



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

EPA Reg. Number:

3573-104

Date of Issuance:

5/22/25

NOTICE OF PESTICIDE:

☒ Registration  
☐ Reregistration  
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Felix 1.5 (Z2)

Name and Address of Registrant (include ZIP Code):

Teresa C. Moore  
Principal Scientist/Director- Regulatory  
Global Product Stewardship  
The Procter & Gamble Company  
Electronic Transmittal: moore.tc@pg.com

**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 (FIFRA).

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:

Luisa C. Samalot-Freire, Product Manager 31  
Regulatory Management Branch I, Antimicrobials Division  
(7510P)

Date:

5/22/25

EPA Form 8570-6

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

Registration Notice Conditional v.20150320

- a. ADBAC GDCI-069105-30882, GDCI-069105-1679
- b. DDAC GDCI-069166-30875, GDCI-069166-1737
- c. DDAC GDCI-069149-30869, GDCI-069149-068

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

3. Make the following label changes before you release the product for shipment:
  - Revise the EPA Registration Number to read, "EPA Reg. No. 3573-104."
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 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.

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:

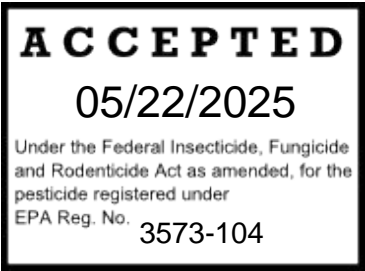
- Basic CSF dated 9/10/2024
- Alternate CSF #s 1-11 dated 9/10/2024

If you have any questions, please contact [Oguenblik.Emilia@epa.gov](mailto:Oguenblik.Emilia@epa.gov) or Luisa.Samalot@epa.gov.

Enclosure: Stamped label

<< Front Panel >>

(Felix 1.5 (Z2))  
("this product")  
(Other Alternate Brand Name)  
(Antibacterial (Laundry) Detergent)



<b>Active Ingredients:</b>	
Octyl Decyl Dimethyl Ammonium Chloride .....	0.900%
Diocetyl Dimethyl Ammonium Chloride .....	0.360%
Didecyl Dimethyl Ammonium Chloride .....	0.540%
<b>Other Ingredients:</b> .....	98.200%
<b>Total:</b> .....	100.000%

**KEEP OUT OF REACH OF CHILDREN**

**DANGER:** Corrosive. Causes irreversible eye damage. See (left) (right) (side) (back) panel for additional Precautionary Statements and full First Aid.

**FIRST AID:**

**If in eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. 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. For medical emergencies, call (the poison control center at) (1-800-222-1222) (1-800-xxx-xxxx).

**Note to Physician:** Probable mucosal damage may contraindicate the use of gastric lavage.

<<Reviewer Note: In accordance with 40 CFR 156. 68(d), first aid statements corresponding to the If swallowed, If inhaled, and If on skin route of exposure may appear on a panel other than the front panel, with an accompanying referral statement on the front panel to the full list of prescribed first aid and precautionary statements. >>

(Net Contents:) {as indicated on container}

(Optional front panel text: § and/or † or ‡ See back panel for organisms this product is 99.9% effective against)

<<Note to Reviewer:

- Bracketed information is text denoted as: <<directive>> (optional) [informational] {insert as noted}.
- The term "this product" or "Felix 1.5 (Z2)" used throughout this document may be replaced with the marketed product brand name and may be followed by © or ™ or ®.
- All claims are optional and may appear anywhere on the label or container.
- Claims may appear in bullet with numbers, dots, check marks, or other marking or paragraph format.
- Underlining, dashes, hyphens, exclamation points, commas, semicolons, and/or colons may be added or removed to any claim when appropriate or substituted. This would include other required or optional text.
- Claims may be bolded, italicized, or appear in upper, lower, or mixed case.
- "and" and "&" are interchangeable.
- "X" is a place holder for a number(s).
- Plural words may be used in their singular form or singular words may appear in their plural form.
- Qualifying symbols may be replaced with another symbol on the final printed label.
- 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.
- 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.
- 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/words.
- Text may be enclosed in a table or border, bolded, italicized, or appear in upper, lower, or mixed case.
- Sentences associated with Headers may immediately follow or start on a separate line.>>

**<<Front/Back Panel>>**

<<Note to reviewer: The below scents may also be depicted on label as a pictogram representing the scent. Pictograms are shown below>>

No added [perfumes] [scent][and] [or] [dyes][and] [or] [fragrance] [unscented]  
<<Note to Reviewer: The above is for fragrance-free dye-free version only>>

(Sweet) (Citrus) (&) (Light) (Lemon) (Lime) (Zest) (Citrus) (Contains) (With) (Citrus Extracts)  
(Fresh) (Mr. Clean with) (Febreze)(Gain)(Downy)(Era)(Cheer)(Bounce)(Original)(Coral) (Blast)(Spring)(Meadow)  
(Morning Dew) (Clean Breeze) (April Fresh) (Renewal) (Berry) (Blossom) (Botanical) (Rain) (Sport) (Pet) ((Wild)  
(Flower)) (Lavender) (Freshness) (Mountain) (Cool) (Cotton) (Linen) (& Sky) (Sun) (Sport) (Honey) (Rosewater)  
(Aloe) (Outdoor) (Unscented) (Scent)

EPA Reg. No. 3573-XXX  
EPA Est. No. XXXX-XX-X <or> XXX-XX-X <<insert appropriate EPA Est. No.>>

**Questions (or Comments)?** (telephone graphic symbol) **(Call:) (1-800-879-8433) (1-800-XXX-XXXX)**

Distr. By PROCTER & GAMBLE, (1 P&G Plaza,) CINCINNATI, OH 45202(-3393)  
(or Distr. By Procter & Gamble, (1 P&G Plaza,) Cincinnati, OH 45202(-3393)

© P&G {insert year}

{insert UPC symbol}

(DOT Symbols)  
(Country of Origin {insert country})  
(Manufactured in {insert country})

CONTAINS NO PHOSPHATES.

