

74559-7

6/10/2014

1/16



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL, SAFETY
AND POLLUTION PREVENTION

JUN 10 2014

Abigail T. Downs
Technology Sciences Group Inc.
1150 18th Street, Suite 100
Washington, DC 20036

Subject: **ALICE**
EPA Registration Number 74559-7
Application Date April 3, 2014
EPA Receive April 3, 2014

Dear Ms. Downs:

The following amendment submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable.

Proposed Amendment:

- Add additional Directions For Use to label
- New Directions For Use for an applicator tool are consistent with the current direction for the pistol grip spray bottle and require that the treated area remain wet for the full contact time to ensure efficacy.

General Comment:

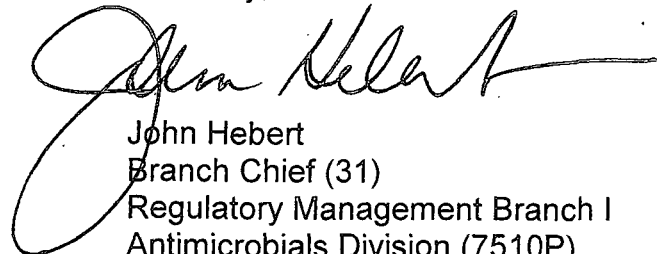
Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.

The next label printing of this product must use this labeling unless subsequent changes have been approved. You must submit one (1) copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and it's implementing regulation at 40 CFR 152.3.

2/16

Should you have any questions concerning this letter please contact Drusilla Copeland at (703) 308-6224.

Sincerely,



John Hebert
Branch Chief (31)
Regulatory Management Branch I
Antimicrobials Division (7510P)

Enclosure: stamped label

(MASTER LABEL)
Alice (Name TBD)

(Alternate Brand Names: BISSELL, Woolite, Pawsitively Clean)

SOFT-SURFACE AND CARPET† [SANITIZER] – [CLEANER] -
[DEODORIZER] - [ANTIBACTERIAL]

[Bacteria reducer*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet† Cleaner],
[(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover)
(Eliminator)], [(One-step) Deodorizer], [Formula for (carpet†) (&) (upholstery)], [Deep
(Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing) (Treatment)(Pretreat(er))
(Preclean(er))], [Tough Stain (Treatment)]

Active Ingredient:

Hydrogen Peroxide 0.5%

Other Ingredients: 99.5%

Total: 100.0%

EPA Reg. No.: 74559-7

EPA Est. No.: [6297-MI-001] OR [74559-CAN-001]

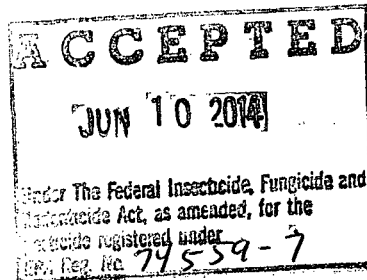
[Note to reviewer: lot code letters indicate manufacturing location]

Keep out of Reach of Children

Manufactured [by] [for]:
Bissell Homecare, Inc.
2345 Walker Ave, NW
Grand Rapids, MI 49544

USA PAT #: 7,632,523¹

¹Under license by Virox Technologies, Inc.



Net Contents:

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or imprinted directly on the packaging.)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Soft Surface Use Sites (Location)[†]

All around the house [‡]	Car (s) (Truck(s))		Sunroom (s)
All around the home [‡]	Closets	Laundry Room	Vacation home [‡]
Attic	(Damp) Storage Area(s)	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room (s)	Locker (Liners) (Pads)	
Baby's Room (s)	Den (/Study)	Mobile Home (s) [‡]	
Basement (s)	Dining Room (s)	Mud Room (s)	
Bathroom (s)	Dorm (s)	Nursery (Nurseries)	
Bedroom (s)	Family Room (s)	Office(s)	
Boat (s)	Garage (s)	Pet area(s)	
Cabins	Home [‡]	Playroom(s)	
Camper (s)	House [‡]	Studios	

[†]Not for use on polypropylene/olefin or wool (carpets) (fibers).

