

3573-98



3/11/2015  
UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

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OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

March 11, 2015

Marc J. Van Rafelghem  
Regulatory Manager  
Fabric & Home Care Innovation Center  
The Procter & Gamble Company  
5299 Spring Grove Avenue  
Cincinnati, OH 45217-1025

Subject: Notification per PR 98-10 - adding CA DPR suggestions  
Product Name: Speedo  
EPA Registration Number: 3573-98  
Application Date: February 23, 2015  
Decision Number: 500329

Dear Mr. Van Rafelghem:

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 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.

If you have any questions, please contact Tom Luminello by phone at 703-308-8075, or via email at [Luminello.Tom@epa.gov](mailto:Luminello.Tom@epa.gov).

Sincerely,

A handwritten signature in black ink that reads "Tom Luminello".

Handwritten initials "for" in black ink, positioned to the left of the typed name.

Jacqueline Hardy, Product Manager 34  
Regulatory Management Branch II  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

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<< Front Panel >>

[SPEEDO]  
[Brand name \ Alternate Brand Name]  
["This product"]  
[U]  
(Limited Disinfectant)

**ACTIVE INGREDIENT:** Sodium Hydroxide 0.46%  
**OTHER INGREDIENTS:** 99.54%  
**TOTAL:** 100.00%

KEEP OUT OF REACH OF CHILDREN  
**CAUTION:** EYE IRRITANT  
SEE BACK [SIDE] PANEL FOR OTHER PRECAUTIONS.

NET CONTENTS:

<< Front or Back Panel >>

EPA Reg. No.: 3573-98  
EPA Est. No.: 3573-MO-1  
[52379-MI-002]

<< Back Panel >>

[phone icon] **Questions? 1-800-867-2532**

Cleaning Advice? Visit [www.mrclean.com](http://www.mrclean.com)

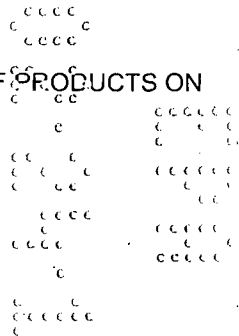
MADE [IN USA] by PROCTER & GAMBLE, [1 P&G PLAZA,] CINCINNATI, OH 45202[-3393]  
[DISTR. BY PROCTER & GAMBLE, [1 P&G PLAZA,] CINCINNATI, OH 45202[-3393]]  
[Distributed by PROCTER & GAMBLE, [1 P&G PLAZA,] CINCINNATI, OH 45202[-3393]]

©P&G [year] UPC symbol

CONTAINS NO PHOSPHATE.  
Contains No Chlorine Bleach or Ammonia.

<< Front or Back Panel – Introductory 6-month Claims: ONLY TO BE USED FOR FIRST 6 MONTHS OF PRODUCTS ON SHELF >>

- [New] [Dosing System] [Dispensing System] [Automatic stop cap] [Auto-Stop Cap]
- [New] [Improved] [Fragrance] [Scent]
- [New] [and] [Improved]
- New [and] [&] improved cleaning [formula]



**NOTIFICATION**  
Date Reviewed: 2-11-15  
Reviewed By: [Signature]

**NOTE:** Bracketed information is denoted as: << directive >>, [optional/alternate text], {insert as noted}, (required qualifier).  
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<< Back Panel – Precautionary and First Aid Statements >>

**PRECAUTIONARY STATEMENT: Hazards To Humans And Domestic Animals**

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

**PHYSICAL [OR CHEMICAL] HAZARDS:** Dispensing cap contains small parts. Potential choking hazard. [KEEP OUT OF REACH OF CHILDREN].

**FIRST AID: IF IN EYES:** Hold eyes open and rinse slowly and gently with water for 15-20 min. Remove contact lenses, if present, after the first 5 min., then continue rinsing. **IF SWALLOWED:** drink 1-2 glasses of water and call a poison control center or doctor (product contains alcohol ethoxylates) – do not induce vomiting unless they tell you to do so. Have the product container or label with you when calling or going for treatment.

<< Storage and Disposal Language – Household Containers >>

**STORAGE/DISPOSAL:** Store in a cool place. Non-refillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling, if available.

<< Storage and Disposal Language – Commercial/Institutional Containers >>

**Pesticide Storage:** Store in a cool place.

**Pesticide Disposal:** Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility. For more information on the disposal of unused, unwanted product and the clean-up of spills, contact the EPA regional Office or the Manufacturer for guidance.

**Container Handling:** Non-refillable container. Do not reuse or refill this container. Triple rinse (or equivalent). Then offer for recycling if available, or dispose of in a sanitary landfill, or by incineration, or, if allowed by state and local authorities, by burning. If burned, stay out of smoke.

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<< Back Panel – Use Directions >>

**DIRECTIONS FOR USE:**

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

**TO CLEAN [AND DEODORIZE] [STRAIGHT FROM THE BOTTLE] [DIRECT USE] [NEAT] [FULL STRENGTH]:** Gently squeeze directly onto sponge or surface. Rinse with water.

**[TO CLEAN] [AND DEODORIZE] [FLOORS] [AND] [CARS] [AND] [FINISHED WOOD] [AND] [DILUTE CLEANING]:** Squeeze firmly until flow automatically stops. One squeeze per 1 gallon of water. No need to rinse. Heavy soil: Squeeze twice.

**[TO CLEAN [FINISHED WOOD [FLOORING]: Use diluted only.]**

**[TO DILUTE: 1 Squeeze per 1 gallon of water][Dilute per 1 gallon of water:] [Auto-Stop cap allows you to squeeze firmly until flow automatically stops.] [No need to rinse][.] [Heavy soil: Squeeze twice.]**

**TO DISINFECT [DISINFECTING] hard, non-porous surfaces:** Apply full strength product on the surface and let stand for 10 minutes before wiping. For highly soiled areas, clean before following disinfecting directions.

[Mr. Clean] [Multi-Surface] [Liquid Gel] [Liquid Muscle] [This product] [cleans and kills bacteria\*] [disinfects] [on] the following surfaces:

<b>Kitchen***</b>	<b>Bathrooms</b>	<b>Tough Jobs</b>
[kitchen icon]	[bathroom icon]	[garbage can icon, pet area icon]
Finished Floors, Walls, Appliances, Sinks, Countertops, Garbage Disposals	Toilet Exterior[s], Tubs, Sealed Fiberglass, Diaper Pails, Doorknobs	Garbage Cans, Pet Areas, Vinyl Siding

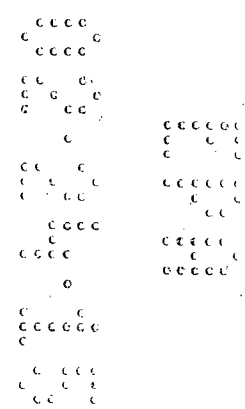
[If applied to [marble,] [nickel] [or] [finished wood,] wipe dry immediately.] Not [recommended] for carpets, [brass,] copper or aluminum surfaces.  
\*\*\*A rinse is required for surfaces in direct contact with food.

Not for use on food contact surfaces including dishes, glassware, cookware and utensils.

<< Front or Back Panel >>

(\*)([Speedo] [Alternate Brand Name] ["This product"] kills *Salmonella enterica* [ATCC 10708] and *Escherichia coli* [ATCC 11229] in 10 minutes. Effective against Gram-negative bacteria only.)