(Contains no (Chlorine) (Bleach)(.)) (or Ammonia)

**< USE DIRECTIONS>>**

<<Note to Reviewer: Either the capful (text or graphic) or the mLs use direction will be on the final product label.>>

**DIRECTIONS FOR USE:**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.  
(Read the entire label before using the product.)

**To Open Child-Resistant (Cap) (Package) (Bottle):** (Squeeze) ((De)Press) (Pinch) (Push (down) (in)) (Put Pressure on) (Lift up) (sides) (tabs) (on) (neck) (side) (below) (of) (cap -or- closure) (where symbols indicate) (and turn) (cap) (counterclockwise). (To reseal) (To close) (tightly), (turn) (move) (twist) (wind) (coil) (twirl) (bend) (rotate) (cap -or- closure) (clockwise) (left) (until locked closed). (Close tightly.)

<<Note to Reviewer: Not all the following use directions need to appear on product>>

<<Note to Reviewer: the following bulleted Directions are optional>>

- Keep a designated measuring (cup) for dosing detergent only.
- Rinse designated (cap)(cup) after each use using care not to get undilute product on skin or in eyes.
- Store in a location (away from children) (inaccessible to children).
- Keep bottle securely closed (when not in use.)
- Rinse measuring (cup)(cap) after each use and store in laundry area.
- Use the cap from (your)(the) ("this product") bottle or dedicated measuring (cup). Dosing/measuring cup can be dropped in the washing machine as part of the laundry load to rinse the dosing/measuring cup to avoid accidental or incidental exposures.
- Use the cap from (the) (your) ("this product") bottle (or keep a designated measuring (cup) for dosing detergent only).

<<Note to Reviewer - Claim Qualifiers: Qualifying symbols may be replaced with another symbol on the final printed label. Any symbol or number may be used for a qualifier, but the correct qualifier statement must be used with the appropriate claim from above>>

<<Note to Reviewer – Organisms: Organisms and their appropriate qualifying symbol may appear with Directions or grouped separately.>>

**(§) or (‡) (Pre-soak) (To Disinfect) (In Pre-Soak) (Soft)(Fabric)(Surfaces)(Disinfection) (Directions):**

**(§) To Kill Bacteria in Pre-soak:**

(Pour) (Dilute) (136 mL) (or) (two) (2) (X) (cap(s)) (capful(s)) (each) (filled to) (level) (line) (2) (X) (of the dosing) (cup) (cap) into (1) (one) quart of hot (tap) (50°C) (122°F) water. Add (clothing) (fabric) (laundry) and allow to soak for 15 min(utes). After soaking, launder according to the directions (below).

§ (Kills) (Effective against) *Staphylococcus aureus*, *Salmonella enterica* in pre-soak at 50°C.

**<<OR>>**

**(‡) To Kill Viruses in Pre-Soak:**

(Pour) (Dilute) (136 mL) (or) (two) (2) (X) (cap(s)) (capful(s)) (each) (filled to) (level) (line) (2) (X) (of the dosing) (cup) (cap) into (1) (one) gallon of cold (tap) (20°C) (68°F) water. Add (clothing)(fabric)(laundry) and allow to soak for 15 min(utes). After soaking, launder according to the directions (below).

‡ (Kills) (Effective against) Human Coronavirus, Respiratory Syncytial Virus, Influenza A Virus, SARS-CoV-2 Virus in pre-soak at 20°C.

**<<OR>>**

**(§, or ‡, or ^)To Disinfect in Pre-Soak:**

**For Bacteria(§),** (Pour) (Dilute) (136 mL) (or) (two) (2) (X) (cap(s)) (capful(s)) (each) (filled to) (level) (line) (2) (X) (of the dosing) (cup) (cap) into (1) (one) quart of hot (tap) (50°C) (122°F) water. Add (clothing) (fabric) (laundry) and allow to soak for 15 min(utes). **For Viruses(‡),** (Pour) (Dilute) (136 mL) (or) (two) (2) (X) (cap(s)) (capful(s)) (each) (filled to) (level) (line) (2) (X) (of the dosing) (cup) (cap) into (1) (one) gallon of cold (tap) (20°C) (68°F) water. Add (clothing)(fabric)(laundry) and allow to soak for 15 min(utes). After soaking, launder (as you normally would) (or) (.) (according to the directions below) (using normal detergent).

§ (Kills) (Effective against) *Staphylococcus aureus*, *Salmonella enterica* in pre-soak at 50°C.

‡ (Kills) (Effective against) Human Coronavirus, Respiratory Syncytial Virus, Influenza A Virus, SARS-CoV-2 Virus in pre-soak at 20°C.

[Qualified “germ” claim: Both of the following disclaimers must appear wherever “germs^” is used on the label:]

^ (Kills) (Effective against) *Staphylococcus aureus*, *Salmonella enterica* in pre-soak at 50°C..

^ (Kills) (Effective against) Human Coronavirus, Respiratory Syncytial Virus, Influenza A Virus, SARS-CoV-2 Virus in pre-soak at 20°C.

