

3573-63

11/18/2009

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

NOV 18 2009

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

**FILE COPY**

Mary Joy Stuart  
The Procter & Gamble Company  
5299 Spring Grove Ave.  
Cincinnati, OH 45217

Subject: Notification Application per PR Notice 95-2  
**Mr. Clean®**  
EPA Registration Number: 3573-63  
Application Date: November 2, 2009  
Receipt Date: November 3, 2009

Dear Ms. Stuart:

This will acknowledge receipt of your notification, submitted under the provisions of PR Notice 95-2.

**Proposed Notification:**

Addition of Influenza A virus (H1N1) label claim

**General Comment:**

Based on a review of the material submitted, the following comment applies:

The notification is acceptable.

Should you have any questions concerning this letter, please contact Heather Garvie at (703) 308-0034 or by email address at [garvie.heather@epa.gov](mailto:garvie.heather@epa.gov).

Sincerely,

ShaRon Carlisle  
(Acting) Product Manager 34  
Regulatory Management Branch II  
Antimicrobials Division (7510P)



United States  
Environmental Protection Agency  
Washington, DC 20460

Registration  
 Amendment  
 Other

OPP Identifier Number

### Application for Pesticide - Section I

1. Company/Product Number 3573-63	2. EPA Product Manager ShaRon Carlisle	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Mr. Clean	PM# 34	
5. Name and Address of Applicant (Include ZIP Code) Mary Joy Stuart The Procter & Gamble Company 5299 Spring Grove Ave., Cincinnati, OH 45217 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

### Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

**Explanation:** Use additional page(s) if necessary. (For section I and Section II.)

Notification of additional Influenza A virus Master Label claims per PR Notice 95-2 and the EPA Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1. This notification is consistent with the provisions of PR Notice 95-2 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 95-2 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

### Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Metal	<input checked="" type="checkbox"/> Plastic
* Certification must be submitted		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container	<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
				<input type="checkbox"/> Other (Specify) _____	
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 1, 28, 40, 48, 128 fl oz		5. Location of Label Directions <input checked="" type="checkbox"/> On Label	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input checked="" type="checkbox"/> Other paper glued			

### Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)					
Name Mary Joy Stuart		Title Regulatory Affairs		Telephone No. (Include Area Code) 513-627-6537	
<p align="center"><b>Certification</b></p> <p>I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.</p>					<p align="center">6. Date Application Received (Stamped)</p> <p align="center">C C</p>
2. Signature 		3. Title Regulatory Affairs			
4. Typed Name Mary Joy Stuart		5. Date Nov. 2, 2009			



		<p>expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).</p> <ul style="list-style-type: none"><li>• Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).</li><li>• Kills Pandemic 2009 H1N1 influenza A virus.</li></ul>
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**ENCLOSURES**

In support of this request, the following materials are enclosed:

1. Application for Pesticide Registration (EPA Form 8570-1) for Mr. Clean (EPA Reg. No. 3573-63)
2. One (1) copy of the revised Mr. Clean Master Label (EPA Reg. No. 3573-63), dated Oct. 30, 2009, with updates shown in red
3. One (1) copy of the revised Mr. Clean Master Label (EPA Reg. No. 3573-63), dated Oct. 30, 2009 with changes incorporated

Thank you for your assistance in the processing of this Notification. It is the request of The Procter & Gamble Company that the Agency provide its decision electronically to [stuart.m@pg.com](mailto:stuart.m@pg.com). If you have any questions concerning the enclosed materials, please contact me at (513) 627-6537 or [stuart.m@pg.com](mailto:stuart.m@pg.com).

Sincerely,



Mary Joy Stuart  
Regulatory Manager  
enclosures

FRONT LABEL

MR. CLEAN®  
U

Limited Disinfectant

ACTIVE INGREDIENT: Sodium Hydroxide.....0.34%  
OTHER INGREDIENTS: (includes grease cutting agents).....99.66%  
TOTAL.....100.00%

KEEP OUT OF REACH OF CHILDREN  
**CAUTION: EYE IRRITANT**  
SEE BACK PANEL FOR OTHER PRECAUTIONS.

