



SAFETY DATA SHEET
PURELY SMILE THICK BLEACH 750ml
Commission Regulation (EU) No 2015/830 of 28 May 2015.

SECTION 1: Identification of the substance/mixture and of the company/undertaking

1.1. Product identifier

Product name PURELY SMILE THICK BLEACH 750ml
Product number PS2022
Container size 750 ml

1.2. Relevant identified uses of the substance or mixture and uses advised against

Identified uses Cleaning agent. Disinfectant.
Uses advised against No specific uses advised against are identified.

1.3. Details of the supplier of the safety data sheet

Supplier Blake & White
Unit 8A Hopkinson Way
West Portway
Andover
Hampshire
SP10 3LF
Tel: 01264 313560
Email: hello@blakeandwhite.com

Contact person For content of safety data sheet:, hello@blakeandwhite.com

1.4. Emergency telephone number

Emergency telephone +44 (0) 1264 313560 (Strictly for emergencies only: incidents involving damage to human health and/or the environment)

National emergency telephone number In case of a medical emergency following exposure to a chemical call NHS Direct in England or Wales 0845 46 47 or NHS 24 in Scotland 08454 24 24 24

SECTION 2: Hazards identification

2.1. Classification of the substance or mixture

Classification (EC 1272/2008)

Physical hazards Not Classified
Health hazards Skin Irrit. 2 - H315 Eye Dam. 1 - H318
Environmental hazards Not Classified

Classification (67/548/EEC or 1999/45/EC) Xi;R36. R31.

2.2. Label elements

PURELY SMILE THICK BLEACH 750ml**Pictogram****Signal word**

Danger

Hazard statements

H315 Causes skin irritation.

H318 Causes serious eye damage.

Precautionary statements

P280 Wear protective gloves/ protective clothing/ eye protection/ face protection.

P302+P352 IF ON SKIN: Wash with plenty of water.

P305+P351+P338 IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing.

P310 Immediately call a POISON CENTER/ doctor.

P102 Keep out of reach of children.

P301+P330+P331 IF SWALLOWED: Rinse mouth. Do NOT induce vomiting.

Supplemental label information

EUH206 Warning! Do not use together with other products. May release dangerous gases (chlorine).

Detergent labelling

< 5% anionic surfactants, < 5% chlorine-based bleaching agents, < 5% perfumes

2.3. Other hazards

This product does not contain any substances classified as PBT or vPvB.

SECTION 3: Composition/information on ingredients**3.2. Mixtures****SODIUM HYPOCHLORITE****1-5%**

CAS number: 7681-52-9

EC number: 231-668-3

REACH registration number: 01-2119488154-34-XXXX

M factor (Acute) = 10

Classification

Met. Corr. 1 - H290

Skin Corr. 1B - H314

Eye Dam. 1 - H318

Aquatic Acute 1 - H400

Classification (67/548/EEC or 1999/45/EC)

C;R34 R31 N;R50

C12-14-ALKYL ETHER SULFATES**1-5%**

CAS number: 68891-38-3

EC number: 500-234-8

REACH registration number: 01-2119488639-16-XXXX

Classification

Skin Irrit. 2 - H315

Eye Dam. 1 - H318

Aquatic Chronic 3 - H412

Classification (67/548/EEC or 1999/45/EC)

Xi;R38,R41.

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SODIUM HYDROXIDE		<1%
CAS number: 1310-73-2	EC number: 215-185-5	REACH registration number: 01-2119457892-27-XXXX
Classification		Classification (67/548/EEC or 1999/45/EC)
Acute Tox. 4 - H302		C;R35
Skin Corr. 1A - H314		
Eye Dam. 1 - H318		

The Full Text for all R-Phrases and Hazard Statements are Displayed in Section 16.

SECTION 4: First aid measures

4.1. Description of first aid measures

Inhalation	Move affected person to fresh air at once. Get medical attention if any discomfort continues. Rinse nose and mouth with water.
Ingestion	Do not induce vomiting. Rinse mouth thoroughly with water. Give plenty of water to drink. Keep affected person under observation. Get medical attention if any discomfort continues. Show this Safety Data Sheet to the medical personnel.
Skin contact	Remove contaminated clothing. Get medical attention if irritation persists after washing. Rinse immediately with plenty of water.
Eye contact	Remove any contact lenses and open eyelids wide apart. Continue to rinse for at least 15 minutes. Get medical attention if irritation persists after washing. Show this Safety Data Sheet to the medical personnel. Rinse immediately with plenty of water.

