

3573-99

2/20/2014

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U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg. Number:

3573-99

Date of Issuance:

FEB 20 2014

Term of Issuance:

Conditional

Name of Pesticide Product:

Vesta

NOTICE OF PESTICIDE:

Registration  
 Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

The Procter & Gamble Company  
5299 Spring Grove Avenue  
Cincinnati, OH 45217

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

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

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

This product (OPP Decision No. 480036) is conditionally registered in accordance with FIFRA sec 3(c)(7)(A) provided that you:

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.
2. Should you wish to retain a reference to the company's website on your label, then please be aware that such a reference transforms the website into labeling under the Federal Insecticide Fungicide and Rodenticide Act sec 2 (p) (2) and then the website is subject to review by the Agency. If the website content is false or misleading, the product would be misbranded and its sale or distribution unlawful to sell or distribute under FIFRA section 12(a)(1)(E).

Signature of Approving Official:

*Tracy Lark* for  
Velma Noble  
Product Manager Team-31  
Regulatory Management Branch  
Antimicrobials Division (7510P)

Date:

FEB 20 2014

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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. Although EPA has not yet determined the extent to which it will routinely review company websites, if the Agency finds or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from claims approved through the registration process, the website may be referred to the EPA's Office of Enforcement and Compliance Assurance.

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

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

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

Sincerely,



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

Enclosure: Stamped Label, Efficacy Review, Chemistry review, Acute Tox. Review

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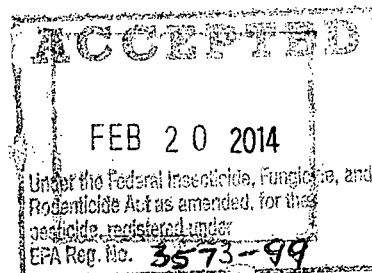
<< Front Panel >>

(Vesta)  
(Febreze®)  
("This product")

**Active Ingredient:** Didecyl Dimethyl Ammonium Chloride.....0.33%  
**Other :** ..... 99.67%  
**Total:**.....100.00%

KEEP OUT OF REACH OF CHILDREN  
**CAUTION:**  
See back Panel for other precautions.

Net Contents:



<< Back Panel >>

(Vesta)  
(Febreze®)  
("This product")

<<Reviewer Note: An alternate brand name may replace "Vesta" throughout the label and may be followed by © or ® >>

**DIRECTIONS FOR USE:**

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

(Fabric Applications)

To refresh (deodorize) fabrics, spray on fabrics until slightly damp to eliminate odors. For a noticeably fresh home, spray fabrics, carpets, and air all around your home.

To sanitize soft surfaces (fabrics), clean heavily soiled areas before application. From a distance of 6-8 inches, spray a spot (2" x 2" area) evenly until damp to kill bacteria. Fabric must remain wet for 5 minutes. [Effective against Enterobacter aerogenes, Proteus mirabilis, Escherichia coli and Staphylococcus aureus.] (Effective against E. aerogenes, P. mirabilis, E. coli and S. aureus.)

To kill (control)(eliminate) odor-causing bacteria on soft surfaces(fabrics): Clean heavily soiled areas before application. From a distance of 6-8 inches, spray evenly until damp to kill bacteria. Fabric must remain wet for 5 minutes. (As item dries, odors are eliminated, and bacteria are killed.) [Effective against Enterobacter aerogenes, Proteus mirabilis, Escherichia coli and Staphylococcus aureus.] (Effective against E. aerogenes, P. mirabilis, E. coli and S. aureus.)

For mold/mildew prevention (control)(inhibition): For heavily soiled areas, a pre-cleaning step is required. From a distance of 6-8 inches, spray surface until thoroughly wet. Fabric must remain wet for 5 minutes. Repeat treatment every 14 days, or more often if new growth appears. [Effective against Aspergillus niger and Penicillium variabile.] (Effective against A. niger and P. variabile.)

(Hard Non-Porous Surfaces)

For Cleaning (deodorizing): Spray 6-8 inches from surface. Wipe dry with a dry paper towel or lint free cloth.

For [Bactericidal & Virucidal†] Disinfection: For heavily soiled areas only, a pre-cleaning step is required. For hard non-porous surfaces, spray surface from 6-8 inches until thoroughly wet. Let stand for 5 minutes before wiping [to kill bacteria and viruses†]. [Effective against Proteus mirabilis, Escherichia coli, Staphylococcus aureus, and Influenza A†]. (Effective against E. aerogenes, P. mirabilis, E. coli, S. aureus, and Influenza A†).

For mold/mildew prevention (control)(inhibition): For heavily soiled areas, a pre-cleaning step is required. For hard non-porous surfaces, spray surface from 6-8 inches until thoroughly wet. Let stand for 5 minutes before wiping. Repeat treatment every 7 days, or more often if new growth appears. [Effective against Aspergillus niger.] (Effective against A. niger.)

**NOTE:** Bracketed information is denoted as: << directive >>, (optional text), {insert as noted}, [required qualifier].  
The term "this product" used throughout this document may be replaced with the marketed product brand name.  
To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.  
† The product label must identify the specific bacteria, virus, fungus & mold.

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Not for use on food contact surfaces including dishes, glassware, cookware and utensils. A rinse is required for surfaces in direct contact with food.

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

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

**FIRST AID: IF IN EYES**, hold eyes open and rinse gently with water for 15-20 min. Remove contact lenses, if present, after the first 5 min., then continue rinsing eye. **IF ON SKIN**, rinse well with water. 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. You may also contact 1-800-xxx-xxxx for medical treatment information.

EPA Reg. No.: 3573-99  
EPA Est. No.: 3573-MO-1  
52379-MI-002

**STORAGE/DISPOSAL:** Store in original container in areas inaccessible to children. Store at room temperature. Non-refillable container. Do not reuse or refill this container. Wrap (container) and put in trash or offer for recycling, if available.

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

MADE (IN USA) by PROCTER & GAMBLE, (1 P&G Plaza), CINCINNATI, OH 45202(-3393)  
(or DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202(-3393))  
(or Distributed by PROCTER & GAMBLE, CINCINNATI, OH 45202(-3393))

©P&G (year) UPC symbol

CONTAINS NO PHOSPHATE. Contains No Chlorine Bleach or Ammonia.

