



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

October 25, 2021

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Katherine Poiesz
Senior Scientist, Regulatory Manager
The Procter & Gamble Company
5299 Spring Grove Avenue
Cincinnati, OH 45217

Subject: Notification per PRN 98-10 – Add Graphics to Label
Product Name: Malibu Concentrate
EPA Registration Number: 3573-96
Received Date: October 15, 2021
Action Case Number/Decision Number: 00331120

Dear Katherine Poiesz:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Assurance.

If you have any questions, you may contact Joseph Daniels via email at Daniels.joseph@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to be 'E. Miederhoff', written over a faint circular stamp or watermark.

for

Eric Miederhoff, Product Manager 31
Regulatory Management Branch 1
Antimicrobials Division (7510P)
Office of Pesticide Programs

MALIBU CONCENTRATE

OPTIONAL:

Glass and Surface [Multi-Surface] [Multi-Purpose*] Cleaner

Hospital Use Disinfectant

Bactericide

Germicide^(w)

Virucide^(t)

Sanitizer

Deodorizer

3-in-1^(s*)

[For] [Hospital], [Commercial], [Institutional], [Industrial],

[and] [Household] [Use]

Closed Loop

[Closed Loop] Dilution Control

Dilution Control [Closed Loop]

[Dilute2Go] [ProFill] [EZFill] [Portable] [Mobile] [Dispensing] [Dilution] [Device] [Unit] [System]

Scent Descriptors

[Sweet] [Citrus] [&] [Light] [Lemon] [Zest]

[Citrus] [Contains] [With] [Citrus extracts]

[Fresh] Mr. Clean with Febreze] [Freshness] [Scent]

NOTIFICATION

3573-96

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

10/25/2021

Active Ingredients:

n-Alkyl (C₁₄-60%, C₁₆-30%, C₁₂-5%, C₁₈-5%)

Dimethyl Benzyl Ammonium Chloride.... 0.75%

n-Alkyl (C₁₂-68%, C₁₄-32%) Dimethyl

Ethylbenzyl Ammonium Chloride 0.75%

Other Ingredients..... 98.50%

Total..... 100.0%

KEEP OUT OF REACH OF CHILDREN

DANGER

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.

See [left] [side] [right] [back] panel for Precautionary Statements

<<Note to reviewer: [], \, and / denote optional or interchangeable language. Language in braces {} and arrows <<>> is for reader clarity and information to the reviewer. Lists with multiple options may be separated by commas and/or the word "and" and items within the list may appear in any order on the final printed label. When only 2 of the 3 major classes of organisms are listed on the final printed label in conjunction with a "germs" claim, "germs" will be qualified.>>

EPA Reg. No. 3573-96

EPA Est. No.[:] <<insert appropriate EPA Est. No.>>

[Lot code designates actual Est.] [Circled] [letter is the last/first digit/number/letter of lot number.] [Last/first digit/number/letter of batch code designates[indicates] the actual Est.] [Digits/positions/numbers <<insert appropriate beginning position within batch code>> – <<insert appropriate end position within batch code>> of batch code designates[indicates] the actual Est.] [The <<insert appropriate beginning position within batch code>>th – <<insert appropriate beginning position within batch code>>th digits/numbers/positions in the batch code designate[indicate] the actual Est.]

[Net Contents:] (as indicated on container)

[Country of origin (insert country)]

[Manufactured in (insert country)]

[Barcode]

[3-05] [X] [X-X] [XX] [X-XX] [XX-XX] [other unique product code]^[o]

<<Note to reviewer: X may represent a single number or multiple numbers unique to this product>>

^[o][Unique] [Product] [Identification] [ID] [Order] [Catalog] [Reorder] [Code] [Number] [No.] [:] [3-20] [X] [X-X] [XX] [X-XX] [XX-XX] [other unique product code]

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

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.

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.

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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.

<<Note to Reviewer: "Sanitizing" will be included in the preparation instructions when sanitizing directions are included on the final printed label}

Preparing Disinfecting[/] [and] [Sanitizing] Solution:

<<Note to reviewer: Alternate headings:>>

[Manual Preparation of [Disinfecting]/[/] [and] [Sanitizing] Use dilution:]

[To Prepare Disinfecting[/] [and] [Sanitizing] Solution]

[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\disinfecting [and sanitizing] product].

{or}

Dilute 1 part MALIBU CONCENTRATE per 14 parts water into a spray bottle using the dilution center. Use only a coarse spray bottle.

<<Note to Reviewer: the following are cleaning/deodorizing instructions only>>

General Cleaning Directions: {OR} [General] [Cleaning] [Surface] [Glass] [Directions]: {OR} To Clean:

Apply to[Spray] 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}

Spray [6-8 inches from][on] 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: {OR} To Clean Glass:

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

{or}

Spray [6-8 inches from] [on] [onto] [glass] [surface]; rub[wipe] with a paper towel or lint-free cloth [until dry].

Deodorizing Directions: {OR} To Deodorize:

Spray [MALIBU CONCENTRATE to deodorize] [on] hard, non-porous surfaces.

<<Disinfection Directions>>

<<Note to Reviewer: the following are Disinfecting Instructions only. One Statement from each section of the table below will be used to build the disinfection directions.>>

Statement Type	Statement Options
Headers	To Disinfect [Bacteria][/][Viruses]: [For] [Bactericidal][/][Virucidal][/] Disinfection [Directions]:
Precleaning	For visibly soiled areas, a precleaning is required.
	For visibly soiled areas, a preliminary cleaning is required.
	Clean surface[s] prior to treating visibly soiled areas.

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Application	<p>Spray [6-8 inches from] hard, non-porous surface[s] [until thoroughly wet].</p> <p>Apply [6-8 inches] [from] [to] hard, non-porous surface[s] [until thoroughly wet].</p> <p>For hard, non-porous surface[s], spray [6-8 inches from surface[s]] [until thoroughly wet].</p> <p>For hard, non-porous surface[s], apply [6-8 inches] [from] [to] surface[s] [until thoroughly wet].</p>
Contact Time	<p>Treated surfaces must[Allow surfaces to] remain visibly wet for 10 minutes [before wiping] [with a paper towel, lint-free cloth, or allowing to air dry]. [Wipe with a paper towel, lint-free cloth, or allow to air dry.]</p> <p>[Effective in 2 minutes against: {insert one or more organisms from the Disinfections organisms list with a 2 minute contact time}]</p> <p>[Effective in 3 minutes against[:] {insert one or more organisms from the Disinfections organisms list with a 3 minute contact time}]</p> <p>[Effective in 10 minutes against[:] {insert one or more organisms from the Disinfections organisms list with a 10 minute contact time}]</p> <p>Treated surfaces must[Allow surfaces to] remain visibly wet [for the time] [as] indicated [in the] [disinfecting][disinfection] [organism] [table] [below] [before wiping] [with a paper towel, lint-free cloth, or allowing to air dry]. [Wipe with a paper towel, lint-free cloth, or allow to air dry.] {insert table with one or more organisms and appropriate contact times from the Disinfections organisms list}</p> <p>{Note to reviewer: one or more of the following sentences in parenthesis () will be used} (For {insert organisms with a 2 minute contact time from the Disinfection organisms list}, treated surface[s] must remain visibly wet for 2 minutes [before wiping] [with a paper towel, lint-free cloth, or allowing to air dry].) (For {insert organisms with a 3 minute contact time from the Disinfection organisms list}, treated surface[s] must remain visibly wet for 3 minutes [before wiping] [with a paper towel, lint-free cloth, or allowing to air dry].) (For {insert organisms with a 10 minute contact time from the Disinfection organisms list}, treated surface[s] must remain visibly wet for 10 minutes [before wiping] [with a paper towel, lint-free cloth, or allowing to air dry].) [Wipe with a paper towel, lint-free cloth, or allow to air dry.]</p> <p>Treated surfaces must[Allow surfaces to] remain visibly wet [for the time] [as] indicated [below] [before wiping] [with a paper towel, lint-free cloth, or allowing to air dry]. [Wipe with a paper towel, lint-free cloth, or allow to air dry.]</p> <p>Effective in 2 minutes against: {insert one or more viruses from the Disinfections organisms list with a 2 minute contact time}</p> <p>Effective in 3 minutes against[:] {insert one or more bacteria from the Disinfections organisms list with a 3 minute contact time}</p> <p>Effective in 10 minutes against[:] {insert one or more organisms from the Disinfections organisms list with a 10 minute contact time}</p> <p>Treated surfaces must[Allow surfaces to] remain visibly wet [for the time] [as] indicated [below] [before wiping] [with a paper towel, lint-free cloth, or allowing to air dry]. [Wipe with a paper towel, lint-free cloth, or allow to air dry.]</p> <p>Bactericidal in 3 minutes against[:] {insert one or more bacteria from the Disinfections organisms list with a 3 minute contact time}</p> <p>[Bactericidal in 10 minutes against[:] {insert one or more organisms from the Disinfections organisms list with 10 a minute contact time}]</p> <p>[Virucidal in 2 minutes against[:] {insert one or more viruses from the Disinfections organisms list with a 2 minute contact time}]</p> <p>[Virucidal in 3 minutes against[:] {insert one or more viruses from the Disinfections organisms list with a 3 minute contact time}]</p> <p>[Fungicidal in 10 minutes against[:] {insert one or more fungi from the Disinfections organisms list with a 10 minute contact time}]</p>
Potable Water Rinse	<p>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].</p> <p>A potable water rinse is required for surfaces in direct contact with food. Do not use on utensils, glasses or dishes.</p>

