/or- food serving areas]
- Kills 99.9% of bacteria that can cause foodborne illnesses† [food poisoning]
- Kills 99.9% of household bacteria
- Kills 99.9% of the bacteria commonly found in kitchens and bathrooms
- Kills 99.9% of the bacteria you can't see
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria [all] around your [bathroom] [kitchen] [home] [house] [workplace] [foodservice operation] [restaurant] [daycare facility]
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria all around your kitchen: (list any organism from list 1 or 2)
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria, including E. coli and Salmonella, without leaving a harmful chemical residue
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria [(like Salmonella, Strep, Staph and E. coli)]
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria on commonly touched surfaces that can be transfer points for bacteria [such as doorknobs, telephones, keyboards, and light switches]
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria on: (list any surface from list 3 or 4)
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria [on hard, nonporous surfaces]: (list any surface from list 3 or 4)
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria on hard, nonporous surfaces: (list any organism from list 1 or 2)
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria on hard, nonporous surfaces*
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria on hard, nonporous surfaces [all] around the [bathroom] [kitchen] [home] [house] [workplace] [foodservice operation] [restaurant] [daycare facility]
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria that [antibacterial] dish soap leaves behind
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria that [antibacterial] dish soap can spread around
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria*
- *Salmonella, Strep, Staph and E. coli
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria, including E. coli and Salmonella, that dish soap leaves behind
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria, including E. coli and Salmonella, that [antibacterial] dish soap leaves behind
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria, including E. coli and Salmonella, that antibacterial dish soap can spread around
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria: (list any organism from list 1 or 2)
- [Kills] [eliminates] [destroys] [removes] 99.9% of common household bacteria
- Kills odor causing bacteria
- Leaves household surfaces sanitized
- Reduces [allergens] [dust mite matter] [pet dander]
- Sanitizes
- Sanitizes food [contact] [preparation] surfaces [without rinsing]
- Sanitizes food serving areas [without rinsing]
- Specially designed to be gentle on: (list any surface from list 4)
- While it's tough on bacteria, the solution is gentle to both hands and surfaces

*Escherichia coli [E. coli], Klebsiella pneumoniae, Proteus mirabilis, Salmonella choleraesuis [Salmonella], Salmonella typhi [Salmonella], Staphylococcus aureus [Staph], Streptococcus pneumoniae [Strep]

†Salmonella typhi and Escherichia coli [E. coli]

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USE SITES (List 3):

- | | | | |
|---|---|--|---|
| <ul style="list-style-type: none"> • Around Toilet Areas • Around Toilets • Automobiles • Baby Bottles† • Baby Toys • Back of House Operations • [Bath]tubs • Bathroom [Counter] tops • Bathroom [Surfaces] • Beverage Bars • Blinds • Boat Interiors • Booster Chairs • Breast Pump Partst • Breast Pumpst • Cabinet Handles • Cabinets • Can Openers • Cars • Children's [Kids'] [Wading] Pool • Children's [Kids'] Table • [Computer] Keyboards • Counter(s) -or- Countertop(s) • Cupboards • Dairy Cases • [Diaper] Changing Tables • Diaper Pails • Dining Room Tables • Dish Racks | <ul style="list-style-type: none"> • Dishwashers • Door Handles • Doorknobs • Doors • Drainboards • Dryers • [Empty] Clothes Hampers • [Empty] Garbage Cans [Bins] • Faucets • Floors • Food Cases† • Food Contact Surface† • Food Preparation [Processing] Surface† • Food Preparation [Surface†] [Area†] • Food Serving Areas • Food Trayst • Freezers • Front of House Operations • Grills • Grocery Carts • [Grocery] Checkout Areas • Handrails • High Chair Trayst • High Chairst • [Inside] Dishwasher[s] [Interiors] • [Inside] Freezer[s] [Interiors] • [Inside] Microwave[s] [Interiors] • [Inside] Refrigerator[s] [Interiors] | <ul style="list-style-type: none"> • Kid's [Children's] Playroom [Toys] • [Kitchen] Appliances • [Kitchen] [Bathroom] Sinks • Kitchen [Counter] tops • [Kitchen] [dining room] Tables • Kitchen Surfaces • Kitchen Tools • Knives† • Laundry Rooms • Light Switches • Litter Box • Lunch Boxes† • Lunch Pailst • Medicine Droppert • Outdoor[s] [Areas] • Oven Doors • Ovens • Pacifierst • Plastic Patio Furniture • Pet Bowls† [Areas] • Pet Feeding Dishest • Piano Keys • Plastic Cutting Boardst • Playpens • Potty-Chair[s] [Seats] • Range Hoods • Range Tops • Recycling Bins • Refrigerators | <ul style="list-style-type: none"> • Restrooms • [Salad Bar] Sneez Guards • Shower [Faucets] [Doors] [Handles] [Fixtures] [Walls] [Floors] • Sink [Faucets] [Fixtures] [Handles] • Snack Counters • Soap Dispensers • Storage Areas • Stove Tops • Stroller [Handles] [Trays] • Telephones • Thermos • Toasters • Toilet [Flushing] Handles -or- Seats -or- Exterior Surfaces • Tongs • Towel [Tissue] Dispensers • Under Sinks • Urinals • Vanities • Vanity Tables • [Vinyl] Shower Curtains • Walls • Washing Machines • Windowsills |
|---|---|--|---|

† Escherichia coli, Salmonella typhi

USE SURFACES (List 4):

- | | | | |
|---|--|--|---|
| <ul style="list-style-type: none"> • Ceramic Tile • Chrome • Corian • Formica | <ul style="list-style-type: none"> • Glass • Granite • Linoleum • Marble | <ul style="list-style-type: none"> • Metal • Plastic • Porcelain • Stainless Steel | <ul style="list-style-type: none"> • Tile • Vinyl • Wood |
|---|--|--|---|