



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

EPA Reg. Number: 3573-96

Date of Issuance: MAY 13 2013

Term of Issuance: Unconditional

Name of Pesticide Product: Malibu Concentrate

NOTICE OF PESTICIDE:
[x] Registration
Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):
The Proctor & Gamble Company
5299 Spring Grove Ave.
Cincinnati, OH. 45217

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product (OPP Decision No. D-470674) is unconditionally registered in accordance with FIFRA sec 3(c)(7)(A) provided that you:

- 1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.
2. Make the labeling changes listed below before you release the product for shipment:
a. Revise the "EPA Registration Symbol to read, "EPA Reg. No. 3573-96".

Signature of Approving Official:
[Signature]
Velma Noble
Product Manager Team-31
Regulatory Management Branch
Antimicrobials Division (7510P)

Date: MAY 13 2013

3. Submit three (3) copies of your final printed labeling before distributing or selling the product bearing the revised labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records. Should you have any questions regarding this letter, please contact.

Sincerely,



Velma Noble  
Product Manager (31)  
Regulatory Management Branch  
Antimicrobials Division (7510P)

Enclosure: Stamped Label

# MALIBU CONCENTRATE

**OPTIONAL:**

Glass and Surface [Multi-Surface] [Multi-Purpose] Cleaner  
 Hospital Use Disinfectant  
 Bactericide  
 Germicide\*\*\*  
 Virucide†  
 Sanitizer  
 Deodorizer  
 [For] [Hospital], [Commercial], [Institutional], [Industrial],  
 [and] [Household] [Use]  
 Closed Loop  
 Scent Descriptors  
 [Sweet] [Citrus] [&] [Light] [Lemon] [Zest]  
 [Citrus] [Contains] [With] [Citrus extracts]  
 [Fresh] Mr. Clean with Febreze] [Freshness] [Scent]

**Active Ingredients:**

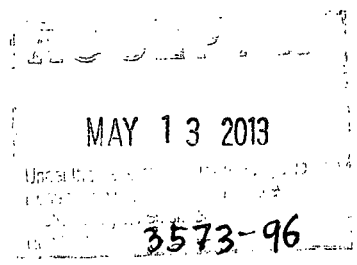
n-Alkyl (C<sub>14</sub>-60%, C<sub>16</sub>-30%, C<sub>12</sub>-5%, C<sub>18</sub>-5%)  
 Dimethyl Benzyl Ammonium Chloride..... 0.75%  
 n-Alkyl (C<sub>12</sub>-68%%, C<sub>14</sub>-32%) Dimethyl  
 Ethylbenzyl Ammonium Chloride ..... 0.75%  
 Other Ingredients..... 98.50%  
 Total..... 100.0%

**KEEP OUT OF REACH OF CHILDREN**

**DANGER**

See [left] [side] [right] [back] panel for Precautionary Statements and First Aid

EPA Reg. No. 3573-XX  
 EPA Est. No. (as indicated on container)  
 Net Contents: (as indicated on container)  
 [Country of origin (insert country)]  
 [Manufactured in (insert country)]  
 [Barcode]



P&G ProLine™ logo\ Procter & Gamble Professional™ logo

Must appear in a smaller type size (such as ½ the size of the product name or smaller) and different font and/or color from that of the product brand name AND is not located in close proximity to the product brand name (for example, on the back panel or at the bottom of the front panel if the product name is at the center or top of the front panel).

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**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

Danger. Corrosive. Causes irreversible eye damage and skin burns. Harmful if absorbed through skin or inhaled. Do not get in eyes, on skin or on clothing. Avoid breathing concentrate spray mist. Wear goggles or face shield, protective clothing and rubber gloves when handling concentrate. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum; using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

**FIRST AID**

**IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15 – 20 minutes.

**IF IN EYES:** Hold eye 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.

**IF INHALED:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible.

**IF SWALLOWED:** Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.

**NOTE TO PHYSICIAN:** Probable mucosal damage may contraindicate the use of gastric lavage.

**ENVIRONMENTAL HAZARDS**

Do not discharge effluent containing this product into lakes, streams, ponds, estuaries, oceans or other waters unless in accordance with the requirements of a National Pollutant Discharge Elimination System (NPDES) permit and the permitting authority has been notified in writing prior to discharge. Do not discharge effluent containing this product to sewer systems without previously notifying the local sewage treatment plant authority. For guidance, contact your State Water Board or Regional Office of the EPA.

MAY 13 2013  
3573-96

**Directions for Use:**

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

{Note for reviewer: For labels that list medical premises and metal and / or stainless steel surfaces, one of the following statements must be used:}

This product is not to be used as a terminal sterilant / high-level disinfectant on any surface or instrument that [1] is introduced directly into the human body, whether into or in contact with the bloodstream or normally sterile areas of the body, or [2] contact intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to preclean or decontaminate critical or semi-critical medical devices prior to sterilization or high-level disinfection.

{or}

This product is not for use on medical device surfaces.

Do not breathe spray.

**Preparing Disinfecting Solution:**

{Note to reviewer: Alternate heading :}

**[Manual Preparation of Use dilution:]**

[Mix] [Dilute] 1 part MALIBU CONCENTRATE per 14 parts water [2.13 ounces per 32 oz. spray bottle]. Mix thoroughly until dilution becomes a clear, light [blue] [red] [green] [yellow] [orange] liquid. [1 gallon of MALIBU CONCENTRATE makes 15 gallons of diluted disinfectant product]. [Dilute 1 part MALIBU CONCENTRATE per 14 parts water into a spray bottle using the dilution center. Use only a coarse spray bottle.]

**To Disinfect:**

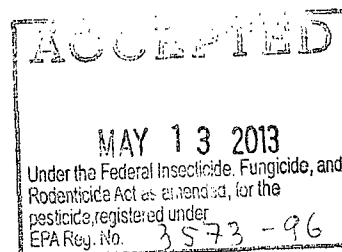
For heavily soiled areas, a preliminary cleaning is required. Spray 6-8 inches from hard, non-porous surfaces. Thoroughly wet surfaces with disinfecting solution for 10 minutes. Wipe with a paper towel, lint-free cloth, or allow to air dry.

or

**To [Disinfect] [/] [Sanitize] [/] [Deodorize]:**

For heavily soiled areas, a precleaning is required. For hard nonporous surfaces, spray [6-8 inches from surface] until thoroughly wet. **To Sanitize:** Let stand 5 minutes before wiping. **To Disinfect:** Let stand for 10 minutes before wiping.

Rinse all surfaces that come in contact with food such as counters, tables and stovetops with potable water before reuse. Do not use on utensils, glasses or dishes as a disinfectant.



**General Cleaning Directions:**

Apply to hard, non-porous and glass cleaning surfaces by coarse sprayer, sponge or cloth. Do not breathe spray [mist]. For non-disinfecting light cleaning, mix up to 19 parts water to 1 part concentrate.

or

[General] [Cleaning] [Surface] [Glass] [Directions]:

Spray 6-8 inches from hard, non-porous [and] [glass] surfaces. Wipe with a [dry] paper towel or [lint free] cloth [to a streak free shine]. [No rinsing necessary.]

**Glass Cleaning Directions:**

Spray MALIBU CONCENTRATE on windows, mirrors and glass surfaces. Wipe with a paper towel or lint-free cloth.

Spray 6-8 inches from surface; rub with a paper towel or lint-free cloth.

**Deodorizing Directions:**

Spray MALIBU CONCENTRATE to deodorize hard nonporous surfaces.

**Sanitizing Non-Food Contact Surface Directions:**

Spray MALIBU CONCENTRATE to sanitize hard, non-porous environmental surfaces. Treated surfaces must remain wet for 5 minutes. Wipe dirt away with a paper towel or lint-free cloth.

{ALTERNATE LANGUAGE FOR DILUTION CENTER}

[Closed Loop] [Automatic Dilution]

ATTACHING THIS PRODUCT TO THE P&G DILUTION CENTER: Remove white shipping cap. DO NOT REMOVE LIGHT-BLUE PLUG FROM BOTTLE THROAT! Screw on light blue dispensing cap from dilution center product tube. Push down while twisting.

