



U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg. Number:

3573-101

Date of Issuance:

5/9/17

NOTICE OF PESTICIDE:

☒ Registration
☐ Reregistration
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Arnie

Name and Address of Registrant (include ZIP Code):

Katherine Poiesz
Regulatory Manager
The Proctor & 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 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 (7510P)
Office of Pesticide Programs

Date:

5/9/17

2. You are required to comply with the data requirements described in the DCI identified below:

a. DDAC GDCI-069149-30869

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI 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. 3573-101."

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 11/17/2016
- Alternate CSF 1 dated 11/17/2016
- Alternate CSF 2 dated 11/17/2016
- Alternate CSF 3 dated 11/17/2016

If you have any questions, please contact Eric Miederhoff via email at Miederhoff.eric@epa.gov.

Enclosure

ARNIE

<<FRONT LABEL>>

(Product Logo)
(Arnie)
(Other Brand Name)

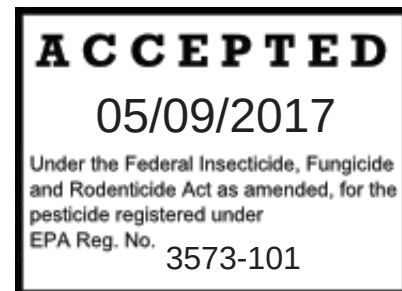
CONCENTRATE(D)

<<one of the following statements will be used>>

For Automatic Dilution (Only)(.)

<<or>>

(Automatic) (Closed Loop) Dilution Control (Only)(.)



Active Ingredient: Didecyl Dimethyl Ammonium Chloride.....1.65%

Other Ingredients: 98.35%

Total:.....100.00%

KEEP OUT OF REACH OF CHILDREN

DANGER(:)

See back (side)(other) panel for First Aid and Precautionary Statements.

(Net Contents:) [as indicated on container]

{*Optional Text*}

CONCENTRATE(D) PRODUCT

DILUTE BEFORE USING

Scent Descriptor

Soft Surface(Fabric) (Spot Sanitizer)(and)(,)(Deodorizer)(and)(,)(Refresher)(and)(,)(Mildewstat[Fungistat])

(Closed Loop) (Automatic) Dilution Control

(Automatic) Dilution Control (Closed Loop)

(For) (Commercial)(and)(/)(,)(Institutional)(and)(/)(,)(Institutional) (Use)

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term "this product" or "Arnie" used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.

<<FRONT/BACK/SIDE LABEL>>

EPA Reg. No.: 3573-XX
EPA Est. No.: 3573-MO-1 <<or>>
52379-MI-002
(or other appropriate establishment number)

(Product Logo)
(Arnie)
(Other Brand Name)

<<BACK/SIDE LABEL>>

(Product Logo)
(Arnie)
(Other Brand Name)

DIRECTIONS FOR USE(:)

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

For Automatic Dilution Only. Concentrated product—dilute before using. (1(one) gallon of Arnie(this product) makes 5(five) gallons of diluted product.)

Preparing Sanitizing Solution: THIS PRODUCT IS FOR AUTOMATIC DILUTION ONLY. ATTACH THIS PRODUCT (PRODUCT NAME) TO THE AUTOMATIC DILUTION CENTER: Remove white cap from product bottle. DO NOT REMOVE ORANGE PLUG FROM BOTTLE THROAT! Attach the bottle to the automatic dilution center by screwing on matching orange dispensing cap connected to dilution center. Push down while screwing on cap. Mix(Dilute) 1 part (of) Arnie(this product) to(with) 4 parts water using the automatic dilution center. Fill spray bottle from dilution center.

To Freshen(Refresh)(Deodorize) Soft Surface(s)(Fabric[s]): Spray (soft surface[s])(fabric[s]) until (slightly) damp(wet). (Allow to air dry.) (As item dries, odors are eliminated.)

To Spot Sanitize Soft Surface(s)(Fabric[s]): Clean heavily soiled areas before application. From a distance of 6-8 inches, (evenly) spray a(n) spot([2"x2"] area) (on) (soft surface[s])(fabric[s]) until thoroughly wet (to kill bacteria). Soft surface(s)(fabric[s]) must remain wet for 5 minutes. (Allow to air dry).

To Kill(Control)(Eliminate) Odor Causing Bacteria on Soft Surface(s)(Fabric[s]): Clean heavily soiled areas before application. From a distance of 6-8 inches, (evenly) spray (soft surface[s])(fabric[s]) until thoroughly wet (to kill bacteria). Soft surface(s)(fabric[s]) must remain wet for 5 minutes. (Allow to air dry.) (As item dries, odors are eliminated [and bacteria are killed].)

To Prevent(Control)(Inhibit) Mold/Mildew on Soft Surface(s)(Fabric[s]): For heavily soiled areas, a pre-cleaning step is required. From a distance of 6-8 inches, (evenly)spray (soft surface[s])(fabric[s]) until thoroughly wet. Soft Surface(s)(fabric[s]) must remain wet for 5 minutes. Repeat treatment every 21 days, or more often if new growth appears.

