



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 21, 2023

Kate Poiesz
THE PROCTER & GAMBLE COMPANY
D/B/A PROCTER & GAMBLE
Electronic Transmittal: poiesz.kb@pg.com

Subject: Label Amendment – To revise the
label Product Name: Hestia
EPA Registration Number: 3573-103
Received Date: 3/15/2023
Action Case Number: 00440184

Dear Ms. Poiesz:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. Pursuant to 40 CFR 156.10(a)(6) you must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

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 FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). 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) lists 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, FIFRA section 12(a)(1)(B). 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 Assurance.

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

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with FIFRA section 6. If you have any questions, you may contact FlintSilva.Tara@epa.gov or Oiguenblik.Emilia@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Tara M. Flint Silva". The signature is written in a cursive, flowing style.

Tara Flint Silva, Acting Product Manager 31
Regulatory Management Branch I
Antimicrobials Division
Office of Pesticide Programs

Enclosure: Stamped label

<< Front Panel >>

(Hestia)
(Febreze®)
("This product")

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

KEEP OUT OF REACH OF CHILDREN

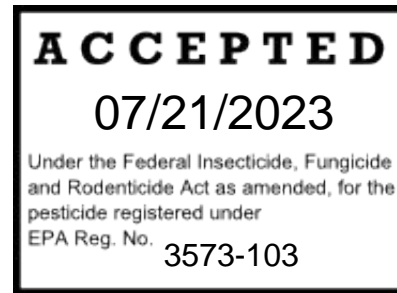
CAUTION:

See back\side panel for other precautions.

(Net Contents:) {as indicated on container}

<< Back Panel >>

(Hestia)
(Febreze®)
("This product")



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

(Open\Peel) (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\Soft surface Applications)

To [(refresh)(freshen) (and) (deodorize)] fabric(s)\soft surface(s), spray on fabric(s)\soft surface(s) until slightly damp to eliminate odors. (For a noticeably fresh home, spray fabrics (and carpets) all around your home.)

To sanitize soft surfaces(fabrics)(,)(:): Clean visibly soiled areas before application(use). From (a distance of) 6-8 inches (away), spray fabric(s)\soft surface(s)\a spot [(2" x 2" area)] evenly until damp (to kill bacteria). Fabric(s)\(Soft) surface(s)\Spot must remain visibly wet for 5 minutes. (Kills\Effective against {insert organisms from soft surface sanitization table}.)

To kill(control)(eliminate 99.9% of) odor-causing bacteria on soft surfaces(fabrics)(,)(:): Clean visibly soiled areas before application\use. From (a distance of) 6-8 inches (away), spray evenly until damp (to kill bacteria). Fabric(s)\Soft surface(s) must remain visibly wet for 5 minutes. (As item dries, odors are eliminated(,) and bacteria are killed.)

For mold/mildew prevention(control)(inhibition) <<or>> To prevent(control)(inhibit) mold/mildew: Clean visibly soiled areas before application(use). From (a distance of) 6-8 inches (away), spray surface(s) until thoroughly wet. Fabric(s)\Soft surface(s) must remain visibly wet for 5 minutes. Repeat treatment every 14 days, or more often if new growth appears. (Controls\Effective against {insert organisms from soft surface mildew/fungistat list}.)

(Hard Non-Porous Surfaces)

For(To) [(Clean)(ing) (and) (deodorize)(deodorizing)]: Spray 6-8 inches from surface. Wipe dry (with a) (dry paper towel) (or) (lint free) (cloth).

NOTE TO REVIEWER: Throughout the label, bracketed information is denoted as: << directive >>, (optional and alternate text), {insert as noted}, [required qualifier]. Backslash "\" also denotes alternate text.

On the final printed label:

1. The term "this product" used throughout this document may be replaced with the marketed product brand name.
2. Qualifying symbols may be replaced by a different one.
3. Text on separate lines may be wrapped in paragraphs to ensure fit and be bolded, capitalized, italicized, or underlined.
4. Use sites may be depicted as graphic, listed/shown in singular or plural form, listed/shown in any order, and listed/shown in bulleted format, in a table, or in a sentence/paragraph separated by commas, the word "and", symbols, or slashes.
5. Organisms may be in any order using bulleted format, in a table, or in a sentence/paragraph separated by commas, the word "and", symbols, or slashes and be in any order.
6. Optional text with multiple choices within claims may be separated by commas, the word "and" symbols, or slashes and be in any order. Punctuation may also be added to the end of sentences/claims.