<< Front or Back Panel – Marketing /Product Performance Claims – use as bullet point or in paragraph format >>

<< Soft Surface Sanitization>>

Sanitizes and freshens soft surfaces (fabrics)  
Effective antibacterial fabric and soft surface spray  
Sanitizer for use on soft surfaces  
Multi-room sanitizer (proven) (tested) for everyday use on (soft surfaces) (fabrics) (household fabrics)  
An effective (penetrating) (trusted) (sanitizer) (deodorizer) for (soft surfaces)  
An effective (soft surface) sanitizer (for fabrics) as a spot treatment (for use on) (in) (fabrics) (soft surfaces) (household fabrics) (daily wear fabrics) (everyday fabrics) (clothes) (shoes) (socks)  
Can be used (Use) (on)(to)(kill)(sanitize) (sanitization) (of)(soft surfaces)(fabrics)  
Great for use as a (soft surfaces) (household fabrics) (daily wear fabrics) (everyday fabrics) (clothes) (shoes) (socks)(fabrics) sanitizer  
(This Product) Sanitizes (soft surfaces) fabric surfaces (as a spot treatment)  
Sanitizes (soft surfaces) (fabrics) in the (kitchen) (bathroom) (bedroom) (basement) (hallways) (restroom) (household) (away from home) (all around the house) (man cave) (in 5 minutes) (for spot treatment) (to eliminate odors caused by bacteria\*\*\*)  
Formulated to (remove)(kill) (get rid of) bacteria\*\*\* on (fabrics) (soft surfaces) (household fabrics) (daily wear fabrics) (everyday fabrics) (clothes) (shoes) (socks)  
(Can be used) (Use) (on)(to)(kill)(sanitize) (99.9%) (of) bacteria\*\*\* on (soft surfaces) (fabrics)  
Eliminates odors in your household fabrics(surface of rugs)(upholstery)(furniture)(drapes)(curtains)(soft surfaces) (fabrics)(mattresses)(bedding)(clothing) (closets)(clothes hampers)(auto seats) (to leave your home smelling clean and fresh) (shoes)(socks)(gym bag) by killing bacteria\*\*\* at their source  
Removes (get rid of) (reduces) 99.9% bacteria\*\*\* from a variety of sources on (soft surfaces) (fabrics) (household fabrics)  
Kills and Controls the growth of common bacteria\*\*\* (on) (soft surfaces) (fabrics) (household fabrics)  
Kills (99.9 % of) odor causing bacteria\*\*\*(on) (soft surfaces) (fabrics) (household fabrics)  
Kills (99.9 % of) bacteria\*\*\* that cause odors (on) (soft surfaces) (fabrics) (household fabrics)  
Kills (destroys) (reduces) 99.9% of bacteria\*\*\* (household bacteria) on (soft surfaces) (fabrics) (clothes) (household fabrics)

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Kills 99.9% bacteria\*\*\* (trapped) (and) (locked) on (surface of rugs) (upholstery) (furniture) (mattresses) (bedding) (pillows)  
Keep fabrics (soft surfaces) smelling fresher longer by killing 99.9% of bacteria\*\*\* that causes odors  
Eliminates odors on your bathmat and the bacteria\*\*\* that cause it  
5 minutes kills 99.9% of bacteria\*\*\* on (soft surfaces) (fabrics) (household fabrics)  
Effective against E. coli and Staphylococcus (Staphylococcus aureus) (on) (soft surfaces) (fabrics) (household fabrics)  
Kills 99.9% of Staph (Staphylococcus aureus) (Staph aureus) and Enterobacter (Enterobacter aerogenes) on (soft surfaces) (fabrics) (everyday fabrics) in 5 minutes  
Kills 99.9% of Staph (Staphylococcus aureus) on (fabrics) (soft surface) (household fabrics) (daily wear fabrics) (everyday fabrics) (clothes) (shoes) (socks)  
Use on (soft surfaces) (fabrics) where bacteria\*\*\* can linger (dwell), leaving behind a light fresh scent of clean  
Prevents Reduce bacteria\*\*\* transfers from sheets (pillows) (towels) (mats) (couch) (curtains) (fabrics) (rugs) (blankets) to hands (feet) (face) (fingers)  
A worry-free solution that does not harm fabrics and tough on bacteria\*\*\*.  
Washing your sports gear multiple times? Save time and money and remove bacteria\*\*\* at the source (the first time)  
Why (Don't) compromise your scent for bacteria\*\*\* kill. Have both with Vesta.  
Use when you travel (on your suitcases, clothes) to kill bacteria\*\*\*  
Use on movie theater seats (hotel mattresses) (gym mats) (rental cars) to kill (bacteria\*\*\*)  
Sweat on fabrics breeds bacteria. Spray on your fabrics to get rid 99.9% of the bacteria\*\*\* and the smell.  
Sanitizes and freshens hard to wash fabrics  
Reduces odor-causing bacteria\*\*\* on (soft surfaces)  
Washing hands is the first (best) line of defense against bacteria. Now Vesta is your defense for things you can't wash ...soft surfaces (fabrics)  
Odor and 99.9% bacteria\*\*\* removal  
Kills (Removes) 99.9% of bacteria\*\*\* (curtains) (mats) (couches) (fabrics) (towels)  
Use on kitchen aprons, towels, and table cloths to reduce bacteria\*\*\* from spreading  
Sanitize(s) (deodorize) (freshen) (Kills 99.9% of) (Eliminate 99.9% of) bacteria\*\*\* (body soils) on (mattresses) (bedding) (comforters) (futon) (leaving behind a (light) (sunny) (sun dried) (Fresh) (clean) (new) (scent) (fragrance)  
Kills bacteria \*\*\* that cause odors leaving your home (business) smelling (fresh) (clean) (pleasant)  
(Kills) (eliminates) 99.9% of (household) (environmental) bacteria\*\*\*  
Reduce the spread of bacteria \*\*\* on shared items such as blankets, couches  
Kills 99.9% of bacteria\*\*\* on all your "unwashables" leaving behind the just washed scent of clean  
Kills 99.9% of bacteria \*\*\* and freshens fabrics and surfaces with every spray

