



U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg. Number:

4091-27

Date of Issuance:

06/07/2021

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

CROW

Name and Address of Registrant (include ZIP Code):

Tony Herber, Agent
W.M. Barr & Company, Inc.
c/o Scientific & Regulatory Consultants, Inc.
201 W Van Buren Street
Columbia City, IN 46725

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Jacqueline Hardy, Chief
Regulatory Management Branch II
Antimicrobials Division (7510P)

Date:

06/07/2021

2. You are required to comply with the data requirements described in the DCI listed below:
 - a. ADBAC GDCI-069105-30882
 - b. DDAC GDCI-069149-30869
 - c. DDAC GDCI-069165-30870

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI or EDSP for more information on these proposed data requirements, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>

3. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 4091-27.”
4. Submit one copy of the final printed label for the record before you release the product for shipment.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance To Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels (“Guidance”), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens 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.
2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
 - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 - A. CDC Current Outbreak List for “U.S. Based Outbreaks” (www.cdc.gov/outbreaks),

B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification (www.cdc.gov/outbreaks) (also released through the CDC’s Health Alert Network (HAN) notification process)

C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)

ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page (www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI).

A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is [small non-enveloped, large nonenveloped, enveloped.

B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.

4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term B.3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term B.3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term B.3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.
5. Terms 1 through 4 above shall become immediately void and ineffective if registration for use against Norovirus [Feline Calicivirus, F-9 strain (ATCC VR-782)] is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

Please also note that the record for this product currently contains the following

- Basic CSF dated 05/05/2021
- Alternate Formulation #1 dated 01/13/2021
- Alternate Formulation #2 dated 01/13/2021

If you have any questions, please contact Lorena Rivas by phone at (703) 305-5027, or via email at rivas.lorena@epa.gov.

Enclosure: Stamped Label

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

Crow

[Disinfectant][non-food contact surface Sanitizer][24 Hour Residual Sanitizer][Hard Surface Mildewstat][Fabric Mildewstat][Cleaner][Soap Scum Remover][Bathroom Cleaner][Tub and Tile Cleaner][and][Deodorizer]

KEEP OUT OF REACH OF CHILDREN

WARNING

SEE BACK PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS

Active Ingredients:

Alkyl* dimethyl benzyl ammonium chloride (*50%C ₁₄ , 40%C ₁₂ , 10%C ₁₆).....	0.32%
Octyl decyl dimethyl ammonium chloride.....	0.24%
Didecyl dimethyl ammonium chloride.....	0.12%
Diocetyl dimethyl ammonium chloride	0.12%
Citric acid.....	2.50%
Other ingredients.....	96.70%
<hr/> Total:	<hr/> 100.00%

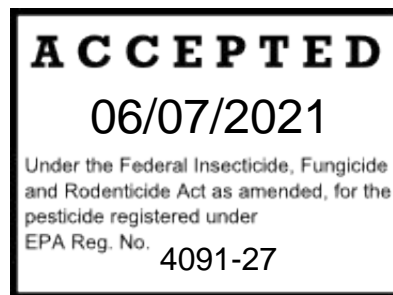
EPA Reg. No.: 4091-ET

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 FL OZ. (XXXX mL)

Questions [or Comments][?]:

[Call] [888-326-7743]

[Mon-Fri 9AM-5PM CT]

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

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

WARNING: Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Avoid contact with skin. Wear protective eyewear such as safety glasses. 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 in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. If 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 at 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.

[Can be used on] [For use on] {*Insert hard non-porous surfaces from Table 3*} [and many similar [household] [commercial] [industrial] [institutional] [business] surfaces.]

To Operate: Turn nozzle to preferred usage.

[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

[Remove] 1. Remove trigger sprayer -or- cap [from empty bottle]

[Pour] 2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use] 3. Replace trigger sprayer [and use as you normally would].

-or-

[Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle

To refill [spray bottle]: Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upward[s]] to remove. [After refilling spray bottle,] Replace trigger by aligning [red [tip] tube on trigger with -or- to small [opening] [-or- tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [to close] [until it clicks] [-and/or- locks into place]].