<<Sanitizing Directions>>

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<<Note to Reviewer: the following are Sanitizing Instructions only. One Statement from each section of the table will be used to build the sanitizing directions.>>

Statement Type	Statement Options
Headers	Sanitizing [Non-Food Contact Surface[s]] [Directions]:
	To Sanitize [Non-Food Contact Surface[s]]:
	[For] Sanitization [of Non-Food Contact Surface[s]]:
Application	Spray [6-8 inches from] hard, non-porous surface[s] [until thoroughly wet].
	Apply [6-8 inches] [from] [to] hard, non-porous surface[s] [until thoroughly wet].
	For hard, non-porous surface[s], spray [6-8 inches from surface[s]] [until thoroughly wet].
	For hard, non-porous surface[s], apply [6-8 inches] [from] [to] surface[s] [until thoroughly wet].
Contact Time	Allow surface[s] to remain visibly wet for 15 seconds [before wiping] [with a paper towel, lint-free cloth, or allowing to air dry]. [Wipe with a paper towel, lint-free cloth, or allow to air dry.]
	Treated surface[s] must remain visibly wet for 15 seconds [before wiping] [with a paper towel, lint-free cloth, or allowing to air dry]. [Wipe with a paper towel, lint-free cloth, or allow to air dry.]
	Treated surface[s] must remain visibly wet for the time indicated [in the] [sanitization][sanitizing] [organism] [table] [below] [before wiping] [with a paper towel, lint-free cloth, or allowing to air dry]. [Wipe with a paper towel, lint-free cloth, or allow to air dry.] {insert table with one or more organisms and appropriate contact times from the Disinfections organisms list}

<<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

<<Note to Reviewer: When the following optional statement is used on the final printed label, sanitizing will be included when the Directions for Use on the final printed label include sanitizing directions>>

[1 gallon makes 15 gallons of diluted disinfectant [disinfecting] [and sanitizing] 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.

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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.

<<ALTERNATE LANGUAGE FOR PORTABLE DILUTION / DISPENSING SYSTEMS>>

<<Note to Reviewer: Optional text below will only appear on containers equipped with portable dilution / dispensing systems>>

<<System Descriptors:>>

[The] ProFill [Dispensing] [Unit] [System]
[The] EZFill [Dispensing] [Unit] [System]
[The] Dilute2Go [Dispensing] [Unit] [System] [D2G]
[The] [MDU] [MDD] [Mobile] [Dispensing] [Dilution] [Device] [Unit] [System]
[The] [PDU] [PDD] [Portable] [Dispensing] [Dilution] [Device] [Unit] [System]

<<Optional Text:>>

[Simple.] [Smart.] [Clever.] [Designed to Dilute.] [Ready-to-Dilute.] [Accurate.] [Reduce product overuse [waste].]
[Effective.] [No chemical contact [with concentrate].] [No risk of product cross contamination.] [Easy operation.]
[Minimal training.] [Durable [during] [use] [transport].] [Effective.] [Sealed bottle.] [Dilution control.] [Portable
[concentrate] [dilution].] [Plug and Go.] [Connect and Go.]
[<<insert appropriate number>>] [gpm] [gallons per minute] [flow] [fill] [rate][.]
[Dilution ratio based on product used.]
[!][TURN OFF water supply after use and disconnect][.][!]

<<Optional Text:>>

CONCENTRATED PRODUCT – DILUTE BEFORE USING[.]

[This [1.5L] bottle makes 22.5L of diluted [disinfectant] product.]
[This [4.5L] bottle makes 67.5L of diluted [disinfectant] product.]

TO FILL SPRAYER[S] [BUCKET[S]][:]

1. Attach [<<system descriptor>>] [unit] to water source [using [water] [hose] [and] [or] [quick-connect] [provided]]. [Turn on water supply [to pressurize unit].]
2. Pull back [small] [green] [{other color}] locking tab from {[off] [<<representative "off" icon>>]} notch [with thumb].
3. While holding back tab, use opposite hand to slide [yellow] [{other color}] selector bar to {[spray bottle] [bucket] [<<representative "spray bottle" icon>>] [<<representative "bucket" icon>>]} [position] to dispense product. [The {[faucet] [<<representative "faucet" icon>>]} [position] dispenses water only [for rinsing]].
4. <<Note to reviewer: One or both of the following statements may be used>>
[For spray bottle[s] [applications]:] Insert spray bottle under [dispenser] nozzle.
<<and/or>>
[For bucket[s] [applications]:] {[Hold] [Hang]} [dispenser] nozzle [over bucket] [on bucket rim].
5. Push down [red] [{other color}] trigger [to fill spray bottle] [to fill bucket] [for product flow] [into a bottle] [into other container]. [Release [red] [{other color}] [trigger] to stop.]
6. [See [online] [service] [device] [instruction] [manual] [insert] for [more] [detailed] [usage] information.)]

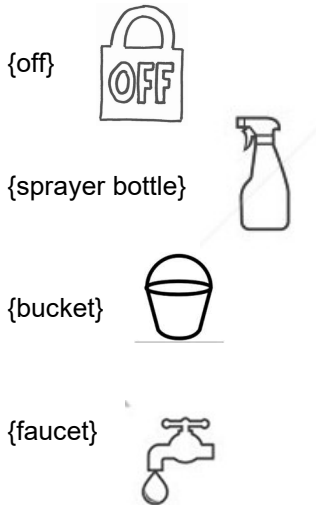
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TO TRANSPORT[:]

1. [Pull back [small] [green] [{other color}] locking tab and] slide [yellow] [{other color}] selector bar to {[faucet] [<<representative "faucet" icon>>]} [position]. [Unit now dispenses water only [and can be used for rinsing] [by pushing down [red] [{other color}] trigger].]
2. Turn off water [at [the] source].
3. [While still in the {[faucet] [<<representative "faucet" icon>>]} [position],] push down [red] [{other color}] trigger to release water pressure. [A small amount of water will be discharged.] [Pressure will be released from the unit.]
4. [Once pressure is released [from the unit],] [pull back [small] [green] [{other color}] locking tab and] slide [yellow] [{other color}] selector bar to {[off] [<<representative "off" icon>>]} [position]. [Disconnect water hose from unit.] [[Unit] [<<System Descriptor>>] is now ready for transport.]