(\*Limited Disinfectant)



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**DISINFECTION**

<ul style="list-style-type: none"> <li>• [This product] [brand name] [kills] [eliminates] [destroys] [removes] bacteria* <b>list of and/or options:</b>  *<i>Salmonella enterica</i> [ATCC 10708] *<i>Escherichia coli</i> [*E. coli] [ATCC 11229]</li> <li>• [Kills] [eliminates] [destroys] [removes] [and] [prevents the spread of] [cross-contamination of] <b>list of and/or options</b> on treated surfaces:  *<i>Salmonella enterica</i> [ATCC 10708]  *<i>Escherichia coli</i> [*E. coli] [ATCC 11229]</li> <li>• Cleans and [kills] [eliminates] [destroys] [removes] <b>list of and/or options:</b>  *<i>Salmonella enterica</i> [ATCC 10708]  *<i>Escherichia coli</i> [*E. coli] [ATCC 11229]</li> <li>• (*) ([Mr. Clean] [Multi-Surface] [Liquid Gel] [Liquid Muscle] ["This product"]) kills <i>Salmonella enterica</i> and <i>Escherichia coli</i> in 10 minutes. Effective against Gram-negative bacteria only.)</li> <li>• Disinfects as it cleans [indoor] [and] [outdoor] surfaces.</li> <li>• [This product] cleans [and/or] disinfects [and/or] [helps] [eliminate odors] on the following hard, non-porous surfaces: See "surfaces for disinfecting, cleaning, deodorizing, [help[-s] [-ing] to] eliminate odors [on] [in], freshen[s]" listed below.</li> <li>• Does not just [cover up] [mask odors]; Disinfects by killing bacteria* and deodorizes [with Febreze] [Freshness and/or Fresh scent] and the odors they cause</li> <li>• [Destroy] [Kills] [Removes] [Gets rid of] [Helps to eliminate] household bacteria* with the muscle of Mr. Clean</li> <li>• Leaves your [bathroom] [surface] [virtually] free of [from] odors and [bacteria*] [the bacteria* that cause them].</li> <li>• Cleans away odors and kills the bacteria* that cause them.</li> <li>• [Helps] Eliminate[s] odors and [kills] [removes] [gets rid of] [[99.9%] of] the bacteria* that cause them.</li> </ul>	<ul style="list-style-type: none"> <li>• Cleans and disinfects</li> <li>• Disinfects as it cleans</li> <li>• One step cleaner and disinfectant</li> <li>• Disinfects [and deodorizes]</li> <li>• [Restroom] [Bathroom] disinfectant</li> <li>• Combines cleaning, disinfecting[,][,freshening]</li> <li>• Disinfecting cleaner</li> <li>• Disinfectant</li> <li>• Disinfection</li> <li>• [Eliminates] [Removes] odors caused by bacteria*</li> <li>• Bactericide* [Bactericidal*]</li> <li>• Disinfects and deodorizes by killing bacteria* [and controlling odors]</li> <li>• Cleans [and] [shines] [and] disinfects [and] [deodorizes] [washable] [restroom] [bathroom] [surfaces] [and] [fixtures].</li> <li>• One step cleaner &amp; disinfectant</li> <li>• [Now] Antibacterial</li> <li>• Antibacterial [formula] [Cleaner]</li> <li>• Disinfecting [formula] [Cleaner]</li> <li>• Kills [99.9%] [of] bacteria*</li> <li>• [Now] Kills [99.9%] [of] bacteria*</li> <li>• Kills bacteria* that cause odors</li> <li>• Kills [99.9%] [of] common household bacteria*, *<i>Escherichia coli</i> [*E. coli], [and] *<i>Salmonella enterica</i></li> <li>• An effective [cleaner], [disinfectant], [deodorizer], [odor eliminator] for use in the [kitchen], [bathroom], [bedroom], [playroom], [family room], [living room], and other [household] [tough jobs] [areas].</li> <li>• Mr. Clean cleans and disinfects [kills] [household]</li> </ul>
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- Effective against [[99.9%] of] bacteria\* that cause odors [on hard surfaces [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [glazed tile], [sealed grout], and [shiny surfaces], hard, non-porous surfaces].
- Kills bacteria\* that cause odors [on surfaces].
- [Kills] [Removes] [Gets rid of] [Helps to eliminate] [99.9% of] bacteria\* that cause [bathroom] odors [[on hard surfaces [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [glazed tile], [sealed grout], and [shiny surfaces], hard non-porous surfaces].
- [Makes cleaning easy] [Cleans and disinfects] while helping to eliminate odors [with Febreze] [freshness] [fresh scent].
- Easily cleans tough greasy dirt AND disinfects, [while] [helping to] eliminate odors [with Febreze] [freshness and/or fresh scent]
- Easily Cleans Tough Greasy [Kitchen] Dirt [AND Disinfects]
- [Removes] [Cuts] [Washes Away] Grease [and Bacteria\*]
- Removes grease, disinfects, [helps] eliminate[s] odors
- [Helps] Eliminate[s] odors [caused by bacteria\*]
- An easy way to clean and disinfect
- [Helps] [Eliminate[s] Odors], Cuts grease [and grime], and shines [surfaces]
- [Helps] [Eliminate[s] Odors], Cleans [and] [shines], [and] [disinfects] hard non-porous household surfaces]
- [Helps] [Eliminate[s] Odors], Cleans, disinfects hard non-porous surfaces, and shines [throughout the house] [easily]
- [Helps] [Eliminate[s] Odors] [and] Disinfects [as it cleans] [and shines]
- Cleans, Disinfects, and Freshens [with [1] [one] bottle!]
- [Clean[s]] [,] [and] [Disinfect[s]] [,] [and] [Freshen[s]] [with] [1] [one] [bottle][.][!]
- Disinfects and Freshens
- [Helps] [Eliminate[s] Odors], [Cuts grease], [disinfects], [deodorizes], and [shines]
- [Helps] [Eliminate Odors], Cuts grease [and grime], [Kills

- [bacteria]\* on the following [kitchen] [and] [bathroom] surfaces: Countertops, stovetops, microwaves (exterior), walls, finished hardwood, cabinets, floors, toilet exterior[s], diaper pails, trash cans, glazed tile, tubs, changing tables, refrigerators [exterior],
- sinks, chrome, shower walls, windows, mirrors, garbage disposals, doorknobs
- [Bathroom] cleaner [and] [disinfectant]
- Kitchen and Bathroom Cleaner and Disinfectant
- Makes cleaning easy, and disinfects too.
- Tough on dirt and bacteria\*
- Dual Defense
- Kills [99.9% of] bacteria\*, while leaving your home smelling fresh and clean.
- Cleans away the odors trapped on your household surfaces by killing odor causing bacteria\*.
- Mr. Clean kills [99.9% of] bacteria\* and [deodorizes] [helps eliminate odors] with Febreze Freshness.
- [Strong enough to] kill[s] [99.9% of] bacteria\*, while leaving your home smelling fresh and clean.
- [Kills] [Removes] [Gets rid of] [Helps to eliminate] [[99.9%]] of common household bacteria\*, \*E. coli, \*Salmonella enterica, without [the] [unpleasant] [harsh] [fumes] [odors] [smelling like you disinfected].
- Strong enough to kill [99.9% of] bacteria\*, while leaving your home smelling fresh with Febreze.
- [Kills] [Removes] [Gets rid of] [Helps to eliminate] [99.9%] of common household bacteria\*, \*E. coli, \*Salmonella enterica while leaving [a] Febreze [fresh scent] [and/or] [freshness] or [with the freshness of Febreze].
- [Kills] [Removes] [Gets rid of] [Helps to eliminate] [99.9%] of common household bacteria\*, \*E. coli, \*Salmonella enterica, while helping to eliminate odors with the freshness of Febreze.
- Helps remove bacteria\* [from your] [home], [bathroom], [kitchen] [and leaves] [while leaving] [your] [home] [bathroom] smelling fresh.
- [As it dries it,] [In one step it] [Deodorizes and] [Freshens and] cleans away the odors trapped [on [hard] surfaces

