



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

December 8, 2020

Tony Herber
Agent
W.M. Barr & Company, Inc.
6750 Lenox Center Court, Suite 200
Memphis, TN 38115

Subject: PRIA Label Amendment – Add new organisms
Product Name: Phoenix 2
EPA Registration Number: 4091-20
Application Date: July 31, 2020
Decision Number: 565309

Dear Mr. Herber:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, 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. 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 the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) 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. 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 with FIFRA section 6. If you have any questions, please contact Emilia Oiguenblik by phone at

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703 347 0199, or via email at Oiguenblik.emilia@epa.gov or Eric Miederhoff by phone at 703 347 8028, or via email at Miederhoff.eric@epa.gov



Eric Miederhoff
Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

Phoenix 2

[Disinfectant][non-food contact surface Sanitizer][24 Hour Residual Sanitizer][Soft Surface [spot] Sanitizer][Hard Surface Mildewstat][Fabric Mildewstat][Cleaner][and][Deodorizer]

CAUTION

Keep Out of Reach of Children

SEE BACK PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS

Active Ingredients:

Alkyl* dimethyl benzyl ammonium chloride (*50%C ₁₄ , 40%C ₁₂ , 10%C ₁₆).....	0.08%
Didecyl dimethyl ammonium chloride.....	0.03%
Octyl decyl dimethyl ammonium chloride.....	0.06%
Diocetyl dimethyl ammonium chloride	0.03%
Other ingredients	99.80%
<hr/>	
Total:	100.00%

EPA Reg. No.: 4091-20

EPA Est. No.: {insert appropriate EPA Est. No}

[Lot code designates actual Est.] [Circled letter is [first] [last] letter of lot number]

[Manufactured][Distributed][Sold] [by][for]:

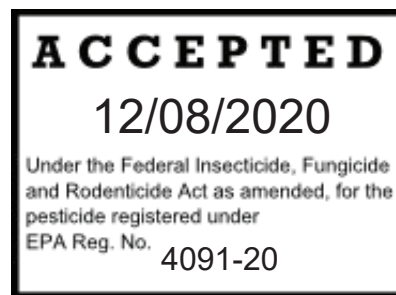
WM Barr & Company, Inc.

6750 Lenox Center Court

Suite 200

Memphis, TN 38115

©YYYY WM Barr & Co., Inc.



Net contents: {Actual contents will be inserted on container label}

XX OZ. (XX LB.) (XXXX g)

Questions [or Comments][?]:

[Call] [888-326-7743]

[Mon-Fri 9AM-5PM CT]

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

CAUTION: Avoid contact with skin or clothing. 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.

FIRST AID: If on skin: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. 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 general information on product use, call the National Pesticides Information Center at 1-800-858-7378. For emergencies, call the poison control center 1-800-222-1222.

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

[Can be used on] [For use on] {*Insert hard non-porous surfaces from Table x and/or x*} [and many similar [household] [commercial] [industrial] [institutional] [business] [professional] surfaces.]

TO CLEAN: Spray on surface(s), allow to penetrate [soil or stain]. Wipe clean with a [damp] cloth [or sponge] [or paper towel].

To DEODORIZE: Spray on surfaces as needed. [Wipe or allow to air dry]

[Not recommended for use on]-or[do not use on]-or- [not for use on] [cultured] [sealed] [or] [bare] marble [surfaces] [unfinished, oiled, or waxed wood surfaces], [wool], [silk], [mirrors], [glass]]. [For other surfaces, test in an inconspicuous area.] [Test on an inconspicuous area for colorfastness.]

Safe for use on[these] surface materials:

[plastic], [upholstery], [painted wood], [sealed wood] [painted surfaces], [washable fabric], [vinyl], [leather], [stainless steel], [aluminum], [glazed porcelain], [glazed ceramic], {insert surface material from Table 1}

[Sanitizing] [Directions]

Hold container 6"-8" from surface and spray until thoroughly wet.

To Sanitize Hard Non-porous nonfood contact surfaces: Let stand 10 seconds. Wipe clean with a [damp] cloth [or sponge] [or paper towel]. Pre-clean visibly soiled surfaces. [Kills [effective against] [99.9% of] {*Insert non-food contact sanitization bacteria from Table B*}.]

To Sanitize Hard Non-porous nonfood contact Surfaces FOR 24 HOURS: –Allow to air dry without wiping. Reapply if surface is scrubbed. Pre-clean visibly soiled surfaces. [Kills [effective against] [99.9% of] {*Insert residual sanitization bacteria from Table B*} [for 24 hours].]

To [spot] Sanitize Soft [Fabric] surfaces: Let stand for 60 seconds [-or- 1 minute]. Let air dry. Pre-clean visibly soiled surfaces. [For difficult odors, repeat application] [Kills [effective against] [99.9% of] {*Insert soft surface sanitization bacteria from Table B*}.]

[Disinfecting] [Directions]

TO DISINFECT: Hard, non-porous non-food contact surfaces: Preclean surface. Hold container 6"-8" from surface and spray until thoroughly wet.

Bacteria: Allow surface to remain visibly wet for 60 seconds [-or- 1 minute]. Wipe with a [damp] cloth [or sponge][or paper towel]. [Kills [effective against] [99.9% of] {*Insert disinfection bacteria from Table A*}.]

Bacteria, Viruses[†], [and] Fungi [and mold & mildew]: Allow surface to remain visibly wet for 5 minutes. Wipe with a [damp] cloth [or sponge][or paper towel]. [Kills [effective against] [99.9% of] {*Insert disinfection bacteria, viruses and/or fungi from Table A*}.}

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

{Mildew Fungistatic Directions}

TO PREVENT MOLD [AND MILDEW] [growth]:

[Fabric Mildewstat] On [cotton and polyester] Fabrics:

[To inhibit mold and mildew growth]: Apply to fabric surface until wet [do not saturate]. Allow to air dry. Repeat [application] every 28 days to inhibit mold [and mildew] growth. [Effective against *Aspergillus niger* [mildew] and *Penicillium variable*.] Pre-clean visibly soiled surfaces.