For Sanitization and [(Bactericidal)/(/)] (&) (and) (Virucidal+)] Disinfection of hard, non-porous surface(s): Clean visibly soiled areas before application(use). From (a distance of) 6-8 inches (away), spray surface until thoroughly wet. Surface must remain visibly wet for 5 minutes (before wiping). (Kills) (Effective as a) (disinfectant against) ({insert organisms from disinfection table}). (Kills) (Effective as a) (sanitizer against) ({insert organisms from hard surface sanitization table}.)

For mold/mildew prevention (control)(inhibition) on hard, non-porous surfaces <<or>> To prevent(control)(inhibit) mold/mildew on hard, non-porous surfaces: Clean visibly soiled areas before application(use). From (a distance of) 6-8 inches (away), spray surface until thoroughly wet. Surface must remain visibly wet for 5 minutes (before wiping). Repeat treatment every 7 days, or more often if new growth appears. (Controls\Effective against {insert organisms from hard surface mildewstat table}.)

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

<<Optional refill directions>>

<<For Sprayers>> (To refill)(:)(Remove sprayer.) Pour\Use (only) {insert product name} (in) (into) (this) (bottle). (Replace sprayer and tighten closure.)

<<For refill containers>>(To refill) (sprayer) (bottle)(:)(Pour (this product) (only) into {insert product name} (sprayer)(bottle)(container).

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.: 3573-103
EPA Est. No.: {as indicated on container}

STORAGE AND 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
www.pg.com
1-8xx-xxx-xxxx(3279) (EASY)
TM
®

CONTAINS NO PHOSPHATE.

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

<< SOFT SURFACE SANITIZATION>>

Sanitizes and freshens soft surfaces (fabrics)
Effective antibacterial spray for fabric and soft surface
Sanitizer for use on soft surfaces
Multi-room sanitizer (proven) (tested) for everyday use on (soft surfaces) (fabrics) (household fabrics)
An effective (penetrating) (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) (to sanitize)(for 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)
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) (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 99.9% of bacteria*** at their source
Removes (get rid of) (reduces) 99.9% bacteria*** from a variety of sources on (soft surfaces) (fabrics) (household fabrics)
Kills and Controls the growth of common bacteria*** (on) (soft surfaces) (fabrics) (household fabrics)
Kills (destroys) (reduces) 99.9% of (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)
5 minutes kills 99.9% of bacteria*** on (soft surfaces) (fabrics) (household fabrics)
Effective against E. coli and Staphylococcus\Staph aureus (on) (soft surfaces) (fabrics) (household fabrics)
Kills 99.9% of Staph\Staphylococcus aureus and Klebsiella 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 (sheets)(pillows)(towels)(mats)(couch)(curtains)(fabrics)(rugs)(blankets) to hands(feet)(face)(fingers) (A solution that) does not harm fabrics and tough on bacteria***.
Why (Don't) compromise your scent for bacteria*** kill. Have both with Hestia.
Use when you travel (on your suitcases, clothes) to kill bacteria***
Use on movie theater seats (hotel mattresses) (gym mats) (rental cars) to kill 99.9% of 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
Now Hestia is your bacteria*** killer for things you can't wash ...soft surfaces (fabrics)
Odor and 99.9% bacteria*** removal
Kills (Removes) 99.9% of bacteria*** (curtains)(mats)(couches)(fabrics)(towels)
Use on kitchen aprons, towels, and table cloths to reduce bacteria*** from spreading
Sanitize(s)(deodorize) (freshen) (Kills 99.9% of) (Eliminate 99.9% of) bacteria*** (body soils) on (mattresses) (bedding) (comforters) (futons) (leaving behind a) (light) (sunny) (sun dried) (Fresh) (clean) (new) (scent) (fragrance)
Kills 99.9% of bacteria*** that cause odors leaving your home (business) smelling (fresh) (clean) (pleasant)
(Kills)(eliminates) 99.9% of (household)(environmental) bacteria*** on soft surfaces\fabric(s)
Reduce the spread of bacteria*** between 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 soft surfaces\fabrics with every spray
Hard on bacteria (germs^o) and gentle on your fabrics

<<MOLD/MILDEW CLAIMS>>

Use on bath mats to (control)(prevent) mildew^v for up to 14 days
Spray daily on your shower curtains, bath mats, sealed tiles and grout to prevent mold/mildew^v growth
Inhibits (controls) mold (mildew)^v 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)^v (growth) (contamination)(odors) (for up to 14 days)
(This product) is a mildewstat^v and will effectively (inhibit)(prevent)(stop) the growth of (mildew) (mold)^v 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^v growth
Prevent mold^v from growing in your gym bag for up to 14 days
Use on bathroom rugs to prevent mold and mildew^v 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
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)(10)(14)(days)
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, non-porous surfaces) (in common) (away from home) (businesses) (household areas)

