

3573-63

04/15/2010

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

OFFICE OF PREVENTION, PESTICIDES AND TOXIC SUBSTANCES

APR 15 2010

Mary Joy Stuart
Regulatory Manager
The Procter & Gamble Company
5299 Spring Grove Ave
Cincinnati, OH 45217-1025

Subject: **Mr. Clean**
EPA Registration Number: 3573-63
Application: January 13, 2010
Receipt Date: January 15, 2010

Dear Ms. Stuart:

The following amendment, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), section 3(C)(7)(A) is acceptable with the conditions below.

Proposed Amendment

- Addition of marketing statements

Conditions

Revise the label as follows:

1. On page 2, clarify the cleaning directions under the Directions for Use as follows:

TO CLEAN: Apply full strength with cloth or sponge or spray solution. Wipe and rinse surface with water.

TO CLEAN FLOORS/CARS/FINISHED WOOD: Mix $\frac{1}{4}$ cup per gallon (1/2 bucket) of water. Usually no need to rinse.

SPRAY SOLUTION FOR CLEANING: Dilute 1 part Mr. Clean with 1 part water.

TO CLEAN TOILET BOWL SURFACES: Dilute 1 part Mr. Clean with 1 part water. Pour in bowl and brush.

2. Revise the Storage and Disposal section for Household and Residential Use to read as follows:

“Store in a cool place. Nonrefillable container. Do not reuse or refill this container. Securely wrap original container in several layers of newspaper and discard in trash or offer for recycling if available.”

3. Revise the Container Handling language under the Storage and Disposal section for Commercial, Institutional and Industrial Uses to read as follows:

“Nonrefillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse as follows: Empty the remaining contents into application equipment or a mix tank and drain for 10 seconds after the flow begins to drip. Fill the container ¼ full with water and recap. Shake for 10 seconds. Pour rinsate into application equipment or a mix tank or store rinsate for later use or disposal. Drain for 10 seconds after the flow begins to drip. Repeat this procedure two more times. Then offer for recycling if available or puncture and dispose of in a sanitary landfill, or by incineration, or, if allowed by state and local authorities, by burning. If burned, stay out of smoke.”

4. On page 3, 5th bullet point from the bottom in the second column: remove the brackets around the word “[bacteria*]”
5. On page 4, under the Disinfection section, 4th bullet from the bottom in the second column: add an asterisk in front of the bacteria “salmonella enterica” and correct the spelling of “salmonella”
6. On page 5, first column: remove the 13th bullet point as it is a comparative claim
7. Page 5 of second column: remove the 10th bullet down as it implies heightened efficacy
8. Page 5 of second column: place the word “finished” in front of the word “[floors]”
9. Page 6, first column: remove the 10th bullet point from the bottom as it is a comparative claim
10. Page 7, first column, 4th bullet from the bottom: remove the “*” as it is unclear what the purpose is
11. Page 7, second column, 3rd bullet from the bottom and last bullet from the bottom: remove all comparative cleaning claims with the exception of the claims made to other Mr. Clean products
12. Page 8, first column, 2nd bullet point from the bottom and last bullet point from the bottom: remove all of the comparative cleaning claims with the exception of the claims made to other Mr. Clean products

- 13. Page 8, second column, first bullet point, 2nd bullet point and last bullet point: remove all of the comparative cleaning claims with the exception of the claims made to other Mr. Clean products
- 14. Page 9, first column, first bullet point, 6th bullet point and 8th bullet point: remove all of the comparative cleaning claims with the exception of the claims made to other Mr. Clean products
- 15. Page 9, second column, first bullet point, 2nd bullet point, 3rd bullet point, 4th bullet point, 5th bullet point, 6th bullet point and 7th bullet point: remove all of the comparative cleaning claims with the exception of the claims made to other Mr. Clean products


General Comments

A stamped copy of the accepted labeling with conditions is enclosed. Submit 1 copy of your final printed label before distributing or selling the product bearing the revised labeling.

Submit and/or cite all data required for registration/reregistration of your product under FIFRA section 3 (c) (5) and section 4 (a) when the Agency requires all registrants of similar products to submit such data.

If the above conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6 (e). Your release for shipment of the product bearing the amended labeling constitutes acceptance of these conditions. Should you have any questions concerning this letter, please contact Heather Garvie at (703) 308-0034 or by email at garvie.heather@epa.gov or Jacquie McFarlane at (703) 308-6416.

