

3573-78

6/4/2009

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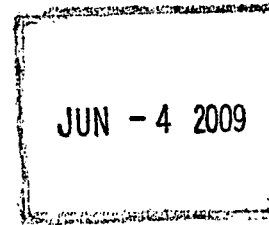


UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

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

Subject: **Magnum**  
EPA Registration Number: 3573-78  
Application: March 5, 2009  
Receipt Date: March 6, 2009



Dear Ms. Dhonau:

The following amendment, submitted in connection with registration under section 3(c)(7)(A) of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable subject to the conditions listed below.

**Proposed Amendment**

Basic and Alternate Confidential Statement of Formulas (CSFs) nos. 1-12 .

The revised basic CSF and alternate formulas dated May 28, 2009 supersede all previously accepted basic and respective alternate formulas. A copy of the alternate CSFs 1-12 have been made part of your file for future reference.

**Conditions:**

Revise the label as follows:

1. On page 2 of the label revise as follows:
  - Revise "doors,tubs and tile..." to read "doors, tubs and *glazed* tile..."
  - Under the Directions For Use, revise "TO DISINFECT(hard non-porous surfaces):..." to read "TO DISINFECT(hard non-porous surfaces): "*Preclean surfaces to remove gross filth. Spray...*"
  - Add "*Do not give anything by mouth to an unconscious person*" to the If Swallowed statement of the First Aid section.
  - Delete "Disinfects as it cleans." Cleaning is not disinfection.
  
2. On page 3 of the label revise as follows:
  - Delete "Disinfects as it cleans..." from the first column. Cleaning is not disinfection.
  - Delete "Disinfects as it cleans" from the second column.

2009

3. On page 4 of the label revise as follows:

- Delete "Powerful" in all instances from the Cleaning and Deodorizing Claims. It implies heightened efficacy.

4. On page 5 of the label revise as follows:

- Delete "Powerful" in all instances from the Cleaning and Deodorizing Claims. It implies heightened efficacy.
- Delete "Contains biodegradable ingredients..." This statement is false and misleading as per Label Review Manual, Chpt. 12 section III.
- Delete "[Contains] no bleach" as per Label Review Manual, Chpt 12 section III.

5. On page 6 of the label revise as follows:

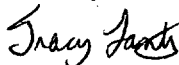
- Delete "Biodegradable" and "not formulated with ozone..." from the second column. This statement is false and misleading as per Label Review Manual, Chpt. 12 section III.

6. On page 7 of the label revise as follows:

- Revise "[Ceramic] tiles" to read "[Ceramic] *glazed* tiles."
- Delete "fiberglass" as this can be a porous surface.

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](mailto:lantz.tracy@epa.gov), or Lisa McKelvin by telephone at (703) 308-7496 or email address at: [mckelvin.Lisa@epa.gov](mailto:mckelvin.Lisa@epa.gov).

Sincerely,



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

30f9

# FRONT LABEL

MAGNUM/Alternate Brand name

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

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

Fresh/Citrus/Lemon/ Meadows & Rain/Lavender Vanilla & Comfort/Citrus & Light/Blossoms & Breeze  
[Scent(ed)]

**ACCEPTED**  
**with COMMENTS**  
**in EPA Letter Dated:**

JUN - 4 2009

Under the Federal Insecticide,  
 Fungicide, and Rodenticide Act as  
 amended, for the pesticide,  
 registered under EPA Reg. No. **3573-78**

4089

### 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 choleraesuis*, *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. Nonrefillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

- 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](http://www.mrclean.com)

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ACCEPTED  
with COMMENTS  
in EPA Letter Dated:

JUN - 4 2009

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act as  
amended, for the pesticide,  
registered under EPA Reg. No. 3573-78

### 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.

5099

ACCEPTED  
with COMMENTS  
in EPA Letter Dated:

JUN -4 2009

Under the Federal Insecticide,  
Fungicide and Rodenticide Act as  
amended for the purpose of  
registered under FIFRA No. 3573-78

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

[Refill]

STORAGE/DISPOSAL: Store in a cool place. Do not reuse bottle. Rinse bottle and discard in trash.  
Optional: SAVE MONEY BY BUYING OUR CONVENIENT REFILL SIZE!