<<HARD AND SOFT SURFACE SANITIZATION CLAIMS>>

Hard, non-porous and soft surface sanitizer[#]
Removes 99.9% of bacteria[#] from your hard, non-porous and soft surfaces
Kill (99.9% of) bacteria[#] on hard, non-porous and soft surfaces
Gets to the source of bacteria on your favorite hard, non-porous and soft surfaces to kill 99.9% of the bacteria[#] before they spread
Sanitizes and freshens soft & hard, non-porous surfaces

<< 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**
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**
An antibacterial formula (with your favorite Febreze scents) (the Febreze scents you love).
Antibacterial (when used as directed)
Multi-room sanitizer (proven) (tested) for everyday use on hard, non-porous surfaces
Multi surface (deodorizer)(sanitizer)(bactericide)
(This product)(not only) kills 99.9% of bacteria** (but) (also) removes odors at their source!
Don't mask bacteria**.(!) Hestia kills 99.9% of them(Kill 99.9% of them with Hestia).(!)
Keeps odors from coming back by killing 99.9% bacteria**
Stops\prevents odors from coming back by killing 99.9% of bacteria**
Keep your sports equipment clean from 99.9% bacteria**
Reduces odor-causing bacteria** on (hard-non-porous surfaces)

<<HARD, NON-POROUS SURFACE DISINFECTION>>

Eliminate background odors & 99.9% of germs^φ so you can enjoy a fresh clean
Eliminate 99.9% of bacteria* (germs^φ) while freshening
Multi-room disinfectant (proven) (tested) for everyday use on hard, non-porous surfaces
Disinfects and freshens hard, non-porous surfaces
A disinfectant spray you won't mind smelling
Removes (bacteria*) (and) (germs^φ) (and) (viruses[†]) from your hard, non-porous surfaces
Hard, non-porous surface disinfectant and odor eliminator
Disinfects hard, non-porous surfaces

Hard, non-porous surface disinfectant

Great for use as a disinfectant (in) (on) [{"insert Hard non-porous usage site(s) from table}] (hard, non-porous surfaces such as {insert hard, non-porous surfaces from table})

Great for disinfection on hard, non-porous surfaces (such as {insert hard, non-porous surfaces from table})

(This product) (disinfects) the following hard, non-porous surfaces: {insert one or more hard, non-porous surfaces from the hard, non-porous surfaces use site table}

Disinfects by killing (99.9% of) the bacteria* on hard, non-porous surfaces (found in your home)

Disinfectant kills (controls)(reduces)(eliminates 99.9% of)(destroys) bacteria* on hard, non-porous surfaces

Kills (destroys) (eliminates 99.9% of) (germs^φ) (and) (bacteria*) (and) (viruses[†]) (in 5 minutes) on hard, non-porous surfaces

(Kills) (destroys) (Eliminates 99.9%)(99.9%) of (bacteria*) (and) (germ^φ) (and) (viruses[†]) on hard, non-porous surface in 5 minutes.

(Kills) (destroys) (Eliminates 99.9% of) (99.9% of) (bacteria*) (and) (germs^φ) (and) (viruses[†]) on hard, non-porous surfaces in (many) (common) (household areas) (businesses) (areas away from home)

Eliminates 99.9% of germs^φ (bacteria*) (and) (germs^φ) (and) (viruses[†]) on hard, non-porous surfaces

Kills (99.9% of) (bacteria*) (and) (germs^φ) (and) (viruses[†]) on {insert Hard non-porous usage site(s) from table}

Kill {insert organisms from disinfection table}

Kills (eliminates 99.9% of)(destroys)(removes)(reduces)(controls)(household) bacteria* on hard, non-porous surfaces

Kills (eliminates 99.9% of)(destroys)(removes)(reduces)(controls)(99.9% of) household bacteria* on hard, non-porous surfaces

Kills (99.9%) (of) (bacteria*) (and) (germs^φ) (and) (viruses[†]) on [(hard, non-porous surfaces) ({insert hard, non-porous surfaces from table})]

Kills (controls)(reduces)(eliminates 99.9% of)(destroys) common bacteria like Staphylococcus\Staph aureus and Escherichia coli

5 minute hard, non-porous surface disinfectant against Staphylococcus\Staph aureus and Escherichia\E. coli

Kills {insert organisms from disinfection table} (on) (pre-cleaned) ({insert hard, non-porous surfaces from table}) (hard non-porous surfaces)

Kills Cold (virus)(es) (and) (the) Flu (Virus)(es)[‡] on [{insert hard, non-porous surface from table}] (hard non-porous surfaces)

Fights(Effective)(Kills) (on) (against) (versus) (the) Cold (virus)(es) (and) Flu (virus)(es)[‡] on [(hard non-porous surfaces) ({insert hard, non-porous surface(s) from table})]

Virus[†] (killer) (destroyer)

Kills (bacteria*) (and) (germs^φ) (and) (viruses[†]) at the source (root) so they cannot grow (spread)

Get rid of the problem (bacteria*) (and) (germs^φ) (and) (viruses[†]) right at the source

Use against (bacteria*) (and) (germs^φ) (and) (viruses[†])

Remove(s)(Kill(s))(Eliminates 99.9% of) (bacteria*) (and) (germs^φ) (and) (viruses[†]) from(on) your home's(business') treated hard, non-porous surfaces.