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<p>Bacteria*], and shines [surfaces] [*<i>Salmonella enterica</i> and <i>Escherichia coli</i> in 10 minutes. Effective against Gram-negative bacteria only.][*<i>S. enterica</i> and <i>E. coli</i> in 10 minutes. Effective against Gram-negative bacteria only.]</p> <ul style="list-style-type: none"><li>• [Helps] [Eliminate Odors], [and] Cleans [and disinfects] hard, non-porous surfaces, [deodorizing] while leaving a [virtually] [streak-free] shine</li><li>• Combines antibacterial cleaning with [virtually] [streak-free] shine</li><li>• [Multi-Purpose] [Multi-Surface] [Bathroom Cleaner] [and] Disinfectant</li><li>• 2-in-1 – Kills [99.9%] [of] Bacteria* &amp; Eliminates Odors</li><li>• 2-in-1 – Kills [99.9%] [of] Bacteria* &amp; Freshens your home</li><li>• 2-in-1 – disinfects &amp; freshens</li><li>• 2-in-1 – disinfects &amp; eliminates odors</li><li>• Double Defense</li><li>• [4x][Quadruple] Action: 1. Cleaning 2. Antibacterial 3. Freshness 4. Dosing Control</li><li>• [4x][Quadruple] Action: 1. Cleaning 2. Kills [99.9%] of Bacteria* 3. Freshness 4. Dosing Control</li></ul>	<p>[glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [glazed tile], [sealed grout], and [shiny surfaces], [hard non-porous surfaces].] leaving [hard] surfaces [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [glazed tile], [sealed grout], and [shiny surfaces], [hard non-porous surfaces].] virtually free of odor causing bacteria*.</p> <ul style="list-style-type: none"><li>• [Up to] [2X] [3X] [4X] longer lasting freshness** [**vs. Mr. Clean [Multi-Surfaces] [Antibacterial] [Summer Citrus] [Lemon Burst] [Summer Citrus II] [Lemon Burst II] [** vs. Mr. Clean [lemon scented cleaners]] [with Febreze Freshness] [**][vs.] [Multi-Surface Cleaner[s]] [Meadows &amp; Rain] [Lavender, Vanilla &amp; Comfort] [**][when used neat] [when used straight from the bottle] [on direct usage][.]</li><li>• Long[er] lasting freshness** [**than Mr. Clean [Multi-Surfaces] [Antibacterial] Summer Citrus] [**vs. Mr. Clean [lemon scented cleaners]] [**vs. Mr. Clean lemon scented liquid-gel] [with Febreze Freshness] [**][vs.] [Multi-Surface Cleaner[s]] [Meadows &amp; Rain] [Lavender, Vanilla &amp; Comfort] [**][when used neat] [when used straight from the bottle] [on direct usage][.] [**vs.] [**versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]</li><li>• [Up to] [2X] [3X] [4X] longer lasting [freshness] [fresh] [scent] [aroma] [fragrance] [perfume]** [**vs.] [**than] Mr. Clean [Multi-Surfaces] [Antibacterial] [Summer Citrus] [Lemon Burst] [Summer Citrus II] [Lemon Burst II]</li><li>• Long[er] lasting [freshness] [fresh] [scent] [fragrance] [aroma] [perfume]** [**vs.] [**than] [Mr. Clean [Multi-Surfaces] [Liquid-Gel] [Antibacterial] [Summer Citrus] [Lemon Burst] [Summer Citrus II] [Lemon Burst II] [**vs.] [**versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]</li><li>• Mr. Clean [-works on] [a wide range of hard, non-porous surfaces], [See surfaces for disinfecting, cleaning, deodorizing, [help[s][ing] to] eliminate odors [on] [in], freshen[s] listed below.</li></ul>
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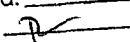
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Date Reviewed: MAR 11 2015  
Reviewed By: [Signature]

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**CLEANING AND DEODORIZING CLAIMS**

<ul style="list-style-type: none"> <li>• [Sweet Citrus &amp; Zest] [Lemon Burst] [Lemon] [Summer Citrus] [Citrus &amp; Light] [Meadows &amp; Rain] [Lavender Vanilla &amp; Comfort] [Summer Citrus II] [Lemon Burst II]</li> <li>• [Multi-Purpose] [Cleaning] [Cleaner]</li> <li>• [Multi-Surface] [Multi-Surface] [Cleaning] [Cleaner] [Clean]</li> <li>• [Cuts through] [Eliminates] [Removes] [Cleans] [Dissolves tough soap scum [and hard water stains] [from bathtubs] [and] [showers] [and] [shower stalls]</li> <li>• [Dissolves] [Cleans] [Cuts through] [tough] [stains] [soap scum] [and] [hard water stains]</li> <li>• [Removes] [Eliminates] [Cleans] [tough] [stains] [soap scum] [and] [hard water stains]</li> <li>• Cleans [and] [shines] [and] [deodorizes] [washable] [restroom] [bathroom] [surfaces] [and] [fixtures]</li> <li>• [Easily] Cleans [restroom] [bathroom] surfaces, such as counters, sinks, tubs, toilet exteriors, showers, floors, etc.</li> <li>• Cleans without scrubbing</li> <li>• Restrooms – great all-around restroom \ bathroom cleaner</li> <li>• Makes employee tasks simple, cutting through soap scum [and] [hard water stains]</li> <li>• Designed to help improve cleaning productivity</li> <li>• [Virtually] No residue</li> <li>• [Cleans to a] brilliant shine</li> <li>• Bathroom cleaner</li> <li>• Soap Scum [Cleaner] [Buster]</li> <li>• Tile Cleaner</li> <li>• Tub &amp; Tile Cleaner</li> <li>• Total Bathroom Cleaner</li> <li>• Advanced Bathroom Cleaner</li> <li>• Bathroom Expert</li> <li>• The tough job cleaner</li> </ul>	<ul style="list-style-type: none"> <li>• Deodorizer</li> <li>• Deodorizes</li> <li>• [Helps] Neutralize[s] odors</li> <li>• Helps eliminate odors</li> <li>• Great Scent</li> <li>• [Fresh] [pleasant] scent</li> <li>• [Freshens] [Deodorizes] as you clean</li> <li>• Ultimate cleaning</li> <li>• Improved Cleaning</li> <li>• Dynamic clean</li> <li>• Clean Defense</li> <li>• A totally new kind of cleaner</li> <li>• Great for bathrooms, and other tough jobs.</li> <li>• Leaves bathrooms [shining] [shiny] [sparkling] [clean]</li> <li>• Penetrates [and dissolves] tough soap scum and hard water stains [without scrubbing]</li> <li>• Penetrates tough [restroom] [bathroom] soils without scrubbing</li> <li>• Non-abrasive</li> <li>• [Will not harm] [Effectively cleans] most surface</li> <li>• Designed to improve cleaning productivity</li> <li>• No scrubbing</li> <li>• Less scrubbing** [**vs.] [**versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]</li> <li>• Minimizes training time</li> <li>• Fewer products – no need for separate deodorizer</li> <li>• Non-abrasive [formula] [won't scratch surfaces]</li> <li>• Rinses away easily</li> </ul>
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Reviewed By: 