Net Contents Statement

OPTIONAL LANGUAGE:

NOTIFICATION  
Date Reviewed: 11/18/09  
Reviewed By: J. Lorenz

Antibacterial

Kills 99.9% of Bacteria\*

(Scent descriptor)  
Lemon\ Summer Citrus\ Citrus & Light\ Meadows & Rain\ Lavender Vanilla & Comfort\  
Blossoms & Breeze

Multi-Purpose Cleaning\Cleaner

[Powerful] Multi-Surface Cleaning\Cleaner

More Powerful Cleaning\Cleaner

Helps Eliminate Odors

Your Home Pro

60012

**BACK LABEL**

MR. CLEAN®  
LIMITED DISINFECTANT

**DIRECTIONS FOR USE:**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

**FLOORS/DILUTE CLEANING:** Mix ¼ cup per 1 gallon (1/2 bucket) of water. Usually no need to rinse.

**TOUGH JOBS:** Pour directly on tough soil or on sponge. Wipe and rinse. **TOILET SURFACES:** Pour in bowl and brush. **MAKE YOUR OWN SPRAY:** Dilute 1 part Mr. Clean with 1 part water. **CARS & FINISHED WOOD:** Use diluted only.

**DISINFECTING (hard, non-porous surfaces):** Apply full-strength product on the surface and let stand for 10 minutes before wiping. For highly soiled areas, clean before following disinfecting directions.

\*MR. CLEAN kills *Salmonella enterica*, *Escherichia coli* and *Proteus mirabilis* in 10 minutes. Effective against Gram-negative bacteria only.

Mr. Clean cleans and kills bacteria\*/disinfects [on] the following surfaces:

<b>Kitchen**</b>	<b>Bathrooms</b>	<b>Tough Jobs</b>
[kitchen icon]	[bathroom icon]	[garbage can, pet bed icon]
Finished Floors, Walls, Appliances, Sinks, Counter-Tops, Garbage Disposals	Toilet Exterior[s], Tubs, Sealed Fiberglass, Diaper Pails, Doorknobs	Garbage Cans, Pet Areas, Vinyl Siding
Not for carpets or aluminum surfaces. **A rinse is required for surfaces in direct contact with food.		

Not for use on food contact surfaces including dishes, glassware, cookware and utensils.

**PRECAUTIONARY STATEMENT:** Hazards To Humans And Domestic Animals

**CAUTION:** Causes eye irritation. Avoid contact with eyes.

**FIRST AID: IF IN EYES,** hold eyes open and rinse gently with water for 15-20 min. If wearing contacts, remove lenses after first 5 min., and continue rinsing. If irritation persists, call a physician.  
**IF SWALLOWED,** drink 1-2 glasses of water and call a physician or poison control center (product contains alcohol ethoxylates) – do not induce vomiting unless they tell you to do so.  
 Have the product container or label with you when calling or going for treatment.

**STORAGE/DISPOSAL:** Store in a cool place. Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available.

**CONTAINS NO PHOSPHATE.** Contains No Chlorine Bleach or Ammonia.

(phone icon) Questions? 1-800-867-2532

Cleaning Advice? Visit [www.mrcclean.com](http://www.mrcclean.com)

EPA Reg. No. 3573-63

EPA Est. No. 3573-MO-1 [or 09019-OH-002]

MADE [IN USA] by PROCTER & GAMBLE, CINCINNATI, OH 45202-3393 [or DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202-3393] ©(date) UPC symbol

*Note: Information added in [brackets] may be used when product is made by a contract manufacturer for Procter & Gamble.*

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ADDITIONAL LABEL CLAIMS

Kitchen and Bathroom Cleaner  
The Tough Job Cleaner  
Multipurpose Cleaning\Cleaner  
Powerful Cleaner  
Kitchen and Bathroom Cleaner and Disinfectant\*  
Your Home Pro

Antibacterial  
More Powerful Cleaning\Cleaner  
[Powerful] Multi-Surface Cleaning\Cleaner  
Multi-purpose  
Cuts Grease  
Helps Eliminate Odors  
\*Limited Disinfectant

DISINFECTION

This product\brand name\ kills \ eliminates \ destroys \ removes bacteria\* *list of and/or options:*

- Salmonella enterica (Salmonella)
- Proteus mirabilis (Proteus)
- Escherichia coli \ E. coli

Kills \ eliminates \ destroys \ removes and prevents the spread of *list of and/or options* on treated surfaces:

- Salmonella enterica (Salmonella)
- Proteus mirabilis (Proteus)
- Escherichia coli \ E. coli