PRECAUTIONARY STATEMENTS(:)

Hazards to Humans and Domestic Animals

DANGER: Corrosive. Causes irreversible eye damage. Harmful if absorbed through skin. Do not get in eyes, on skin, or on clothing. Wear gloves and safety glasses or goggles. Harmful if inhaled. Avoid breathing dust, vapor, or spray mist. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals. (After the product is diluted, gloves and safety glasses or goggles are not required.)

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term "this product" or "Arnie" used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.

FIRST AID: IF IN EYES, hold eyes open and rinse slowly and gently with water for 15-20 min. Remove contact lenses, if present, after the first 5 min., then continue rinsing eye. **IF ON SKIN**, remove contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. **IF INHALED**, move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment.

<<Note to reviewer: This product will only be sold in a Nonrefillable Sealed Container designed for use in automatic dilution systems. Because the containers are sealed, they cannot be rinsed after use so rinsing language is omitted.>>

STORAGE AND DISPOSAL(:)

Do not contaminate water, food, or feed by storage and disposal.

Pesticide Storage: Open dumping is prohibited. Store in original container in areas inaccessible to children.

Pesticide Disposal: Pesticide wastes are acutely hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste representative at the nearest EPA Regional Office for guidance.

Container handling: Nonrefillable container. Do not reuse or refill this container. Wrap empty container and put in trash or in a sanitary landfill.

(Cleaning Advice?)

(Visit) [www.\[appropriate URL\].com](#)

appropriate telephone number

phone icon

©P&G

(year)

UPC symbol

Kosher Symbol/Words

TM

®

Distr.(Distributed)(MADE [in USA]) by PROCTER & GAMBLE, (1 P&G Plaza), CINCINNATI, OH 45202(-3393)

CONTAINS NO PHOSPHATE. (Contains No Chlorine Bleach or Ammonia.)

(QR code)



(Use your phone to) (scan) (the) (tag) (or) (this code) (to learn) (or) (to) (see) (view) (more) (uses) (or) (information) (the SDS) (videos) (on how to use) (this product) (for) (how to) (tips)(.) (Data rates [may] apply)(.)

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.

The term “this product” or “Arnie” used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.

The product label must identify the specific bacteria and mold/mildew.

<< FRONT/BACK/SIDE LABEL >>

<<ORGANISMS>>

BACTERIA: Effective (in 5 minutes) against {insert organisms from list below}.

Staphylococcus aureus (ATCC 6538)

Enterobacter aerogenes (ATCC 13048)

Community Acquired Methicillin Resistant *Staphylococcus aureus* (Community Acquired MRSA) (NARSA # NRS 192)

Hospital Acquired *Staphylococcus aureus* (Hospital Acquired MRSA) (ATCC 33592)

Pseudomonas aeruginosa (ATCC 15442)

Salmonella enterica (ATCC 10708)

Staphylococcus epidermidis (ATCC 12228)

Proteus mirabilis (ATCC 7002)

Vancomycin Resistant *Enterococcus faecalis* (VRE) (ATCC 51575)

Vancomycin Resistant *Staphylococcus aureus* (VRSA) (VRS1)

Klebsiella pneumoniae (ATCC 4352)

MDR *Acinetobacter baumannii* (ATCC 19606)

Enterococcus faecalis (ATCC 29212)

NDM-1 *Escherichia coli* (CDC 1001728) (NDM-1 *E. coli*)

NDM-1 *Klebsiella pneumoniae* (CDC 1000527) (NDM-1 *K. pneumoniae*)

NDM-1 *Enterobacter cloacae* (CDC 1000654) (NDM-1 *E. cloacae*)

MOLD(/)(AND)MILDEW: Prevents(Inhibits)(Controls)the growth of *Aspergillus niger* (ATCC 6275) and *Penicillium variable* (ATCC 32333).

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term “this product” or “Arnie” used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.

