



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

January 25, 2022

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

Subject: PRIA Label Amendment – Add efficacy claim and other label changes  
Product Name: Phoenix 2  
EPA Registration Number: 4091-20  
Received Date: July 20, 2021  
Action Case Number/Decision Number: 00311986

Dear Tony 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. 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.

Page 2 of 2  
EPA Reg. No. 4091-20  
Action Case No./Decision No. 00311986

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, you may contact Joe Daniels via email at [daniels.joseph@epa.gov](mailto:daniels.joseph@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][nonfood contact surface Sanitizer][24 Hour Residual Sanitizer][Soft Surface spot Sanitizer][Hard non-porous Surface Mildewstat][Fabric Mildewstat][Cleaner][and][Deodorizer]

{Front Panel}

KEEP OUT OF REACH OF CHILDREN

**CAUTION**

SEE [BACK] [SIDE] [PEEL BACK] PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS

Active Ingredients:

Alkyl (50%C <sub>14</sub> , 40%C <sub>12</sub> , 10%C <sub>16</sub> ) dimethyl benzyl ammonium chloride.....	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%

Total: 100.00%

Net Contents:{Actual contents will be inserted on container label. Example shown below.}

2.8, 12.5, or 15 OZ. [(XX LB.)] [(XXXX g)]

{Optional front panel text to support 24 Hour Claim}

[\*See back panel for organisms killed for 24 hours]

[\*See back panel for organisms this product is 99.9% effective against for 24 hours]

{Front or Back Panel}

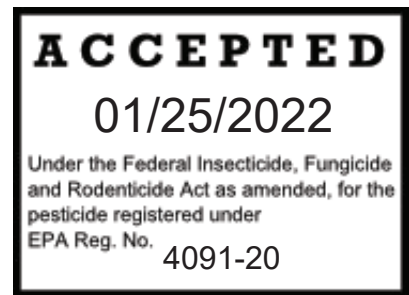
EPA Reg. No.: 4091-20

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

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

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

WM Barr & Company, Inc.  
6750 Lenox Center Court  
Suite 200  
Memphis, TN 38115  
©YYYY WM Barr & Co., Inc.



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

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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.

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.] Not for use on food contact surfaces.

[Do not shake [can].] [Spray in upright position.]

[Can be used on] [For use on] {*Insert hard non-porous surfaces from Table 1 and/or 2*} [and many similar [household] [commercial] [industrial] [institutional] [business] [professional] surfaces.]

[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:

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

[CLEANING] [DIRECTIONS]

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

[DEODORIZING] [DIRECTIONS]

[TO DEODORIZE]: Spray on surface[s] as needed. [Wipe or allow to air dry.]

[SANITIZING] [-DIRECTIONS]

[TO SANITIZE]: Preclean visibly soiled surfaces. Hold container 6"-8" from surface and spray until visibly wet.

To Sanitize Hard, Nonporous, Nonfood Contact Surfaces: Allow surface to remain visibly wet for 10 seconds. Wipe clean with a [damp] cloth [or sponge] [or paper towel]. [Kills [effective against] [99.9% of] {*Insert non-food contact sanitization bacteria from Table A*}.]

[\*]To Sanitize Hard, Nonporous, Nonfood Contact Surfaces FOR 24 HOURS: Allow to air dry without wiping. Reapply if surface is scrubbed. [Kills [effective against] [99.9% of] {*Insert residual sanitization bacteria from Table A*} [for 24 hours].]

{Note to reviewer: "\*" symbol is required above only if claims bearing the symbol are used on container label}

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

[DISINFECTING] [DIRECTIONS]

[TO DISINFECT]: Hard, Nonporous Surfaces: Preclean surface. Hold container 6"-8" from surface and spray until visibly 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*}.]

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

Bacteria, Viruses<sup>†</sup>, [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}.}

{Mildew Fungistatic Directions}

TO PREVENT MOLD [AND MILDEW] [GROWTH]:

[Fabric Mildewstat] On [Cotton and Polyester] Fabrics:

[To Inhibit Mold and Mildew Growth]: Preclean visibly soiled surfaces. Spray fabric surface until visibly 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*.]

