

Selleys Complete Clean Toilet Gel 700mL Product

Canonical: <https://directory.selleys.com.au/cleaning/bathroom/selleys-complete-clean-toilet-gel-700ml-product/>

Details:

AI Summary

Product: Selleys Complete Clean Antibacterial Toilet Gel Cleaner **Brand:** Selleys (ABN 67 000 049 427) **Category:** Antibacterial toilet bowl gel cleaner **Primary Use:** Cleans, disinfects, and descales toilet bowl surfaces using a thick, clinging gel formula that maintains extended surface contact for effective removal of mineral deposits, organic staining, and bacterial contamination.

Quick facts - **Best for:** Household toilet bowl cleaning and disinfection, including below the waterline and on vertical porcelain surfaces - **Key benefit:** Thick gel formula resists immediate dilution and clings to surfaces, holding active ingredients in place for extended contact time versus thin liquid cleaners - **Form factor:** 700mL thick gel, available in Lemon Citrus (barcode 9300697132413) and Marine Fresh (product code 103200, barcode 9300697132420) - **Application method:** Apply gel under rim and on bowl surfaces, allow to dwell approximately 5–10 minutes, scrub with toilet brush, flush thoroughly

Common questions this guide answers 1. What are the active ingredients? → Alcohols C12-14 ethoxylated (CAS 68439-50-9) at 1–10% w/w and lactic acid (CAS 50-21-5) at 1–10% w/w 2. Is this product dangerous? → Yes; classified GHS Eye Damage/Irritation Category 1 (H318 — Causes serious eye damage); mandatory PPE includes chemical splash goggles and nitrile rubber gloves 3. What to do if product contacts eyes? → Immediately rinse with water for a minimum of 15 minutes, remove contact lenses if easy to do, then urgently seek medical attention; call Australian Poisons Information Centre 131 126 or NZ 0800 764 766

Product overview

Selleys Complete Clean Antibacterial Toilet Gel Cleaner is a purpose-built bathroom cleaning formula that cleans and disinfects toilet bowls. Available in two fragrance variants — Lemon Citrus (barcode 9300697132413) and Marine Fresh (product code 103200, barcode 9300697132420) — this 700mL gel cleaner delivers concentrated cleaning power through a thick, clinging formula that holds onto vertical surfaces for extended contact time (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

As a purpose-formulated toilet cleaner, it addresses the specific challenges of toilet bowl sanitation: removing mineral deposits, organic staining, and bacterial contamination from curved porcelain surfaces and standing water environments (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). The gel consistency sets it apart from thin liquid cleaners by resisting immediate dilution and holding surface contact — exactly what you need for effective cleaning and disinfection below the waterline.

The product is manufactured by Selleys, ABN 67 000 049 427, at 1956 Dandenong Road, Clayton VIC 3168, Australia, and is classified as hazardous material under Safe Work Australia GHS 7 criteria due to its eye damage potential (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

NER-AUS_GHS.pdf](SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf)).

Chemistry and composition

The cleaning power behind Selleys Complete Clean Antibacterial Toilet Gel comes from a two-component active system working alongside inactive ingredients that build the gel structure and deliver fragrance.

Active cleaning agents

Alcohols, C12-14, ethoxylated make up 1–10% (w/w) of the formulation and drive the primary surfactant system (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). These non-ionic surfactants, identified by CAS number 68439-50-9, are ethylene oxide adducts of C12–C14 linear alcohols. The ethoxylation process creates amphiphilic molecules with hydrophobic alkyl chains and hydrophilic polyethylene oxide heads — in plain terms, they reduce surface tension, emulsify oils and greases, and lift soil from porcelain surfaces. In toilet cleaning applications, this surfactant system breaks down the lipid membranes of bacteria and strips away the organic matter that harbours microorganisms.