[Hard Surface Mildewstat] On hard surfaces:

[To inhibit mold and mildew growth]: Thoroughly wet surface. Allow to air dry. Repeat [application] every 7 days to inhibit mold [and mildew] growth. [Effective against *Aspergillus niger* [mildew]] Pre-clean visibly soiled surfaces.

{These directions will only appear on labels when a bloodborne pathogen is listed}

Special Instructions for Use against HIV-1, HBV, and HCV:

This product kills HIV-1, HBV, and HCV on precleaned hard, nonporous surfaces/objects previously soiled with blood/body fluids in healthcare settings or other settings in which there is an expected likelihood of soiling of hard, nonporous surfaces/objects with blood or body fluids, and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus (HIV-1) (associated with AIDS), Human Hepatitis B virus (HBV), and Human Hepatitis C virus (HCV).

Special instructions for using this product to clean and decontaminate against HIV-1, HBV, and HCV on surfaces/objects soiled with blood/body fluids:

Personal Protection: When handling items soiled with blood or body fluids, use disposable impervious gloves, gowns, masks, and eye coverings. **Cleaning procedure:** Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product. **Contact time:** Allow surface/object to remain wet for 1 minute for HIV-1, HBV, HCV. **Disposal of Infectious Materials:** Use disposable impervious gloves, gowns, masks, and eye coverings. Blood and body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

{The following will appear on the label only if medical devices or medical equipment surfaces are listed}

This product is not to be used as a terminal sterilant/high level disinfectant on any surface or instrument that (1) is introduced directly into the human body, either into or in contact with the bloodstream, or normally sterile areas of the body, or (2) contacts intact mucous membranes, but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be use do preclean or decontaminate critical or semi-critical medical devices prior to sterilization or high-level disinfection.

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

STORAGE AND DISPOSAL:

Store in original container in areas inaccessible to small children. Do not puncture or incinerate. Place [empty container] in trash or offer for recycling [if available].

{NOTE: Any claim may appear on either FRONT or BACK panel in bullet or paragraph format}

{Packaging Related Claims}

Buy 1 Get 1 Free

[(Bonus x%)] [Bonus x oz.] [X% More Free] [X oz. Free]

Packaging made with [x%] recycled steel

New *{To be used as a claim descriptor only for the first 6 months on shelf}*

New & Improved *{To be used as a claim descriptor only for the first 6 months on shelf}*

New fragrance *{To be used as a claim descriptor only for the first 6 months on shelf}*

New Scent *{To be used as a claim descriptor only for the first 6 months on shelf}*

Bonus/X% More Free: [10%] [15%] [20%] [25%] [30%] More ounces per bottle

Peel Back Here

Peel Here

Travel Size [Pack]

Trial Size

Refill [Pack]

On-the-Go [Pack] [Size]

To Go

To Go Size

Convenience [Pack]

Handy Everyday [Pack]

Bundle Pack

[X] Pack

Twin [Pack] [Size]

Value [Pack] [Size]

Extra [Pack] [Size]

[X] Pack

Multi-pack

Sanitizing [Value] Pack

Disinfection [Value] Pack

[Best] Value

Value Pack

Back [from] [to] School Pack [Size]

Dual Pack

Triple Pack

Ultra Value pack

[X%] More

[X%] Free

Seasonal Pack

Club Pack

Ecommerce Pack

Variety Pack

Bonus [Pack]

Bonus [X%] [More]

[2X] [3X] [4X] [5X] [XX]

TSA-Compliant [Pack]

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

Peel [Back Here]
PEEL [BACK HERE]
Pull Back [Label]
PULL [BACK LABEL]
Peel Here
PEEL HERE
Peel Away
PEEL AWAY

{Marketing Claims}

Now -and/or- New [!] and -or- & Improved [!] {*To be used as a claim descriptor only for the first 6 months on shelf*}
[New] [New & Improved] {*To be used as a claim descriptor only for the first 6 months on shelf*}
New fragrance {*To be used as a claim descriptor only for the first 6 months on shelf*}
New Scent {*To be used as a claim descriptor only for the first 6 months on shelf*}
Complies with VOC laws
Does not contain [chlorine] bleach
No mixing, measuring, [or rinsing] required
No need to dilute
Non-abrasive formula
Contains no phosphates
[Microban®] – [Antimicrobial solutions] trusted by hospitals [for over 30 years.]
Trusted by hospitals Used in hospitals. Approved [for use] in hospitals [for over 30 years]
Eliminates [tough] Odors
Bleach-Free [formula]
[Delivered] [Activated]by [with] [uses] Microban [antimicrobial] [technology]
[Microban®] – [Antimicrobial solutions] used by hospitals
[Intended] [for] [use in] {*insert use site from Table 4*} [and] [other] [institutional/commercial facilities]
Safe on Finished Wood Floors
Safe to use on [soft surfaces]
Dye free
Bleach free
Safe on [insert surface material from Table 1]
Science [backed] by [Good Housekeeping]
Do not puncture
Add [Microban 24] to your back [from] [to] school [shopping list]
Back [from] [to] School [pack] [value pack] [shopping list]
Be Ready for School [to start] with Microban 24 [at home] [in the classroom]
[Teachers] School Supply List
Put Microban 24 on your school supply list
Used by [elementary schools] [middle schools] [daycares] [high schools] [colleges] [universities]
Teacher [approved] [recommended]
For Back [from] [to] School
Smart schools trust Microban 24
Surface Protect 3x longer than your school day
[Moms] [Dads] [Parents] must-have for back [from] [to] school
Use daily to keep classrooms healthy
What to pack when going back to school
Pack your Anti-Bac
Arm every classroom with Microban 24
Smart schools trust Microban 24

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

Microban 24 is the smart decision
Don't go back to school without Microban 24
Back [From] [To] School Kit
PTA [approved] [recommended]
The school supply [parents] [teachers] [moms] [dads] didn't know they needed
Keep school from coming home
This [home] [school] [classroom] is protected by Microban 24