<<SANITIZATION CLAIMS: can be as bullet point or in paragraph format >>

(5 minute) soft surface(fabric)({insert soft surface[s] from list}) sanitizer against {insert organism(s) from organisms list}.
(5 minutes) kills 99.9% of bacteria on soft surface(s)(fabric[s])({insert soft surface[s] from list}).
A bacteria killing army for (the) soft surface(s)(fabric[s])({insert soft surface[s] from list}) in the(your)
facility(building)(area)(business)({insert use site[s] from list}).
A partner to remove bacteria.
A sanitizing spray you won't mind smelling.
A (worry-free) solution that (does not harm fabrics and) is tough on bacteria.
An effective (sanitizer) (and) (deodorizer) for soft surface(s)(fabric[s])({insert soft surface[s] from list}).
An effective soft surface(s)(fabric)({insert soft surface[s] from list}) sanitizer.
An effective (soft surface) sanitizer (for fabrics) as a (spot) treatment (for) (use) (on) soft surface(s)(fabric[s])({insert soft surface[s] from list}).
An effective (spot) treatment sanitizer for soft surface(s)(fabric[s])({insert soft surface[s] from list})
Antibacterial
Antimicrobial
Antibacterial(Antimicrobial)(Bactericidal)(Bactericide)(Fungistat)(Fungistatic) (action) (spray) (product).
Antibacterial (when used as directed).
As easy as point & spray Arnie(this product) to kill 99.9% of bacteria in your facility(building)(area)(business)({insert use site[s] from list}) in 5 minutes.
Bacteria kill & freshness in just 1 step.
Bacteria kill without worry.
Bactericidal
Bactericide
Use(Can be used) for sanitization of soft surface(s)(fabric[s])({insert soft surface[s] from list}).
Use(Can be used)(For use) on soft surface(s)(fabric[s])({insert soft surface[s] from list}) to kill(eliminate)(destroy)(remove)(reduce) (control)(sanitize) 99.9% of bacteria.
Use(Can be used) to kill(eliminate)(destroy)(remove)(reduce)(control)(sanitize) 99.9% of bacteria on soft surface(s)(fabric[s]) ({insert soft surface[s] from list}).
Can be used to sanitize soft surface(s)(fabric[s])({insert soft surface[s] from list}).
(Cleans)(,) (and) (sanitizes) (,) (and) (freshens) (,) (and) (deodorizes) (,) (and) (kills) 99.9% of bacteria(,) (and) eliminates (odors) (odor-causing bacteria) (in one (1) step)!
Deodorizes by killing 99.9% odor causing bacteria at their source.
Don't compromise, kill 99.9% bacteria and eliminate odors.
Effective against {insert organism(s) from organisms list} (on soft surface(s)(fabric[s])({insert soft surface[s] from list}) .
Effective antibacterial soft surface(s)(fabric[s])({insert soft surface[s] from list}) spray.
Formulated to (remove) (kill) (get rid of) bacteria on soft surface(s)(fabric[s])({insert soft surface[s] from list}).
Fresh, clean bacteria reduced facility(building)(area)(business)({insert use site[s] from list}).
Freshens and eliminates 99.9% of bacteria and odors.
Get rid of the problem bacteria right at the source.
Gets to the heart of (the toughest) (tough) odors (by killing 99.9% of odor causing bacteria).
Gets to the source of bacteria on your (favorite) soft surface(s)(fabric[s])({insert soft surface[s] from list}) to kill 99.9% of the bacteria.
Gets to the source of bacteria on your (favorite) soft surface(s)(fabric[s])({insert soft surface[s] from list}) to kill the bacteria.
Great for sanitization on soft surface(s)(fabric[s])({insert soft surface[s] from list}).
Great for use as a soft surface(fabric)({insert soft surface[s] from list}) sanitizer.
Great for use as a sanitizer (in [your] facility[building][area][business][{insert use site(s) from list}]) (on soft surface[s][fabric(s)] [{insert soft surface(s) from list}]).
Guests(Residents)(Customers)(Patrons) come(s) in contact with bacteria every day. This product) kills 99.9% of bacteria on commonly touched soft surface(s)(fabric[s])({insert soft surface[s] from list}) (in the[your] facility[building][area][business] [{insert use site(s) from list}]).
Helps reduce the spread of (illness-causing) bacteria on treated soft surface(s)(fabric[s])({insert soft surface[s] from list}).

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term "this product" or "Arnie" used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.

Just washed clean and freshness by killing bacteria and eliminating odors (with just 1 spray).
Keep soft surface(s)(fabric[s])(insert soft surface[s] from list) smelling fresher longer by killing 99.9% of bacteria that causes odors.
Keep the freshness not the bacteria.
Keeps bacteria on soft surface(s)(fabric[s])(insert soft surface[s] from list) in check.
Keeps soft surface(s)(fabric[s])(insert soft surface[s] from list) smelling fresher longer (by killing more than 99.9% of odor-causing bacteria).
Keeps odors from coming back by killing 99.9% of bacteria (that causes odors) [on soft surface(s)](fabric[s])(insert soft surface[s] from list).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of bacteria on soft surface(s)(fabric[s])(insert soft surface[s] from list).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of the growth of common bacteria (on) (soft surface[s]) (fabric[s])(insert soft surface[s] from list).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria while freshening.
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria (from) (on) (soft surface[s])(fabric[s])(insert soft surface[s] from list) (in 5 minutes).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria (trapped) (and) (locked) on soft surface(s)(fabric[s])(insert soft surface[s] from list).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria and freshens (soft surface[s])(fabric[s])(insert soft surface[s] from list) (with every spray).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria and freshens in just 1 step.
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria and infuses the air with freshness.
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria for as long as you smell the freshness.
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria (in [the][your] [facility][building][area][business][insert use site(s) from list]) (to freshen and leave the[your] facility[building][area][business][insert soft surface(s) from list] feeling clean).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria on all your “unwashables” leaving behind the just washed scent of clean.
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria that cause odors (on) (soft surface[s])(fabric[s])(insert soft surface[s] from list).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria that cause odors, leaving your (facility) (building)(area)(business) smelling fresh (clean) (pleasant).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of {insert organism(s) from organisms list} (from) (on) (soft surface[s])(fabric[s])(insert soft surface[s] from list) (in 5 minutes).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria to get rid of odors, leaving your (facility) (building)(area)(business) fresher longer.
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria without unpleasant smell(odor).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria (in 5 minutes) (on) (soft surface[s])(fabric[s])(insert soft surface[s] from list).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria (with the Febreze freshness you love).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria (without the (odor) (smell)).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria at the source(root) (to reduce [their] spread[spreading] on treated surfaces).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria from a variety of sources on soft surface(s)(fabric[s])(insert soft surface[s] from list).
Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria, not the freshness.