4.2. Most important symptoms and effects, both acute and delayed

Inhalation	May cause respiratory system irritation.
Ingestion	Ingestion may cause severe irritation of the mouth, the oesophagus and the gastrointestinal tract. May cause stomach pain or vomiting.
Skin contact	Prolonged or repeated contact with skin may cause irritation, redness and dermatitis.
Eye contact	Symptoms following overexposure may include the following: Redness. Pain. Irritating to eyes.

4.3. Indication of any immediate medical attention and special treatment needed

Notes for the doctor	No specific recommendations. If in doubt, get medical attention promptly.
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SECTION 5: Firefighting measures

5.1. Extinguishing media

Suitable extinguishing media	The product is not flammable. Use fire-extinguishing media suitable for the surrounding fire. Foam, carbon dioxide or dry powder.
Unsuitable extinguishing media	Do not use water jet as an extinguisher, as this will spread the fire.

5.2. Special hazards arising from the substance or mixture

Hazardous combustion products	Thermal decomposition or combustion products may include the following substances: Toxic gases or vapours. Chlorine. Hydrogen chloride (HCl). Oxides of carbon.
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5.3. Advice for firefighters

Protective actions during firefighting	Control run-off water by containing and keeping it out of sewers and watercourses.
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Special protective equipment for firefighters Wear positive-pressure self-contained breathing apparatus (SCBA) and appropriate protective clothing.

SECTION 6: Accidental release measures

6.1. Personal precautions, protective equipment and emergency procedures

Personal precautions Avoid contact with skin, eyes and clothing. For personal protection, see Section 8.

6.2. Environmental precautions

Environmental precautions Collect and dispose of spillage as indicated in Section 13. Do not discharge into drains or watercourses or onto the ground.

6.3. Methods and material for containment and cleaning up

Methods for cleaning up Stop leak if safe to do so. Flush away spillage with plenty of water. Absorb spillage with non-combustible, absorbent material. Do not discharge into drains or watercourses or onto the ground. Absorb in vermiculite, dry sand or earth and place into containers. Do not use sawdust or other combustible material. Provide adequate ventilation. Flush contaminated area with plenty of water. Avoid the spillage or runoff entering drains, sewers or watercourses.

6.4. Reference to other sections

Reference to other sections For personal protection, see Section 8. See Section 11 for additional information on health hazards. For waste disposal, see Section 13.

SECTION 7: Handling and storage

7.1. Precautions for safe handling

Usage precautions Wear protective clothing as described in Section 8 of this safety data sheet. Provide adequate ventilation. Avoid contact with skin and eyes. Avoid inhalation of vapours and spray/mists. Observe any occupational exposure limits for the product or ingredients. Do not mix with acid.

Advice on general occupational hygiene Good personal hygiene procedures should be implemented. Do not eat, drink or smoke when using this product. Provide eyewash station. Wash promptly with soap and water if skin becomes contaminated. Wash contaminated clothing before reuse. Use appropriate skin cream to prevent drying of skin.

7.2. Conditions for safe storage, including any incompatibilities

Storage precautions Store in tightly-closed, original container in a dry, cool and well-ventilated place. Protect from light. Store away from the following materials: Acids. Store at temperatures between 5°C and 25°C. Keep out of the reach of children.

7.3. Specific end use(s)

Specific end use(s) The identified uses for this product are detailed in Section 1.2.

SECTION 8: Exposure Controls/personal protection

8.1. Control parameters

Occupational exposure limits

Chlorine.

Short-term exposure limit (15-minute): OSHA 1 ppm 2.9 mg/m³ gas and aerosol mists

Long-term exposure limit (8-hour TWA): OSHA 0.5 ppm 1.5 mg/m³ gas and aerosol mists

Sodium hydroxide.

Short-term exposure limit (15-minute): WEL 2 mg/m³

SODIUM HYPOCHLORITE

Short-term exposure limit (15-minute): WEL 0.5 ppm 1.5 mg/m³

SODIUM HYDROXIDE

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Short-term exposure limit (15-minute): WEL 2 mg/m³

WEL = Workplace Exposure Limit

OSHA = Occupational Safety and Health Administration.