Kill(s)(Eliminates 99.9% of) (the) (bacteria*) (and) (germs^φ) (and) (viruses[†]) without the (odor)(smell)

Kills(eliminates 99.9%) (99.9%) (of) (household)(environmental) [(bacteria*) (and) (germs^φ) (and) (viruses[†])]

Kills(Eliminates 99.9% of) (99.9% of) (cold) (viruses)(,) (and) (the) (influenza) (flu) (virus)(es)(,) [‡] (and) (COVID-19^ω\SARS-CoV-2) (virus)(,) (and) (Staphylococcus\Staph aureus)(,) (and) (E.coli) on hard, non-porous surfaces

Kills(Eliminates 99.9% of) (household) (kitchen) (bacteria*) (and) (viruses[†]) (and) (germs^φ)

Hestia effectively kills (cold) (and) (flu) (virus)(es) [‡]

Effective on (the) (flu) (virus) (and) (cold) (virus)(es) [‡]

Kill viruses[‡] during (cold) (and) flu season (back-to-school season)

Keep one in hand for (cold) (and) (flu) season (back-to-school) (winter season) to kill (bacteria*)(germs^φ) (and) (viruses[†])

Cold & Flu (Value) (Pack) (Size)

Cold & Flu season must have

Reduces the spread of cold and flu (virus)(es) [‡] on treated hard, non-porous surfaces

Kill the cold & flu (virus)(es) [‡] on hard, non-porous surfaces throughout the [home] [car] [classroom]

Cold and flu virus killer[‡]

your home (business) (bacteria*) (and) (germs^φ) (and) (viruses[†]) killer

Spend less time cleaning and focus on killing (bacteria*) (and) (germs^φ) (and) (viruses[†]) instead

Clean (bacteria*) (and) (germs^φ) (and) (virus[†]) with Hestia

As easy as point & spray; Hestia kills(is effective against) (bacteria*) (and) (germs^φ) (and) (viruses[†]) on your (home's)(business') treated hard, non-porous surfaces

3 steps to a home (business) (environment)(:)(1. clean(s) 2. disinfect(s) 3. freshen(s)

3 in 1 (benefit)(-)(:)(freshens, eliminates odors, kills bacteria*

Disinfects and deodorizes household hard, non-porous surfaces

Disinfect & Refresh

Disinfecting Spray

Disinfecting Freshness

Disinfectant for sports gear

Eliminate 99.9% of bacteria* (germs^φ) on hard, non-porous surfaces at workplace (office) (such as {insert use site from hard, non-porous surfaces from table}).

One product that will eliminate odor & 99.9% of bacteria*(germs^φ) on hard, non-porous surfaces in any room of the house

Kills(Works on) (bacteria*) (and) (germs^φ) (and) (viruses[†]) NFL-sized odors

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

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

Keep the freshness not the germs^φ

Keeps germs^φ on hard, non-porous surfaces in check

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

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

Gets to the source of germs^φ on your favorite hard, non-porous surfaces to kill the germs^φ to reduce their spread

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

Use daily to reduce bacteria* (germs^φ)(viruses†) on treated hard, non-porous surfaces

Germ^φ kill with\and a fresh(pleasant) scent

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

Kills germs^φ at the source

A partner to remove bacteria* [germs^φ]

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

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

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

Use against bacteria* (germs^φ) (viruses†)

Remove\Kill(s) bacteria* (germs^φ) from(on) your home's (business') treated hard, non-porous surfaces.