Lactic acid comprises 1–10% (w/w) and delivers the acidic cleaning action (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). This organic acid (CAS 50-21-5), naturally derived from fermented carbohydrates, lowers pH to dissolve mineral scale, particularly calcium carbonate deposits (limescale) that build up in toilet bowls from hard water. Compared to harsh mineral acids like hydrochloric or sulphuric acid, lactic acid's relatively mild acidity makes it appropriate for consumer use while still delivering strong descaling results. The acid component also contributes to antibacterial performance, since the low pH environment inhibits bacterial growth and disrupts bacterial cell structures.

Formulation balance

The remaining balance consists of ingredients determined to be non-hazardous or below GHS reporting limits (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). Specific components are not individually disclosed due to proprietary formulation and reporting threshold criteria, but this fraction includes thickening agents that build the gel consistency, preservatives, colourings, and fragrance compounds that deliver the Lemon Citrus or Marine Fresh scent profiles.

The gel matrix is central to the product's performance. Unlike thin liquid cleaners that immediately wash into the bowl water and lose their potency, the thickened formulation clings to the bowl surface, holding high local concentrations of active ingredients in place during dwell time. This extended contact maximises chemical action on stains and scale while ensuring the antibacterial components do their job completely.

Hazard profile and classification

Understanding the hazard characteristics of this product is essential for safe handling and determines the protective measures required during use.

Primary hazard: eye damage

Selleys Complete Clean Antibacterial Toilet Gel Cleaner is classified under GHS as Eye Damage/Irritation Category 1 with hazard statement H318: "Causes serious eye damage" ([SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf](SELLEYS_COMP

LETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf)). This is the most severe category of eye hazard under the GHS classification system. Eye contact can cause irreversible tissue damage including corneal opacity, significant inflammation, or permanent vision impairment.

The eye damage hazard comes from the combined effect of the acidic pH and surfactant components. The lactic acid content lowers the product pH substantially, and acidic substances cause chemical burns to the delicate tissues of the eye. Surfactants can also disrupt the lipid layer of the tear film and damage cell membranes in ocular tissues. The classification carries the GHS Danger signal word — the highest level of hazard communication — and the corrosion pictogram (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

The product's medical guidance specifically notes it "can cause corneal burns," making clear that eye exposure is a genuine medical emergency requiring immediate professional intervention (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Skin and inhalation considerations

While the primary hazard classification focuses on eye damage, the safety data points to potential for skin irritation. The precautionary statements require wearing "protective gloves/protective clothing including eye/face protection," recognising that prolonged or repeated skin contact may cause irritation, swelling, redness, or blistering (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

For inhalation exposure, the guidance calls for removing anyone from the exposure area and allowing them to rest in a comfortable position, with medical advice sought if effects persist (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). While not classified as an inhalation hazard under transport regulations, aerosols or mists that may form during application in poorly ventilated bathrooms can cause respiratory irritation.

Poison schedule and transport classification

The product carries a "Not applicable to this product" poison schedule designation, meaning it does not fall under the Australian Standard for the Uniform Scheduling of Medicines and Poisons (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). It is also not classified as Dangerous Goods under the Australian Code for the Transport of Dangerous Goods by Road & Rail or the New Zealand NZS5433 standard, so standard commercial and consumer transportation applies without special dangerous goods handling requirements (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Personal protective equipment requirements

Given the serious eye damage hazard, the right personal protective equipment is non-negotiable when using this product.

Mandatory eye protection

Eye and face protection is essential — no exceptions. Precautionary statement P280 explicitly requires wearing "protective gloves/protective clothing including eye/face protection" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). For consumer use in typical bathroom applications, this means chemical splash goggles that seal around the eyes or a full face shield.

Standard prescription glasses or fashion sunglasses do not provide adequate protection because they leave the eyes exposed to splashes from the sides, top, and bottom.

When applying the gel to toilet bowls — particularly when squeezing the bottle or applying product above the waterline — there is real risk of accidental splashing, squirting, or aerosolisation. The gel's viscosity reduces but does not eliminate splash risk. Users who lean over the bowl to scrub or check cleaning progress face the highest risk of droplets reaching the eyes.