-or-

To refill [spray bottle]: Twist trigger [on spray bottle] [1/4 turn] [-or- counterclockwise] [and pull up -or- upward[s]] [to remove]. [Fill spray bottle] [with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip[ped]] tube [on trigger [head] over [small] -or- tube opening -or- tube [on] [the] inside [of the bottle].] [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] [Press] [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

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]

DO NOT USE on eating/cooking utensils, glasses/dishes or cookware. 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.] Rinse food contact surfaces with potable water.

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

Safe for use on:

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

[Sanitizing] [Directions]

Hold container 6"-8" from surface and spray until thoroughly wet. For use on hard, nonporous non-food contact surfaces. Preclean visibly soiled surfaces.

To Sanitize: 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 B}.]

To Sanitize Hard Non-porous 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 B} [for 24 hours].]

[{Disinfecting}] [Directions]

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

TO DISINFECT [Bacteria][and viruses[†] on]Hard, non-porous surfaces: Allow surface to remain visibly wet for 5 minutes. Then wipe with a [damp] cloth [or sponge][or paper towel]. Preclean visibly soiled surfaces. [Kills [effective against] [99.9% of] {Insert disinfection bacteria and viruses 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]: 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 5 minutes for HIV-1, HBV, HCV. **Disposal of Infectious Materials:** Use disposable impervious gloves, gowns,

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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.

{Storage and Disposal: Residential Containers}

STORAGE AND DISPOSAL:

{Nonrefillable containers}

Store out of reach of children or persons unfamiliar with its use. Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available or place in trash.

{For bottles intended to be refilled by the consumer}

Store out of reach of children or persons unfamiliar with its use. Do not reuse or refill this container except as described in the directions for use. Refill only with this product. Offer for recycling if available or place in trash.

{Storage and Disposal: Institutional/Commercial Containers}

STORAGE AND DISPOSAL: Do not contaminate water, food, or feed by storage or disposal.

STORAGE: Store out of reach of children or persons unfamiliar with its use.

PESTICIDE DISPOSAL: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL:

{For Nonrefillable containers}

Non-refillable container. Do not reuse or refill this container. Offer for recycling if available or place in trash.

{or for bottles intended to be refilled by the end-user}

Do not reuse or refill this container except as described in the directions for use. Refill only with this product. [If not refilling] Offer for recycling if available or place in trash.

{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 fl. oz.] [X% More Free] [X fl. oz. Free]

Packaging made with [x%] recycled plastic

New [& Improved]

New fragrance

New Scent

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

Refill Size: fills trigger sprayer 3 times

Recyclable bottle

Refillable {to be used on container labels with refilling instructions}

Peel Back Here

Peel Here

Travel Size [Pack]

Trial Size

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

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]
Peel [Back Here]
PEEL [BACK HERE]
Pull Back [Label]
PULL [BACK LABEL]
Peel Here
PEEL HERE
Peel Away
PEEL AWAY
Refill [Value Pack]
Less waste
[more] Savings

{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]
New fragrance
New Scent
Complies with VOC laws
Does not contain [chlorine] bleach

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

No mixing, measuring, [or rinsing] required

Ready to Use

No need to dilute

No need for gloves

Non-abrasive formula

Contains no phosphates

[Microban®] – [Antimicrobial solutions] used by hospitals

Microban [products][have][has] been used in hospitals for over 30 years

Used by hospitals Used in hospitals. Approved [for use] in hospitals

Eliminates [tough] Odors

Bleach-Free [formula]

[Delivered][Activated] by [with] [uses] Microban [antimicrobial] [technology]

Saves money[time][labor][by cleaning and disinfecting in one step¹]

Does not contain Triclosan

Will not corrode {insert any use surface from Tables below}

[Microban] a better clean

Powerful [foam] destroys soap scum

Powerful [foam] removes stains

Powerful foaming action for tough cleaning

Power foam for power cleaning

Power foam for tough cleaning

Will not harm septic tanks

[Intended] [for] [use in] [schools] [retail facilities] [offices] [hospitality] [and] [other] [institutional/commercial facilities]

Will not harm Finished Wood Floors

Will not harm soft surfaces

Dye free {for CSFs without dye only}

Bleach free

Safe on [insert surface material from Table 1]