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<ul style="list-style-type: none"> <li>• [Superior] [Advanced] [Improved] Cleaning</li> <li>• Works the first time, every time</li> <li>• First Defense</li> <li>• Just what you need and nothing more</li> <li>• A fresh take on tough cleaning</li> <li>• The clean you've always counted on</li> <li>• Clean more with Less Product</li> <li>• [Powers through] [Wipes out] [Wipes away] [Knocks out] [Eliminates] [Removes] [Cleans] [dirt] [,] [and] [soap scum] [,] [and] [grease] [,] [and] [grime] [and] [hard water stains] [with only one] [wipe] [swipe]</li> <li>• Powers through tough soap scum with little effort</li> <li>• Experience the shine and freshness in 1 easy step</li> <li>• Clean away the [soap scum] [dirt] [hard water stains] [and grime] while eliminating those [unpleasant] [harsh] odors.</li> <li>• Mr. Clean cleans away the [dirt], [soap scum], [grease], [hard water stains] [and grime] while freshening with Febreze.</li> <li>• [Helps] Eliminate[s] odors [at the source] on [hard surfaces] [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [shower doors], [tubs], [time], [sealed grout], and [shiny surfaces], [hard non-porous surfaces].</li> <li>• Experience Mr. Clean and Febreze in one.</li> <li>• Deep clean and Febreze Fresh[ness] all in one</li> <li>• 2-in-1 – tough cleaning with the scent of an air freshener</li> <li>• 2-in-1 – tough cleaning with the scent of Febreze</li> <li>• Dual Shield</li> <li>• [3x][Triple] Action: 1. Cleaning 2.Freshness 3.Dosing Control</li> <li>• Mr. Clean [“]One for All[“]</li> <li>• Mr. Clean [“]Essentials[“]</li> <li>• Cleans</li> <li>• Freshens</li> <li>• Freshens with Febreze [fresh scent]</li> </ul>	<ul style="list-style-type: none"> <li>• Scum buster formula</li> <li>• Clean Guard</li> <li>• A clean you can trust</li> <li>• Makes [life] [cleaning your bathroom] [simple] [easy]</li> <li>• Saves time – little to no scrubbing needed!</li> <li>• Thorough clean with the brands you trust</li> <li>• See &amp; Smell the Difference!</li> <li>• See it and believe it</li> <li>• Smell it and believe it</li> <li>• Brilliantly cleans [Bathrooms], [Kitchens] [sinks], [faucets], [tubs], [showers], [shower doors], [glazed tiles], [mirrors], [countertops], [sealed grout], and [finished floors] before your eyes!</li> <li>• Great on tubs, sinks, counters, glazed tile, and shower doors</li> <li>• You can clean more with less</li> <li>• [Mr. Clean] Bathroom [Kitchen] Cleaning – helps eliminate odors, [helps eliminate odors in the air], [helps eliminate odors with Febreze fresh scent], [helps eliminate odors with Febreze Freshness]</li> <li>• Cleans and Freshens [glass], [windows], [mirrors], [faucets], [sinks], [stainless steel], [showers], [tubs], [shower doors], [glazed tile], [sealed grout], [countertops] and [shiny surfaces], [hard non-porous surfaces]</li> <li>• [Helps] Tackle[s] tough soap scum on contact</li> <li>• [Double][Dual] [Action][Force] Cleaning</li> <li>• Double Defense</li> <li>• Multi-purpose</li> <li>• Cuts Grease</li> <li>• [Liquid]-[Gel] Concentrated Cleaner</li> <li>• Powerful cleaning \ clean</li> <li>• Powerful Bathroom [Kitchen] Cleaning</li> <li>• Powerful [Multi-Surface][Multi-Purpose] Cleaning Gel</li> </ul>
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<ul style="list-style-type: none"> <li>• Cleans and Freshens [with a single product]</li> <li>• Fresh and clean all day long</li> <li>• Home Guard</li> <li>• With Febreze [freshness] [fresh scent]</li> <li>• Clean with the freshness of Febreze</li> <li>• [Helps] eliminate odors [in the air] with Febreze [freshness] [fresh scent]</li> <li>• Thorough [clean] [cleaning]</li> <li>• Great [clean] [cleaning]</li> <li>• Excellent [clean] [cleaning]</li> <li>• Beautiful [clean] [cleaning]</li> <li>• Kitchen and Bathroom Cleaner</li> <li>• The Tough Job Cleaner</li> <li>• Clean Shield</li> <li>• Mr. Clean with Febreze [Freshness] [Fresh Scent] [Lemon] [Summer Citrus] [Citrus &amp; Light] [Meadows &amp; Rain] [Lavender Vanilla &amp; Comfort] [New Zealand Springs] [Hawaiian Aloha] [Sweet Citrus &amp; Zest] [Scent]</li> <li>• For all around Febreze [Fresh scent] [Freshness] try: [Lemon] [Summer Citrus] [Citrus &amp; Light] [Meadows &amp; Rain] [Lavender Vanilla &amp; Comfort] [Sweet Citrus &amp; Zest] [Lemon Burst] [Lemon Burst II] [Summer Citrus II]</li> <li>• [Helps] Freshen[s] while you clean</li> <li>• [Helps] Eliminate[s] [odors] while you clean</li> <li>• Does not just cover up and/or mask odors [removes] [eliminates] [helps eliminate] [helps remove] odors</li> <li>• Tough cleaning without [the] harsh chemical fumes.</li> <li>• Contains no [abrasives] [bleach] [harsh acids] [phosphates].</li> <li>• [Virtually] Streak-free [Shine]</li> <li>• [Virtually] Streak-free Formula</li> <li>• Low streaking</li> <li>• Multi-Shine</li> </ul>	<ul style="list-style-type: none"> <li>• [More] [Powerful] [Cleaning] [Cleaner] [Clean]</li> <li>• [More] [Cleaning] [Power]</li> <li>• [More] [Powerful] [Multi-Surface] [Cleaning] [Cleaner]</li> <li>• Powerful [restroom] [bathroom] cleaner</li> <li>• Powerful cleaning without [the harsh odor][of][bleach].</li> <li>• Powerful cleaner ... no harsh smells</li> <li>• Powerful [Cleaner] [Clean]</li> <li>• [Powerful] Multi-Surface [Cleaning] [Cleaner] [Clean]</li> <li>• Powerful cleaning formula. Removes tough bathroom messes on contact.</li> <li>• [Thorough cleaning] [Great cleaning] [Excellent cleaning] [Beautiful cleaning] [Powerful cleaning] [Cleans] to reveal a [virtually] [100%] [streak free] shine** [on floor] [on] [matte] [and] [glossy] [glazed ceramic][.] [vinyl] [/] [linoleum][.] [laminated][.] [sealed] [finished] [hardwood][glazed tile][flooring][.] **[when used dilute].</li> <li>• Heavy Duty Cleaning</li> <li>• Non abrasive formula</li> <li>• Not harmful for most surfaces</li> <li>• Works on a wide range of [household] surfaces [indoor] and [outdoor].</li> <li>• Great for [kitchens] bathrooms and other tough jobs</li> <li>• [Cuts] [Cuts through] [Penetrates] [Powers through] [Eliminates] [Busts] [Wipes out] [Dissolves] [Destroys] Soap Scum [and] [tough bath[room] soils] [.] [and] [stains] [and] [.] [dirt] [.] [and] [grime] [and] [hard water stains]</li> <li>• Cleans [hard] [surfaces] [.] [glass] [.] [windows] [.] [mirrors], [faucets] [.] [sinks] [.] [stainless steel] [.] [showers] [.] [shower doors] [.] [tubs] [.] [glazed tile] [.] [sealed grout] [.] [shiny surfaces] [.] [and] [hard non-porous surfaces].</li> <li>• [Ready to use] [concentrated] [can be used in dilution] cleaner</li> <li>• [Helps] [Eliminate Odors] [and gives a] [Streak-free] [Natural] [Pure] [Original] [Brilliant] shine [in less time]</li> <li>• [Helps] [Eliminate Odors] [and] Reveals the shine [in less time]</li> </ul>
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<ul style="list-style-type: none"><li>• Sparkling [streak-free] shine</li><li>• [Helps] [Eliminate Odors], [and] Gives Streak-free shine [while it cleans]</li><li>• Home Shield</li><li>• [Natural] [Pure] [Brilliant] [Original] shine</li><li>• [Helps] Reveal[s] [a] [the] [Natural] [Pure] [Brilliant] [Original] Shine</li><li>• Pure Defense</li><li>• No dulling residue</li><li>• No streaking or filming</li><li>• Leaves no smeary residue</li><li>• No smeary residue</li><li>• No Residue</li><li>• No filming</li><li>• No streaking</li><li>• [It] helps lift the dirt right off[!][.]</li><li>• Shrink the bottle, keep your cleaning</li><li>• Minimal ingredients, Maximum cleaning</li><li>• Close-packed Cleaning Power/Ingredients</li><li>• Compressed ingredients for impressive cleaning results</li><li>• [Virtually] [streak-free] [streak free] [Streak-Free] [Streak Free] [Shine]</li><li>• [Virtually] [streak-free] [streak free] [Streak-Free] [Streak Free] Formula</li><li>• [Helps] [Eliminate Odors] [and] Cleans to a streak-free shine [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces]</li><li>• [Helps] [Eliminate Odors] [and] Cleans to a streak-free shine</li><li>• [Helps] [Eliminate Odors] [and] Cleans your whole house and [most] everything in it [to a streak-free shine]</li></ul>	<ul style="list-style-type: none"><li>• [Helps] [Eliminate Odors] [and] Cleans to a [virtually] [streak-free] [natural] [pure] [brilliant] [original] shine.</li><li>• [Helps] [Eliminate Odors] [and] Cleans to a [virtually] [streak-free][natural] [pure] [brilliant] [original] shine [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces]</li><li>• [Helps] [Eliminate Odors] [and] Cleans your whole house and [most] everything in it [to a] [virtually] [streak-free] [sparkling] [natural] [pure] [brilliant] [original] shine</li><li>• [Helps] [Eliminate Odors] [and] Cleans to a [sparkling] [natural] [pure] [brilliant] [original] shine [Most Everywhere], [Most Hard Non-porous Surfaces], [Most Shiny Surfaces]</li><li>• No grease [and No Streaks]</li><li>• [Helps] [Eliminate Odors] [and] Cuts [grease] [and] [grime], while leaving a [virtually] [streak-free] [natural] [pure] [brilliant] [original] shine</li><li>• One product to [clean] [and] [shine] [and] [freshens] just about any surface</li><li>• First Guard</li><li>• [Up to] [2X] [3X][4X] [the] shine** vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows &amp; Rain] [Lavender, Vanilla &amp; Comfort] (**[when used neat] [when used straight from the bottle] [on direct usage])</li><li>• [Helps] [Eliminate Odors] [and gives a] [virtually] [streak-free] shine [in less time]</li><li>• [Up to] Twice the shine [in less time]** vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows &amp; Rain] [Lavender, Vanilla &amp; Comfort] (**[when used neat] [when used straight from the bottle])</li><li>• More shine [in less time]** vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows &amp; Rain] [Lavender, Vanilla &amp; Comfort] (**[when used neat] [when used straight from the bottle][on direct usage])</li></ul>
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- [Helps] [Eliminate Odors] [and] Cleans to a sparkling shine [Most Everywhere], [Most Hard Non-Porous Surfaces], [Most Shiny Surfaces]
- [Helps] [Eliminate Odors] [and] Cuts [grease] [and] [grime], while leaving a streak-free shine
- One product to [clean] [and] [shine] [and] [freshen] just about any surface
- First Shield
- Leaves nothing but a [virtually] [100%] [streak free] [natural] [pure] [brilliant] [original] shine\*\* [on floor] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed] [finished] [hardwood] [glazed tile] [floor][,] [\*\*when used dilute].
- Sparkling [virtually][streak-free] shine
- Clear Defense
- [Virtually] No streaking or filming\*\* [on floor] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed] [finished] [hardwood] [glazed tile][floor][,] [\*\*when used dilute].
- Thorough clean to [reveal] [a] [virtually] [100%] [streak-free] [natural] [pure] [brilliant] [original] shine\*\* [on floor] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed][finished] [hardwood] [glazed tile] [floor][,] [\*\*when used dilute].
- Thorough clean to [reveal] [a] [Brilliant] [Sparkling] [Natural] [Pure] [Original] [Virtually] [100%] [streak free] shine\*\* [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed][finished] [hardwood] [glazed tile] [flooring][,] \*\*[when used dilute].
- Cleans thoroughly to reveal [a] [the] [natural] [pure] [original] [brilliant] [sparkling] [Virtually] [100%] [streak free] shine\*\* [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed] [finished] [hardwood] [glazed tile] [flooring][,] \*\*[when used dilute].
- Tough cleaning to reveal the [natural] [pure] [brilliant] [sparkling] [Virtually] [100%] [streak free] shine\*\* [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed] [finished] [hardwood] [glazed tile] [flooring][,] \*\*[when used dilute].

