



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

EPA Reg. Number:

93222-1

Date of Issuance:

6/29/23

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Squeaky

Name and Address of Registrant (include ZIP Code):

Georgia Anastasiou
 Agent for
 Henkel Corporation
 Electronic Transmittal: georgia@lewisharrison.com

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 (FIFRA).

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:

Tara Flint Silva, Acting Product Manager 31
 RMBI, Antimicrobials Division
 Office of Pesticide Programs

Date:

6/29/23

2. You are required to comply with the data requirements described in the DCI identified below:
 - a. ADBAC GDCI: 069105-30882; 069105-1679
 - b. DDAC GDCI: 069165-30870; 069165-1736; 069166-30875; 069166-1737; 069149-30869; 069149-0681

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI listed above, 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. 93222-1.”
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 FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). 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) lists 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, FIFRA section 12(a)(1)(B). 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 Assurance.

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 following CSFs:

- Basic CSF dated 05/17/2023
- Alternate CSF 1 dated 05/17/2023

The following alternative brand names have been added to the product record:

- Snuggle® 3 in 1 Antibacterial Fabric Conditioner Eliminates Odor Causing Bacteria
- Snuggle® 3 in 1 Antibacterial Fabric Conditioner Removes Odor Causing Bacteria
- Snuggle® 3 in 1 Antibacterial Fabric Conditioner Odor Causing Bacteria Eliminator

If you have any questions, you may contact Joe Daniels via email at Daniels.joseph@epa.gov.

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Action Case No. 00425073

Enclosure: Stamped Label

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

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Approved Alternate Brand Names:

Snuggle® 3 in 1 Antibacterial Fabric Conditioner Eliminates Odor Causing Bacteria
Snuggle® 3 in 1 Antibacterial Fabric Conditioner Removes Odor Causing Bacteria
Snuggle® 3 in 1 Antibacterial Fabric Conditioner Odor Causing Bacteria Eliminator

ACTIVE INGREDIENTS:

Alkyl (C₁₄-50% C₁₂-40% C₁₆-10%) Dimethyl benzyl ammonium chloride

†.....0.960%

Octyl decyl dimethyl ammonium chloride †.....0.720%

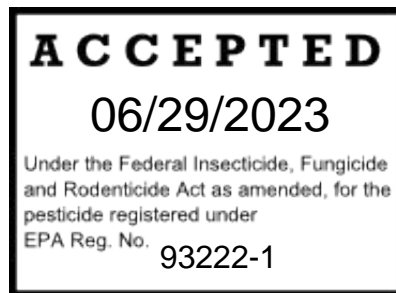
Dioctyl dimethyl ammonium chloride †.....0.288%

Didecyl dimethyl ammonium chloride †.....0.432%

OTHER INGREDIENTS:97.600%

TOTAL.....100.000%

†CAS No. 68424-85-1, 32426-11-2, 7173-51-5, 5538-94-3



KEEP OUT OF REACH OF CHILDREN.

DANGER: Corrosive. See [side] [and] [or] [back] [panel] [label] [of bottle] for additional precautionary statements.

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, then continue rinsing eye. Call a poison control center or doctor for treatment advice. Call poison control center or doctor for treatment advice. **If on skin or clothing:** 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. You may contact 1-800-457-8739 for emergency medical treatment information. [NOTE TO PHYSICIAN: Probable mucosal damage may contraindicate the use of gastric lavage.]

{Note to Reviewer: In accordance with 40 CFR 156.68(d), all first aid statements, as prescribed, will appear on the front panel of the product label.}

Packaging can contain between 10-100 loads

[28] [53] [84] [XX] [Loads] [*]

[TOTAL] NET WT: [XX FL OZ] [41 FL OZ] [90 FL OZ] [150 FL OZ]

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EPA Est. No. _____

[Manufactured for] [Distributed by] & © [year] Henkel Corporation
[One Henkel Way] Rocky Hill, CT 06067

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{Note to Reviewer: Per PR-Notice 2007-4, this product will receive a batch code. The batch code number will appear on each bottle or cap.}

DIRECTIONS FOR USE

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

For High Efficiency/HE/HE Top loader [Front load[er(s)/ing]] [Machines] [only]:
Add 52.35 mL [1.77 FL OZ] to the fabric softener compartment or directly to your rinse cycle wash.