<<REPRESENTATIVE ICONS INDICATED IN INSTRUCTIONS >>

<<Note to reviewer: the following representative icons may be used to demonstrate directions for use.>>



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KILLS HIV[,] [AND] [HBV][,] [AND] [HCV] 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][,] [and] [Hepatitis B Virus][HBV][,] [and] [Hepatitis C Virus][HCV].

SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1[,] [AND] [HBV][,] [AND] [HCV] 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[,] [and] [HBV][,] [and] [HCV] must be thoroughly cleaned from surfaces and objects before application of **MALIBU CONCENTRATE**[this product].

Contact Time: Leave surfaces visibly wet for 2 minutes [if a 1:15 dilution is used] for HIV-1[,] [and] [HBV][,] [and] [HCV]. For all other organisms listed on this label, use the contact time indicated in the directions for use.

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, non-porous 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 visibly 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.pgpro.com] [pgpro.com] [or appropriate phone number and website]

<<Note to Reviewer: The website URL may also be provided as a Quick Response (QR) code>>

[QR Code icon]

[DATA RATES [MAY] APPLY]

[Use your [smart]phone] [to] [and] [scan] [the] [this] [tag] [code] [to] [learn] [see] [more] [uses] [information] [videos] [on how to use] [on] [for] [this product] [for] [how to] [tips]

Questions? [M]SDS?

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<<Note to reviewer: The following is considered optional marketing language.>>

<<**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][^o] [^oamong 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%] [%] [2X] [5X] [15X] [X] [compared to RTU\ready-to-use [packages\products]

[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 leave behind [on] [(insert one or more use sites/surfaces from table)] [exercise equipment] exercise paraphernalia [weight machines] [free weights] [,] [rehab\rehabilitation areas][,] [and] [most] [shiny] [household] [surfaces] [hard, non-porous surfaces] [throughout the\your kitchen\bathroom\restroom\home\business\office\restaurant\hotel\operation][.]

Cleans\Cleans away\Removes [tough] [greasy] dirt[soil[s]] [residue[s]] [from] [fire] [smoke] [damage] [faster*] [on] [(insert one or more use sites/surfaces from table)] [exercise equipment] exercise paraphernalia [weight machines] [free weights] [rehab\rehabilitation areas][,] [and] [most] [shiny] [household] [surfaces] [hard, non-porous surfaces] [throughout the\your kitchen\bathroom\restroom\home\business\office\restaurant\hotel\operation][.]

vs. [the] leading [liquid] [dilutable concentrate[d]] [Ready-to-Use\RTU] [all-purpose][multi-purpose][multi-surface] [professionally labeled] cleaner[s]]

Clean[s] [better than before] [to] reveal a\the [brilliant] [sparkling] [virtually] [100%] [streak-free] shine [on] [(insert one or more use sites/surfaces from table)][,] [and] [most] [shiny] [household] [surfaces] [hard, non-porous surfaces][throughout the\your kitchen\bathroom\business\facility\operation\site\locationhome][.]

[Clean[s]] [better than before^] [to] reveal [up to] [2X][3X][4X][^] the\more shine [on] [(insert one or more use sites/surfaces from table)][,] [and] [most] [shiny] [household] [surfaces][hard, non-porous surfaces] [throughout the\your kitchen\bathroom\business\facility\operation\site\locationhome][,][^vs. previous formula]

Cleans [dirt] \[grease] \[grime] with only one wipe\swipe

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

Cleans [(insert one or more use sites/surfaces from table)] [shiny surfaces] [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 [virtually] [100%] [brilliant] [sparkling] [streak-free] shine [on] [(insert one or more use sites/surfaces from table)][,] [and] [most] [shiny] [household] [surfaces][hard, non-porous surfaces] [throughout the\your kitchen\bathroom\business\facility\operation\site\locationhome][.]

Cleans without bleach

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

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

Designed\Formulated] to clean [and buff] [while meeting California VOC[Volatile Organic Compound] limits [for general purpose cleaners]

Dries [to a] streak-free [shine]

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Designed/Formulated to dry slow[er] [while meeting California VOC/Volatile Organic Compound] limits [for general purpose cleaners]

Easier to clean with one solution [for the whole house] [for multi surfaces] [for the whole facility]

Easier/Easy to clean[your\the whole\entire house\business\office\restaurant] [multi-] [multiple] surfaces with just one product

Easy to Use

Excellent clean[ing]

[Excellent/Great] [Clean[s] [better] [to] reveal [up to][100%][2X][3X][4X] more shine [on] [{insert one or more use sites/surfaces from table}][.] [and] [most] [shiny] [household] [surfaces] [hard, non-porous surfaces] [throughout the\your kitchen\bathroom\home][.]

[Excellent/Great] [Clean[s]] [better] [to] reveal [up to] 100% more shine [on] [{insert one or more use sites/surfaces from table}][.] [and] [most] [shiny] [household] [surfaces][hard, non-porous surfaces] [throughout the\your kitchen\bathroom\home][.]

[Excellent/Great] [Clean[s]] [better] [to] reveal [up to] [2X][3X][4X] more shine [on] [{{insert one or more use sites/surfaces from table}}][.] [and] [most] [shiny] [household] [surfaces][hard, non-porous surfaces] [throughout the\your kitchen\bathroom\business\facility\operation\site\location\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\ **Malibu Concentrate**; 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 Hard Non-porous 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] [{insert one or more use sites/surfaces from table}][.] [and] [most] [shiny] [household] [hard, non-porous surfaces][surfaces] [throughout the\your kitchen\bathroom\business\facility\operation\site\locationhome][.]

[Helps] [Eliminate Odors] [and] Cleans to a [virtually] streak-free shine [on] [{insert one or more use sites/surfaces from table}] [.] [and] [most] [shiny] [household] [hard, non-porous surfaces][surfaces][throughout the\your kitchen\bathroom\business\facility\operation\site\locationhome][.]

[Helps] [Eliminate Odors] [and] Cleans [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] [.]

Kitchen [and] [Bathroom] cleaner

Leaves a Fresh [Clean] Scent

Leaves behind no dulling residue

Leaves behind no dulling residue [on][{insert one or more use sites/surfaces from table}] [.] [and] [most] [shiny] [household] [surfaces] [hard, non-porous surfaces][throughout the\your kitchen\bathroom\business\facility\operation\site\locationhome][.]

Leaves no smeary residue

[virtually] [100%] streak free shine [on][{insert one or more use sites/surfaces from table}][.] [[and] [most] [shiny] [household] [surfaces][hard, non-porous surfaces] [throughout the kitchen\bathroom\business\facility\operation\site\locationhome][.]

