

MATERIAL SAFETY DATA SHEET

MSDS F-154 REVISION 4

SECTION 1: PRODUCT AND COMPANY IDENTIFICATION

The Dial Corporation
19001 N. Scottsdale Road
Scottsdale, Arizona 85255-9672

Medical Emergencies: 1-888-689-9082
Chemtrec: 1-800-424-9300 (24 Hours Daily)
Other Information: 1-888-468-6673

PRODUCT: Liquid Laundry Detergents DATE OF ISSUE: February 2, 2010

TRADE NAMES/SYNONYMS: Purex® Natural Elements Ultraconcentrated Liquid Laundry Detergent – Cherry Blossoms & Vanilla
Purex® Natural Elements Ultraconcentrated Liquid Laundry Detergent – Apple & Melon
Purex® Natural Elements Ultraconcentrated Liquid Laundry Detergent – Linen & Lilies
Purex® Natural Elements Ultraconcentrated Liquid Laundry Detergent – Citrus & Aloe
Purex® Natural Elements Ultraconcentrated Liquid Laundry Detergent for High Efficiency HE Washers – Lilac & White Lavender
Purex® ColdWater Ultraconcentrated Liquid Laundry Detergent – Alpine Fresh

CHEMICAL FAMILY: Mixture

I.D. NUMBERS: 99102923, 99103649 (Linen & Lilies); 99102924, 99103650 (Apple & Melon); 99102907, 99103648 (Cherry Blossoms & Vanilla); 99103692, 99103700 (Citrus & Aloe); 99103326, 99103647 (Lilac & White Lavender), 99103792 (ColdWater – Alpine Fresh)

SECTION 2: HAZARD IDENTIFICATION

EMERGENCY OVERVIEW

CAUTION: This product is a clear liquid with a pleasant odor. Direct contact with eyes may cause irritation, with possibility of corneal injury if not removed promptly. It may be harmful if swallowed. Repeated or prolonged excessive exposure with skin can result in defatting and drying which may result in irritation and dermatitis. Keep out of reach of children. No significant environmental effects. Not a fire hazard. Product is stable.

This product is labeled in accordance with regulations administered by the Consumer Product Safety Commission. The use pattern and exposure in the workplace are generally not consistent with those experienced by consumers. The requirements of the Occupational Safety and Health Administration applicable to this Material Safety Data Sheet differ from the requirements of the CPSC and as a result, this MSDS may contain additional health hazard information not pertinent to consumer use and not found on the product label.

REGULATORY STATUS

While this product is not considered to be hazardous under OSHA's Hazard Communication Standard (29 CFR 1900.1200), this MSDS includes valuable information that is critical for safe handling and proper use of this product. This MSDS should be retained and available for employees and other users of this product.

POTENTIAL HEALTH EFFECTS

NOTE: The acute health effects described below are those which could potentially occur for the finished product. They are based on the toxicology information available for the finished product and/or each hazardous ingredient, and are consistent with the product type and the likelihood of a specific route of exposure. Known chronic health effects related to exposure to a specific ingredient are indicated.

EYE CONTACT: May cause moderate to severe irritation, with possibility of corneal injury if not removed promptly.

SKIN CONTACT: Repeated or prolonged excessive exposure can result in defatting and drying of the skin which may result in irritation and dermatitis.

INGESTION: Ingestion of large quantities may cause gastrointestinal irritation with nausea, vomiting, diarrhea and lethargy.

INHALATION: Unlikely to occur due to the physical properties of the product. Mists may cause respiratory tract irritation.

CHRONIC HEALTH EFFECTS: None known.

MEDICAL CONDITIONS GENERALLY RECOGNIZED AS BEING AGGRAVATED BY EXPOSURE: Persons with history of chronic skin conditions.

POTENTIAL ENVIRONMENTAL EFFECTS

See Section 12: Ecological Information.

SECTION 3: COMPOSITION / INFORMATION ON INGREDIENTS

Based on our hazard evaluation, the following chemical substance(s) in this product have been identified as hazardous.

<u>INGREDIENT</u>	<u>CAS NUMBER</u>	<u>PERCENT (w/w)</u>
Sodium Laureth Sulfate	68951-67-7	5 – 15 %
Alcohol Ethoxylate	68551-12-2	1 – 5 %
Sodium Chloride	7647-14-5	1 – 5 %

SECTION 4: FIRST AID MEASURES

EYES: Immediately rinse eyes with plenty of water for at least 15 minutes, occasionally lifting upper and lower lids, until no evidence of product remains. Get medical attention if pain or irritation persists.

