

3573-63

09-12-2011

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

SEP 12 2011

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

Marc J. Van Rafelghern
Regulatory Affairs Manager
The Procter & Gamble Company
5299 Spring Grove Ave.
Cincinnati, OH 45217

Subject: **Mr. CLEAN® U Limited Disinfectant**
EPA Registration No. 3573-63
Application Date: August 23, 2011
Receipt Date: August 26, 2011

Dear MR. Rafelghern:

This acknowledges receipt of your Notification submitted under the provision of PR Notice 98-10, and FIFRA section 3(c) 9.

Proposed Notification:

Registrant is deleting the organism "Proteus mirabilis" from Master Label

General Comment:

Based upon a review of the material submitted, the removal of the "Proteus mirabilis" is acceptable. A copy of the accepted notification has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, you may contact me by telephone at (703) 308-6416 or by e-mail at Campbell-McFarlane.Jacqueline@epa.gov or Glen McLeod by telephone at (703) 347-0181 or by e-mail at mcleod.glen@epa.gov. When submitting information or data in response to this letter, a copy of this letter should accompany the submission to facilitate processing.

Sincerely,

A handwritten signature in black ink, appearing to read "Jacqueline Campbell-McFarlane".

Jacqueline Campbell-McFarlane
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	2. EPA Product Manager Jacqueline Campbell-McFarlane	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Mr. Clean 3573-63	PM# 34	
5. Name and Address of Applicant (Include ZIP Code) Marc J. Van Rafelghem 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: <input checked="" type="checkbox"/> 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 to delete a pest (Proteus mirabilis) from the Master Label. This notification is consistent with the provisions of PR Notice 98-10 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 18 U.S.C. Sec. 1001 to wilfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 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 checked="" type="checkbox"/> Metal	<input type="checkbox"/> Plastic
* Certification must be submitted	If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	<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, 80, 96, 128 fl oz	5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product			
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input type="checkbox"/> Other _____		

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Marc J. Van Rafelghem	Title Regulatory Manager	Telephone No. (Include Area Code) 513-627-7375
Certification 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.		6. Date Application Received (Stamped)
2. Signature 	3. Title Regulatory Manager	
4. Typed Name Marc J. Van Rafelghem	5. Date August 23, 2011	



The Procter & Gamble Company
Fabric & Home Care – PS&RA
Fabric & Home Care Innovation Center
5299 Spring Grove Avenue
Cincinnati, OH 45217-1025
www.pg.com

August 23, 2011

Document Processing Desk (NOTIF)
Antimicrobial Division (7504P)
U. S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202-4501
Attn: Ms. Jacqueline Campbell-McFarlane (PM# 34)

**Subject: Mr. Clean (EPA Reg. No. 3573-63)
Notification of Label Change per PR Notice 98-10**

Dear Ms. McFarlane:

Per PR Notice 98-10, The Procter & Gamble Company is submitting the following notification for the deletion of *Proteus mirabilis* from the Master Label. References to *Proteus mirabilis* will be removed from pages 2, 4, and 5 of the Master Label.

The proposed changes to the Master Label do not impact the product chemistry.

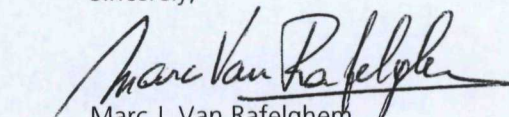
ENCLOSURES

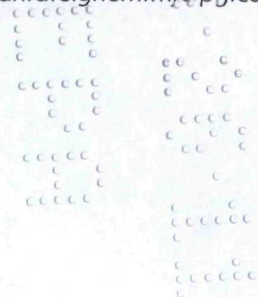
In support of this request, the following materials are enclosed:

1. Application for Pesticide Registration (EPA Form 8570-1) containing required certification statement to accompany a notification per PR Notice 98-10
2. One (1) copy of the revised Mr. Clean (EPA Reg. No. 3573-63) Master Label, dated 09/20/2010, with updates highlighted in yellow
3. One (1) copy of the revised Mr. Clean (EPA Reg. No. 3573-63) Master Label, dated 08/16/2011, 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 vanrafelghem.mj@pg.com. If you have any questions concerning the enclosed materials, please contact me at (513) 627-7375 or vanrafelghem.mj@pg.com.

Sincerely,


Marc J. Van Rafelghem
Regulatory Affairs Manager
enclosures



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

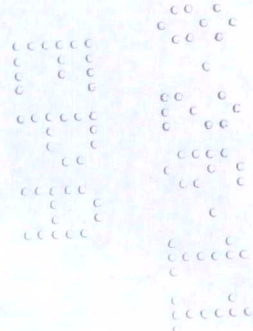
Cleans

Disinfects

Freshens

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

Mr. Clean "Essentials"\Essentials



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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.

- TO CLEAN:** Apply full strength with cloth, sponge or sprayer. Wipe and rinse surface with water.
- TO CLEAN FLOORS/CARS/FINISHED WOOD/DILUTE CLEANING:** Mix ¼ cup per gallon (1/2 bucket) of water. Usually no need to rinse. **CARS/FINISHED WOOD:** Use diluted only.
- TOUGH CLEANING JOBS:** Pour directly on tough soil or on sponge. Wipe and rinse.
- SPRAY SOLUTION FOR CLEANING:** Dilute 1 part Mr. Clean with 1 part water.
- TO CLEAN TOILET BOWL SURFACES:** Pour in bowl and brush.

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

STORAGE/DISPOSAL: Store in a cool place. Nonrefillable container. Do not reuse or refill this container. Wrap (container) and put in trash or offer for recycling if available.