[Hard Surface Mildewstat] On Hard Non-Porous Surfaces:

[To Inhibit Mold and Mildew Growth]: Preclean visibly soiled surfaces. Spray surface until visibly wet. Allow to air dry. Repeat [application] every 7 days to inhibit mold [and mildew] growth. [Effective against *Aspergillus niger* [mildew]]

{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, non-porous 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, non-porous 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]<sup>14</sup>

Dual Pack

Triple Pack

Ultra Value pack

[X%] More

[X%] Free

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

Seasonal Pack  
Club Pack  
Ecommerce Pack  
Variety Pack  
Bonus [Pack]  
Bonus [X%] [More]  
[2X] [3X] [4X] [5X] [XX]  
TSA-Compliant [Pack]  
Peel [Back Here]  
PEEL [BACK HERE]  
Pull Back [Label]  
PULL [BACK LABEL]  
Peel Here  
PEEL HERE  
Peel Away  
PEEL AWAY

{Promotional Claims}

MANUFACTURER COUPON

EXPIRES {insert expiration date}  
\$X.XX OFF {insert amount off in place of X.XX}  
ONE Microban Sanitizing Spray [(excludes trial/travel size)]  
Scan Receipt for Rewards

CONSUMER:

LIMIT ONE COUPON PER PURCHASE [of products and quantities stated].  
LIMIT OF 2 IDENTICAL COUPONS PER HOUSEHOLD PER DAY.  
Coupon[s] not authorized if purchasing products for resale.  
Void if transferred, sold, auctioned, reproduced, or altered from original.  
You may pay sales tax.

DEALER:

Sending to Procter & Gamble, Inmar Dept. #3700, One Fawcett Drive, Del Rio, TX 78840 signifies compliance with policy.  
Copy available at above address.  
No cash or credit in excess of shelf price may be returned to consumer or applied to transaction.  
Cash Value 1/100 of 1¢.

NOT VALID IN PUERTO RICO.

Procter & Gamble [210829] ©2021{or insert alternate year as appropriate} P&G

**{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}*

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

[No Drip] [Formula]

Water-based [Formula]

No rinsing [required] on nonfood contact surfaces

Streak free formula

Tough on [germs] [bacteria] [and] [viruses<sup>+</sup>], easy on surfaces

No wiping [when sanitizing for 24 hours]

For your [home] [insert surface/site from Table] [&] [home away from home] [insert other surface/site from Table]

For your home and home away from home

{Insert Alt brand Name.} Touch After Touch<sup>3</sup>, It Doesn't Give Up<sup>8</sup>.

Phoenix 2 [Bacterial] Surface Defense<sup>8-or-\*</sup>

No mixing, measuring, [or rinsing] required

No need to dilute

Used in hospitals.

Approved for use in hospitals

Eliminates [tough] Odors

uses Microban [antimicrobial] [technology]<sup>8</sup>

[Microban<sup>®</sup>] – [Antimicrobial solutions] used by hospitals

[Intended] [for] [use in] {insert use site from Table 4} [and] [other] [institutional/commercial facilities]

Safe for use on Finished Wood Floors

Safe to use on {insert soft surface(s) from Table 4}

Safe for use on [insert surface material from Table 1]

Do not puncture

Add [Microban 24] to your back [from] [to] school [shopping list]<sup>14</sup>

Back [from] [to] School [pack] [value pack] [shopping list]<sup>14</sup>

Be Ready for School [to start] with Microban 24 [at home] [in the classroom]<sup>14</sup>

[Teachers] School Supply List<sup>14</sup>

Put Microban 24 on your school supply list<sup>14</sup>

Used by [elementary schools] [middle schools] [daycares] [high schools] [colleges] [universities]

For Back [from] [to] School<sup>14</sup>

Surface Protection 3x longer than your school day<sup>8</sup>

[Moms] [Dads] [Parents] must-have for back [from] [to] school

What to pack when going back to school<sup>14</sup>

Arm every classroom with Microban 24<sup>14</sup>

Microban 24 is the smart decision

Don't go back to school without Microban 24<sup>14</sup>

### **{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],



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

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].

Free of [perfumes][fragrance] {only will be used with CSF Alt. 2}

Made without [perfumes][fragrance] {only will be used with CSF Alt. 2}

[perfume][fragrance free [formula] {only will be used with CSF Alt. 2}

### **{Cleaning and Deodorizing Claims}**

[Provides] [3 in 1] [4 in 1] [5 in 1] [3X] [4X] [5X] Cleaning [Benefits] [Actions] [Power]<sup>11</sup>

Cleans [2x] [3X] [4X] [5X] better<sup>13</sup>

Clean[s], Deodorize[s], Shine[s]

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] [kitchen<sup>1</sup>] [cleaner]

Removes offensive odors from {insert surface/site from Table 1-4}

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

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

Multi-surface cleaner

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

Cleans kitchen grease.