Sincerely,


 Jacqueline McFarlane
 (Acting) Product Manager (34)
 Regulatory Management Branch II
 Antimicrobials Division (7510P)

FRONT LABEL

MR. CLEAN®
U
Limited Disinfectant

ACTIVE INGREDIENT: Sodium Hydroxide.....0.34%
OTHER INGREDIENTS:99.66%
TOTAL.....100.00%

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

Net Contents Statement

OPTIONAL MARKETING LANGUAGE:
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\Clean

More Powerful Cleaning\Cleaner\Clean

Helps Eliminate Odors

Cleans, Disinfects, and Freshens with 1\one bottle!

Cleans, Disinfects, and Freshens

Cleans and Disinfects

Cleans and Freshens

Disinfects and Freshens

Cleans

Disinfects

Freshens

Mr. Clean "One for All"\One for All

Mr. Clean "Essentials"\Essentials

ACCEPTED
with COMMENTS
in EPA Letter Dated:
APR 15 2010

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. **3573-63**

5/14

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:

Kitchen**	Bathrooms	Tough Jobs
[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:

For Household and Residential Uses

Store in a cool place. Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available.

For Commercial, Institutional and Industrial Uses

Pesticide Storage: Store in a cool place.

Pesticide Disposal: Pesticide wastes are acutely hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste representative at the nearest EPA Regional Office for guidance.

Container Handling: 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.mrclean.com

EPA Reg. No. 3573-63

EPA Est. No. 3573-MO-1 [or 09019-OH-002] [or 52379-MI-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.

ADDITIONAL LABEL CLAIMS

Kitchen and Bathroom Cleaner
The Tough Job Cleaner
Multipurpose Cleaning\Cleaner
Powerful Cleaner\Clean
Kitchen and Bathroom Cleaner and Disinfectant*
Helps Eliminate Odors

Antibacterial
More Powerful Cleaning\Cleaner\Clean
[Powerful] Multi-Surface Cleaning\Cleaner\Clean
Multi-purpose
Cuts Grease

*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 enterica [*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]" 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* 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], [glazed tile], [sealed 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], [glazed tile], [sealed grout], and [shiny surfaces], [hard non porous surfaces].].

- Cleans 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.
- Tough on dirt and bacteria*
- 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] or [with the freshness of Febreze].

<ul style="list-style-type: none"> • [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], while leaving a streak-free shine ▪ Combines antibacterial cleaning with streak-free shine ▪ [Helps] [Eliminate Odors] [and] Disinfects [as it cleans] [and shines] ▪ Cleans, Disinfects, and Freshens [with 1\one bottle!] ▪ [Clean,][and] Disinfect [,] [and] Freshens [with] [1] [one] [bottle].[.][!] ▪ Disinfects and Freshens ▪ [Helps] [Eliminate Odors], [Cuts grease], [disinfects], [deodorizes], and [shines] ▪ [Helps] [Eliminate Odors], Cuts grease [and grime], [Kills Bacteria*], and shines [surfaces] [*Salmonella enterica, Escherichia coli and Proteus mirabilis in 10 minutes. Effective against Gram-negative bacteria only.][*S. enterica, E. coli and Proteus mirabilis in 10 minutes. Effective against Gram-negative bacteria only.] ▪ [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] while leaving a [virtually] [streak-free] shine ▪ Combines antibacterial cleaning with [virtually] [streak-free] shine ▪ [Helps] [Eliminate Odors] [and] Disinfects [as it cleans] [and shines] 	<ul style="list-style-type: none"> ▪ [Kills] [Removes] [Gets rid of] [Helps to eliminate] 99.9% of 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], [glazed tile], [sealed grout], and [shiny surfaces], [hard non porous surfaces].] leaving [hard] surfaces [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [glazed tile], [sealed grout], and [shiny surfaces], [hard non porous surfaces].] virtually free of odor causing bacteria*.
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<h3 style="text-align: center;">CLEANING AND DEODORIZING CLAIMS</h3>	
<ul style="list-style-type: none"> • Cuts through \ Eliminates \ Removes \ Cleans \ Dissolves tough soap scum [and hard water stains] [from bathtubs] [and] [showers] [and] [shower stalls] • Dissolves \ Cleans \ Cuts through tough [stains] [soap scum] [and] [hard water stains] • Removes \ Eliminates \ Cleans tough [stains] [soap scum] [and] [hard water stains] • Cleans [and] [shines] [and] [deodorizes] [washable] [restroom \ bathroom] [surfaces] [and] [fixtures] 	<ul style="list-style-type: none"> • Deodorizer • Deodorizes • Freshens • Freshens \ Deodorizes as you clean • Powerful restroom \ bathroom cleaner • Penetrates [and dissolves] tough soap scum and hard water stains [without scrubbing] • Penetrates tough restroom \ bathroom soils without scrubbing • Non-abrasive