Cleans and kills \ eliminates \ destroys \ removes *list of and/or options:*

- Salmonella choleraesuis (Salmonella)
- Proteus mirabilis (Proteus)
- Escherichia coli \ E. coli
- Disinfects as it cleans [indoor] [and] [outdoor] surfaces.
- [This product] cleans [and/or] disinfects [and/or] [helps] [eliminate odors] on the following [hard, nonporous] surfaces: See "surfaces for disinfecting, cleaning, deodorizing, [help[-s]]-[ing] to] eliminate odors [on] [in], freshen[s], sanitize[s]" listed below.
- Kills bacteria\* that cause odors
- Does not just [cover up] [mask odors]; Disinfects by killing bacteria\* and deodorizes [with Febreze][Freshness and/or Fresh scent] and the odors they cause
- [Destroy] [Kills] [Removes] [Gets rid of] [Helps to eliminate] household bacteria\* with the muscle of Mr. Clean
- Leaves your (bathroom) (surface) virtually free of [from] odors and (bacteria\*) (the bacteria\* that cause them).
- Cleans away odors and kills the bacteria\* that cause them.
- [Helps] Eliminate[s] odors and [kills] [removes] [gets rid of] [99.9% of] the bacteria\*a that cause them.
- Effective against [99.9% of] bacteria\* that cause odors {on [hard] surfaces [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [tile], [grout], and [shiny surfaces], [hard non porous surfaces]. }
- Kills bacteria\* that cause odors [on surfaces].
- [Kills] [Removes] [Gets rid of] [Helps to eliminate] [99.9%] [of] bacteria\* that cause [bathroom] odors { [on [hard] surfaces [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [tile], [grout], and [shiny

- Clean and disinfects
- Disinfects as it cleans
- One step cleaner and disinfectant
- Disinfects [and deodorizes]
- Restroom \ Bathroom disinfectant
- Combines cleaning, disinfecting
- Disinfecting cleaner
- Disinfectant
- Disinfection
- Bactericide \ Bactericidal
- Disinfects and deodorizes by killing bacteria\* [and controlling odors]
- Cleans [and] [shines] [and] disinfects [and] [deodorizes] [washable] [restroom \ bathroom] [surfaces] [and] [fixtures]
- One step cleaner & disinfectant
- Antibacterial [formula] [Cleaner]
- Disinfecting [formula] [Cleaner]
- Kills 99.9% of the bacteria\*
- Kills 99.9% of common household bacteria, [E. coli], [and]Salmonella enterica [Salmonella],
- An effective [cleaner], [disinfectant], [deodorizer], [odor eliminator] for use in the [kitchen], [bathroom], [bedroom], [playroom], [family room], [living room], and other [household] areas.
- [Bathroom] cleaner [and] [disinfectant]
- Makes cleaning easy, and disinfects too.
- Leaves surfaces sanitary
- Tough on dirt and bacteria\*, easy on you
- Kill(s) 99.9% of bacteria\*, while leaving your home smelling fresh and clean.
- Cleans away the odors trapped on your household surfaces by killing of odor causing [bacteria\*].
- Mr. Clean kills 99.9% of [the] bacteria\* and [deodorizes] [helps eliminate odors] with Febreze.
- [Strong enough to] kill(s) 99.9% of bacteria\*, while leaving your home smelling fresh and clean.
- [Kills] [Removes] [Gets rid of] [Helps to eliminate] [99.9%] of common household bacteria, E. coli, Salmonella, without the [unpleasant/harsh fumes/odors][smelling like you disinfected].
- [Kills] [Removes] [Gets rid of] [Helps to eliminate] [99.9%] of common household bacteria, E. coli, Salmonella, enterica while leaving [a ] Febreze [fresh scent] [and/or] [freshness] [of] [with the freshness of Febreze].
- [Kills] [Removes] [Gets rid of] [Helps to eliminate] 99.9% of