Science [backed] by [Good Housekeeping]

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]

For Back [from] [to] School

Smart schools trust Microban 24

Surface Protect 3x longer than your school day¹⁰

[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

Microban 24 is the smart decision

Don't go back to school without Microban 24

Back [From] [To] School Kit

The school supply [parents] [teachers] [moms] [dads] didn't know they needed

Keep school from coming home

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

{Fragrance Claims}

Light [scent], Citrus [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], Rose [scent], Clean [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 & Sky [scent], Pure Cotton [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] grime
Compatible with equipment surfaces *{or insert surface/site from Tables 1-3}*
Convenient [bathroom] surface cleaner *{insert surface/site from lists below}*
Cuts -and/or- removes [tough] grime
Cuts Tough Grime without Scrubbing
Cuts cleaning time
Deep down clean
Deodorizer -or- Deodorizes
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] [bathroom] [cleaner]
Removes offensive odors from *{insert surface/site from Table 1-3}*
Removes odors
Suitable for everyday use
Tough on grime
Powerful cleaning formula penetrates tough stains
Powers through Grime
Keeps surfaces cleaner longer
Multi-action cleaning power
Cleans and degreases
Cuts through common [household] [commercial] [industrial] [institutional] [business] dirt and grime
Eliminates musty odors
Multi-surface cleaner

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

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] Grime

Powers through [tough] soap scum

Powerful cleaning formula penetrates [eliminates] [removes] tough stains

Cleans [everyday] [tough] messes

Multi-action cleaning power

Cuts through common [household] [commercial] [industrial] [institutional] [business] dirt and grime

[Patented formula is] powerful on dirt [and][&] [can be used on hard, nonporous and fabric surfaces around the [house]

[Business] [will not harm surfaces when used as directed]

For the ultimate clean home

Non-abrasive formula

Will not scratch surfaces

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 [light], [clean], [fresh] scent

Destroys odors [at the source]

Prevents odors by killing germs⁶

Quick and Easy Cleaning

[leaves surfaces] Shiny

[An effective] [bathroom][restroom][floor] cleaner

Cuts through [tough] soap scum [without scrubbing]

Removes [tough] soap scum

Dissolves soap scum

Soap scum blaster

Cuts through [dirt], [grime] [and] [soap scum]

Tough on soap scum

Cleans mold and mildew stains

The mother of all cleaners

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]

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

The Mother of all cleaners

Around-the-clock clean¹⁰

For a clean state of mind

Cleans up messes

It's time for a clean you can trust

No dulling residue

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

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 Step²] Sanitizer [on hard, nonporous surfaces]
[Quick] [Fast] [Rapid] [10 second] [One Step²] [1 Step²] Non-Food Contact Sanitizer
Cleans and sanitizes [quickly] [in One Step²]
Cleans, deodorizes, and sanitizes in one quick [fast] [rapid] step²
Fast acting cleaner and Sanitizer
[Antibacterial] Multi-Purpose Cleaner
Antibacterial
Sanitizes in 10 seconds
Your sanitizer for sick season
Your sick season sanitizer

{24 Hour Residual Sanitizing Claims}

Kills 99.9% of bacteria for 24 hours on treated surfaces
Keeps treated 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 on treated surfaces
24 hours of protection from bacteria growth [even in high contact areas]^{[3] 5}
Continuous antibacterial sanitizing for up to 24 hours⁵
Protects hard nonporous [household] [commercial] [industrial] [institutional] [business] surfaces from [bacteria] for up to 24 hours
Keeps killing 99.9% of bacteria for up to 24 hours [even after multiple touches]⁵
24 hour bacteria sanitization⁵
[Patented][Patent Pending] formula [continues to work after multiple touches] for [up to] 24 hours
Protects treated surfaces against bacteria between cleanings for up to 24 hours
Sanitizes for up to 24 hours⁵
Scientifically proven to kill bacteria for up to 24 hours⁵
A product that gives you 24 hours peace of mind [by killing bacteria for 24 hours on treated surfaces]
24 hours of sanitization on treated surfaces = 24 hour peace of mind
protect treated hard nonporous surfaces from bacteria for 24 hours
[The cleaner that] provides 24 hours of sanitization⁵
[The cleaner that] provides continuous sanitization [for 24 hours]⁵
Protects treated surfaces from what you can't see 24 hours of sanitization [from bacteria growth]^{[3] 5}
24 hour bacteria sanitization⁵