- Easily/ cleans restroom \ bathroom surfaces, such as counters, sinks, tubs, toilet exteriors, showers, floors, etc.
- Cleans without scrubbing
- Restrooms – great all-around restroom \ bathroom cleaner
- Makes employee tasks simple, cutting through soap scum [and] [hard water stains]
- Designed to help improve cleaning productivity
- Powerful cleaning/clean
- Powerful Bathroom [Kitchen]Cleaning
- No residue
- [Cleans to a] brilliant shine
- Bathroom cleaner
- The tough job cleaner
- New Cleaning\Superior Cleaning\Advanced Cleaning\Improved Cleaning
- 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 cleaning 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\Clean
- 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].
- Will not harm/effectively cleans most surfaces
- Designed to improve cleaning productivity
- No scrubbing
- Minimizes training time
- Fewer products – no need for separate deodorizer
- Non-abrasive [formula] [won't scratch surfaces]
- Rinses away easily
- Eliminates \ Removes odors caused by bacteria*
- Scum buster formula
- Heavy duty cleaning 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], [glazed tiles], [mirrors], [countertops], [sealed 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], [glazed tiles], [mirrors], [countertops], [sealed grout], and [floors]] before your eyes!
- Great on tubs, sinks, counters, glazed 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], [glazed tile], [sealed 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], [sealed 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]
- Thorough clean\cleaning
- Great clean\cleaning
- Excellent clean\cleaning
- Beautiful clean\cleaning
- Powerful clean\cleaning

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
- Bonus Bottle
- X% more
- Twin Pack
- Triple Pack
- Twin Size
- Triple Size
- Limited Time
- Bonus Bottle
- 2 pack
- 3 pack
- 4 pack
- Combo 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 cleaner(s)] [private label cleaner(s)] [imitation(s) cleaner(s)]
- Get ___ oz. free
- Only [\$]___ [cents] per use
- Get the same level of clean for 1/___ the cost
- Undo weeks of dirt within minutes
- Clean at only \$X[/][per]spray
- Streak-Free [or Streak Free]
- Streak-free Shine
- Streak-free Formula
- Multi-Shine

- A clean you can trust
- Fresh \ pleasant scent
- For household use
- Leaves bathrooms shining/shiny/sparkling clean
- Your Home CleaningPro [Cleaning Pro] [Cleaning-Pro] [CleanerPro] [Cleaner Pro] [Cleaner-Pro] [ProCleaning] [Pro Cleaning] [Pro-Cleaning] [ProCleaner] [Pro Cleaner] [Pro-Cleaner]
- Your Cleaning HomePro [Home Pro] [Home-Pro]
- Your Cleaner HomePro [Home Pro] [Home-Pro]
- Multi-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 cleaning [and 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 bath[room 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], [glazed tile], [sealed grout], and [shiny surfaces], [hard non porous surfaces].]
- Great for bathrooms, and other tough jobs.
- Ready to use / concentrated [can be used in dilution] cleaner

