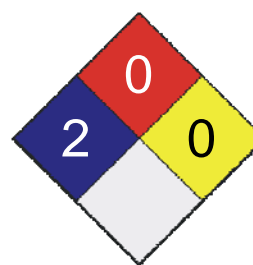


## 1. Product and Company Identification

**Product Name** VIVID® - Color Safe Bleach  
**UPC CODES** Refer to Section 16  
**CAS #** Mixture  
**Product use** Bleach  
**Manufacturer** Reckitt Benckiser  
 Morris Corporate Center IV  
 399 Interpace Parkway  
 P.O. Box 225  
 Parsippany, NJ 07054-0225  
 In Case of Emergency: 1-800-228-4722  
 Transportation Emergencies: 24 Hour Number:  
 North America: CHEMTREC: 1-800-424-9300  
 Outside North America: 1-703-527-3887

LEGEND HMIS/NFPA	
Severe	4
Serious	3
Moderate	2
Slight	1
Minimal	0

Health	/ 2
Flammability	0
Physical Hazard	0
Personal Protection	B



## 2. Hazards Identification

**Emergency overview** WARNING  
 RISK OF SERIOUS DAMAGE TO EYES. SKIN IRRITANT. AVOID CONTACT WITH EYES AND SKIN.  
  
 KEEP OUT OF REACH OF CHILDREN.

**Potential short term health effects**

- Routes of exposure** Eye, Skin contact, Inhalation, Ingestion.
- Eyes** Risk of serious damage to eyes.
- Skin** Irritating to skin.
- Inhalation** None expected during normal conditions of use.
- Ingestion** Health injuries are not known or expected under normal use.

**Target organs** Eyes. Respiratory system. Skin.

**Chronic effects** The finished product is not expected to have chronic health effects.

**Signs and symptoms** Symptoms may include redness, edema, drying, defatting and cracking of the skin.

## 3. Composition / Information on Ingredients

Ingredient(s)	CAS #	Percent
Alcohols, C12-16, ethoxylated	68551-12-2	2.5 - 10
Benzenesulfonic acid, C10-16-alkyl derivatives	68584-22-5	2.5 - 10
Hydrogen peroxide	7722-84-1	2.5 - 10
Magnesium sulfate heptahydrate	10034-99-8	1 - 2.5

## 4. First Aid Measures

**First aid procedures**

- Eye contact** In case of eye contact, IMMEDIATELY rinse eyes with water. Remove any contact lenses and continue rinsing eyes for a least 15 minutes.

<b>Skin contact</b>	After contact with skin, wash immediately with plenty of water. If irritation persists, get medical attention.
<b>Inhalation</b>	Move to fresh air.
<b>Ingestion</b>	If swallowed, rinse mouth with water (only if the person is conscious). Do not induce vomiting. Call a physician or Poison Control Centre immediately.
<b>Notes to physician</b>	Contains: Hydrogen peroxide, surfactants, fabric brightening agent and fragrance. Treat patient symptomatically.
<b>General advice</b>	If you feel unwell, seek medical advice (show the label where possible). Ensure that medical personnel are aware of the material(s) involved, and take precautions to protect themselves. Show this safety data sheet to the doctor in attendance. Avoid contact with eyes and skin. Keep out of reach of children.

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## 5. Fire Fighting Measures

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<b>Flammable properties</b>	Not flammable by OSHA criteria.
<b>Extinguishing media</b>	
<b>Suitable extinguishing media</b>	Treat for surrounding material.
<b>Unsuitable extinguishing media</b>	Not available
<b>Protection of firefighters</b>	
<b>Specific hazards arising from the chemical</b>	Not available
<b>Protective equipment for firefighters</b>	Firefighters should wear full protective clothing including self contained breathing apparatus.
<b>Hazardous combustion products</b>	May include and are not limited to: Oxides of carbon.
<b>Explosion data</b>	
<b>Sensitivity to mechanical impact</b>	Not available
<b>Sensitivity to static discharge</b>	Not available

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## 6. Accidental Release Measures

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<b>Personal precautions</b>	Keep unnecessary personnel away. Do not touch or walk through spilled material. Do not touch damaged containers or spilled material unless wearing appropriate protective clothing. Keep people away from and upwind of spill/leak.
<b>Methods for containment</b>	Stop leak if you can do so without risk. Prevent entry into waterways, sewers, basements or confined areas.
<b>Methods for cleaning up</b>	Before attempting clean up, refer to hazard data given above. Small spills may be absorbed with non-reactive absorbent and placed in suitable, covered, labelled containers. Prevent large spills from entering sewers or waterways. Contact emergency services and supplier for advice. Never return spills in original containers for re-use.