SKIN: Rinse affected area with large amounts of water until no evidence of product remains. Get medical attention if irritation persists.

INGESTION: Treat symptomatically and supportively. Maintain airway and respiration. If vomiting occurs, keep head below hips to prevent aspiration. Dilution by rinsing the mouth and giving water or milk to drink is generally recommended. If unconscious, the victim should not be given anything to drink. Contact physician or local poison control center.

INHALATION: Immediately remove from exposure area to fresh air. Keep affected person warm and at rest. Treat symptomatically and supportively. Contact physician or local poison control center. If breathing has stopped, give artificial respiration, and get medical attention immediately.

NOTE TO PHYSICIAN: The physician's judgment should be used to control symptoms and clinical condition based on the individual reactions of the patient.

SECTION 5: FIRE FIGHTING MEASURES

FLAMMABLE PROPERTIES

OSHA FLAMMABILITY CLASSIFICATION: Not applicable FLASH POINT: None

UPPER FLAMMABILITY LIMIT: Not applicable LOWER FLAMMABILITY LIMIT: Not applicable

AUTO-IGNITION TEMPERATURE: Not applicable

FIRE AND EXPLOSION HAZARD: Negligible fire hazard when exposed to heat or flame.

HAZARDOUS DECOMPOSITION PRODUCTS: Thermal decomposition products may include toxic oxides of sulfur and carbon, and hydrogen sulfide.

EXTINGUISHING MEDIA

Dry chemical, carbon dioxide, water spray or regular foam.

PROTECTION OF FIREFIGHTERS

In case of fire, wear a full-face positive-pressure self-contained breathing apparatus and protective suit. Move container from fire area if you can do it without risk. Apply cooling water to sides of containers that are exposed to flames until well after fire is out. Use flooding amounts of water as a fog, solid streams may be ineffective. Avoid breathing vapors; keep upwind.

SECTION 6: ACCIDENTAL RELEASE MEASURES

PERSONAL PRECAUTIONS

Wear skin, eye and respiratory protection as recommended in Section 8. Stop or reduce any leaks if it is safe to do so. Spills present a slipping hazard. Keep unnecessary personnel away. Ventilate spill area if possible. Ensure clean-up is conducted by trained personnel only. Make sure area is slip-free before re-opening to traffic.

ENVIRONMENTAL PRECAUTIONS

Small or household quantities may be disposed in sewer or other liquid waste system. For larger quantities check with your local water treatment plant.

METHODS FOR CONTAINMENT AND CLEAN UP

SMALL SPILLS: Contain and absorb with sand or other absorbent material and place into containers for later disposal. Wash site of spillage thoroughly with water. **LARGE SPILLS:** Dike far ahead of spill to prevent further movement. Recover by pumping or by using a suitable absorbent material and place into containers for later disposal. Dispose in suitable waste container.

SECTION 7: HANDLING AND STORAGE

HANDLING:

Do not get in eyes, on skin, on clothing. Do not take internally. Use with adequate ventilation. Avoid generating aerosols and mists. Keep the containers closed when not in use.

STORAGE:

Store in original containers in a cool dry area. Store away from excessive heat and incompatible substances. Storage areas for large quantities (warehouse) should be well ventilated. Keep the containers tightly closed when not in use.

SECTION 8: EXPOSURE CONTROL / PERSONAL PROTECTION

This product is a laundry care product. The use of this product by consumers is safe under normal and reasonable foreseen use. The information provided below refers to the occupational settings.

WORKER EXPOSURE LIMITS

No specific exposure limits exist for the ingredients listed for this formulation.

ENGINEERING CONTROLS: Provide local exhaust or general dilution ventilation to keep potential exposure to airborne contaminants as low as possible.

RESPIRATOR: None required under normal use conditions. If respiratory protection is required, it must be based on the contamination levels found in the workplace, must not exceed the working limits of the respirator and be jointly approved by the National Institute for Occupational Safety and Health and the Mine Safety and Health Administration (NIOSH-MSHA).