-or-

Add 1 cup filled to the line 2 of the dosing cup to the fabric softener compartment or directly to your rinse cycle wash.

-or-

Fill liquid to line 2 of the dosing cup and add to the fabric softener compartment or directly to your rinse cycle wash.

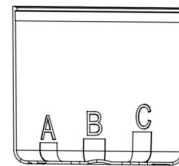
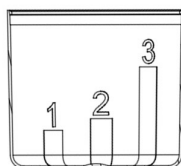
To remove odor-causing bacteria: Add to rinse cycle and leave product in rinse cycle for 16 minutes. [Not intended to be mixed with laundry detergents in the main wash compartment. Use this product in the rinse cycle exclusively.]

To open [child resistant cap]: Push down and turn [counterclockwise] [to open].

[Close tightly [clockwise].]

{Note: All photos below are optional. These or similar photos may be added to the Directions for Use or to the back panel.}

Dosing Cup: [Please recycle. Rinse or toss in wash.]



[Dose lines:]

[1 = 1.33 FL OZ]

[2 = 1.77 FL OZ]

[3 = 3.77 FL OZ]

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STORAGE AND DISPOSAL: Store in areas inaccessible to children. Keep securely closed. Non-refillable container. Do not reuse or refill this container. Replace dose cup on container to recycle. Wrap [container] and put in trash or offer for recycling if available.

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals.

DANGER: Corrosive. Causes irreversible eye damage. Do not get in eyes or on clothing. Wear appropriate protective eyewear such as goggles, face shield, or safety glasses. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

OPTIONAL ADVISORY STATEMENTS:

- Can be used on [most] [majority of] washable [fabrics] [materials].
- Do not reuse this package for dispensing beverages or other liquids.
- Not intended for use on [silk] [or] [wool].
- Do not use on materials that cannot be washed in [a] washing machine[s].

ADVISORY STATEMENTS:

- Safety statements [below] refer to direct contact with concentrated product only and not with fabrics that have been washed.
- Not intended to be mixed with [other laundry] [detergents] [bleach] [products].
- If applied directly to clothing, wash before reusing.
- Do not use this product on:
 - Fluffier fabrics such as fleece or terry cloth as it may increase the flammability of these fabrics.
 - Children's sleepwear or other garments labeled as flame resistant as it may reduce flame resistance.

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Optional claims for front or back or side panel of label:

CLAIMS:

1. Antibacterial Eliminates/Removes/Fights Odor Causing Bacteria
2. Antibacterial Fabric Conditioner [softener]: Eliminates/Removes/Fights Odor Causing Bacteria
3. Removes bacteria*
4. 3 in 1 [Antibacterial Fabric Conditioner] – Removes bacteria*, softens, and/& freshens [fabrics/clothes/laundry]
5. Fabric Softener + Bacteria* Removal
6. [All The] Snuggly Softness and Freshness + Bacteria* Removal
7. Formulated to remove [odor-causing] bacteria*
8. Washes away/Removes/Attacks bacteria* detergents can leave behind
9. Bacteria* fighting formula
10. Hard/tough on [odor-causing] bacteria* and gentle on clothes/fabrics
11. Targets/Attacks [tough] [to remove] odor causing bacteria*
12. Removes [odor-causing] bacteria* [from your fabrics/clothes/laundry]
13. Removes/Fights/Attacks/Stops [odor-causing] bacteria* at the source
14. Removes/Fights/Attacks/Stops [odor-causing] bacteria* at the source
15. Removes/Fights/Attacks/Stops bacteria* that causes odors and stains
16. Effective against stain and odor-causing bacteria*
17. Attacks [odor-causing] bacteria* to remove odors
18. Eliminates/Attacks tough-to-remove odors
19. Doesn't [just] cover up odors [and removes bacteria* that causes odors]
20. Removes [odor causing] bacteria* only in High Efficiency/HE/Front load[er[s]/ing] [Machines]