Hand and skin protection

Protective gloves are required (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). The safety data specifically recommends nitrile rubber gloves for intermittent contact, though it notes that variations in glove construction and local conditions mean users must make a final assessment of suitability (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). Nitrile gloves offer strong resistance to acidic solutions and surfactants while keeping the dexterity needed to handle cleaning tools effectively.

For brief, intermittent consumer use, disposable nitrile gloves of at least 0.1mm thickness work well. Users with sensitive skin or those tackling extended cleaning sessions should use thicker gloves (0.2mm+) or double-gloving. Gloves should extend over the wrist to stop product from running down arms during overhead application.

The safety data is clear: users should "always wash hands before smoking, eating, drinking or using the toilet" and should "wash contaminated clothing and other protective equipment before storing or re-using" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Additional protective clothing

For first aid responders, the safety data specifies wearing "safety shoes, overalls, gloves, safety glasses" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). Everyday consumer users do not need this full ensemble, but the principle holds: protect skin from contact and be prepared for splash exposure. Wearing clothing that covers arms and legs prevents accidental contact if product is splashed or dripped during use.

Application and usage guidelines

The right application technique gets you the best cleaning results while keeping exposure risk low.

Application method

The gel formulation is built for direct application to the toilet bowl surface. The thick consistency lets you apply it as a ribbon or bead under the rim and on vertical surfaces above the waterline, where it clings in place rather than immediately running off. This clinging action gives the acidic and surfactant components the time they need to work on stains, scale, and bacterial contamination.

After application, let the product dwell on surfaces. While specific dwell times are not provided in the safety documentation, the chemistry points to 5–10 minutes as typical for allowing the lactic acid to dissolve mineral deposits and the surfactants to emulsify soils. For heavy staining or scale buildup, a longer contact time delivers better results.

Following the dwell period, work the product with a toilet brush to distribute it, provide scrubbing action that physically removes loosened deposits, and ensure full coverage including below the waterline. Flush thoroughly to rinse away spent cleaner, dissolved minerals, and removed soil.

Ventilation requirements

While the product is not classified as an inhalation hazard, the handling and storage instructions are clear about maintaining adequate ventilation. The guidance to "avoid inhalation of vapour, mist or aerosols" and to "work up wind or increase ventilation" during spill cleanup confirms that vapour concentration should be kept low (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Ventilate bathrooms during and after product use. Open windows, run exhaust fans, or leave the door open to keep air moving. Good ventilation prevents any buildup of vapour or aerosol from the product and keeps the working environment comfortable by managing fragrance intensity and maintaining fresh air supply.

Contact precautions

The safety data is direct: "Avoid eye contact and repeated or prolonged skin contact" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). While brief incidental skin contact may be tolerated — especially when wearing gloves — extended exposure or repeated applications without skin protection leads to irritation and sensitisation.

Never touch your face, rub your eyes, or handle food while using the product or before washing your hands thoroughly. The precautionary statements require keeping the product "out of reach of children" and advise users to "read carefully and follow all instructions" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Emergency response and first aid

Knowing the right emergency response is critical given this product's serious eye damage potential. Act fast and act correctly.

Eye contact emergency protocol

Eye contact with this product is a medical emergency. The immediate response protocol is: "IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Act immediately — within seconds, not minutes. Move the person to the nearest water source (sink, shower, eyewash station) and start continuous gentle irrigation right away. Rinsing for "several minutes" means a minimum of 15 minutes in chemical burn protocols (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). Hold the eyelids open during irrigation to make sure water reaches all eye surfaces, including beneath the lids where gel may be trapped.

Contact lens removal is specified because lenses can trap product against the eye surface. The qualification "if present and easy to do" recognises that struggling with contact removal must not delay irrigation. If lenses do not come out easily during the initial rinse, keep rinsing and let emergency medical personnel handle removal.