{Fragrance Claims}

No added [perfumes] [scent][and] [or] [dyes][and] [or] fragrance *{for fragrance-free version only}*[unscented]

Citrus [Fresh] [scent], Citrus Fresh [scent], Lemon [Fresh][scent], Lime [scent], Lemon-Lime [scent], Crisp Linen [scent], Linen [scent], Fresh [Scent], Clean Meadows [scent], Lavender [scent], Lavender Vanilla [scent], Grapefruit [scent], Red Grapefruit [scent], Orange [Fresh][scent], Tangerine [scent], Mandarin Orange [scent], Ocean Breeze [scent], Ocean Storm [scent], Ocean Waves [scent], Mountain Fresh [scent], Spring Fresh [scent], Ocean Waters [scent], Spring Garden [scent], Citrus Squeeze [scent], Mint [scent], Eucalyptus Mint [scent], Island Orchard [scent], Island Fresh [scent], Island Mist [scent], Spring Shower [scent], Pear Blossom [scent], Desert Flower [scent], Island Fruit [scent], Cinnamon [scent], Clean Fresh [scent], Clean Burst [scent], Free, Unscented, Pure [scent], Pure Essentials [scent], Gain [scent], Gain Moonlight Breeze [scent], Gain Original [scent], Gain Fresh Water Sparkle [scent], Febreze [scent], Febreze Meadows & Rain [scent], Fresh Linen [scent], Linen [scent], Linen & Sky [scent], Pure Cotton [scent], Clean Fresh [scent], Crisp Lemon [scent], Floral [Fresh][scent], Morning Dew [scent], Apple [scent], Cherry Blossom [scent], Wood [scent], Botanicals [scent], White Tea [scent], Orange Blossom Vanilla [scent], Eucalyptus [scent], Fresh [scent].

{Cleaning and Deodorizing Claims}

Bathrooms, sinks and faucets and floor areas
Cleans bathroom soils
Cleans everyday messes
Cleans fingerprints
Cleans [up] grease and grime
Compatible with equipment surfaces *{or insert surface/site from Tables 1-4}*
Convenient [kitchen] [and] [bathroom] surface cleaner *{insert surface/site from lists below}*
Cuts -and/or- removes [tough] grease -and/or grime
Cuts Tough Grime without Scrubbing
Cuts cleaning time
Deep down clean
Deodorizer -or- Deodorizes
Deodorizes food odors [on non-food contact kitchen surfaces] [after cooking]
Designed -or- Ideal for daily [cleaning] [use]
Designed – or – Ideal for in home cleaning
Easy [cleaning]
Effective [cleaner -or- cleaning] [formula]
Effectively cleans on [many] [hard] non-porous surfaces
Eliminates odors [as it cleans]
For multiple cleaning tasks
Multipurpose Cleaner
Powerful cleaner
Quickly deodorizes
[Quickly] removes dirt and grime
Ready to use [multi-purpose] [kitchen¹] [cleaner]
Removes offensive odors from *{insert surface/site from Table 1-4}*

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

Removes odors
Suitable for everyday use
Tough on grime
Powerful cleaning formula penetrates tough stains
Powers through Grease and Grime
Keeps surfaces cleaner longer
Multi-action cleaning power
Cleans and degreases
Cuts through common [household] [commercial] [industrial] [institutional] [business] [professional] dirt and grime
Eliminates musty odors
Multi-surface cleaner
Multi-action cleaning power
Cleans and degreases
Provides a true clean
Provides a clean that lives on
Provides a true clean that lives on
Powers through [Cleans] [Removes] Grease and Grime
Powers through soap scum
Powerful cleaning formula penetrates [eliminates] [removes] tough stains
Cleans [everyday] [tough] messes
Cleans, disinfects, and deodorizes
Multi-action cleaning power
Cleans and degreases
Cleans kitchen grease.
Cuts through common [household] [commercial] [industrial] [institutional] [business] [professional] dirt and grime
[Patented formula is] powerful on dirt and germs [and][&] [can be used on hard and soft surfaces around the [house]
[business][will not harm surfaces when used as directed]
For the ultimate clean home
Non-abrasive formula
for use on [sealed granite] [glazed tile] [sealed stone] [Formica] [composite] [sealed/painted wood] [bathroom surfaces]
Cleans everyday messes
Cuts through [wipes out] tough grease and grime
No smeary residue [left behind]
Leaves no smeary residue
Leaves behind a [clean], [fresh] scent
Destroys odors [at the source]
Prevents odors by killing germs
3 in 1 [Cleans], [Disinfects], [Sanitizes for 24 hours], [Deodorizes]
4 in 1 [Cleans], [Disinfects], [Sanitizes for 24 hours], [Deodorizes] Cleans, For Use On, Effective on [Door Knobs] [Light
Switches] [Remotes] [Phones] [Children's Toys] [Faucets] [Faucet Handles] [Bathroom Sinks] [Toilet exteriors] [Showers]
[Bath Tubs] [High Touch Areas] [Garbage Cans] [Kitchen Sinks] [Refrigerator Handles] [Back Packs] [Couches] [Coffee
Tables] [Car Seats] [Car Upholstery] [Sports Equipment]
Use with Bounty Paper Towels
Cleaning without compromise
Cuts through [tough] [soap scum] [hard water] [grease] [grime] [dirt]
Long lasting scent
Long lasting freshness
Scent [Freshness] that lasts
Refreshing Scents
Multi-Surface
Multi-Action

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

Dual [Triple] Action
The Mother of all cleaners
Around-the-clock clean
For a clean state of mind
Cleans up messes
It's time for a clean you can trust
No dulling residue
Get a Cleaner Clean
Clean it like you mean it
Full-time clean for a full-time [Mom] [Dad]
Works for your family as hard as you do
The Future looks clean
Working as hard as you do
Works as hard as you do
Microban Sport