- [Helps] [Eliminate Odors] [and] Reveals the shine [in less time]\*\* vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s] [Meadows & Rain] [Lavender, Vanilla & Comfort] (\*\*[when used neat] [when used straight from the bottle] [on direct usage])
- Cleans to reveal a [brilliant] [sparkling] [natural] [pure] [brilliant] [original] shine\*\* [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed] [finished] [hardwood] [glazed tile] [flooring][,] [\*\*][when used dilute].
- [Clean better than before] to reveal a [brilliant] [sparkling] [natural] [pure] [brilliant] [original] [virtually] [100%] shine\*\* [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed] [finished] [hardwood] [glazed tile] [flooring][,] [\*\*][when used dilute].
- [Clean better than before] to reveal a [virtually] [100%] [streak free] shine\*\* [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed] [finished] [hardwood] [glazed tile] [flooring][,] [\*\*][when used dilute].
- [Virtually] [streak free] [Streak free] [Brilliant] [Sparkling] [Natural] [Pure] [Brilliant] [Original] [virtually] [100%] [streak free] shine\*\* [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed] [finished] [hardwood] [glazed tile] [flooring][,] \*\*[when used dilute].
- Leaves behind no dulling residue\*\* [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][,] [vinyl] [/] [linoleum][,] [laminat][e][,] [sealed][finished] [hardwood] [glazed tile] [flooring][,] \*\*[when used dilute].
- Better clean with [½][half] the product
- [Excellent] [Great] [clean to reveal] [Cleans better to reveal] [up to] 100% more shine\*\* vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s] [Meadows & Rain] [Lavender, Vanilla & Comfort] (\*\*[when used neat] [when used straight from the bottle] [on direct usage])
- Cleans 90% better\*\* [\*\*][\*\*vs. Mr. Clean [Multi-Surface] 40 oz. Cleaner] [\*\*vs. Mr. Clean Multi-Surface Liquid Cleaners] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. on direct usage.] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. when used full strength.] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. when used undiluted.] [\*\*vs.][\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s] [on direct usage]