<<MOLD/MILDEW CLAIMS>>

Use on bath mats to (control) (prevent) mildew<sup>√</sup> for up to 14 days  
Spray daily on your shower curtains, bath mats, sealed tiles and grout to prevent mold/mildew<sup>√</sup> growth  
Inhibits (controls) mold (mildew)<sup>√</sup> at the source to (prevent) (stop) (eliminate) odors  
Will not harm shower curtains (tile) (bath mats) (rugs) (sinks) (tubs) (Jacuzzi surfaces) (basements) (any damp or moist surface) to (inhibit) (control) (mold) (and) (or) (mildew)<sup>√</sup> (growth) (contamination) (odors) (for up to 14 days)  
(This product) is a mildewstat<sup>√</sup> and will effectively (inhibit) (prevent) (kill) (stop) the growth of (mildew) (mold)<sup>√</sup> and the odor caused when (applied) (used) on hard non-porous surfaces for up to 7 days.  
Spray daily on your shower curtains and bath mats, to prevent mold/mildew<sup>√</sup> growth  
Prevent mold<sup>√</sup> from growing in your gym bag for up to 14 days  
Use on bathroom rugs to prevent mold and mildew<sup>√</sup> growth up to 14 days  
Help your home (business) feel clean even during rainy [spring, fall, winter] season - spray on your shoes and clothes to prevent odors (and) (mold)<sup>√</sup> up to 14 days  
Inhibits (controls) mold (mildew)<sup>√</sup> at the source to (prevent) (stop) (eliminate) odors  
Will not harm shower curtains (bath mats) (rugs) to (inhibit) (control) (mold) (and) (or) (mildew)<sup>√</sup> (growth) (contamination) (odors) (for up to 14 days)  
(This product) is specially formulated to (remove) (inhibit) (prevent) (control) (neutralize) odors caused by (mold) (and) (or) (mildew)<sup>√</sup> (especially) (during the rainy season) (when clothes are line dried) (when clothes are not fully dried) (when clothes cannot be fully dried)  
Prevents (controls) (inhibits) (stops) mold<sup>√</sup> growth on (soft surfaces) (in common) (away from home) (businesses) (household areas) for up to 14 days  
Helps prevent mold<sup>√</sup> growth in your home (business)  
Prevents (inhibits) (Keeps) mold<sup>√</sup> (and) (or) (mildew) from (coming back) (re-growing) (returning) (for up to) (7) (10) (14) (days)  
Prevents growth of mold<sup>√</sup> for up to 14 days on soft surfaces  
Prevents mold<sup>√</sup> (growth) for up to (2 weeks) (14 days) on soft surfaces  
Inhibit mold<sup>√</sup> growth for up to 14 days on soft surfaces

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Inhibits (controls)(mold)<sup>v</sup> (and) (or) (mildew)(growth) (contamination) (spread)(for up to 14 days on soft surfaces)  
Prevents (controls) (inhibits) (stops) mold<sup>v</sup> growth on (soft surfaces) (and) (hard surfaces) (in common) (away from home) (businesses) (household areas)

<< HARD SURFACE SANITIZATION CLAIMS>>

(Kills) (Removes) 99.9% of Bacteria\*\* (with the Febreze freshness you love)  
Kills 99.9% of Bacteria\*\* & freshens in just 1 step  
Eliminates (99.9% of) bacteria\*\*, odors and freshens  
Eliminates 99.9% of bacteria\*\*; leaves freshness  
Don't compromise, kill 99.9% bacteria\*\* and eliminate odors  
Kill 99.9% of bacteria\*\* with a scent that you'll love  
Kill 99.9% of bacteria\*\* not the freshness  
Kill 99.9% of bacteria\*\*, keep the freshness  
Eliminates tough odors and kills 99.9% of bacteria\*\*  
Eliminates 99.9% of odor-causing bacteria  
Wipes out 99.9% of bacteria\*\* and freshens the air  
Wipe out 99.9% of bacteria\*\* & spray in freshness  
Kills 99.9% of bacteria\*\* and freshens  
Kills 99.9% of bacteria\*\* and infuses the air with freshness  
The 99.9% of bacteria\*\* remover  
99.9% of Bacteria\*\* (killer) (reducer)  
Tough on bacteria\*\*  
Your favorite Febreze scents available in an antibacterial formula  
Antibacterial (when used as directed)  
Antibacterial protection  
Multi-room sanitizer (proven) (tested) for everyday use  
Multi surface (deodorizer)(sanitizer)(bactericide)  
(This product)(not only) kills 99.9% of bacteria\*\* (but) (also) removes odors at their source!  
(This product) (deodorizes) (sanitizes) 99.9% of (types of) (bacteria)\*\* that cause odors  
Gets to the source of bacteria on your favorite hard and soft surfaces to kill 99.9% of the bacteria\*\* before they spread  
Removes 99.9% of bacteria\*\* from your hard and soft surfaces  
Others mask bacteria\*\*, Vesta kills 99.9% of them  
Keeps fabrics smelling fresher longer (by killing more than 99.9% of odor-causing bacteria)  
Kills 99.9% of bacteria\*\* that causes pet odors  
Use this product (on) (in) (under) (around) (household areas) (away from home) (businesses) to eliminate (99.9% of) (odor causing) bacteria (that cause odors)  
Eliminates odors in 5 minutes by killing 99.9% of odor causing bacteria  
Keeps odors from coming back by killing 99.9% of bacteria that causes odors  
Reduces odors by targeting the bacteria that cause odors  
Deodorizes by killing 99.9% odor causing bacteria at their source  
Targets bacteria that cause odors with each spray!  
Eliminates 7 tough odors by killing 99.9% of bacteria that cause them  
Keeps odors from coming back by killing 99.9% bacteria\*\*  
Safeguard shield stops/prevents odors from coming back by killing 99.9% of bacteria\*\*  
Gets to the heart of (the toughest) (tough) odors (by killing 99.9%) (of odor causing germs<sup>φ</sup> (bacteria\*\*))  
Eliminates (the most) offensive pet odors (by killing (99.9% of) odor-causing bacteria)  
Designed to eliminate pet odors (by killing (99.9% of) odor-causing bacteria)  
Neutralizes pet (odors)(smells)(like those caused by cats and dogs (by killing (99.9% of) odor-causing bacteria)  
Controls pet odors caused by bacteria (by killing (99.9% of) odor-causing bacteria)  
(Works to) eliminate pet odors (by killing (99.9% of) odor-causing bacteria)  
Keep your sports equipment clean from 99.9% bacteria\*\*  
Sanitizes and freshens soft & hard surfaces  
Reduces odor-causing bacteria on (hard surfaces\*\*) (hard-non porous surfaces)