{Sanitizing Claims}

Fast sanitization [against bacteria]
Kills 99.9% of bacteria [in 10 seconds]
[Quick] [Fast] [Rapid] [10 second] [bacterial] [sanitization][Sanitizer]
Kills [99.9%] of *{Insert 1 or more organisms from Table B under non-food contact sanitization}* [in 10 seconds]
Sanitizer [Sanitizes]
[Quick] [Fast] [Rapid] [10 second] [One Step²] [1 Step] Sanitizer [on hard, nonporous non-food contact surfaces]
[Quick] [Fast] [Rapid] [10 second] [One Step²] [1 Step] Non-Food Contact Surface Sanitizer
Cleans and sanitizes [quickly] [in One Step²]
Cleans, deodorizes, and sanitizes in one quick [fast] [rapid] step²
Fast acting cleaner and Sanitizer
[Antibacterial][Antimicrobial] All-Purpose Cleaner
Antibacterial
Antimicrobial
Sanitizes in 10 seconds

{24 Hour Residual Sanitizing Claims}

Kills 99.9% of bacteria for 24 hours on treated surfaces
Keeps surface sanitized for 24 hours
Prevents bacterial growth on treated surfaces for 24 hours Kills 99.9% of bacteria in 5 minutes, and keeps killing for 24 hours
24 hours of protection from bacteria growth^[3] [Even after multiple touches on surfaces]
Continuous antibacterial sanitizing for up to 24 hours
Protects [household] [commercial] [industrial] [institutional] [business] [professional] surfaces from [bacteria] for up to 24 hours
Keeps killing 99.9% of bacteria for up to 24 hours [even after multiple touches]
24 hour bacteria sanitization
[Patented][Patent Pending] formula [continues to work after multiple touches] [for up to 24 hours]
Protects against bacteria on treated surfaces between cleanings for up to 24 hours
Sanitizes for up to 24 hours
Scientifically proven to kill bacteria for up to 24 hours
A product that gives you 24 hours peace of mind
24 hour peace of mind
[The cleaner that] provides 24 hours of sanitization

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

24 hour sanitization on treated surfaces
Persistent antibacterial sanitizing for up to 24 hours
[Microban] continues to kill bacteria for up to 24 hours
Sanitizes treated [household] [commercial] [industrial] [institutional] [business] [professional] [surfaces][select from list][from bacteria] for up to 24 hours
Protects treated household surfaces [select from list] from bacteria
Protects treated [commercial] [industrial] [institutional] [business] [professional] surfaces [select from list] from bacteria
[Provides 24 hour residual antibacterial control] [and] 7 day mold and mildew prevention]
Provides 24 hour [bacteria] [antimicrobial] sanitization
Provides 24 hour [antimicrobial] [sanitization][sanitizing] against bacteria
Protects against bacteria on surfaces between cleanings
Keeps surfaces cleaner longer
Sanitizes for up to 24 hours
Sanitization that lasts all day
Scientifically proven to kill bacteria for up to 24 hours
A product that gives you [24 hours peace of mind]
[Leaves behind a] [bacteria-killing][sanitizing] [coating][layer] for 24 hours
[Kills bacteria][sanitizes] for 24 hours
[The cleaner that] provides 24 hour sanitizing
[The cleaner that] provides 24 hour continuous sanitizing
The choice for when you want cleaning and [24 hour] sanitizing
Keeps killing [99.9% of bacteria] for up to 24 hours [even after multiple touches]
Multi-surface cleaner [with][and][&] [24 hour sanitizing]
Multi-purpose cleaner [with][and][&] [24 hour sanitizing] [Helps you] kill[s] bacteria for 24 hours
Keeps Killing Even After Multiple Touches [for up to 24 hours]
Cleans and Sanitizes in One Step²
[Microban] Protection that Lives On [for 24 hours on surfaces]
Tap into the touchable bacteria killing [force] [of this product][Microban24]
24 Hour Bacteria Shield⁴
Sanitize and protect surfaces from bacteria for 24 hours
Stays cleaner between cleans – up to 24 hours
[This product] keeps killing bacteria even after multiple touches for up to 24 hours
[This product] [is] the ultimate 24 hour [bacteria killer] [sanitizer]
[This product] [is] the only 24 hour sanitizer specifically formulated for your home [it keeps killing, even after multiple touches]
Kills [99.9% of] bacteria for 24 Hours
24-Hour Protection [from 99.9% of bacteria] on treated surfaces
24-Hour Protection of surfaces in your home
24 Hours of time-released surface protection
24-Hour surface protection for a healthier home
Spray and you're good for [the day] [24 Hours]
[24 Hour] [Full day] surface protection against bacteria
24-Hour Protective Barrier on surfaces
Scientifically-proven time-released formula
Touch-proof surface protection for 24 hours against bacteria
Withstands the touch of time
Actively defends for 24 hours against bacteria
[Slays] [Defeats] bacteria
[Daily] [Full day] protection from 99.9% of bacteria
Active protection for a full 24 hours against bacteria
Use every 24 hours to protect your home from the spread of bacteria

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

Protection that lasts 24 hours, even after multiple touches against bacteria
Touch-proof protection for 24 hours against bacteria
Protects surfaces while you sleep
Sanitizes while you sleep
Use daily to protect your home
Use daily to maintain a sanitized home
Protection that lasts for 24 hours against bacteria
Day and night protection against bacteria
All-day protection against bacteria
Long-lasting protection against bacteria
Around-the-clock protection against bacteria
Defending your home for 24 hours against bacteria
Working while you sleep
Protection of the things that matter most
Provides people with a new way to protect household surfaces
Revolution in home [sanitizing] [disinfecting] [cleaning]
Keeps working throughout the day
Actively defends against bacteria
Continuous 24 hr. surface protection
Stops bacteria in its tracks for 24 hours
24-Hour against bacteria Classroom Protection

