

3573-78

5/20/2009

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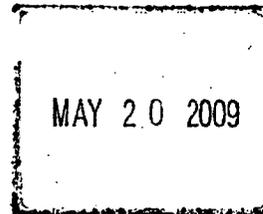


UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

Janice L. Dhonau
Regulatory Affairs
The Proctor & Gamble Company
5299 Spring Grove Ave.
Cincinnati, OH 45217

Subject: Notification Application Per PR Notice 98-10
Magnum
EPA Registration Number: 3573-78
Application Date: April 16, 2009
Receipt Date: April 21, 2009



Dear Ms. Dhonau:

This will acknowledge receipt of your notification, submitted under the provisions of PR Notice 98-10, FIFRA section 3 (c) 9.

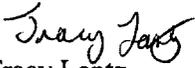
Proposed Notification:

- Minor label revisions

The notification is acceptable and will be made part of the record for this file.

Should you have any questions concerning this letter, please contact me by telephone at (703) 308-6415 or email address at lantz.tracy@epa.gov, or Lisa McKelvin by telephone at (703) 308-7496 or email address at mckelvin.lisa@epa.gov

Sincerely,


Tracy Lantz
(Acting)Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)

20610



United States
Environmental Protection Agency
Washington, DC 20460

<input type="checkbox"/>	Registration
<input checked="" type="checkbox"/>	Amendment
<input type="checkbox"/>	Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 3573	2. EPA Product Manager Renaee Whitaker	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Magnum 3573-78	PM# 34	
5. Name and Address of Applicant (Include ZIP Code) Janice L. Dhonau 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 checked="" type="checkbox"/> Resubmission in response to Agency letter dated <u>4/3/09</u>	<input type="checkbox"/> "Me Too" Application.
<input type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

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

Submission of notification of additional marketing text on the 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 willfully 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 type="checkbox"/> Metal	<input checked="" type="checkbox"/> Plastic
				<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	Other (Specify) _____	
		If "Yes" Package wgt	No. per container		
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 6, 17, 32, 64 fl. oz., 1 gal.		5. Location of Label Directions <input checked="" type="checkbox"/> On Label	
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph Paper glued 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 Janice L. Dhonau	Title Regulatory Affairs	Telephone No. (Include Area Code) 513-627-7349
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 both under applicable law.		6. Date Application Received (Stamped)
2. Signature 	3. Title Regulatory Affairs	
4. Typed Name Janice L. Dhonau	5. Date April 16, 2009	

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

April 16, 2009

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202-4501

Attn: Ms. Tracy Lantz (Acting PM#34)

Subject: Magnum EPA Reg. No. 3573-78
 Response to EPA Letter Dated April 3, 2009
 Notification of Minor Labeling Changes
 Non-PRIA Action

Dear Ms. Lantz,

This responds your letter dated April 16, 2009 in which you requested two changes to the label notification submitted by Procter & Gamble on March 5, 2009. The changes you requested have been made to the label and copies of the label and associated CD are attached for your review.

Attachments:

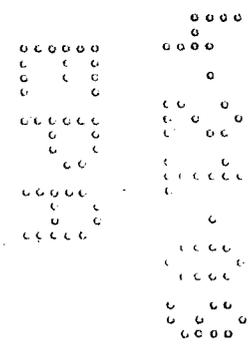
- Application Form
- Five paper copies of the pdf label
- Certificate of Label Integrity
- One CD containing pdf version of the master label: 003573-00078.20090312b.magnum.pdf

If you need any additional information regarding this registration or if you have any questions, please contact me at 513-627-7349 or dhonau.jl@pg.com.