FOR FIRE FIGHTING AND OTHER IMMEDIATELY DANGEROUS TO LIFE OR HEALTH CONDITIONS: Any self-contained breathing apparatus that has a full facepiece and is operated in a pressure-demand or other positive-pressure mode. Any supplied-air respirator that has a full facepiece and is operated in a pressure-demand or other positive-pressure mode in combination with an auxiliary self-contained breathing apparatus operated in pressure demand or other positive-pressure mode.

CLOTHING: Protective clothing (impervious to liquids) is required where splashing of product may occur.

GLOVES: Chemical-resistant gloves are required where repeated or prolonged skin contact may occur.

EYE/FACE PROTECTION: Splash-proof safety glasses are required to prevent eye contact where splashing of product may occur.

SECTION 9: PHYSICAL AND CHEMICAL PROPERTIES

APPEARANCE:	Clear liquid	PHYSICAL STATE:	Liquid
ODOR/ODOR THRESHOLD:	Pleasant fragrance	VAPOR DENSITY:	Not available
pH (@ 25°C):	7.5 – 9.0 (non-HE variants) 6.75 – 8.0 (HE variant)	VAPOR PRESSURE:	Not available
BOILING POINT:	Not available	FLASH POINT:	See Section 5.
MELTING/FREEZING POINT:	Not available	SOLUBILITY IN WATER:	Complete
FLAMMABLE PROPERTIES:	See Section 5.	EVAPORATION RATE:	Not available
DENSITY/SPECIFIC GRAVITY: 1.040 @ 25 °C		CLOUD POINT:	Not available
OCTANOL/WATER PARTITION COEFFICIENT (K _{ow}):	Not available		
VISCOSITY:	400-800 cps @ 25°C		

SECTION 10: STABILITY AND REACTIVITY

CHEMICAL STABILITY: Stable under normal ambient temperature (70°F, 21°C) and pressure (1 atm).

CONDITIONS TO AVOID: Avoid storing in direct sunlight and avoid extremes of temperature.

INCOMPATIBLE MATERIALS: Strong oxidizers and reducing agents.

HAZARDOUS DECOMPOSITION PRODUCTS: Thermal decomposition products may include toxic oxides of sulfur and carbon, and hydrogen sulfide.

POSSIBILITY OF HAZARDOUS REACTIONS: Polymerization does not occur under normal temperatures and pressures.

SECTION 11: TOXICOLOGICAL INFORMATION

PRODUCT INFORMATION SUMMARY: This product is a laundry care product. The use of this product by consumers is safe under normal and reasonable foreseen use. Direct contact with eyes may cause irritation, with possibility of corneal injury if not removed promptly. It may be harmful if swallowed. Repeated or prolonged excessive exposure with skin can result in defatting and drying which may result in irritation and dermatitis.

COMPONENT ANALYSIS: The following toxicity information is for the hazardous ingredient(s) when used as technical grade and is provided as reference for the occupational settings.

PRODUCT / INGREDIENT	LD50 / DRAIZE SCORE	TOXICITY / IRRITATION RATING
ACUTE ORAL TOXICITY		
Sodium Chloride	3,000 mg/kg (rat)	Practically Non-hazardous
Sodium Laureth Sulfate	1,600 mg/kg (rat)	Moderately toxic
Alcohol Ethoxylate	> 2,000 mg/kg (rat)	Moderately toxic
ACUTE DERMAL TOXICITY		
Sodium Chloride	> 10,000 mg/kg (rabbit)	Non-hazardous

SENSITIZATION: This product is not considered a skin or respiratory sensitizer.

CARCINOGENICITY: None of the ingredients in this product are listed as carcinogens by the International Agency for Research on Cancer (IARC), the National Toxicology Program (NTP) or the Occupational Safety and Health Administration (OSHA).

MUTAGENICITY: None of the ingredients in this product are known to cause mutagenicity.

REPRODUCTIVE/FETAL/DEVELOPMENTAL TOXICITY: None of the ingredients in this product are known as reproductive, fetal, or developmental hazards.

TARGET ORGAN TOXICITY: None of the ingredients in this product are known to have target organ toxicity.

EPIDEMIOLOGICAL INFORMATION: None of the ingredients in this product are known to have health-related information in working populations.

SECTION 12: ECOLOGICAL INFORMATION

This product is anticipated to be safe for the environment at concentrations predicted in household settings under normal use conditions. The following toxicity information is available for the hazardous ingredient(s) when used as technical grade and is provided as reference for the occupational settings.