{Place Holder for Dosing Cap Graphics, if applicable}

**(†) (Sanitization Directions:) (To Sanitize:)**

**((To Launder Clothing) (To Sanitize) (&) (Remove Odor-Causing Bacteria:)**

**For (High Efficiency) (HE) (Front Load) Machines:**

For use in warm water, add (216 mL) (two) (2) (X) (cap(s)) (capful(s)) (each) (filled to) (level) (line) (3) (X) (of the dosing) (cup) (cap) (either) (directly) (to the drum before clothing) (or) (to the laundry detergent drawer) (or) (to the detergent compartment in machine)).

**For (Standard) (ALL) (Top Load) (Non-HE) (Non-High Efficiency) Machines:**

For use in warm water, add (432 mL) (four) (4) (X) (cap(s)) (capful(s)) (each) (filled to) (level) (line) (3) (X) (of the dosing) (cup) (cap) (either) (directly) (to the drum before clothing) (or) (to the laundry detergent drawer) (or) (to the detergent compartment in machine)).

**Sachet:**

((For) Single Dose (use) (for) (all washing machine (types)(styles)) on warm cycle.)

(Add (full) contents of (pack)(package)(sachet) directly to the drum before clothing, or to your laundry detergent drawer.) (Dispose of (pack)(package)(sachet)).

(†)(Kills) (Effective against) *Staphylococcus aureus* and *Klebsiella pneumonia* at 30°C.

**(To Launder Clothing & Remove Odors:)**

**(For (use with) (Standard) (Top Load) (High Efficiency) (HE) (Front Load) (all washing machine(types)(styles))):**

**(For (an) (everyday) (normal) (regular) (standard) (clean) (loads) (and to remove odors)) (For Odor Removal (Directions)) (To Remove Odors) (To Deodorize):**

(For (up to) (Medium) (Small) Loads, (fill) (add) (use) (product) (to) (level) (line) (1) (X) (45 mL) (X mL) (of) (detergent) (of (the) dosing) (cup) (cap)).

((And) (then) Add (detergent) (either) (directly) (to the drum before clothing) (or) (to the laundry detergent drawer) (or) (to the detergent compartment in machine)).

(For (Large) (Full) Loads, (fill) (add) (use) (product) (to) (level) (line) (3) (X) (108 mL) (X mL) (of) (detergent) (of (the) dosing) (cup) (cap)).

((And) (then) Add (detergent) (either) (directly) (to the drum before clothing) (or) (to the laundry detergent drawer) (or) (to the detergent compartment in machine)).

<<Note to Reviewer: the following ADVISORY STATEMENTS are optional>>

- Safety statements (below) (above) refer to direct contact with product and not with fabrics that have been washed.
- Not intended to be mixed with bleach products and other laundry detergents.
- Do not reuse this package for dispensing beverages or other liquids.
- Do not use on materials that cannot be washed in (a) washing machine(s).
- If applied directly to clothing, wash before reusing.
- For pre-treat, apply (detergent) (product) directly to (the) (stain) (affected area) prior to wash.
- (Pre-Treat) (Soak) to (help) remove (tough) stains by applying (detergent) (product) directly to (the) (stain) (affected area) prior to wash.
- Can be used on (most) (majority of) washable (fabrics) (materials) (clothing).
- Not intended for use on (silk) (or) (wool).
- Test inside seam for color fastness.
- Follow (clothing) label care instructions, then sort.
- If you have unusually sensitive skin or a serious skin condition, please consult your doctor before using this product.

#### <<PRECAUTIONARY / FIRST AID / STORAGE AND DISPOSAL>>

##### **PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.**

**DANGER:** Corrosive. Causes irreversible eye damage. Do not get in eyes, on skin or on clothing. Harmful if swallowed, absorbed through skin or inhaled. Avoid breathing vapor. Wear (protective eyewear) (safety glasses, goggles or face shield). 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.

##### **FIRST AID:**

**If in eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. **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.

**If swallowed:** Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person. **If on skin or clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. **In all cases:** 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. For medical emergencies, call (the poison control center at (1-800-222-1222) (1-800-xxx-xxxx)). For general information on product use, call the National Pesticides Information Center at 1-800-858-7378.

**Note to Physician:** Probable mucosal damage may contraindicate the use of gastric lavage.

<<Note to Reviewer: For Nonrefillable Containers, Label has Household and Residential Uses>>

**STORAGE AND DISPOSAL:** Store in original (container) (package) (pouch) (sachet) in areas inaccessible to children. (Keep securely closed.) Nonrefillable (container) (package) (pouch) (sachet). Do not reuse or refill this (container) (package) (pouch) (sachet). Wrap (container) (package) (pouch) (sachet) and put in trash or offer for recycling if available.



**<<OPTIONAL CLAIMS>>**

<<Note to Reviewer: The following is considered optional marketing language. Language contained in parenthesis ( ) may be included in its respective claim when printed on the market label. The parenthesis ( ) information should be considered optional/alternative, relative to the claim it is associated with. Any claim may appear on either Front or Back Panel in bullet / paragraph format – unless otherwise noted>>