Ingredient comments

In case of Chlorine emission, the WEL for Chlorine should be observed: Short Term Exposure Limit (STEL) 1 ppm / 2.9 mg/m³. Long Term Exposure Limit (LTEL) 0.5 ppm / 1.5 mg/m³.

SODIUM HYPOCHLORITE (CAS: 7681-52-9)

DNEL	<p>Industry - Inhalation; Long term local effects: 1.55 mg/m³</p> <p>Industry - Inhalation; Long term systemic effects: 1.55 mg/m³</p> <p>Industry - Inhalation; Short term local effects: 3.1 mg/m³</p> <p>Industry - Inhalation; Short term systemic effects: 3.1 mg/m³</p> <p>Consumer - Inhalation; Long term local effects: 1.55 mg/m³</p> <p>Consumer - Inhalation; Long term systemic effects: 1.55 mg/m³</p> <p>Consumer - Inhalation; Short term local effects: 3.1 mg/m³</p> <p>Consumer - Inhalation; Short term systemic effects: 3.1 mg/m³</p> <p>Consumer - Oral; Long term systemic effects: 0.26 mg/kg/day</p>
PNEC	<p>- Fresh water; 0.00021 mg/l</p> <p>- Marine water; 0.000042 mg/l</p> <p>- Intermittent release; 0.00026 mg/l</p> <p>- STP; 4.69 mg/l</p> <p>- ;</p>

C12-14-ALKYL ETHER SULFATES (CAS: 68891-38-3)

DNEL	<p>Workers - Inhalation; Long term systemic effects: 175 mg/m³</p> <p>Workers - Dermal; Long term systemic effects: 2750 mg/kg/day</p> <p>Consumer - Inhalation; Long term systemic effects: 52 mg/m³</p> <p>Consumer - Dermal; Long term systemic effects: 1650 mg/kg/day</p> <p>Consumer - Oral; Long term systemic effects: 15 mg/kg/day</p>
PNEC	<p>- Fresh water; 0.24 mg/l</p> <p>- Marine water; 0.024 mg/l</p> <p>- Intermittent release; 0.071 mg/l</p> <p>- Sediment, Fresh water; 0.917 mg/kg</p> <p>- Sediment, Marine water; 0.092 mg/kg</p> <p>- Soil; 7.5 mg/kg</p> <p>- STP; 10,000 mg/l</p>

SODIUM HYDROXIDE (CAS: 1310-73-2)

DNEL	<p>Industry - Inhalation; Long term local effects: 1.0 mg/m³</p> <p>Consumer - Inhalation; Long term local effects: 1.0 mg/m³</p>
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8.2. Exposure controls

Protective equipment



Appropriate engineering controls

Provide adequate ventilation.

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Eye/face protection	Eyewear complying with an approved standard should be worn if a risk assessment indicates eye contact is possible. Unless the assessment indicates a higher degree of protection is required, the following protection should be worn: Tight-fitting safety glasses. Personal protective equipment for eye and face protection should comply with European Standard EN166.
Hand protection	Chemical-resistant, impervious gloves complying with an approved standard should be worn if a risk assessment indicates skin contact is possible. It is recommended that gloves are made of the following material: Polyvinyl chloride (PVC). Rubber (natural, latex). To protect hands from chemicals, gloves should comply with European Standard EN374.
Other skin and body protection	Wear appropriate clothing to prevent repeated or prolonged skin contact. Use appropriate skin cream to prevent drying of skin.
Hygiene measures	When using do not eat, drink or smoke. Good personal hygiene procedures should be implemented. Wash hands and any other contaminated areas of the body with soap and water before leaving the work site. Use appropriate skin cream to prevent drying of skin.
Respiratory protection	Respiratory protection not required.
Environmental exposure controls	Avoid releasing into the environment.

SECTION 9: Physical and Chemical Properties

9.1. Information on basic physical and chemical properties

Appearance	Viscous liquid.
Colour	Colourless to pale yellow.
Odour	Chlorine.
Odour threshold	Not applicable.
pH	pH (concentrated solution): >11
Relative density	1.070 typically @ 20°C
Solubility(ies)	Soluble in water.
Explosive under the influence of a flame	Not considered to be explosive.
Comments	Information given is applicable to the product as supplied.

