



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

EPA Reg. Number:

91452-1

Date of Issuance:

9/18/15

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
(under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

Lexx Liquid Sanitizer & Cleaner  
Concentrate

Name and Address of Registrant (include ZIP Code):

Pronatural Brands, LLC  
1600 Moseley Road, Suite 600  
Victor, NY 14564

**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 unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.
2. Make the following label changes before you release the product for shipment:
  - Revise the EPA Registration Number to read, "EPA Reg. No. 91452-1."

Signature of Approving Official:

Jacqueline Hardy, Product Manager (34)  
Regulatory Management Branch II  
Antimicrobials Division (7510P)

Date:

9/18/15

3. Submit one copy of the revised 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 these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. 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 following CSFs:

- Basic CSF dated 03/30/2015.

If you have any questions, please contact Tom Luminello by phone at (703) 308-8075, or via email at [luminello.tom@epa.gov](mailto:luminello.tom@epa.gov).

Sincerely,



Jacqueline Hardy, Product Manager (34)  
Regulatory Management Branch II  
Antimicrobials Division (7510P)

Enclosure: Stamped Label dated 9/18/2015

**PROPOSED LABEL**

Notes to reviewer are bracketed [ ]

Statements in parenthesis are optional or alternate text ( )

**LEXX Liquid Sanitizer & Cleaner Concentrate**

**[Optional Marketing Statement]**

(Detergent/Sanitizer)

(Milkstone Remover)

(Tea Brewer Cleaner & Sanitizer)

(Tea Brewer/Dispenser Cleanser and Sanitizer)

(Sanitizer)

(Sanitizer for Frozen Dessert Machines)

(Sanitizer/Cleaner)

(Sanitizer/Cleaner for Frozen Dessert Machine)

(Sanitizer and Cleaner for Frozen Dessert Machines)

(Cleaner and Sanitizer for Frozen Dessert and Beverage Machines)

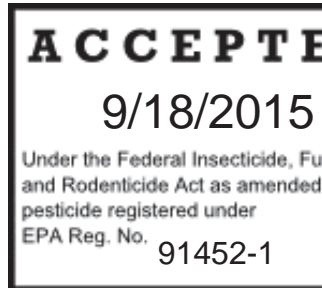
(General Purpose Cleaner and Sanitizer for Utensils, Dishes, Glasses, Food-Contact Machine

Parts, Floors, Countertops & Stationary Equipment Surfaces)

(Cleaner and Sanitizer for Ice Machine Bins and Evaporators)

(Sanitizer and Cleaner)

**KEEP OUT OF REACH OF CHILDREN  
CAUTION**



**For Institutional Use**

**ACTIVE INGREDIENT**

Citric acid ..... 25.0%

**OTHER INGREDIENTS** ..... 75.0%

**TOTAL** 100.0%

EPA Reg. No. 91452-1

EPA Est. No. 74348-FL-1

U.S. Patent xxxxx

MAUFACTURED BY  
PRONATURAL BRANDS, LLC  
1600 MOSELEY ROAD, SUITE 600  
VICTOR, NY 14564

Net Contents: 1 gallon (128 ounces)

**[When necessary, the following will be added to the final printed label, depending on container type/size]**

(Read Additional Precautionary Statements on (side) (back) (panel(s)) (outer carton))  
(Read outer carton label for additional Precautionary Statements and complete Directions for Use)

[For Outer Carton] (Read precautionary statements on side panel.) [For Bottle] (Read additional Precautionary Statements on side panel.)

**(Batch Code) [to appear on front or back panel of label or immediate container, depending on container type/size]**

| <b>FIRST AID</b>  |   |
|---|---|
| <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 eye. Call 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 poison control center or doctor for treatment advice.   |
| <b>FOR MEDICAL EMERGENCY INFORMATION CALL 1-800-XXX-YYYY</b><br><b>Have the product container or label with you when calling a poison control center or doctor, or going for treatment.</b> |   |

## **PRECAUTIONARY STATEMENTS**

### **Hazards to Humans and Domestic Animals**

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

## **PHYSICAL AND CHEMICALS HAZARDS**

**Combustible.** Do not use or store near heat or open flame. Do not use in combinations with soaps, other detergents or chemicals. Do not use on electrical equipment.