Concentrated Product- Dilute before using

[1 gallon makes 15 gallons of diluted disinfectant [disinfecting] product]

**Directions for mixing/proportioning product into a spray bottle [1:15 Dilution]:**

Preparing disinfecting solution for the spray bottle:

Fill with water to the top of the label.

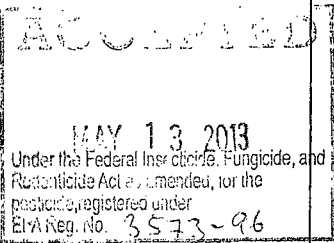
Fill with water to the line marked on the bottle.

Add two ounces of concentrate [2 pumps]

Fill with water -----> {This arrow will point to a piece on an icon of a bottle.}

Add 2 ounces [2 pumps] concentrate -----> {This arrow will point to a piece on an icon of a bottle.}

Gently shake to mix.



**Directions for mixing/proportioning product into 5.0 gallon buddy jug [1:15 Dilution]:**

Fill buddy jug with cold tap water to the 3.5 gallon mark on the side of jug.

Slowly pour entire contents of two-22 oz. concentrate bottles into water in the buddy jug.

Resume filling buddy jug with a slow stream of cold tap water until the water reaches the 5.0 gallon mark.

Close the buddy jug lid. Gently shake to mix.

Failure to dilute to 5.0 gallon mark can result in unsatisfactory performance.

**Directions for mixing/proportioning product into 2.5 gallon buddy jug [1:15 Dilution]**

Fill buddy jug with cold tap water to the one gallon mark on the side of jug.

Slowly pour entire contents of one-22 oz. concentrate bottle into water in the buddy jug.

Resume filling buddy jug with a slow stream of cold tap water until the water reaches the 2.5 gallon mark.

Close the buddy jug lid. Gently shake to mix.

Failure to dilute to 2.5 gallon mark can result in unsatisfactory performance.

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**KILLS HIV ON PRECLEANED ENVIRONMENTAL SURFACES / OBJECTS PREVIOUSLY SOILED WITH BLOOD / BODY FLUIDS** in health-care settings or other settings in which there is an expected likelihood of soiling on inanimate surfaces / objects with blood or body fluids, and in which the surfaces / objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus Type 1 [HIV-1] [associated with AIDS].

**SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 ON SURFACES / OBJECTS SOILED WITH BLOOD / BODY FLUIDS:**

**Personal Protection:** Clean-up should always be done wearing protective gloves, gowns, masks and eye protection.

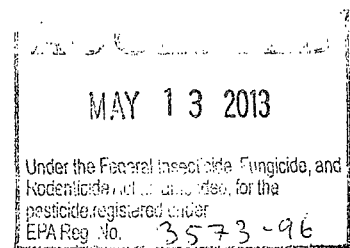
**Cleaning Procedure:** Blood and other body fluids containing HIV-1 must be thoroughly cleaned from surfaces and objects before application of **MALIBU CONCENTRATE**.

**Contact Time:** Leave surfaces wet for 10 minutes if a 1:15 dilution is used. Use a 10 minute contact time for all other bacteria, and viruses listed on this label.

**Disposal of Infectious Materials:** Blood, body fluids, cleaning materials and other clothing should be autoclaved and disposed of according to local regulations for infectious waste disposal.

**VETERINARY OFFICES:**

For cleaning and disinfecting hard nonporous surfaces: equipment used for feeding or watering animals, utensils, instruments, cages, kennels. Remove all animals and feeds from premises, animal transportation vehicles, crates, etc. Remove all litter, droppings and manure from floors, walls and surfaces of facilities occupied or traversed by animals. Empty all feeding and watering appliances. Thoroughly clean all surfaces with soap or detergent and rinse with potable water. Saturate surfaces with use-solution. Allow surfaces to remain wet for 10 minutes, then air dry. Immerse all halters, ropes and other types of equipment used in handling and restraining animals as well as forks, shovels and scrapers used for removing litter and manure. Ventilate buildings and other closed spaces. Do not house animals or employ equipment until treatment has been absorbed, set or dried. Thoroughly scrub all treated feeding and watering appliances with soap or detergent, then rinse with potable water.



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{Note to reviewer: For Nonrefillable Containers, Label has Commercial, Industrial, Institutional Uses}

**STORAGE AND DISPOSAL**

Do not contaminate water, food, or feed by storage and disposal.

**Pesticide Storage:** Open dumping is prohibited. Store in original container in areas inaccessible to children.

**Pesticide Disposal:** Pesticide wastes may be 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 Disposal:** Nonrefillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse as follows: Fill container ¼ full with water and recap. Shake for 10 seconds. Drain for 10 seconds after the flow begins to drip. Follow Pesticide Disposal instructions for rinsate disposal. Repeat two more times. Then offer for recycling if available [or reconditioning if appropriate] or puncture and dispose of in a sanitary landfill.

{Note to reviewer: For Nonrefillable Sealed Containers: Packaging options can be sealed containers or bottles designed for use dilution systems to reduce worker exposure to the concentrate. None of these can be triple rinsed because they are closed sealed containers. The following text will be used on these sealed container types:}

**STORAGE AND DISPOSAL**

Do not contaminate water, food, or feed by storage and disposal.

**Pesticide Storage:** Open dumping is prohibited. Store in original container in areas inaccessible to children.

**Pesticide Disposal:** Pesticide wastes may be 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 Disposal:** Nonrefillable container. Do not reuse or refill this container. Then offer for recycling if available [or reconditioning if appropriate] or puncture and dispose of in a sanitary landfill.

Kosher Symbol\Words

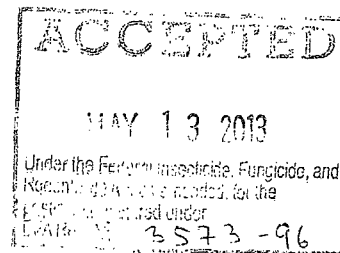
UPC Code

®  
™

Phone icon 1-800-332-7787 [www.pgbrands.com](http://www.pgbrands.com) [[www.pgpro.com](http://www.pgpro.com)] [or appropriate phone number and website]

Questions? MSDS?

Distributed [Distr.] by PROCTER & GAMBLE, Cincinnati, OH 45202-3393



MALIBU CONCENTRATE  
EPA REG. NO. 3573-XX  
EPA Stamped Label

{Note to reviewer: Language in [ ] is optional or interchangeable. "®", "™", "\*\*\*\*", or "†" may be interchanged}

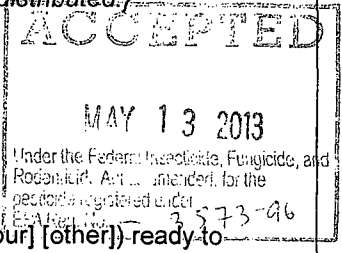


{Note to reviewer: The following is considered optional marketing language. On pages 3-18, parentheses ( ) indicate that one option within the parentheses must be used in the final label text. Each option within the parentheses is enclosed in a set of brackets [ ].}

{CLAIMS - NON-FIFRA}

{Note to reviewer: The following claims containing "New" may only be used for a period of six months after EPA's approval of a revised or alternate formula, beginning when the product is first sold or distributed.}

- New
- New Formula
- New Streak-free shine formula
- New [Fresh][er] [Scent][\*] [\*among those with a preference]