[‡]Non food contact surfaces only

Use (Surfaces)[†] [may include graphic depicting surface]

Carpet(s)	Stairs	(Couch(es)) (Sofa(s))	Mattress(es).(Covers)
Upholstery		(Upholstered) chairs	Blankets
Fabric	Back (School) packs	(Upholstered) couches	Car Seats Upholstery
Pet Areas	Bathroom mats (rugs)	(Upholstered) furniture	(Dog) (Pet) (beds) (bedding)
Soft (household) surfaces	Bedding (Bedspreads)	Hamper(s)	Laundry bags
Gym bags	Blankets (Comforters)	Draperies	Shoe interior(s)
Laundry bags	Box Springs	Duvet cover(s)	Cushions
Shower curtains	(Canvas) (Shoes) (Sneakers)	Upholstery	Pillow(s)
Window treatments	(Cotton) purses	(Area) Rug(s)	Stuffed animals
Kitchen mats	Entry rugs		
(Kitchen) (Household) seat cushion(s)	Diaper bag(s)		
Slippers	Shower Curtains		
Sleeping bag(s)			

[†]Not for use on polypropylene/olefin or wool (carpets) (fibers).

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Fabric and carpet (precaution) advisory statement: Before you clean, test a small, hidden area for colorfastness and examine when dry. If color is affected, do not use. Before using this product on upholstery, look for manufacturers cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Do not use on wool carpet. Not for use on polypropylene/olefin or wool carpets.

DIRECTIONS FOR USE WITH PISTOL GRIP SPRAY BOTTLE

Remove solid residue and blot excess liquid with a clean, colorfast, absorbent cloth.

For use on carpet[†]:

To spot clean & sanitize: Spray a light even coating on soiled area (until wet). Allow to remain wet for 60 minutes (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry. (Vacuum.) (Deep clean following your machine's guide.)

To spot clean: Spray on soiled area until wet. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry.

To spot sanitize: Spray a light even coating on area until wet. Allow to remain wet for 60 minutes (1 hour) (an hour). Let air dry. Vacuum.

To deodorize or freshen: Spray until slightly damp to eliminate (pet) odors. For difficult odors repeat application. Let air dry. Vacuum.

To use as a precleaner (pretreat) (& sanitize(r)): (Shake well, turn nozzle to spray position and) Spray a light even coating over soiled area (until wet). Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide.)

(may include graphics)

For use on soft surfaces other than carpet:

To spot clean & sanitize: Spray a light even coating on soiled area [fabric] until damp. Allow area to remain damp for 1 minute. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains or heavy fabrics). Let air dry.

To spot clean: Spray on soiled area until damp. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry.

To spot sanitize: Spray a light even coating on area [fabric] until damp. Area must remain damp for 1 minute. Let air dry. Repeat as needed (for stubborn stains or heavy fabrics)

To deodorize or freshen: Spray until slightly damp to eliminate (pet) odors. For difficult odors repeat application. Let air dry.

(may include graphics)

DIRECTIONS FOR USE WITH (BISSELL) APPLICATOR TOOL

(Unscrew) (Detach) (Remove) pistol grip sprayer from bottle.

Fill reservoir on tool with solution and attach tool to your machine's hose. (Follow installation instructions in your machine's guide).

Remove solid residue and blot excess liquid with a clean, colorfast, absorbent cloth.

For use on carpet[†]:

To spot clean & sanitize: Press trigger to spray a light even coating on soiled area (until wet). Allow to remain wet for 60 minutes (1 hour) (an hour). Using the (brush) (bristles) (on the) tool, gently scrub the area to be cleaned. Apply downward pressure on the tool and pull it toward you. The suction will remove dirt and cleaning solution. Continue until no more dirt can be removed. Repeat as needed (for stubborn stains). (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

To spot clean: Press trigger to spray a light even coating on soiled area (until wet). Using the (brush) (bristles) (on the) tool, gently scrub the area to be cleaned. Apply downward pressure on the tool and pull it toward you. The suction will remove dirt and cleaning solution. Continue until no more dirt can be removed. Repeat as needed (for stubborn stains). (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