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- surfaces], [hard non porous surfaces].}
- [Makes cleaning easy] [Cleans and disinfects] while helping to eliminate odors [with Febreze] [freshness and/or fresh scent].
- Easily cleans tough greasy dirt AND disinfects, [while [helping to] eliminate odors] [with Febreze] [freshness and/or fresh scent]
- [Helps] Eliminate odors [caused by bacteria\*]
- [Helps] [Eliminate Odors], [Cuts grease], [disinfects], [deodorizes], and [shines]
- [Helps] [Eliminate Odors], Cuts grease [and grime], and shines [surfaces]
- [Helps] [Eliminate Odors], Cleans [and] [shines], [and] [disinfects] [hard non-porous household surfaces]
- [Helps] [Eliminate Odors], Cleans, disinfects [hard non porous surfaces], and shines [throughout the house] [quickly and easily]
- [Helps] [Eliminate Odors], [and] Cleans [and disinfects] [hard non porous surfaces], [deodorizing], [sanitizing] while leaving a streak-free shine
- Combines antibacterial cleaning with streak-free shine
- [Helps] [Eliminate Odors] [and] Disinfects [as it cleans] [and shines]

- common household bacteria, E. coli, Salmonelle enterica, [Salmonella]] while helping to eliminate odors with the freshness of Febreze.
- Strong enough to kill 99.9% of bacteria\*, while leaving your home smelling fresh with Febreze..
- Helps remove bacteria (from your) [home] [bathroom], [kitchen] [and][while] leaves[-ing] (your) [home] [bathroom] smelling fresh.
- [As it dries it,] [In one step it] [Deodorizes and] [Freshens and] cleans away the odors trapped {on [hard] surfaces [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [tile], [grout], and [shiny surfaces], [hard non porous surfaces].} leaving [hard] surfaces [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [tile], [grout], and [shiny surfaces], [hard non porous surfaces].} virtually free of odor causing bacteria\*.
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (Product Name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (influenza A virus tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against (influenza A virus tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

<b>CLEANING AND DEODORIZING CLAIMS</b>	
<ul style="list-style-type: none"> <li>• Cuts through \ Eliminates \ Removes \ Cleans \ Dissolves tough soap scum [and hard water stains] [from bathtubs] [and] [showers] [and] [shower stalls]</li> <li>• Dissolves \ Cleans \ Cuts through tough [stains] [soap scum] [and] [hard water stains]</li> <li>• Removes \ Eliminates \ Cleans tough [stains] [soap scum] [and] [hard water stains]</li> <li>• Cleans [and] [shines] [and] [deodorizes] [washable] [restroom \ bathroom] [surfaces] [and] [fixtures]</li> <li>• Easily/ cleans restroom \ bathroom surfaces, such as counters, sinks, tubs, toilet exteriors, showers, floors, etc.</li> <li>• Cleans without scrubbing</li> <li>• Restrooms – great all-around restroom \ bathroom cleaner</li> <li>• Makes employee tasks simple, cutting through soap scum [and] [hard water stains]</li> </ul>	<ul style="list-style-type: none"> <li>• Deodorizer</li> <li>• Deodorizes</li> <li>• Freshens</li> <li>• Freshens \ Deodorizes as you clean</li> <li>• Powerful restroom \ bathroom cleaner</li> <li>• Penetrates [and dissolves] tough soap scum and hard water stains [without scrubbing]</li> <li>• Penetrates tough restroom \ bathroom soils without scrubbing</li> <li>• Non-abrasive</li> <li>• Will not harm/effectively cleans most surfaces</li> <li>• Designed to improve cleaning productivity</li> <li>• No scrubbing</li> <li>• Minimizes training time</li> <li>• Fewer products – no need for separate deodorizer</li> <li>• Non-abrasive [formula] [won't scratch surfaces]</li> </ul>