**[Soft Surface Antimicrobial Claims]**

**[Disinfection – pre-soak]**

2-in-1 (Solution): Disinfects<sup>§or†</sup> (and) (Helps) (Deodorize(s)) (Remove(s)) (Tackles) (Fights) (Eliminates) (Tough) (Odors) in pre-soak  
2-in-1 (Solution): Disinfects<sup>§or†</sup> and Freshens in pre-soak  
2-in-1 (Solution): Disinfects<sup>§or†</sup> and Removes Stains in pre-soak  
2-in-1 (Solution): Disinfects<sup>§or†</sup> and Softens in pre-soak  
3-in-1 (Solution): Disinfects<sup>§or†</sup> and (Helps) (Deodorize(s)) (Remove(s)) (Tackles) (Fights) (Eliminates) (Tough) (Odors) (or) (Freshens) (or) (Softens) (or) (Removes Stains) in pre-soak  
(Also)(Kills)(Eliminates)(Removes) 99.9% of (bacteria<sup>§</sup>) (viruses<sup>‡</sup>) (and / &) (germs<sup>^</sup>) in pre-soak  
An effective laundry disinfectant<sup>§or†</sup> pre-soak treatment (for use on {insert laundry surface from Table 1} or {insert fabric materials from Table 2})  
Back to school (checklist)(essentials)(needs) (for) (disinfecting<sup>§or†</sup>) in pre-soak  
Disinfects<sup>§or†</sup> (without) (with) (no) (0%) (chlorine) bleach in pre-soak  
Disinfects<sup>§or†</sup> your laundry in pre-soak  
Kills 99.9% of bacteria<sup>§</sup> in pre-soak  
Kills 99.9% of viruses<sup>‡</sup> in pre-soak  
Kills Cold & Flu viruses<sup>‡</sup> in pre-soak  
Kills the virus<sup>‡</sup> that causes COVID-19 in pre-soak  
Kills SARS-Cov-2, the virus that causes COVID-19 in pre-soak  
Kills SARS-Cov-2, also known as COVID-19 in pre-soak  
Kills germs<sup>^</sup> in pre-soak  
("This product") Kills 99.9% of (*Staphylococcus aureus*) (and / &) (*Salmonella enterica*) (in 15 minutes) in pre-soak

**[Sanitization – in wash]**

2-in-1 (Solution): Sanitizes<sup>†</sup> (and) (Helps) (Deodorize(s)) (Remove(s)) (Tackles) (Fights) (Eliminates) (Tough) (Odors)  
2-in-1 (Solution): Sanitizes<sup>†</sup> and Freshens  
2-in-1 (Solution): Sanitizes<sup>†</sup> and Removes Stains  
2-in-1 (Solution): Sanitizes<sup>†</sup> and Softens  
2-in-1 (Solution): Sanitizes<sup>†</sup> and Whitens and Brightens  
3-in-1 (Solution): Sanitizes<sup>†</sup> and (Helps) (Deodorize(s)) (Remove(s)) (Tackles) (Fights) (Eliminates) (Tough) (Odors) (or) (Freshens) (or) (Softens) (or) (Removes Stains) (or) (Whitens and Brightens)  
A partner to remove bacteria<sup>†</sup>  
(Also)(Kills)(Removes) 99.9% of bacteria<sup>†</sup> (in your laundry)  
An effective sanitizing<sup>†</sup> detergent (for use on {insert laundry surface from Table 1} or {insert fabric materials from Table 2})  
A school supply (item) to (help) kill bacteria<sup>†</sup>  
Back to school doesn't have to mean back to bacteria<sup>†</sup> (with "this product")  
Bacteria<sup>†</sup> fighting formula  
Bacteria<sup>†</sup> kill & freshness in just one (1) step when used according to sanitizing directions  
#1 freshness -and/or- Sanitizing<sup>†</sup> Laundry -and- (tough) odor removal (help) made easy among sanitizing detergents  
(Clean(s)) (and / &) (Sanitize(s))<sup>†</sup> without the harshness of (chlorine) bleach  
(Cleans/) kills bacteria<sup>†</sup> in clothes  
Complete Clean (360degree Clean): Kills 99.9% of bacteria<sup>†</sup>  
Cleans and sanitizes<sup>†</sup> for a boost you can smell and feel  
Contains active ingredients to kill bacteria<sup>†</sup>  
Contains actives to kill bacteria<sup>†</sup>