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## 7. Handling and Storage

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<b>Handling</b>	Avoid contact with eyes and skin. Use good industrial hygiene practices in handling this material. When using do not eat or drink.
<b>Storage</b>	Use according to package label instructions. Keep out of reach of children. Store in a cool dry place inaccessible to children and pets.

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## 8. Exposure Controls / Personal Protection

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### Exposure limits

Ingredient(s)	Exposure Limits
Alcohols, C12-16, ethoxylated	<b>ACGIH-TLV</b> Not established <b>OSHA-PEL</b> Not established
Benzenesulfonic acid, C10-16-alkyl derivatives	<b>ACGIH-TLV</b> Not established <b>OSHA-PEL</b> Not established
Hydrogen peroxide	<b>ACGIH-TLV</b> TWA: 1 ppm <b>OSHA-PEL</b> TWA: 1 ppm
Magnesium sulfate heptahydrate	<b>ACGIH-TLV</b> Not established <b>OSHA-PEL</b> Not established

### Engineering controls

General ventilation normally adequate.

### Personal protective equipment

#### Eye / face protection

No special requirements under normal use conditions.  
Avoid contact with eyes.  
If splashes are likely to occur, wear: tightly fitting safety goggles  
Emergency responders should wear full eye and face protection.

#### Hand protection

No special requirements under normal use conditions. Avoid contact with the skin. For sensitive skin or prolonged use, wear rubber gloves.  
Emergency responders should wear impermeable gloves.

#### Skin and body protection

Follow label directions carefully.  
Emergency responders should wear impermeable clothing and footwear when responding to a situation where contact with the liquid is possible.

#### Respiratory protection

No special requirements under normal use conditions.  
Emergency responders should wear self-contained breathing apparatus (SCBA) to avoid inhalation of vapours generated by this product during a spill or other clean-up operations.

#### General hygiene considerations

Avoid contact with eyes. Avoid contact with skin.  
Washing with soap and water after use is recommended as good hygienic practice to prevent possible eye irritation from hand contact.

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## 9. Physical and Chemical Properties

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Appearance	Clear.
Color	Colorless
Form	Liquid
Odor	Floral
Odor threshold	Not available
Physical state	Liquid
pH	3.4 - 4.4
Freezing point	Not available
Pour point	Not available
Boiling point	Not available
Flash point	> 200 °F (> 93.33 °C)
Evaporation rate	Not available

<b>Flammability limits in air, lower, % by volume</b>	Not available
<b>Flammability limits in air, upper, % by volume</b>	Not available
<b>Vapor pressure</b>	Not determined
<b>Vapor density</b>	Not available
<b>Specific gravity</b>	1.02
<b>Octanol/water coefficient</b>	Not available
<b>Solubility (H2O)</b>	Complete
<b>Auto-ignition temperature</b>	Not available

## 10. Stability and Reactivity

<b>Chemical stability</b>	Stable under recommended storage conditions.
<b>Conditions to avoid</b>	Do not mix with other chemicals. Heat, flames and sparks. Exposure to moisture.
<b>Incompatible materials</b>	Acids. Caustics.
<b>Hazardous decomposition products</b>	May include and are not limited to: Oxides of carbon.
<b>Possibility of hazardous reactions</b>	Hazardous polymerization does not occur.