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term “this product” or “Arnie” used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria on soft surface(s)(fabric[s])({insert soft surface[s] from list}) (to keep guests[residents][customers][patrons] happy).

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria on soft surface(s)(fabric[s])({insert soft surface[s] from list}) (in) (the)(your) (many) (common) (areas) (facility)(building)(area)(business)({insert use site[s] from list}).

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria on soft surface(s)(fabric[s])({insert soft surface[s] from list}) (in 5 minutes).

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria so you don't have to.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria with a scent that you'll love.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria without scrubbing.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria, keep the freshness.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (common) (odor-causing) bacteria, leaves freshness.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of (the following) (common) (business) (kitchen) (bathroom) (odor-causing) bacteria: {insert organism(s) from organisms list} (in 5 minutes)

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of {insert organism(s) from organisms list} on soft surface(s)(fabric[s])({insert soft surface[s] from list}) (in 5 minutes).

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) (7) tough odors by killing 99.9% of (odor-causing) bacteria that cause them.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) background odors and 99.9% of (odor-causing) bacteria so you can enjoy a fresh clean.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) odors (in) (on) (your) (soft surface[s])(fabric[s])({insert soft surface[s] from list}) (to leave your facility[building][area][business] smelling clean and fresh) by killing 99.9% of (odor-causing) bacteria at their source.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) odors (in 5 minutes) by killing 99.9% of odor causing bacteria.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) odors on your bathmat and (the) 99.9% of bacteria that cause it.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) tough odors and kills 99.9% of (odor-causing) bacteria.

Kill(s)(Eliminate[s])(Destroy[s])(Remove[s])(Reduce[s])(Control[s]) 99.9% of {insert organism(s) from list} (on) (soft surface[s])(fabric[s])({insert soft surface[s] from list}) (Laboratory) (tested &[and]) proven to kill 99.9% of (16 types of) bacteria (organisms) on (soft surfaces) ({insert soft surface from list})

Multi surface (deodorizer) (sanitizer) (bactericide).

Multi-room sanitizer (proven) (tested) for everyday use (on) (soft surface[s])(fabric[s])({insert soft surface[s] from list}).

Odor and 99.9% of bacteria removal.

One product that will eliminate odor & 99.9% of bacteria on soft surface(s)(fabric[s])({insert soft surface[s] from list}) in the(your) facility(building)(area)(business)({insert soft surface[s] from list}).

Ordinary (fabric) refreshers(sprays) can't (do this) (sanitize)

Others mask bacteria. Arnie(This product) kills 99.9% of them.

Reduces 99.9% of bacteria transfers on treated soft surface(s)(fabric[s])({insert soft surface[s] from list}).

Reduce the spread of bacteria on treated surfaces of shared items such as soft surface(s)(fabric[s])({insert soft surface[s] from list}).

Reduces odors by targeting the bacteria that cause odors.

Reduces risk of cross-contamination from bacteria on treated surfaces.

Stops(Prevents) odors by killing 99.9% of bacteria.

Sanitizer

Sanitize(s) and freshen(s) (soft surface[s])(fabric[s])({insert soft surface[s] from list}).

Sanitize[s](Deodorize[s]) (Freshen[s]) (Kill[s]) (Eliminate[s]) (Destroy[s]) (Remove[s]) (Reduce[s]) (Control[s]) 99.9% of bacteria (on) (soft surface[s])(fabric[s])({insert soft surface[s] from list}) leaving(and leaves) (behind) (a) (light) (sunny) (sun dried) (Fresh) (clean) (new) (scent) (fragrance).

Sanitizer kills(controls)(reduces)(eliminates)(destroys) 99.9% of bacteria on soft surface(s)(fabric[s])({insert soft surface[s] from list}).

Sanitizer for use on soft surface(s)(fabric[s])({insert soft surface[s] from list}).

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.

The term "this product" or "Arnie" used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.

The product label must identify the specific bacteria and mold/mildew.

Sanitizes (soft surface[s])(fabric[s])(insert soft surface[s] from list) (in) (the)(your) (facility)(building)(area)(business)(insert use site[s] from list) (all around) (in 5 minutes) (for [spot] treatment) (to eliminate odors caused by bacteria).

Sanitizes and deodorizes soft surface(s)(fabric[s])(insert soft surface[s] from list).

Sanitizes and deodorizes by killing (common) bacteria and controlling their odors.

Sanitizes and freshens soft surface(s)(fabric[s])(insert soft surface[s] from list).

Sanitizes and freshens hard to wash fabrics.

Sanitizes by killing 99.9% of the bacteria on soft surface(s)(fabric[s])(insert soft surface[s] from list) (found in the[your] [facility][building][area][business][insert use site(s) from list]).

Shut out bacteria from your facility(building)(area)(business).

Soft surface(s)(fabric[s])(insert soft surface[s] from list) sanitizer (and odor eliminator).

Strong enough to work on NFL-sized odors and bacteria.

Sweat on fabrics breeds bacteria. Spray on fabrics to get rid 99.9% of the bacteria and the smell.

Targets bacteria that cause odors with each spray!

(The) 99.9% of bacteria killer(remover)(reducer)(eliminator)(destroyer)(controller).

(This product) (not only) kills 99.9% of bacteria (but) (also) (and) removes odors at their source!