<<Hard Surface Disinfection>>

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Eliminate background odors & germs<sup>φ</sup> so you can enjoy a fresh clean  
Eliminate bacteria\* (germs<sup>φ</sup>) while freshening  
Multi-room disinfectant (proven) (tested) for everyday use  
Disinfects and freshens hard surfaces  
A disinfectant spray you won't mind smelling  
Removes bacteria\* (germs<sup>φ</sup>)(viruses<sup>†</sup>) from your hard surfaces  
Hard surface disinfectant and odor eliminator  
Disinfects (hard surfaces) (Hard surface disinfectant)  
Great for use as a disinfectant (in) (on) (Hard non porous usage sites)(hard surface)  
Great for disinfection on (hard surfaces)  
(This product) (disinfects) the following surfaces (hard surfaces)  
Reduces odor-causing bacteria on (hard surfaces) (hard-non porous surfaces)  
Disinfects by killing (greater than)(more than) (over 99.9% of) the bacteria\* on hard (non-porous) surfaces (found in your home)  
Disinfectant kills (controls)(reduces)(eliminates)(destroys) bacteria\* on hard (non-porous) surfaces  
Kills (destroys) (eliminates) (germs<sup>φ</sup>) (bacteria\*) (virus<sup>†</sup>) (in 5 minutes) (on) (hard) (environmental) (surfaces)  
(Kills) (destroys) (Eliminates)( 99.9%) of (bacteria\*) (germ<sup>φ</sup>) on hard, non-porous surface in 5 minutes.  
(Kills) (destroys) (Eliminates) (99.9% of) (bacteria\*) (germs<sup>φ</sup>) on (hard, non-porous surfaces )(hard surfaces) in (many) (common) (household areas)  
(businesses) (areas away from home)  
Eliminates (99.9% of) germs<sup>φ</sup> (bacteria\*) on (hard surfaces)  
Kills bacteria\* on {insert Hard non porous usage sites}  
Kills (eliminates)(destroys)(removes)(reduces)(controls)(household) bacteria\* on hard (non-porous) surfaces  
Kills (eliminates)(destroys)(removes)(reduces)(controls)(more than)(greater than)(over)(99.9% of) household bacteria\* on hard (non-porous) surfaces  
Kills (99.9%) (of) (bacteria\*) (germs<sup>φ</sup>) on (garbage cans) (countertops) (cabinets) (toilets) (non-porous) (hard surfaces)  
Kills (controls)(reduces)(eliminates)(destroys) common bacteria like Staphylococcus aureus (Staph) and Salmonella enterica (Salmonella)  
5 minute hard surface disinfectant – Staphylococcus aureus (Staph) and Salmonella enterica (Salmonella)  
Kills Influenza A<sup>†</sup> on pre-cleaned (hard non-porous) (hard surfaces)  
Kills Flu Virus<sup>†</sup> on (hard non-porous surfaces) (hard surfaces)  
Fights (Protects) (Effective) (on) (against) (versus) the (Flu<sup>†</sup>) (virus<sup>†</sup>) on (hard non-porous surfaces) (hard surfaces)  
Virus<sup>†</sup> (killer) (destroyer)  
Kills bacteria\* (germs<sup>φ</sup>) (viruses<sup>†</sup>) at the source (root) so they cannot grow (spread)  
Get rid of the problem (bacteria) (germs<sup>φ</sup>)(viruses<sup>†</sup>) right at the source  
Use to protect yourself against bacteria\* (germs<sup>φ</sup>)(viruses<sup>†</sup>)  
Shut out bacteria\* (germs<sup>φ</sup>)( viruses<sup>†</sup>) from your home (business).  
Kill the bacteria\* (germs<sup>φ</sup>)(viruses<sup>†</sup>) without the (odor)(smell)  
Kills (eliminates) (99.9%) (of) (household)(environmental) bacteria\* (germs<sup>φ</sup>) (viruses<sup>†</sup>)  
Kills (eliminates) (99.9% of) the flu virus<sup>†</sup> (Salmonella) (Staphylococcus) (Staph.) (E.coli)  
Kills (household) (kitchen) bacteria (viruses<sup>†</sup>) (germs<sup>φ</sup>)  
Kills the influenza<sup>†</sup> (flu<sup>†</sup>) (virus<sup>†</sup>)  
Vesta effectively kills flu virus<sup>†</sup>  
Effective on flu virus<sup>†</sup> Arm yourself during flu season (back-to-school season)  
Keep one in hand for flu<sup>††</sup> season (back-to-school) (winter season) to defend against bacteria\* (germs<sup>φ</sup>)  
Safeguard your home (business) from bacteria\* (germs<sup>φ</sup>) (viruses<sup>†</sup>)  
Spend less time cleaning and focus on killing (bacteria\*)(germs<sup>φ</sup>) (viruses<sup>†</sup>) instead  
Choose what you juggle-bacteria or time with your family Spare your hands & knees...clean (bacteria\*)(germs<sup>φ</sup>) (virus<sup>†</sup>) with Vesta  
As easy as point & spray; Vesta to protect your (home)(business) from life's messes (bacteria\*)(germs<sup>φ</sup>)(viruses<sup>†</sup>)  
3 steps to a home (business) (environment)- 1. cleans 2. disinfects 3. freshens  
3 in 1 benefit- freshens, eliminates, kills bacteria\*  
Disinfects and deodorizes household hard surfaces  
All in 1 (Disinfecting)  
Disinfect & Refresh  
Disinfecting Spray  
Disinfecting Freshness  
Sport Disinfectant  
Eliminate bacteria\* (germs<sup>φ</sup>) on surfaces at workplace (office) such as tables.  
One product that will eliminate odor & bacteria\* (germs<sup>φ</sup>)in any room of the house  
Strong enough to work on NFL-sized odors and bacteria\* (germs<sup>φ</sup>)