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

Persistent antibacterial sanitizing for up to 24 hours⁵

Sanitizes treated [household] [commercial] [industrial] [institutional] [business] [surfaces][select from list][from bacteria] for up to 24 hours

Protects treated [household] [commercial] [industrial] [institutional] [business] [surfaces] [select from list] [from bacteria] for 24 hours

Provides 24 hour residual antibacterial control⁵

Provides 24 hour [bacteria] sanitization⁵

Provides 24 hour [sanitization] [sanitizing] against bacteria on treated surfaces

Protects against bacteria between cleanings for 24 hours on treated surfaces

Sanitizes for up to 24 hours⁵

Sanitization that lasts all day⁵

Scientifically proven to kill bacteria for up to 24 hours⁵

[Leaves behind a] bacteria-killing [shield][coating][surface][barrier] for 24 hours⁵

[Kills bacteria][Sanitizes] for 24 hours⁵

[The cleaner that] provides 24 hour sanitizing⁵

[The cleaner that] provides 24 hour continuous sanitizing⁵

[Useful] when you want cleaning and [24 hour] sanitizing⁵

Keeps killing [99.9% of bacteria] for up to 24 hours [even after multiple touches]⁵

Multi-surface cleaner [with][and][&] [24 hour sanitizing⁵

Multi-purpose cleaner [with][and][&] [24 hour sanitizing⁵

[protect][defend][guard] your treated surfaces from bacteria

24 hour sanitizing spray for hard nonporous surface [sanitizing][sanitization]

Hard nonporous surface protection that lives on for 24 hours

Keeps Killing Even After Multiple Touches⁵

Cleans and Sanitizes in One Step²

[Microban] Protection that Lives On [for 24 hours⁵

Tap into the touchable bacteria-killing [force] [of this product][Microban24]

24 Hour Bacteria Shield⁵

Withstands the power of touch

Round the clock bacteria protection

Sanitize and protect for 24 hours⁵

Stays cleaner between cleans – up to 24 hours⁵

[This product] keeps killing bacteria even after multiple touches for up to 24 hours⁵

[This product] [is] the only 24 hour sanitizer specifically formulated for your home [it keeps killing, even after multiple touches]⁵

Kills [99.9% of] bacteria for 24 Hours⁵

24-Hour Protection from 99.9% of bacteria on treated surfaces

24-Hour Protection of treated surfaces in your home⁵

24 Hours of time-released protection for hard nonporous surfaces⁵

24-Hour hard nonporous surface protection for a cleaner home⁵

Spray and you're good for [the day] [24 Hours]⁵

[24 Hour] [Full day] protection⁵

24-Hour Protective Barrier⁵

Scientifically-proven time-released formula

Touch-proof protection for 24 hours⁵

Withstands the touch of time

Actively defends for 24 hours⁵

Kills bacteria

[Daily] [Full day] protection from 99.9% of bacteria⁵

Active protection for a full 24 hours⁵

Use every 24 hours to protect your home from the spread of bacteria between treated surfaces⁵

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

Protection that lasts 24 hours, even after multiple touches⁵
Touch-proof protection for 24 hours⁵
Protects treated surfaces while you sleep⁵
Sanitizes while you sleep⁵
Use daily to protect your home⁵
Use daily to maintain a sanitized home⁵
Protection that lasts for 24 hours against bacteria⁵
Day and night protection against bacteria⁵
All-day protection against bacteria⁵
Long-lasting protection⁵
Around-the-clock protection⁵
Defending your home for 24 hours against bacteria⁵
Working while you sleep⁵
Provides people with a new way to protect [household] hard nonporous surfaces⁵
Revolution in home [sanitizing] [disinfecting] [cleaning]
Keeps working throughout the day
Actively defends against bacteria⁵
Continuous 24 hr. hard nonporous surface protection⁵
Stops bacteria in its tracks for 24 hours⁵
24-Hour Classroom Protection⁵
On the go surface protection⁵
Prepare and protect surfaces⁵