(This product) deodorizes(sanitizes)(kills)(eliminates)(destroys)(removes)(reduces)(controls) 99.9% of bacteria that cause odors.

(This product) prevents odors at their source caused by bacteria.

(This Product) Sanitizes soft surface(s)(fabric[s])(insert soft surface[s] from list) (as a (spot) treatment).

Tough on bacteria.

Use (on) (soft surface[s])(fabric[s])(insert soft surface[s] from list) where bacteria can linger(dwelling), leaving behind a light fresh scent of clean).

Use (this product) (on) (in) (under) (around) (facilities)(buildings)(businesses) to eliminate 99.9% of (odor causing) bacteria (that cause odors).

Use daily to reduce bacteria on treated surfaces.

Use on soft surface(s)(fabric[s])(insert soft surface[s] from list) to kill 99.9% of bacteria.

Use on soft surface(s)(fabric[s])(insert soft surface[s] from list) to reduce bacteria from spreading on treated surfaces.

Washing hands is the first(best) line of defense against bacteria. Now Arnie(this product) is your defense for soft surface(s)(fabric[s])(insert soft surface[s] from list) you can't wash.

Why (Don't) compromise your scent for bacteria kill. Have both with Arnie(this product).

Wipe out 99.9% of bacteria and spray in freshness.

Wipes out 99.9% of bacteria and freshens the air.

Your favorite Febreze scents available in an antibacterial (sanitizing) formula.

<<MOLD/MILDEW CLAIMS>>

Effective against *Aspergillus(A.) niger* and *Penicillium(P.) variable* (on) (soft surface[s])(fabric[s])(insert soft surface[s] from list).

Helps prevent mold (mildew) growth in your facility(building)(area)(business)(insert use site[s] from list).

Inhibit mold(mildew)(mold and mildew) growth for up to 21 days(3 weeks)(14 days)(2 weeks) on soft surface(s)(fabric[s])(insert soft surface[s] from list).

Inhibits(controls) mold(mildew)(mold and mildew) at the source to (prevent) (stop) (eliminate) odors.

Inhibits(controls)(prevents) mold(mildew)(mold and mildew) (growth)(contamination)(spread) (for up to 21 days[3 weeks][14 days][2 weeks] on soft surface[s](fabric[s])(insert soft surface[s] from list)).

Prevent mold(mildew)(mold and mildew) from growing for up to 21 days(3 weeks)(14 days)(2 weeks).

Prevents(controls)(inhibits)(stops) mold(mildew)(mold and mildew) (growth) on soft surface(s)(fabric[s])(insert soft surface[s] from list) (in) (the)(your) (common areas)(facility)(building)(area)(business)(insert use site[s] from list) (for up to 21 days[3 weeks][14 days][2 weeks]).

Prevents(Inhibits)(Keeps) mold(mildew)(mold and mildew) (from [coming back][re-growing][returning) for up to 7 days(14 days)(21 days)(1 week)(2 weeks)(3 weeks).

Prevents growth of mold(mildew)(mold and mildew) for up to 21 days(3 weeks)(14 days)(2 weeks) on soft surface(s)(fabric[s])(insert soft surface[s] from list).

Prevents mold(mildew)(mold and mildew) (growth) for up to 21 days(3 weeks)(14 days)(2 weeks) on soft surface(s).

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.

The term "this product" or "Arnie" used throughout this document may be replaced with the marketed product brand name and may be followed by a © or ®.

The product label must identify the specific bacteria and mold/mildew.

Spray daily on (your) soft surface(s)(fabric[s])(insert soft surface[s] from list), to prevent mold(mildew)(mold and mildew) growth.
Spray daily on (your) soft surface(s)(fabric[s])(insert soft surface[s] from list), to prevent mold(mildew)(mold and mildew) growth.
Arnie(This product) is (specially) formulated to (remove)(inhibit)(prevent)(control)(neutralize) odors caused by mold(mildew)(mold and mildew).

Arnie(This product) is a mildewstat.

Fungistat(ic)

Mildewstat(ic)

When used on (applied to) soft surface(s)(fabric[s])(insert soft surface[s] from list), Arnie(this product) will effectively (inhibit)(prevent)(stop) the growth of mold(mildew)(mold and mildew) and the odor(s) (they) cause(d) for up to 21 days(3 weeks)(14 days)(2 weeks).

Use on soft surface(s)(fabric[s])(insert soft surface[s] from list) to prevent(control) mold(mildew)(mold and mildew) for up to 21 days(3 weeks)(14 days)(2 weeks).

Use on soft surface(s)(fabric[s])(insert soft surface[s] from list) to prevent(control) mold(mildew)(mold and mildew) growth up to 21 days(3 weeks)(14 days)(2 weeks).

Will not harm soft surface(s)(fabric[s])(insert soft surface[s] from list) to (inhibit)(control) mold(mildew)(mold and mildew) (growth)(contamination)(odors) (for up to 21 days[3 weeks][14 days][2 weeks]).