Your family(guests)(residents)(customers)(patrons) come(s) in contact with germs^φ(bacteria*) everyday (both in home and in public (places)). (This product) kills (99.9%) of bacteria* (when used) on commonly touched hard, non-porous surfaces (in your home) (in public places) such as {insert 1 or more use sites from the hard, non-porous surfaces use site table}

Kill the bacteria* (germs^φ) without unpleasant (smell)(odor)

Just washed clean and freshness by killing bacteria* (germs^φ) and eliminating odors (with just 1 spray) on hard, non-porous surfaces

Kills bacteria* (germs^φ) on hard, non-porous surfaces 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) between treated hard, non-porous surfaces

Kills (eliminates 99.9% of) (reduces) bacteria* (germs^φ) (in 5 minutes)

Kills (99.9% of) bacteria* (germs^φ) on hard, non-porous surfaces) to keep your family (guests) (residents) (customers) (patrons) happy

Kills (eliminates 99.9%) (99.9%) (of) (household)(environmental) bacteria* (germs^φ)

Kills (eliminates 99.9% of) (reduces) (the following) (household) (away from home) (business)(common) (kitchen) (bathroom) (bacteria*) : (Escherichia coli) (Staphylococcus aureus) (in 5 minutes)

Kills (Eliminates 99.9% of) (99.9% of) Staphylococcus\Staph. aureus) (E.coli)

Kills (household) (kitchen) bacteria* (germs^φ)

Control E. coli and Staph\Staphylococcus aureus on hard, non-porous surfaces

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

Kills COVID-19 virus^ω and Human Coronavirus

Kills(Effective against)(Eliminates 99.9% of) (the) SARS-CoV-2^ψ (virus)(,) (-) (the virus that causes COVID-19)(causative agent of COVID-19)(agent of COVID-19)(responsible for\the cause of COVID-19) (in 5 minutes)

Kills(Effective against)(Eliminates 99.9% of) (the) COVID-19 virus^ω (in 5 minutes)^ψ

Kills(Effective against) the virus^{ωψ} that causes COVID-19

Kills(Effective against) (99.9% of) SARS-CoV-2 (virus)(COVID-19 virus^ω)^ψ (in One Step^δ) (, which causes COVID-19)

Kills(Effective against) SARS-CoV-2(COVID-19 virus^ω) on hard, non-porous surfaces

Tested and proven to kill (the) SARS-CoV-2^ψ(COVID-19 virus^ω)

This product(product name) is a hard, non-porous surface disinfectant (that is) effective against SARS-CoV-2^ψ(COVID-19 virus^ω)

<<ODOR CAUSING BACTERIA CLAIMS>>

Controls pet odors caused by bacteria (by killing 99.9% of odor-causing bacteria)

Deodorizes by killing 99.9% odor causing bacteria at their source

Designed to (eliminate \ fight \ help remove) pet odors (by killing 99.9% of odor-causing bacteria)

Eliminates 7 tough odors by killing 99.9% of bacteria that cause them

Eliminates 99.9% of odor-causing bacteria

(Eliminates \ Fights \ Helps remove) odors in 5 minutes by killing 99.9% of odor causing bacteria

(Eliminates \ Fights \ Helps remove) odors on your bathmat and 99.9% of the bacteria that cause it

(Eliminates \ Fights \ Helps remove) (the most) offensive pet odors (by killing 99.9% of odor-causing bacteria)

Gets to the heart of (the toughest) (tough) odors by killing 99.9% of (odor causing) germs^φ (bacteria)

Keep fabrics (soft surfaces) smelling fresher longer by killing 99.9% of bacteria that causes odors

Keeps hard, non-porous surfaces smelling fresher longer (by killing 99.9% of odor-causing bacteria)

Keeps odors from coming back by killing 99.9% of bacteria that causes odors

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 99.9% of bacteria that cause pet odors

Kills odor causing bacteria on (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)

Neutralizes pet (odors)(smells)(like those caused by cats and dogs) (by killing 99.9% of odor-causing bacteria)
Reduces odor-causing bacteria on hard-non-porous surfaces
Reduces odor-causing bacteria on soft surfaces
Reduces odors by targeting the bacteria that cause odors
Sports gear still smell even after washing multiple times? (Save time and money and) (Hestia) remove(s) (odor-causing) bacteria at the source (the first time)
Targets bacteria that cause odors with each spray!
(This product) (deodorizes) (sanitizes) 99.9% of (bacteria) that cause odors
(This product) prevents odors at their source caused by bacteria (mold) (and) (or) (mildew) (germs^o)
Use this product (on) (in) (under) (around) (household areas) (away from home) (businesses) to eliminate 99.9% of (odor causing bacteria) (bacteria) that cause odors)
(Works to) eliminate pet odors (by killing 99.9% of odor-causing bacteria)

<<NON-PESTICIDAL CLAIMS>>

<<INTRODUCTORY 6-MONTH CLAIMS>>

New (and) (Improved) (better) formulation
(New) (and) (Improved)(Better) scent(fragrance)
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)
Now with fresher (new) (longer lasting) fragrances