## DISINFECTION

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

- Salmonella choleraesuis (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 choleraesuis (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 choleraesuis (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).

- 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

<ul style="list-style-type: none"> <li>▪ Cleans away odors and kills the bacteria that cause them.</li> <li>▪ [Helps] Eliminate[s] odors and [kills] [removes] [gets rid of] [99.9% of] the bacteria that cause them.</li> <li>▪ 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].].</li> <li>▪ Kills bacteria that cause odors [on surfaces].</li> <li>▪ [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).</li> <li>• [Makes cleaning easy] [Cleans and disinfects] while helping to eliminate odors [with the power of Febreze] [freshness and/or fresh scent].</li> <li>▪ Easily cleans tough greasy dirt AND disinfects, [while [helping to] eliminate odors] [with the power of Febreze] [freshness and/or fresh scent]</li> <li>▪ [Helps] Eliminate odors [caused by bacteria]</li> </ul>	<ul style="list-style-type: none"> <li>▪ <del>[unpleasant/harsh fumes/odors]</del>[smelling like you disinfected].</li> <li>▪ [Kills] [Removes] [Gets rid of] [Helps to eliminate] [ 99.9%] of 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].</li> <li>▪ [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.</li> <li>▪ Strong enough to kill 99.9% of bacteria, while leaving your home smelling fresh with the power of Febreze..</li> <li>▪ Helps remove bacteria (from your) [home] [bathroom], [and][while] leaves[-ing] (your) [home] [bathroom] smelling fresh.</li> <li>▪ [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</li> </ul>
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~~with COMMENTS~~  
 with COMMENTS  
 in EPA Letter Dated:  
 JUN - 4 2009

<h3>CLEANING AND DEODORIZING CLAIMS</h3>		<p>Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. <b>3573-78</b></p>
<ul style="list-style-type: none"> <li>• Cuts through \ Eliminates \ Removes \ Cleans \ Dissolves tough soap scum [and hard water stains] [from bathtubs] [and] [showers] [and] [shower stalls]</li> <li>• Dissolves \ Cleans \ Cuts through tough [stains] [soap scum] [and] [hard water stains]</li> <li>• Removes \ Eliminates \ Cleans tough [stains] [soap scum] [and] [hard water stains]</li> <li>• Cleans [and] [shines] [and] [deodorizes] [washable] [restroom \ bathroom] [surfaces] [and] [fixtures]</li> <li>• Easily/ cleans restroom \ bathroom surfaces, such as counters, sinks, tubs, toilet exteriors, showers, floors, etc.</li> <li>• Cleans without scrubbing</li> <li>• Restrooms – great all-around restroom \ bathroom cleaner</li> <li>• Makes employee tasks simple, cutting through soap scum [and] [hard water stains]</li> <li>• Designed to help improve cleaning productivity</li> <li>• <del>Powerful</del> cleaning [of Mr. Clean]</li> <li>• <del>Powerful</del> Bathroom Cleaning</li> <li>• No residue</li> <li>• Cleans to a brilliant shine</li> <li>• Bathroom cleaner</li> </ul>	<ul style="list-style-type: none"> <li>• Deodorizer</li> <li>• Deodorizes</li> <li>• Freshens</li> <li>• Freshens \ Deodorizes as you clean</li> <li>• <del>Powerful</del> restroom \ bathroom cleaner</li> <li>• Penetrates [and dissolves] tough soap scum and hard water stains [without scrubbing]</li> <li>• Penetrates tough restroom \ bathroom soils without scrubbing</li> <li>• Non-abrasive</li> <li>• Will not harm/effectively cleans most surfaces</li> <li>• Designed to improve cleaning productivity</li> <li>• No scrubbing</li> <li>• Minimizes training time</li> <li>• Fewer products – no need for separate deodorizer</li> <li>• Non-abrasive [formula] [won't scratch surfaces]</li> <li>• Rinses away easily</li> <li>• Eliminates \ Removes odors caused by bacteria</li> <li>• Scum buster formula</li> <li>• Heavy duty formula</li> <li>• A clean you can trust</li> <li>• Makes life\cleaning your bathroom simple \ easy</li> <li>• Powers away soap scum and hard water stains in one step</li> <li>• Saves time – little to no scrubbing needed!</li> <li>• Minimizes training time</li> </ul>	