To spot sanitize: Press trigger to spray a light even coating on soiled area (until wet). Allow to remain wet for 60 minutes (1 hour) (an hour). Using the (brush) (bristles) (on the) tool, gently scrub the area to be cleaned. Apply downward pressure on the tool and pull it toward you. The suction will remove dirt and cleaning solution. Continue until no more dirt can be removed. Repeat as needed (for stubborn stains). (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

To deodorize or freshen: Press trigger to spray a light even coating until slightly damp to eliminate (pet) odors. For difficult odors repeat application. (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

To use as a precleaner (pretreat) (& sanitize(r)): Press trigger to spray a light even coating on soiled area (until wet). Allow to remain wet for 60 minutes (1 hour) (an hour). Using the (brush) (bristles) (on the) tool, gently scrub the area to be cleaned. Apply downward pressure on the tool and pull it toward you. The suction will remove dirt and cleaning solution. Continue until no more dirt can be removed. Repeat as needed (for stubborn stains). (Deep clean following your machine's guide.)

(may include graphics)

For use on soft surfaces other than carpet:

To spot clean & sanitize: Press trigger to spray a light even coating on soiled area (fabric) until damp.) Allow area to remain damp for 1 minute. Using the (brush) (bristles) (on the) tool, gently scrub the area to be cleaned. Apply downward pressure on the tool and pull it toward you. The suction will remove dirt and cleaning solution. Continue until no more dirt can be removed. Repeat as needed (for stubborn stains or heavy fabrics). (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.).

To spot clean: Press trigger to spray a light even coating on soiled area (fabric) until damp. Using the (brush) (bristles) (on the) tool, gently scrub the area to be cleaned. Apply downward pressure on the tool and pull it toward you. The suction will remove dirt and cleaning solution. Continue until no more dirt can be removed. Repeat as needed (for stubborn stains or heavy fabrics). (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.).

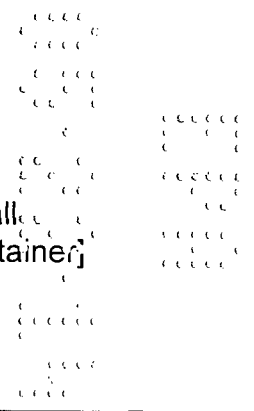
To spot sanitize: Press trigger to spray a light even coating on soiled area (fabric) until damp.) Allow area to remain damp for 1 minute. Using the (brush) (bristles) (on the) tool, gently scrub the area to be cleaned. Apply downward pressure on the tool and pull it toward you. The suction will remove dirt and cleaning solution. Continue until no more dirt can be removed. Repeat as needed (for stubborn stains or heavy fabrics). (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.).

To deodorize or freshen: Press trigger to spray a light even coating until slightly damp to eliminate (pet) odors. For difficult odors repeat application. (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

(may include graphics)

STORAGE AND DISPOSAL

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.



(Note to Reviewer: [parentetical text] is optional; [bracketed text] is informational.)

Manufactured by

[BISSELL brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.bissell.com]

[Woolite brand

Questions or comments: Call 1.800.451.7847 Visit our website at
www.woolitecarpet.com

Woolite is a trademark of Reckitt Benckiser licensed to BISSELL Homecare, Inc.]

[Pawsitively Clean brand

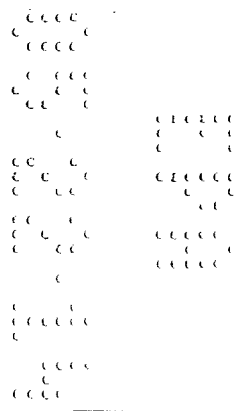
Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.pawsitivelycleanpet.com]

[BISSELL (Rental) brand

Questions or comments 1.800.749.9062 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.bissellrental.com]

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

[Made in (insert country of manufacture origin)]



Optional Label Statements, Marketing Claims, and Pictograms:

* Kills 99.9% of (*Enterobacter aerogenes* (ATCC 13408))(and)(*Staphylococcus aureus* (ATCC 6538))(Staph) on (insert usage surface).