[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<sup>15</sup> when used as directed]

For the ultimate clean home

for use on [sealed granite] [glazed tile] [sealed stone] [Formica] [composite] [sealed/painted wood] [bathroom surfaces]

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

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<sup>10</sup>

[Dual] [Triple] Action<sup>10</sup>

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

Contains no phosphates

### **{General Antibacterial Claims}**

Phoenix 2 Hospital Use

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

Phoenix 2 DisinfectPlus

[Provides] [3 in 1] [4 in 1] [5 in 1] [3X] [4X] [5X] [Benefits] [Actions]<sup>10</sup>

[3 in 1] [4 in 1] [5 in 1] [Sanitizing Spray]

### {Sanitizing Claims}

Antimicrobial [surface sanitizer] [sanitizing spray]

Fast sanitization [against bacteria]

Kills 99.9% of bacteria [in 10 seconds]

[Quick] [Fast] [Rapid] [10 second] [bacterial] [sanitization][Sanitizer]

Kills in 10 seconds: *{Insert 1 or more organisms from Table A under nonfood contact sanitization}*

Kills [99.9%] of *{Insert 1 or more organisms from Table A under non-food contact sanitization}* [in 10 seconds]

Sanitizer [Sanitizes]

[Quick] [Fast] [Rapid] [10 second] [One Step<sup>2</sup>] [1 Step<sup>2</sup>] Sanitizer [on hard, non-porous non-food contact surfaces]

[Quick] [Fast] [Rapid] [10 second] [One Step<sup>2</sup>] [1 Step<sup>2</sup>] Nonfood Contact Surface Sanitizer

Cleans and sanitizes [quickly] [in One Step<sup>2</sup>]

Cleans, deodorizes, and sanitizes in one quick [fast] [rapid] step<sup>2</sup>

Fast acting cleaner and Sanitizer

[Antibacterial] Multi-Purpose Cleaner

Antibacterial

Sanitizes in 10 seconds

Try [all] *{insert ABN}* [products] to sanitize *{insert surface/site from lists below}* in your [home] [school<sup>14</sup>] [classroom<sup>14</sup>]

### {24 Hour Residual Sanitizing Claims}

Don't Just Disinfect – Protect surfaces for up to 24 hours [against bacteria]<sup>8-or-\*</sup>

3 in 1 [Cleans], [Disinfects], [Sanitizes for 24 hours<sup>8-or-\*</sup>], [Deodorizes]

4 in 1 [Cleans], [Disinfects], [Sanitizes for 24 hours<sup>8-or-\*</sup>], [Deodorizes]

Helps [Prevent] [Reduce] Bacterial [Cross Contamination] [Transfer] [on Surfaces] [Touch after Touch] for up to 24 Hours<sup>8-or-\*</sup>

Helps [Prevent] [Reduce] Bacterial [Cross Contamination] [Transfer] [on Surfaces] [Touch after Touch]<sup>8-or-\*</sup>

Helps prevent the transfer between surfaces of 99.9% of bacteria for up to 24 hours when used as directed {or} when following 24 hour sanitization directions<sup>8-or-\*</sup>

This product lasts [all day] [24 hours]<sup>8-or-\*</sup>

{one of these duration options will be used} [1 Day] [all day] [24 hour] surface Protection<sup>8-or-\*</sup>

Safeguards [high touch] surfaces throughout your *{insert surface/site from Table}* against bacteria<sup>8-or-\*</sup>

Use [daily] [everyday] [for a] [fresh] [clean] [sanitized] [kitchen] [bathroom] [home] [house] *{insert surface/site from Table}*<sup>8-or-\*</sup>

24 Hour long-lasting [bacteria] kill<sup>8-or-\*</sup>

Once a day. Treat [bacteria]. [No repeat]<sup>8-or-\*</sup>

Spray each day to keep bacteria [away] [at bay]<sup>8-or-\*</sup>

Working around the clock to protect your [surfaces] *{insert surface/site from Table}*<sup>8-or-\*</sup>

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

Working around the clock to tackle bacteria<sup>8-or-\*</sup>

Let Phoenix 2 work for you with 24 hour surface protection<sup>8-or-\*</sup>

24 hour surface protection: Spray at the [beginning] [end] of each day<sup>8-or-\*</sup>