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]

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Long Lasting [fresh] scent\fragrance\aroma\perfume.
Long[er] lasting freshness
Makes cleaning easier
Makes running a business easier
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 smeary residue
No streaking
No streaking or filming
Nothing but shine left behind
Nothing but shine left behind [on] [{insert one or more use sites/surfaces from table}] [,] [and] [most] [shiny]
[household] [surfaces][hard, non-porous surfaces] [throughout the
kitchen\bathroom\business\facility\operation\site\location\home][,]
[Now] [cleans better to] reveal [up to] [2X] [3X] [4X] the\more shine[^] [on] [{insert one or more use sites/surfaces
from table}][,] [and] [most] [shiny] [household] [surfaces] [hard, non-porous surfaces] [throughout the
kitchen\bathroom\business\facility\operation\site\location\home][,] [^vs. previous formula]
One product to clean [and shine] just about any surface
One product to [thoroughly] clean surfaces [throughout the\your
kitchen\house\bathroom\business\operation\site\location\restrooms\facility]
One [simple] cleaner\product does the job of three
1\One product for cleaning[,] [and] deodorizing[,] [and freshening]
1\One product that Cleans[,] [and\plus] [freshens][,] [and\plus] [deodorizes][,] [and] [reduces filming\streaking]
1\One product to Clean[,] [plus\and] [freshen][,] [plus\and] [deodorize][,] [and\plus] [reduced filming\streaking]
1\One product Cleaning[,] [and\plus] [freshening][,] [and\plus] [deodorizing][,] [and\plus] [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 [for a] [streak free] [shine]
Sparkling shine
Sparkling [virtually]streak-free shine
Spreads\goes on [easily] [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]the [Brilliant] [Sparkling] [Virtually] [100%] [streak free] shine [on] [{insert one or
more use sites/surfaces from table}] [,] [and] [most] [shiny] [household] [surfaces][hard, non-porous

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surfaces][throughout the\your kitchen\bathroom\business\facility\operation\site\location\][.]
Thorough clean[ing]
Thorough\Great\Excellent\Beautiful\Powerful cleaning [to] reveal[s] a\the [virtually] [100%] [streak free] shine
[on] [{insert one or more use sites/surfaces from table}][,] [and] [most] [shiny] [household] [surfaces] [hard,
non-porous surfaces][throughout the\you kitchen\bathroom\business\facility\operation\site\location\home][.]
Thoroughly cleans without leaving [virtually] [any] [smears] [residues] [streaks] [film]) [on] [{insert one or more
use sites/surfaces from table}][,] [and] [most] [shiny] [household] [surfaces][hard, non-porous
surfaces][throughout the\your kitchen\bathroom\business\facility\operation\site\location\home][.]
Tough cleaning to reveal a\the [brilliant] [sparkling] [Virtually] [100%] [streak free] shine [on] [{insert one or more
use sites/surfaces from table}][,] [and] [most] [shiny] [household] [surfaces][hard, non-porous
surfaces][throughout the\your kitchen\bathroom\business\facility\operation\site\location\home][.]
Twice the shine [in less time]
[Up to] [2X] [3X] [4X) long[er] lasting freshness
[Up to] [2X] [3X] [4X) long[er] lasting fresh scent\fragrance\aroma\perfume
([Up to] [2X][3X][4X]) [the] shine
[Use less] [Use a small amount of product] [Spread a thin layer of product\Malibu Concentrate] evenly [over the
surface]; buff [dry] [until no streaks] [until streaks are gone] [until product disappears]
Use less [for cleaning][tough][greasy soils]
[Virtually] [100%] streak free shine.
[Virtually] No streaking or filming [on] [{insert one or more use sites/surfaces from table}][,] [and] [most] [shiny]
[household] [surfaces] [hard, non-porous surfaces] [throughout the\your
kitchen\bathroom\business\facility\operation\site\location\home][.]
[Virtually] [Brilliant] [Sparkling] [100%] [streak free] shine [on] [{insert one or more use sites/surfaces from
table}][,] [and] [most] [shiny] [household] [surfaces] [hard, non-porous surfaces] [throughout the
kitchen\bathroom\business\facility\operation\site\location\home][.]
[Virtually] [100%] Streak free formula reveals [a\the] shine [on] [{insert one or more use sites/surfaces from
table}][,] [and] [most] [shiny] [household] [surfaces] [hard, non-porous surfaces] [throughout the\your
kitchen\bathroom\business\facility\operation\site\location\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

<<CLAIMS – FIFRA>>

<<CLEANING AND ODOR ELIMINATION CLAIMS:>>

[As it dries it,] [In one step^s it] [Deodorizes and] [Freshens and] cleans away the odors trapped on [hard
surfaces] [shiny surfaces] [hard, non-porous surfaces]), leaving them virtually free of odor causing bacteria.
Cleans away the odors trapped on {insert one or more use sites/surfaces from table}, leaving them virtually free
of odor causing bacteria.
[Clean,] [and] [Disinfect][,] [and] [Freshen] [and] [Deodorize][Deodorizes] [with] [1][one] [bottle] [in one labor
saving step][^s][,] [!]
[Clean,] [and] [Disinfect][,] [and] [Freshen] [Freshens] [and] [Deodorize][Deodorizes] [with] [1][one] [bottle]
[product] [,] [!][^s]
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]^s
Cleans and Freshens
Cleans, Disinfects, and Freshens^s
Cleans, Disinfects, and Freshens [with 1[one] bottle [product] [,] [!]^s
Cleans, disinfects [hard, non-porous surfaces], and shines [throughout the house] [throughout the facility]^s.
Cleans, disinfects [hard, non-porous surfaces], and shines easily^s
Cleans and disinfects [hard, non-porous surfaces], [deodorizing], [sanitizing] while leaving a streak-free shine^s[^ψ]
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^s

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conjunction with a "germs" claim, "germs" will be qualified.>>

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 [{insert one or more use sites/surfaces from table}], [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 streak-free shine[§]
Cuts grease [and grime], [kills germs^(w)], and [shines]
Cuts grease, [disinfects], [deodorizes], [sanitizes], [and shines][§]^(w)
Cuts grease, [kills germs^(w)], [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^(w)][§]
Eliminates\No [employee] guesswork
Enables one step cleaning and disinfection to help save time and labor[§]
Fresh and clean all day long.
Freshens
[Mr. Clean] cleans away the dirt and grime while freshening with Febreze.
[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[§]
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][:][-]disinfectant [sanitizer] [cleaner] [deodorizer] [freshener] [glass cleaner] [degreaser] [odor eliminator]
An effective [cleaner], [disinfectant], [sanitizer], [deodorizer], [odor eliminator] for use in [the] [kitchen], [bathroom], [bedroom], [playroom], [family room], [living room], and other [household] areas [in your] [business][facility][operation][site][location][§]^(w).
Antibacterial [Formula] [Cleaner[§]] [Spray]
Antibacterial Glass & Surface [Cleaner[§]] [Spray]
Antibacterial Hard Non-porous Surface and Glass [Cleaner[§]] [Spray]
Antibacterial Multi-Purpose* [Cleaner[§]] [Spray]
Antibacterial All Purpose [Cleaner[§]] [Spray]
Antibacterial Glass [Cleaner[§]] [Spray]
Antibacterial [Cleaner[§]] [Spray]
Antibacterial Surface and Glass [Cleaner[§]] [Spray]
Bactericidal
Combines the [tough] [cleaning] power of a[n] [all-purpose][multi-purpose*][multi-surface] cleaner and\with the [virtually] streak-free performance of a glass cleaner and\with hospital [use] [level] disinfecting\disinfectancy[§]
[Destroy] [Kills] [Removes] [Gets rid of 99.9%] [Helps to eliminate 99.9% of] [household] germs^(w)
Disinfectant
Disinfecting cleaner kills 99.9% of common [household] bacteria and germs^(w)[§].
Disinfecting [formula] [Cleaner][§]
Disinfects
Disinfects as it cleans [indoor] [and] [outdoor] surfaces[§].