{Disinfecting Claims}

Broad spectrum [general] disinfectant
Antibacterial Cleaner
Destroys bacteria on {insert site from Table 1 or 2}
Disinfectant [&] Cleaner
Disinfects and deodorizes
2 in one sanitizing and disinfecting
3 in one – cleans, sanitizes & disinfects
Kills odor causing bacteria
The choice for when you want cleaning and disinfecting
Helps you maintain a cleaner home,
For the ultimate clean,
[Kills germs] for the ultimate clean
Kills mold and mildew
Kills [insert organism(s) from Table A]
Kills bacteria on {insert surface/site from Table 1, 2, or 4}
Kills 99.9% of [bacteria] [germs][viruses[†]][fungi][mildew][and][mold]
Kills 99.9% of bacteria {insert surface/site from Table 1, 2, or 4}
Kills 99.9% of bacteria [germs] [in the kitchen] [on] {insert surface/site from Table 1, 2, or 4}
Disinfects {insert surface/site from Table 1, 2, or 4}
Disinfects and removes offensive odors from {insert surface/site from Table 1, 2, or 4}
Disinfects bacteria, viruses, mold, and mildew [in {insert location from Table 4}][on{Insert items from Table 1 or 2}]
Effective against {Insert organisms from Table A under disinfection}
Eliminates 99.9% of bacteria[germs] [viruses[†]][fungi][fungus][and][mold and mildew]
Eliminates 99.9% of (household) [commercial] [industrial] [institutional] [business] [professional] bacteria [germs] [in 5 minutes]
[Kills] [Eliminates 99.9%] [99.9%] bacteria from {insert surface/site from Table 1,2, or 4}
[Kills] [Eliminates 99.9%] [99.9%] bacteria [in] [the] [kitchen] [and] [bathroom]

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

Kills [99.9% of] bacteria
Kills [99.9% of] bacteria and (&) viruses[†]
Kills [99.9% of] bacteria for a deep down clean
Kills [99.9% of] germs [including cold and flu viruses⁵]
Kills [99.9% of] [household] [commercial] [industrial] [institutional] [business] [professional] bacteria [in 1 minute]
Kills [99.9% of] the following [household] [commercial] [industrial] [institutional] [business] [professional] bacteria commonly found in kitchens on hard, non-porous non-food contact surfaces in 5 minutes: {insert organism from Table A under disinfection}
Kills Viruses[†]
Kills 99.9% of bacteria, cold and flu and viruses⁵
Kills 99.9% of cold & flu viruses⁵ [in 1 minute]
Kills the viruses that cause the common cold & flu⁵ [including influenza A virus]
Kills [Eliminates 99.9%] [99.9%] SARS-Related Coronavirus 2 [SARS-CoV-2] [USA-WA1/2020] [causative agent of COVID-19] [the virus that causes COVID-19]⁶
Effective against SARS-Related Coronavirus 2 [SARS-CoV-2] [USA-WA1/2020] [in 1 minute [60 seconds]]⁶
Kills 99.9% of SARS-Related Coronavirus 2 [SARS-CoV-2]⁶ and cold and flu viruses⁵
Disinfects hard nonporous surfaces by killing [99.9%] SARS-Related Coronavirus 2 [SARS-CoV-2] [USA-WA1/2020] [in One Step]
Kills [99.9% of] SARS-CoV-2, which causes COVID-19⁶
Kills [Effective against] the virus that causes COVID-19⁶
Kills bacteria in 60 seconds [1 min[ute]]
Kills in 60 seconds: {Insert any organism(s) from Table A that have a 1 minute (60 second) contact time}
Kills in 5 minutes: {Insert any organism(s) from Table A}
Kills [Rotavirus] [*Salmonella enterica*] [*Escherichia coli* O157:H7] [*Pseudomonas aeruginosa*] [*Staphylococcus aureus*] [*Enterobacter aerogenes*] [*Listeria monocytogenes*] [Methicillin-Resistant *Staphylococcus aureus* – MRSA] [*Streptococcus pyogenes*] [Influenza A (H1N1) virus] [Herpes Simplex Virus Type 1&2] [Human Coronavirus] [Norovirus (Feline Calicivirus as surrogate)] [Respiratory Syncytial Virus [(RSV)]] [Rhinovirus]
Broad spectrum germ, bacteria and virus[†] killer
Kills odor-causing bacteria
Kills fungi [mold][&][mildew]
Eliminates tough stains and 99.9% of germs
Helps you maintain a cleaner home
Helps reduce the spread of germs [cold & flu viruses⁵] between treated hard nonporous surfaces
[Antibacterial][Bactericidal][Germicidal][Virucidal[†]][Fungicidal][Antimicrobial]
[Antibacterial][Antimicrobial] Multi-Purpose Cleaner
Eliminates 99.9% -or-kills [99.9%] of [mold and mildew][bacteria][viruses[†]]
Eliminates musty odors
Kills [mold and mildew][bacteria][viruses[†]]
Antibacterial
Antimicrobial
Disinfectant
Cold & Flu [Value] Pack
Cold & Flu season must have(s)
Be Prepared Today for Cold & Flu [Season]
For A Healthy Home
Keep(s) your home healthy
Healthy Home [Value] Pack
Your sanitizer for sick season
Your sick season sanitizer
Your sick season disinfectant
On the go surface protection

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

The yuck stops here
Prepare and protect surfaces
Surface Protection year-round
For a healthier home
Meets OSHA standard for bloodborne pathogen surface disinfection
Kills [bloodborne pathogens:] [HIV-1[†],] [HBV^x,] [and] [HCV^o]

{Soft Surface Spot Sanitizer}

Kills bacteria and odors on [fabrics], [throw rugs], [upholstery], [outdoor fabric], [[child][car seat]
Kills bacteria that causes odors on [fabrics], [throw rugs], [upholstery], [outdoor fabric], [[child][car seat]
Kills [99.9%] of bacteria on soft surfaces {or insert item(s) from Table 3}
Kills [99.9%] of *Enterobacter aerogenes* and *Staphylococcus aureus* on soft surfaces [-and/or- fabrics]
Kills bacteria and odors on [fabrics], [throw rugs], [upholstery], [outdoor fabric], [rugs], [[child] [car seat]], [couches],
[backpacks], [soft surfaces],
For use on [fabrics], [throw rugs], [upholstery], [outdoor fabric], [carpets], [rugs], [[child car seat]], [car seats], [couches],
[backpacks], [soft surfaces]
Eliminates [Tough] [Smelly] Odors [from garbage cans] [from smelly foods] [from pet's bedding] [from bathrooms] [from
kitchens]
Eliminates Odor-Causing Bacteria [from garbage cans] [from pet's bedding] [from bathrooms] [from kitchens²] ²non-food
contact only
Odor [Eliminator] [Defeater]
Leave your home smelling clean and fresh
Long Lasting freshness

