



U.S. ENVIRONMENTAL PROTECTION AGENCY  
Office of Pesticide Programs  
Antimicrobials Division (7510P)  
1200 Pennsylvania Ave., N.W.  
Washington, D.C. 20460

EPA Reg. Number:

69132-4

Date of Issuance:

4/28/16

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
(under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

PURAC TOILET BOWL  
CLEANER

Name and Address of Registrant (include ZIP Code):

PURAC AMERICA, INC.  
7905 QUIVIRA ROAD  
LENEXA, KS 66215

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

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

Registration is in no way to be construed as an endorsement or recommendation of this product by the 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). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

for/Product Manager, 34  
Regulatory Management Branch II  
Antimicrobials Division (7510P)

Date:

4/28/16

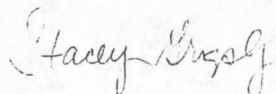
2. Be aware that proposed data requirements have been identified in a Work Plan or proposed DCI. For more information on these proposed data requirements, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>
3. Make the following label changes before you release the product for shipment:
  - Revise the EPA Registration Number to read, "EPA Reg. No. 69132-4."
4. Submit one copy of the final printed label for the record before you release the product for shipment.

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 fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under 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. Please also note that the record for this product currently contains the basic CSF dated 2/2/2016 and Alternate 001 CSF dated 2/3/16.

If you have any questions, please contact Stacey Grigsby by phone at 703.308.6440, or via email at [grigsby.stacey@epa.gov](mailto:grigsby.stacey@epa.gov).

Sincerely,



for/Product Manager, 34  
Regulatory Management Branch II  
Antimicrobials Division (7510P)



# PURAC TOILET BOWL CLEANER

Active Ingredient:  
L-lactic Acid..... 5.0%  
Other Ingredients..... 95.0%  
Total..... 100.0%

## CAUTION

KEEP OUT OF REACH OF CHILDREN

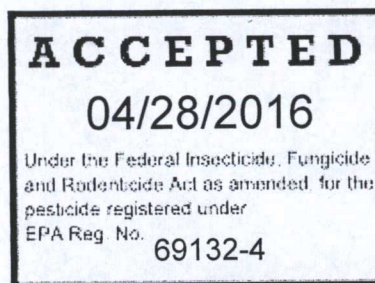
[See (back)(side) panel for additional precautionary statements and first aid]

Manufactured by:  
Purac America, Inc.  
7905 Quivira Road  
Lenexa KS 66215

EPA Reg. No. 69132-\_\_\_\_\_

EPA Est. No.

Net Contents:



### PRECAUTIONARY STATEMENTS

#### Hazards to Humans & Domestic Animals

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

### FIRST AID

<b>If in Eyes:</b>	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. Call a poison control center or doctor for treatment advice.
<b>If on Skin or Clothing</b>	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. [For emergency information call 800-424-9300]	

### PHYSICAL AND CHEMICAL HAZARDS:

Contains lactic acid. Do not mix with chlorine bleach or other household chemicals, as hazardous gases may be released.

## **DIRECTIONS FOR USE:**

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

[TO OPERATE:] [Rotate nozzle to ON position and spray] [Turn nozzle to ON position] [Turn trigger to ON]

### **To [Clean] [And Deodorize] [General] [Household] [Kitchen] [Bathroom] [Floor] [Cleaning] [Directions]:**

- Turn nozzle to "Spray" for large surface areas or "Stream" for targeted cleaning.
- Spray 6-8 inches from surface until thoroughly wet .
- Wipe [with a clean [damp cloth] or sponge] or [rinse thoroughly with water] to avoid drying on the surface.
- Repeat as necessary.
- Turn nozzle "Off" for storage.

### **To Deodorize Hard Non-Porous Surfaces:**

- Turn nozzle to "Spray" for large surface areas or "Stream" for targeted cleaning.
- Heavily soiled surfaces must be pre-cleaned before sanitizing.
- Spray 6-8 inches from surface until thoroughly wet.
- Leave on surfaces for 30 seconds before wiping clean.
- Turn nozzle "Off" for storage.

### **To Disinfect [And Deodorize] Hard Non-Porous Surfaces:**

- Turn nozzle to "Spray" for large surface areas or "Stream" for targeted cleaning.
- Heavily soiled surfaces must be pre-cleaned before disinfecting.
- Spray 6-8 inches from surface until thoroughly wet .
- Leave on surfaces for 5 minutes before wiping clean.
- Turn nozzle "Off" for storage.

### **To Clean [and Deodorize] Toilet Bowls:**

- Remove gross filth or heavy soil from all surfaces.
- Squeeze and twist nozzle "OPEN".
- Point nozzle under the rim of your toilet bowl and squeeze gently.
- Spread evenly over all surfaces with your toilet cleaning brush.
- Stubborn stains may need scrubbing.
- Repeat if necessary.
- Turn nozzle "Off" for safe storage.