- ( [15X] [ X] ) Concentrated formula
- ( [15X] [ X] ) Concentrated formula saves money [by not shipping] [a lot] [of] [water]
- ( [15X] [ X] ) Concentrated formula uses less packaging [per] [diluted] [ounce] ((than) [vs.]) ((our) [other]) ready-to use ([products] [cleaners])
- ( [15X] [ X] ) Concentrated formula reduces [package] waste ((by) [up to] [more than]) ((100%) [200%] [500%] [1000%] [1500%] [ %]) compared to ((RTU) [ready to use]) ([packages] [products])
- ( [15X] [ X] ) Concentrated formula reduces [package] waste ((by) [up to] [more than]) ((100%) [200%] [500%] [1000%] [1500%] [ %])
- ( [15X] [ X] ) Concentrated formula reduces [package] waste ((by) [up to] [more than]) ((2X) [5X] [15X] [ X]) compared to ((RTU) [ready to use]) ([packages] [products])
- ( [15X] [ X] ) Concentrated formula reduces [package] waste ((by) [up to] [more than]) ((2X) [5X] [15X] [ X])
- ( [15X] [ X] ) Concentrated formula results in a lower cost [per] [diluted] [ounce] ((than) [vs.]) ((our) [other]) ready to use ([products] [cleaners])
- ( [15X] [ X] ) Concentrated formula results in a lower cost [per] [diluted] [ounce]

A clean your mother would approve of  
A fresh take on tough cleaning  
Beautiful clean[ing]  
Brilliant shine

Cleans and deodorizes [your] [whole] [throughout your] [house] [[facility] [business] [operation] [site] [location]]  
((Cleans) [Cleans away] [Removes]) [more] [tough] [greasy] ((dirt) [soil[s]] [and residues]) other cleaning products ((may) [can] [do] [leave behind])

((Cleans) [Cleans away] [Removes]) [more] [tough] [greasy] ((dirt) [soil[s]] [and residues]) other cleaning products ((may) [can] [do] [leave behind]) [on] ((countertops) [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exercise equipment] [,] exercise paraphernalia [,] [weight machines] [,] [free weights] [,] [rehab areas] [,] [rehabilitation areas] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven fronts] [,] [exterior surfaces of microwaves] [,] [and] [shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

((Cleans) [Cleans away] [Removes]) [more] [tough] [greasy] ((dirt) [soil[s]] [and residues]) other cleaning products ((may) [can] [do] [leave behind]) [on] ((countertops) [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exercise equipment] [,] exercise paraphernalia [,] [weight machines] [,] [free weights] [,] [rehab areas] [,] [rehabilitation areas] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven fronts] [,] [exterior surfaces of microwaves] [,] [and] [shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

((Cleans away) [Removes]) [tough dirt] [and] [residues] other cleaning products [may] [can] leave behind ((Cleans away) [Removes]) [tough dirt] [and] [residues] other cleaning products [may] [can] leave behind ((on [flooring] [on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,] [exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven

05-10-2013

fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your home) [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [.]

(([Cleans] [Cleans away] [Removes]) ((tough] [greasy] [dirt] [soil[s]] [residue[s]]) ((from] [fire] [smoke] [damage]) [faster]\*

ACCEPTED  
MAY 13 2013  
Under the Federal Insecticide, Fungicide, and Rodenticide Act, 7 U.S.C. 136-136c, this pesticide is registered under EPA Reg. No. 3573-96

([\*vs. the leading [all-purpose][multi-purpose][multi-surface] cleaner]  
[\*vs. leading [all-purpose][multi-purpose][multi-surface] cleaners]  
[\*vs. the leading all-purpose][multi-purpose][multi-surface] professionally labeled cleaner]  
[\*vs. leading [all-purpose][multi-purpose][multi-surface] professionally labeled cleaners]  
[\*vs. the leading [liquid] [dilutable concentrate] [[ready to use] [RTU] spray] [all-purpose][multi-purpose][multi-surface] [professionally labeled] cleaners]])

(([Cleans] [Cleans away] [Removes]) ((tough] [greasy] [dirt] [soil[s]] [residue[s]]) [from] [fire] [smoke] [damage] ([on] [countertops] [.] [stove tops] [.] [microwave exteriors] [.] [sink[s]] [.] [mirror[s]] [.] [glass] [.] [faucet[s]] [.] [windows] [.] [exercise equipment] [.] exercise paraphernalia [.] [weight machines] [.] [free weights] [.] [rehab areas] [.] [rehabilitation areas] [.] [exterior surfaces of appliances] [.] [stainless steel] [.] [glass furniture] [.] [oven fronts] [.] [exterior surfaces of microwaves] [.] [and] ([shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

(([Cleans] [Cleans away] [Removes]) ((tough] [greasy] [dirt] [soil[s]] [residue[s]]) [from] [fire] [smoke] [damage] [faster]\* ([on] [countertops] [.] [stove tops] [.] [microwave exteriors] [.] [sink[s]] [.] [mirror[s]] [.] [glass] [.] [faucet[s]] [.] [windows] [.] [exercise equipment] [.] exercise paraphernalia [.] [weight machines] [.] [free weights] [.] [rehab areas] [.] [rehabilitation areas] [.] [exterior surfaces of appliances] [.] [stainless steel] [.] [glass furniture] [.] [oven fronts] [.] [exterior surfaces of microwaves] [.] [and] ([shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

([\*vs. the leading [all-purpose][multi-purpose][multi-surface] cleaner]  
[\*vs. leading [all-purpose][multi-purpose][multi-surface] cleaners]  
[\*vs. the leading all-purpose][multi-purpose][multi-surface] professionally labeled cleaner]  
[\*vs. leading [all-purpose][multi-purpose][multi-surface] professionally labeled cleaners]  
[\*vs. the leading [liquid] [dilutable concentrate] [[ready to use] [RTU] spray] [all-purpose][multi-purpose][multi-surface] [professionally labeled] cleaners]])

(([Cleans away] [Removes]) tough dirt [.]  
([Cleans away] [Removes]) tough dirt ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Clean better than before] to reveal a ([brilliant] [sparkling] [virtually] [100%]) shine[.]  
[Clean better than before] to reveal a ([brilliant] [sparkling] [virtually] [100%]) shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Clean[s]] [better than before] to reveal a ([virtually] [100%] [streak free]) shine[.]  
[Clean[s]] [better than before] to reveal a ([virtually] [100%] [streak free]) shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.]

[and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

[Cleans better than before to reveal] [up to] ((2X)[3X][4X]) the shine

[Cleans better than before to reveal] [up to] ((2X)[3X][4X]) the shine[\*] ((on)[countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

[\*vs. previous formula]

Cleans [dirt] and/or [grease] and/or [grime] with only one ([wipe][swipe])

Cleans [kitchens], [bathrooms], [glass], [windows] [mirrors], [appliances] [household surfaces] [and shiny surfaces]

Cleans [kitchens], [bathrooms] [restrooms], [glass], [windows], [mirrors] [shiny surfaces], [and household surfaces] to a streak free shine

Cleans [kitchen] [household] [commercial] [industrial] [institutional] [hard] surfaces [throughout your facility] to a streak-free shine [even glass]

Cleans thoroughly to reveal [a] [the] shine

Cleans thoroughly to reveal ([a] [the] [brilliant] [sparkling] [Virtually] [100%] [streak free]) shine[.]

Cleans thoroughly to reveal ([a] [the] [brilliant] [sparkling] [Virtually] [100%] [streak free]) shine ([on] [countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

Cleans to a brilliant shine

Cleans To a Sparkling Shine [Most Everywhere], [Most Hard Nonporous Surfaces], [Most Surfaces], [Most Shiny Surfaces]

Cleans to a streak-free shine [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances] [stainless steel], [stove tops] [glass furniture], [oven fronts], [exterior surfaces of microwaves], [and shiny surfaces]

Cleans to reveal a [brilliant] [sparkling] shine[.]