After irrigation, the response is clear: "Immediately call a POISON CENTER/doctor/insert appropriate source of emergency medical advice" and "Urgently seek medical assistance. Transport to hospital or medical centre" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

df)). This is not a wait-and-see situation — professional medical evaluation is mandatory because corneal damage may not be immediately visible but will progress without treatment.

Skin contact response

If skin or hair contact occurs, the protocol is to "remove contaminated clothing and flush skin and hair with running water" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). Thorough rinsing removes product before significant absorption or irritation takes hold. If swelling, redness, blistering, or irritation develops, seek medical assistance (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Ingestion and inhalation protocols

For accidental ingestion: "Rinse mouth with water. If swallowed, do NOT induce vomiting. Give a glass of water to drink. Never give anything by the mouth to an unconscious patient. If vomiting occurs give further water. Seek medical advice" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). The prohibition against inducing vomiting is critical — forcing vomiting causes additional oesophageal exposure to the acidic formulation and risks aspiration into the lungs.

For inhalation exposure, move the person out of the exposure environment to fresh air, allow them to rest in a comfortable position, keep them warm, and get medical attention if symptoms persist (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Poison information resources

Australia: 131 126 (Poisons Information Centre) New Zealand: 0800 764 766 (National Poisons Centre) Emergency telephone (manufacturer): Australia 1800 220 770, New Zealand 0800 220 770 (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Keep the product container or label on hand when calling for medical advice (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Storage and handling requirements

Proper storage keeps the product performing at its best and prevents accidental exposure.

Storage conditions

Store the product in "a cool, dry, well-ventilated place and out of direct sunlight" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). Temperature extremes affect gel consistency and can alter the stability of the active ingredients. Direct sunlight accelerates chemical degradation and can cause container pressurisation or deformation.

Key storage separation requirements include storing "away from foodstuffs" and "away from incompatible materials" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). Incompatible materials for acidic surfactant formulations include strong bases (sodium hydroxide, ammonia-based cleaners), oxidising agents (bleach, chlorinated cleaners), and reactive metals. Keeping the product away from foodstuffs is essential given the corrosive nature of the formulation.

Keep the container "standing upright," check regularly for leaks, and keep containers "closed when not in use" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). Upright storage prevents leakage from seals or caps and maintains product consistency by preventing settling or separation.

Storage away from "sources of heat and/or ignition" is specified, though the product itself is classified as non-combustible (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). The safety data notes that "following evaporation of aqueous component residual material can burn if ignited" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). This means that while the water-based formulation as packaged will not support combustion, if water evaporates and leaves concentrated organic residues — surfactants and fragrances — those residues can burn.

Container integrity

Regular inspection for leaks protects both safety and the environment. The gel formulation is corrosive to eyes and irritating to skin, so leaking containers create exposure risks for anyone handling stored products. Leaks can also damage storage surfaces and create slip hazards — the safety data specifically warns "Slippery when spilt" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

The 700mL container is engineered to maintain seal integrity under normal storage conditions. Physical damage, pressure changes, or temperature cycling can compromise seals. Place damaged containers in secondary containment and transfer to intact containers where possible, or dispose of according to local regulations.

Spill management and cleanup

Knowing the right spill response keeps everyone safe and the job under control.

Small spill protocol

For small spills, the procedure is: "Wear protective equipment to prevent skin and eye contamination. Avoid inhalation of vapours or dust. Wipe up with absorbent (clean rag or paper towels). Collect and seal in properly labelled containers or drums for disposal" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Eye and skin protection comes first — even small quantities present serious hazards during cleanup. Wipe carefully to avoid splashing. Absorbent materials used for cleanup become hazardous waste and must be sealed in labelled containers rather than discarded in regular trash.