{Disinfecting Claims}

Broad spectrum [general] disinfectant
Antibacterial Cleaner
Cleans as it disinfects¹
Cleans, disinfects, and deodorizes
Destroys bacteria on {insert site from Table 1 or 3}
Disinfectant [&] Cleaner
Disinfects and deodorizes
[2] [Two] in one sanitizing and disinfecting when used as directed
[3][Three] in one – cleans, sanitizes & disinfects when used as directed
Kills odor causing bacteria
The choice for when you want cleaning and disinfecting
Helps you maintain a cleaner home
For the ultimate clean
[Kills germs⁴] for the ultimate clean
Kills [insert organism(s) from Table A]
Kills bacteria on {insert surface/site from Table 1 or 3}
Kills 99.9% of [bacteria] [germs⁶][and][viruses[†]]
Kills 99.9% of bacteria on {insert surface/site from Table 1 or 3}
Disinfects {insert surface/site from Table 3}
Disinfects and removes offensive odors from {insert surface/site from Table 3}
Kills bacteria [and] viruses, [in {insert location from Table 3}][on{Insert items from Table 1}]
Effective against {Insert organisms from Table A under disinfection}
Eliminates 99.9% of bacteria [germs⁶][and] [viruses[†]]
Eliminates 99.9% of [household] [commercial] [industrial] [institutional] [business] bacteria

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

Eliminates 99.9% of [household] [commercial] [industrial] [institutional] [business] [bacteria][viruses[†]] [germs⁶] [in 5 minutes]
Eliminates 99.9% of bacteria from {insert surface/site from Table 1 or 3}
Eliminates 99.9% of bacteria [in] [the] [bathroom]
Kills [99.9% of] bacteria [in one step¹]
Kills [99.9% of] bacteria and (&) viruses[†]
Kills [99.9% of] bacteria for a deep down clean¹
Kills [99.9% of] germs⁶ [including cold and flu viruses⁷]
Kills [99.9% of] [household] [commercial] [industrial] [institutional] [business] bacteria [in 5 minutes]
Kills in 5 minutes: [Bacteria:][viruses:[†]]{insert any organism(s) from Table A}
Kills Viruses[†]
Kills 99.9% of bacteria and cold and flu viruses⁷
Kills 99.9% of cold & flu viruses⁷
Kills the viruses that cause the common cold & flu⁷ [including Influenza A virus]
Kills [Rotavirus] [*Salmonella enterica*] [*Escherichia coli* O157:H7] [*Pseudomonas aeruginosa*] [*Staphylococcus aureus*] [Influenza A (H1N1) virus] [Herpes Simplex Virus Type 1&2] [Rhinovirus type 39] [Respiratory Syncytial Virus [(RSV)]]
Broad spectrum [germ⁶][bacteria] [and] [virus[†]] killer
Kills odor-causing bacteria
[Cleans] [and] [disinfects] [in one step¹]
Eliminates tough stains and [99.9% of] germs⁶
Helps you maintain a cleaner home
Reduces cross contamination of germs⁶ [cold & flu viruses⁷] on treated hard nonporous surfaces
[Antibacterial][Bactericidal][Germicidal⁶][Virucidal[†]]
[Antibacterial] Multi-Purpose Cleaner
Eliminates 99.9% of[bacteria][and][viruses[†]]
Eliminates musty odors
Kills [bacteria][viruses[†]]
Antibacterial
Disinfectant
3 in 1 [Cleans], [Disinfects], [Sanitizes for 24 hours], [Deodorizes]
4 in 1 [Cleans], [Disinfects], [Sanitizes for 24 hours], [Deodorizes]
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 sick season disinfectant
The yuck stops here
Meets surface disinfection recommendations under OSHA's Bloodborne Pathogens Standard
Kills [bloodborne pathogens:] [HIV-1[†],] [HBV^u,] [and] [HCV^o]
Multi-Action - sanitizing and disinfecting when used as directed
Dual [Triple] Action - cleans, sanitizes & disinfects when used as directed

{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 2}

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

Controls [inhibits] [Prevents] [mold and] mildew growth
Protects [Fabric[s]] [from mildew] for 28 days⁸