{Fabric Mildewstat Claims}

Fabric Mildewstat[fungistat]
Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 28 days on fabric
Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up
to] 28 days on fabric]
Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 28 days on {Insert one or more of the items in
Table 3}
Controls [inhibits] [Prevents] [mold and] mildew growth
Protects [Surfaces] [from mildew] for 28 days⁷

{Hard Surface Mildewstat Claims}

Prevents [mold and mildew growth]
Mildewstat[fungistat]
Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 7 days on hard surfaces
Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up
to] 7 days on hard [bathroom][or kitchen] [or household] [commercial] [industrial] [institutional] [business]
[professional] surfaces
Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 7 days on {Insert one or more of the items in
Table 2}
Inhibits growth of mold [& mildew] for 7 days
Prevents [mold and mildew growth]
7-day mold & mildew protection
Stops mold & mildew growth for 7 days
Inhibits mold & mildew [growth] for 7 days

{Emerging Viral Pathogens}

{This product qualifies for emerging viral pathogen claims per the EPA’s ‘Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels’ when used in accordance with the appropriate use directions indicated below.

The statements shall be made only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.}

<i>For an emerging viral pathogen that is a/an...</i>	<i>...follow the directions for use for the following organisms on the label:</i>
Enveloped virus	Rotavirus [ATCC VR-2018] Feline calicivirus (as a surrogate virus for Norovirus) [ATCC VR-782] Rhinovirus [ATCC VR-340]
Large, non-enveloped virus	Feline calicivirus (as a surrogate virus for Norovirus) [ATCC VR-782] Rhinovirus [ATCC VR-340]
Small, non-enveloped virus	Feline calicivirus (as a surrogate virus for Norovirus) [ATCC VR-782] Rhinovirus [ATCC VR-340]

This product [-or- Product Name] has demonstrated effectiveness against viruses similar to {Insert name of emerging virus} on hard, nonporous surfaces. Therefore, this product [-or-Product Name] can be used against {Insert name of emerging virus} when used in accordance with the directions for use against {Insert name of supporting virus} on hard, nonporous surfaces. Refer to the CDC -or- OIE website at {Insert pathogen-specific website address} for additional information.

{Insert name of illness/outbreak} is caused by {Insert name of emerging virus}. This product [-or-Insert Name] kills similar viruses and therefore can be used against {Insert name of emerging virus} when used in accordance with the directions for use against {Insert name of supporting virus} on hard, nonporous surfaces. Refer to the {CDC -or- OIE} website at {Insert pathogen-specific website address} for additional information.

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

{Use Sites}

{Table 1: Hard Nonporous Nonfood Contact Surface Materials}

Aluminum	Sealed Fiberglass	Laminate	
Glazed porcelain	Glass	Tin	Stainless steel
Chrome	Glazed ceramic [tile]	Mirror	Formica®
Corian®	Sealed granite	Plastic laminate	Linoleum
Crystal	Vinyl	Sealed Marble	Glazed porcelain [tile]
Nickel	Zinc	Steel	Brass
Brass	Copper		

{Table 2: Hard Nonporous Surfaces} {May also includes graphic(s) depicting use site}

Appliance exteriors	Sealed granite ¹	Countertops ¹	Painted wood
Bathtubs	Faucets	Shower doors	Sinks
Vinyl	Fixtures	Garbage cans	Range hood
Vanity top	Doorknobs	Highchairs (non-food contact areas)	Plastic surfaces ¹
Light fixture	Diaper pails	Exterior toilet surfaces	Telephones
Countertop [surfaces] ¹	Handrails	Hard, nonporous surfaces	Elevator Buttons
Cabinets (kitchen, bath)	Garbage cans	Steering wheels	Computer keyboard & mouse
Grocery carts	Toys	Chairs	Mailbox
Tools	Outdoor furniture		

{Table 3: Soft Surface Spot Sanitizer and Fabric mildewstat Use sites}

Back packs	Bath[room] mat	Car [seat] [upholstery]	[Clothing]
Cloth shower curtain	Couch cushion	Curtains	Cushions
Dog [-or- pet] bed	Diaper bag	Laundry bag	Mattress cover
Seat cushions	Sports bags	Stroller [seat]	Upholstery
Automotive upholstery	Surfaces of Mattresses	Shoes, sneakers, boots	Bedding
Reusable grocery bags	Sports equipment	Gym [sports] bag, Sports equipment	

{Table 4: Use Sites} {May also includes graphic(s) depicting use site}

Bathroom	Dining room	Mud room	Kitchen
Bedroom	Home[House]	Nursery	Garage
High-touch areas	Powder room	Basement	Living room
Automobiles	Car Interiors, door handles inside and outside, dashboard, seats	Hotel Rooms/Travel	Schools
Dormitories	Retail facilities	Offices	[Institutional][/][Commercial] Facilities
Hospitality [lodging] [facilities]	Businesses	Gyms (gym equipment, handles, weights)	Reception desks
Escalators	Entryway	Lobby	Library
Public Transportation (seats, turnstiles)	Airplanes	Cruise ship	Cars
Trains	Buses	Gas Station	Grocery [retail] stores
Floor			