Sincerely,

JL Dhonau
Janice L. Dhonau
Regulatory Affairs

Lisa



FRONT LABEL

MAGNUM/Alternate Brand name

[Following symbols may appear] ©, ®, ™, U

NOTIFICATION
Date Reviewed: *5/22/09*
Reviewed By: *[Signature]*

ACTIVE INGREDIENT: Citric Acid	6.0%
OTHER INGREDIENTS	94.0%
TOTAL	100.0%

KEEP OUT OF REACH OF CHILDREN
CAUTION: MAY BE HARMFUL IF SWALLOWED
SEE BACK PANEL FOR OTHER PRECAUTIONS

NET WEIGHT STATEMENT

Optional Text:
Dissolves Soap Scum [and Hard Water Film]
Dissolves Hard Water Film
Disinfectant
Deodorizer
Disinfects/ing
Your Home Pro
Bacteriacide/al
Scent Descriptor

NOTIFICATION

Date Reviewed: _____
Reviewed By: _____

BACK LABEL

MAGNUM/Alternate Brand name

OPTIONAL TEXT:

DISINFECTS AS IT CLEANS!

PENETRATES AND DISSOLVES TOUGH SOAP SCUM AND HARD WATER FILM ON CONTACT! Eliminates odors caused by bacteria. Removes tough soap scum and hard water stains.

Great on tubs, sinks, counters, tile, shower doors, and more!

Optional Graphics:

Picture of tub	Picture of shower	Picture of sink
TUBS AND TILE	WALLS AND DOORS	SINKS AND FIXTURES

MAGNUM/Alternate Brand name is NON-ABRASIVE and contains NO BLEACH.

Great on surfaces such as fiberglass, glazed porcelain, stainless steel, chrome, synthetic marble, Formica®, plastic and vinyl, shower doors, tubs and tile, vanity tops, sinks & toilets. For old or worn surfaces, test on a small area before use. Do not use on natural marble, stone, brass or colored grout.

DIRECTIONS FOR [HOUSEHOLD] USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

- Spray soiled surface until thoroughly covered. Wipe or rinse. For best results: On tougher soils, let stand several minutes before wiping. [picture of spraying action may be shown]
- TO DISINFECT (hard non-porous surfaces): Spray product on surface and let stand for 10 minutes before wiping. For highly soiled areas, clean before following disinfecting directions. Test on small area before use. Do not use on natural marble, stone, brass or colored grout.

MAGNUM/Alternate Brand name kills/is effective against [a broad spectrum of][household bacteria,] *Salmonella eneterica*, *Staphylococcus aureus* (Staph), *Pseudomonas aeruginosa*, and other odor-causing bacteria, including [*Proteus mirabilis and*]*Escherichia coli* (E. coli).

PRECAUTIONARY STATEMENT: HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Causes eye irritation. Avoid contact with eyes. May be harmful if swallowed. Do not mix with bleach or mildew stain removers as irritating fumes may result.

FIRST AID: IF IN EYES, hold eyes open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice. **IF**

SWALLOWED: Drink 1-2 glasses of water and call a doctor or poison control center (product contains an alcohol ethoxylate). Do not induce vomiting unless told to do so by a poison control center or doctor.

Have the product container or label with you when calling or going for treatment

STORAGE/DISPOSAL: Store in a cool place. Container Disposal: Nonrefillable container. Do not reuse or refill this container except as described in the directions for use. Offer for recycling if available or rinse bottle and discard in trash.

- CONTAINS NO PHOSPHATE

EPA Reg. No. 3573-78

EPA Est. No.

[Phone Icon] Questions? Comments? Call Toll-Free 1-800-867-2532

Cleaning Help? Visit www.mrclean.com

Distributed by PROCTER & GAMBLE, Cincinnati, OH 45202-3393 under U.S. Patents D-328.422; D-327.222; D-321.322; and 5.061.393. © 2009 P&G

ADDITIONAL CLAIMS WHICH MAY BE MADE ON LABEL

REMOVES TOUGH SOAP SCUM AND HARD WATER STAINS

PENETRATES AND DISSOLVE TOUGH SOAP SCUM AND HARD WATER STAINS WITHOUT SCRUBBING!

DISINFECTS AND DEODORIZES!

MAGNUM/alternate brand name is designed for use in bathrooms, restrooms, locker rooms, and shower rooms.

The following will be placed on the back label if marketing a refill unit.

[REFILL]:

- Refill 17 oz. Sprayer size from this convenient refill container.
- Use only in Magnum/alternate brand name spray bottle.
- Do not Dilute

Optional: SAVE MONEY BY BUYING OUR CONVENIENT REFILL SIZE!