Keeps [eliminating] [killing] 99.9% of bacteria for 24 hours<sup>8-or-\*</sup>

24 hour surface sanitizer<sup>8-or-\*</sup>

Cover surfaces with [invisible] [long-lasting] [antimicrobial] protection that lasts for 24 hours<sup>8-or-\*</sup>

[Sanitizes] [and] [deodorizes] for [up to] 24 hours<sup>8-or-\*</sup>

Long-lasting [sanitization] [of] [bacteria]<sup>8-or-\*</sup> [and] [deodorizing]

[Bacterial] Sanitization [against bacteria] that lasts all day<sup>8-or-\*</sup>

{[Insert Alt Brand Name]} The all-day [bacteria] spray<sup>8-or-\*</sup>

{[Insert Alt Brand Name]} Continues to kill 99.9% of bacteria for 24 hours<sup>8-or-\*</sup>

24 Hour long-lasting [bacterial] [surface protection] [efficacy]<sup>8-or-\*</sup>

Once daily [sanitization] [for] [against] [bacteria]<sup>8-or-\*</sup>

Protect your surfaces against bacteria for 24 hours<sup>8-or-\*</sup>

For [worry-free] [and] around-the-clock reassurance, use {[Insert Alt Brand Name]} on a variety of frequently touched spots [in your] [insert site from table] such as [insert surface/site from Table]<sup>8-or-\*</sup>

Kills 99.9% of bacteria for 24 hours on treated surfaces<sup>8-or-\*</sup>

Keeps treated surface sanitized for 24 hours<sup>8-or-\*</sup>

Prevents bacterial growth on treated surfaces for 24 hours<sup>8-or-\*</sup>

Kills 99.9% of bacteria in 5 minutes, and keeps killing for 24 hours<sup>8-or-\*</sup>

24 hours of surface protection from bacteria growth<sup>[3], 8-or-\*</sup>

Continuous antibacterial sanitizing for up to 24 hours<sup>8-or-\*</sup>

Protects [household] [commercial] [industrial] [institutional] [business] [professional] surfaces<sup>9</sup> from bacteria for up to 24 hours

Keeps killing 99.9% of bacteria for up to 24 hours [even after multiple touches]<sup>8-or-\*</sup> 24 hour bacteria sanitization

[Patented][Patent Pending] formula [continues to work after multiple touches] for [up to] 24 hours

Kills bacteria on treated surfaces between cleanings for up to 24 hours<sup>8-or-\*</sup>

Sanitizes for up to 24 hours

Scientifically proven to kill bacteria for up to 24 hours<sup>8-or-\*</sup>

A product that gives you 24 hours peace of mind<sup>8-or-\*</sup>

24 hour peace of mind<sup>8-or-\*</sup>

[The cleaner that] provides 24 hours of sanitization<sup>8-or-\*</sup>

24 hour sanitization on treated surfaces<sup>8-or-\*</sup>

Persistent antibacterial sanitizing for up to 24 hours<sup>8-or-\*</sup>

[Microban] continues to kill bacteria for up to 24 hours<sup>8-or-\*</sup>

Sanitizes treated [household] [commercial] [industrial] [institutional] [business] [professional] [surfaces][select from list][ from bacteria] for up to 24 hours<sup>8-or-\*</sup>

Protects treated household surfaces [select from list] from bacteria<sup>8-or-\*</sup>

Protects treated [commercial] [industrial] [institutional] [business] [professional] surfaces [select from list] from bacteria for 24 hours<sup>8-or-\*</sup>

Provides 24 hour residual antibacterial control

Provides 24 hour [bacteria] sanitization

Provides 24 hour [sanitization][sanitizing] against bacteria

Kills bacteria between cleanings for 24 hours on treated surfaces<sup>8-or-\*</sup>