- Designed to help improve cleaning productivity
- Powerful cleaning
- Powerful Bathroom [Kitchen]Cleaning
- No residue
- Cleans to a brilliant shine
- Bathroom cleaner
- The tough job cleaner
- New/Superior/Advanced/Improved
- The most [powerful] [effective] bathroom cleaner you can buy
- Works the first time, every time.
- Just what you need and nothing more
- A fresh take on tough cleaning
- The clean you've always counted on
- You can count on Mr. Clean
- (Powers through) (Wipes out) (Wipes away) (Knocks out) (Eliminates) (Removes) (Cleans) [dirt] and/or [soap scum] and/or [grease] and/or [grime] and/or [hard water stains] (with only one [wipe][swipe])
- Tackles tough soap scum on contact
- Powers through tough soap scum with little effort
- Experience the shine and freshness in 1 easy step
- Experience Mr. Clean and Febreze in one.
- Deep clean and Febreze Fresh(ness) all in one
- Powerful formula removes tough bathroom messes on contact.
- Mr. Clean with Febreze [Freshness] [Fresh Scent] (Lemon) (Summer Citrus) (Citrus & Light) (Meadows & Rain) (Lavender Vanilla & Comfort)(Blossoms & Breeze)
- Long[er] lasting freshness
- Freshens while you clean
- Eliminates odors while you clean
- Great (Febreze) (Meadows & Rain) ( Lavender Vanilla & Comfort) scent
- For all around Febreze fresh scent try: (Lemon\ Summer Citrus\ Citrus & Light\ Meadows & Rain\ Lavender Vanilla & Comfort\ Blossoms & Breeze)
- Does not just cover up and/or mask odors / [removes] [eliminates] [helps eliminate] [helps remove] odors
- Neutralizes odors
- Great Scent
- [Powerful] Multi-Surface Cleaning\Cleaner
- Helps eliminate odors
- Cleans
- Freshens
- Freshens with Febreze [fresh scent]
- Cleans and Freshens [with a single product].
- Tough cleaning without [the] harsh chemical fumes.
- Contains no (abrasives)(bleach)(harsh acids)(phosphates).

- Rinses away easily
- Eliminates \ Removes odors caused by bacteria
- Scum buster formula
- Heavy duty formula
- A clean you can trust
- Makes life\cleaning your bathroom simple \ easy
- Saves time – little to no scrubbing needed!
- Thorough clean with the brands you trust
- Powerful cleaner ... no harsh smells
- (Bathrooms), (sinks), (faucets), (tubs), (showers), (shower doors), (tiles), (mirrors), (countertops), (grout), and (floors).
- See & Smell the Difference!
- See it and believe it
- Smell it and believe it
- Brilliantly cleans ((Bathrooms), [Kitchens] (sinks), (faucets), (tubs), (showers), (shower doors), (tiles), (mirrors), (countertops), (grout), and (floors) ) before your eyes!
- Great on tubs, sinks, counters, tile, and shower doors
- (Just spray and wipe,) No scrubbing required!
- [Mr. Clean] Bathroom [Kitchen]Cleaning – helps eliminate odors, [helps eliminate odors in the air], [helps eliminate odors with Febreze fresh scent], [helps eliminate odors with Febreze Freshness]
- Cleans and Freshens [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [tubs], [shower doors], [tile], [grout], [countertops] and [shiny surfaces], [hard non porous surfaces].]
- Powerful cleaning without [the harsh odor][of][bleach].
- Clean with the freshness of Febreze
- Clean away the [soap scum] [dirt] [hard water stains] [and grime]while eliminating those [unpleasant] [harsh] odors.
- Fresh and clean all day long.
- Mr. Clean cleans away the [dirt], [soap scum], [grease], [hard water stains] (and grime) while freshening with Febreze.
- [Helps] Eliminate[s] odors [at the source] on [hard surfaces] [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], (time), [grout], and [shiny surfaces], [hard non porous surfaces].
- [Helps] Eliminate odors [caused by bacteria\*]
- With Febreze [freshness] [fresh scent]
- [Helps] eliminate odors [in the air] with Febreze [freshness][fresh scent]

Additional claims (front, back or side label):

NON-PESTICIDAL CLAIMS

- Not harmful to \ will not harm septic tanks
- Suitable for septic tank systems [and] [wastewater systems] [and] [treatment plants]
- [Contains] no bleach
- Bonus
- \_\_\_ % free
- \_\_\_ % bonus
- \_\_\_ oz. at the \_\_\_ oz. price
- \_\_\_ oz. more vs. \_\_\_ oz.
- \_\_\_ % more vs. \_\_\_ oz.
- More for the same price (as \_\_\_)
- Value size
- Value pack
- Large Size
- Trial size
- Economy Size
- Economy Value
- Economy Pack
- Bonus Size
- Bonus Value
- Bonus Pack
- 2-in-1 – tough cleaning with the scent of an air freshener
- 2-in-1 – tough cleaning with the scent of Febreze
- 2-in-1 – disinfects & eliminates odors
- 2-in-1 – disinfects & freshens
- 2-in-1 – Kills 99.9% of Bacteria\* & Eliminates Odors
- 2-in-1 – Kills 99.9% of Bacteria\* & Freshens your home
- Free sample
- Economy size
- Superior cleaning to [store branded] [private label] [imitations brands] [products]
- Get \_\_\_ oz. free
- Only [\$]\_\_\_ [cents] per use
- Get the same level of clean for 1/\_\_\_ the cost
- Undo weeks of dirt within minutes
- Lasts 3 [\_\_\_] X longer than 1 wipes package
- 1 bottle equals [X] wipes.
- Clean at only \$X[/][per]spray
- Streak-Free [or Streak Free]
- Streak-free Shine
- Streak-free Formula
- Multi-Shine
- [Helps] [Eliminate Odors], [and] Gives Streak-free shine [while it cleans]
- Sparkling streak-free shine
- No dulling residue
- No streaking or filming
- Leaves no smeary residue
- No smeary residue
- No Residue
- No filming
- No streaking