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Germicidal^[w]
Kills Germs^[w]
Kills 99.9% of Germs^[w]
Kills 99.9% of the bacteria
Kills 99.9% of [common] [household] [bacteria] [,] [E. coli O157:H7] [,] [Salmonella enterica][,] [and] [Staphylococcus aureus].
Kills [Influenza] [H1N1] [Flu Virus^o] and/or [MRSA [methicillin resistant Staphylococcus aureus]] and/or [Staph [Staphylococcus aureus]] and/or [In 10 minutes]]
Kills 99.9% of household germs^[w]
Bactericidal in 3 minutes against[:] {insert one or more bacteria from the Disinfections organisms list with a 3 minute contact time}
Bactericidal in 10 minutes against[:] {insert one or more organisms from the Disinfections organisms list with 10 a minute contact time}
Virucidal in 2 minutes against[:] {insert one or more viruses from the Disinfections organisms list with a 2 minute contact time}
Virucidal in 3 minutes against[:] {insert one or more viruses from the Disinfections organisms list with a 3 minute contact time}
Fungicidal in 10 minutes against[:] {insert one or more fungi from the Disinfections organisms list with a 10 minute contact time}
Kills {insert one or more organisms with 10 minute contact time} in 10 minutes.
Kills { insert one or more organisms with 3 minute contact time } in 3 minutes.
Kills { insert one or more organisms with 2 minute contact time } in 2 minutes.
Kills[Effective][Disinfectant][Disinfects] [in 10 minutes] [against]: {insert one or more organisms with a 10 minute contact time}
Kills[Effective][Disinfectant] [in 3 minutes] [against]: {insert one or more organism with a 3 minute contact time}
Kills[Effective][Disinfectant] [in 2 minutes] [against]: {insert one or more organism with a 2 minute contact time}
In 10 minutes, kills[disinfectant][effective][against][:] {insert one or more organisms with a 10 minute contact time}
In 3 minutes, kills[disinfectant][effective][against] [:] {insert one or more organism with a 3 minute contact time}
In 2 minutes, kills[disinfectant][effective][against] [:] {insert one or more organism with a 2 minute contact time}
Cleans and disinfects in one step^s. Kills [{insert organisms with 2 minute contact times} in 2 minutes][,] [and] [{insert organisms with 3 minute contact times} in 3 minutes][,] [and] [{insert organisms with 10 minute contact times} in 10 minutes].
Kills H1N1 influenza A virus [(formerly called swine flu)].
[Kills] [Eliminates 99.9% [of]] Norovirus
Effective against Norovirus
Kills [Eliminates 99.9%] SARS-Related Coronavirus 2 [SARS-CoV-2] [USA-WA1/2020] [causative agent of COVID-19][the virus that causes COVID-19][‡]
Effective against SARS-Related Coronavirus 2 [SARS-CoV-2] [USA-WA1/2020] [in 2 minutes]][‡]
Disinfects surfaces by killing [99.9%] SARS-Related Coronavirus 2 [SARS-CoV-2] [USA-WA1/2020] [in One Step^s][‡]
Kills [99.9% of] SARS-CoV-2[‡], which causes COVID-19^o
Kills [Effective against] the virus[‡] that causes COVID-19^o
Effective against SARS-CoV-2 virus[‡] (agent of the respiratory illnesses COVID-19) responsible for the severe acute respiratory syndrome/disease/epidemic/ (COVID-19)
Kills SARS-CoV-2 [COVID 19 virus] [virus] on hard, non-porous surfaces
Effective against SARS-CoV-2 (COVID 19 virus)[‡]
Kills SARS-CoV-2 Virus[‡]
This product [product name] is a hospital, hard, non-porous surface disinfectant that has been shown to be effective against SARS-CoV-2[‡] [COVID-19 virus tested and listed on the label]
[Kitchen] and [Bathroom] cleaner [and] [disinfectant]^[s]
Leaves surfaces sanitized
Makes cleaning easy and disinfects too^s.
Multi-Bacterial
Multi-Surface Disinfecting Cleaner for hard, non-porous surfaces^s
[P&G] [Pro Line] 3-in-1[:]-[disinfectant\disinfects\disinfect] [sanitizer\sanitizes\sanitize] [cleaner\cleans\clean]

<<Note to reviewer: [], \, and / denote optional or interchangeable language. Language in braces {} and arrows <<>> is for reader clarity and information to the reviewer. Lists with multiple options may be separated by commas and/or the word "and" and items within the list may appear in any order on the final printed label. When only 2 of the 3 major classes of organisms are listed on the final printed label in conjunction with a "germs" claim, "germs" will be qualified.>>

[deodorizer\deodorizes\deodorize] [freshener\freshens\freshen] [glass cleaner\cleans glass\clean glass]
[degreaser\degreases\degrease] [odor eliminator\eliminates odor\eliminate odors][§]
[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, non-porous]
surfaces[§]: {insert one or more use site/surfaces from the USE SITES/SURFACES table} “
Tough on dirt and bacteria, easy on you
Virucidal[†]
[New] [California VOC-compliant] [formula] [kills] [eliminates 99.9% of] [destroys] [[is] effective against]
[[25][30][40][50][XX]%[^]] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [[^]vs. previous
formula]
[New] [California VOC-compliant] [formula] [kills] [eliminates 99.9% of] [destroys] [[is] effective against]
[[1.5][2][2.5][XX] x[^]] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [[^]vs. previous
formula]
[New] [California VOC-compliant] [formula] [kills] [eliminates 99.9% of] [destroys] [[is] effective against]
[[1.5][2][2.5][XX] times[^]] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [[^]vs. previous
formula]
[New] [California VOC-compliant] [formula] [kills] [eliminates 99.9% of][destroys] [[is] effective against]
[[5][10][20][XX][^]] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [[^]vs. previous formula]]
[Kills] [Eliminates 99.9% of][Destroys] [Effective against] [XX] [germs] [pathogens] [[micro-]organisms]
[Kills] [Eliminates 99.9% of][Destroys] [Effective against] [XX] viruses
[Kills] [Eliminates 99.9% of][Destroys] [Effective against] [XX] bacteria
<<Note to Reviewer “XX” indicates a numerical value not already specified, and not to exceed the actual
numerical value associated with the particular claim>>

<<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^[w] [with the freshness of Febreze][Freshness and/or Fresh scent]
[and the odors they cause][§]
[Mr. Clean] Disinfects by killing germs^[w] 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^[w], 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^[w] 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], [{insert one or more use
sites/surfaces from table}][,] [and] [shiny surfaces], [hard, non-porous surfaces].
Eliminate 99.9% of\Remove [germs^[w]] [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 odors.
Kills bacteria that cause odors [on surfaces].
[Kills] [Removes] [Gets rid of\Eliminates 99.9% of] bacteria that cause odors [on] [hard] [surfaces] [{insert one or
more use sites/surfaces from table}] [shiny surfaces] [hard, non-porous surfaces][,].
[Kills] [Removes] [Gets rid of\Eliminates 99.9% of] common household bacteria, E. coli, Salmonella,

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conjunction with a “germs” claim, “germs” will be qualified.>>

Staphylococcus aureus 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 aureus 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 while helping to eliminate odors with the freshness of Febreze.
Kills 99.9% of germs^u, 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^s.