Keeps surfaces cleaner longer<sup>8-or-\*</sup>

Sanitization that lasts all day

[Leaves behind a] [bacteria-killing][sanitizing] [coating][layer] for 24 hours

[Kills bacteria][sanitizes] for 24 hours

[The cleaner that] provides 24 hour sanitizing

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

[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  
Multi-surface<sup>9</sup> 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 Step<sup>2</sup>  
[Microban] Protection that Lives On for 24 hours<sup>8</sup>  
Tap into the touchable bacteria killing [force] [of this product][Microban24]  
24 Hour Bacteria Shield<sup>4</sup>  
Sanitize and protect surfaces from bacteria for 24 hours<sup>8-or-\*</sup>  
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] a 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 of surfaces in your home<sup>8-or-\*</sup>  
24 Hours of surface protection<sup>8-or-\*</sup>  
24-Hour surface protection for a cleaner home<sup>8-or-\*</sup>  
Spray and you're good for the day -or- 24 Hours<sup>8</sup>  
24 Hour-or- Full day surface protection<sup>8</sup>  
24-Hour Protective Barrier on surfaces<sup>8-or-\*</sup>  
Scientifically proven formula  
Touch-proof surface protection for 24 hours<sup>8-or-\*</sup>  
Withstands the touch of time for 24 hours<sup>8-or-\*</sup>  
[Slays] [Defeats] 99.9% of bacteria<sup>8-or-\*</sup>  
[Daily] [Full day] surface protection from 99.9% of bacteria<sup>8-or-\*</sup>  
Active surface protection<sup>4</sup> for a full 24 hours against bacteria<sup>8-or-\*</sup>  
Use every 24 hours to protect surfaces from the spread of bacteria<sup>8-or-\*</sup>  
Surface protection that lasts 24 hours, even after multiple touches<sup>8-or-\*</sup>  
Touch-proof surface protection for 24 hours<sup>8-or-\*</sup>  
Protects surfaces while you sleep<sup>8-or-\*</sup>  
Sanitizes while you sleep<sup>8-or-\*</sup>  
Use daily to maintain sanitized {insert site/surface from table 4} [in your home]  
Surface protection that lasts for 24 hours against bacteria<sup>8-or-\*</sup>  
Day and night surface protection against bacteria<sup>8-or-\*</sup>  
All-day surface protection against bacteria<sup>8-or-\*</sup>  
Long-lasting surface protection against bacteria<sup>8-or-\*</sup>  
Around-the-clock surface protection against bacteria<sup>8-or-\*</sup>  
Working while you sleep  
Provides people with a new way to protect household surfaces<sup>8-or-\*</sup>  
Keeps working throughout the day  
Continuous 24 hr. surface protection<sup>8-or-\*</sup>  
Stops bacteria in its tracks for 24 hours<sup>8-or-\*</sup>

#### **{Disinfecting Claims}**

Cleans [the] grime you can see and kills [the] [bacteria] [viruses<sup>†</sup>] [germs] you can't [see]  
Destroys 99.9% of bacteria

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

[Eliminates] [Kills] 99.9% of [bacteria] [viruses<sup>†</sup>] [and] [germs] to [help] reduce [bacterial] [transfer][cross contamination] [spread] [of] [bacteria] [viruses<sup>†</sup>] [and] [germs] on treated hard, non-porous surfaces  
[Helps reduce] [Reduces] [Prevents] cross contamination between treated hard, non-porous surfaces  
[Helps reduce] [Reduces] [Prevents] the [transfer] [spread] of [bacteria] [viruses<sup>†</sup>] [and] [germs] on treated hard, non-porous surfaces  
Hospital disinfectant

Broad spectrum [general] disinfectant

Antibacterial Cleaner

Bactericidal Cleaner

Destroys bacteria on {insert site from Table 1 or 2}

Disinfectant [&] Cleaner

Disinfects and deodorizes

[2 in one] [2 in 1] sanitizing and disinfecting

[3 in one] [3 in 1] – cleans, sanitizes & disinfects

Kills odor causing bacteria

The choice for when you want cleaning and disinfecting

Helps you maintain a cleaner home<sup>9</sup>

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<sup>†</sup>][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}

Kills bacteria, viruses<sup>†</sup>, 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<sup>†</sup>][fungi][fungus][and][mold and mildew]

Eliminates 99.9% of 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]<sup>9</sup>

Kills [99.9% of] bacteria

Kills [99.9% of] bacteria and (&) viruses<sup>†</sup>

Kills [99.9% of] bacteria for a deep down clean

Kills [99.9% of] germs [including cold and flu viruses<sup>5</sup>]

Kills [99.9% of] bacteria [in 1 minute]

Kills [99.9% of] the following on hard, non-porous non-food contact surfaces in 1 minute: {insert organism from Table A under disinfection}

Kills Viruses<sup>†</sup>

Kills 99.9% of bacteria and cold and flu viruses<sup>5</sup>

Kills 99.9% of cold & flu viruses<sup>5</sup> [in 1 minute]

Kills the viruses that cause the common cold & flu<sup>5</sup> [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]<sup>6</sup>