- A clean you can trust
  - Fresh \ pleasant scent
- For gallon size refill container and closed For spray container only:
- For household use
  - Leaves bathrooms shining/shiny/sparkling clean
  - Your Home Pro
  - Your Home Pro Series
  - Multi-Purpose –or- All-Purpose –or- Multi-Surface [Bathroom Cleaner] [and] Disinfectant
  - Bathroom Cleaner
  - Soap Scum (Cleaner) (Buster)
  - Tile Cleaner
  - Tub & Tile Cleaner
  - Total Bathroom Cleaner
  - Advanced Bathroom Cleaner
  - Bathroom Expert
  - 2-in-1
  - 3-in-1
  - 4-in-1
  - 5-in-1
  - 6-in-1
  - 7-in-1
  - All in one
  - One for all
  - New – (first 6 months only)
  - New and (&) improved (formula) (soap scum formula) (first 6 months only)
  - Non abrasive formula
  - Non abrasive clean
  - No streaking
  - Low streaking
  - Will not harm Septic tanks
  - Not harmful for most surfaces
  - Works on a wide range of [household] surfaces [indoor] and [outdoor].
  - This bottle is made of x% post-consumer recycled plastic
  - Primary package is recyclable where recycling facilities exist
  - Will not harm septic systems
  - Great for (kitchens) bathrooms and other tough jobs (Cuts) (Cuts through) (Penetrates) (Powers through) (Eliminates) (Busts) (Wipes out) (Dissolves) (Destroys) Soap Scum (-and/or- tough bathroom soils –and/or- stains –and/or – dirt – and/or – grime – and/or – hard water stains
  - Cleans [hard] surfaces [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [tile], [grout], and [shiny surfaces], [hard non porous surfaces].
  - Great for bathrooms, and other tough jobs.
  - Ready to use / concentrated [can be used in dilution]

<ul style="list-style-type: none"> <li>▪ [Helps] [Eliminate Odors] [and] Cleans to a streak-free shine [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces]</li> <li>▪ [Helps] [Eliminate Odors] [and] Cleans to a streak-free shine</li> <li>▪ [Helps] [Eliminate Odors] [and] Cleans your whole house and [most] everything in it [to a streak-free shine]</li> <li>▪ [Helps] [Eliminate Odors] [and] Cleans to a sparkling shine [Most Everywhere], [Most Hard Nonporous Surfaces], [Most Shiny Surfaces]</li> <li>▪ No grease [and No Streaks]</li> <li>▪ [Helps] [Eliminate Odors] [and] Cuts [grease] [and] [grime], while leaving a streak-free shine</li> <li>▪ One product to [clean] [and] [shine] [and] just about any surface</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mr. Clean [-works on [a wide range of hard, non-porous surfaces], [See "surfaces for disinfecting, cleaning, deodorizing, [help[-s][-ing] to] eliminate odors [on] [in], freshen[s], sanitize[s]" listed below.</li> <li>▪ [Helps] [Eliminate Odors] [and gives a] Streak-free shine [in less time]</li> <li>▪ [Helps] [Eliminate Odors] [and] Reveals the shine [in less time]</li> </ul>
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**Additional claims (front, back or side label):**