<<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] [{insert one or more use\surface sites from table}], 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 [and Mildew] odors\malodors] [,] [Smoke] [smoke] [,] [and][Bacon Grease] [bacon grease] [odors\malodors] [in the air][.]
Neutralizes odors
With Febreze [freshness] [fresh scent]

<<USAGE CLAIMS:>>

Cleans [kitchens], [bathrooms], [glass], [windows], [mirrors], [appliances], [household surfaces] [and shiny surfaces]
Cleans [{insert one or more use sites/surfaces from table}][,] [and] [shiny surfaces] [hard, non-porous surfaces].
Cuts Grease
Degreases [Degreaser]
[For best results,] apply a thin layer of product\Malibu Concentrate; buff [dry] [until no streaks] [until streaks are gone] [until product disappears]
Great for kitchens^A, bathrooms, and other tough jobs
Concentrated [can be used in dilution]
[Use less] [Use a small amount of product] [Spread a thin layer of] [product\Malibu Concentrate] 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][,][:] {insert one or more use site/surfaces from the USE SITES/SURFACES table}

<<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

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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[§][^ψ]
[Helps] [Eliminate Odors] [and] Disinfects [as it cleans] [and shines][§][^ψ]
[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][§][^ψ]
[Helps] [Eliminate Odors], [Cuts grease], [disinfects], [deodorizes], [sanitizes], and [shines][§][^ψ]

<<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[:][–][disinfectant\disinfects\disinfect] [sanitizer\sanitizes\sanitize] [cleaner\cleans\clean]
[deodorizer\deodorizes\deodorize] [freshener\freshens\freshen] [glass cleaner\cleans glass\clean glass]
[degreaser\degreases\degrease] [odor eliminator\eliminates odor\eliminate odors][§]
3-in-1[:][–][disinfectant\disinfects\disinfect] [sanitizer\sanitizes\sanitize] [cleaner\cleans\clean]
[deodorizer\deodorizes\deodorize] [freshener\freshens\freshen] [glass cleaner\cleans glass\clean glass]
[degreaser\degreases\degrease] [odor eliminator\eliminates odor\eliminate odors][§]
4-in-1[:][–][disinfectant\disinfects\disinfect] [sanitizer\sanitizes\sanitize] [cleaner\cleans\clean]
[deodorizer\deodorizes\deodorize] [freshener\freshens\freshen] [glass cleaner\cleans glass\clean glass]
[degreaser\degreases\degrease] [odor eliminator\eliminates odor\eliminate odors][§]
5-in-1[:][–][disinfectant\disinfects\disinfect] [sanitizer\sanitizes\sanitize] [cleaner\cleans\clean]
[deodorizer\deodorizes\deodorize] [freshener\freshens\freshen] [glass cleaner\cleans glass\clean glass]
[degreaser\degreases\degrease] [odor eliminator\eliminates odor\eliminate odors][§]
6-in-1[:][–][disinfectant\disinfects\disinfect] [sanitizer\sanitizes\sanitize] [cleaner\cleans\clean]
[deodorizer\deodorizes\deodorize] [freshener\freshens\freshen] [glass cleaner\cleans glass\clean glass]
[degreaser\degreases\degrease] [odor eliminator\eliminates odor\eliminate odors][§]
7-in-1[:][–][disinfectant\disinfects\disinfect] [sanitizer\sanitizes\sanitize] [cleaner\cleans\clean]
[deodorizer\deodorizes\deodorize] [freshener\freshens\freshen] [glass cleaner\cleans glass\clean glass]

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[degreaser\degreases\degrease] [odor eliminator\eliminates odor\eliminate odors][§]
Bathroom Cleaner
Floor Cleaner
Kitchen Cleaner
Multi-Purpose[¶] –or- Multi-Room [Cleaner] [and] Disinfectant[§]
Multi-Purpose[¶] –or- Multi-Room [Cleaner] [and] Disinfectant [Kitchen], [Bathroom], [Floor] cleaner[§].
Not formulated with ozone-depleting compounds
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]][§]
For use in households.
Contains no [phosphate][,] [butyl cellosolve] or [butoxyethanol].
Contains no bleach.
Contains cleaning agents, perfume, dye and water.

<<Note to reviewer: The following may be depicted via Pictures/Icons:>>

Wall-mounted Automatic Dilution Systems/Equipment
A gloved hand holding a cloth, wiping a surface

<<Note to reviewer: The following statement will appear near a 'peel-back' corner of fold-out, peel-back labels:>>

Open here for [additional] [information] [instructions] [directions] [for use]
[Peel] [back] [corner] [here] for [additional] [information] [instructions] [directions] [for use]

<<Claim Qualifiers>>

<<Note to Reviewer: qualifier symbols may be replaced with a different one on the final printed label>>

[¶][disinfectant\disinfects\disinfect] [sanitizer\sanitizes\sanitize] [cleaner\cleans\clean]
[deodorizer\deodorizes\deodorize] [freshener\freshens\freshen] [glass cleaner\cleans glass\clean glass]
[degreaser\degreases\degrease] [odor eliminator\eliminates odor\eliminate odors] <<Note to Reviewer: for
3-in-1 claims, 3 purposes from this list will be listed. For multi-purpose claims, 2 or more purposes will be
listed. Purposes may appear in any order and be separated by commas, the word "and", the symbol "•", or
another similar symbol not already on the end product label>>

[§]when used per[according to] disinfection[disinfecting] instructions

[¶]when used per[according to] sanitization[sanitizing] instructions

^Δa potable water rinse is required for surfaces in direct contact with food.

^βAllow to come to room temperature before use

^φKills Influenza A viruses [H1N1][,] [and] [H5N1][,] [and] [Strain Hong Kong] <<Note to Reviewer: one or more
of the choices will be included>>

[‡]on hard, non-porous surfaces

^ωKills[Effective against]: {insert bacteria and viruses or fungi from Disinfection Organisms table} <<Note to
Reviewer: this qualifier and statement will be used when only 2 of the 3 major classes of organisms are
included on the final printed label }

<<Note to Reviewer: for 2 and 3 minute contact times, the following statement is applicable until claims are
approved in California.>>} Not yet approved for use in California.

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and information to the reviewer. Lists with multiple options may be separated by commas and/or the word "and" and items within the list
may appear in any order on the final printed label. When only 2 of the 3 major classes of organisms are listed on the final printed label in
conjunction with a "germs" claim, "germs" will be qualified.>>

<<USE SITES/SURFACES>>

{Note to reviewer: Use Sites/Surfaces may be depicted by pictures/icons. No images of people, animals or food will be on the label.}

[Use on][:]

[SURFACES for disinfecting[,] [and] [cleaning][,] [and] [deodorizing][,] [and] [help[-s][-ing]] [to] eliminate[eliminating] odors] [on] [in][,] [and] freshen[s][freshening][,] [and] [sanitize[s]][sanitizing][:]]

Appliance[s] exterior[s] ^β	[no-wax] floors
Baby furniture [cribs, changing tables, diaper pails]	Outdoor grill
Baked Enamel	Oven doors exterior ^β
Basement[s] [areas]	Patio furniture [except cushions and wood frames]
Bathroom or restroom surfaces	Pet areas
Bathtub [tub]	Piano keys
Bed frame	Picnic Table [non-wood]
Cabinets	Plastic laundry hampers or baskets
Car window	Plastic dog houses
Cat and/or Pet [litter] boxes or pans	Playroom[s]
[Desks] [/] [and] [Chairs]	Range hoods ^β
Chrome	Recycling bins
Countertops or counters ^Δ	Refrigerator exteriors ^β
Diaper pails	Sealed Fiberglass
Doorknobs	Shelves / Drawers
Exhaust [Fan] [hood]	Shower[s] [doors]
Faucets	Sinks
Fixtures [chrome] [stainless steel]	Stainless steel[metal surfaces] [in bathroom[s] or restroom[s] and/or kitchen[s]]
Floor[ing] [Glazed Ceramic Tile][Linoleum] [No-wax] [Vinyl] [glazed porcelain tile][kitchen tile] [Bathroom tile]	Stove[s] [tops] ^β
Garbage [can] [pail]	Synthetic marble
Glass [surface][s]	Tables
Glass furniture	Telephones
Glazed [Ceramic] tiles	Toilet[s] bowl[s] exterior [rims]
Garage[s] [floor and/or doors and/or cabinets] [Hard] plastic or vinyl	Tools
Highchairs [non-food contact areas]	Tubs
Kitchens ^Δ	Urinal[s] exterior[s]
[Kitchen] appliance[s] exterior[s] ^β	Vanity top
Light fixtures	[Washable] Kitchen surfaces ^Δ
Litter boxes or pans	[Washable] Cupboards
Metal [blinds]	[Washable] Door[s]
Microwave oven exteriors ^β	[Washable] Railings
Mirrors [and] [Sinks]	[Washable] Trim[ming]
	[Washable] Walls
	Windows[s] [sills]

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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 reduction of cross-contamination from treated surfaces in these areas.