For Commercial, Institutional and Industrial Uses

Pesticide Storage: Store in a cool place.

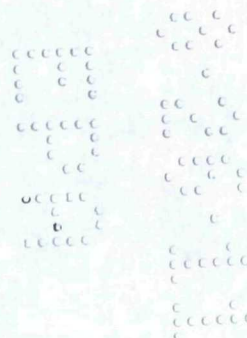
Pesticide Disposal: Pesticide wastes are acutely hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the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

Container Handling: Nonrefillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse as follows: Empty the remaining contents into application equipment of 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 of 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.

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].

- [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]

- [Kills] [Removes] [Gets rid of] [Helps to eliminate] 99.9% of common household bacteria*, *E. coli, *Salmonella 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*.

CLEANING AND DEODORIZING CLAIMS

- 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]

- 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
- 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
- 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 [finished 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 [finished 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

Additional claims (front, back or side label):

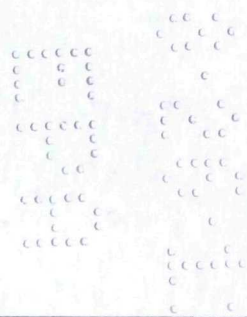
NON-PESTICIDAL CLAIMS

- 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
- 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] scum -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

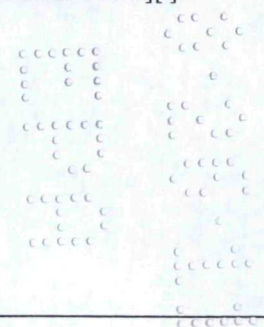
- [Helps] [Eliminate Odors], [and] Gives Streak-free shine [while it cleans]
- Sparkling [streak-free] shine
- Natural shine
- No dulling residue
- No streaking or filming
- Leaves no smeary residue
- No smeary residue
- No Residue
- No filming
- No streaking
- [Virtually] [streak-free][streak free] [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 Nonporous 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][,] [lamineate][,] [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][,] [lamineate][,] [sealed][finished] [hardwood][glazed tile][flooring][.] *[when used dilute].
- [Virtually] No streaking or filming [on floor] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [lamineate][,] [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][,] [lamineate][,] [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 Nonporous 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. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [Destinations Line] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] *[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. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [Destinations Line] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] *[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][,] [laminated][,] [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][,] [laminated][,] [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][,] [laminated][,] [sealed][finished] [hardwood][glazed tile][flooring][.] *[when used dilute].
- Nothing but shine left behind [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminated][,] [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][,] [laminated][,] [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][,] [laminated][,] [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][,] [laminated][,] [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 [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface] [Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [Destinations] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] [.]
- [Excellent] [Great] [clean to reveal] [up to] [Cleans better to reveal][up to] [2X][3X][4X] more shine* vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface] [Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [Destinations] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] [.]

- More shine [in less time]* vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [Destinations Line] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] *[when used neat] [when used straight from the bottle][.]
- [Helps] [Eliminate Odors] [and] Reveals the shine [in less time]* vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [Destinations Line] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] *[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][,] [laminated][,] [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][,] [laminated][,] [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][,] [laminated][,] [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][,] [laminated][,] [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][,] [laminated][,] [sealed][finished] [hardwood][glazed tile][flooring][.] *[when used dilute].
- Leaves behind no dulling residue [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminated][,] [sealed][finished] [hardwood][glazed tile][flooring][.] *[when used dilute].
- [Excellent] [Great] [clean to reveal] [Cleans better to reveal][up to] 100% more shine* vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [Blossoms & Breeze] [Destinations Line] [New Zealand Natural Springs] [New Zealand Adventure] [New Zealand Rain Forest] *[when used neat] [when used straight from the bottle][.]



<ul style="list-style-type: none"> ▪ [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 [lemon scented cleaners] [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][.] ▪ 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][.] ▪ [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 	<ul style="list-style-type: none"> ▪ [Up to] [2X] [3X] [4X] longer lasting freshness [*vs. Mr. Clean [Multi-Surfaces] [Antibacterial] Summer Citrus] ▪ Long[er] lasting freshness* [*than Mr. Clean [Multi-Surfaces] [Antibacterial] Summer Citrus] ▪ [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 [lemon scented cleaners] [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][.] ▪ [Up to] Double the cleaning strength [per swipe]* [*vs. Mr. Clean [lemon scented cleaners] [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][.] ▪ [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 [lemon scented cleaners] [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][.] ▪ [Up to] [2X] [3X] [4X] longer lasting [freshness] [fresh][scent][aroma][fragrance][perfume][*vs.][*than] Mr. Clean [Multi-Surfaces] [Antibacterial] Summer Citrus] ▪ Long[er] lasting [freshness][fresh][scent][fragrance][aroma] [perfume]*[*vs.][*than][Mr. Clean [Multi-Surfaces] [Antibacterial] Summer Citrus] ▪ Long lasting [freshness] [fresh][scent] [fragrance] [aroma] [perfume][.]
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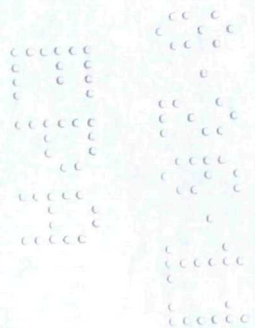
Additional claims (front, back or side label):

WHERE TO USE

<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"> • Foodservice establishments • kitchen exteriors \ exterior surfaces • schools • colleges • dormitories • classrooms • athletic facilities • gymnasiums • locker rooms • dressing rooms 	<ul style="list-style-type: none"> • 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
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- 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]

- 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.