Cleans to reveal a [brilliant] [sparkling] shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

Cleans to reveal [a] [virtually] [100%] [streak free] [spotless] shine

Cleans to reveal a [virtually] [100%] [streak free][spotless] shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

Cleans without bleach

Cleans your whole ([business][operation][site][location]house] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility]) and [most] everything in it [to a streak-free shine]

Combines the [tough] [cleaning] power of a [all-purpose][multi-purpose][multi-surface] cleaner ([and] [with]) the [virtually] streak-free performance of a glass cleaner and [with] hospital [use] [grade] [level] ([disinfecting] [disinfectancy])

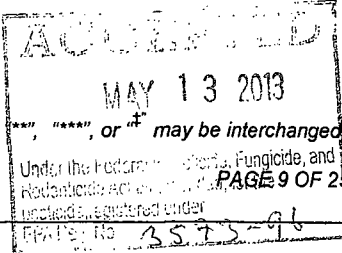
Cuts [grease] [and grime], while leaving a streak- free shine

Cuts Grease

Cuts Tough Grease

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{Note to reviewer: Language in [ ] is optional or interchangeable. "x", "y", "z", "w", or "v" may be interchanged}



Cuts [tough] [grease] [and grime]  
 [Designed] [Formulated] [to] [clean] [and] [buff] with [low(er)] [less] [few(er)] [VOC's] [Volatile Organic Compounds] [solvents]  
 Dries [to a] streak-free [shine]  
 [Designed] [Formulated] [to] dry slow(er) [due to] [with] low(er)] [less] [few(er)] VOC's] [Volatile Organic Compounds] [solvents]  
 Easier to clean with one solution [for the whole house] [for multi surfaces] [for the whole facility]  
 Easier [Easy] to clean [with one solution] ([your] [the] [whole] [entire] [house] [business] [office] [restaurant] [[multi-] [multiple] surfaces]) [with just one product]

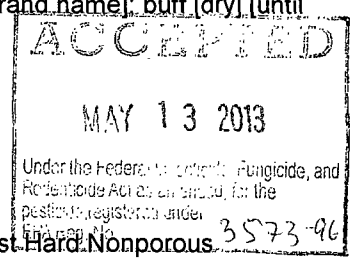
Easy to Use  
 Excellent clean[ing]  
 ([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to][100%][2X][3X][4X] more shine[.]  
 ([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to][100%][2X][3X][4X] more shine  
 ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your home])[.]

(([Excellent] [Great] [clean to reveal] [Cleans better to reveal]) [up to] 100% more shine[.]  
 (([Excellent] [Great] [clean to reveal] [Cleans better to reveal]) [up to] 100% more shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your home])[.]

(([Excellent] [Great] [clean to reveal] [Cleans better to reveal]) [up to] [2X][3X][4X] more shine [.]  
 ([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to] [2X][3X][4X] more shine  
 ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Fewer mistakes [on which product to use][on product choice] [by employees]  
 Fewer products required reduces [inventory] [and] [space requirements]  
 [For best results,] apply a thin layer of [product] [Alternate brand name] [Alternate brand name]: buff [dry] [until no streaks] [until streaks are gone] [until product disappears]

Fresh Clean Scent  
 Fresh Scent  
 Gives Streak-free shine while it cleans  
 Great clean[ing]  
 Great on glass



[Helps] [Eliminate Odors] [and] Cleans to a sparkling shine [Most Everywhere], [Most Hard Nonporous Surfaces], [Most Shiny Surfaces]  
 [Helps] [Eliminate Odors] [and] Cleans to a [virtually] streak-free shine[.]  
 [Helps] [Eliminate Odors] [and] Cleans to a streak-free shine ([on] [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces] [countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Helps] [Eliminate Odors] [and] Cleans to a [virtually] streak-free shine ([on] [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces] [countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

fronts[,] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

[Helps] [Eliminate Odors] [and] Cleans your whole house and [most] everything in it [to a][virtually][streak-free shine]

[Helps] [Eliminate Odors] [and] Cuts [grease] [and] [grime], while leaving a streak-free shine

[Helps] [Eliminate Odors] [and gives a] [virtually][streak-free] Streak-free shine [in less time]

[Helps] [Eliminate Odors], [and] Gives [a][virtually] [streak-free] [Streak-free] shine [while it cleans]

[Helps] [Eliminate Odors] [and] Reveals the shine [in less time] [in less swipes] [in less strokes] [.]

Just what you need and nothing more

[Kitchen] and [Bathroom] cleaner

Leaves a Fresh [Clean] Scent

Leaves behind no dulling residue

Leaves behind no dulling residue ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

Leaves no smeary residue

Leaves nothing but [a] [virtually] [100%] [streak free] shine

Leaves nothing but a [virtually] [100%] [streak free] shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [oven door exterior][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

Leaves your [house] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] smelling [clean] [and fresh]

Leaves no smeary residue

Leaves your ([whole] [house] [business] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]]) smelling clean and fresh

Leaves your ([whole] [house] [business] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]]) smelling good

Less confusion [on which product to use] [on product choice] [by employees]

Less [overall] training since one product replaces several [many]

Long Lasting ([freshness][fresh][scent][fragrance][aroma][perfume]).

Long[er] lasting freshness

Makes cleaning easier

Makes ([life] [running a business]) easier

More shine [in less time]

More shine [in less time] ([vs. imitation brands] [vs. leading in-store brand] [vs. leading in-store brands])

Mr. Clean [""]One for All[""]

Mr. Clean [""]Essentials[""]

Mr. Clean w/Febreze [Freshness] [Fresh Scent]

Multiple [Multi-] surface [use] [cleaner]

Multi-Purpose [Cleaner] [Spray]

Multi-Purpose [Spray]

Multi-Shine

Multi-Surface [Cleaner] [Spray]

No Buffing [Required]

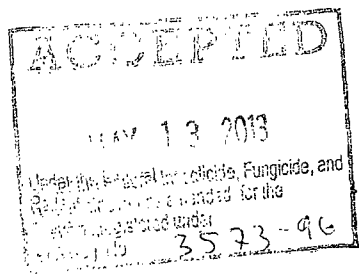
No dulling residue

No filming

No grease [and No Streaks]

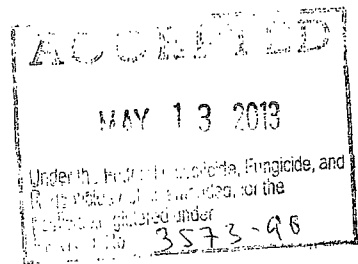
No harsh odor

No overpowering chemical odor



No residue  
 No smeary residue  
 No streaking  
 No streaking or filming  
 Nothing but shine left behind  
 Nothing but shine left behind ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]  
 [Now] [cleans better to reveal] [up to] [2X] [3X] [4X] the shine[\*][.]  
 [\*vs. previous formula]  
 [Now] [cleans better to reveal] [up to] [2X] [3X] [4X] the shine[\*] ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]  
 [\*vs. previous formula]  
 One product to [clean] [and shine] just about any surface  
 One product to [thoroughly] clean surfaces [throughout the kitchen] [throughout the house] [throughout your bathroom][throughout your business] [throughout your operation] [throughout your site] [throughout your location] [throughout your restrooms] [throughout your facility]  
 One [simple] [cleaner] [product] does the job of three

One step cleaning[and deodorizing][and freshening]  
 One Step Greater than Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]  
 One Step > Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]  
 1 Step > Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]  
 1 Step Greater than Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]  
 Powerful clean[ing]  
 Powerful cleaning [of Mr. Clean]  
 Powerful Multi-Surface Cleaning  
 Replaces [virtually] all [of your] [current] spray and wipe cleaners to maximize [simplicity] [.] [productivity] [.] [employee] [and] [client] [patron] satisfaction.  
 ([Simply] [Let] [air-dry] [dry]) ([for a] [streak free] [shine])  
 Sparking shine  
 Sparkling streak-free shine  
 Sparkling [virtually][streak-free] shine  
 Spreads [goes on] [easy] [easier] [than before]  
 Streak-Free [or Streak Free]  
 Streak-free Shine  
 Streak-free Formula  
 The clean you've always counted on  
 The cleaner [for professionals] [professionals use]  
 The cleaning solution for your [busy life] [business]  
 The tough job cleaner



The most [powerful] [effective] all-purpose cleaner you can buy  
 Thorough clean to [reveal] [a] [Brilliant] [Sparkling] [Virtually] [100%] [streak free] shine[.]  
 Thorough clean to [reveal] [a] [Brilliant] [Sparkling] [Virtually] [100%] [streak free] shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