[MALIBU CONCENTRATE][This product] is a one-step disinfectant cleaner that is effective against a broad spectrum of bacteria[§].

When used as directed, **[MALIBU CONCENTRATE]**[This product] deodorizes[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][This product] 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][This product] uses an anti-bacterial formula to cut grease, grime and to disinfect[§].

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

[MALIBU CONCENTRATE][This product] removes dirt and grime and kills many germs^[w].

[MALIBU CONCENTRATE][This product] ([Kills] [Destroys]) [Eliminates 99.9% of] [Germs^[w]] [Bacteria] [Viruses[†]]

[MALIBU CONCENTRATE][This product] Delivers [a] [3 log] [log 3] reduction in [Germs^[w]] [Bacteria] [Viruses[†]] [levels]

[MALIBU CONCENTRATE][This product] kills bacteria and cuts grease and grime.

[MALIBU CONCENTRATE][This product] disinfects and deodorizes[§].

[MALIBU CONCENTRATE][This product] cleans tough dirt while leaving a fresh, clean, scent.

[MALIBU CONCENTRATE][This product] cleans and deodorizes.

[MALIBU CONCENTRATE][This product] cuts grease and deodorizes.

[MALIBU CONCENTRATE][This product] cuts grease, grime and deodorizes.

[MALIBU CONCENTRATE][This product] cleans and deodorizes and cuts grease and grime.

[MALIBU CONCENTRATE][This product] is a no-rinse cleaner that disinfects, cleans and deodorizes non-food contact surfaces in one labor saving step[§].

[MALIBU CONCENTRATE][This product] cleans, shines, deodorizes and disinfects hard, non-porous household surfaces[§].

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

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

[MALIBU CONCENTRATE][This product] is a cleaner, deodorizer, and disinfectant for multiple hard, non-porous surfaces[§]. Use on windows, mirrors, Plexiglas, Lexan, and other glass surfaces.

Use **[MALIBU CONCENTRATE]**[This product] on the multi-touch surfaces responsible for cross-contamination.

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

[MALIBU CONCENTRATE][This product] combines streak-free cleaning and hospital disinfection with no compromise in performance[§].

[MALIBU CONCENTRATE][This product] is a glass cleaner, all-purpose cleaner, and disinfectant all in one[§].

[MALIBU CONCENTRATE][This product] kills *Staphylococcus aureus* and *Salmonella enterica*.

[MALIBU CONCENTRATE][This product] kills many bacteria that cause bad odors.

[MALIBU CONCENTRATE][This product] disinfects!

[MALIBU CONCENTRATE][This product] cleans and disinfects[§].

[MALIBU CONCENTRATE][This product] cleans today's soils and disinfects[§].

[MALIBU CONCENTRATE][This product] leaves a fresh clean scent.

[MALIBU CONCENTRATE][This product] maximizes labor results by effectively controlling odors.

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

[MALIBU CONCENTRATE][This product] [is a] Hospital Use [Level] Disinfectant [in 3 minutes].

[MALIBU CONCENTRATE][This product] [is a] Hospital Use [Level] Disinfectant. Kills *Staphylococcus aureus*, *Pseudomonas aeruginosa*, and *Salmonella enterica* [in 3 minutes].

[MALIBU CONCENTRATE][This product] [is a] [3 minute] Hospital Use [Level] Disinfectant.

[MALIBU CONCENTRATE][This product] [is a] Hospital Use [Level] Disinfectant, Bactericidal [as tested using the AOAC Germicidal Spray Test] and Virucidal[†] [according to the Viricidal Activity of Chemicals Intended for Disinfection of Inanimate, Non-porous Environmental Surfaces], on hard, non-porous inanimate surfaces,

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modified in the presence of 5% organic serum against the following bacteria and viruses: {insert one or more organisms from the list; must include *Staphylococcus aureus*, *Pseudomonas aeruginosa*, and *Salmonella enterica*}.

[MALIBU CONCENTRATE][This product] [is a] sanitizer for non-food contact surfaces [in the presence of] [200 ppm] [hard] [tap] [water] [plus] [5% organic serum] [in 15 seconds] against[.] {insert sanitizing organisms}

[MALIBU CONCENTRATE][This product] [is a] non-food contact surface sanitizer [in the presence of] [200 ppm] [hard] [tap] [water] [plus] [5% organic serum] [in 15 seconds] against[.] {insert sanitizing organisms}

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 sanitized 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^β, coolers^β, freezers^β, stovetops^β, appliances^β, 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^[ω], Powerful Cleaning, Cuts Grease, Great Scent

Powerful Cleaning that Kills Germs^[ω] 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].

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<<DISINFECTION ORGANISMS LIST>>