## 11. Toxicological Information

### Component analysis - LC50

Ingredient(s)	LC50
Alcohols, C12-16, ethoxylated	Not available
Benzenesulfonic acid, C10-16-alkyl derivatives	Not available
Hydrogen peroxide	Not available
Magnesium sulfate heptahydrate	Not available

### Component analysis - Oral LD50

Ingredient(s)	LD50
Alcohols, C12-16, ethoxylated	1380 mg/kg rat
Benzenesulfonic acid, C10-16-alkyl derivatives	530 mg/kg rat
Hydrogen peroxide	75 mg/kg rat; 2000 mg/kg mouse
Magnesium sulfate heptahydrate	Not available

### Effects of acute exposure

<b>Eye</b>	Risk of serious damage to eyes.
<b>Skin</b>	Irritating to skin.
<b>Inhalation</b>	None expected during normal conditions of use.
<b>Ingestion</b>	Health injuries are not known or expected under normal use.
<b>Sensitization</b>	The finished product is not expected to have chronic health effects.
<b>Chronic effects</b>	The finished product is not expected to have chronic health effects.
<b>Carcinogenicity</b>	The finished product is not expected to have chronic health effects.

#### ACGIH - Threshold Limit Values - Carcinogens

Hydrogen peroxide 7722-84-1 A3 - Confirmed Animal Carcinogen with Unknown Relevance to Humans

#### IARC - Group 3 (Not Classifiable)

Hydrogen peroxide 7722-84-1 Monograph 71 [1999]; Supplement 7 [1987]; Monograph 36 [1985]

<b>Mutagenicity</b>	The finished product is not expected to have chronic health effects.
<b>Reproductive effects</b>	The finished product is not expected to have chronic health effects.
<b>Teratogenicity</b>	The finished product is not expected to have chronic health effects.
<b>Synergistic Materials</b>	Not available

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## 12. Ecological Information

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**Ecotoxicity** Components of this product have been identified as having potential environmental concerns.

**Ecotoxicity - Freshwater Algae Data**

Hydrogen peroxide 7722-84-1 72 Hr EC50 Chlorella vulgaris: 2.5 mg/L

**Ecotoxicity - Freshwater Fish Species Data**

Benzenesulfonic acid, 68584-22-5 96 Hr LC50 Oncorhynchus mykiss: 3 mg/L [static]

C10-16-alkyl derivatives

Hydrogen peroxide 7722-84-1 96 Hr LC50 Pimephales promelas: 16.4 mg/L; 96 Hr LC50 Lepomis macrochirus: 18-56 mg/L [static]; 96 Hr LC50 Oncorhynchus mykiss: 10.0-32.0 mg/L [static]

**Ecotoxicity - Microtox Data**

Benzenesulfonic acid, C10-16-alkyl derivatives 68584-22-5 6 Hr EC50 Pseudomonas fluorescens: 5 mg/L

**Ecotoxicity - Water Flea Data**

Benzenesulfonic acid, C10-16-alkyl derivatives 68584-22-5 48 Hr EC50 Daphnia magna: 2.9 mg/L

Hydrogen peroxide 7722-84-1 24 Hr EC50 Daphnia magna: 7.7 mg/L; 48 Hr EC50 Daphnia magna: 18 - 32 mg/L [Static]

**Environmental effects** Not available

**Aquatic toxicity** Not available

**Persistence / degradability** Not available

**Bioaccumulation / accumulation** Not available

**Partition coefficient** Not available

**Mobility in environmental media** Not available

**Chemical fate information** Not available

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## 13. Disposal Considerations

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**Waste codes** Not available

**Disposal instructions** Dispose in accordance with all applicable regulations.  
Empty liquid container can be discarded in the trash or recycled where appropriate.

**Waste from residues / unused products** Not available

**Contaminated packaging** Not available

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## 14. Transport Information

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**UN/ID N.o.** Not applicable

**U.S. Department of Transportation (DOT): Classification:** Not regulated

**Proper shipping name** Not applicable

**U.S. DOT Hazard Class** Not applicable

**Subsidiary Risk** Not applicable

**Packing group** Not applicable

**DOT RQ (lbs)** Not applicable

**ERG NO** Not applicable

**Transportation of Dangerous Goods (TDG - Canada): Classification:** Not regulated

**Proper shipping name** Not applicable  
**Status** Not applicable  
**Packing group** Not applicable

**IMDG (Marine Transport): Classification:** Not regulated

**Proper shipping name** Not applicable  
**Class** Not applicable  
**Subsidiary Risk** Not applicable  
**Packing group** Not applicable  
**IMDG Page** Not applicable  
**Marine pollutant** Not applicable  
**EMS** Not applicable  
**MFAG** Not applicable  
**Maximum Quantity** Not applicable

**IATA/ICAO (Air): Classification:** Not regulated

**Proper shipping name** Not applicable  
**Class** Not applicable  
**Subsidiary Risk:** Not applicable  
**Packing group** Not applicable  
**Maximum Quantity** Not applicable

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## 15. Regulatory Information

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**US Federal regulations**

This product is a "Hazardous Chemical" as defined by the OSHA Hazard Communication Standard, 29 CFR 1910.1200.