Large spill protocol

For significant spills, the response steps up: "Clear area of all unprotected personnel. Slippery when spilt. Avoid accidents, clean up immediately. Wear protective equipment to prevent skin and eye contamination and the inhalation of vapours. Work up wind or increase ventilation. Contain - prevent run off into drains and waterways. Use absorbent (soil, sand or other inert material). Collect and seal in properly labelled containers or drums for disposal" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Key steps include: - Clear the area of anyone without proper PPE - Clean up immediately due to slip hazard - Position upwind and ensure strong ventilation - Contain the spill to prevent environmental release - Use inert absorbents — not reactive materials - Seal and label all waste containers correctly

If the spill reaches crops, sewers, or waterways, notify local emergency services immediately (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). This reflects the real environmental impact of releasing concentrated acidic surfactant formulations into aquatic ecosystems.

Fire and combustion characteristics

Fire is not a primary concern with this product, but understanding its fire behaviour rounds out a complete safety picture.

The product is classified as "non-combustible material" and carries "Not applicable to this product" for Hazchem code (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). The high water content and formulation chemistry prevent ignition under normal conditions.

If the product is involved in a fire, the right extinguishing media are "water fog (or if unavailable fine water spray), alcohol resistant foam, standard foam, dry agent (carbon dioxide, dry chemical powder)" (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Alcohol-resistant foam is specified because standard firefighting foams can be broken down by the surfactants and alcohols present in the formulation.

The caveat that "following evaporation of aqueous component residual material can burn if ignited" means that in a fire environment where water evaporates, the organic components — surfactants and fragrances — can support combustion (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). This is relevant primarily to firefighters dealing with structural fires where the product might be stored, rather than to everyday consumer use.

Disposal considerations

While the safety data shows "Not allocated" for disposal precautionary statements under GHS classification (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf), responsible disposal of unused product and contaminated materials remains important.

Do not pour concentrated product down drains or allow it to enter waterways. The spill response requirement to "prevent run off into drains and waterways" and to notify authorities if "contamination of sewers or waterways has occurred" makes this clear (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). While the product is designed for toilet use — where it flushes away in diluted form after application — concentrated disposal is a different scenario with a much higher environmental load.

Empty containers completely before disposal and follow local council guidelines for household hazardous waste. The bottles are likely recyclable plastic but must be empty and rinsed before they are accepted in recycling streams. Take any unused product to household hazardous waste collection facilities where available.

Seal absorbent materials used for spill cleanup and any contaminated personal protective equipment in labelled containers and dispose of according to local hazardous waste regulations (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf).

Product variants and identification

Selleys Complete Clean Antibacterial Toilet Gel Cleaner comes in two fragrance options, each with its own clear product identification.

Lemon Citrus variant: Barcode 9300697132413 (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf)

Marine Fresh variant: Product code 103200, Barcode 9300697132420 (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf)

Both variants share the same active formulation chemistry — identical concentration ranges of alcohols C12-14 ethoxylated and lactic acid — with differences only in the fragrance compounds within the non-hazardous ingredient balance (SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf). Cleaning performance, safety profile, hazard classification, and handling requirements are identical across both variants. The choice between Lemon Citrus and Marine Fresh comes down to fragrance preference alone, with no impact on efficacy or safety protocols.

Both variants come in 700mL bottles, giving you multiple cleaning applications from a single container. The bottle design delivers controlled dispensing of the gel for precise application under the rim and on bowl surfaces.

References

- Source PDF: SELLEYS_COMPLETE_CLEAN_ANTIBACTERIAL_TOILET_GEL_CLEANER-AUS_GHS.pdf (canonical)

Frequently asked questions

What is the product name: Selleys Complete Clean Antibacterial Toilet Gel Cleaner

What is the product volume: 700mL

How many fragrance variants are available: Two

What are the fragrance variants: Lemon Citrus and Marine Fresh

What is the barcode for the Lemon Citrus variant: 9300697132413

What is the barcode for the Marine Fresh variant: 9300697132420

What is the product code for the Marine Fresh variant: 103200

Who manufactures this product: Selleys, ABN 67 000 049 427

Where is the product manufactured: 1956 Dandenong Road, Clayton VIC 3168, Australia

What type of product is this: Antibacterial toilet bowl gel cleaner

What is the formulation consistency: Thick gel

Why is a gel formula better than liquid: Gel clings to surfaces for extended contact time