** Non-living allergens including: Pollen, Pet dander, Dust mite matter

(Sanitizing claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in 1 minute (60 seconds) on soft surfaces other than carpet

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1 hour) (on carpets[†])

1 minute (60 seconds) is all it takes to kill 99.9% of bacteria* on (insert usage surface)

Kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 1 minute on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (on carpets[†])

Sanitizes (insert usage surface) in 1 minute on soft surfaces other than carpet

Sanitizes (insert usage surface) in 60 minutes (1 hour) on carpets[†]

(Sanitizes) in only 1 minute on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets[†])

Sanitizes (insert usage sites)

Sanitizes

(Removes) (Reduces) (Cleans) (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria*

Eliminates (99.9%) of (bacteria*)

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitized

Leaves (insert usage surfaces) cleaned, sanitized, deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, refreshes pet messes

(Deep) Cleans (+) (sanitizes) (+) (deodorizes) (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of *Enterobacter aerogenes* and *Staphylococcus aureus* (staph) on (insert usage site) in 1 minute (60 seconds) on soft surfaces other than carpet*

Kills 99.9% of *Enterobacter aerogenes* and *Staphylococcus aureus* (staph) on (insert usage site) in 60 minutes (1 hour) (on carpets[†]) *

Destroys 99.9% of bacteria* on (insert usage sites)
Kills 99.9% of bacteria* at the source
Effectively kills 99.9% of bacteria*
Kills 99.9% of bacteria* in 1 minute (in 60 seconds) on soft surfaces other than carpet
Kills 99.9% of bacteria* in 60 minutes (1 hour) for carpets†
Kills 99.9% of bacteria* on (insert usage site) (for a deep down clean)
Kills 99.9% of household bacteria* on (insert usage site)
(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (and)
(*Enterobacter aerogenes*) in 1 minute (60 seconds) on soft surfaces other than carpet
(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (and)
(*Enterobacter aerogenes*) in 60 minutes (1 hour) on carpets†
(Kills) (destroys) (Eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (and)
(*Enterobacter aerogenes*) (for spot treatment) on (insert usage site)
To eliminate 99.9% of bacteria* on (insert usage site)
Kills 99.9% of bacteria* in (only) 1 minute (60 seconds) on soft surfaces other than
carpet
Kills 99.9% of bacteria* in (only) 60 minutes (1 hour) on carpets†
Kills 99.9% of bacteria* on (insert usage site) in (only) 1 minute (60 seconds) on soft
surfaces other than carpet
Kills 99.9% of bacteria* on (insert usage site) in (only) 60 minutes (1 hour) on carpet†
Sanitizes (insert usage site)
(Both) Cleans & Sanitizes- better than cleaning alone
Cleans & Sanitizes in 1 minute (60 seconds) on soft surfaces other than carpet
Cleans & Sanitizes in 60 minutes (1 hour) (on carpets†)
(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates
allergens)**
One step clean(s) and sanitizes(s)
Makes sanitizing easy
Easy (sanitizing)
Fast & easy (sanitizing)
(Antimicrobial) (formula) cleans and sanitizes
The easy, effective, and convenient way to sanitize (insert usage site)
Antibacterial
Leaves (insert usage site) sanitary
Helps protect your family
Sanitizes as it cleans
For cleaning and sanitizing (insert usage site)
Antibacterial formula cleans and sanitizes in one (1) step
(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (Removes Allergens**) in (one)
(1) easy step
(Deep) Cleans (+) (Sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes
Allergens**) (+) (Removes Odors)
Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home
All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and)
(eliminates allergens**)

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

(2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

(Pet) Stain and odor remover

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet[†] fibers, eliminating stains, bacteria*, and allergens**

Go beyond surface cleaning

Goes beyond surface cleaning

Go beyond surface cleaning- unique penetrating action thoroughly cleans and sanitizes deep down into the carpet[†] fibers

Deep cleaning formula that provides dramatically better cleaning performance and sanitizes at the same time

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

Destroys tough odors and bacteria*

Unique penetrating action goes deep within carpet[†] fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria*, and allergens**.