7099

<ul style="list-style-type: none"> <li>• The tough job cleaner</li> <li>• New/Superior/Advanced/Improved</li> <li>• The most [powerful] [effective] bathroom cleaner you can buy</li> <li>• Works the first time, every time.</li> <li>• Just what you need and nothing more</li> <li>• A fresh take on tough cleaning</li> <li>• The clean you've always counted on</li> <li>• You can count on Mr. Clean</li> <li>• A clean your mother would approve of</li> <li>• (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])</li> <li>• Tackles tough soap scum on contact</li> <li>• Powers through tough soap scum with little effort</li> <li>• Experience the shine and freshness in 1 easy step</li> <li>• Experience the power of Mr. Clean and Febreze in one.</li> <li>• Deep clean and Febreze Fresh(ness) all in one</li> <li>• <del>Powerful</del> formula removes tough bathroom messes on contact.</li> <li>▪ Mr. Clean with Febreze [Freshness] [Fresh Scent] (x scent) (Meadows &amp; Rain) ( Lavender Vanilla &amp; Comfort)(Blossoms &amp; Breeze)</li> <li>▪ Long[er] lasting freshness</li> <li>▪ Freshens while you clean</li> <li>▪ Eliminates odors while you clean</li> <li>• Great (Febreze) (Meadows &amp; Rain) ( Lavender Vanilla &amp; Comfort) (Blossoms &amp; Breeze) scent</li> <li>▪ For all around Febreze fresh scent try: (X scent)</li> <li>▪ Does not just cover up and/or mask odors / [removes] [eliminates] [helps eliminate] [helps remove] odors</li> <li>▪ Neutralizes odors</li> <li>▪ Great Scent</li> </ul>	<ul style="list-style-type: none"> <li>• <del>Powerful</del> cleaner with Febreze Freshness</li> <li>• Thorough clean with the brands you trust</li> <li>• Mom approved!</li> <li>• <del>Powerful</del> cleaner ... no harsh smells</li> <li>• (Bathrooms), (sinks), (faucets), (tubs), (showers), (shower doors), (tiles), (mirrors), (countertops), (grout), (floors), (and) (and more!)</li> <li>• Attacking foam – and/or – spray</li> <li>• See &amp; Smell the Difference!</li> <li>• See it and believe it</li> <li>• Smell it and believe it</li> <li>• Brilliantly cleans ((Bathrooms), (sinks), (faucets), (tubs), (showers), (shower doors), (tiles), (mirrors), (countertops), (grout), (floors), (and) (and more!)) before your eyes!</li> <li>• Great on tubs, sinks, counters, tile, shower doors, and more!</li> <li>• (Just spray and wipe.) No scrubbing required!</li> <li>▪ [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]</li> <li>▪ 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].]</li> <li>▪ <del>Powerful</del> cleaning without [the harsh odor][of][bleach].</li> <li>▪ <del>Powerful</del> clean with the freshness of Febreze</li> <li>▪ Clean away the [soap scum] [dirt] [hard water stains] [and grime] while eliminating those [unpleasant] [harsh] odors.</li> <li>▪ Fresh and clean all day long.</li> <li>▪ Mr. Clean cleans away the [dirt], [soap scum], [grease], [hard water stains] (and grime) while freshening with Febreze.</li> <li>▪ [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].</li> <li>▪ [Helps] Eliminate odors [caused by bacteria]</li> <li>▪ With Febreze [freshness] [fresh scent]</li> <li>▪ [Helps] eliminate odors [in the air] with Febreze [freshness][fresh scent]</li> </ul>
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ACCEPTED  
with COMMENTS  
in EPA Letter Dated:  
JUN - 4 2009