{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][mold spores][mold & mildew spores] [for [up to] 7 days on hard
[bathroom][or kitchen] [or household]] [commercial] [industrial] [institutional] [business] 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 3*}

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

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

{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.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral categories:

- Enveloped viruses
- Large non-enveloped viruses

For an emerging viral pathogen that is an...	...follow the directions for use for the following organisms on the label:
Enveloped virus	Rhinovirus type 39
Large non-enveloped viruses	Rhinovirus type 39

Acceptable claim language:

[Product name] has demonstrated effectiveness against viruses similar to **[name of emerging virus]** on hard, non-porous surfaces. Therefore, **[product name]** can be used against **[name of emerging virus]** when used in accordance with the directions for use against **Rhinovirus type 39** on hard, non-porous surfaces.

Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information. **[Name of illness/outbreak]** is caused by **[name of emerging virus]**. **[Product name]** kills similar viruses and therefore can be used against **[name of emerging virus]** when used in accordance with the directions for use against **Rhinovirus type 39** on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[website address]** for additional information."

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

{Use Sites}

{Table 1: Hard Nonporous Surface Types}

Acrylic	Aluminum	Brass	Chrome
Corian®	Copper	Crystal	Glass
Formica®	Glazed porcelain [tile]	Glazed ceramic [tile]	Sealed Fiberglass
Sealed Grout	Galvanized metal	Sealed granite	Sealed [or finished] hardwood [floors]
Laminated Surfaces	Laminate	Plastic laminate	Sealed Limestone
Linoleum	Metal	Mirrors	Sealed Marble
Nickel	Plastic	Plexiglass®	PEX(cross linked polyethylene)
PVC	Sealed Slate	Sealed stone	[Stainless] steel
Sealed Terra Cotta	Sealed Terrazzo	Glazed tile	Tin
Vinyl	Painted wallboard	Finished –and/or- Painted Wood	Sealed wood
Zinc			

{Table 2: Fabric Mildewstat Use sites/surfaces}

Back packs	Bath[room] mat	Cotton fabrics	Chairs
[Clothing]	Mats	Exercise mats	Cloth shower curtain
Curtains	Cotton/polyester blend fabrics and textiles	Laundry bag	Diaper bag
Drapes	Stroller [seat]	Privacy drapes	Gym bags
Linens	Towels	Shades	Lab coats
Polyester fabrics	Window treatments	Scrub suits	Mattress cover
Sport equipment lining	Sports bags	textiles	

{Table 3: Use Sites/Surfaces} {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
Acute Care Institutions	Bathroom Fixtures	Hotel Rooms	Assisted Living Facilities
Bathtubs	Campers	Cruise ship [surfaces] [equipment] [s]	Cruise ship surfaces
Airports	Bed [Frames] [railings]	Campground Cars	Curing Lights
Vanity top	Bed pans	Alternate Care Institutions	CAT Scan [equipment] [rooms]
Ambulance[s] [equipment] [surfaces]	Benches	Anesthesia rooms	Cutting Tools
Blood banks	Carts	Central Service Areas	Day Care Centers
Cervical collars	Blinds	Central Supply Rooms	Delivery Trucks
Animal Care Facilities	Dental [Chairs] [offices] [operatory rooms]	Clean rooms	Clinics