05-10-2013

Thorough clean to [reveal] [a] [virtually] [100%] streak-free shine ((on)[countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Thorough clean[ing]  
((Thorough cleaning) [Great cleaning] [Excellent cleaning][Beautiful cleaning] [Powerful cleaning][Cleans]) to reveal a [virtually] [100%] [streak free] shine[.]  
((Thorough cleaning) [Great cleaning] [Excellent cleaning][Beautiful cleaning] [Powerful cleaning][Cleans]) to reveal a [virtually] [100%] [streak free] shine ((on)[countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Thorough clean[ing] to [reveal] [a] [virtually] [streak-free] shine  
Thoroughly cleans without leaving ((virtually) [any] [smears] [or] [residues] [or] [streaks] [or] [film])[,]  
Thoroughly cleans without leaving ((virtually) [any] [smears] [or] [residues] [or] [streaks] [or] [film]) ((on)[countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Tough cleaning to reveal [the][a] shine  
Tough cleaning to reveal the ((brilliant) [sparkling] [Virtually] [100%][streak free]) shine[.]  
Tough cleaning to reveal the ((brilliant) [sparkling] [Virtually] [100%][streak free]) shine ((on)[countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Twice the shine [in less time]  
Twice the shine [in less time] ((vs. imitation brands) [vs. leading in-store brand] [vs. leading in-store brands]) ((Up to) [2X] [3X] [4X]) long[er] lasting ((freshness)[fresh][scent][fragrance][aroma][perfume])

((Up to) [2X][3X][4X]) [the] shine  
((Up to) [2X][3X][4X]) [the] shine ((vs. imitation brands) [vs. leading in-store brand] [vs. leading in-store brands])

[Use less] [Use a small amount of product] [Spread a thin layer of] [product] [alternate brand name] evenly [over] the surface; buff [dry] [until no streaks] [until streaks are gone][until product disappears]

Use less[for cleaning][tough][greasy soils][vs. competitive][vs.other multi-purpose][products]  
[Virtually] [100%] streak free shine.  
[Virtually] No streaking or filming  
[Virtually] No streaking or filming ((on)[countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Virtually] [streak free] [Streak free] [Brilliant] [Sparkling] [virtually] [100%] [streak free] shine[.]  
[Virtually] [streak free] [Streak free] [Brilliant] [Sparkling] [virtually] [100%] [streak free] shine ((on)[countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior

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APPROVED FILE  
MAY 13 2013  
Under the authority of the Florida Department of Agriculture and Consumer Services  
3573

surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [ (throughout your home)][,]

[Virtually] Streak free formula reveals [the][a] shine

[Virtually] [100%] Streak free formula reveals the shine[,]

[Virtually] [100%] Streak free formula reveals the shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [ (throughout your home)][,]

[(Virtually] [streak-free][streak free] [Shine]) [Formula]

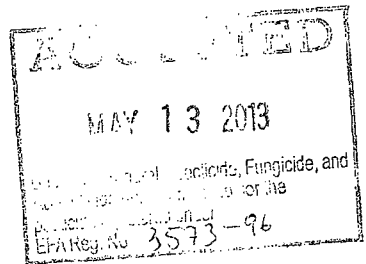
Wipes out tough [grease] [and grime]

Works the first time, every time.

You can count on Mr. Clean

You can feel the difference [when cleaning]

Your professional cleaner





(CLAIMS – FIFRA)

**CLEANING AND ODOR ELIMINATION CLAIMS:**

([As it dries it,] [In one step it] [Deodorizes and] [Freshens and]) cleans away the odors trapped on ([hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces]), leaving your [hard] surfaces ([glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces]) virtually free of odor causing bacteria.

Cleans away the odors trapped on ([hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces]), leaving your [hard] surfaces ([glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces]) virtually free of odor causing bacteria.

[Clean,] [and] [Disinfect][\*][.] [and] [Freshens] [and][Deodorize][Deodorizes][with] [1] [one] [bottle][in one labor saving step][.][!]

[\*when product used per label instructions]

[Clean,] [and] [Disinfect][,] [and] [Freshen] [Freshens] [and][Deodorize][Deodorizes][with] [1] [one] [bottle] [product] [.] [!]

Clean away the dirt and grime while eliminating those [unpleasant] harsh odors.

Cleans

Cleans and Disinfects [\*][in one step to help save time and labor ]

[\*when product used per label instructions]

Cleans and Freshens

Cleans, Disinfects, and Freshens

Cleans, Disinfects, and Freshens with [1] [one] [bottle]-[product] [.] [!]

Cleans, disinfects [hard non porous surfaces], and shines [throughout the house] [throughout the facility].

Cleans, disinfects [hard non porous surfaces], and shines easily

Cleans and disinfects [hard non porous surfaces], [deodorizing], [sanitizing] while leaving a streak-free shine

Cleans and disinfects hard non-porous [household] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]] surfaces

Cleans, [and] disinfects [hard non porous surfaces], and shines your [shiny] surfaces, [including glass], [including windows], [including mirrors]

Cleans [and disinfects] multiple surfaces

Cleans and Freshens ([glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces]).

Cleans [and shines], [and disinfects] [hard non-porous household surfaces] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]] surfaces

Combines a grease cutting formula with antibacterial ingredients [to clean] and [shine]

Combines antibacterial cleaning with steak-free shine

Cuts grease [and grime], [kills germs\*\*\*], and [shines]

Cuts grease, [disinfects], [deodorizes], [sanitizes]; and [shines]

Cuts grease, [kills germs\*\*\*], [cleans glass], and shines [surfaces]

Disinfects and Freshens

Disinfects [as it cleans] [and shines]

Disinfect[s], cuts grease, cleans glass

[Effectively] cleans [even grease] [dirt] [and grime], [windows], [mirrors], [shiny surfaces], [and kills germs\*\*\*]

[Eliminates] [No] [employee] guesswork

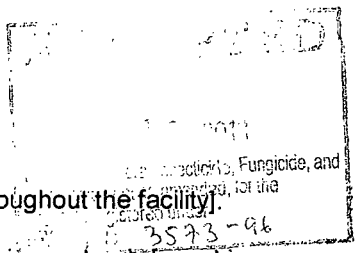
Enables one step cleaning and disinfection\* to help save time and labor

[\*when product used per label instructions]

Fresh and clean all day long.

Freshens

[Mr. Clean] cleans away the dirt and grime while freshening with Febreze.

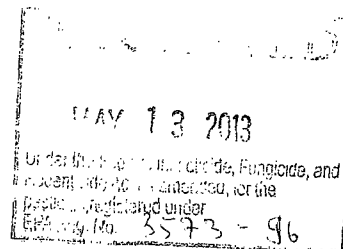


**CLEANING AND ODOR ELIMINATION CLAIMS (Cont.):**

[Mr. Clean] Powerful Multi-Surface Cleaning [helps eliminate odors] [helps eliminate odors in the air] [helps eliminate odors with Febreze fresh scent][helps eliminate odors with Febreze freshness]  
 No pre-cleaning step required for general disinfection[\*]  
 [\*when product used per label instructions [for lightly soiled surfaces]]  
 One [simple] cleaner [-] [to] [clean] [disinfect] [deodorize]  
 Powerful cleaning without [the harsh odor].  
 Powerful clean with the freshness of Febreze  
 Powerful [three-in-one] [3-in-1] formula helps improved cleaning [productivity]  
 Saves time [by not] [from] [switching products]  
 Simplifies cleaning [in one easy step] [in one easy procedure]  
 Simplifies cleaning [while saving time] [in one easy step]