(Removes) (Eliminates) bacteria*

(Sanitization)(Sanitizing)(Antibacterial) Treatment

Powerful stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitizes(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosens (tough) stains

Spot removal (Clean) (+)(&) Sanitize for a more (effective)(powerful) clean

Spot removal (Clean) (+)(&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

(Cleaning claims)

Fast & effective cleaning

For a cleaner, fresher household

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime).

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

Effective cleaning of tough (pet) spots and stains

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains

(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)

Spot treatment for (pet stains and odors) (insert usage site)

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)

(removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)

Removes dirt, dust, and common allergens** from (insert usage site)

(Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)

(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Removes deep down (dirt); (pet stains), (stains), (&) (pet odors), (odors)

(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Eliminates deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)

Deep down clean(ing)

For a deep (down) clean

Cleans (insert usage site)

Cleans everyday (pet) messes

(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing

No (hard) scrubbing required

(Foam) (Bubbles) work hard on (tough) (dirt) (spots) (and) (stains)

Foaming action works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)

Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)

Penetrates for a (complete) (deep) clean

Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)

Leaves (insert usage surfaces) (clean and fresh)

Best (BISSELL) formula for cleaning (usage site)

Removes tough dirt and grime

Unbeatable cleaning

Fast and effective cleaning

Safely (removes) (eliminates) tough odors and soils

Cleans the toughest (stains) (and) (soils)

Cleans tough (stains) (and) (soils)

Powerful (penetrating) clean

Deep clean beyond what's seen™

Deep down cleaning

For a thorough, deep down clean

For a deep clean

Cleans beyond the surface

Enhanced cleaning performance

Improve(s)(d) cleaning performance to deep clean beyond what's seen

Improve(s)(d) cleaning performance (with sanitization)
Boosts (deep) cleaning performance
Boosts (deep) cleaning
Improve(s) (deep) cleaning performance
Makes deep cleaning more effective
1st step in spot & deep cleaning
Pretreat & Spot Cleaner

(Deodorizing claims)

Doesn't just mask (pet) odors
Eliminates (pet) odors(,) doesn't just mask (them)
(Permanently) Eliminates (pet) odors
Freshens home with the scent of (fragrance name)
Freshens (insert usage site)
Refreshes (insert usage site)
Lightly scented
(Leaves behind a) Clean, Fresh Scent
Leaves a fresh, clean scent
Leaves a light, clean scent
Leaves a fresh scent
Fresh, clean scent
Fresh & clean
Deodorizes
Freshens
Deodorizes & freshens
Deodorizes & freshens, leaving a light (fresh), clean scent
Lifts (pet) odors and freshens
Eliminates the toughest (pet) odors at the source
Eliminates odors (including) (kitchen) (pet) (and) (smoke)
Freshens (insert usage site)
Refreshes (insert usage site)
Leaves (insert usage site) deodorized
Lightly scented and suitable for frequent use
Full day freshness
For ultimate freshness
Leaves (insert usage site) smelling (refreshed) (fresh) (clean)
Long lasting freshness
Eliminates odors at the source
Reduces odor causing bacteria (on)(in) (insert usage site)
Leaves your (insert usage site) free of (pet) odors
Keeps (insert usage site) smelling fresh
Penetrates (deep inside) (insert usage site) to eliminate (pet) odors at their source
Neutralizes (pet) odors
Neutralizes (pet) odors in (insert usage site)
Reduces and controls the growth of odor causing bacteria

(Kills) (Eliminates) (Destroys) odor causing bacteria
(Fresh) (Clean) (fragrance) (scent)
(Effectively) (effective to kill) (kills) odor causing bacteria
Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them
Kills odor causing bacteria on (insert usage site)
(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site)
Kills odor causing bacteria on (insert usage site)
Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)
(Antimicrobial) kills odor causing bacteria
Kills odor causing bacteria on (insert usage site)
Prevents (buildup of) odors by killing odor causing bacteria on (usage site)
Eliminates odor causing bacteria
Kills odor causing household bacteria
Kills (odor causing) bacteria leaving (insert usage site) smelling fresh
Removes tough (pet) odors and soils
Freshens while killing odor causing bacteria
Leaves (rooms) (home) smelling fresh and clean
(insert usage site) (Pet) Spot and stain deodorizer
(insert usage site) (Pet) Deodorizer
(Insert usage site) (Pet) Odor Neutralizer
(Insert usage site) (Pet) Odor Eliminator
(Insert usage site) Refresher
Clean and fresh scent
Removes odors + provides a clean, light scent