<<NON-PESTICIDAL CLAIMS>>

<<INTRODUCTORY 6-MONTH CLAIMS>>

(New) (and) (Improved) (Better) formulation

Great (new) scent(fragrance)

New size

(New) (and) (Improved) spray nozzle (trigger)(sprayer)

Smells (better) than ever

New fragrance(scent)

Fresh(er)(Cleaner)(New) fragrance

New look (for) (Febreze)

Now with fresher (new) (longer lasting) fragrances

<<PACKAGING CLAIMS>>

Bonus Size

Value (size) (pack)

<<ODOR ELIMINATION CLAIMS>>

Eliminates odors (and freshens)

Odor eliminator

Deodorizes

Eliminates odor(s) at the 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!

Freshens(Refreshens) soft surface(s)(fabric[s])(insert soft surface[s] from list) (by eliminating odors).

Eliminates your toughest (facility)(building)(area)(business)(insert use site[s] from list) odors.

Eliminates more types of odors.

Arnie(This product) seeks out and neutralizes odors—all the way down to the fibers where the odors are trapped.

Soft surface(Fabric) odor eliminator (works on soft surface(s)(fabric[s])(insert soft surface[s] from list)).

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term “this product” or “Arnie” used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.

Soft surface(s)(fabric[s])(insert soft surface[s] from list) 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 soft surface(s)(fabric[s])(insert soft surface[s] from list).

Eliminates all types of unpleasant odors (on) (soft surface[s])(fabric[s])(insert soft surface[s] from list) (in) (your) (facility)(building)(area)(business)(insert use site[s] from list).

Prevent odor build-up in (your) (soft surface(s)(fabric[s])(insert soft surface[s] from list)).

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[air][sun] dried)(hung up) laundry(clothing)(fabrics) by eliminating (mold[mildew][mold and mildew] odors (at the source)(trapped in soft surface[s])(fabric[s])(insert soft surface[s] from list)) .

Eliminates body(foot)(sweat)(perspiration)(sports equipment)(animal)(bacon grease)(chicken wings)(popcorn)(smoke)(cigarette) (wood)(mold)(mildew)(mold and mildew)(musty)(stale)(fish)(garlic)(sour milk) 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)(animal)(bacon grease)(chicken wings)(popcorn)(smoke)(cigarette) (wood)(mold)(mildew)(mold and mildew)(musty)(stale)(fish)(garlic)(bathroom) odors in air.

Proven to eliminate tough odors on soft surface(s)(fabric[s])(insert soft surface[s] from list) including animal odors, smoke, body odors, cooking odors, bathroom odors, and more.

Eliminate(s) (stinky feet)(worn sock)(body)(stale)(outside)(embedded)(foul)(tough)(strong) odors (from) (carpets)(rugs)(mats) (throws)(pillows)(sheets)(soft surface[s])(fabric[s])(insert soft surface[s] from list) (with every spray).

(With Arnie[this product],) Get rid of (key) odors—{(animal odor)(,) (body odor) (,) (foot odor)(,) (mold and mildew odor)(,) (cooking odor)}—from items you can't wash.

Eliminates smoke odors (even on clothing).

Effective against smoke odors.

Designed to eliminate smoke odors.

Penetrates (deep) (into) (soft surface[s])(fabric[s])(insert soft surface[s] from list) to eliminate odors at the source.

Penetrates (deeply) (into) soft surface(s)(fabric[s])(insert soft surface[s] from list) 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 and gentle on your soft surface(s)(fabric[s])(insert soft surface[s] from list).

<<FRESHENING CLAIMS>>

Freshens

For a noticeably fresh scent(facility)(business), spray (soft surface[s])(fabric[s])(insert soft surface[s] from list) all around your facility(building)(area)(business)(insert soft surface[s] from list).

Leaving your facility(business) noticeably fresh wherever you use it.

For a noticeable freshness, spray in a sweeping motion over soft surface(s)(fabric[s])(insert soft surface[s] from list) all around your facility(building)(area)(business)(insert soft surface[s] from list).

The soft surface(s)(fabric[s])(insert soft surface[s] from list) is(are) refreshed down to the fibers.

Brings soft surface(s)(fabric[s])(insert soft surface[s] from list) back to fresh.

All that's left is the smell of clean.

Longest lasting scent & odor elimination.

Freshens soft surface(s)(fabric[s])(insert soft surface[s] from list).

No overpowering (smell)(fragrance)(scent).

Leaves a light pleasant fragrance (in your facility[building][area][business][insert soft surface(s) from list]).

Leaves your air smelling clean and fresh.

You'll know Arnie(this product) is working when your facility(building)(area)(business)(insert soft surface[s] from list) smells (truly) clean and fresh.

Makes your (facility) (business) a fresher place (to be).

Makes even hard to clean fabrics smell fresher longer .

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.

The term "this product" or "Arnie" used throughout this document may be replaced with the marketed product brand name and may be followed by a © or ®.

The product label must identify the specific bacteria and mold/mildew.