Sanitizes<sup>†</sup> (and deeply cleans) inside fabrics to remove -or- attack -or- kill -or- (helps) reduce (tough) odors at their source  
Sanitizes<sup>†</sup> (and deeply cleans) fibers to release -or- (helps) remove (locked-in -and/or- (tough)) odors  
Designed to remove -or- attack -or- kill -or- (helps) reduce pet odors (by killing (99.9% of) odor-causing bacteria)  
Diet for your clothes – (helps) get rid of bacteria<sup>†</sup> and odors  
Don't just wash it -or- the laundry, sanitize<sup>†</sup> it  
Dual Defense<sup>†</sup> - Sanitizes<sup>†</sup> and Freshens  
End your season with a sanitized<sup>†</sup> clean (wash)  
Fiber-penetrating formula (helps) get(s) to the source (of odor) by killing (99.9% of) odor-causing bacteria<sup>◊</sup>  
Formulated to (remove)(kill) (get rid of) bacteria<sup>†</sup>  
(Fresh) (Sanitized)<sup>†</sup> clothes (laundry) (equals) (=) (happy) babies  
Hard on bacteria<sup>†</sup> and gentle on your fabrics  
(Helps) get rid of bacteria<sup>†</sup> and odors like detoxifying your clothes  
(Helps) get(s) rid of malodor sources without changing detergent  
Keep the freshness not the bacteria<sup>†</sup>  
Keeps bacteria<sup>†</sup> in check  
Kill bacteria<sup>†</sup> without scrubbing so you can spend more time with your family  
Kills 99.9% bacteria<sup>†</sup> (trapped)(locked) in fabric  
Kills 99.9% of bacteria<sup>†</sup> and freshens fabrics with every use  
Kills 99.9% of bacteria<sup>†</sup> for sanitization  
Kills 99.9% of bacteria<sup>†</sup> on fabrics  
Kills 99.9% of bacteria<sup>†</sup>  
Kills 99.9% of bacteria<sup>†</sup> in the wash  
Kills 99.9% of bacteria<sup>†</sup> to reduce the organisms from (clothing to clothing) (garment to garment) in the same (wash)(load)  
Kills 99.9% of bacteria<sup>†</sup> while remaining (gentle)(soft) on (your)(most)(fabrics)(clothes)  
Kills 99.9% of bacteria<sup>†</sup> without the harshness of bleach  
Kills 99.9% of bacteria<sup>†</sup> you can't see  
Kills 99.9% of outside bacteria<sup>†</sup>  
Kills 99.9% of *Staphylococcus aureus* that may cause skin infections  
Kills 99.9% of the following bacteria<sup>†</sup> (in 16 minutes)  
Laundry Sanitizer (formula)(product)  
Purge your clothes of 99.9% of bacteria<sup>†</sup>  
Sani-clean<sup>†</sup>  
Sanitize (Clean)<sup>†</sup>  
Sanitizes<sup>†</sup> (,) (Clean(s)) and fresh(ens)  
Sanitizes<sup>†</sup>, (Cleans), (Freshens), (whitens and brightens)  
Sanitizes<sup>†</sup> (and cleans) deep in fibers to lift and removes -or- attacks -or- kills -or- (helps) reduce(s) tough odors from linens -and/or- active wear -and/or- clothes  
Sanitizes<sup>†</sup> (and cleans) like detoxifying your clothes  
Sanitizes<sup>†</sup> (and freshens) fabrics  
Sanitizes<sup>†</sup> and softens  
Sanitizes bacteria<sup>†</sup> you can't see  
Sanitizes<sup>†</sup> fabrics  
Sanitizes fabrics by killing bacteria<sup>†</sup> you can't see  
Sanitizes<sup>†</sup> without (chlorine) bleach  
Sanitizes<sup>†</sup> without killing your clothes  
Sanitizes<sup>†</sup> your clothes after a sick day  
Sanitizes<sup>†</sup> your laundry  
Sanitizing<sup>†</sup> (and) (Cleaning) ((Helping to) Remov(e)(ing) odors from) first responders' clothing  
Sanitizing<sup>†</sup> without damage to clothes  
Sanitizes<sup>†</sup> without leaving irritating residue  
School's In. Keep bacteria<sup>†</sup> out with ("this product")  
Soft on (clothes)(fabrics)(laundry), tough on bacteria<sup>†</sup>  
("This product") Kills 99.9% of (*Staphylococcus aureus*) (and / &) (*Klebsiella pneumoniae*) (in your laundry) (in 16 minutes)  
Tough on bacteria<sup>†</sup>

Use ("this product") for comfy -and/or- soft -and/or- adorable -and/or- warm -and/or- happy -and/or- (clean)  
sanitized<sup>†</sup> laundry  
(Used to) kill(s) 99.9% of bacteria<sup>†</sup>  
When bacteria<sup>†</sup> strike, fight back

**<<Allergen Claims - See table 4 for qualifier statements >>**

(Helps) (Removes(s)) allergens from your laundry

**<<Odor-Causing Bacteria Claims>>**

(Cleans/) kills odor-causing bacteria in clothes  
Contains active ingredients to kill odor-causing bacteria  
Contains actives to kill odor-causing bacteria  
Designed to remove -or- attack -or- kill -or- (helps) reduce pet odors by killing (99.9% of) odor-causing bacteria  
Fiber-penetrating formula (helps) get(s) to the source (of odor) by killing (99.9% of) odor-causing bacteria  
Finally (have the help to) remove -or- attack -or- kill -or- reduce (the) odors that linger wash after wash  
Finally (have the help to) remove -or- attack -or- kill -or- reduce (the) odors you dread -or- that linger  
Formulated to (remove)(kill) (get rid of) odor-causing bacteria  
(Helps) Control(s) (odors) by (killing)(removing) odor-causing bacteria (at the source)  
(Helps) Control(s) pet odors caused by bacteria (by killing (99.9% of) odor-causing bacteria)  
Helps remove odors caused from bacteria  
(Helps) Remove(s) odors on (soft surfaces) (fabrics) (by) (removing)(killing) (odor-causing bacteria) (for long lasting) (freshness)(fragrance)(scent)  
(Helps) remove(s) odor-causing bacteria from clothes (and machine)  
(Helps) (Remove(s)) (Attacks) odor-causing bacteria (at the source)  
(Helps) (rid(s)) {Insert surface from Table 1} of (smelly)(body)(odors)(bacteria)  
Ideal to use for odor-causing bacteria kill on scrubs  
Keep the freshness not the odor-causing bacteria  
Keeps bacteria causing odors in check  
Keeps odors from coming back by killing 99.9% odor-causing bacteria  
Kills odor-causing bacteria to tackle tough odors  
Kills odor-causing bacteria  
Prevents odors caused by growth of odor-causing bacteria  
Proven to kill odor-causing bacteria the first time  
School's In. Keep odor-causing bacteria out with ("this product")  
Soft on (clothes)(fabrics)(laundry), tough on odor-causing bacteria  
("this product") (helps) remove(s) odor-causing bacteria from clothes (and the machine)  
Tough on odor-causing bacteria

**This product has been tested and found effective against the following micro-organisms**

<< IMPORTANT: All organisms must be identified by genus & species. Abbreviations may be included but must appear in ( ). >>