9.2. Other information

Other information	Not relevant.
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SECTION 10: Stability and reactivity

10.1. Reactivity

Reactivity	The reactivity data for this product will be typical of those for the following class of materials: Acids. Alkalis. Oxidising materials.
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10.2. Chemical stability

Stability	Decomposes over time. Factors that increase the rate of decomposition: increase in temperature, certain metallic impurities, high initial concentration, fall in pH below 11 and exposure to light.
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10.3. Possibility of hazardous reactions

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Possibility of hazardous reactions Generates toxic gas in contact with acid. Chlorine.

10.4. Conditions to avoid

Conditions to avoid Avoid exposure to high temperatures or direct sunlight.

10.5. Incompatible materials

Materials to avoid Acids. Ammonia. Organic compounds. Some metals. Nickel. Iron. Copper.

10.6. Hazardous decomposition products

Hazardous decomposition products Chlorine. Hydrogen chloride (HCl). Oxides of the following substances: Chlorine.

SECTION 11: Toxicological information

11.1. Information on toxicological effects

Toxicological effects Data for sodium hypochlorite solution 15% shows low acute oral toxicity: LC50(rat, oral) 1100 mg/kg (as available chlorine). Low acute inhalation toxicity. LC50 (rat, 1hr) >10500mg/m³ (as available chlorine). Very low acute dermal toxicity. LC50 (rat, dermal) >2000 mg/kg (as available chlorine).

Other health effects Does not contain any substances known to be carcinogenic.

Skin sensitisation

Skin sensitisation Not sensitising.

General information This product has low toxicity.

Ingestion May cause irritation. Symptoms following overexposure may include the following: Stomach pain. Nausea, vomiting. Diarrhoea.

Skin contact Skin irritation should not occur when used as recommended. Prolonged or repeated exposure may cause the following adverse effects: Dryness and/or cracking.

Eye contact May cause temporary eye irritation.

Toxicological information on ingredients.

SODIUM HYPOCHLORITE

Acute toxicity - oral

Acute toxicity oral (LD₅₀ mg/kg) 2,900.0

Species Mouse

ATE oral (mg/kg) 2,900.0

Acute toxicity - dermal

Acute toxicity dermal (LD₅₀ mg/kg) 2,001.0

Species Rabbit

ATE dermal (mg/kg) 2,001.0

Skin corrosion/irritation

Animal data Corrosive to skin.

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Serious eye damage/irritation

Serious eye damage/irritation Corrosivity to eyes is assumed.

Respiratory sensitisation

Respiratory sensitisation Not sensitising.

Skin sensitisation

Skin sensitisation Not sensitising.

Carcinogenicity

Carcinogenicity Based on available data the classification criteria are not met.

SECTION 12: Ecological Information

Ecotoxicity Not regarded as dangerous for the environment. The product is classified using the test data for the AISE model bleach product. Ref: International Association for Soaps, Detergents and Maintenance Products publication "Environmental classification of sodium hypochlorite containing bleach products". The product may affect the acidity (pH) of water which may have hazardous effects on aquatic organisms.

12.1. Toxicity

Toxicity Not considered toxic to fish.

Acute toxicity - aquatic invertebrates Reference: AISE report "Environmental classification of sodium hypochlorite containing bleach products.", 9 September 2009.
EC₅₀, 48 hours: > 1 mg/l mg/l, Daphnia magna

Ecological information on ingredients.

SODIUM HYPOCHLORITE

Acute aquatic toxicity

LE(C)₅₀	0.01 < L(E)C ₅₀ ≤ 0.1
M factor (Acute)	10
Acute toxicity - fish	EC ₅₀ , 96 hours: 0.01-0.1 mg/l,
Acute toxicity - aquatic invertebrates	EC ₅₀ , 48 hours: 0.01-0.1 mg/l, Daphnia magna
Acute toxicity - microorganisms	LOEC, : 0.375 mg/l, Activated sludge

12.2. Persistence and degradability

Persistence and degradability The product contains inorganic substances which are not biodegradable. May accumulate in soil and sediment. Substantially removed in biological treatment processes. The surfactant(s) contained in this product complies(comply) with the biodegradability criteria as laid down in Regulation (EC) No. 648/2004 on detergents. Data to support this assertion are held at the disposal of the competent authorities of the Member States and will be made available to them at their direct request, or at the request of a detergent manufacturer.

Ecological information on ingredients.

SODIUM HYPOCHLORITE

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Biodegradation

The methods for determining the biological degradability are not applicable to inorganic substances.

12.3. Bioaccumulative potential

Bioaccumulative potential No data available on bioaccumulation.