Effective against SARS-Related Coronavirus 2 [SARS-CoV-2] [USA-WA1/2020] [in 1 minute [60 seconds]]<sup>6</sup>

Kills 99.9% of SARS-Related Coronavirus 2 [SARS-CoV-2]<sup>6</sup> and cold and flu viruses<sup>5</sup>

Disinfects hard non-porous surfaces by killing [99.9%] SARS-Related Coronavirus 2 [SARS-CoV-2] [USA-WA1/2020]

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

Kills [99.9% of] SARS-CoV-2, which causes COVID-19<sup>6</sup>

Kills [Effective against] the virus that causes COVID-19<sup>6</sup>

Kills bacteria in 60 seconds [1 min[ute]]

Kills in [60 seconds] [1 minute]: {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*] [*Klebsiella 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<sup>+</sup> killer

Kills odor-causing bacteria

Kills fungi [mold][&][mildew]

Eliminates tough stains and 99.9% of germs

Helps reduce the spread of germs [cold & flu viruses<sup>5</sup>] between treated hard non-porous surfaces

[Antibacterial][Bactericidal][Germicidal][Virucidal<sup>+</sup>][Fungicidal] Multi-Purpose Cleaner

[Eliminates 99.9%] -or-kills [99.9%] of [mold and mildew][bacteria][viruses<sup>+</sup>]

Eliminates musty odors

Kills [mold and mildew][bacteria][viruses<sup>+</sup>]

Antibacterial

Bactericidal

Disinfectant

Cold & Flu [Value] Pack

Cold & Flu season must have(s)

Be Prepared Today for Cold & Flu [Season]

The yuck stops here

Meets surface disinfection recommendations under OSHA's Bloodborne Pathogens Standard

Kills [bloodborne pathogens:] [HIV-1<sup>‡</sup>,] [HBV<sup>×</sup>,] [and] [HCV<sup>°</sup>]

### **{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 *Klebsiella 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 kitchens<sup>1</sup>]

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 [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}



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

Controls [inhibits] [Prevents] [mold and] mildew growth  
Protects fabric surfaces from mildew for 28 days

### **{Hard Non-Porous 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, non-porous surfaces

Controls[Inhibits][Prevents] the growth of [mold spores][mold & mildew spores] [for [up to] 7 days on hard, non-porous[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] for [up to] 7 days

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.



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

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.

### {Use Sites}

{Table 1: Hard Non-porous Nonfood Contact Surface Materials.}

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

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

Brass	Copper		
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{Table 2: Hard Non-porous Surfaces} {May also includes graphic(s) depicting use site. May be listed on product label in the singular or plural form.}

Appliance exteriors <sup>16</sup>	Sealed granite <sup>1</sup>	Countertops <sup>1</sup>	Painted wood
Bathtubs	Faucets	Shower doors	Sinks
Vinyl	Fixtures	Garbage cans	Range hood
Vanity top	Doorknobs	Highchairs (non-food contact areas)	Plastic surfaces <sup>1</sup>
Light fixture	Diaper pails	Exterior toilet surfaces	Telephones
Countertop [surfaces] <sup>1</sup>	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 Materials for Mildewstat Claims. May also include graphic(s) depicting item. May be listed on product label in the singular or plural form.}

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] [Gym] 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. May be listed on product label in the singular or plural form.}

Bathroom	Dining room	Mud room	Kitchen <sup>1</sup>
Bedroom	Home[House]	Nursery	Garage
High-touch areas	Powder room	Basement	Living room
[Automobiles] [Vehicle] [Car]	Car Interiors, door handles inside and outside, dashboard, seats	Hotel Rooms/ Travel	School [Classroom] <sup>14</sup>
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			

{Organisms}

{Table A: List of organisms this product has been tested and found effective against}

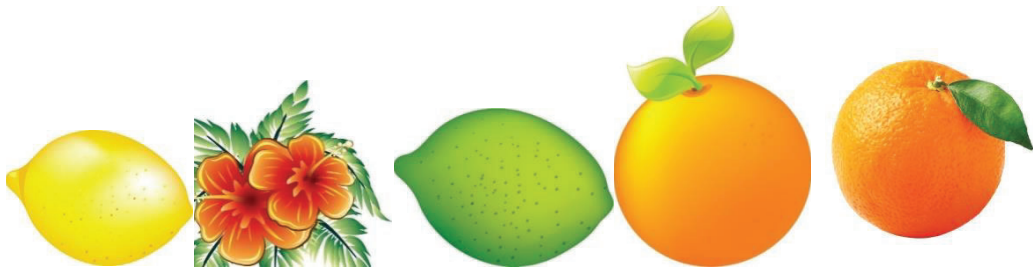
Contact Time	<b>Disinfection-Bacteria</b>	
	<i>Pseudomonas aeruginosa</i>	[ATCC 15442]