<b>Laundry Disinfection - Pre-Soak</b>		
<b>§Bacteria</b>	<b>ATCC and/or Strain</b>	<b>Contact Time</b>
<i>Staphylococcus aureus</i> (Staph)	(ATCC 6538)	15 min(utes)
<i>Salmonella enterica</i> (Salmonella)	(ATCC 10708)	15 min(utes)
<b>‡Viruses</b>	<b>ATCC and/or Strain</b>	<b>Contact Time</b>
Human Coronavirus (a cause of the common cold)	(ATCC VR-740) (Strain 229E)	15 min(utes)
Respiratory Syncytial Virus (RSV)	(ATCC VR-26) (Strain Long)	15 min(utes)
Influenza A Virus (H3N2v)	(CDC #2012701539) (Strain A/ West Virginia/06/2011)	15 min(utes)
SARS-Related Coronavirus (SARS-CoV-2 Virus)	(Strain USA-WA1/2020)	15 min(utes)
<b>Laundry Sanitization - Machine</b>		
<b>†Bacteria</b>	<b>ATCC and/or Strain</b>	<b>Contact Time</b>
<i>Staphylococcus aureus</i> (Staph)	(ATCC 6538)	In use
<i>Klebsiella pneumoniae</i> (K. pneumoniae)	(ATCC 4352)	In use

**<<Non-Antimicrobial Claims>>**

**<<Introductory 6-mos. Claims – Option: sticker to be removed versus printed on label>>**

(NEW) (and / &) (Improved)

(Now with) (Formula) (Fragrance) (Longer lasting) (Gentle) (Scent) (Easy Grip Bottle)

**<<Cleaning/Freshen Claims>>**

(3-In-1) (Solution)(:) (remove(s)) (tackles) (tough) (odor), (cleans), (whitens), (brightens) and (freshen(s))

(2-In-1) (Solution)(:) (remove(s)) (tackles) (tough) (odor), (cleans), (whitens), (brightens) and (freshen(s))

Attacks odors at the source

Better freshness (and scent) versus leading sanitizing (rinse) (detergent)

(Clean(s)) and fresh(ens)

Conditions (and / &) (soften(s)) fabrics

(Designed)(Formulated) to (help)(remove) (heavy) (duty) odors

Effective musty odor remover

Fabrics (smell) (feel) (and) (look) (like) new

For a true and deep clean

Freshens laundry

Give your clothes the ultimate ("this product") experience

Gives you reassurance that you are removing the source of tough odors in your fabrics

(Help) get rid of unwanted smells and odors

Helps remove odors

Helps soften your clothes

(Helps) remove (lingering)(hidden) (odors) (including odors) (from)(in)(on) (your) (laundry)(formula)(diaper)(spit-up) (and / &) (food) (left) (behind) (by) (baby)(children)(kid(s)) (messes)(sweaty) (gym clothes) (active wear) (sportswear) ({insert laundry surfaces from Table 1})

(Helps) remove(s) odor in machine

(Helps) remove(s) odors from (laundry machine) (and / &) (or) (clothes) (with) (odor control) (technology)

(Helps)(Remove(s)) (Attacks)(Fights) (tough) odors (at the sources)

(Helps)(Remove(s)) (Powers through) (tough)(stubborn)(sports)(sweat)(workout)(body) (odors)(stink)(smell(s))

(Helps)(Remove(s)) (tough) (body) odors (at the source)

It's ("this product") Clean(!)

Never stink at the gym again (with regular use)

No more wet dog smell!

No rewash to tackle odors

Odor control performance

Odor remover

Odor defense

Odor eliminator

(Tackles odors without) (Odor defense) (control) without (heavy) (with light) (with fresh) perfumes

Regain your cloth/towel soft and fluffy feeling after wash

Removes odor and residue (for fresh, soft fabrics)

Remove -or- Attack -or- (Helps) reduce the tough odors, and forget them

Removes -or- Attacks -or- (Helps) reduce(s) odor the first time, every time

Removes -or- Attacks -or- (Helps) reduce(s) odors in your clothes in one step

Removes -or- Attacks -or- (Helps) reduce(s) set-in sweat odors after one week

Removes -or- Attacks -or- (Helps) reduce(s) set-in tough odors stuck in fibers

Removes -or- Attacks -or- (Helps) reduce(s) stinky odors from washing machine and clothes

Removes -or- Attacks -or- (Helps) reduce(s) the toughest invisible stain odor

Removes -or- Attacks -or- (Helps) reduce(s) tough odors from sweat -and/or- dampness -and/or- pets

Removes -or- Attacks -or- (Helps) reduce(s) tough odors (trapped deep inside fibers, ensuring tough odors won't come back)

Removes -or- Attacks -or- (Helps) reduce(s) tough odors the first time, (with) no re-washing

Removes -or- Attacks -or- (Helps) reduce(s) your (toughest) household (tough) odors

Removes static cling from fabric(s)

Removes stiff feeling from fabric(s)

Rest peacefully knowing your linens will smell fresh

Smells like the first time, new  
Softens fabric(s)  
Spring cleaning for your clothes  
Spring fresh for your winter clothes  
Strong enough to remove -or- attack -or- (helps) reduce tough odors from work garments -and/or- uniforms - and/or- gear  
Tackles odor(s) at the source  
Unlocks Freshness  
With (patented) odor (control) (technology)

**<<Scent Claims>>**

Clean (fresh) (fragrance) (scent)  
(Contains) 0% (free from) (no) bleach (odor)  
Free from (added) (perfumes) (fragrances) <<Note to Reviewer: This claim must only be used for approved formula without added fragrances>>  
(Free) (and / &) (Gentle) (No) (Scent) (Sport) (Unscented) (Fragrance) (Variant) (No) Fragrance <Note to Reviewer: This claim must only be used for approved formula without added fragrances>>  
Fresh (clean) (scent)  
Has a (clean) (scent) (fragrance) (smell)  
Just-washed freshness  
Lasting (fresh) (fragrance)(scent)  
Light scent  
(Light scent) Suitable for (frequent) (daily) (everyday) use  
Lightly scented (formula)(fragrance)  
(No) Unnecessary (fragrance(s)) (or) (perfume(s)) (dye(s)) <<Note to Reviewer: This claim must only be used for approved formula without added fragrances/dyes>>  
Pleasant (fragrance) (scent)  
Smells fresh(er)  
Soft scent  
Surprisingly Fresh (Scent)  
Unscented/scent free/dye free (formula) <<Note to Reviewer: This claim must only be used for approved formula without added fragrances/dyes>>