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- Nothing but shine\*\* left behind [on] [matte] [and] [glossy] [glazed ceramic][.] [vinyl] [/] [linoleum][.] [laminated][.] [sealed] [finished] [hardwood] [glazed tile] [flooring][.] \*\*[when used dilute].
- [Now] [cleans better to reveal] [up to] [2X] [3X] [4X] the shine\*\* [vs. previous formula] [on] [matte] [and] [glossy] [glazed ceramic][.] [vinyl] [/] [linoleum][.] [laminated][.] [sealed][finished] [hardwood] [glazed tile] [flooring][.] \*\*[when used dilute].
- [Cleans better than before to reveal] [up to] [2X][3X][4X] the shine\*\* [vs. previous formula] [on] [matte] [and] [glossy] [glazed ceramic][.] [vinyl] [/] [linoleum][.] [laminated][.] [sealed][finished] [hardwood] [glazed tile] [flooring][.] \*\*[when used dilute].
- [Virtually] [100%] Streak free formula reveals the [natural] [pure] [brilliant] [original] shine\*\* [on] [matte] [and] [glossy] [glazed ceramic][.] [vinyl] [/] [linoleum][.] [laminated][.] [sealed][finished] [hardwood] [glazed tile] [flooring][.] \*\*[when used dilute].
- [Excellent] [Great] [clean to reveal] [up to] [Cleans better to reveal][up to][100%][2X][3X][4X] more shine\*\* vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface] [Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [.] \*\*[when used dilute].
- [Excellent] [Great] [clean to reveal] [up to] [Cleans better to reveal][up to] [2X][3X][4X] more shine\*\* vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface][Liquid-Gel] [Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [.] \*\*[when used dilute].
- [Up to] [2X][3X][4X] [the] [tough] [grease] [greasy] cleaning [per swipe]\*\* [\*\*vs. Mr. Clean with Febreze Freshness Multi-Surface Cleaner[s]][Liquid-Gel] [Meadows & Rain] [Lavender, Vanilla & Comfort] [\*\*vs.] [\*\*versus] [Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [\*\*][when used neat] [when used straight from the bottle][.]
- [Cleans away] [Removes] [up to] [2X more] [3X more][4X more] tough dirt [per swipe]\*\* [on flooring] [on] [matte] [and] [glossy] [glazed ceramic][.] [vinyl] [/] [linoleum][.] [laminated][.] [hardwood] [glazed tile] [flooring][.] \*\*[when used dilute][.]
- [Helps] [to] [Eliminate[s]] [Fish] [fish][.] [odors] [malodors] [in the air] [.] [Smoke] [smoke] [.] [and] [Bacon Grease] [bacon grease] [odors] [malodors] [in the air][.]
- [Excellent] [Great] [clean to reveal] [Cleans better to reveal] [up to] [2X] [3X] [4X] more shine

- Much more effective [clean][ing] on floors and other surfaces\*\* [\*\*vs.][\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s][.]
- Cleans better\*\* [\*\*][\*\*vs. Mr. Clean [Multi-Surface] 40 oz. Cleaner] [\*\*vs. Mr. Clean Multi-Surface Liquid Cleaners] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. on direct usage.] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. when used full strength.] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. when used undiluted.] [\*\*vs.][\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s] [on direct usage]
- [More] Efficient [Effective] Cleaning\*\* [\*\*vs.][\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- Compressed cleaning ingredients\*\* [\*\*vs.][\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- Compressed cleaning ingredients, Compressed time\*\* [\*\*vs.][\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- [Up to] [2X][3X][4X] [The] [cleaning] [Cleaning] [strength] [per swipe]\*\* [\*\*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [\*\*vs.][\*\*versus] [Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Mr. Clean 40 oz.] [\*\*][when used neat] [when used straight from the bottle] [on direct usage][.]
- It is a more powerful [cleaner], not [as] watery [like other cleaners]\*\* [\*\*vs.][\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s]
- More cleaning power, not [as] watery [like other cleaners]\*\* [\*\*vs.][\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s]
- More cleaning power, less [filler] [water] per bottle\*\* [\*\*vs.][\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- Downsize your bottle, Increase your cleaning power\*\* [\*\*vs.][\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- More cleaning [power] [in every] [per] drop\*\* [\*\*based on

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- Long lasting [freshness] [fresh] [scent] [fragrance] [aroma] [perfume][.] [Up to] [2X] [3X] [4X] the grease removal [per swipe]\*\* [\*\*vs. Mr. Clean [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort [\*\*vs.]] [\*\*versus] [Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Mr. Clean 40 oz.] [\*\*][when used neat] [when used straight from the bottle] [on direct usage][.]
- Long[er] lasting freshness\*\* [\*\*vs.] [\*\*versus] [Mr. Clean] [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner] [Lemon scented] [cleaners][.]
- Thick[er]\*\* [Product] [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- Penetrates and lifts dirt [easier] [than before]\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- Better Dirt penetration\*\* [\*\*vs.] [\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s]
- Better dirt penetration [than before]\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- Cuts your [scrubbing] [cleaning] time in half\*\* [\*\*vs. Mr. Clean 40 oz. on direct usage.] [\*\*vs. Mr. Clean 40 oz. when used full strength.] [\*\*vs. Mr. Clean 40 oz. when used undiluted.] [\*\*vs. Mr. Clean 40 oz. when used straight from the bottle.]
- Cuts grease [2X][2 times] faster = Easier clean\*\* [\*\*vs.] [\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s]
- [Cleans away] [Removes] [more] [tough dirt] [per swipe]\*\* [and] [residues] other cleaning products [may] [can] leave behind [on flooring] [.] [on] [matte] [and] [glossy] [glazed ceramic][.] [vinyl] [/] [linoleum][.] [lamine] [.] [sealed] [finished] [hardwood] [glazed tile] [flooring][.] \*\*[when used dilute].
- [2X][2 times] faster cleaning of kitchen grease and bathroom dirt\*\* [\*\*vs.] [\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s]
- Thoroughly cleans without leaving [virtually] [any] [smears] [or] [residues] [or] [streaks] [or] [film]\*\* [on flooring] [on] [matte] [and] [glossy] [glazed ceramic] [.] [vinyl] [/] [linoleum][.] [lamine] [.] [sealed] [finished] [hardwood] [glazed tile] [flooring][.] \*\*[when used dilute].