**ANTIBACTERIAL CLAIMS:**

3 in 1 Antibacterial Multi-Purpose [Cleaner] [Spray]  
 An effective [cleaner], [disinfectant], [sanitizer], [deodorizer], [odor eliminator] for use in [the] [kitchen], [bathroom], [bedroom], [playroom], [family room], [living room], and other [household] areas [your] [business][facility][operation][site][location].  
 Antibacterial [Formula] [Cleaner] [Spray]  
 Antibacterial Glass & Surface [Cleaner] [Spray]  
 Antibacterial Hard Nonporous Surface and Glass [Cleaner] [Spray]  
 Antibacterial Multi-Purpose [Cleaner] [Spray]  
 Antibacterial Multi-surface All Purpose [Cleaner] [Spray]  
 Antibacterial Multi-Surface and Glass [Cleaner] [Spray]  
 Antibacterial Multi-Surface [Cleaner] [Spray]  
 Antibacterial Surface and Glass [Cleaner] [Spray]  
 Bactericidal  
 [Destroy] [Kills] [Removes] [Gets rid of] [Helps to eliminate] [household] germs\*\*\*  
 Disinfectant  
 Disinfecting cleaner kills 99.9% of common [household] bacteria and germs\*\*\*.  
 Disinfecting [formula] [Cleaner]  
 Disinfects  
 Disinfects as it cleans [indoor] [and] [outdoor] surfaces.  
 Germicidal\*\*\*  
 Kills Germs\*\*\*  
 Kills 99.9% of Germs\*\*\*  
 Kills 99.9% of the bacteria  
 Kills 99.9% of [common] [household] [bacteria] [,] [E. coli O157:H7] [,] [Salmonella enterica] [Salmonella] [,] [and] [Staphylococcus aureus] [Staph].  
 [Kills] [Influenza] [H1N1] [Flu Virus] and/or [MRSA [methicillin resistant Staphylococcus aureus]] and/or [Staph [Staphylococcus aureus]] and/or [In 10 minutes]  
 Kills more than 99.9% of household germs\*\*\*  
 [Kitchen] and [Bathroom] cleaner [and] [disinfectant]  
 Leaves surfaces sanitary  
 Makes cleaning easy, and disinfects too.  
 Multi-Bacterial  
 Multi-Surface Disinfecting [hard non porous surfaces]  
 New Antibacterial  
 [P&G] [Pro Line] 3 in 1  
 [P&G] [Pro Line] 3 in 1 Disinfecting All-Purpose Spray and Glass Cleaner  
 [P&G] [Pro Line] Disinfecting All-Purpose Spray and Glass Cleaner  
 Sanitization [Sanitizes] [Sanitizing]



[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.

Tough on dirt and bacteria, easy on you  
 Virucidal<sup>†</sup>

**CLEANING, ODOR ELIMINATION, AND ANTIBACTERIAL CLAIMS:**

Cleans away the odors trapped on your household surfaces, leaving your surface [virtually free] [of] odor causing [bacteria].

Cleans away the odors trapped on your household surfaces. Leaving your surface without the odor causing [bacteria].

Does not just [cover up] [mask odors];

Disinfects and deodorizes by killing germs\*\*\* [with the freshness of Febreze][Freshness and/or Fresh scent] and the odors they cause]

[Mr. Clean] Disinfects by killing germs\*\*\* and [while] deodorizes [deodorizing] [with the power of Febreze][Freshness and/or Fresh scent] [and the odors they cause]

Easily cleans tough greasy dirt AND disinfects [,] [while] [helping to eliminate] [eliminating] [odors] [with] [the freshness of Febreze] [freshness and/or fresh scent]

Kill[s] 99.9% of germs\*\*\*, while leaving your home smelling fresh and clean.

[Makes cleaning easy] [Cleans and disinfects] while helping to eliminate odors [with the freshness of Febreze] [freshness and/or fresh scent].

Mr. Clean kills 99.9% of [the] germs\*\*\* and [deodorizes] [helps eliminate odors]

**ODOR ELIMINATION AND ANTIBACTERIAL CLAIMS:**

Cleans away odors and kills the bacteria that cause them.

Effective against [99.9% of] bacteria that cause odors [on] [hard surfaces], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces].

[Eliminate] [Remove] [germs\*\*\*] [and] [bacteria] [from your home] [while] leaves[-ing] your home smelling fresh.

[Helps] eliminate[s] odors.

[Kills] [Removes] [Gets rid of] [99.9% of] the bacteria that cause them.

Kills bacteria that cause odors [on surfaces].

[Kills] [Removes] [Gets rid of] [Eliminates] [99.9%] [of] bacteria that cause odors [.]

[Kills] [Removes] [Gets rid of] [Eliminates] [99.9%] [of] bacteria that cause odors ([on [hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops]\*\*, [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces][.]

[Kills] [Removes] [Gets rid of] [Eliminates] [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].

[Kills] [Removes] [Gets rid of] [Eliminates] [99.9%] of common household bacteria, E. coli, Salmonella, Staphylococcus [Staph] and Streptococcus [Strep] without the harsh fumes[smell][odor][hospital smell].

[Kills] [Removes] [Gets rid of] [Eliminates] 99.9% of common household bacteria, E. coli, Salmonella enterica, and Staphylococcus aureus [Staph] while helping to eliminate odors with the freshness of Febreze.

Kills 99.9% of germs\*\*\*, while leaving your home smelling fresh with the power of Febreze.

Leaves your surface virtually free of [from] odors and the bacteria that cause them.

**ODOR ELIMINATION CLAIMS:**

Does not just cover up and/or mask odors / [removes] [eliminates] [helps eliminate] [helps remove] odors

For all around Febreze fresh[ness] try [*insert name of scent*] scent

Great Scent

[Helps] Eliminate[s] odors [at the source] on ([hard surfaces] [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces] [hard non porous surfaces]).

[Helps] Eliminate odors [caused by bacteria]

[Helps] eliminate odors [in the air] with Febreze [freshness][fresh scent]

[Helps][to][Eliminate[s]] [Fish odors/malodors/smell][.][Mold odors/malodors] and][Mildew odors/malodors] [.] [Smoke] [smoke] [.] [and][Bacon Grease] [bacon grease] [odors][malodors] [in the air][.]

Neutralizes odors

With Febreze [freshness] [fresh scent]

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may be interchanged

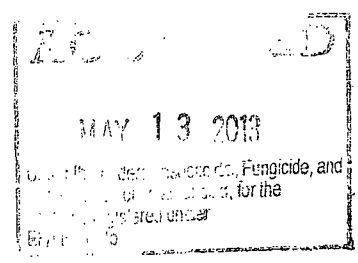
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**USAGE CLAIMS:**

Cleans [kitchens], [bathrooms], [glass], [windows], [mirrors], [appliances], [household surfaces] [and shiny surfaces]  
 Cleans ([glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops]\*\*, [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces] [hard non porous surfaces]).  
 Cuts Grease  
 Degreases [Degreaser]  
 [For best results,] apply a thin layer of [product] [Alternate brand name] [Alternate brand name]; buff [dry] [until no streaks] [until streaks are gone] [until product disappears]  
 Great for kitchens, bathrooms and other tough jobs  
 Great for kitchens\*, bathrooms, and other tough jobs  
 [\*a potable water rinse is required for surfaces in direct contact with food].  
 Ready to use / concentrated [can be used in dilution]  
 [Use less] [Use a small amount of product] [Spread a thin layer of] [product] [Alternate brand name] evenly [over the surface]; buff [dry] [until no streaks] [until streaks are gone] [until product disappears]  
 Versatile [-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.]