<<PACKAGING CLAIMS>>

Refill (bottle)
Use to refill ({insert product name}) ({insert bottle size}) (sprayer) (bottle)
Refill sprayer from this container(bottle)
Bonus Size
Mini
Pocket (size) (pack)
Portable
Purse (size) (pack)
(Take) (Carry)(it)(this product) (anywhere) (everywhere)
Travel (size) (pack)
Trial (size) (pack)
(Cold & Flu) Value (size) (pack)
Multi-Pack
2\3\4X Pack
(Anytime) to-go
Peel (label) (off) (at perforation) before recycling

<<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, non-porous surface) odor eliminator (works on) (hard, non-porous surfaces)
Hestia 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) 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 Hestia
Eliminates smoke odors (even on clothing)
Effective against smoke odors
Designed to eliminate smoke odors
Penetrates deep(ly) into soft surfaces\fabric(s) to eliminate odors at the source
Penetrates (deeply) (into fabrics\carpets\rugs upholstery\furniture\drapes\pet beds\sofas\chairs) to eliminate odors (where they reside)
Penetrates (deep) inside fabrics to eliminate odors at their source
Eliminates odors in just 5 minutes.
Eliminates the stale odors caused by bacteria

<<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)

Trusted freshness with each spray

Longer lasting freshness over time

Perfect for eliminating (your) (toughest) odors at the source!

Prevents odors at the source

<<SCENT/FRAGRANCE NAMES: may be depicted by a graphic and used in any combination or order>>

(unscented) (fragrance) (free) (clean) (outdoor) (fresh) (citrus) (floral) (meadow) (waterfall) (clear) (springs) (cool) (rain) (dew) (refreshing) (water) (apple) (berry) (chilled) (cucumber) (fruit) (melon) (pear) (cherry) (tropics) (eucalyptus) (herbs) (heather) (herbal) (lavender) (mint) (crisp) (wind) (powder) (aquatic) (scent) (new) (light) (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) (nighttime) (day) (daytime) (pleasant) (pleasing) (relaxing) (relax) (calm) (home) (house) (unwind) (flowers) (gentle) (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) (delicate) (botanicals) (meadows) (grapefruit) (natural) (orange) (cotton) (essentials) (white) (tea) (wood) (sparkling) (sparkle)

<<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, non-porous surfaces**)

(Extend the time between dry cleaning visits.) Refresh your clothes (between dry cleaning visits) with Hestia. (Hestia it!)

Hestia it to Refresh it!

Makes hard to clean fabrics smell fresh

Strong on odors, light on your nose

Lightly scented

Makes even hard to clean fabrics smell fresher

Bottle made from 25% or more post-consumer recycled plastic

The brand you trust

The brand you love

School room friend

Patented technology

Everyday formula

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\Use on a wide range of surfaces: {insert hard, non-porous and/or soft surfaces from tables}

Ready-to-use

Leaves no sticky residue

Use (with confidence) on colorfast fabric

Use everyday

(For) daily use

(For) (household) (industrial) (institutional) (commercial) (school) (restaurant) (facility) (use)

Easy

Great for large areas

(Great for use)(Take)(Spray) 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

Hestia is now a part of the free & gentle family (Tide, Downy, Bounce)

Removes smoke odors

Prevents odors before they happen

Protects you from the odors of the outside world

Protect your personal space from odors

Wrap your home (business) in Hestia freshness (odor protection).

Odor protection on-the-go

Protect your expensive gym shoes from odor with ("this product)

("This product") is your home's(business's) odor defense.

Protect the soft surfaces(fabrics) (that) you love from odors(!)

Starts working immediately on odors

Guest ready

Instantly freshens your home (business)

Freshness without unpleasant 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 soft surfaces\fabric(s) 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 soft surfaces(fabrics)
Finishing touch to your clean routine
Make your clean routine last longer
Clean and freshen soft and hard, non-porous surfaces
Clean happy
Take a step out of your clean routine.
Keep your home (business) clean and fresh when you're away from home (business) for long periods of time (over the weekend)(while you travel)(before you move in)(after you move out)
The simple way to make your cleaning (the results of your clean routine) last longer
Removes 1 step in your cleaning routine
Now the cleaning routine is complete
Real clean doesn't stop with your hard, non-porous 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 fabrics
Will not harm fabrics
Will\Does not discolor fabrics
Color Safe
Will\Does not damage\harm surfaces
Protective wear not required
Smells great—take a deep breath and enjoy
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 Hestia
Great performance can smell fresh with Hestia.
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 a your (home)(business)
Get the satisfaction of shortening your to do list
No scrubbing needed, just spray and go to reduce odor(s)
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 to reduce odor(s)
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(:) {insert use sites from tables} <<Note to reviewer: hard vs soft use sites chosen will match Directions for Use on the product label)

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, non-porous surfaces

Spray throughout your home before bringing your baby home

Spray daily on your car's [(hard, non-porous surfaces) (and) (soft surfaces)(fabric(s)) (seats) (upholstery)]

Use on towels and bath mats

Cleans & freshens your kid's toys

3 benefits in 1 product(:)(^Δ)

3 in 1(:)(^Δ)

2 in 1(:)(^Δ)

4 in 1(:)(^Δ)

5 in 1(:)(^Δ)

Complete Clean

Total Clean

(Clean(s))(.) (,) (and) (Deodorize(s))(.) (,) (and) (Freshen(s))(.)