<p><b>WHERE TO USE</b></p> <p>This product may be used on [washable] hard non-porous [non-food contact] [exterior] surfaces in OR Great for use on <i>(list of and/or options)</i></p> <ul style="list-style-type: none"> <li>• Foodservice establishments</li> <li>• kitchen exteriors \ exterior surfaces</li> <li>• schools</li> <li>• colleges</li> <li>• dormitories</li> <li>• classrooms</li> <li>• athletic facilities</li> <li>• gymnasiums</li> <li>• locker rooms</li> <li>• day care centers</li> <li>• nurseries</li> <li>• dressing rooms</li> <li>• laundries/laundry rooms</li> <li>• laundromats</li> <li>• office buildings</li> <li>• Appliance exterior</li> <li>• Basement[s] [areas]</li> <li>• Bathroom or restroom surfaces</li> <li>• Cabinets</li> <li>• [Ceramic] tiles</li> <li>• Chrome</li> <li>• Countertops or counters**</li> <li>• Diaper pails</li> <li>• Doorknobs</li> <li>• Enamel</li> <li>• Faucets</li> <li>• Sealed Fiberglass</li> <li>• Fixtures [chrome] [stainless steel]</li> <li>• Floor[ing] [Glazed Ceramic Tile][Linoleum] [No-wax] [Vinyl] [porcelain tile][kitchen tile] [Bathroom tile]</li> </ul>	<ul style="list-style-type: none"> <li>• laboratories</li> <li>• recreational facilities</li> <li>• health clubs</li> <li>• household areas</li> <li>• kitchen exteriors \ exterior surfaces</li> <li>• exterior of microwave/refrigerator</li> <li>• bathrooms \ restrooms</li> <li>• bath tub[s]</li> <li>• shower stall[s]</li> <li>• bath room/kitchen sink[s]</li> <li>• Exterior of toilet</li> <li>• basements</li> <li>• [household] garages</li> <li>• boats</li> <li>• ships</li> <li>• campers</li> <li>• porch furniture</li> <li>• RVs</li> <li>• Trailers</li> <li>• Mobile homes</li> <li>• Cars</li> <li>• Buses</li> <li>• Mirrors</li> <li>• [no-wax] floors</li> <li>• Plastic laundry hampers or baskets</li> <li>• Recycling bins</li> <li>• Shelves / Drawers</li> <li>• Shower[s] [doors]</li> <li>• Sinks</li> <li>• Stainless steel or metal surfaces in bathroom[s] or restroom[s] and/or kitchen[s]</li> <li>• Stove[s] [tops]</li> <li>• Synthetic marble</li> <li>• Tables</li> </ul>
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<ul style="list-style-type: none"> <li>• Garbage [can] [pail]</li> <li>• Glass</li> <li>• Garage[s] [floor and/or doors and/or cabinets]</li> <li>• Grout</li> <li>• [Hard] plastic or vinyl</li> <li>• [Kitchen] appliance[s] [exteriors]</li> <li>• Light fixtures</li> <li>• Litter boxes or pans</li> <li>• Metal [blinds]</li> </ul>	<ul style="list-style-type: none"> <li>• Tiles</li> <li>• Toilet[s] exterior[s][rims]</li> <li>• Tools</li> <li>• Tubs</li> <li>• Urinal[s] [exterior[s]]</li> <li>• Vanity top</li> <li>• [Washable] Kitchen surfaces**</li> <li>• [Washable] Cupboards</li> <li>• [Washable] Door[s]</li> <li>• [Washable] Railings</li> <li>• [Washable] Trim[ming]</li> <li>• [Washable] Walls</li> <li>• Windows[s] [sills]</li> </ul>
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Makes Cleaning Easy, and Disinfects Too  
 Leaves Surfaces Sanitary  
 Tough on Dirt and Bacteria\*, Easy on You  
 Easily Cleans Tough Greasy Dirt AND Disinfects  
 Kills 99.9% of Bacteria\*

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MR. CLEAN®

- REMOVES/CUTS/WASHES AWAY GREASE AND BACTERIA\*
- REMOVES GREASE, DISINFECTS, DEODORIZES
- AN EASY WAY TO CLEAN AND DISINFECT
- TOUGH On Dirt and BACTERIA\*...EASY On You!

\*Limited Disinfectant

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Mr. Clean cleans and disinfects/kills [household] [bacteria]\* on the following surfaces:  
 Mr. Clean helps prevent bad odors by cleaning, disinfecting and deodorizing the following surfaces:  
 Countertops, stovetops, microwaves (exterior), walls, finished hardwood, cabinets, floors,  
 Toilet exterior[s], diaper pails, trash cans, tile, tubs, changing tables, refrigerators (exterior),  
 sinks, chrome, shower walls, windows, mirrors, garbage disposals, bathrooms, doorknobs, kitchens.

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