Ecological information on ingredients.

SODIUM HYPOCHLORITE

Bioaccumulative potential Low potential for bioaccumulation.

12.4. Mobility in soil

Mobility The product is water-soluble and may spread in water systems.

12.5. Results of PBT and vPvB assessment

Results of PBT and vPvB assessment This product does not contain any substances classified as PBT or vPvB.

12.6. Other adverse effects

Other adverse effects There is evidence that sodium hypochlorite inhibits the aerobic treatment process at a concentration of 0.05 mg/l.

SECTION 13: Disposal considerations

13.1. Waste treatment methods

General information When handling waste, the safety precautions applying to handling of the product should be considered.

Disposal methods Dispose of waste product or used containers in accordance with local regulations

SECTION 14: Transport information

General The product is not covered by international regulations on the transport of dangerous goods (IMDG, IATA, ADR/RID).

14.1. UN number

Not applicable.

14.2. UN proper shipping name

Not applicable.

14.3. Transport hazard class(es)

No transport warning sign required.

14.4. Packing group

Not applicable.

14.5. Environmental hazards

Environmentally hazardous substance/marine pollutant
No.

14.6. Special precautions for user

Not applicable.

14.7. Transport in bulk according to Annex II of MARPOL and the IBC Code

PURELY SMILE THICK BLEACH 750ml

Transport in bulk according to Annex II of MARPOL 73/78 and the IBC Code Not applicable.

SECTION 15: Regulatory information

15.1. Safety, health and environmental regulations/legislation specific for the substance or mixture

National regulations	The Control of Substances Hazardous to Health Regulations 2002 (SI 2002 No. 2677) (as amended). The Chemicals (Hazard Information and Packaging for Supply) Regulations 2009 (SI 2009 No. 716). EH40/2005 Workplace exposure limits.
EU legislation	Commission Decision 2000/532/EC as amended by Decision 2001/118/EC establishing a list of wastes and hazardous waste pursuant to Council Directive 75/442/EEC on waste and Directive 91/689/EEC on hazardous waste with amendments. Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents (as amended). Regulation (EC) No 1907/2006 of the European Parliament and of the Council of 18 December 2006 concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) (as amended). Regulation (EC) No 1272/2008 of the European Parliament and of the Council of 16 December 2008 on classification, labelling and packaging of substances and mixtures (as amended). Commission Regulation (EU) No 453/2010 of 20 May 2010. Commission Regulation (EU) No 2015/830 of 28 May 2015.
Guidance	COSHH Essentials. ECHA Guidance on the Application of the CLP Criteria. ECHA Guidance on the compilation of safety data sheets.

15.2. Chemical safety assessment

A chemical safety assessment has been carried out. Sodium hypochlorite. and Sodium hydroxide.

SECTION 16: Other information

Abbreviations and acronyms used in the safety data sheet	PBT: Persistent, Bioaccumulative and Toxic substance. vPvB: Very Persistent and Very Bioaccumulative. MARPOL 73/78: International Convention for the Prevention of Pollution From Ships, 1973 as modified by the Protocol of 1978. PNEC: Predicted No Effect Concentration. DNEL: Derived No Effect Level.
Revision comments	NOTE: Lines within the margin indicate significant changes from the previous revision. New revision number applied to comply with 'Commission Regulation (EU) No 2015/830 Of 28 May 2015'
Revision date	13/05/2015
Revision	1
Supersedes date	01/02/2016
SDS number	20618

PURELY SMILE THICK BLEACH 750ml

Risk phrases in full

R31 Contact with acids liberates toxic gas.
R34 Causes burns.
R35 Causes severe burns.
R38 Irritating to skin.
R41 Risk of serious damage to eyes.
R50 Very toxic to aquatic organisms.

Hazard statements in full

H290 May be corrosive to metals.
H302 Harmful if swallowed.
H314 Causes severe skin burns and eye damage.
H315 Causes skin irritation.
H318 Causes serious eye damage.
H400 Very toxic to aquatic life.
H412 Harmful to aquatic life with long lasting effects.

This information relates only to the specific material designated and may not be valid for such material used in combination with any other materials or in any process. Such information is, to the best of the company's knowledge and belief, accurate and reliable as of the date indicated. However, no warranty, guarantee or representation is made to its accuracy, reliability or completeness. It is the user's responsibility to satisfy himself as to the suitability of such information for his own particular use.