Co-developed by the makers of Safeguard

Make your home (business) new and fresh again with just one spray

The odor fighting strength of Safeguard with the freshness of Febreze

Febreze with Safeguard

With the scent of Downy

With the scent of Gain

With Gain scent

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.

Use daily to {(Clean(s))(.) (,) (and) (Deodorize(s))(.) (,) (and) (Freshen(s))(.) (,))

Dual Purpose(.)(:){ (Clean(s))(.) (,) (and) (Deodorize(s))(.) (,) (and) (Freshen(s))(.) (,))

Double Purpose(.)(:){ (Clean(s))(.) (,) (and) (Deodorize(s))(.) (,) (and) (Freshen(s))(.) (,))

Can't dry your laundry in the sun, spray Hestia 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: Disinfects hard, non-porous surfaces, Sanitizes hard, non-porous surfaces, sanitizes soft surfaces\fabric(s)

Multi-Surface Spray

Antibacterial action with freshness

Sanitizing Freshness

SanitiFresh

Mold Preventer

Mold Prevent

Pet Odor Eliminator

Sport

Car (Odor Eliminator)

Antibacterial for sports gear

Outdoor (Pro)

Free of(Does not contain) [(perfumes) (and) (or) (dyes)

No perfumes or dyes

Total Care

Antibacterial Fresh

Hestia (antibacterial clean) (Cleanse)

Our best antibacterial yet

Febreze's TOUGHEST odor eliminator ever

Used by cleaning crews

Used by moms of new born babies

Used in gyms to freshen

Mom tested, Febreze approved

(Used) by (Moms)
Trusted by Moms
Used in hotels\motels
Used in professional kitchens to clean
Used by professional janitors
Used in elderly care
Used on daycare carpets
Used by {insert use site from table}
Used by moms on cribs, (changing tables) (toys) (teddy bears) (dolls)
For Back (from) (to) School
Add (Hestia) to your back (from) (to) school (shopping list)
Back (from) (to) School (pack) (value pack) (shopping list)
Be Ready for School (to start) with (Hestia) (at home) (in the classroom)
Put (Hestia) on your school supply list
Must have for back (from) (to) school

<<SUPPORTING CLAIM QUALIFIERS >>

<<Disinfection – Bacteria>>

*kills {insert organisms from disinfection table} on hard non-porous surfaces

<<Sanitization – Bacteria>>

**kills {insert bacteria from organisms from hard surface sanitization table} on hard non-porous surfaces

***kills {insert organisms from soft surface sanitization table} on soft surfaces\fabrics

#kills *Klebsiella aerogenes* and *Staphylococcus aureus* on hard, non-porous and soft(fabric) surfaces

<<Virucidal>>

†kills {insert viruses from disinfection table} on hard non-porous surfaces

‡kills RSV, Human Coronavirus, and Influenza A virus

<<Germicidal>>

ϕkills {insert one or more one bacteria plus one or more viruses from disinfection table}

<<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

<<Multi-Purpose claims>>

δwhen used according to disinfection instructions

<<Non-Food Surface claims>>

§A potable water rinse is required for surfaces in direct contact with food.

<<X-in-1 claims, where X is a number specified in a claim.>>

ΔAntimicrobial \ Antibacterial(Bactericide) \ Virucide \ Fungistat(Mildewsat) \ Fabric Refresher(Freshener) \ Refreshes(Freshens) Fabrics \ Cleaner(Cleans) \ Deodorizer(Deodorizes) \ Disinfectant(Disinfects) \ Sanitizer(Sanitizes) \ Prevents(Controls)(Inhibits) mold and mildew \ Kills bacteria (and viruses)

<<Note to Reviewer: The number of benefits as indicated in the claim will appear on the final printed label and be consistent with the directions for use. The benefits may appear either directly after the claim without the use of the Δ or elsewhere if the Δ is used. These benefits may be separated by a comma and/or the word “and”.>>

Ψon hard, non-porous surfaces

<<ORGANISMS: May be in any order using bulleted format, in a table, or in a sentence/paragraph separated by commas, the word “and”, symbols, or slashes and be in any order.>>

