

3573-99

9/17/2014

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Teresa Moore
Regulatory Affairs
The Procter & Gamble Company
5299 Spring Grove Avenue
Cincinnati, OH 45217

SEP 17 2014

SUBJECT: Vesta
EPA Registration Number: 3573-99
Application Dated: June 16, 2014
Receipt Date: June 18, 2014

Dear Ms. Moore:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

- Removal of pests
- Addition of directions for use

Based on a review of the submitted information, this notification is acceptable. Your proposed changes will be made part of the record for this file.

General Comments

This letter supersedes the letter dated July 14, 2014. Should you have any questions concerning this letter, please contact Emilia Oiguenblik at (703) 347-0199 or Velma Noble at (703) 308-6233.

Sincerely,

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

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<< Front Panel >>

(Vesta)
(Febreze®)
("This product")

Active Ingredient: Didecyl Dimethyl Ammonium Chloride.....0.33%
Other Ingredients: 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 ® >>

[Open Here for Directions for Use] <<Reviewer Note: This optional language will be used for multi-layer booklet labeling to communicate where to find further information on product.>>

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 Sanitization and [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 as disinfectant against Proteus mirabilis, Escherichia coli, Staphylococcus aureus, and Influenza A†. Effective as sanitizer against Enterobacter aerogenes and Staphylococcus aureus]. (Effective as disinfectant against E. aerogenes, P. mirabilis, E. coli, S. aureus, and Influenza A†. Effective as sanitizer against E. aerogenes and S. aureus).

ON Soft surfaces.

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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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.)

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

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

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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)
 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 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) (futons) (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[√] for up to 14 days
 Spray daily on your shower curtains, bath mats, sealed tiles and grout to prevent mold/mildew[√] growth
 Inhibits (controls) mold (mildew)[√] 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)[√] (growth) (contamination)(odors) (for up to 14 days)
 (This product) is a mildewstat[√] and will effectively (inhibit)(prevent)(kill)(stop) the growth of (mildew) (mold)[√] 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[√] growth
 Prevent mold[√] from growing in your gym bag for up to 14 days
 Use on bathroom rugs to prevent mold and mildew[√] 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)[√] up to 14 days
 Inhibits (controls) mold (mildew)[√] at the source to (prevent) (stop) (eliminate) odors
 Will not harm shower curtains (bath mats) (rugs) to (inhibit) (control) (mold) (and) (or) (mildew)[√] (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)[√] (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[√] growth on (soft surfaces) (in common) (away from home) (businesses) (household areas) for up to 14 days

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Helps prevent mold^v growth in your home (business)
Prevents (inhibits) (Keeps) mold^v (and) (or) (mildew) from (coming back) (re-growing) (returning) (for up to) (7)(10)(14)(days)
Prevents growth of mold^v for up to 14 days on soft surfaces
Prevents mold^v (growth) for up to (2 weeks) (14 days) on soft surfaces
Inhibit mold^v growth for up to 14 days on soft surfaces
Inhibits (controls)(mold)^v (and) (or) (mildew)(growth) (contamination) (spread)(for up to 14 days on soft surfaces)
Prevents (controls) (inhibits) (stops) mold^v 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^φ (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)

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Disinfecting Spray

Disinfecting Freshness

Sport Disinfectant

Eliminate bacteria* (germs^φ) on surfaces at workplace (office) such as tables.

One product that will eliminate odor & bacteria* (germs^φ) in any room of the house

Strong enough to work on NFL-sized odors and bacteria* (germs^φ)

A bacteria* (germ^φ) killing army for the home (business)

Bacteria* (germ^φ) kill & freshness in just 1 step

Keep the freshness not the germs^φ

Keeps germs^φ on hard surfaces in check

Kills bacteria* (germs^φ) for as long as you smell the freshness

Antibacterial (antibacterial action) (antimicrobial) (bactericidal) (bactericide) (fungistat) (spray) (product).

Gets to the source of germs^φ on your favorite hard surfaces to kill the germs^φ before they spread

Fresh, clean (bacteria*) (germ^φ) reduced (home)(business)

Use daily to reduce bacteria* (germs^φ)(viruses†)

Germ^φ kill without worry

It kills germs^φ...so you don't have to

Kills germs^φ at the source

A partner to remove bacteria* [germs^φ]

Protect your children from (bacteria*) (germs^φ)

Kill bacteria* (germs^φ) without scrubbing so you can spend more time with your family

Kills bacteria* (germs^φ) at the source (root) so they cannot grow (spread)

Get rid of the problem (bacteria*) (germs^φ) right at the source

Use to defend against bacteria* (germs^φ)

Shut out bacteria* (germs^φ) from your home (business).