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A bacteria\* (germ<sup>φ</sup>) killing army for the home (business)  
Bacteria\* (germ<sup>φ</sup>) kill & freshness in just 1 step  
Keep the freshness not the germs<sup>φ</sup>  
Keeps germs<sup>φ</sup> on hard surfaces in check  
Kills bacteria\*(germs<sup>φ</sup>)for-as-long as you smell the freshness  
Antibacterial (antibacterial action) (antimicrobial) (bactericidal) (bactericide) (fungistat) (spray) (product).  
Gets to the source of germs<sup>φ</sup> on your favorite hard surfaces to kill the germs<sup>φ</sup> before they spread  
Fresh, clean( bacteria\*) (germ<sup>φ</sup>)reduced (home)(business)  
Use daily to reduce bacteria\* (germs<sup>φ</sup>)(viruses†)  
Germ<sup>φ</sup> kill without worry  
It kills germs<sup>φ</sup>...so you don't have to  
Kills germs<sup>φ</sup> at the source  
A partner to remove bacteria\* [germs<sup>φ</sup>]  
Protect your children from (bacteria\*) (germs<sup>φ</sup>)  
Kill bacteria\* (germs<sup>φ</sup>) without scrubbing so you can spend more time with your family  
Kills bacteria\* (germs<sup>φ</sup>) at the source (root) so they cannot grow (spread)  
Get rid of the problem (bacteria\*) (germs<sup>φ</sup>) right at the source  
Use to defend against bacteria\* (germs<sup>φ</sup>)  
Shut out bacteria\* (germs<sup>φ</sup>) from your home (business).  
Your family (guests) (residents) (customer) (patrons) come(s) in contact with germs<sup>φ</sup> (bacteria) everyday (both in home and in public (places)) (this product) kills (99.9%) of bacteria\* on commonly touched (environmental) (surfaces (in your home) (in public places)  
Kill the bacteria\* (germs<sup>φ</sup>) without unpleasant (smell)(odor)  
Just washed clean and freshness by killing bacteria\* (germs<sup>φ</sup>) and eliminating odors (with just 1 spray)  
Kills bacteria\* (germs<sup>φ</sup>)in every room (bathroom) (kitchen) (basement) (bedroom) (living room) (den) (man cave) (garage) (closet) (office) (hallway) (study) to freshen and leave your home (business) feeling clean.  
Kills bacteria\* (germs<sup>φ</sup>) to get rid of odors leaving your home (business) fresher longer  
Reduces risk of cross-contamination from bacteria\*(germs<sup>φ</sup>)  
(This product) prevents odors at their source caused by bacteria\* (mold) (and) (or) (mildew) (germs<sup>φ</sup>)  
Kills (eliminates) (reduces) bacteria\* (germs<sup>φ</sup>) (in 5 minutes)  
Kills (99.9% of) bacteria\* (germs<sup>φ</sup>) on (hard surfaces) (and) (soft surfaces)( surfaces) to keep your family (guests) (residents) (customers) (patrons) happy  
Kills (eliminates) (99.9%) (of) (household)(environmental) bacteria\* (germs<sup>φ</sup>)  
Kills (eliminates) (reduces) (the following) (household) (away from home) (business)(common) (kitchen) (bathroom) (bacteria\*) : (Enterobacter aerogenes) (Escherichia coli) (Salmonella enterica) (Staphylococcus aureus) (in 5 minutes) Kills (eliminate) (reduces) in 5 minutes  
Kills (Eliminates) (99.9% of) Salmonella (Staphylococcus) (Staph.) (E.coli)  
Kills (household) (kitchen) bacteria\* (germs<sup>φ</sup>)  
E. coli and Salmonella control  
Disinfects and deodorizes by killing (common)(household) bacteria\* and controlling their odors

<<NON-PESTICIDAL CLAIMS>>

<<INTRODUCTORY 6-MONTH CLAIMS>>

New (and) (Improved) (better) formulation  
Great (new) scent  
New size  
New (and) (improved) spray nozzle (trigger) (sprayer)  
Smells (better) than ever (new fragrance)  
Fresh(er) (cleaner) (new) fragrance  
New look (for) (Febreze)  
New (insert fragrance name) (scent)  
New Size  
Now with fresher (new) (longer lasting) fragrances

<<PACKAGING CLAIMS>>

Bonus Size  
Mini

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Pocket (size) (pack)  
Portable  
Purse (size) (pack)  
(Take) (Carry)(it)(this product) (anywhere) (everywhere)  
Travel (size) (pack)  
Trial (size) (pack)  
Value (size) (pack)  
Anytime (to-go)