Additional claims (front, back or side label):

<p><b>NON-PESTICIDAL CLAIMS</b></p>		<p>Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. 3573-78</p>
<ul style="list-style-type: none"> <li>• <del>Contains biodegradable ingredients \ cleaning agents</del></li> <li>• Not harmful to \ will not harm septic tanks</li> <li>• Suitable for septic tank systems [and] [wastewater systems] [and] [treatment plants]</li> <li>• Developed \ Formulated \ Designed for [bathroom] use</li> <li>• <del>{Contains} no bleach</del></li> <li>▪ Bonus</li> <li>▪ ___ % free</li> <li>▪ ___ % bonus</li> </ul>	<ul style="list-style-type: none"> <li>• A clean you can trust</li> <li>• Fresh \ pleasant scent</li> </ul> <p>For gallon size refill container and closed For spray container only:</p> <ul style="list-style-type: none"> <li>• For household use</li> <li>• Leaves bathrooms shining/shiny/sparkling clean</li> <li>• Your Home Pro</li> <li>• Your Home Pro Series</li> <li>• Multi-Purpose –or- All-Purpose –or- Multi-Surface [Bathroom Cleaner] [and] Disinfectant</li> <li>• Bathroom Cleaner</li> </ul>	

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- \_\_\_ oz. at the \_\_\_ oz. price
- \_\_\_ oz. more vs. \_\_\_ oz.
- \_\_\_ % more vs. \_\_\_ oz.
- More for the same price (as \_\_\_)
- Value size
- Value pack
- Large Size
- Trial size
- Economy Size
- Economy Value
- Economy Pack
- Bonus Size
- Bonus Value
- Bonus Pack
- 2-in-1 – tough cleaning with the scent of an air freshener
- 2-in-1 – tough cleaning with the scent of Febreze
- 2-in-1 – disinfects & eliminates odors
- 2-in-1 – disinfects & freshens
- 2-in-1 – Kills 99.9% of Bacteria & Eliminates Odors
- 2-in-1 – Kills 99.9% of Bacteria & Freshens your home
- Free sample
- Economy size
- Superior cleaning to [store branded] [private label] [imitations brands] [products]
- 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 than 1 wipes package
- 1 bottle equals [X] wipes.
- Clean at only \$X[ ]/[per]spray
- Cleans without bleach

- Bathroom Spray
- Bathroom Spray Cleaner
- Soap Scum (Cleaner) (Buster)
- Tile Cleaner
- Tub & Tile Cleaner
- Total Bathroom Cleaner
- Advanced Bathroom Cleaner
- Bathroom Expert
- 2-in-1
- 3-in-1
- 4-in-1
- 5-in-1
- 6-in-1
- 7-in-1
- All in one
- One for all
- New – (first 6 months only)
- New and (&) improved (formula) (soap scum formula) (first 6 months only)
- Non abrasive formula
- Non abrasive clean
- No streaking
- Low streaking
- Will not harm Septic tanks
- Not harmful for most surfaces
- Works on a wide range of [household] surfaces [indoor] and [outdoor].
- [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.

ACCEPTED with COMMENTS in EPA Letter Dated:

JUN - 4 2009

Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended, for the pesticide, registered under EPA Reg. No. 35737c

Additional claims (front, back or side label):

<b>WHERE TO USE</b>	
This product may be used on [washable] hard	• laboratories



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]

- 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]

ACCEPTED  
with COMMENTS  
in EPA Letter Dated:  
JUN - 4 2009  
Under the Federal Insecticide,  
Fungicide, and Rodenticide Act as  
amended, for the pesticide,  
registered under EPA Reg. No. 3573-79