

**MATERIAL SAFETY DATA SHEET**  
**MSDS F-154**      **REVISION 2**

*DIA 06054*

**SECTION 1: PRODUCT AND COMPANY IDENTIFICATION**

The Dial Corporation  
15101 N. Scottsdale Road  
Scottsdale, Arizona 85254-9934

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: April 8, 2008

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 for High Efficiency HE Washers – Lilac & White Lavender

CHEMICAL FAMILY: Mixture

I.D. NUMBERS: 99102923 (Linen & Lilies), 99102924 (Apple & Melon), 99102907 (Cherry Blossoms & Vanilla), 99103326 (Lilac & White Lavender)

**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 – 10 %
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 persist.

**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

**ODOR/ODOR THRESHOLD:** Pleasant fragrance

**PHYSICAL STATE:** Liquid

**pH (@ 25 °C):** 7.5 – 9.0 (non-HE variants)

**VAPOR DENSITY:** Not available

**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:** 09/14/07, Rev. 1

**REVISION DATE:** 04/09/08

**REVISION:** Updated Trade Names and Environmental Fate