[Bacteria][:]	Contact Time
<i>Pseudomonas aeruginosa</i> [<i>Pseudomonas</i>] [ATCC 15442]	3 minutes
<i>Salmonella enterica</i> [ATCC 10708]	3 minutes
<i>Staphylococcus aureus</i> [ATCC 6538]	3 minutes
<i>Campylobacter jejuni</i> [ATCC 29428]	3 minutes
<i>Escherichia coli</i> (ATCC 11229)	3 minutes
<i>E coli</i> 0157:H7 [pathogenic <i>E coli</i>] [ATCC 35150]	3 minutes
<i>Listeria monocytogenes</i> [ATCC 19117]	3 minutes
Methicillin Resistant <i>Staphylococcus aureus</i> [<i>Staphylococcus aureus</i> - MRSA] [ATCC 33592]	3 minutes
<i>Salmonella enterica</i> serotype-typhimurium [<i>Salmonella typhimurium</i>] [ATCC 14028]	3 minutes
<i>Acinetobacter baumannii</i> [ATCC 19606]	10 minutes
<i>Burkholderia cepacia</i> [ATCC 25416]	10 minutes
<i>Corynebacterium ammoniagenes</i> [ATCC 6872]	10 minutes
<i>Escherichia coli</i> NDM-1 positive [CDC 1001728] [<i>E. coli</i> NDM-1 positive] [NDM-1 positive <i>Escherichia coli</i>] [NDM-1 positive <i>E. coli</i>] [NDM-1 producing <i>Escherichia coli</i>] [NDM-1 producing <i>E. coli</i>] [Carbapenem resistant <i>Escherichia coli</i>] [Carbapenem resistant <i>E. coli</i>] [CR <i>Escherichia coli</i>] [CR <i>E. coli</i>] [CREC <i>i</i>] [Carbapenemase-producing <i>Escherichia coli</i>] Carbapenemase-producing <i>E. coli</i>] [New Delhi Metallo beta lactamase (NDM) 1 producing <i>Escherichia coli</i>] [New Delhi Metallo beta lactamase (NDM) 1 producing <i>E. coli</i>] [New Delhi Metallo beta lactamase-1 (NDM-1) producing <i>Escherichia coli</i>] [<i>Escherichia coli</i> Carbapenemase] [<i>E. coli</i> Carbapenemase] [EC <i>i</i> C]	10 minutes
<i>Enterobacter aerogenes</i> [ATCC 13048]	10 minutes
<i>Enterobacter cloacae</i> [ATCC 13047]	10 minutes
<i>Enterobacter cloacae</i> NDM-1 positive [CDC 1000654] [<i>E. cloacae</i> NDM-1 positive] [NDM-1 positive <i>Enterobacter cloacae</i>] [NDM-1 positive <i>E. cloacae</i>] [NDM-1 producing <i>Enterobacter cloacae</i>] [NDM-1 producing <i>E. cloacae</i>] [Carbapenem resistant <i>Enterobacter cloacae</i>] [Carbapenem resistant <i>E. cloacae</i>] [CR <i>Enterobacter cloacae</i>] [CR <i>E. cloacae</i>] [CREC <i>e</i>] [Carbapenemase-producing <i>Enterobacter cloacae</i>] [Carbapenemase-producing <i>E. cloacae</i>] [New Delhi Metallo beta lactamase (NDM) 1 producing <i>Enterobacter cloacae</i>] [New Delhi Metallo beta lactamase (NDM) 1 producing <i>E. cloacae</i>] [New Delhi Metallo beta lactamase-1 (NDM-1) producing <i>Enterobacter cloacae</i>] [<i>Enterobacter cloacae</i> Carbapenemase] [<i>E. cloacae</i> Carbapenemase] [EC <i>e</i> C]	10 minutes
<i>Enterococcus faecalis</i> [ATCC 29212]	10 minutes
Vancomycin Resistant <i>Enterococcus faecalis</i> [VRE] [ATCC 51575]	10 minutes
<i>Enterococcus faecium</i> [ATCC 51559]	10 minutes
<i>Klebsiella aerogenes</i> [ATCC 4352]	10 minutes
<i>Klebsiella pneumoniae</i> NDM-1 positive [CDC 1000527] [<i>K. pneumoniae</i> NDM-1 positive] [NDM-1 positive <i>Klebsiella pneumoniae</i>] [NDM-1 positive <i>K. pneumoniae</i>] [NDM-1 producing <i>Klebsiella pneumoniae</i>] [NDM-1 producing <i>K. pneumoniae</i>] [Carbapenem resistant <i>Klebsiella pneumoniae</i>] [Carbapenem resistant <i>K. pneumoniae</i>] [CR <i>Klebsiella pneumoniae</i>] [CR <i>K. pneumoniae</i>] [CRKP] [Carbapenemase-producing <i>Klebsiella pneumoniae</i>] [Carbapenemase-producing <i>K. pneumoniae</i>] [New Delhi Metallo beta lactamase (NDM) 1 producing <i>Klebsiella pneumoniae</i>] [New Delhi Metallo beta lactamase (NDM) 1 producing <i>K. pneumoniae</i>] [New Delhi Metallo beta lactamase-1 (NDM-1) producing <i>Klebsiella pneumoniae</i>] [<i>Klebsiella pneumoniae</i> Carbapenemase] [<i>K. pneumoniae</i> Carbapenemase] [KPC]	10 minutes
<i>Klebsiella oxytoca</i> [ATCC 13182]	10 minutes
<i>Proteus mirabilis</i> [ATCC 9240]	10 minutes

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<i>Proteus vulgaris</i> [ATCC 9920]	10 minutes
Community Acquired Methicillin Resistant <i>Staphylococcus aureus</i> [CA-MRSA] [Community Acquired MRSA] [Genotype USA 400] [NARSA NRS 123]	10 minutes
<i>Serratia marcescens</i> [ATCC 14756]	10 minutes
<i>Shigella dysenteriae</i> [ATCC 11835]	10 minutes
<i>Shigella flexneri</i> [<i>Shigella flexneri</i> serotype 1B] [ATCC 9380]	10 minutes
<i>Shigella sonnei</i> [ATCC 25931]	10 minutes
<i>Staphylococcus epidermidis</i> [ATCC 12228]	10 minutes
<i>Staphylococcus haemolyticus</i> [ATCC 29969]	10 minutes
<i>Staphylococcus hominis</i> [ATCC 25615]	10 minutes
<i>Staphylococcus saprophyticus</i> [ATCC 15305]	10 minutes
<i>Streptococcus pneumoniae</i> [ATCC 6305]	10 minutes
<i>Streptococcus pyogenes</i> [ATCC 19615]	10 minutes
<i>Yersinia enterocolitica</i> [ATCC 23715]	10 minutes
†[Viruses][:]	Contact Time
†Herpes Simplex [Virus] Type 1 [Herpes [1]] [ATCC VR-733]	2 minutes
†Herpes Simplex [Virus] Type 2 [Herpes [2]] [ATCC VR-734]	2 minutes
†Human Immunodeficiency Virus Type 1 [HIV-1] [AIDS virus]	2 minutes
†Influenza A [H1N1] Virus [Strain A/Mexico/4108/2009 CDC #2009712192]	2 minutes
†Influenza A [H5N1] Virus [Avian Influenza [H5N1] [virus]] [CDC # 2006719965]	2 minutes
†Influenza A Virus (Strain Hong Kong) [Influenza A Hong Kong [strain]] [Hong Kong strain of influenza A virus] [ATCC VR-544]	2 minutes
†Bovine Viral Diarrhea Virus	2 minutes
†[Duck] [Human] Hepatitis B [Virus]	2 minutes
†[Human] Hepatitis C [Virus]	2 minutes
†Respiratory Syncytial Virus [RSV] [ATCC VR-26]	2 minutes
†Vaccinia Virus [ATCC VR-119]	2 minutes
†Human Coronavirus [ATCC VR-740] [Strain 229E]	2 minutes
† ^δ SARS-Related Coronavirus 2 [SARS-CoV-2] [USA-WA1/2020] [BEI NR-52281] <<note to reviewer: ^δ will be used only when a claim is included on the final printed label that uses this symbol >>	2 minutes
†[Human] Rotavirus [ATCC VR-2018] [Strain WA]	3 minutes
†Norovirus	3 minutes
†Feline Calicivirus [ATCC VR-782]	3 minutes
[Fungi][:]	
<i>Candida albicans</i> [ATCC 10231]	10 minutes
<i>Candida glabrata</i> [ATCC 32312]	10 minutes

<<SANITIZATION ORGANISMS LIST>>

[Bacteria][:]	Contact Time
<i>Klebsiella aerogenes</i> [ATCC 13048]	15 seconds
<i>Staphylococcus aureus</i> [ATCC 6538]	15 seconds

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EMERGING VIRAL PATHOGENS

This product qualifies for emerging viral pathogen claims per the EPA's "Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-registered Disinfectant Labels" when used in accordance with the use directions indicated below.

<<Note to Reviewer: These statements for claims against large non-enveloped and/or enveloped emerging pathogens shall not appear on marketed (final print) product labels.>>

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category[ies]:

- Enveloped viruses
- Large Non-Enveloped Viruses

<i>For an emerging viral pathogen that is a/an...</i>	<i>...follow the directions for use for the following organism(s) on the label</i>
Enveloped virus	Feline calicivirus (Norovirus)
Large, non-enveloped virus	Feline calicivirus (Norovirus)

[Malibu Concentrate][This product] has demonstrated effectiveness against viruses similar to [name of enveloped/large, non-enveloped emerging virus] on hard, non-porous surfaces. Therefore, [Malibu Concentrate][this product] can be used against [name of enveloped/large non-enveloped emerging virus] when used in accordance with the directions for use against Norovirus on hard, non-porous surfaces. Refer to the [CDC or OIE] website at [pathogen-specific website address] for additional information.

AND/OR

[Name of illness/outbreak] is caused by [name of enveloped/large non-enveloped emerging virus]. [Malibu Concentrate][This product] kills similar viruses and therefore can be used against [name of enveloped/large non-enveloped emerging virus] when used in accordance with the directions for use against Norovirus on hard, non-porous surfaces. Refer to the [CDC or OIE] website at [website address] for additional information.

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<<OPTIONAL REPRESENTATIVE GRAPHICS>>

{Note to Reviewer: Similar representative graphics may be added for the final printed label}



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