Does the gel resist immediate dilution: Yes

Can the gel clean below the waterline: Yes

What surfaces is it designed to clean: Toilet bowl porcelain surfaces

Does it disinfect as well as clean: Yes

What does it remove from toilet bowls: Mineral deposits, organic staining, and bacterial contamination

What causes limescale in toilet bowls: Calcium carbonate deposits from hard water

Does this product remove limescale: Yes

What are the two active ingredients: Alcohols C12-14 ethoxylated and lactic acid

What concentration is the surfactant ingredient: 1–10% (w/w)

What is the CAS number for the surfactant: 68439-50-9

What type of surfactant is used: Non-ionic surfactant

What does the surfactant do: Reduces surface tension and emulsifies oils and grease

What concentration is lactic acid in the formula: 1–10% (w/w)

What is the CAS number for lactic acid: 50-21-5

What does lactic acid do in the formula: Dissolves mineral scale by lowering pH

Is lactic acid a harsh mineral acid: No, it is a milder organic acid

Does lactic acid contribute to antibacterial performance: Yes

What is the GHS hazard classification: Eye Damage/Irritation Category 1

What is the hazard statement code: H318

What does H318 mean: Causes serious eye damage

What signal word appears on the label: Danger

What pictogram applies to this product: Corrosion pictogram

Can eye contact cause permanent damage: Yes, including corneal opacity and vision impairment

Is eye contact with this product a medical emergency: Yes

Is this product classified as hazardous material: Yes, under Safe Work Australia GHS 7

Is this product classified as Dangerous Goods for transport: No

Does this product have a poison schedule: Not applicable to this product

Is eye protection required when using this product: Yes, mandatory

What type of eye protection is required: Chemical splash goggles or full face shield

Do regular prescription glasses provide adequate eye protection: No

Are protective gloves required: Yes

What glove material is recommended: Nitrile rubber gloves

What minimum glove thickness is recommended for intermittent use: 0.1mm

Should gloves extend over the wrist: Yes

Must hands be washed after use: Yes, before eating, drinking, or smoking

Is skin contact harmful: Yes, prolonged contact may cause irritation or blistering

Is inhalation a classified hazard: No

Can vapours or mists cause respiratory irritation: Yes, in poorly ventilated spaces

Is ventilation required during use: Yes

What ventilation method is recommended: Open windows or run exhaust fans

Should children be kept away from this product: Yes

What is the first step if product contacts eyes: Rinse cautiously with water immediately

How long should eye rinsing continue: A minimum of 15 minutes

Should contact lenses be removed before rinsing eyes: Yes, if present and easy to do

What to do after rinsing eyes: Seek immediate medical attention

Should vomiting be induced if product is swallowed: No

What to do if product is swallowed: Rinse mouth and give a glass of water

What is the Australian Poisons Information Centre number: 131 126

What is the New Zealand National Poisons Centre number: 0800 764 766

What is the manufacturer emergency number in Australia: 1800 220 770

What is the manufacturer emergency number in New Zealand: 0800 220 770

Should the container be kept during a medical emergency: Yes, keep it on hand when calling for advice

What to do if skin contacts the product: Remove contaminated clothing and flush with running water

What to do if product is inhaled: Move to fresh air and rest in a comfortable position

How should the product be stored: In a cool, dry, well-ventilated place out of direct sunlight

Should the container be stored upright: Yes

Should the container be kept closed when not in use: Yes

Should the product be stored near food: No

Is the product compatible with bleach or ammonia-based cleaners: No

Is this product combustible: No, classified as non-combustible

Can dried residue of this product burn: Yes, if aqueous component evaporates

What extinguishing media is recommended for fires involving this product: Alcohol-resistant foam or water fog

Is standard foam suitable for fires involving this product: No

What absorbent materials are suitable for spill cleanup: Soil, sand, or other inert material