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

{Table A: List of Disinfection Organisms}

Disinfection			
Contact Time	Bacteria		
1 minute	<i>Pseudomonas aeruginosa</i>	[ATCC 15442]	
	<i>Salmonella enterica</i>	[ATCC 10708]	
	<i>Staphylococcus aureus</i>	[ATCC 6538]	
	<i>Escherichia coli</i> O157:H7	[ATCC 43888]	
	<i>Enterobacter aerogenes</i>	[ATCC 13048]	
	<i>Listeria monocytogenes</i>	[ATCC 19117]	
	Methicillin Resistant <i>Staphylococcus aureus</i> - MRSA	[ATCC 33592]	
	<i>Streptococcus pyogenes</i>	[ATCC 12384]	
	Viruses [†]		
1 minute	[†] Human Coronavirus	[Strain 229E]	[ATCC VR-740]
	[†] Herpes Simplex virus type 1	[Strain F(1)]	[ATCC VR-733]
	[†] Herpes Simplex virus type 2	[Strain G]	[ATCC VR-734]
	[†] Influenza A H1N1 virus [2009 H1N1]	[Strain A/Mexico/4108/2009]	[CDC 2009712192]
	[†] Respiratory Syncytial Virus [RSV]	[Strain Long]	[ATCC VR-26]
	[†] SARS-Related Coronavirus 2 [SARS-CoV-2]	[Strain USA-WA1/2020]	[BEI NR-52281]
	[†] {‡} Human Immunodeficiency virus type 1 [(HIV-1)]	[Strain HTLV-III _B]	[Adv. Biotechnologies, Inc.]
	[†] {X} [Human] Hepatitis B virus (Duck Hepatitis B surrogate)	[Strain 11/4/12]	[Hepadnavirus]
	[†] {O} [Human] Hepatitis C virus (Bovine Viral Diarrhea virus surrogate)	[Strain NADL]	[ATCC VR-1422]
5 minutes	[†] Rotavirus	[Strain WA]	[ATCC VR-2018]
	[†] Rhinovirus [type 39]	[Strain 209]	[ATCC VR-340]
	[†] Norovirus (Feline Calicivirus as surrogate)	[Strain F-9]	[ATCC VR-782]
	Fungi		
5 minutes	<i>Trichophyton interdigitale</i>	[ATCC 9533]	
	<i>Aspergillus niger</i>	[ATCC 6275]	

{Table B: List of Sanitization Organisms}

Sanitization		
Hard, Non-porous Non-Food Contact Sanitization		
Contact Time 10 seconds	<i>Enterobacter aerogenes</i>	[ATCC 13048]
	<i>Staphylococcus aureus</i>	[ATCC 6538]
	Residual Sanitization	
Contact Time 5 minutes	<i>Enterobacter aerogenes</i>	[ATCC 13048]
	<i>Staphylococcus aureus</i>	[ATCC 6538]
	Soft Surface [Spot] Sanitization	
Contact Time 1 minute	<i>Enterobacter aerogenes</i>	[ATCC 13048]
	<i>Staphylococcus aureus</i>	[ATCC 6538]

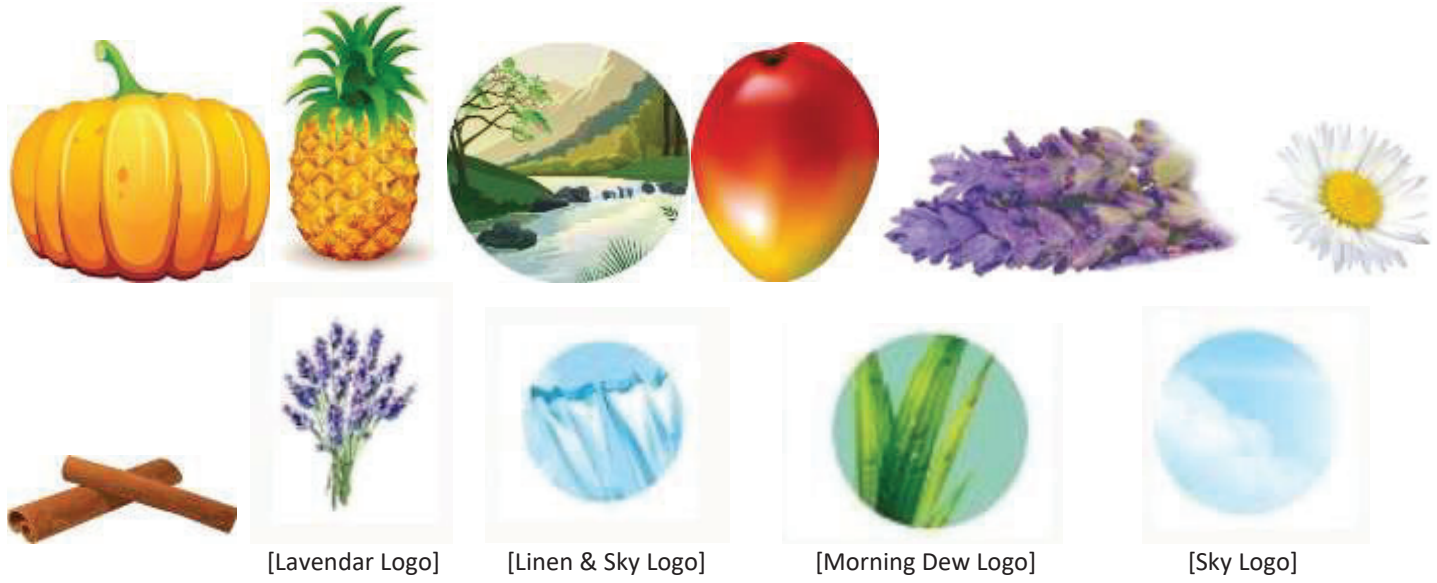
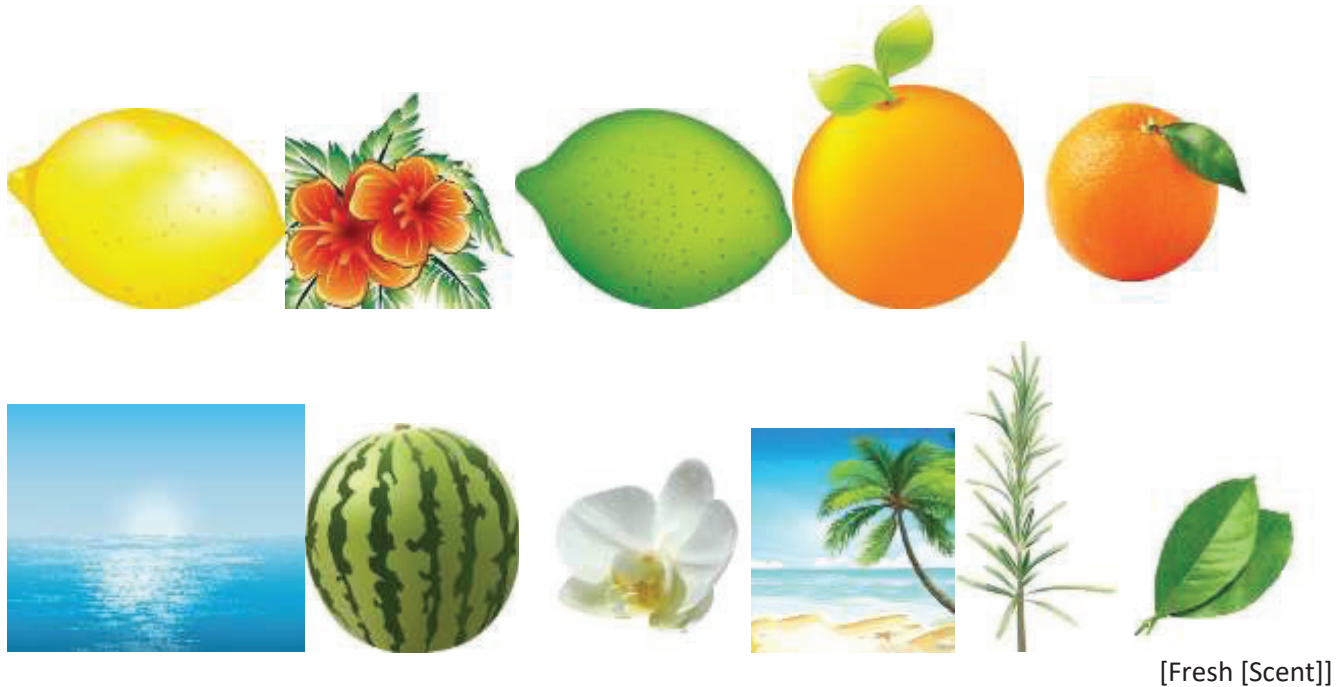
[Bracketed text] is optional; text in {braces} is informational to the reviewer.