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

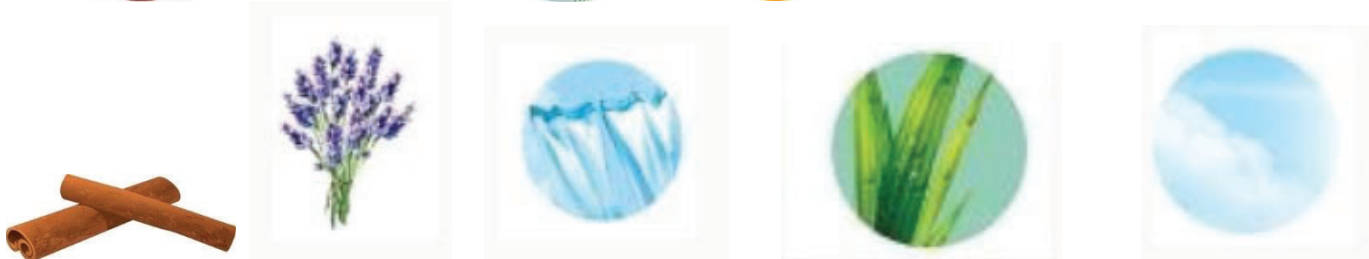
1 minute	<i>Salmonella enterica</i>	[ATCC 10708]	
	<i>Staphylococcus aureus</i>	[ATCC 6538]	
	<i>Escherichia coli</i> O157:H7	[ATCC 43888]	
	<i>Klebsiella aerogenes</i>	[ATCC 13048]	
	<i>Listeria monocytogenes</i>	[ATCC 19117]	
	Methicillin Resistant <i>Staphylococcus aureus</i> - MRSA	[ATCC 33592]	
	<i>Streptococcus pyogenes</i>	[ATCC 12384]	
<b>Disinfection-Viruses<sup>†</sup></b>			
1 minute	<sup>†</sup> Human Coronavirus	[Strain 229E]	[ATCC VR-740]
	<sup>†</sup> Herpes Simplex virus type 1	[Strain F(1)]	[ATCC VR-733]
	<sup>†</sup> Herpes Simplex virus type 2	[Strain G]	[ATCC VR-734]
	<sup>†</sup> Influenza A H1N1 virus [2009 H1N1]	[Strain A/Mexico/4108/2009]	[CDC 2009712192]
	<sup>†</sup> Respiratory Syncytial Virus [RSV]	[Strain Long]	[ATCC VR-26]
	<sup>†</sup> SARS-Related Coronavirus 2 [SARS-CoV-2]	[Strain USA-WA1/2020]	[BEI NR-52281]
	<sup>†</sup> { <sup>‡</sup> }Human Immunodeficiency virus type 1 [(HIV-1)]	[Strain HTLV-III <sub>B</sub> ]	[Adv. Biotechnologies, Inc.]
	<sup>†</sup> { <sup>‡</sup> }[Human] Hepatitis B virus (Duck Hepatitis B surrogate)	[Strain 11/4/12]	[Hepadnavirus]
	<sup>†</sup> { <sup>0</sup> } [Human] Hepatitis C virus (Bovine Viral Diarrhea virus surrogate)	[Strain NADL]	[ATCC VR-1422]
5 minutes	<sup>†</sup> Rotavirus	[Strain WA]	[ATCC VR-2018]
	<sup>†</sup> Rhinovirus [type 39]	[Strain 209]	[ATCC VR-340]
	<sup>†</sup> Norovirus (Feline Calicivirus as surrogate)	[Strain F-9]	[ATCC VR-782]
<b>Disinfection-Fungi</b>			
5 minutes	<i>Trichophyton interdigitale</i>	[ATCC 9533]	
	<i>Aspergillus niger</i>	[ATCC 6275]	
<b>Hard, Non-porous Nonfood Contact Sanitization</b>			
10 seconds	<i>Klebsiella aerogenes</i>	[ATCC 13048]	
	<i>Staphylococcus aureus</i>	[ATCC 6538]	
	<i>Escherichia coli</i>	[ATCC 11229]	
<b>24 Hour Sanitization</b>			
5 minutes	<i>Klebsiella aerogenes</i>	[ATCC 13048]	
	<i>Staphylococcus aureus</i>	[ATCC 6538]	
<b>Soft Surface Spot Sanitization</b>			
1 minute	<i>Klebsiella aerogenes</i>	[ATCC 13048]	
	<i>Staphylococcus aureus</i>	[ATCC 6538]	
<b>Hard Non-Porous Surface Mildewstat/Fungistat</b>			
7 days	<i>Aspergillus niger</i>	[ATCC 6275]	
<b>Fabric Mildewstat/Fungistat</b>			
28 days	<i>Aspergillus niger</i>	[ATCC 6275]	
	<i>Penicillium variable</i>	[ATCC 32333]	