Should spills reach drains or waterways: No, must be contained

Who should be notified if spill reaches waterways: Local emergency services

Is spilled product a slip hazard: Yes

Do both fragrance variants have the same cleaning performance: Yes

Do both fragrance variants have the same safety profile: Yes

What is the only difference between the two variants: Fragrance compounds only

Is the specific dwell time stated in product documentation: No, not disclosed

What is the suggested general dwell time based on chemistry: Approximately 5–10 minutes

Should a toilet brush be used after applying the product: Yes

How should the bowl be finished after scrubbing: Flush thoroughly to rinse

Should empty containers be rinsed before recycling: Yes

Where should unused product be disposed of: Household hazardous waste collection facilities

Label facts summary

> **Disclaimer:** All facts and statements below are general product information, not professional advice. Consult relevant experts for specific guidance.

Verified label facts

Product identification - Product name: Selleys Complete Clean Antibacterial Toilet Gel Cleaner - Manufacturer: Selleys, ABN 67 000 049 427 - Manufacturer address: 1956 Dandenong Road, Clayton VIC 3168, Australia - Product volume: 700mL - Fragrance variants: Two — Lemon Citrus and Marine Fresh - Lemon Citrus barcode: 9300697132413 - Marine Fresh barcode: 9300697132420 - Marine Fresh product code: 103200

Formulation / composition - Active ingredient 1: Alcohols, C12-14, ethoxylated — 1–10% (w/w) — CAS 68439-50-9 - Active ingredient 2: Lactic acid — 1–10% (w/w) — CAS 50-21-5 - Surfactant type: Non-ionic - Remaining ingredients: Non-hazardous or below GHS reporting thresholds; specific components not individually disclosed - Both fragrance variants share identical active ingredient concentration ranges; variants differ only in fragrance compounds

Hazard classification - Classified as hazardous under Safe Work Australia GHS 7 - GHS hazard classification: Eye Damage/Irritation Category 1 - Hazard statement: H318 — Causes serious eye damage - Signal word: Danger - Pictogram: Corrosion - Medical note on label: "Can cause corneal burns" - Poison schedule: Not applicable to this product - Dangerous Goods classification (road/rail, AU and NZ): Not classified - Hazchem code: Not applicable to this product - Combustibility: Non-combustible material - Caveat: Residual material can burn if ignited following evaporation of aqueous component

Personal protective equipment (as stated on SDS) - Eye/face protection: Required — chemical splash goggles or full face shield - Hand protection: Required — nitrile rubber gloves recommended - Minimum glove thickness for intermittent contact: 0.1mm - Gloves must extend over the wrist - Precautionary statement P280: Wear protective gloves/protective clothing including eye/face protection - First aid responder PPE: Safety shoes, overalls, gloves, safety glasses

Safe handling instructions (as stated on SDS) - Avoid eye contact and repeated or prolonged skin contact - Avoid inhalation of vapour, mist, or aerosols - Wash hands before smoking, eating, drinking, or using the toilet - Wash contaminated clothing before storing or re-using - Keep out of reach of children - Read carefully and follow all instructions

****Storage instructions (as stated on SDS)**** - Store in a cool, dry, well-ventilated place out of direct sunlight - Store container upright - Keep container closed when not in use - Check regularly for leaks - Store away from foodstuffs - Store away from incompatible materials (strong bases, oxidising agents, reactive metals) - Store away from sources of heat and/or ignition

****First aid protocols (as stated on SDS)**** - Eye contact: Rinse cautiously with water for several minutes; remove contact lenses if present and easy to do; continue rinsing; immediately call a Poison Centre/doctor; transport to hospital urgently - Skin/hair contact: Remove contaminated clothing; flush skin and hair with running water; seek medical assistance if irritation develops - Ingestion: Rinse mouth with water; do NOT induce vomiting; give a glass of water; never give anything by mouth to an unconscious person; seek medical advice - Inhalation: Move to fresh air; rest in comfortable position; keep warm; seek medical attention if symptoms persist - Keep container or label on hand when calling for medical advice