(General Usage Claims)

Get a true clean (with) (this product)
Okay (suitable) to use daily
(Okay) (suitable) for daily use
(Okay) (suitable) for weekly use
(Okay) (suitable) for monthly use
(Okay) (suitable) for regular use
(Okay) for everyday use
Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)
Use daily (in) (on) the (insert usage area) your (family)(and)(pets) touch (the most) often
Use on (soft) surfaces that you and your family come in contact with everyday
Suitable for use on (insert usage site)
Great for use in any room of the house
Use throughout your house
Contains no heavy metals, optical brighteners or dyes
Bottle contains minimum of X% post-consumer recycled plastic
Dye Free (formula) (technology)
(With) an active ingredient you can pronounce

No harsh odor
Suitable for (your) soft surfaces
Compatible with (your) soft surfaces
Easy on your soft surfaces
Suitable for use on carpets[†] (including nylon & stain resistant carpets)
(Effective) (Works) on carpets[†]
Compatible (with) (on) carpets[†] (including nylon & stain resistant carpets)
Leaves carpet[†] (clean) (sanitized) for children and pets when used as directed
For everyday use
Leaves no residue
No residue
No chemical residue
No-rinse formula
Effective clean you can trust
(Carefully) (Consciously) designed (for home use)
(Ingredients) designed for home use
(Designed) (Developed) for home use
Carefully designed
This product is approved for use on (insert usage sites)
Compatible with (insert usage sites)
Use on (insert usage sites) as a spot treatment
Suitable for use on (insert usage site)
Trusted heritage of hydrogen peroxide
Effective cleaning for your carpet[†]
Great (cleaning) for your carpet[†]
Great (cleaning) on your carpet[†]
(Great for) (Effective on) (insert usage site)
Proven to work without (fading) (discoloring) (damaging) (insert usage site)
Powerful everyday cleaner that helps remove many spots and stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food gréase))

(Easy to use claims)

Advanced (formula) (for) (insert usage sites)
Dries in (x) minutes
Dries fast on soft surfaces other than carpet
Fast drying on soft surfaces other than carpet
Gentle mist dries in minutes on soft surfaces other than carpet
Can be used anytime
Dual (action) (purpose)
Works on (most) (insert usage sites)
Everyday formula
(Suitable) For everyday use
Multi-purpose
Dual (Triple) Action
Multi-use

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

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Spray on (insert usage site) your family comes in contact with daily
Treat (pet) stains, (pet) odors, and allergens**
Takes care of (insert usage sites) (pet) stains and odors
Fast, easy, effective
Leaves no residue
Suitable for use around the home
Easy to use
Makes cleaning easier
No rinsing required
Convenient to use- (cleans and sanitizes)
Ready to use
Simple application
Quick (and Easy)
Keep your home clean
Great for (insert usage sites)
It (foams) (and) (bubbles) so you know it's working
(2 in 1) (3 in 1) (4 in 1) Action (- saves you time)
(All in 1) ((2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)
Easily removes (soils) (and) (stains)
Spot sanitization for your (insert usage site) soft surface(s) other than carpet†
Spot sanitization for your carpet†
Effective cleaning for your (insert usage site)

MARKETING CLAIMS

(Money back) (Satisfaction) (Guarantee) (or your money back) (or its) (yours) (free)
Try (me) (for) (free) (now) (today)
Save (\$X) now
Bonus (X) (oz) (X %) (more)
New {note to reviewer: use for first 6 months only}
New and improved {note to reviewer: use for first 6 months only}
Value (size) (pack)
Trial (size) (pack)
(2 in 1) (3 in 1) (4 in 1) (Action)
(Dual) (Triple) Action
Advanced
All in 1
Complete Clean

Optional Logos and Pictograms:

AHP (logo)***

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