PRODUCT / INGREDIENT	LC50 / ED50 (mg/L)	TOXICITY RATING
VERTEBRATES Sodium Chloride	96h LC50: 9,675 (Lepomis macrochirus)(flow-through)	Non-hazardous
INVERTEBRATES Sodium Chloride	48h EC50: 1,000 (Daphnia magna)	Non-hazardous

ENVIRONMENTAL FATE: This product is readily biodegradable determined by the closed bottle test (OECD 301D).

PERSISTENCE AND DEGRADABILITY: The persistence and degradability of this product has not been determined.

BIOACCUMULATION POTENTIAL: The bioaccumulation potential of this product has not been determined.

MOBILITY: The mobility of this product (in soil and water) has not been determined.

SECTION 13: DISPOSAL CONSIDERATIONS

WASTE NUMBER AND DESCRIPTION: Not applicable, not regulated.

DISPOSAL CONSIDERATIONS: This product is not a RCRA hazardous waste and can be disposed of in accordance with federal, state and local regulations.

SECTION 14: TRANSPORT INFORMATION

GROUND TRANSPORT

DOT Hazard Class:	Not regulated	Packing Group:	Not applicable
DOT Proper Shipping Name:	Not applicable	Shipping Label Information:	Not applicable
UN/NA Number:	Not applicable		

AIR TRANSPORT (ICAO/IATA)

ICAO/IATA Hazard Class:	Not regulated
ICAO/IATA Proper Shipping Name:	Not applicable

MARINE TRANSPORT (IMDG/IMO)

IMDG/IMO Hazard Class:	Not regulated
IMDG/IMO Proper Shipping Name:	Not applicable

SECTION 15: REGULATORY INFORMATION

UNITED STATES:

OSHA HAZARD COMMUNICATION RULE, 29 CFR 1910.1200:

The Occupational Safety and Health Administration requires Material Safety Data Sheets to provide any hazards that may be associated with the product, and make this information available in the workplace. Since the use pattern and exposure in the workplace are generally not consistent with those experienced by consumers, this MSDS may contain additional health hazard information not pertinent to consumer use.

EPA - SARA TITLE III SECTION 313: This product contains no materials reportable under this section.

EPA CERCLA/SARA TITLE III SUPERFUND AMENDMENT AND REAUTHORIZATION ACT:

This product contains no CERCLA/SARA Title III materials. This product contains no hazardous chemicals reportable under Sections 311/312. This product contains no hazardous chemicals reportable under Section 304.

TSCA: All components of this product are listed on U.S. Toxic Substances Control Act (TSCA) chemical substance inventory.

STATE REGULATIONS

CALIFORNIA PROPOSITION 65: This product does not contain substances listed under California Proposition 65.

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CANADA:**CANADIAN ENVIRONMENTAL PROTECTION ACT:**

INVENTORY STATUS: All components of this product are listed on either the Canadian Domestic Substances List (DSL) or the Non-Domestic Substances List (NDSL).

WORKER HAZARDOUS MATERIALS INFORMATION SYSTEM:

WHMIS CLASSIFICATION: Not subject to classification.

SECTION 16: OTHER INFORMATION

DISCLAIMER: The information contained herein is provided in good faith and is believed to be correct as of the date hereof. However, The Dial Corporation makes no representation as to the comprehensiveness or accuracy of the information. It is expected that individuals receiving the information will exercise their independent judgment in determining its appropriateness for a particular purpose. Accordingly, The Dial Corporation will not be responsible for damages of any kind resulting from the use of or reliance upon such information. No representations, or warranties, either expressed or implied of merchantability, fitness for a particular purpose or of any other nature is made hereunder with respect to the information set forth herein or to the product to which the information refers.

NFPA RATINGS (Scale 0-4, where 4=high degree of hazard): HEALTH=1 FLAMMABILITY=0 REACTIVITY=0
HMIS RATINGS (Scale 0-4, where 4=severe hazard): HEALTH=1 FLAMMABILITY=0 REACTIVITY=0

MSDS CREATION DATE: 03/09/07

SUPERCEDES: 04/07/09, Rev. 3

REVISION DATE: 02/02/10

REVISION: Updated Formula I.D. Numbers and Formula Composition Ranges.