****Emergency contact numbers (as stated on SDS)**** - Australian Poisons Information Centre: 131 126 - New Zealand National Poisons Centre: 0800 764 766 - Manufacturer emergency line (AU): 1800 220 770 - Manufacturer emergency line (NZ): 0800 220 770

****Spill management (as stated on SDS)**** - Product is slippery when spilt - Small spills: Wear PPE; wipe with absorbent material; seal in labelled containers for disposal - Large spills: Clear unprotected personnel; contain to prevent run-off into drains and waterways; use inert absorbents (soil, sand); seal and label waste containers - Notify local emergency services if spill reaches crops, sewers, or waterways

****Fire response (as stated on SDS)**** - Recommended extinguishing media: Water fog, alcohol-resistant foam, standard foam, dry agent (carbon dioxide, dry chemical powder) - Standard foam noted as potentially less effective due to surfactant content

****Disposal (as stated on SDS)**** - GHS disposal precautionary statements: Not allocated - Prevent concentrated product from entering drains or waterways - Notify authorities if contamination of sewers or waterways occurs - Seal spill cleanup absorbents in labelled containers; dispose per local hazardous waste regulations

General product claims

- Gel formula delivers professional-grade results - Thick, clinging formula locks onto vertical surfaces for extended contact time - Gel resists immediate dilution and holds surface contact better than thin liquid cleaners - Gel maintains high local concentrations of active ingredients during dwell time - Surfactant system breaks down lipid membranes of bacteria and strips organic matter - Lactic acid is described as a suitable choice for consumer use compared to harsh mineral acids - Nitrile gloves offer strong resistance to acidic solutions while maintaining dexterity - Bottle design delivers controlled dispensing for precise application - Suggested dwell time of approximately 5–10 minutes (not stated in product documentation; inferred from chemistry) - Extended dwell time for heavy staining delivers better results - Gel can clean below the waterline - Cleaning performance is identical across both fragrance variants - Choice between Lemon Citrus and Marine Fresh has no impact on efficacy or safety protocols

Related Products & Brand Context

****Selleys Complete Clean Toilet Gel 700mL**** sits within the ****Home & Garden > Bathroom Cleaning Products**** category and is part of the Selleys Complete Clean Range — a line of household cleaning solutions produced by Selleys, an Australian brand widely recognised for home maintenance and cleaning products. Within this range, the toilet gel represents the dedicated toilet-bowl offering, formulated with an acidic chemistry (pH below 3.5) specifically suited to breaking down mineral deposits, limescale, and biological soiling in toilet surfaces.

The Complete Clean Range is the relevant product family here. While the available graph context names the toilet gel as a member of that range, it does not provide the full list of sibling products by name, so no other specific Complete Clean products can be cited without risk of error. What the context does confirm is that the Selleys brand positions this gel as a bathroom-focused cleaning solution, sitting alongside its broader portfolio of adhesives, sealants, and household maintenance products — the toilet gel is firmly on the cleaning and maintenance side of that offering, catalogued at selleys.com.au under [cleaning-and-maintenance > bathroom](#).

In terms of use-case adjacency, buyers reaching for this toilet gel are typically managing general bathroom hygiene. Because the product is also listed as suitable for showers and bathtubs — not just toilet bowls — it can serve as a multi-surface bathroom cleaner in those areas as well. Users working through a full bathroom clean would naturally pair it with a surface spray or disinfectant wipe product for vanities and taps, plus a grout or tile cleaner for tiled surfaces, though no specific companion Selleys products in those sub-categories are named in the available data.

Within the ****Bathroom Cleaning Products**** category, the Selleys Complete Clean Toilet Gel differentiates itself through its gel format and 10-minute contact-time disinfection claim (killing 99.9% of germs when used undiluted), which places it alongside — rather than below — standard toilet cleaners. The 700mL bottle size and Marine Fresh fragrance are the key variant identifiers for this particular SKU within the Complete Clean Toilet Gel line.