- [Helps] [Eliminate Odors], [and] Gives Streak-free shine [while it cleans]
- Sparkling [streak-free] shine
- Natural shine
- No dulling residue
- No streaking or filming
- Leaves no smeary residue
- No smeary residue
- No Residue
- No filming
- No streaking
- [Virtually] [streak-free][streak free] [Streak-Free] [Streak Free]
- [Virtually] [streak-free][streak free] [Streak-Free] [Streak Free] Shine
- [Virtually] [streak-free][streak free] [Streak-Free] [Streak Free] Formula
- Sparkling [virtually][streak-free] shine
- [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]
- [Helps] [Eliminate Odors] [and] Cleans to a streak-free shine
- [Helps] [Eliminate Odors] [and] Cleans your whole house and [most] everything in it [to a streak-free shine]
- [Helps] [Eliminate Odors] [and] Cleans to a sparkling shine [Most Everywhere], [Most Hard Nonpourous Surfaces], [Most Shiny Surfaces]
- No grease [and No Streaks]
- [Helps] [Eliminate Odors] [and] Cuts [grease] [and] [grime], while leaving a streak-free shine
- One product to [clean] [and] [shine] [and] just about any surface
- Leaves nothing but a [virtually] [100%] [streak free] [natural] shine [on floor] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed][finished][hardwood][glazed tile][floor][.] * [when used dilute].
- [Thorough cleaning] [Great cleaning] [Excellent cleaning][Beautiful cleaning] [Powerful cleaning][Cleans] to reveal a [virtually] [100%] [streak free] shine [on floor] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed][finished] [hardwood][glazed tile][flooring][,] * [when used dilute].
- [Virtually] No streaking or filming [on floor] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed][finished] [hardwood][glazed tile][floor][,] * [when used dilute].
- Thorough clean to [reveal] [a] [virtually] [100%] [streak-free] [natural] shine [on floor] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed][finished] [hardwood][glazed tile][floor][,] * [when used dilute].
- 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]" listed below.
- [Helps] [Eliminate Odors] [and gives a] [Streak-free] [Natural] shine [in less time]
- [Helps] [Eliminate Odors] [and] Reveals the shine [in less time]
- [Helps] [Eliminate Odors] [and] Cleans to a [virtually] [streak-free][natural] shine [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces]
- [Helps] [Eliminate Odors] [and] Cleans to a [streak-free][natural] shine
- [Helps] [Eliminate Odors] [and] Cleans your whole house and [most] everything in it [to a][virtually][streak-free] [sparkling] [natural] shine
- [Helps] [Eliminate Odors] [and] Cleans to a [sparkling] [natural] shine [Most Everywhere], [Most Hard Nonpourous Surfaces], [Most Shiny Surfaces]
- No grease [and No Streaks]
- [Helps] [Eliminate Odors] [and] Cuts [grease] [and] [grime], while leaving a [virtually][streak-free] [natural] shine
- One product to [clean] [and] [shine] [and] just about any surface
- [Up to] [2X][3X][4X] [the] shine [vs. imitation [cleaning] [cleaner] brands] [vs. leading in-store [cleaning] [cleaner] brand] [vs. leading in-store [cleaning] [cleaner] brands] * [*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [*vs.] [*versus] [Mr. Clean [with Febreze Freshness] [Destinations Line]] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] * [when used neat] [when used straight from the bottle][.] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose]cleaner [.] * [when used neat] [when used straight from the bottle][.]
- [Helps] [Eliminate Odors] [and gives a] [virtually][streak-free]Streak-free shine [in less time]
- [Up to] Twice the shine [in less time] [vs. imitation [cleaning] [cleaner] brands] [vs. leading in-store [cleaning] [cleaner] brand] [vs. leading in-store [cleaning] [cleaner] brands] * [*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [*vs.] [*versus] [Mr. Clean [with Febreze Freshness] [Destinations Line]] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] * [when used neat] [when used straight from the bottle][.] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose]cleaner [.] * [when used neat] [when used straight from the bottle][.]