Aroma therapy for your carpets and upholstery.
Revitalizing scents for your carpet and upholstery.
Makes your (facility) (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 surface(s){fabric[s]}{insert soft surface[s] from list}).
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) (unstoppables) (air) (sea) (ocean) (beach) (river) (lake) (pond) (stream) (creek) (morning) (evening) (night) (day) (time) (pleasant) (pleasing) (relaxing) (relax) (calm) (facility) (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 soft surface(s){fabric[s]}{insert soft surface[s] from list}).
Daily(Everyday)(Multi-action)(Multi-Purpose)(Multi-room)(Multi-surface)(Multi-use) on soft surface(s){fabric[s]}{insert soft surface[s] from list}).
Will not harm (soft surface[s]){fabric[s]}{insert soft surface[s] from list}).
(This product) (is) accepted for use on soft surface(s){fabric[s]}{insert soft surface[s] from list}).
“Dry clean only” now means “Wash” it with Arnie.
Arnie it!
Arnie it to Refresh it!
Makes hard to clean soft surface(s){fabric[s]}{insert soft surface[s] from list}) smell fresh
Strong on odors, light on your nose
Makes even hard to clean soft surface(s){fabric[s]}{insert soft surface[s] from list}) smell fresher
Bottle made from 25% or more post-consumer recycled plastic
Safe (recommended) for (use) (treatment) on (of) {insert soft surface from list}
Safe on fabrics
The brand you trust
The brand you love
School room friend
Patented technology
Everyday formula
Effective
Laboratory tested and proven to eliminate: (smoke odors)(animal odors)(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 soft surfaces

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term “this product” or “Arnie” used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.

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
Arnie(This product) 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 facility(building)(business) in Arnie freshness (protection).
Protection on-the-go
Arnie(This product) is your facility's(building's)(area's)(business')({insert soft surface[s] from list})) odor defense.
Protect the (soft surface[s])(fabric[s])(insert soft surface[s] from list)) (that) you love.
Starts working on odors immediately .
Guest ready.
Instantly freshens your facility(building)(area)(business)({insert soft surface[s] from list}).
Freshness without the bleach odors or fabric damage.
Keeps your soft surface(s)(fabric[s])(insert soft surface[s] from list)) fresher longer.
Fresh clean facility(building)(area)(business)({insert soft surface[s] from list}) 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 (in your facility[building][area][business]({insert soft surface(s) from list})).
True odor elimination, not just perfume.
Penetrates deep into soft surface(s)(fabric[s])(insert soft surface[s] from list)) to protect you from malodors even hours after you've used it.
Continues working on odors (weeks)(days) after you spray.
A simple addition to your clean routine for hard-to-clean soft surface(s)(fabric[s])(insert soft surface[s] from list)).
Finishing touch to your clean routine.
Make your clean routine last longer.
Clean and freshen (soft surface[s])(fabric[s])(insert soft surface[s] from list)).
Clean happy.
Take a step out of your clean routine.
Keep your facility (business) clean and fresh when you're away from the(your) facility(building)(area)(business)({insert use site[s] from list}) for long periods of time (over the weekend).
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 surface(s)(fabric[s])(insert soft surface[s] from list)) too.
A great add to your spring cleaning routine.
Cleans thoroughly on the surface and deep down preventing bacteria from building up.

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term “this product” or “Arnie” used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.

Deep clean & freshen with just one spray.
Be assured your facility(building)(area)(business)({insert soft surface[s] from list}) is really clean.
Gentle on soft surface(s)(fabric[s])({insert soft surface[s] from list}).
Will not harm soft surface(s)(fabric[s])({insert soft surface[s] from list}).
Smells great—take a deep breath and enjoy.
No need for bleach and hot water.
Bleach free (formula) (technology) (sanitizer).
Ditch the jug .
Strong and smells so beautiful (pleasant).
Use weekly for a clean facility(building)(area)(business)({insert soft surface[s] from list}).
Use weekly for a cleaner facility(building)(area)(business)({insert soft surface[s] from list}).
Set up your "spray date" and get a fresh, clean facility every day, every week.
Spray at night to tidy up and wake up to a fresh clean morning.
Tested (Good) for everyday use.
Save money by purchasing fewer products.
Feel confident with Arnie.
Great performance can smell fresh with Arnie.
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 (facility[building][area][business][insert soft surface(s) from list]) is fresh.
Don't bring what's outside your facility(building)(area)(business)({insert soft surface[s] from list}) inside (your
(facility(building)(area)(business)({insert soft surface[s] from list})).
(Helps) Provide a great environment(facility)(building)(area)(business)({insert use site[s] from list}) for
(guests)(residents)(patients)(customers)(patrons).
Welcome your (guests)(patrons)(customers)(residents) into your facility(building)(area)(business)({insert soft surface[s] from list}).
For environments you cannot control
For a your facility(building)(area)(business)({insert soft surface[s] from list})
Spend less time worrying
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 soft surface(s)(fabric[s])({insert soft surface[s] from list}) 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 soft surface(s)(fabric[s])({insert soft surface[s] from list})
Use on {insert soft surface(s) from list}.
Use in {insert soft surface(s) from list}.
Use on {insert soft surface(s) from list} in {insert soft surface(s) from list}.
Use on (sports) bags.
Use on hotel beds and pillows.
Use on taxi seats.
Use on bus seats.
Use on airplane blankets

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term "this product" or "Arnie" used throughout this document may be replaced with the marketed product brand name and may be followed by a © or ®.
The product label must identify the specific bacteria and mold/mildew.

Use after being around a smoker.

Spray in car daily.

Use on towels and bath mats.

3 benefits in 1 product.

3 in 1

2 in 1

4 in 1

5 in 1

Make your facility(building)(area)(business)({insert use site[s] from list}) new and fresh (again with just one spray).