Hard, Non-Porous Surface Disinfection: Bacteria	
5 minutes	<i>Proteus Mirabilis</i> (ATCC 7002) <i>Escherichia coli</i> (ATCC 11229) <i>Staphylococcus aureus</i> (ATCC 6538)

Hard, Non-Porous Surface Disinfection: Viruses	
5 minutes	†Influenza A virus (ATCC VR-544)(,) (Strain Hong Kong) † ^ω SARS-CoV-2 Virus †Respiratory Syncytial Virus(RSV) (ATCC VR-26)(,) (Strain Long) †Human Coronavirus (229E) (ATCC VR-740)(,) (Strain 229E)

Hard, Non-porous, Nonfood Contact Sanitization	
5 minutes	<i>Staphylococcus aureus</i> (ATCC 6538) <i>Klebsiella aerogenes</i> (ATCC 13048)

Soft Surface Sanitization	
5 minutes	<i>Staphylococcus aureus</i> (ATCC 6538) <i>Klebsiella aerogenes</i> (ATCC 13048)

Hard, Non-Porous Surface Mildewstat/Fungistat	
7 days	<i>Aspergillus niger</i> (ATCC 6275)

Soft Surface Mildewstat/Fungistat	
14 days	<i>Aspergillus niger</i> (ATCC 6275) <i>Penicillium variable</i> (ATCC 32333)

<<USE SITES: May also be depicted as a graphic, listed/shown in singular or plural form, listed/shown in any order, and listed/shown in bulleted format, in a table, or in a sentence/paragraph separated by commas, the word "and", symbols, or slashes.>>

<<SOFT SURFACES>>

Athletic apparel\gear	Couch	(Fabric)(Laundry)bags	Rugs	Suitcase (luggage)	
Backpacks\school packs	Curtains	(Fabric) gym bags	Bath mats	(Throw) Pillows	Shower (curtain)(plastic)(liner)
Blankets	Diaper bag	(Fabric) Shower curtains	Shoes	Towels (wash clothes)	(Fabric) Clothing
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	

<<SURFACE TABLE 2: HARD, NON-POROUS SURFACES>>

Bathroom surfaces	Dish racks	Glass topped furniture	Marlite	Plastic laundry basket (hamper)	Stainless steel
Brass	Door knob (handle)	Glazed ceramic tile	Metal	(Plastic) trash cans(toys)(sports gear)	Tables [§] (tabletops [§])
Cat litter boxes	Drains	Glazed porcelain	Metal blinds	Porcelain (tile)	Telephones(cellular phones)(mobile phones)
Changing tables	Dressing carts (tables) (racks)	(household) tools	Microwave (ovens) exteriors	Recycling bins	Toilet (seats)(areas)
Chrome	Drinking fountains [§]	Laminate (surfaces)	Mirrors	Refrigerator exteriors	Hard, non-porous areas under sink
Clean up carts	Enamel	Lamps	No wax floors	Salad bar sneeze guards	Urinal (exteriors)
Copper	Examination tables	Light switches	Non-wood (outdoor)(patio) furniture	Sealed granite	Vinyl (tile)
Counter(top)(s) [§]	Faucets	Linen Closets	Non-wood baby furniture	(shopping) (linen) carts	Wheelchairs
Crystal	Fixtures	Linoleum	(Non-wood) (linen) cabinets		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	

<<TABLE 3: USE SITES>>

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	Universities
Automotive garages	Closets	Home\house	Locker rooms	Restaurants	Vacation home
Bars	Colleges	(Home) workshop	Man cave (room)	Schools	Vehicles
Basement	Daycare centers	Hotels\motels	Mobile homes	Ships	
Bathroom	(Damp) storage area\room	Institutional facilities	Mud room	Studios	
Bedroom	Den\study	Kitchen	Nursery	Sunroom	

<<OPTIONAL GRAPHICS: These graphics are optional and may be presented as shown below or may differ slightly in graphic design but not intent on the final marketed product label.>>



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<<RECYCLING LOGO: The below graphics can be used to build a recycling logo. Any combination of top, middle, material, and bottom section can be used to build the logo. A recycling logo is optional and may be presented as shown below or may differ slightly in graphic design but not intent on the final marketed product label.>>

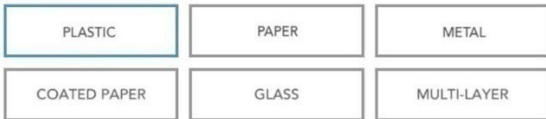
<<TOP SECTION:>>



<<MIDDLE SECTION:>>



<<MATERIAL SECTION:>>



<<BOTTOM SECTION:>>



<<OPTIONAL TEXT:>>

*Not recycled in all communities
how2recycle.info

{Examples of Final Logos built from above sections}