- Thorough clean to [reveal] [a] [Brilliant] [Sparkling] [Natural] [Virtually] [100%] [streak free] shine [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- Cleans thoroughly to reveal [a] [the] [natural] [brilliant] [sparkling] [Virtually] [100%] [streak free] shine [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- Tough cleaning to reveal the [natural] [brilliant] [sparkling] [Virtually] [100%][streak free] shine [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- Nothing but shine left behind [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- [Now] [cleans better to reveal] [up to] [2X] [3X] [4X] the shine [vs. previous formula] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- [Cleans better than before to reveal] [up to] [2X][3X][4X] the shine [vs. previous formula] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- [Virtually] [100%] Streak free formula reveals the [natural] shine [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood] [glazed tile][flooring][.] * [when used dilute].
- [Excellent] [Great] [clean to reveal] [up to] [Cleans better to reveal][up to][100%][2X][3X][4X] more shine* [*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface] [Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [*vs. Mr. Clean [with Febreze Freshness] [Destinations]] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] [vs. the leading lemon [dilute][liquid][all purpose] cleaner [.]]]
- [Excellent] [Great] [clean to reveal] [up to] [Cleans better to reveal][up to] [2X][3X][4X] more shine* [*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface] [Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [*vs. Mr. Clean with Febreze Freshness Destinations] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] [vs. the leading lemon [dilute][liquid][all purpose] cleaner [.]]]
- More shine [in less time] [vs. imitation [cleaning] [cleaner] brands] [vs. leading in-store [cleaning] [cleaner] brand] [vs. leading in-store [cleaning] [cleaner] brands] * [*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [*vs.] [*versus] [Mr. Clean [with Febreze Freshness] [Destinations Line]] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] * [when used neat] [when used straight from the bottle][.] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose]cleaner [.]]] * [when used neat] [when used straight from the bottle][.]
- [Helps] [Eliminate Odors] [and] Reveals the shine [in less time] * [*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [*vs.] [*versus] [Mr. Clean [with Febreze Freshness] [Destinations Line]] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] * [when used neat] [when used straight from the bottle][.] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose]cleaner [.]]] * [when used neat] [when used straight from the bottle][.]
- Cleans to reveal a [virtually] [100%] [streak free][spotless] shine [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][tile][flooring][.] * [when used dilute].
- Cleans to reveal a [brilliant] [sparkling][natural] shine [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- [Clean better than before] to reveal a [brilliant] [sparkling] [natural] [virtually] [100%] shine [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- [Clean better than before] to reveal a [virtually] [100%] [streak free] shine [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- [Virtually] [streak free] [Streak free] [Brilliant] [Sparkling] [Natural] [virtually] [100%] [streak free] shine [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- Leaves behind no dulling residue [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat]e[,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- [Excellent] [Great] [clean to reveal] [Cleans better to reveal][up to] 100% more shine* [*vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose] cleaner [.]]]

- [Up to] [2X][3X][4X] [the] [tough] [grease] [greasy] cleaning [per swipe]* [*vs. Mr. Clean with Febreze Freshness Multi-Surface Cleaner[s] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [*vs.] [*versus] [Mr. Clean [with Febreze Freshness] [Destinations Line]] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] *[when used neat] [when used straight from the bottle][.] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose] cleaner [.]]-*[when used neat] [when used straight from the bottle][.]
- Thoroughly cleans without leaving [virtually] [any] [smears] [or] [residues] [or] [streaks] [or] [film] [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminated][,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- Mr. Clean [“]One for All[”]
- Mr. Clean [“]Essentials[”]
- [Cleans away] [Removes] [more] [tough dirt] [per swipe] [and] [residues] other cleaning products [may] [can] leave behind [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminated][,] [sealed][finished] [hardwood][glazed tile][flooring][.] * [when used dilute].
- [Cleans away] [Removes] [up to] [2X more] [3X more][4X more] tough dirt [per swipe]* [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminated][,] [hardwood][glazed tile][flooring][.] * [when used dilute][.] [*vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray]
- [Helps][to][Eliminate[s]][Fish][fish][,] [odors][malodors][in the air] [,] [Smoke] [smoke] [,] [and][Bacon Grease] [bacon grease] [odors][malodors][in the air][.]
- [Excellent] [Great] [clean to reveal] [Cleans better to reveal][up to] [2X][3X][4X] more shine* [*vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose] cleaner [.]
- [Up to] [2X] [3X] [4X] longer lasting freshness [*vs. Mr. Clean [Multi-Surfaces] [Antibacterial] Summer Citrus] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose] cleaner [.]
- Long[er] lasting freshness* [*than Mr. Clean [Multi-Surfaces] [Antibacterial] Summer Citrus] [[vs.] [than] the leading lemon [dilute][liquid][all purpose] cleaner [.]
- [Up to] [2X][3X][4X] [The] [cleaning] [Cleaning] [strength][per swipe]* [*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface Cleaner[s] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [*vs.][*versus] [Mr. Clean [with Febreze Freshness] [Destinations Line]] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] * [when used neat] [when used straight from the bottle][.] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose][cleaner [.] * [when used neat] [when used straight from the bottle][.]
- [Up to] Double the cleaning strength [per swipe]* [*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface Cleaner[s] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [*vs.] [*versus] [Mr. Clean [with Febreze Freshness] [Destinations Line]] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] * [when used neat] [when used straight from the bottle][.] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose] cleaner [.] * [when used neat] [when used straight from the bottle][.]
- [Up to] [2X][3X][4X] the grease removal [per swipe]* [*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface Cleaner[s] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [*vs.] [*versus] [Mr. Clean [with Febreze Freshness] [Destinations Line]] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] * [when used neat] [when used straight from the bottle][.] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose] cleaner [.] * [when used neat] [when used straight from the bottle][.]
- [Up to] [2X] [3X] [4X] longer lasting [freshness] [fresh][scent][aroma][fragrance][perfume][*vs.][*than] Mr. Clean [Multi-Surfaces] [Antibacterial] Summer Citrus] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose] cleaner [.]
- Long[er] lasting [freshness][fresh][scent][fragrance][aroma] [perfume]* [*vs.][*than] [Mr. Clean [Multi-Surfaces] [Antibacterial] Summer Citrus] [vs. the leading all purpose cleaner] [vs. the leading all purpose liquid cleaner] [vs. the leading all purpose [cleaning] [cleaner] spray] [vs. the leading lemon [dilute][liquid][all purpose] cleaner [.]
- Long lasting [freshness] [fresh][scent] [fragrance] [aroma] [perfume][.]