**U.S. - CERCLA/SARA - Section 302 Extremely Hazardous Substances EPCRA RQs**

Hydrogen peroxide 7722-84-1 1000 Lb EPCRA RQ (concentration >52%)

**U.S. - CERCLA/SARA - Section 302 Extremely Hazardous Substances TPQs**

Hydrogen peroxide 7722-84-1 1000 Lb TPQ (concentration >52%)

**Occupational Safety and Health Administration (OSHA)**

**29 CFR 1910.1200 hazardous chemical** Yes

**Superfund Amendments and Reauthorization Act of 1986 (SARA)**

**Hazard categories** Immediate Hazard - Yes  
Delayed Hazard - No  
Fire Hazard - No  
Pressure Hazard - No  
Reactivity Hazard - No

**Section 302 extremely hazardous substance** No

**Section 311 hazardous chemical** Yes

**Clean Air Act (CAA)** Not available

**Clean Water Act (CWA)** Not available

**State regulations** This product does not contain a chemical known to the State of California to cause cancer, birth defects or other reproductive harm.

**U.S. - California - 8 CCR Section 339 - Director's List of Hazardous Substances**

Hydrogen peroxide 7722-84-1 Present

**U.S. - Massachusetts - Right To Know List**

Hydrogen peroxide 7722-84-1 Extraordinarily hazardous

**U.S. - Minnesota - Hazardous Substance List**

Hydrogen peroxide 7722-84-1 Present (includes Hydrogen Peroxide [90%])

**U.S. - New Jersey - Right to Know Hazardous Substance List**

Hydrogen peroxide 7722-84-1 sn 1015

**U.S. - New York - Reporting of Releases Part 597 - List of Hazardous Substances**

Hydrogen peroxide 7722-84-1 1 Lb RQ (air); 1 lb RQ (land/water)

**U.S. - Ohio - Extremely Hazardous Substances - Threshold Quantities**

Hydrogen peroxide 7722-84-1 500 Lb TQ (concentration >52%)

**U.S. - Pennsylvania - RTK (Right to Know) List**

Hydrogen peroxide 7722-84-1 Environmental hazard (concentration >52%)

**U.S. - Rhode Island - Hazardous Substance List**

Hydrogen peroxide 7722-84-1 Toxic; Flammable

**U.S. - Texas - Tier II Chemical Reporting - Extremely Hazardous Substances - Reportable Quantities**

Hydrogen peroxide 7722-84-1 1000 Lb RQ

**U.S. - Texas - Tier II Chemical Reporting - Extremely Hazardous Substances - Threshold Planning Quantities**

Hydrogen peroxide 7722-84-1 1000 Lb TPQ (concentration >52%)

**Inventory status**

Country(s) or region	Inventory name	On inventory (yes/no)*
United States & Puerto Rico	Toxic Substances Control Act (TSCA) Inventory	Yes

A "Yes" indicates that all components of this product comply with the inventory requirements administered by the governing country(s)

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## 16. Other Information

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**Disclaimer**

This product should only be used as directed on the label and for the purpose intended. To the best of our knowledge, the information contained herein is accurate. However, neither the above named supplier nor any of its subsidiaries assumes any liability whatsoever for the accuracy or completeness of the information contained herein. Final determination of suitability of any material is the sole responsibility of the user. All materials may present unknown hazards and should be used with caution. Although certain hazards are described herein, we cannot guarantee that these are the only hazards that exist.

**Further information**

62338-81993 - VIVID® - Color Safe Bleach - 40 oz. - 0191046  
62338-81994 - VIVID® - Color Safe Bleach - 75 oz. - 0191046

**Issue date**

01-Feb-2010

**Effective date**

01-Feb-2010

**Prepared by**

Reckitt Benckiser Regulatory Department 800-333-3899

**Other information**

For an updated MSDS, please contact the supplier/manufacturer listed on the first page of the document.