### **To Disinfect Exterior Toilet Surfaces:**

- Remove gross filth or heavy soil from all surfaces.
- Turn nozzle to "Spray" for large surface areas or "Stream" for targeted cleaning.
- Spray 6-8 inches from surface until thoroughly wet.
- Leave on surface for 5 minutes.
- Wipe [with a clean [damp cloth] or sponge] or [rinse thoroughly with water] to avoid drying on the surface.
- Repeat as necessary.
- Turn nozzle "Off" for storage.

For kitchen countertops and other hard non porous surfaces that may come into contact with food contact, rinse surface with (clean) (tap) water after cleaning.

Do not use on glasses, utensils or dishes.

*(Bold italicized language in parentheses is information for the reviewer and not part of the label.)*  
*[Bracketed is intended to be optional language]*

Do not use on [acrylic] [brass] [natural] [marble] [finished] [wood] [painted or worn surfaces]. Not recommended for use on raw, waxed, or polished wood, carpet, fabrics, or leather  
Spot test surfaces in an inconspicuous area.  
Unplug electrical appliances before using product on or near them.

*(Note to Reviewer: the following is for household containers:)*

**STORAGE & DISPOSAL**

Store in areas inaccessible to small children. Non-refillable container. Do not re-use or refill this container. Offer for recycling if available or discard in trash.

*(Note to Reviewer: the following is for commercial and institutional use sites:)*

**STORAGE & DISPOSAL**

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

**Pesticide Storage:** Store in areas inaccessible to small children.

**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:** Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available or dispose of in sanitary landfill or by other procedures approved by state and local authorities.

*(Note to Reviewer: Optional Marketing & Cleaning Claims)*

New *(Note to Reviewer: Introductory 6 month claim)*

An effective all-purpose cleaner

Bathroom Cleaner

[Bathroom] [Multi-Room] [Multi-Purpose] [Multi-Surface] [Cleanser] [Cleaner]

Bleach Free

Brighten your home

Brighten your world

Can be used on a wide variety of surfaces

[Contains] no [chlorine] bleach

Convenient [bathroom] [restroom] [kitchen] [floor] [surface] [cleaner]

Conveniently clean!

Cleans

Cleaner [Cleanser]

Coats the bowl [to stay in contact longer]

Contains no (does not contain) [abrasives] [bleach] [chlorine] [harsh acids] [petroleum solvents]  
(and) [phosphates]

Contains non-VOC emitting agents

Destroys [tough] grease [and grime] [soap scum]

Does not contain bleach

Easy to Use

Every day we make choices that impact our lives, including the products we used to clean our homes. With this in mind we've developed a line of highly effective home care products called \_\_\_\_\_.

Effective - works on many hard, non-porous surfaces

Effectively works on many hard, non-porous surfaces

Eliminates [tough] [grease] [soap scum] [stains]

Fights or removes [tough] [hard water] stains

For daily [everyday] use [cleaning]

Removes [rust stains] [hard water build-up] [lime scale stains] [mineral deposits]

For hard non-porous [kitchen] [bathroom] [restroom] surfaces

For multiple cleaning tasks

Good for [most] [indoor] cleaning tasks

Great for everyday use in {insert use site / surface} [all over the house]

[Helps] Maintain a cleaner home

[Lemongrass][Lemon & Thyme][Spice & Woods] Scent

Multi-Purpose cleaner

No petroleum solvents

One Product, [Multiple] [Many] Uses

Phosphate free

Powerful all-purpose cleaner

Powerful cleaning action

Removes soap scum [build-up]

Residential [cleaner]

Thick cleaning action

Versatile cleaner [can be used] [throughout] [all around] [the whole house] [your home] [your house]

Will not harm septic tanks

Works on a wide range of [household] [kitchen] [bathroom] surfaces

*(Note to Reviewer: Optional Disinfectant/Antibacterial Claims)*

2 in 1 Household [Cleaner] [&] [and] [Disinfectant]  
A convenient way to [clean] [disinfect] [deodorize]  
Antibacterial  
Antibacterial Action  
Antibacterial [Action]  
Antibacterial [action] [formula]  
Antibacterial [Cleaning] Action  
Antibacterial Cleanser  
Antibacterial Formula [cleans and disinfects]  
Antibacterial surface cleaner  
Antibacterial [spray] [action] [cleaner]  
[Bathroom] [Multi-Purpose] Disinfectant  
Cleans [And] [&] Disinfects  
Cleans, shines, disinfects  
Deodorizes  
Destroys bacteria\*  
Destroys germs\*†  
Disinfectant  
Disinfectant, Cleaner & Deodorizer  
[Disinfectant], [Cleaner] [Cleanser] & [Deodorizer]  
[New] Disinfectant formula *(Note to Reviewer: Introductory 6 month claim)*  
[Disinfectant] [Disinfects]  
Disinfectant on [hard non-porous surfaces]  
Disinfects [and] [&] Deodorizes [by Killing Germs\*† and Their Odors]  
Disinfects [and] [-] kills 99.9% of [germs\*†] [and] [viruses†] [and] [bacteria\*]  
Disinfects [as it cleans] [as you clean]  
Disinfects bacteria\* [and] [deodorizes][!]  
Disinfects on [hard non-porous surfaces]  
Eliminates bacteria\*  
Eliminates [Wipes Out] Odors Caused By [Bacteria\*]  
For use as a multi-purpose disinfectant cleaner  
For [any] hard, non-porous surface where [bacteria\*] [germs\*†] are a concern  
For the dirt you can see and the household bacteria\* you can't  
Formula cleans and [disinfects]  
[Gently] [Lightly] cleans and [kills] [eliminates] [destroys] 99.9% of {insert locations} bacteria\*  
Help protect your home from germs\*†  
Helps fight bacteria\*.  
Helps prevent the spread of common household viruses†  
[Home] [Bathroom] [Multi-Purpose] Disinfectant [Cleanser]  
Household bacteria\*-killing formula.  
Kills 99.9% of germs\*†, viruses† and bacteria\*  
Kills 99.9% of germs\*†  
Kills bacteria\*  
Kills germs\*†  
Kill household bacteria\*  
Kills [Odor-Causing] Bacteria\*  
Kills [99.9% of] *Salmonella enterica* [Salmonella], *Staphylococcus aureus* [Staph],  
*Pseudomonas aeruginosa* [Pseudomonas] and *Escherichia coli* [E. Coli] [in 5 minutes] [at  
full strength]  
Kills Rotavirus

