



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Ave., N.W.
Washington, D.C. 20460

EPA Reg. Number:

3573-100

Date of Issuance:

10/27/16

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Markie

Name and Address of Registrant (include ZIP Code):

Katherine Poiesz
The Proctor and Gamble Company
5299 Spring Grove Ave.
Cincinnati, OH 45217

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


On the basis of information furnished by the registrant, the above named pesticide is hereby registered 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 is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:


Eric Miederhoff, Product Manager 31
Regulatory Management Branch I
Antimicrobials Division
Office of Pesticide Programs

Date:

10/27/16

2. You are required to comply with the data requirements described in the DCI Order identified below:
 - a. Didecyl dimethyl ammonium chloride GDCI-069149-30869

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI or EDSP Order listed above, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>

3. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 3573-100.”
4. Submit one copy of the final printed label for the record before you release the product for shipment.

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

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 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. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 06/10/2016
- Alternate CSF 1 dated 06/10/2016
- Alternate CSF 2 dated 06/10/2016
- Alternate CSF 3 dated 06/10/2016
- Alternate CSF 4 dated 06/10/2016
- Alternate CSF 5 dated 06/10/2016
- Alternate CSF 6 dated 06/10/2016
- Alternate CSF 7 dated 06/10/2016
- Alternate CSF 8 dated 06/10/2016
- Alternate CSF 9 dated 06/10/2016
- Alternate CSF 10 dated 06/10/2016
- Alternate CSF 11 dated 06/10/2016

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EPA Reg. No. 3573-100
Decision No. 518443

If you have any questions, please contact Karen M. Leavy by phone at (703)-308-6237 or via email at Leavy.Karen@epa.gov.

Enclosure

<< Front Panel >>

(Markie)
(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 >>

(Markie)
(Febreze®)
("This product")

<<Reviewer Note: An alternate brand name may replace "Markie" 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 and Staphylococcus aureus.] (Effective against E. aerogenes and S. aureus.)

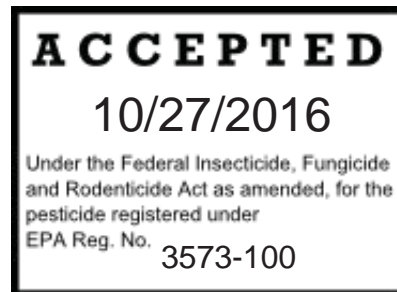
To kill (control)(eliminate) odor-causing bacteria on soft surfaces(fabrics): Clean heavily soiled areas before application. From a distance of 6-8 inches, spray evenly until damp to kill bacteria. Fabric must remain wet for 5 minutes. (As item dries, odors are eliminated, and bacteria are killed.) [Effective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

For mold/mildew prevention (control)(inhibition) (on soft surfaces(fabrics)): 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) (on hard, non-porous surfaces): Spray 6-8 inches from surface. Wipe dry with a dry paper towel or lint free cloth.

For Sanitization and [Bactericidal & Virucidal†] Disinfection (on hard, non-porous surfaces): 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. . [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 P. mirabilis, E. coli, S. aureus, and Influenza A†. Effective as sanitizer against E.aerogenes and S. aureus).



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.

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-x
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 >>

<<SPOT 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) 99.9% 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)

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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
Reduces bacteria*** transfers from treated surfaces of 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 Markie.
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 Markie 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 treated surfaces of 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 7 days)
(This product) is a mildewstat[√] and will effectively (inhibit)(prevent)(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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♠ The product label must identify the specific bacteria, virus, fungus & mold.

Helps prevent mold[√] growth in your home (business)
Prevents (inhibits) (Keeps) mold[√] (and) (or) (mildew) from (coming back) (re-growing) (returning) (for up to) (7 days on hard, non-porous surfaces)(10(14) days on soft surfaces)
Prevents growth of mold[√] for up to 14 days on soft surfaces
Prevents mold[√] (growth) for up to (2 weeks) (14 days) on soft surfaces
Inhibit mold[√] growth for up to 14 days on soft surfaces
Inhibits (controls)(mold)[√] (and) (or) (mildew)(growth) (contamination) (spread)(for up to 14 days on soft surfaces)
Prevents (controls) (inhibits) (stops) mold[√] growth on (soft surfaces) (and) (hard surfaces) (in common) (away from home) (businesses) (household areas)

<< HARD, NON-POROUS 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
Others mask bacteria**, Markie kills 99.9% of them
Keeps fabrics smelling fresher longer (by killing 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 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**
Reduces odor-causing bacteria on (hard surfaces**) (hard-non porous surfaces)

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<< HARD, NON-POROUS AND SOFT SURFACE SANITIZATION CLAIMS>>

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
Sanitizes and freshens soft & hard surfaces

<<HARD, NON-POROUS 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)(virus[†]) 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 (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)(99.9% of) household bacteria* on hard (non-porous) surfaces
Kills (99.9%) (of) (bacteria*) (germs^φ) on (garbage cans) (countertops) (cabinets) (toilet exteriors)(exteriors of toilets)(toilet seats) (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[†] on pre-cleaned (hard non-porous) (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)
Get rid of the problem (bacteria*) (germs^φ)(virus[†]) right at the source
Use to protect yourself against bacteria* (germs^φ)(virus[†])
Shut out bacteria* (germs^φ)(virus[†]) from your home (business).
Kill the bacteria* (germs^φ)(virus[†]) without the (odor)(smell)
Kills (eliminates) (99.9%) (of) (household)(environmental) bacteria* (germs^φ) (virus[†])
Kills (eliminates) (99.9% of) the flu virus[†] (Salmonella) (Staphylococcus) (Staph.) (E.coli)
Kills (household) (kitchen) bacteria (virus[†]) (germs^φ)
Kills the influenza[†] (flu[†]) (virus[†])
Markie 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) (virus[†])
Spend less time cleaning and focus on killing (bacteria*)(germs^φ) (virus[†]) instead
Choose what you juggle-bacteria or time with your family Spare your hands & knees...clean (bacteria*)(germs^φ) (virus[†]) with Markie
As easy as point & spray; Markie to protect your (home)(business) from life's messes (bacteria*)(germs^φ)(virus[†])
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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^φ The product label must identify the specific bacteria, virus, fungus & mold.

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
Antibacterial (antibacterial action) (antimicrobial) (bactericidal) (bactericide) (mold(/)(and)(mildew) 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)(virus+)
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
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 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) on treated surfaces
(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) 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*): (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

<<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

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^φ The product label must identify the specific bacteria, virus, fungus & mold.

<<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)
Markie 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 Markie
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.

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Eliminates the stale odors caused by bacteria
Hard on bacteria (germs[♠]) 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 Markie. Markie it!

Markie 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

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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 hard, non-porous and soft surfaces(§)(ϕ)
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
Markie 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 Markie 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
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

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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 Markie
Great performance can smell fresh with Markie.
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)
Eliminating odor(Freshening)(Deodorizing) is 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

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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 Markie 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
Markie (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

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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
 Markie 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, (on hard non-porous surfaces)

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

§kills Enterobacter aerogenes and Staphylococcus aureus on hard, non-porous and soft(fabric) surfaces

<<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)

φEffective against Aspergillus niger on hard, non-porous surfaces and 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 seat(s) Toilet exterior(s)

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					(exteriors of toilet(s))
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		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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