NOTIFICATION

Date Reviewed: _____

Reviewed By: _____

DISINFECTION

This product\brand name\ kills \ eliminates \ destroys \ removes a broad \ wide range \ spectrum of bacteria *list of and/or options:*

- Salmonella eneterica (Salmonella)
- Staphylococcus aureus (Staph)
- Pseudomonas aeruginosa (Pseudomonas)
- Proteus mirabilis (Proteus)
- Escherichia coli \ E. coli

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

- Salmonella eneterica (Salmonella)
- Staphylococcus aureus (Staph)
- Pseudomonas aeruginosa (Pseudomonas)
- Proteus mirabilis (Proteus)
- Escherichia coli \ E. coli

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

- Salmonella eneterica (Salmonella)
- Staphylococcus aureus (Staph)
- Pseudomonas aeruginosa (Pseudomonas)
- 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 the power of 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

- 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
 - Disinfecting cleaner kills 99.9% of common household bacteria
 - Kills 99.9% of common household bacteria, [E. coli], Salmonella enterica [Salmonella], Staphylococcus aureus [Staph] and Streptococcus pyogenes [Strep].
 - 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
 - [Powerful/Strong enough to] 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].
 - Dual power: Mr. Clean kills 99.9% of [the] bacteria and [deodorizes] [helps eliminate odors] with the power of Febreze.
 - [Powerful/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, Staphylococcus [Staph] and Streptococcus [Strep] without the [unpleasant/harsh fumes/odors][smelling like you disinfected].
 - [Kills] [Removes] [Gets rid of] [Helps to eliminate] [99.9%] of

<p>of] [99.9% of] the bacteria that cause them.</p> <ul style="list-style-type: none"> ▪ 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 more!] 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 more!] and [shiny surfaces], [hard non porous surfaces].} (without the harsh fumes). • [Makes cleaning easy] [Cleans and disinfects] while helping to eliminate odors [with the power of Febreze] [freshness and/or fresh scent]. ▪ Easily cleans tough greasy dirt AND disinfects, [while [helping to] eliminate odors] [with the power of Febreze] [freshness and/or fresh scent] ▪ [Helps] Eliminate odors [caused by bacteria] 	<p>common household bacteria, E. coli, Salmonella, Staphylococcus [Staph] and Streptococcus [Strep] while leaving [a] Febreze [fresh scent] [and/or] [freshness] or [with the freshness of Febreze].</p> <ul style="list-style-type: none"> ▪ [Kills] [Removes] [Gets rid of] [Helps to eliminate] 99.9% of common household bacteria, E. coli, Salmonella, Staphylococcus [Staph] and Streptococcus [Strep] 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 the power of Febreze.. ▪ Helps remove bacteria (from your) [home] [bathroom], [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 more!] and [shiny surfaces], [hard non porous surfaces].} leaving [hard] surfaces [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [tile], [grout], [and more!] and [shiny surfaces], [hard non porous surfaces].} virtually free of odor causing bacteria.
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NOTIFICATION
 Date Reviewed: _____
 Reviewed By: _____