**<<General Claims>>**

Better together: (Try ("this product") with other great Antibacterial products) (Try (Other Alternate Brand Name)- Sanitizing Rinse) (Try (Other Alternate Brand Name) Antibacterial spray)  
#1 choice of first responders/medical personnel  
(0%) (No) (bleach)  
Bleach free (formula)  
(100%) (99%) Biodegradable (formula)  
#1 Stain Fighter among Antibacterial Detergents  
Can be used on (most) (majority of) washable (fabrics) (materials). Not intended for use on (silk) (or) (wool). Do not use on materials that cannot be washed in washing machines.  
Chlorine-bleach free  
Color safe (0% bleach)  
(Contains) 0% bleach (,) (so it's) (suitable) (to) (for) (use) (on) (with) (both) (white(s)) (and) (color(s)) (colored) (clothes)(clothing)  
Contains no (phosphate)(,) (or) (bleach)(,) (or) (ammonia)  
(Does not contain) (No) Sodium Nitrite (free)  
Does not harm the flame-resistant capability of baby's sleepwear  
Does not interfere with the (wicking)(moisture) (technology)(absorbency) of (high performance) (active)(sports) (wear) (gym clothes) (towels)  
Dye free (formula) <<Note to Reviewer: This claim must only be used for approved formula without added dyes>>  
Easy, Effective (Use)  
End your wash with peace of mind  
(Even) For use in (any) (warm) (and / &) (hot) water (temperature(s))

For (High Efficiency) (HE) Machines  
For All Machines  
For single (dose)(use) <<Note to Reviewer: This claim must only be used for single-use/dose sachet packaging>>  
For your professional wardrobe  
(For) (Sportswear)(Athletic wear)(clothes)(laundry)(fabrics)(garments)(!)  
Fade Free  
(Free from) (chlorine) bleach  
(Free of) (fragrance(s)) (and / &) (clear) (of) (dye(s)) <<Note to Reviewer: This claim must only be used for approved formula without added fragrances/dyes>>  
Free of: Dyes (Harsh) acids (chlorine) bleach (phosphates) (phosphorous) (Plastic) microbeads - <<Note to Reviewer: This claim must only be used for approved formula without added dyes>>  
From America's #1 (Detergent/Laundry/Fabric Care) Brand\*\* (qualify with data)  
From America's Most Trusted (Detergent/Laundry/Fabric Care) Brand\*\* (qualify with data)  
From the makers of (Other Alternate Brand Name)  
Gentle (on Fabrics)  
(It) Contains (no) (0%) bleach so it's suitable to use with both white(s) and (color(s)(colored) (clothing)(clothes)  
Laundry Detergent  
Leave that smell at the gym  
Loads of Hope  
One less worry for mom/laundromats/dry cleaners  
Peace of mind when disaster/accidents strikes  
(Phosphate)(.)(and)(bleach)(.)(and)(ammonia) Free  
Questions? 1-XXX-XXX-XXXX  
Reset the stage  
(Sensitive)(Gentle) (laundry) formula for clothes  
Single (use)(dose) (package)(packet)(sachet) <<Note to Reviewer: This claim must only be used for single-use/dose sachet packaging>>  
Softness for everyday comfort  
Specially (designed)(formulated)(crafted)  
Sport gear approved  
Suitable for both (high efficiency) (HE) (standard) (washers) (washing) (machines)  
(Suitable)(Designed)(Formulated) (for)(to) (with)(use) (on) (sweat)(moisture)(wicking) (technology)  
(fabrics)(fibers)(clothing)(active wear)(sportswear)(gym) (clothes) (sports) (uniforms)(yoga pants)(gym)  
(shorts)(shirts) (tank tops)(socks) (sports bras) ({insert laundry surface from Table 1})  
(This bottle is) made of (X%) of post-consumer recycled plastic (!)  
("This product") Treats, it does not cover-up  
To be used on your toughest loads  
Trust the experts- from the makers of ("this product")  
Ultimate laundry experience  
(Used) (Trusted) by (Moms) (Teachers)  
Works as hard as you do  
Works on 100% of common stains (, even in cold) ({insert stains from Table 3})

**<<Seasonal Claims >>**

Add ("this product") to your back to school (shopping list)  
(An) (Important) school supply checklist (item)  
Back to school  
Back to school (item) (pack) (supply) (value pack)  
Back to school back to clean(!)  
Be ready for school with ("this product") at home  
Get ready for back to school  
(Great)(Perfect)(Essential) for (school) (and / &) (home)  
Helps Mom  
(Key) back to school shopping list (item)  
(Mom(!)) Be ready for back to school ("this product")  
Put ("this product") on your school supply list

("this product") On your back to school shopping list  
Your teacher(s) love(s) ("this product")

**<<Packaging Claims>>**

(Contains) X loads (as measured to line "X" on cap)  
Cut (only) (with) (scissors) to open  
(Do) (not) (puncture) (tear) (rip) (open)  
Dosing (cup) (cap) here  
(Dosing) (Measurable) (Measuring) cap  
(Easy) (Convenient) (Simple) to (use) (handle) (grip)  
Free sample  
(More than) "X"% Free  
No mess dosing cap  
Not for retail sale