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

{Optional Pictograms- Usage and Use Sites/Surfaces, Fragrance Descriptors, and other images. 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.}



[Fresh [Scent]]



[Lavendar Logo]

[Linen & Sky Logo]

[Morning Dew Logo]

[Sky Logo]



[Open Window Fresh Logo]

[Tropical Logo]

[Wildflower Logo]

[Wintery Logo]

[Citrus Logo]



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

[Cotton Logo]

[Dawn Logo]

[Febreze Logo]

[Gain Logo]

[Tide Logo]

[Swiffer Logo]



[ Mr. Clean Logo]



MICROBAN<sup>®</sup>



<sup>2</sup> When used according to the sanitizing directions for use



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



[MB Handprint]



[MB Shield-Bacteria]



[MB Shield]



[Light Switch]



[Refrigerator Exteriors]



[Microwave Exteriors]



[Sink]



[Stove Glass Top<sup>16</sup>]



[Backpack]



[Doorknob]



[Light Switch]



[Tile]



[Toilet]

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



[MB Factory]



[Sports Icons]



[Gym Bag]

{**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}**



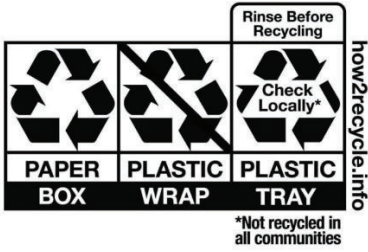
[Bracketed text] is optional; text in {braces} is informational to the reviewer.

**{Optional text}**

\*Not recycled in all communities

how2recycle.info

{Examples of Final Logos built from above sections}





[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}

Used by [Parents] [Pediatricians] [Doctors] [Nurses] [School Nurses] [Pharmacists] [Teachers] [Veterinarians]  
Used in [offices] [schools]  
Money Back Guarantee

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### {Claim Qualifiers}

<sup>1</sup> Nonfood contact surfaces

<sup>2</sup> When used according to sanitizing directions for use

<sup>3</sup> Even after multiple touches on surfaces

<sup>4</sup> On treated hard non-porous surfaces against bacteria

<sup>5</sup> Human Coronavirus, Respiratory Syncytial Virus (RSV), Influenza A H1N1 virus

<sup>6</sup> Kills SARS-CoV-2 on hard non-porous surfaces

<sup>8</sup> Sanitizes against [-or- kills] *Staphylococcus aureus* and *Klebsiella aerogenes* [-or bacteria] for 24 hours on hard non-porous surfaces

<sup>9</sup> On hard non-porous, nonfood contact surfaces

<sup>10</sup>{2-5 of these attributes will be listed on container label depending on claim selected}: clean[s], shine[s], deodorize[s], freshen[s], removes [grease] [dirt] [grime], keeps killing 99.9% of bacteria for up to 24 hours, sanitizes for up to 24 hours, disinfect[s] hard non-porous surfaces, protect[s], defend[s], prevent[s], prevents mold and mildew growth

<sup>11</sup>{Choose from the following list: clean[s], shine[s], deodorize[s], freshen[s], removes [grease] [dirt] [grime] }

<sup>13</sup> {Choose from the following options: vs. water, vs. water alone, vs. previous formula. The word than may also be used in place of vs.}

<sup>14</sup> Adults must deliver donations [directly] to schools. Product is for use only by adults.

<sup>15</sup> Surfaces identified on this label

<sup>16</sup> Allow surface to cool to room temperature before use

\* {symbol is required only if 24 hour residual sanitization claims are used on container label}