Your family (guests) (residents) (customer) (patrons) come(s) in contact with germs^φ (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^φ) without unpleasant (smell)(odor)

Just washed clean and freshness by killing bacteria* (germs^φ) and eliminating odors (with just 1 spray)

Kills bacteria* (germs^φ) 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^φ) to get rid of odors leaving your home (business) fresher longer

Reduces risk of cross-contamination from bacteria*(germs^φ)

(This product) prevents odors at their source caused by bacteria* (mold) (and) (or) (mildew) (germs^φ)

Kills (eliminates) (reduces) bacteria* (germs^φ) (in 5 minutes)

Kills (99.9% of) bacteria* (germs^φ) 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^φ)

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^φ)

E. coli and Salmonella control

Disinfects and deodorizes by killing (common)(household) bacteria* and controlling their odors

c c c c c
c c c c c

<<NON-PESTICIDAL CLAIMS>>

c c c c c
c c c c c

<<INTRODUCTORY 6-MONTH CLAIMS>>

c c c c c
c c c c c

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)

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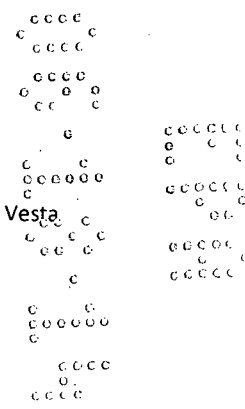
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Keep your sports equipment clean from 99.9% bacteria**
Sanitizes and freshens soft & hard surfaces
Reduces odor-causing bacteria on (hard surfaces**) (hard-non porous surfaces)

<<Hard Surface Disinfection>>

Eliminate background odors & germs^φ so you can enjoy a fresh clean
 Eliminate bacteria* (germs^φ) 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^φ)(viruses[†]) 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^φ) (bacteria*) (virus[†]) (in 5 minutes) (on) (hard) (environmental) (surfaces)
 (Kills) (destroys) (Eliminates)(99.9%) of (bacteria*) (germ^φ) on hard, non-porous surface in 5 minutes.
 (Kills) (destroys) (Eliminates) (99.9% of) (bacteria*) (germs^φ) on (hard, non-porous surfaces) (hard surfaces) in (many) (common) (household areas) (businesses) (areas away from home)
 Eliminates (99.9% of) germs^φ (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^φ) 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 Flu Virus[†] on (hard non-porous surfaces) (hard surfaces)
 Kills Flu Virus[†] on (hard non-porous surfaces) (hard surfaces)
 Fights (Protects) (Effective) (on) (against) (versus) the (Flu[†]) (virus[†]) on (hard non-porous surfaces) (hard surfaces)
 Virus[†] (killer) (destroyer)
 Kills bacteria* (germs^φ) (viruses[†]) at the source (root) so they cannot grow (spread)
 Get rid of the problem (bacteria*) (germs^φ)(viruses[†]) right at the source
 Use to protect yourself against bacteria* (germs^φ)(viruses[†])
 Shut out bacteria* (germs^φ)(viruses[†]) from your home (business).
 Kill the bacteria* (germs^φ)(viruses[†]) without the (odor)(smell)
 Kills (eliminates) (99.9%) (of) (household)(environmental) bacteria* (germs^φ) (viruses[†])
 Kills (eliminates) (99.9% of) the flu virus[†] (Salmonella) (Staphylococcus) (Staph.) (E.coli)
 Kills (household) (kitchen) bacteria (viruses[†]) (germs^φ)
 Kills the influenza[†] (flu[†]) (virus[†])
 Vesta effectively kills flu virus[†]
 Effective on flu virus[†] Arm yourself during flu season (back-to-school season)
 Keep one in hand for flu^{††} season (back-to-school) (winter season) to defend against bacteria* (germs^φ)
 Safeguard your home (business) from bacteria* (germs^φ) (viruses[†])
 Spend less time cleaning and focus on killing (bacteria*)(germs^φ) (viruses[†]) instead
 Choose what you juggle-bacteria or time with your family Spare your hands & knees...clean (bacteria*)(germs^φ) (virus[†]) with Vesta
 As easy as point & spray; Vesta to protect your (home)(business) from life's messes (bacteria*)(germs^φ)(viruses[†])
 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



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New Size
Now with fresher (new) (longer lasting) fragrances

<<PACKAGING CLAIMS>>

Bonus Size
Mini
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

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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^φ) and gentle on your fabrics

<<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



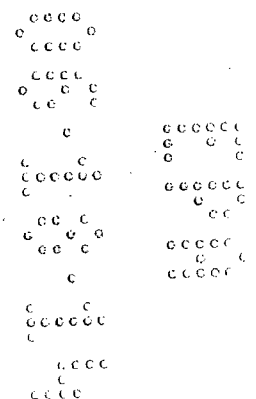
<<MARKETING-PRODUCT PERFORMANCE CLAIMS>>

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

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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
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.



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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

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

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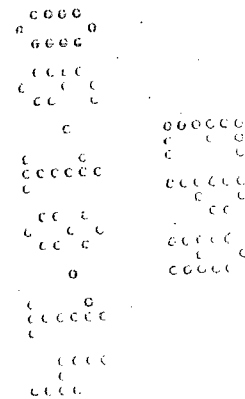
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Use on airplane blankets
Use after being around a smoker
Spray your table, pen, and other hard surfaces
Spray throughout your home before bringing your baby home
Spray in car daily
Use on towels and bath mats
Cleans & freshens your kid's toys
3 benefits 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



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13/14

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
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)

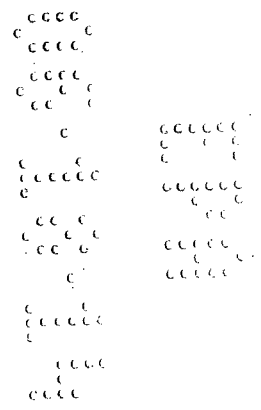
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14/14

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 guards	Urinal (exteriors)
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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