**Table 1: Laundry Surfaces**

- |                          |                                      |                             |
|--------------------------|--------------------------------------|-----------------------------|
| • Activewear             | • Cloth face masks                   | • Socks                     |
| • Baby wear              | • Cloth gloves                       | • Sportswear                |
| • (Baby) (Kids) clothes  | • Cloth hats                         | • Swimwear                  |
| • Bandanas               | • Clothes                            | • Tablecloths               |
| • Bath towels            | • Clothing                           | • Tank tops                 |
| • Bath (rug) (linens)    | • Delicates                          | • Towel(s)                  |
| • Bedding (blankets)     | • Fabric                             | • Travel laundry            |
| • Bedding (comforters)   | • Gym (clothes) (shirts) (shorts)    | • Undergarments (Underwear) |
| • Bedding (pillowcases)  | • Kitchen towels                     | • Uniforms                  |
| • (Bedding) (Bed) Sheets | • Jeans                              | • Yoga pants                |
| • Bibs                   | • (Moist) (Sweaty) clothes (fabrics) |                             |
| • Blankets               | • Onesies                            |                             |
| • Blouses                | • Shirts                             |                             |

**Table 2: Fabric Materials**

- Cotton
- Linen

**Table 3: Stains**

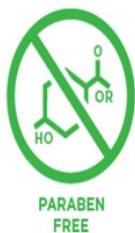
- |                     |                   |                        |                        |
|---------------------|-------------------|------------------------|------------------------|
| • Animal Blood      | • Chocolate Sauce | • Makeup Cover Girl    | • ASTM Dust Sebum      |
| • Bacon Grease Dyed | • Coffee          | • Mustard French's     | • Chocolate Soy Milk   |
| • BBQ Sauce         | • Cooked Beef     | • Red Wine Wolf Blas   | • Discriminating Sebum |
| • Black Todd Clay   | • Grape Juice     | • Spaghetti Sauce Ragu | • Rice Starch          |
| • Blueberries       | • Grass           | • Tea American Lipton  |                        |
| • Burnt Butter      | • Gravy           | • U.S. Clay            |                        |

**Table 4: Allergens**

- |                       |                       |                                             |
|-----------------------|-----------------------|---------------------------------------------|
| • Cat dander          | • Dog dander          | • Hair                                      |
| • Cockroach debris    | • Dust mite debris    | • Pet dander                                |
| • Cockroach matter    | • Dust mite matter    | • Pet hair                                  |
| • Cockroach particles | • Dust mite particles | • Pollen Particles (from (timothy) (grass)) |

<< Optional Graphics/Logos>>

<<Note to Reviewer: The below graphics are optional and may be presented as seen below or may differ slightly in graphic design but not intent on the market container label.>>



Keep out of reach of children/Keep contents out of eyes



Removes bacteria <sup>and/or</sup>  
at the fiber level

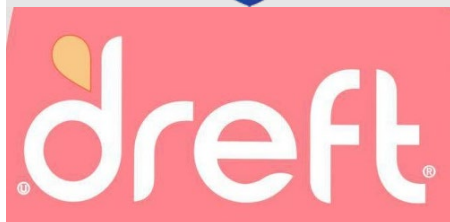


<<Optional Brand Logos>>

<< The below graphics are optional and may be presented as seen below or may differ slightly in graphic design but not intent on the market container label.>>

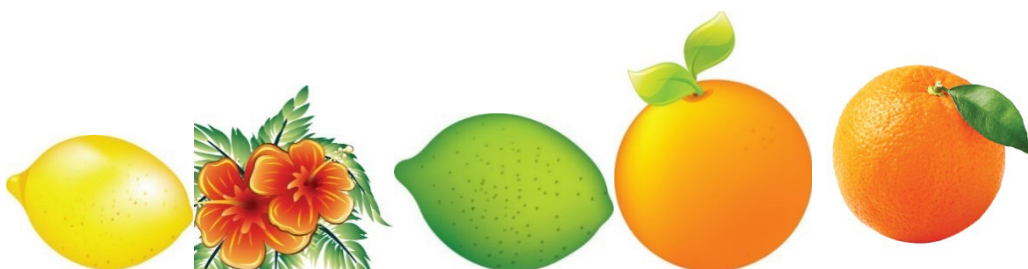


IVORY

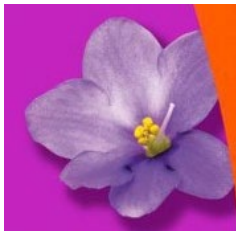


<<**Optional Pictograms-Fragrance Descriptors.** The below graphics are optional and may be presented as seen below or may differ slightly in graphic design but not intent on the market container label.>>

<< Note to Reviewer: The child and pet, or equivalent pictogram, would only be used on variants intended for use on fabrics to communicate softness of fabrics and ability to use product on a variety of family fabrics including children's fabrics. See Tables 1 &2.>>







<Note to Reviewer: **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 seen below or may differ slightly in graphic design but not intent on the market container label.>>

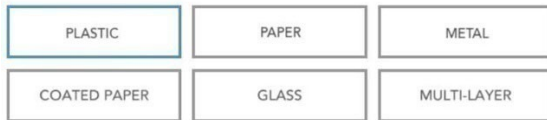
**(TOP SECTION)**



**(MIDDLE SECTION)**



**(MATERIAL SECTION)**



**(BOTTOM SECTION)**



**(Optional text)**

\*Not recycled in all communities  
[how2recycle.info](http://how2recycle.info)

(Examples of Final Logos built from above sections)