## **DIRECTIONS FOR USE**

**It is a violation of Federal Law to use this product in a manner that is inconsistent with labeling.**

### **[Directions for Concentrates that are Manually Diluted]**

**Lexx Liquid Sanitizer & Cleaner Concentrate required use dilution  
[for concentrated liquid] (1 fluid oz. to 1 gal. water (1:128 dilution))**

### **[Directions for 64 fl oz “EZ-Mix” Container that Automatically Dilutes Concentrate]**

**Lexx Liquid Sanitizer & Cleaner Concentrate required use dilution  
[for concentrated liquid] (1 fluid oz. to 1 gal. water (1:128 dilution)).**

- 1) Hook up the EZ-Mix container to a water source.
- 2) Select either bottle or bucket dispensing using the selectable button
- 3) Squeeze the bottle trigger to dispense the diluted solution (1:128 dilution) into a bottle, bucket, or other suitable container

## **(PLEASE REFER TO YOUR OPERATOR’S MANUAL FOR DETAILED INSTRUCTIONS)**

(When used as directed, Lexx Liquid Sanitizer & Cleaner is used for cleaning and sanitizing frozen dessert and beverage machines) (and to clean and sanitize hard, non-porous surfaces such as:)

(Acrylic;) (Aluminum;) (Brass;) (Copper;) (Chrome;) (Corian®;) (Glass;) (Glazed ceramic, enameled, and glazed porcelain surfaces;) (Iron;) (Laminated surfaces;) (Linoleum;) (Metal;) (Plastics (such as nylon, polystyrene or polypropylene);) (Glazed porcelain;) (Rubber (such as EPDM or Viton);) (Sealed granite;) (Sealed limestone;) (Sealed marble;) (Sealed slate;) (Sealed stone;) (Sealed terracotta;) (Sealed terrazzo;) (Stainless steel;) (Vinyl;) (and) (Vinyl graphics)

### [Directions for liquid concentrate]

#### **MANUAL CLEANING AND SANITIZING FROZEN DESSERT AND BEVERAGE MACHINES**

(Soft-serve ice cream & shake freezers, batch freezers, frozen yogurt, frozen custard, frozen carbonated beverages, smoothie and granite machines, iced cappuccino machines, shaved iced machines, slush machines, and other frozen dessert and beverage machines)

#### **MANUAL CLEANING AND DISASSEMBLY INSTRUCTIONS**

1. Follow manufacturer's directions to drain and rinse hopper (or dispenser) and freezing cylinder. Rinse until water is clear.
2. Dilute 1 to 2 fluid oz. of liquid concentrate into 1 gallon of warm water. Pour into hopper/dispenser.
3. Agitate solution per manufacturer's suggested wash cycle. Or manually brush clean making sure solution makes contact with all surfaces and stays wet for one minute.
4. Drain solution completely.
5. Following manufacturer's directions, take all removable parts to sink. Clean and sanitize by soaking for at least one minute using diluted solution (1 fluid oz. of liquid concentrate into 1 gallon of warm water). Allow to air dry. Follow local health ordinances.
6. Repeat procedures for each freezing cylinder or dispenser. To ensure adequate cleaning, do not reuse solution.

#### **ASSEMBLY AND SANITIZING INSTRUCTIONS**

1. Assemble machine and lubricate all parts according to manufacturer's specifications.
2. Dilute 1 fluid oz. of liquid concentrate into 1 gallon of warm water. Pour into hopper (or dispenser).
3. Agitate sanitizing solution per manufacturer's suggested wash cycle, but for no less than one minute.
4. Drain solution completely. **DO NOT RINSE.** Repeat procedures for each freezing cylinder. **DO NOT REUSE SOLUTION.** Follow local health codes.

[AND/OR]

**[Directions for liquid concentrate]**

**SEMI-AUTOMATED CLEANING AND SANITIZING FROZEN DESSERT AND BEVERAGE MACHINES USING THE HYDRA-RINSE CLEANING SYSTEM**

(Soft-serve ice cream & shake freezers, batch freezers, frozen yogurt, frozen custard, frozen carbonated beverages, smoothie and granite machines, iced cappuccino machines, shaved iced machines, slush machines, and/or frozen dessert and beverage machines)

**SEMI-AUTOMATED CLEANING, DISASSEMBLY, AND SANITIZING INSTRUCTIONS**

1. Follow manufacturer's directions to remove food product from machine.
2. For cleaning removable parts, mix 1 fluid oz. of liquid concentrate into 1 gallon of warm water.
3. Follow the Hydra Rinse Operator's Manual to remove any identified parts from the machine. Place the removed parts into the cleaning solution and thoroughly clean parts.
4. Follow Hydra Rinse Operator's Manual for installation on the machine and usage, ensuring that the liquid concentrate solution is properly attached and present during operation and a water source is attached to the Hydra Rinse.
5. Following the Operator's Manual, start the Hydra Rinse and allow it to complete the washing and sanitizing cycles. During this process, the Hydra Rinse will automatically clean the machine and then dilute the liquid concentrate in a 1:128 ratio with tap water to produce the sanitizing solution. The sanitization step runs for a minimum of 2 minutes to ensure complete sanitization.
6. For the removed parts, mix another 1 fluid oz. of liquid concentrate into 1 gallon of warm water to prepare a sanitizing solution. Place the previously-cleaned parts into the sanitizing solution for at least 1 minute. Follow manufacturer's directions to reassemble the machine.
7. Remove the Hydra Rinse from the machine and drain any remaining solution from the machine. DO NOT RINSE. DO NOT REUSE SOLUTION.