<<ODOR ELIMINATION CLAIMS>>

Eliminates odors and freshens  
Deodorizes  
Eliminates odor(s) at source  
Eliminates odors at the source of the smell so you can forget it  
Do away with (odors)(bad smells)  
Eliminates tough odors faster than other P&G (brand)(product)  
More than a cover up, (product name) kills odors at their source!  
(Refreshens) (Freshens) soft surfaces (by eliminating odors)  
Eliminates your toughest household (business) odors  
Eliminates more types of odors  
Fabric (soft surface) odor eliminator (works on soft surfaces)  
Hard surface odor eliminator (works on) (hard surfaces)  
Vesta seeks out and neutralizes odors—all the way down to the fibers where the odors are trapped  
Soft surfaces can hold onto odors and release them back into the air  
Eliminates odors (trapped deep inside fibers, ensuring odors won't come back)  
Gives you reassurance that you are eliminating the source of odors in your fabrics  
Eliminates all types of unpleasant odors in (every room of your house) the (garage)(basement)(bedrooms)(kitchens)(bathrooms)(closets)(large rooms)(small rooms)(dining room)(living room)(family room)  
(automobile)(upholstery)(carpets)(seats))(car)(upholstery)(carpets)(seats))(truck upholstery)(carpets)(seats))(camper)(upholstery)(carpets)(seats))(trailer)(upholstery)(carpets)(seats))  
Prevent odor build-up in your (carpets)(rugs)(upholstery)(furniture)(drapes) (curtains)(fabric)(kitchen)(bathroom)(garbage pails) (mattresses)(clothing) (pet beds)(sofas)(couches)(window treatments) (gym bags) (chairs)  
Eliminates (Removes) (the) (those)(tough(est)) (deep down) (locked in) (trapped) odors on (carpets) (rugs) (towels)(floors) (mats) that the vacuum leaves behind  
Eliminates (reduces) the need to re-wash (line dried) (sun dried) (hung up) (laundry) (clothing) (fabrics) by (killing) (eliminating) odor causing (mold) (and) (or) (mildew) (at the source) (trapped in fabrics)  
Eliminates body (foot) (sweat) (perspiration) (sports equipment) (pet) (dog) (bacon grease) (chicken wings) (popcorn) (smoke) (cigarette) (wood) (mold) (mildew) (musty) (stale) (fish) (garlic) (sour milk) (baby spit up) odors on fabrics  
Proven to eliminate pet, smoke, bathroom, kitchen, mold and mildew, and body odor while leaving behind a fresh scent  
Eliminates body (foot) (sweat) (perspiration) (sports equipment) (pet) (dog) (bacon grease) (chicken wings) (popcorn) (smoke) (cigarette) (wood) (mold) (mildew) (musty) (stale) (fish) (garlic) (bathroom) odors in air  
Proven to eliminate tough odors on (fabrics) (soft surfaces) including pet odors, smoke, body odors, cooking odors, bathroom odors, and more.  
Eliminate(s) (stinky feet) (worn sock) (body) (stale) (outside) (embedded) (foul) (tough)(strong) (dangerous) odors from (carpets) (rugs) (mats) (throws) (pillows)(sheets)(soft surfaces) (with every spray)  
Get rid of Seven Key odors (dog odor on chair) (body odor on shinguards in gym bag) (body odor on a bed comforter) (foot odor on boots) (foot odor on sneakers) (mildew odor on a bath mat) (cooking odor on a couch) (body odor on coats in closets) from things you can't wash with Vesta  
Eliminates smoke odors (even on clothing)  
Effective against smoke odors  
Designed to eliminate smoke odors  
Penetrates deep to eliminate odors at the source  
Penetrates (deeply) (into fabrics/carpets/rugs upholstery/furniture/drapes /pet beds/sofas/chairs) to eliminate odors (where they reside)  
Penetrates (deep) inside fabrics to eliminate odors at their source  
Eliminates odors in just 5 minutes.  
Eliminates the stale odors caused by bacteria  
Hard on bacteria (germs<sup>φ</sup>) and gentle on your fabrics

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<<FRESHENING CLAIMS>>

Freshens  
For a noticeably fresh (home)(business), spray fabrics, carpets, and air all around your (home)(business).  
Leaving your house noticeably fresh wherever you use it.  
For a noticeable freshness, spray in a sweeping motion over fabric items all around your (home)(business).  
So the fabric is refreshed down to the fibers.  
Brings fabrics back to fresh  
All that's left is the smell of clean.  
Longest lasting scent & odor elimination  
Freshens fabrics, carpets, and air  
No overpowering (smell)(fragrance)(scent)  
Leaves a light pleasant fragrance (in your home)(in any room)(in your business) (away from home)  
Leaves your air smelling clean and fresh  
You'll know ("this product") is working when your (home)(business) smells (truly) clean and fresh  
Makes your (home)(business) a fresher place (to be)  
Makes even hard to clean fabrics smell fresher longer  
Aroma therapy for your carpets and upholstery  
Revitalizing scents for your carpet and upholstery  
Makes your (home)(business) feel good  
Therapeutic for your carpet (and upholstery)  
Scent lingers to provide long lasting freshness  
Lined dried freshness  
Just washed freshness for your carpets and other soft surfaces  
Light fresh scent (that does not over-power you)  
(unscented)(fragrance free)(clean)(outdoor)(fresh)(citrus)(floral)(meadow)(waterfall)(clear springs)(cool)(rain)(crisp water)(dew)(refreshing water)(water)(apple)(berry)(chilled fruit)(cucumber)(fruit)(melon)(pear)(tropics)(eucalyptus)(fresh herbs)(heather)(herbal)(herbal fresh)(lavender)(mint)(crisp)(wind)(powder fresh)(aquatic)(scent)(improved fragrance)(improved scent)(new fragrance)(new and improved fragrance)(new) and (improved)(scent)(better fragrance)(better scent)(light)(fresh)(scent)(and)(&)(soft)(breeze)(mist)(lemon)(spring)(renewal)(sky)(linen)(gain)(original)(downy)(unstopables)(air)(sea)(ocean)(beach)(river)(lake)(pond)(stream)(creek)(morning)(evening)(night)(day)(time)(pleasant)(pleasing)(relaxing)(relax)(calm)(home)(house)(unwind)(wind)(flowers)(free)(gentle)(springs)(fall)(winter)(summer)(zest)(pure)(refresh)(blossom)(bloom)(spice)(delight)(island)(honey)(jasmine)(time)(moon)(vanilla)(moonlight)(storm)(midnight)(comfort)(Mediterranean)(sunshine)(sunflower)(rose)(roses)(lily)(tulip)(wild)(frost)(wildflower)(cranberry)(pine)(Hawaiian)(aloha)(Thai)(dragonfruit)(Alaskan)  
Trusted freshness with each spray  
Longer lasting freshness over time  
Perfect for eliminating (your)(toughest) odors at the source!  
Prevents odors at the source