As tough on soft surface(s)(fabric[s])({insert soft surface[s] from list}) 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 facility(building)(area)(business)({insert use site[s] from list}) 'good as new' by removing the smell history.

Can't dry your laundry in the sun? Spray Arnie(this product) for (April Fresh)(Linen Fresh)({scent name}) laundry to prevent the
musty smell

Fresh Antibacterial

Power Fresh

Sanitizing Freshness

SanitiFresh

SaniFresh

Mold Preventer

Mold Prevent

Pet Odor Eliminator

Sport

Car Odor Eliminator

Sport Antibacterial

Outdoor (Pro)

Free & Gentle (Antibacterial)

Fresh Power Antibacterial Fresh

Used by cleaning crews

Used in gyms to freshen

Used in hotels/motels

Used by professional janitors

Tested (Used) in doctors' offices

Used in elderly care

Used by restaurants

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term "this product" or "Arnie" used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.

<< SOFT SURFACES. GRAPHICS MAY BE USED TO DEPICT SOFT SURFACES.>>

Athletic apparel	Draperies	Rocker(s) (Rocking chair(s))
Bath mat(s)	Duvet (cover(s))	Rugs
Bed Pillow Case(s)	Fabric(s)	Seat(s) (Chair(s)) (cushion(s)) (pad(s))
Bed Sheet(s)	(Fabric) (gym) (sports) bag(s)	Shades
Bed Skirt(s)	(Fabric) Shower curtain(s)	Shoes
Bedding	(fabric[s]) (Laundry) (bag(s))	Slippers (house shoes)
Bedspread(s)	Fabric wall panel(s)	Sofa(s) (Love seat(s))
Blanket(s)	(Fabric) (Window) treatment(s)	Sports padding
Blinds	Headrest(s)	Stroller seat(s)
Carpet(s)	High chair seat(s)	Stuffed animal(s)
Car Seat(s)	Lamp Shade(s)	Suitcase(s) (luggage)
Chair(s)	(non-washable) Linens	Towel(s) (wash clothes)
Comforter(s)	Mat(s)	(Throw) (Decorative) Pillow(s)
Couch(es)	Mattress(es)	(Upholstered) chair(s)
Curtain(s)	Mop(s) (Broom(s))	(Upholstered) couch(es)
Cushion(s)	Pillow case(s)	(Upholstered) furniture
Desk chair(s)	Privacy curtain(s)	(Upholstered) sofa(s)
Diaper bag(s)	Pull-out bed(s)	Upholstery
Dog (pet) bed(s)	Recliner(s)	

<< GENERAL USE SITES. GRAPHICS MAY BE USED TO DEPICT USE SITES.>>

Acute care facilities	Dining area(s)	Public place(s)
Airport(s)	Dormitory(ies)	Physical therapy area(s)
Athletic facility(ies)	Group home(s)	Rehab area(s)
Assisted Living Home(s)	Guest room(s)	Recreational facility(ies)
Auditorium(s)	Gym(s)	Resort(s)
Automobile(s)	Healthcare facility(ies)	Restaurant(s)
Bar(s)	Hotel(s)/motel(s)	School(s)
Bathroom(s)	Hotel room(s)	(Cruise) Ship(s)
Bedroom(s)	Inn(s)	(Damp) storage area(s) (room(s))
Boat(s)	Institutional facility(ies)	Studio(s)
Cabin(s)	Laundry room(s)	Suite(s)
Cafeteria(s)	Library(ies)	Sunroom(s)
Campus(es)	Lobby(ies)	Theater(s)
Car(s)	Lodging facility(ies)	Train(s)
Care Home(s)	Long-term Care Facility(ies)	University(ies)
Classroom(s)	Movie Theater(s)	Vehicle(s)
College(s)	Nursing Home(s)	(Dentist) (Doctor) (Hospital) Waiting Room
Common Room(s)	Office building(s)	
Common area(s)	Office area(s)	
Dining room(s)	(Dentist) (Doctor) Office	

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term “this product” or “Arnie” used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.

<<END USE DILUTION CONTAINER LABEL>>

<<Note to reviewer: When this product is diluted in accordance with the directions on this label (1 part Arnie plus 4 parts water), the end use dilution container must bear the following statements>>

(Product Logo)
(Arnie)
(Other Brand Name)

MADE FROM CONCENTRATE

The product in this container is diluted as directed on the concentrate product label.

When diluted according to label directions, the active ingredient is:

Active Ingredient: Didecyl Dimethyl Ammonium Chloride.....0.33%

KEEP OUT OF REACH OF CHILDREN

DANGER: 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. (Gloves and safety glasses or goggles are not required.)

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.

Follow the directions for use on the pesticide label when applying this product.

<<Note to reviewer: in place of the above statement, the Directions for Use may be included on the secondary container label>>

EPA Reg. No. 3573-XXX

(See pesticidal container label for additional information.)
(Refill only with Arnie.)
(This container is not for the sale or distribution of the diluted product.)

NOTE: Bracketed information is denoted as: << directive >>, (optional text), [optional text], {insert as noted}.
The term "this product" or "Arnie" used throughout this document may be replaced with the marketed product brand name and may be followed by a© or ®.
The product label must identify the specific bacteria and mold/mildew.