* Removes odor-causing bacteria

MARKETING CLAIMS – General:

21. Works [even] in cold water*** *** 20°C -or- 68 °F
22. Specially formulated to deliver Snuggly Softness® and/& Freshness
23. Attacks [removes] odors at the source
24. Formulated [designed] to attack [remove] [help] [eliminate] [hard to remove] odors and leave clothes [feeling] soft and/& fresh
25. Doesn't [just] cover up odors
26. Designed/Formulated to remove [stinky] odors [from clothes]
27. [Gets] smelly [stinky] clothes smelling fresh [and clean]
28. Softens +/and Freshens [Laundry/Fabrics/Clothes]
29. Freshens [Laundry/Fabrics/Clothes] [Even In Cold Water***] *** 20°C -or- 68 °F
30. Softens [Laundry/Fabrics/Clothes] [Even In Cold Water***] *** 20°C -or- 68 °F
31. Fabric [Care] [Protect] [Protection]
32. Helps keep clothes looking newer longer[^] [^ vs. leading value detergent alone]
33. Protects [Fabrics/Clothes] from wear and tear
34. Protects [Fabrics/Clothes] from stretch[ing] and [color] fade [fading]
35. Leaves [your] laundry [clothes] feeling [smelling] fresh [and clean]
36. Adds/Leaves a fresh scent [to laundry]
37. Long lasting scent [freshness]

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38. [Up to] X weeks [days] of freshness[♦] [***out of storage**] **X will be a number between 1-100**

39. [Complete] care for your family's clothes

40. 0% [chlorine] bleach / Bleach free/ Contains no bleach

41. [Safe] [Suitable] [to] [for] use on [with] [washable clothes] [your] [both] [white[s]] [and] [color[s]] [colored] [clothes][clothing] [loads]

{Note to Reviewer: At least one surface type must be selected}

42. Safe [for] [on] [most] [washable] [delicate] fabrics

43. Gentle on fabrics

44. Add to rinse cycle

45. Just add to [rinse cycle] [softener compartment] [of washing machine]

46. Leaves washing machine smelling fresh

47. Child resistant packaging

48. Easy to use

49. Easy to use dosing cup

50. For HE [machine[s]] only

51. MADE IN [USA] [CANADA] [from [domestic] [and] [foreign] ingredients]

52. How2Recycle

For front or back or side panel – Optional language:



[Satisfaction guaranteed [or your money back!]

For information, questions or comments [please] call the Henkel Corporation at X-XXX-XXX-XXXX.

 [minimum _____% post consumer content.] [PLEASE RECYCLE EMPTY BOTTLE]

PLACEHOLDER FOR HOW2RECYCLE LOGO:



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Note: All graphics below are optional. These or similar graphics may be added to the label on the front/back/side/bottom panel.

Contains no bleach:



Gentle on fabrics:



Kills odors:



Fabric softener dispenser (area where to pour the product):



Works in HE machines:



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Fragrance / Scent cues:



Optional Fragrance Scent Claim/ Names:

Cedar	Blossom[s]	Sparkling	Musk
Patchouli	Citrus	Green	Rose
Violet	Beach	Ocean	Glow
Fruit[s]	Blush	Spring	Grove[s]
Linen	Breeze	Water[s]	Sunrise
Powder	Fresh	Amber	Sunshine
Jasmine	Clean	Vanilla	Morning
Rose	Flower[s]	Lilac	Mandarin
Vanilla	Floral	Orange	Vibrant
Soft	Crisp	Apple	White
Warm	Wood[s]	Sandlewood	Water Lily [ies]
Meadow[s]	Mountain	Tropical	Island
Hibiscus	Wave	Spring	Sky
Field	Garden	Oasis	Lavender
Escape	Retreat	Emerald	Blue
Cotton	Cloud[s]	Azure	Cool
Rain[s]	Dew	Chamomile	Cottonwood
New Day	Crisp Morning Breeze	Clean & Fresh	