<<MARKETING-PRODUCT PERFORMANCE CLAIMS>>

Everyday sprays keep the (odors)(malodors) away  
Can be used on (fabrics)(soft surfaces\*)  
(Daily)(Everyday)(Multi-action)(Multi-Purpose)(Multi-room)(Multi-surface)(Multi-use) on (soft Surfaces\*)(fabrics)(household fabrics)  
Will not harm soft surfaces\*(fabrics) in (household areas)  
(This product)(is) accepted for use on (soft surfaces\*)(hard surfaces\*\*)  
"Dry clean only" now means "Wash" it with Vesta. Vesta it!  
Vesta it to Refresh it!  
Makes hard to clean fabrics smell fresh  
Strong on odors, light on your nose  
Makes even hard to clean fabrics smell fresher  
Bottle made from 25% or more post-consumer recycled plastic  
The brand you trust  
The brand you love  
School room friend  
Patented technology  
Everyday formula

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Effective  
Laboratory tested and proven to eliminate: (smoke odors)(pet odors)(wet dog odors)(pet urine odors)(musty odors)(mildew odors)(bathroom odors) (kitchen odors)(sweaty odors)(sweat smells) (garbage odors)  
Nothing freshens better  
Great for spot (treatment)  
Works on a wide range of surfaces  
Ready-to-use  
Leaves no sticky residue  
Use (with confidence) on colorfast fabric  
Use everyday  
(For) daily use  
Easy  
Great for large areas  
Great for use on the go  
Take it with you  
More even coverage  
Auto (upholstery)(carpets)(seats) freshener  
Auto (upholstery)(carpets)(seats) spray  
Auto (upholstery)(carpets)(seats) sprayer  
Vesta is now a part of the free & gentle family (Tide, Downy, Bounce)  
Removes smoke odors  
Prevents odors before they happen  
Protects you from the outside world  
Protect your personal space  
Wrap your home (business) in Vesta freshness (protection).  
Protection on-the-go  
Protect your expensive gym shoes with ("this product")  
("This product") is your home's(business's) odor defense.  
Protect the soft surfaces(fabrics) (that) you love  
Starts working immediately  
Guest ready  
Instantly freshens your home (business)  
Freshness without the bleach odors or fabric damage  
Keeps your fabrics fresher longer  
Fresh clean home (business) for days  
Effective malodor control for up to 24 hours  
Better odor control performance  
1 spray on your clothes, for up to 5 days of protection of malodor  
Wipe free -- spray fabrics, let dry, and eliminate odors  
Destroy evidence of (smelly) (dirty) situations (at home) (in your business)  
True odor elimination, not just perfume  
Penetrates deep into surfaces to protect you from malodors even hours after you've used it  
Continues working on odors (weeks)(days) after you spray  
New puppy? No worry about pet odors  
A simple addition to your clean routine for hard-to-clean surfaces  
Finishing touch to your clean routine  
Make your clean routine last longer  
Clean and freshen soft and hard surfaces  
Clean happy  
Take a step out of your clean routine.  
Keep your home (business) clean and fresh when you're away from home (business) for long periods of time (over the weekend)(while you travel)(before you move in)(after you move out)  
The simple way to make your cleaning (the results of your clean routine) last longer  
Removes 1 step in your cleaning routine  
Now the cleaning routine is complete  
Real clean doesn't stop with your hard surfaces. It includes soft surfaces too  
A great add to your spring cleaning routine

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Cleans thoroughly on the surface and deep down preventing bacteria from building up  
Deep clean & freshen with just one spray  
Be assured your home (business) is really clean  
Gentle on surfaces  
Will not harm fabrics  
Protective wear not required  
Smells great—take a deep breath and enjoy  
No need for bleach and hot water  
Bleach free  
Ditch the jug  
Strong and smells so beautiful (pleasant)  
Use weekly for a clean home (business)  
Use weekly for a cleaner home (business)  
Set up your "spray date" and get a fresh, clean home every day, every week  
Spray at night to tidy up and wake up to a fresh clean morning  
Spray in the morning (before work)(before your day) to come home to a fresh, clean house  
Tested (Good) for everyday use  
Spray in hard-to-reach corners for whole home freshness and clean  
Save money by purchasing fewer products  
Feel confident with Vesta  
Great performance can smell fresh with Vesta.  
Two sprays a day gets you through the winter happier  
Noticeable happiness improvements in just one month  
Removes concerns, leaves relief  
Leave behind only a sense of relief  
(Relax)(Be inspired that) (Know) your family (guest) (resident) (patient) (customer) (patron) and (or) (home) (business) is fresh  
Don't bring what's outside the (home)(your business) inside (the home)(your business)  
(Helps) Provide a great (environment)(home) (business) for (guests)(residents) (patients) (customers) (patrons)  
Welcome your (guests)(patrons) (customers) (residents) into your (home) (business)  
For environments you cannot control  
For a your (home)(business)  
Spend less time worrying & more time with your family  
Get the satisfaction of shortening your to do list  
No scrubbing needed, just spray and go  
Remove the musty [mildew] smell from your (difficult to wash, slow-drying) clothes without having to rewash them  
Less work and hassle than your current (today(s)) cleaning routine  
Multiple benefits in one bottle  
Easy step to a more complete clean, just point & spray  
One less step to your clean routine (so you can focus on what matters)  
So easy, you can spray your fabrics & walk away  
Spend less on replacing fabrics  
Protect your fabrics without wearing them out so you don't have to replace them [so you can save money]  
Saves you money by not damaging surfaces  
Extends life of fabrics  
Use on sports equipment  
Use on kids' hockey equipment, sports gear and bags  
Use when moving homes  
Use on hotel beds and pillows  
Use on taxi seats  
Use on bus seats  
Use on airplane blankets  
Use after being around a smoker  
Spray your table, pen, and other hard surfaces  
Spray throughout your home before bringing your baby home  
Spray in car daily  
Use on towels and bath mats  
Cleans & freshens your kid's toys