**VALUE CLAIMS:**

- \_\_\_ % free
- \_\_\_ % bonus
- \_\_\_ % more vs. \_\_\_ oz.
- \_\_\_ oz. at the \_\_\_ oz. price
- \_\_\_ oz. more vs. \_\_\_ oz.
- 2 pack
- 3 pack
- 4 pack
- Bonus Bottle
- Combo Pack
- Economy size
- Free sample
- Get \_\_\_ oz. free
- Get the same level of clean for 1/\_\_\_ the cost
- Institutional size
- Limited Time
- Multi-Pack
- Only [\$]\_\_\_ [cents] per use
- Trial size
- Twin Pack
- Twin Size
- Triple Pack
- Triple Size
- Undo weeks of dirt within minutes
- Value size
- Value pack
- X% more



**SHINE FIFRA CLAIMS:**

Combines antibacterial cleaning with [virtually] streak-free shine  
 [Helps] [Eliminate Odors], [and] Cleans [and disinfects] [hard non porous surfaces], [deodorizing], [sanitizing] while leaving a [virtually] streak-free shine  
 [Helps] [Eliminate Odors] [and] Disinfects [as it cleans] [and shines]  
 [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]  
 [Helps] [Eliminate Odors], Cuts grease [and grime], [Kills Bacteria], and shines [surfaces]  
 [Helps] [Eliminate Odors], [Cuts grease], [disinfects], [deodorizes], [sanitizes], and [shines]

**SURFACE SAFETY CLAIMS:**

- Low streaking
- No streaking
- Non abrasive clean
- Non abrasive formula
- Not harmful for most surfaces
- Not recommended for carpets, copper or aluminum surfaces.

Note: Will not harm most washable surfaces. However, on painted surfaces and wall coverings, test a small area before use. If applied to aluminum, wipe dry immediately. Repeated use on copper or brass may discolor these surfaces. Not recommended for carpets.

- Will not harm Septic tanks [without bleach]
- Works on a wide range of [household] surfaces [indoor] and [outdoor].

**OTHER CLAIMS:**

- 2-in-1
- 3-in-1
- 4-in-1
- 5-in-1
- 6-in-1
- 7-in-1
- 8-in-1
- 9-in-1
- 10-in-1

- All in one
- Bathroom Cleaner
- Floor Cleaner
- Kitchen Cleaner
- Multi-Purpose –or- Multi-Room –or- Multi-Surface [Cleaner] [and] Disinfectant
- Multi-Purpose –or- Multi-Room –or- Multi-Surface [Cleaner] [and] Disinfectant [Kitchen], [Bathroom], [Floor] cleaner.

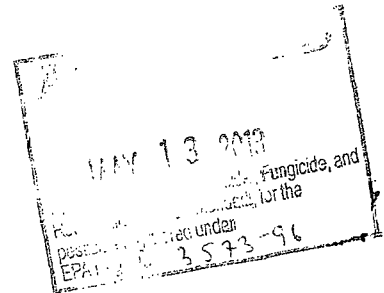
- Not formulated with ozone-depleting compounds
- One for all
- This bottle is made of x% post-consumer recycled plastic
- Will not harm septic systems

[Designed with] [Formulated to have] [Formulated with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%] [XX%] [80%] [low(er)] [few(er)] [VOC's] [Volatile Organic Compounds] [solvents]

[Designed to meet] [Formulated to meet] [Meets] [the] [environmentally] [minded] [conscious] [aware] [cognizant]] [State of California Air and Resources Board] [CARB] [CA] [low(er)] [VOC] [Volatile Organic Compound[s]] [solvent] [standards] [regulations] [limits] [while effectively cleaning] [and] [disinfecting] hard surfaces]

[Get] [Maintain] [Effective] [cleaning] [and] [disinfection] [with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%] [XX%] [80%] [low(er)] [few(er)] [VOC's] [Volatile Organic Compounds] [Solvent[s]]

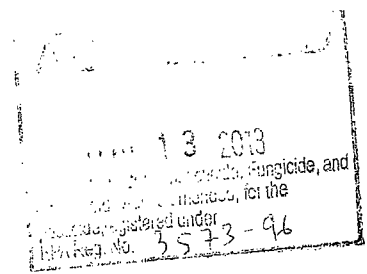
[Clean] [and] [disinfect] [glass] [and] [hard surfaces] [with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%] [XX%] [80%] fewer [VOC's] [Volatile Organic Compounds] [Solvent[s]]



{Note to reviewer: These Use Sites may be depicted by Pictures:}

**SURFACES** for disinfecting, cleaning, deodorizing, [help[-s][-ing] to] eliminate odors [on] [in], freshen[s],  
sanitize[s]

- Appliance[s] [exterior]
- Baby furniture [cribs, changing tables, diaper pails]
- Baked Enamel
- Basement[s] [areas]
- Bathroom or restroom surfaces
- Bathtub [tub]
- Bed frame
- Cabinets
- Car window
- Cat and/or Pet [litter] boxes or pans
- Chairs
- Chrome
- Countertops or counters\*\*
- Diaper pails
- Doorknobs
- Exhaust [Fan] [hood]
- Faucets
- Fixtures [chrome] [stainless steel]
- Floor[ing] [Glazed Ceramic Tile][Linoleum] [No-wax] [Vinyl] [glazed porcelain tile][kitchen tile] [Bathroom tile]
- Garbage [can] [pail]
- Glass [surface][s]
- Glass furniture
- Glazed [Ceramic] tiles
- Garage[s] [floor and/or doors and/or cabinets]
- [Hard] plastic or vinyl
- Highchairs [non-food contact areas]
- Kitchen
- [Kitchen] appliance[s] [exteriors]
- Light fixtures
- Litter boxes or pans
- Metal [blinds]
- Microwave oven exteriors
- Mirrors
- [no-wax] floors
- Outdoor grill
- Oven doors [exterior]
- Patio furniture [except cushions and wood frames]
- Pet areas
- Piano keys
- Picnic Table [non-wood]
- Plastic laundry hampers or baskets
- Plastic dog houses
- Playroom[s]
- Range hoods
- Recycling bins
- Refrigerator[s] [exterior[s]]
- Sealed Fiberglass
- 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
- Telephones



**SURFACES (Cont.)**

- 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]

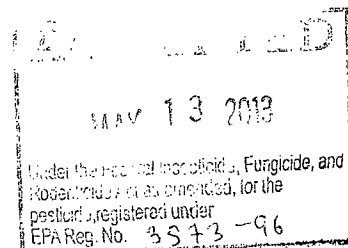
\*\* A potable water rinse is required for surfaces in direct contact with food. Do not use on drinking glasses, dishes and utensils.

For use in households.

Contains no [phosphate][,] [butyl cellosolve] or [butoxyethanol].

Contains no ammonia.

Contains cleaning agents, perfume, dye and water.



Bactericidal cross-contamination is of major housekeeping concern not only in hospitals, but in schools, institutions, and industry. **MALIBU CONCENTRATE** has been formulated to aid in the control of cross-contamination from treated surfaces in these areas.

**MALIBU CONCENTRATE** is a one-step disinfectant cleaner that is effective against a broad spectrum of bacteria.

When used as directed, **MALIBU CONCENTRATE** will deodorize surfaces in toilet areas, behind and under sinks and counters, garbage cans and garbage storage areas and other places where bacterial growth can cause mal odors.

**MALIBU CONCENTRATE** is recommended for use in hospitals, medical and dental offices, nursing homes, public rest rooms, institutions, schools, colleges, athletic facilities, kitchens, restaurants and bars, airports, transportation terminals, hotels and motels.

**MALIBU CONCENTRATE** uses an anti-bacterial formula to cut grease, grime and to disinfect.

**MALIBU CONCENTRATE** kills bacteria such as Staphylococcus aureus, Salmonella enterica and Pseudomonas aeruginosa.

**MALIBU CONCENTRATE** removes dirt and grime and kills many germs\*\*\*.

**MALIBU CONCENTRATE** ([Kills] [Eliminates] [Destroys]) ([99.9%] [of] [Germs\*\*\*] [Bacteria] [Viruses†])

**MALIBU CONCENTRATE** Delivers [a] [3 log] [log 3] reduction in [Germs\*\*\*] [Bacteria] [Viruses†] [levels]

**MALIBU CONCENTRATE** kills bacteria and cuts grease and grime.

**MALIBU CONCENTRATE** disinfects and deodorizes.

**MALIBU CONCENTRATE** cleans tough dirt while leaving a fresh, clean, scent.

**MALIBU CONCENTRATE** cleans and deodorizes.

**MALIBU CONCENTRATE** cuts grease and deodorizes.

**MALIBU CONCENTRATE** cuts grease, grime and deodorizes.

**MALIBU CONCENTRATE** cleans and deodorizes and cuts grease and grime.

**MALIBU CONCENTRATE** is a no-rinse cleaner that disinfects, cleans and deodorizes in one labor saving step.

**MALIBU CONCENTRATE** cleans, shines, deodorizes and disinfects hard, nonporous household surfaces.

**MALIBU CONCENTRATE** is for use in kitchens, bathrooms, and other [household] [facility] areas.

**MALIBU CONCENTRATE** kills [household] germs\*\*\* in 10 minutes; effective against *Pseudomonas aeruginosa*, *Staphylococcus aureus* and *Salmonella enterica*.