Additional claims (front, back or side label):

WHERE TO USE

This product may be used on [washable] hard non-porous [non-food contact] [exterior] surfaces in

OR

Great for use on *(list of and/or options)*

- Foodservice establishments
- kitchen exteriors \ exterior surfaces
- schools
- colleges
- dormitories
- classrooms
- athletic facilities
- gymnasiums
- locker rooms
- dressing rooms
- laundries/laundry rooms
- laundromats
- office buildings
- Appliance exterior
- Basement[s] [areas]
- Bathroom or restroom surfaces
- Cabinets
- Glazed [Ceramic] tiles
- Chrome
- Countertops or counters**
- Diaper pails
- Doorknobs
- Enamel
- Faucets
- Sealed Fiberglass
- Fixtures [chrome] [stainless steel]
- Floor[ing] [Glazed Ceramic Tile][Linoleum] [No-wax] [Vinyl] [glazed porcelain tile][glazed kitchen tile] [glazed Bathroom tile]
- Garbage [can] [pail]
- Glass
- Garage[s] [floor and/or doors and/or cabinets]
- Sealed Grout
- [Hard] plastic or vinyl
- [Kitchen] appliance[s] [exteriors]
- Light fixtures
- Litter boxes or pans
- Metal [blinds]
- laboratories
- recreational facilities
- health clubs
- household areas
- kitchen exteriors \ exterior surfaces
- exterior of microwave/refrigerator
- bathrooms \ restrooms
- bath tub[s]
- shower stall[s]
- bath room/kitchen sink[s]
- Exterior of toilet
- basements
- [household] garages
- boats
- ships
- campers
- porch furniture
- RVs
- Trailers
- Mobile homes
- Cars
- Buses
- Mirrors
- [no-wax] floors
- Plastic laundry hampers or baskets
- Recycling bins
- Shelves / Drawers
- Shower[s] [doors]
- Sinks
- Stainless steel or metal surfaces in bathroom[s] or restroom[s] and/or kitchen[s]
- Stove[s] [tops]
- Synthetic marble
- Tables
- Glazed Tiles
- Toilet[s] exterior[s][rims]
- Tools
- Tubs
- Urinal[s] [exterior[s]]
- Vanity top
- [Washable] Kitchen surfaces**
- [Washable] Cupboards
- [Washable] Door[s]
- [Washable] Railings
- [Washable] Trim[ming]
- [Washable] Walls
- Windows[s] [sills]

Makes Cleaning Easy, and Disinfects Too
Tough on Dirt and Bacteria*
Easily Cleans Tough Greasy Dirt AND Disinfects
Kills 99.9% of Bacteria*

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*

*Limited Disinfectant

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, glazed tile, tubs, changing tables, refrigerators (exterior),
sinks, chrome, shower walls, windows, mirrors, garbage disposals, bathrooms, doorknobs, kitchens.