*(Bold italicized language in parentheses is information for the reviewer and not part of the label)*  
*[Bracketed is intended to be optional language]*



Kills [flu] virus[es]<sup>†</sup>  
<sup>†</sup>Kills Influenza A [virus]  
 Kills Pandemic 2009 H1N1 Influenza A virus.  
 Kills H1N1 Flu Virus  
 Kills 99.9% of viruses<sup>†</sup> and bacteria\*  
 Kills [household] bacteria\*  
 Kills [household] [bacteria\*] [viruses<sup>†</sup>] [odor-causing bacteria\*] [food-related bacteria\*] on hard, non-porous surfaces  
 Now disinfects  
 Now kills [household] bacteria\*!  
 One-step cleaner [and] [disinfectant]  
 Removes bacteria\*  
 This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.  
 This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 [formerly called swine flu].  
 Tough on dirt and bacteria\* ... Easy on You!  
 Tough on germs\*<sup>†</sup> [easy] enough [for everyday use] [on your surfaces]

*(Note to Reviewer: Qualifiers)*

**\*Bacteria:**

*Staphylococcus aureus* (Staph) [ATCC 6538]  
*Salmonella enterica* (Salmonella) [ATCC 10708]  
*Pseudomonas aeruginosa* (Pseudomonas) [ATCC 15442]  
*Escherichia coli* (E. coli) [ATCC 11229]

**<sup>†</sup>Viruses:**

Influenza A (H1N1) Virus  
 Rotavirus

*(Note to Reviewer: Household Use Sites)*

Basement	Garage	Living Room
Bathroom	Home	Nursery (baby's room)
Bedroom	House	Outdoor (area)
Den	Household (areas)	Playroom
Dining Room	Kitchen	Storage (area) (room)
Family Room	Laundry Room	Work-Out (Exercise Room)

*(Note to Reviewer: Use Sites Other Than Household)*

Colleges	Hotels [Motels]	Prisons
Day Care Facilities	Institutions	Public Transportation
Correctional Facilities	Medical Facilities[Clinics]	Schools
Healthcare Facilities	Manufacturing Facilities	Sport Facilities
Health clubs	[Plants]	Universities
Hospital	Nursing Homes	
	Office Buildings	



*(Note to Reviewer: Surface Types)*

Chrome	Glass	Mirror
Copper	Glazed Ceramic	Plastic Laminate
Crystal	Glazed Porcelain	Stainless Steel
Baked Enamel	Linoleum	Tin
Fiberglass Fixtures	Metal	Vinyl

*(Note to Reviewer: Hard Non-Porous Surfaces)*

Appliance Exterior	Grill (Exterior)	Plastic Laundry (basket) (hamper)
Basins	Floor (Glazed Tile) (Linoleum) (Vinyl)	Refrigerator/Freezer (exterior)
Bathtub (Tub)	Garbage (Can) (Pail) (Container)	Shelves
Bathroom fixtures	Glass	Shower (Door) (Curtain) (Stall)
Bed Frame	Glazed Ceramic (Tile) (Surface)	Sink (basin)
Bench Top	Glazed Porcelain (Tile) (Surface)	Stove (Stovetop)
Cabinet (non-wood)	Highchair (non-food contact area)	Table (Tabletop) (non-wood)
Chair (non-wood)	Hood (Range) (Stove)	Telephone
Changing Table (non-wood)	Light Fixture	Television (TV) Screen
Computer Screen	Microwave Exterior	Toilet Bowl Exterior
Counter (Countertop)	Outdoor Patio Furniture (non- wood)	Tools
Crib (non-wood)	Oven (door)	Urinal Exterior
Diaper Pail (non-wood)	Patio door	Window
Door Knob (handle)	Piano Keys	Windshield
Drawers		
Exhaust (Fan) (Hood)		
Fixture (Chrome) (Stainless Steel)		
Faucet		