{Table C: List of Fungistat Organisms}

Mildew Fungistat

Duration	Hard Surface Mildewstat/Fungistat	
7 days	<i>Aspergillus niger</i>	[ATCC 6275]
	Fabric Mildewstat/Fungistat	
28 days	<i>Aspergillus niger</i>	[ATCC 6275]
	<i>Penicillium variabile</i>	[ATCC 32333]

{Optional Pictograms- Usage and Use Sites/Surfaces or Fragrance Descriptors}



[Bracketed text] is optional; text in {braces} is informational to the reviewer.



[Open Window Fresh Logo]



[Tropical Logo]



[Wildflower Logo]



[Wintery Logo]



[Citrus Logo]



[Cotton Logo]



[Dawn Logo]



[Febreze Logo]



[Gain Logo]



[Tide Logo]



[Swiffer Logo]



[Good Housekeeping Award 2020]



[GHK Seal]

[Bracketed text] is optional; text in {braces} is informational to the reviewer.



[MB Handprint]



[MB Shield-Bacteria]



[MB Shield]



[MB Trustmark]



[National PTA Logo]



[Parent Tested, Parent Approved]



[Product of the Year Award]



[Best New Product]



[Light Switch]



[Refrigerator Exteriors]



[Microwave Exteriors]



[Sink]



[Stove Glass Top]



[Backpack]



[Book]



[Doorknob]

[Bracketed text] is optional; text in {braces} is informational to the reviewer.



[Light Switch]



[Tile]



[Toilet]



[MB Factory]



[Sports Icons]



[Gym Bag]

[Bracketed text] is optional; text in {braces} is informational to the reviewer.

{Credentials/Icons}

{NOTE: May be used alone or in conjunction with graphics as shown above}

[Parent] [Pediatrician] [Doctor] [Nurse] [School Nurse] [Pharmacist] [Teacher] [Veterinarian] Recommended
[Parent] [Pediatrician] [Doctor] [Nurse] [School Nurse] [Pharmacist] [Teacher] [Veterinarian] Trusted
[Parent] [Pediatrician] [Doctor] [Nurse] [School Nurse] [Pharmacist] [Teacher] [Veterinarian] Approved
Trusted by [Parents] [Pediatricians] [Doctors] [Nurses] [School Nurses] [Pharmacists] [Teachers] [Veterinarians]
Used by [Parents] [Pediatricians] [Doctors] [Nurses] [School Nurses] [Pharmacists] [Teachers] [Veterinarians]
Recommended by [Parents] [Pediatricians] [Doctors] [Nurses] [School Nurses] [Pharmacists] [Teachers] [Veterinarians]
Used in [offices] [schools]
[Nurse] [School Nurse] [Pediatrician] [Doctor] [Pharmacist] recommended
[X] out of [X] [Parents] [Pediatricians] [Doctors] [Nurses] [School Nurses] [Pharmacists] [Teachers] [Veterinarians]
recommend Microban 24 Hour
American Veterinary Association
Good Housekeeping Seal of Approval
Good Housekeeping Best Cleaning Product Award
Money Back Guarantee
American Academy of Pediatrics
American Association of Nurse Practitioners
American Public Health Association
Parent Teacher Association
PTA
America's Most Trusted Brand
Parent-tested, parent-approved
Parent Tested, Parent Approved
Product of the Year
American Veterinary Medicine Association
Best New Product Award

¹ Non-food contact surfaces

² When used according to sanitizing directions

³ Even after multiple touches on surfaces

⁴ On treated surfaces

⁵ Human Coronavirus, Respiratory Syncytial virus (RSV), Influenza A H1N1 virus

⁶ Kills SARS-CoV-2 on hard nonporous surfaces

⁷ Soft surfaces