**MALIBU CONCENTRATE** is a multi-surface cleaner, deodorizer, and disinfectant. Use on windows, mirrors, Plexiglas, Lexan, and other glass surfaces.

Use **MALIBU CONCENTRATE** on the multi-touch surfaces responsible for cross-contamination.

Use **MALIBU CONCENTRATE** on tables, chairs, bathroom bowls, basins, countertops, bed rails, door knobs and handles, glass surfaces including windows and mirrors.

**MALIBU CONCENTRATE** combines streak-free cleaning and hospital disinfection with no compromise in performance.

**MALIBU CONCENTRATE** is a glass cleaner, all-purpose cleaner, and disinfectant all in one.

**MALIBU CONCENTRATE** kills *Staphylococcus aureus* and *Salmonella enterica*.

**MALIBU CONCENTRATE** kills many bacteria that cause bad odors.

**MALIBU CONCENTRATE** disinfects!

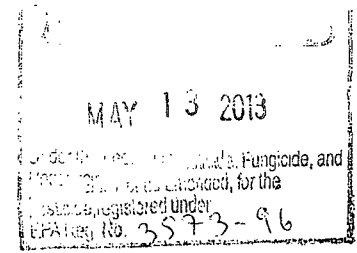
**MALIBU CONCENTRATE** cleans and disinfects.

**MALIBU CONCENTRATE** cleans today's soils and disinfects.

**MALIBU CONCENTRATE** leaves a fresh clean scent.

**MALIBU CONCENTRATE** maximizes labor results by effectively controlling odors.

**MALIBU CONCENTRATE** is recommended for non-scratch cleaning of showers and tubs, shower doors and curtains and bathroom fixtures.





**MALIBU CONCENTRATE** may be used in:

- hospitals, nursing homes, medical and dental offices and clinics, operation rooms, isolation wards, dialysis clinics, and medical research centers.
- day care centers and nurseries.
- restaurants and bars, cafeterias, institutional kitchens, and fast food operations.
- supermarkets, convenience stores, retail and wholesale [establishments] [stores], veterinary offices, and dressing rooms.
- crime scenes and funeral homes.
- institutional facilities, laboratories, factories, business and office buildings, restrooms, hotels and motels, and transportation terminals.
- kitchens, bathrooms, and other household areas.
- institutions, schools, colleges, and universities, classrooms, athletic facilities and locker rooms.
- camp grounds, play grounds, and recreational facilities.
- household and automotive garages.
- all public places where cleanliness and bacterial control are vital aspects of the environmental sanitation program, and any commercial, industrial, or institutional facility where a clean and sanitary environment is important.

**MALIBU CONCENTRATE** may be used on washable hard non-porous surfaces including:

- non-food contact counter tops, sinks, exterior surfaces of refrigerators, coolers, freezers, stovetops, appliances, non-food contact equipment, shelves, racks and carts.
- picnic tables and outdoor furniture.
- telephones and computers/keyboards.
- tables, chairs, desks, bedframes, walls, cabinets, doorknobs, and garbage cans.
- highchairs
- drinking fountains.
- shower stalls, shower doors and curtains, tubs and glazed tiles,
- glazed porcelain tiling,
- and restroom fixtures.
- windows and mirrors.
- glass, metal, stainless steel, glazed porcelain, glazed ceramic, sealed stone, plastic, chrome and vinyl.
- fiberglass sinks, tubs and showers

**Great for ([kitchens],[,] [bathrooms],[,] [restrooms]) and other tough jobs**

Kills 99.9% of germs\*\*\*, Powerful Cleaning, Cuts Grease, Great Scent

*Powerful Cleaning that Kills Germs\*\*\* and Helps Eliminate Odors with Febreze Fresh Scent*

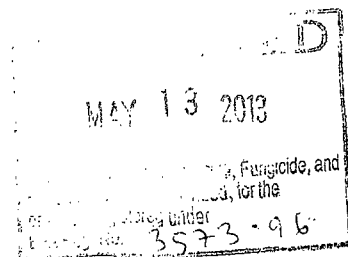
**Note:** MALIBU CONCENTRATE is safe on most washable surfaces. However, on painted surfaces and wall coverings test a small area before use. If applied to aluminum [or copper] [or brass], wipe dry immediately.

**Hard Surface Cautionary Statement**

[May discolor aluminum, copper and brass]

[Repeated use may discolor aluminum, copper and brass].

[Prolonged exposure may discolor aluminum, copper and brass].



**MALIBU CONCENTRATE** is a Hospital Use [Grade] [Level] Disinfectant, is Bactericidal according to the AOAC Germicidal Spray Products Test Method, Virucidal<sup>†</sup> on hard, non-porous inanimate surfaces according to the Virucidal qualification, modified in the presence of 5% organic serum and 400 ppm hard water against the following bacteria, and viruses:

or

[\*\*\*]Effective against: [select from bacteria and viruses listed below]

[Bacteria:]

Pseudomonas aeruginosa [Pseudomonas] [ATCC15442]

Salmonella enterica [Salmonella] [ATCC10708]

Staphylococcus aureus [Staph] [ATCC 6538]

Acinetobacter baumannii [ATCC19606]

Burkholderia cepacia [ATCC25416]

Corynebacterium ammoniagenes [ATCC 6872]

E coli 0157:H7 [pathogenic E coli] [ATCC 35150]

Escherichia coli NDM-1 positive [CDC 1001728]

Enterobacter cloacae [ATCC 13047]

Enterobacter cloacae NDM-1 positive [CDC 1000654]

Enterococcus faecalis [ATCC 29212]

Enterococcus faecium [ATCC 51559]

Klebsiella pneumoniae NDM-1 positive [CDC 1000527]

Klebsiella oxytoca [ATCC 13182]

Listeria monocytogenes [ATCC 19117]

Proteus mirabilis [ATCC 9240]

Methicillin Resistant Staphylococcus aureus [Staphylococcus aureus - MRSA] [ATCC 33592]

Shigella flexneri [Shigella flexneri serotype 1B] [ATCC 9380]

Shigella sonnei [ATCC 25931]

Staphylococcus haemolyticus [ATCC 29969]

Staphylococcus hominis [ATCC 25615]

Staphylococcus saprophyticus [ATCC 15305]

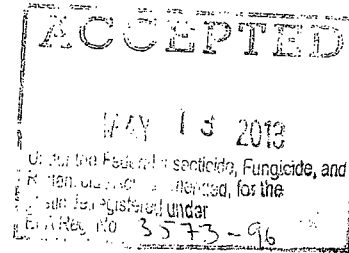
Streptococcus pneumonia [ATCC 6305]

Yersinia enterocolitica [ATCC23715]

\*[Select from viruses:]

Human Immunodeficiency Virus Type 1 [HIV-1] [AIDS virus]

Influenza A [H1N1] Virus [ATCC VR-1469]



05-10-2013

**MALIBU CONCENTRATE** is a sanitizer for non-food contact surfaces in the presence of 400 ppm hard water plus 5% organic serum in 5 minutes against:

*Klebsiella pneumoniae* [ATCC 4532]  
*Staphylococcus aureus* [ATCC 6538]

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (Product Name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (influenza A virus tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against (influenza A virus tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