[AND/OR]

**[Directions for liquid concentrate]**

**DAILY MAINTENANCE PROCEDURES FOR ALL ICED TEA BREWERS/DISPENSERS**

1. Drain tea from dispenser. DO NOT KEEP TEA OVERNIGHT.
2. Dilute 1 fluid oz. of liquid concentrate per 1 gallon of warm water. Pour into dispenser.
3. Put brew funnel into solution. Allow solution to soak for 1 – 2 minutes.
4. Drain small amount of solution into a container to soak spigot later.
5. Drain approximately three-quarters of solution through spigot. To drain the remainder, take dispenser to sink, swish solution and pour out from top of dispenser. Be sure to pour out any particulate matter.
6. Allow dispenser and brew funnel to air dry. DO NOT RINSE. Follow local health codes.
7. Dismantle spigot and soak in solution for at least 1 minute. Remove spigot and allow to air dry. Follow local health codes.
8. Before brewing tea, reassemble and attach spigot. Replace lid before brewing tea.

[AND/OR]

**[Directions for liquid concentrate]**

**CLEANING AND SANITIZING ICE MACHINES**

**To Clean Ice Machine Evaporator**

1. Turn off refrigeration. Leave machine pump on.
2. Dilute 1 fluid oz. of liquid concentrate per 1 gallon of warm water.
3. Pour into unit per manufacturer's instructions. Allow to circulate for 30 minutes.
4. Brush clean any areas where solution does not contact surfaces needed to be cleaned.
5. Ice machine drums can be cleaned by soaking in solution prepared by diluting 1 fluid oz. of liquid concentrate per 1 gallon of warm water.
6. Drain unit and rinse with fresh water.

**To Sanitize Ice Machine Evaporator**

1. Follow steps 1 – 4 above, making sure the sanitizing solution completely covers the whole surface for at least 1 minute.
2. Drain solution.
3. Rinse with potable water.

**To Clean Ice Machine Bin**

1. Turn off refrigeration and water supply.
2. Remove ice from bin.
3. Dilute 1 fluid oz. of liquid concentrate per 1 gallon of warm water.
4. Pour into ice bin.
5. Brush clean as necessary.
6. Take any removable parts that require cleaning and soak in solution prepared by diluting 1 fluid oz. of liquid concentrate per 1 gallon of warm water.

**To Sanitize Ice Machine Bin**

1. Follow steps 1 – 6 above, making sure the sanitizing solution completely covers the whole surface for at least 1 minute.
2. DO NOT RINSE.

[AND/OR]

**[Directions for liquid concentrate]**

**FLOORS, COUNTERTOPS, & STATIONARY EQUIPMENT SURFACES**

1. Clean surfaces using a solution prepared by mixing 1 to 2 fluid oz. of liquid concentrate per 1 gallon of warm water.
2. Rinse surfaces with potable water.
3. Mix the appropriate amount of sanitizing solution by diluting 1 fluid oz. of liquid concentrate per 1 gallon of warm water.
4. Sanitize surfaces by applying solution with a clean cloth, sponge, spray, or completely flood surface making sure the solution completely covers the whole surface for at least 1 minute. Let air dry. DO NOT RINSE. Follow local health codes.



[AND/OR]

[Directions for liquid concentrate]

**GENERAL PURPOSE CLEANING AND SANITIZING**

**(Hard, non-porous surfaces, such as sinks, cutting boards, counter tops, salad preparation surfaces, utensils, dishes, glasses, and miscellaneous food-contact machine parts in kitchens, restaurants, other eating establishments, dairies, and food processing plants)**

1. Rinse and remove all loose food soil substances.
2. Dilute 1 to 2 fluid oz. of liquid concentrate per 1 gallon of warm water.
3. Clean surfaces by applying solution to surface via various means such as low-pressure spray, wiping, brushing, or dipping.
4. Rinse with potable water.
5. Make sanitizing solution by diluting 1 fluid oz. of liquid concentrate per 1 gallon of warm water.
6. Apply sanitizer via various means such as low-pressure spray, wiping, brushing, or dipping.
7. Allow sanitizer to completely wet surfaces for one minute or for a contact time specified by local and state sanitary code.
8. Drain and allow sanitized surfaces to air dry. **DO NOT RINSE.** Follow local health codes.

**STORAGE AND DISPOSAL**

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

**PESTICIDE STORAGE:** Combustible. Do not use or store near heat or open flame. Store in cool, dry, well-ventilated area. Keep product container closed and tightly capped when not in use.

**PESTICIDE DISPOSAL:** Waste resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

**CONTAINER HANDLING:** [Outside carton] (Carton:) Offer for recycling, if available, or discard in trash. [1 gal. plastic bottle] (Bottle:) Nonrefillable container. Do not reuse or refill this container. Triple rinse as follows: Empty the remaining contents into application equipment or a mix tank and drain for 10 seconds after the flow begins to drip. Fill the container ¼ full with water and recap. Shake for 10 seconds. Follow Pesticide Disposal instructions for rinsate disposal. Repeat this procedure two more times. Offer for recycling, if available, or discard in trash.