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3 benefits in 1 product  
3 in 1  
2 in 1  
4 in 1  
5 in 1  
All in one  
Complete Clean  
Total Clean  
Multi-defense  
Clean defense  
Clean Shield  
Clean Guard  
Co-developed by the makers of Safeguard  
Make your home (business) new and fresh again with just one spray  
The fighting strength of Safeguard with the freshness of Febreze  
First Defense  
First Shield  
First Guard  
Febreze with Safeguard  
With the scent of Downy  
With the scent of Gain  
As tough on (fabrics) (soft surfaces) (hard surfaces) as (Gordon Ramsey) (Jillian Michaels) (Simon Cowell)  
If you have fish for dinner, you don't have to smell it for days later  
Make your apartment 'good as new' by removing the history of those before you.  
Daily Defense  
Dual Defense  
Double Defense  
Pure Defense  
Clear Defense  
Home Defense  
Home Shield  
Home Guard  
Can't dry your laundry in the sun, spray Vesta for April Fresh laundry to prevent the musty smell  
You can't control your roommates, but you can control your space  
Carry "Mom's Love" on your clothes with Febreze  
3 in 1 Antibacterial  
Multi-Surface Spray  
Fresh Antibacterial  
Power Fresh  
Sanitizing Freshness  
SanitiFresh  
Mold Preventer  
Mold Prevent  
Pet Odor Eliminator  
Sport  
Car (Odor Eliminator)  
Sport Antibacterial  
Outdoor (Pro)  
Free & Gentle (Antibacterial)  
Total Care  
Fresh Power Antibacterial Fresh  
Vesta (antibacterial clean) (Purify) (Cleanse)  
Our best antibacterial yet  
Febreze's TOUGHEST bacteria-killer ever  
Used by cleaning crews  
Used by moms of new born babies  
Used in gyms to freshen

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- Mom tested, Febreze approved
- (Used) by (Moms)
- Trusted by Moms
- Used in hotels/motels
- Used in professional kitchens to clean
- Used by professional janitors
- Tested (Used) in doctors' offices
- Vesta Protected Pre-School
- Used in elderly care
- Used on daycare carpets
- Used by restaurants
- Used by moms on cribs, (changing tables) (toys) (teddy bears) (dolls)

**<<SUPPORTING CLAIM QUALIFIERS – must appear on back label>>**

**<<Disinfection – Bacteria>>**

\*kills Staphylococcus aureus, Salmonella enterica, Escherichia coli, and Proteus mirabilis (on hard non-porous surfaces)

**<<Sanitization – Bacteria>>**

\*\*kills Enterobacter aerogenes, Staphylococcus aureus, Proteus mirabilis, Escherichia coli (on hard non-porous surfaces)

\*\*\*kills Enterobacter aerogenes, Staphylococcus aureus (on soft surfaces/fabrics)

**<<Virucidal>>**

†kills influenza A virus (on hard non-porous surfaces)

**<<Mold Prevention claim qualifier is dependent on use site>>**

√Effective against Aspergillus niger (on hard non-porous surfaces) or Effective against Aspergillus niger and Penicillium variabile (on soft surfaces/fabrics)

**<< USE SITES>>**

**Soft Surfaces: (Graphic – depicting surface)**

Athletic apparel/gear	Couch	(Fabric)(Laundry)bags	Rugs	Suitcase (luggage)
Backpacks/school packs	Curtains	(Fabric) gym bags	Bath mats	(Throw) Pillows
Blankets	Diaper bag	(Fabric) Shower curtains	Shoes	Towels (wash clothes)
Bed Sheets	Dog (pet) beds	High chair seat	Slippers (house shoes)	Upholstery
Bed Pillow Cases	Draperies	Kitchen seat (cushion)	Sofas (Love seat)	(Upholstered) chairs
Car Seats	Duvet	Mattresses	Sports padding	(Upholstered) couches
Comforters	(Fabric)(Window) treatments	Mops (Brooms)	Stroller seat	(Upholstered) furniture

**Hard Surfaces: (Graphic depicting surface)**

Bathroom surfaces	Dish racks	Glass topped furniture	Marlite	Plastic laundry basket (hamper)	Stainless steel
Brass	Door knob (handle)	Glazed ceramic tile	Metal	Plastics	Tables (tabletops)
Cat litter boxes	Drains	Glazed porcelain	Metal blinds	Porcelain (tile)	Telephones(cellular phones)(mobile phones)
Changing tables	Dressing carts (tables) (racks)	(household) tools	Microwave (ovens) exteriors	Recycling bins	Toilet (seats)(areas)
Chrome	Drinking fountains	Laminate (surfaces)	Mirrors	Refrigerator exteriors	Hard non-porous areas under sink
Clean up carts	Enamel	Lamps	No wax floors	Salad bar sneeze	Urinal (exteriors)

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				guards	
Copper	Examination tables	Light switches	Non-wood (outdoor)(patio) furniture	Sealed granite	Vinyl (tile)
Counter (Tables)	Faucets	Linen Closets	Non-wood baby furniture	(shopping)(linen) carts	Wheelchairs
Crystal	Fixtures	Linoleum	(Non-wood) (linen) cabinets	Shower (curtain)(plastic)(liner)	Whirlpool (Jacuzzi)(hot tub) interiors
Cuspidors	Floors	Litter boxes	Non-wood chairs	Shower (stall)(area)(door)(rails)	Windows/window sills
Desk	Garbage (cans)(pails)(bins)(lids)	Marble (cultured)	Parquet	Sinks (basin)	
Diaper pails	glass	Marble (synthetic)	Pens	Sports equipment	

**USE SITES: (Graphic depicting site)**

Airplanes	Boat	Dining room	Laboratories	Office buildings	Supermarket (Grocery store)
All around the house	Cabins	Dorm	Laundry room	Pet areas	Tool shed
Athletic facilities	Cafeteria	Factories	Litter boxes	Public places	Transportation terminals
Attic	Camper	Family room	Living room	(public) Restrooms	Trains
Automobile	Car	Garage	Lockers	Recreational facilities	Vacation home
Automotive garages	Closets	Home/house	Locker rooms	Restaurants	Vehicles
Bars	Colleges	(Home) workshop	Man cave (room)	Schools	
Basement	Daycare centers	Hotels/motels	Mobile homes	Ships	
Bathroom	(Damp) storage area/room	Institutional facilities	Mud room	Studios	
Bedroom	Den/study	Kitchen	Nursery	Sunroom	

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