CLEANING AND DEODORIZING CLAIMS

<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] • 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 [of Mr. Clean] • Powerful Bathroom Cleaning • No residue • Cleans to a brilliant shine • Bathroom cleaner • The tough job cleaner • New/Superior/Advanced/Improved 	<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 • 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 formula • A clean you can trust • Makes life\cleaning your bathroom simple \ easy • Powers away soap scum and hard water stains in one step • Saves time – little to no scrubbing needed! • Minimizes training time • Powerful cleaner with Febreze Freshness • Thorough clean with the brands you trust
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<ul style="list-style-type: none"> • 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 • A clean your mother would approve of • (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 the power of Mr. Clean and Febreze in one. • Deep clean and Febreze Fresh(ness) all in one • Powerful formula removes tough bathroom messes on contact. <ul style="list-style-type: none"> ▪ Mr. Clean with Febreze [Freshness] [Fresh Scent] (x scent) (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) (Blossoms & Breeze) scent <ul style="list-style-type: none"> ▪ For all around Febreze fresh scent try: (X scent) ▪ Does not just cover up and/or mask odors / [removes] [eliminates] [helps eliminate] [helps remove] odors ▪ Neutralizes odors ▪ Great Scent 	<ul style="list-style-type: none"> • Mom approved! • Powerful cleaner ... no harsh smells • (Bathrooms), (sinks), (faucets), (tubs), (showers), (shower doors), (tiles), (mirrors), (countertops), (grout), (floors), (and) (and more!) • Attacking foam – and/or – spray • See & Smell the Difference! • See it and believe it • Smell it and believe it • Brilliantly cleans ((Bathrooms), (sinks), (faucets), (tubs), (showers), (shower doors), (tiles), (mirrors), (countertops), (grout), (floors), (and) (and more!)) before your eyes! • Great on tubs, sinks, counters, tile, shower doors, and more! • (Just spray and wipe,) No scrubbing required! <ul style="list-style-type: none"> ▪ [Mr. Clean] Powerful Bathroom 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 more!] and [shiny surfaces], [hard non porous surfaces].] ▪ Powerful cleaning without [the harsh odor][of][bleach]. ▪ Powerful 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 more!) 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]
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Additional claims (front, back or side label):

<h3>NON-PESTICIDAL CLAIMS</h3>	
<ul style="list-style-type: none"> • Contains biodegradable ingredients \ cleaning agents • Not harmful to \ will not harm septic tanks • Suitable for septic tank systems [and] [wastewater systems] [and] [treatment plants] • Developed \ Formulated \ Designed for [bathroom] use • [Contains] no bleach <ul style="list-style-type: none"> ▪ Bonus ▪ ___ % free ▪ ___ % bonus ▪ ___ oz. at the ___ oz. price ▪ ___ oz. more vs. ___ oz. 	<ul style="list-style-type: none"> • A clean you can trust • Fresh \ pleasant scent <p>For gallon size refill container and closed For spray container only:</p> <ul style="list-style-type: none"> • 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 • Bathroom Spray • Bathroom Spray Cleaner

NOTIFICATION
Date Reviewed: _____
Reviewed By: _____

- ___ % 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]
- Institutional size
- Get ___ oz. free
- Only [\$] ___ [cents] per use
- Get the same level of clean for 1/ ___ the cost
- ___ months of Bathroom cleaning
- Undo weeks of dirt within minutes
- 3[___]X as many uses as [Clorox] / [Lysol] / [Tilex] / [Leading brand] wipes
- Lasts 3 [___] X longer then 1 wipes package
- 1 bottle equals [X] wipes.
- Clean at only \$X[/] [per] spray
- Cleans without bleach

- 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].
- [without bleach]
- Biodegradable
- This bottle is made of x% post-consumer recycled plastic
- Primary package is recyclable where recycling facilities exist
- Not formulated with ozone-depleting compounds (do we know this for a fact?)
- 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 more!] and [shiny surfaces], [hard non-porous surfaces].}
- Great for bathrooms, and other tough jobs.
- Ready to use / concentrated [can be used in dilution]
- 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.

Additional claims (front, back or side label):

WHERE TO USE

NOTIFICATION
Date Reviewed: _____
Reviewed By: _____

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
- [institutional] kitchen exteriors \ exterior surfaces
- schools
- colleges
- dormitories
- classrooms
- athletic facilities
- gymnasiums
- locker rooms
- day care centers
- nurseries
- dressing rooms
- laundries/laundry rooms
- laundromats
- office buildings
- Appliance exterior
- Basement[s] [areas]
- Bathroom or restroom surfaces
- Cabinets
- [Ceramic] tiles
- Chrome
- Countertops or counters**
- Diaper pails
- Doorknobs
- Enamel
- Faucets
- Fiberglass
- Fixtures [chrome] [stainless steel]
- Floor[ing] [Glazed Ceramic Tile][Linoleum] [No-wax] [Vinyl] [porcelain tile][kitchen tile] [Bathroom tile]
- Garbage [can] [pail]
- Glass
- Garage[s] [floor and/or doors and/or cabinets]
- 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
- All around the house
- 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
- Tiles
- Toilet[s] bowl[s] [exterior][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]