- cleaning ingredients vs. Mr. Clean 40 oz. on direct usage.] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. when used full strength.] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. when used undiluted.] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. when used straight from the bottle.]
- Smaller but stronger cleaning\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- Same cleaning (power) per bottle, [1/2] [half] the size\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- [Up to] Double the cleaning strength [per swipe]\*\* [\*\*vs. Mr. Clean [lemon scented cleaners] [with Febreze Freshness] [Multi-Surface Cleaner[s]] [Meadows & Rain] [Lavender, Vanilla & Comfort] [\*\*vs.]] [\*\*versus] [Mr. Clean [with Febreze Freshness][Mr. Clean 40 oz.] [\*\*][when used neat] [when used straight from the bottle] [on direct usage][.]
- [2.5X][2.5 times] more [cleaning] power [in every] [per] drop\*\* [\*\*vs. Mr. Clean [Multi-Surface] 40 oz. Cleaner] [\*\*vs. Mr. Clean Multi-Surface Liquid Cleaners] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. on direct usage.] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. when used full strength.] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. when used undiluted.] [\*\*based on cleaning ingredients vs. Mr. Clean 40 oz. when used straight from the bottle.] [\*\*vs.] [\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s]
- [2.5 times][2.5X] the cleaning power [in every] [per] drop\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- [2.5 times][2.5X] Cleaning Power\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- [2.5X][2.5 times] Thicker, Richer = Stronger\*\* [\*\*vs.] [\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s]
- More Powerful [Cleaning] [Cleaner] [Clean]†

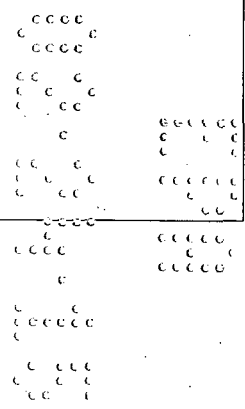
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Date Reviewed: MAR 11 2015  
Reviewed By: TV

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- Simply less water right from the start, so there's more room for cleaning ingredients\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- Same number of uses, [½][half] the size [space]\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- Smaller dose, same great clean\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- [2.5 times][2.5X] the clean[ing] [ingredients]\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- [2.5X][2.5 times] more cleaning ingredients = Use Less\*\* [\*\*vs.] [\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s]
- [2.5X][2.5 times] more cleaning ingredients [in every] [per] drop\*\* [\*\*vs. Mr. Clean 40 oz. on direct usage.] [\*\*vs.] [\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s]
- [2.5X][2.5 times] more cleaning [in every] [per] drop\*\* [\*\*vs. Mr. Clean 40 oz. on direct usage.] [\*\*vs.] [\*\*versus] [traditional] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner][s]
- Smaller bottle, packed with more cleaning ingredients\*\* [\*\*vs.] [\*\*versus] [Mr. Clean [40 oz.] [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- Your Home CleaningPro [Cleaning Pro] [Cleaning-Pro] [CleanerPro] [Cleaner Pro] [Cleaner-Pro] [ProCleaning] [Pro Cleaning] [Pro-Cleaning] [ProCleaner] [Pro Cleaner] [Pro-Cleaner]
- Your Cleaning HomePro [Home Pro] [Home-Pro]
- Your Cleaner HomePro [Home Pro] [Home-Pro]

- More Thorough [Complete] [Intense] [Vigorous] [Formidable] [Cleaning] [Cleaner] [Clean]‡
  - Stronger [Deeper] [Cleaning] [Cleaner] [Clean]‡
- ‡[when compared to] [vs.] [versus] 40 [fl] oz Mr. Clean [Multi-surface] [Pourable] [Liquid] [Multi-purpose] [Cleaner]
- [Bottle Image/Icon]
- 3 surfactants [cleaning agents] [cleaners] [detergents]
  - Triple the cleaning ingredients
  - Tri-surfactant for superior cleaning
  - Triple Surfactant for better cleaning\*\*. \*\*vs. Mr. Clean 40 oz. [on direct usage] [when used neat] [when used straight from the bottle][.]



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**GENERAL CLAIMS**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Not harmful to \ will not harm septic tanks</li> <li>• Will not harm septic systems</li> <li>• Suitable for septic tank systems [and] [wastewater systems] [and] [treatment plants]</li> <li>• This bottle is made of x% post-consumer recycled plastic</li> <li>• Primary package is recyclable where recycling facilities exist</li> <li>• [Contains] no bleach</li> <li>• For household use</li> <li>• Home Defense</li> <li>• Double Defense</li> <li>• Family Defense</li> <li>• Bonus</li> <li>• ___ % free</li> <li>• ___ % bonus</li> <li>• ___ oz. at the ___ oz. price</li> <li>• ___ oz. more vs. ___ oz.</li> <li>• ___ % more vs. ___ oz.</li> <li>• More for the same price (as ___)</li> <li>• Value size</li> <li>• Value pack</li> <li>• Large Size</li> <li>• Trial size</li> <li>• Economy Size</li> <li>• Economy Value</li> <li>• Economy Pack</li> <li>• Bonus Size</li> </ul> | <ul style="list-style-type: none"> <li>• 2 pack</li> <li>• 3 pack</li> <li>• 4 pack</li> <li>• Combo Pack</li> <li>• Free sample</li> <li>• Economy size</li> <li>• Get ___ oz. free</li> <li>• Only [\$]___ [cents] per use</li> <li>• Get the same level of clean for 1/___ the cost</li> <li>• Undo weeks of dirt within minutes</li> <li>• Minimal packaging</li> <li>• Less [product] goes to waste</li> <li>• ["AUTO-STOP"] cap.</li> <li>• It has a nozzle that stops by itself</li> <li>• Automatic [dosing] [dispensing][cap][mechanism]</li> <li>• Automatic [nozzle] [cap][mechanism]</li> <li>• Gets the right dosage [when used diluted]</li> <li>• The dosing cap allows for you to get the right dose [when used diluted]</li> <li>• The dosing cap allows for less product to go to waste**<br/>[**vs.][**versus][Mr. Clean; [40 oz.][Multi-<br/>surface][Pourable][Liquid][Multi-purpose][Cleaner]</li> <li>• [2.5X] [2.5 times] compacted</li> <li>• Concentrated</li> <li>• Condensed</li> <li>• Ultra</li> <li>• 16 oz = 40 oz. icon of bottles</li> <li>• [2.5 times][2.5X] the might</li> </ul> |
|---|---|

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Reviewed By: **TP**





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**USE LOCATIONS:**

Where to use this product:

For use [around] [in] [throughout] [the]:

This product may be used on [washable] hard non-porous [non-food contact] surfaces [in] [around] [the]:

Great for use [around] [in] [throughout] [the]:

- |                       |                               |                         |                                 |
|-----------------------|-------------------------------|-------------------------|---------------------------------|
| • Athletic Facilities | • Colleges                    | • Gymnasium[s]          | • Laundry Room[s]               |
| • Basement[s]         | • [College] Dormitories       | • Gym[s]                | • Living Room[s]                |
| • Bus[es]             | • [College] Dormitory         | • Health Club[s]        | • Locker[s] [Room[s]]           |
| • Automobile[s]       | • Dining Room[s]              | • Home                  | • Mobile Home[s]                |
| • Basement[s] [areas] | • Dressing Room               | • Houseboat[s]          | • Office[s] [Building[s]]       |
| • Bathroom[s]         | • Family Room                 | • [Household] Garage[s] | • Recreational Facility[y][ies] |
| • Bedroom[s]          | • Fitness Center[s]           | • House[hold]           | • Restroom[s]                   |
| • Boat[s]             | • Fitness Facility            | • Kitchen[s]            | • RV[s]                         |
| • Camper[s]           | • Fitness Facilities          | • Laboratory            | • School[s]                     |
| • Car[s]              | • Food Service Establishments | • Laboratories          | • Ship[s]                       |
| • Classroom[s]        | • Garage[s]                   | • Laundromat[s]         | • Trailer[s]                    |

**USE SITES:**

[Use] On Hard, Non-Porous Surfaces:

Great for use [on]:

- |                              |                                    |  |                                  |
|------------------------------|------------------------------------|--|----------------------------------|
| • Appliance[s] [Exterior[s]] | • Exterior [of] Appliances         | • Kitchen Sink[s]                              | • Glazed Tile[s] [Floors]        |
| • Bathroom[s] [Surfaces]     | • Microwave[s] [Exterior[s]]       | • Kitchen[s] [Surfaces]                        | • Tools                          |
| • Bathroom Floor[s]          | • Refrigerator[s] [Exterior[s]]    | • Light Fixtures                               | • Tubs                           |
| • Bathroom Sink[s]           | • Exterior of Toilet[s]            | • [Cat] Litter Box[es]                         | • Urinal[s] [Exterior[s]]        |
| • Bath Tub[s]                | • Faucet[s]                        | • Metal [Blinds] [Shutters]                    | • Vanity [Top[s]]                |
| • Blinds                     | • [No-Wax] Floor[ing][s]           | • Mirror[s]                                    | • [Washable] Cupboards           |
| • Cabinets                   | • Finished Wood Flooring           | • [Patio] [Porch] Furniture                    | • [Washable] Door[s]             |
| • Cooker Top[s]              | • Finished Wood Cabinets           | • Recycling Bin[s]                             | • [Washable] Railing[s]          |
| • Counter[s]                 | • Finished Wood Tables             | • [Shelves] [Drawers]                          | • [Washable] Trim[ming]          |
| • Countertop[s]              | • Floor[ing][s]                    | • Shower[s] [Door[s]]                          | • [Washable] Furniture           |
| • Desk[s]                    | • Garage Floor[s]                  | • Shower Stall[s]                              | • [Washable] Walls               |
| • Diaper Pail[s]             | • Garage Door[s]                   | • Sink[s]                                      | • Window[s] [Sill[s]]            |
| • Door Knob[s]               | • Garage Cabinet[s]                | • Stove[s] [Top[s]]                            | • Wheelchair[s]                  |
| • [Chrome] Fixtures          | • Garbage [Can[s]] [Pail[s]]       | • Table[s] [Top[s]]                            | • [Stainless Steel] Fixtures     |
| • Chairs                     | • Kitchen Appliance[s] Exterior[s] | • Plastic [Laundry] [Hamper[s]] or [Basket[s]] | • Toilet[s] Exterior[s] [Rim[s]] |

**USE SURFACES:**

[Use] On Hard, Non-Porous Surfaces [Such As]:

Great for use on:

- |                              |                        |                           |                            |
|------------------------------|------------------------|---------------------------|----------------------------|
| • Bamboo                     | • Glass                | • Plastic Laminate        | • [Sealed] Cultured Marble |
| • Chrome                     | • Laminate             | • Porcelain               | • Sealed Grout             |
| • Enamel                     | • Laminated Surface[s] | • Resilient Floor[ing]    | • Vinyl Tile[s]            |
| • Sealed Fiberglass          | • Laminated Floor[s]   | • Resilient Floor[s]      | • [Hard] [No-Wax] Vinyl    |
| • Formica                    | • Linoleum             | • Sealed Granite          | • Finished Wood            |
| • Glazed [Ceramic] [Tile[s]] | • Metal                | • Sealed Natural Marble   | • Glazed Kitchen Tile[s]   |
| • Glazed Porcelain [Tile[s]] | • [Hard] Plastic       | • Sealed Synthetic Marble | • Glazed Bathroom Tile[s]  |

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**ALTERNATE BRAND NAMES:**

Mr. Clean Liquid Gel Antibacterial  
Mr. Clean Multi-Surface Liquid Gel Antibacterial  
Mr. Clean Liquid Gel Multi-Surface Antibacterial  
Mr. Clean Liquid Gel Multi-Purpose Antibacterial  
Mr. Clean Liquid Gel Multi-Surface Antibacterial Cleaner  
Mr. Clean Liquid Gel Multi-Purpose Antibacterial Cleaner  
Mr. Clean Liquid Gel Limited Disinfectant  
Mr. Clean Multi-Surface Liquid Gel Limited Disinfectant  
Mr. Clean Liquid Gel Multi-Surface Limited Disinfectant  
Mr. Clean Liquid Gel Multi-Purpose Limited Disinfectant

Mr. Clean Liqui-Gel Antibacterial  
Mr. Clean Multi-Surface Liqui-Gel Antibacterial  
Mr. Clean Liqui-Gel Multi-Surface Antibacterial  
Mr. Clean Liqui-Gel Multi-Purpose Antibacterial  
Mr. Clean Liqui-Gel Multi-Surface Antibacterial Cleaner  
Mr. Clean Liqui-Gel Multi-Purpose Antibacterial Cleaner  
Mr. Clean Liqui-Gel Limited Disinfectant  
Mr. Clean Multi-Surface Liqui-Gel Limited Disinfectant  
Mr. Clean Liqui-Gel Multi-Surface Limited Disinfectant  
Mr. Clean Liqui-Gel Multi-Purpose Limited Disinfectant

Mr. Clean Liquid Muscle™ Antibacterial  
Mr. Clean Multi-Surface Liquid Muscle™ Antibacterial  
Mr. Clean Liquid Muscle™ Multi-Surface Antibacterial  
Mr. Clean Liquid Muscle™ Multi-Purpose Antibacterial  
Mr. Clean Liquid Muscle™ Multi-Surface Antibacterial Cleaner  
Mr. Clean Liquid Muscle™ Multi-Purpose Antibacterial Cleaner  
Mr. Clean Liquid Muscle™ Limited Disinfectant  
Mr. Clean Multi-Surface Liquid Muscle™ Limited Disinfectant  
Mr. Clean Liquid Muscle™ Multi-Surface Limited Disinfectant  
Mr. Clean Liquid Muscle™ Multi-Purpose Limited Disinfectant

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