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

Animal Equipment	Dialysis [Centers] [machines]	Chairs	Nurse call [button] [device]
Animal Hospitals	Boats	Changing Tables – or- Areas	Emergency vehicles
Animal Labs	Commercial Building	Hotels	Department Stores
Animal Life Science Laboratories	Bowling Alleys	Acute care institutions	Desks
Auto Repair Centers	Hospital[s] [beds]	Medical offices	Desktops
Automatic Teller Machine (ATM)	Breeding and Grooming Establishments	Computer Manufacturing Sites	Barges
Automatic Feeders	[Nylon][Hair] Brushes	Coated Mattresses	EMS & Fire Facilities
Banks	Buckets	Coated Pillows	Diaper Pails
Barber/Beauty Shops	Buses	Combs	Elder Care Centers
Bars	Newborn Nurseries	Computer keyboards	Dispensing & Filling Equipment
Basements and crawl spaces	Medical Research Facilities	Clippers	Dog/Cat Animal Kennels
Dressing Carts	Isolation [Areas] [wards]	Computer peripheral[s]	[Door] [Cabinet] [Appliance] Knobs [Frames]
Dressing Rooms	Bathroom [Counter] tops	Cabinet[s] [Cupboard[s]] [Handles]	Neonatal units
Drinking Fountains (nonfood contact areas)	Countertops	Convenience Stores	IV Poles
Drone[s][peripherals] [equipment]	Drawer Pulls	Conveyer Belt (non-food contact)	Drain Boards
Operating Room[s] [lights] [surfaces][tables]	Folding Tables	Hard, nonporous surfaces	Massage/Facial Salons
Ultrasonic Baths	Plastic surfaces	Appliance exteriors	Neck Braces
Ophthalmic/ Optometric facilities	Life Care Retirement Communities	Tweezers	Polyurethane keyboard covers
Recovery Room	Food Processing Plants (nonfood contact areas)	Exam [rooms] [tables]	Examination [rooms] [tables]
Respiratory Therapy centers	Food Storage Areas	[Household] [Business] and Automotive Garages	Mobile Homes
[Empty] Diaper Pails	Government facilities[spaces]	Housekeeping & Janitorial Rooms	Movie Houses
Grocery Carts and Stores	Footboards	Ultrasound transducers and probes	External surfaces of medical equipment
Equine Farms	Orthopedic Clinics	Light fixture[s]	Museums
[Surgery] [Operating] [OR] Rooms	Garbage Cans	Radiology rooms	External surfaces of respiratory equipment
Polyvinyl splash aprons	Gift Shops	Mammography equipment	Hospices
Exercise Machines	Glass	Kennel Runs	Oxygen hoods
Hair/Nail/Pedicure Salons	Vet Offices or Hospitals	Kennels	Phlebotomy trays
Hair Clippers	Greenhouses	Kindergarten classrooms	Physician Offices
Finished Baseboard	Grill exteriors	Labs	Nurseries
Office[s] [Building[s]] [Equipment]	Physical therapy [rooms] [areas]	Large inflatable, non-porous plastic and rubber structures	Surgical Centers
Exterior Surfaces of Air Vents or Air Vent Exteriors	X-ray [labs] [tables] [equipment]	Laundries	Obstacle Course Play and Exercise Equipment

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

Manicure/ pedicure tools	Razor[s] [Trimmer] [Blades]	Vet or Veterinary Clinic Surfaces	Livestock{pork}[poultry] [beef][ostrich][bison][emu] Premises
Traction Devices	Headboards	Flower Pots	
Fire Trucks	Health Clubs	Lifts	Oxygen Hoods
Flats	Sinks	Slides	Exterior surfaces of Urinals
Feed Racks	Helicopters	Litter boxes	Vanities
Public Spaces	Home Health Care	Locker Rooms	Outdoor Areas and Furniture
Photocopy Centers	Handrails	Slit Lamps	Libraries
Patio furniture	Reception Counters or Desks or Areas	Soap dispensers	Veterinary Clinics
Pedicure Basins	Recreational sporting [snow][water] equipment	Solar energy equipment[panel]	Veterinary Offices
Pens	Pet Shops	Spas	Video Stores
Performance/ Theater Centers	Recreational Facilities	Spine Backboards	Walkways
Pet Animal Quarters	Recycling Bins and Centers	Spittoons	Walls
Playpens	Shopping Malls	Sports Arenas	Washable Nail Files
Sports Complexes	Washable Walls	Stalls	Washing Areas
Unit Stools	Restrooms	Plumbing Fixtures	Washing machines
Trains	Restroom Fixtures	Storage areas	Watercraft
Exterior Toilet Bowl Surfaces	Retail and Wholesale Establishments	Stovetops ⁹	Wheelchairs
Piano keys	Robot[s]	Stretchers	High Touch Surfaces
Picnic Facilities	RV's	Strollers	Zoos
Pipeless Foot Spas	Satellite[s]	Supermarkets	Tools
Pipes	Salons	Tables	Touch Screen[s]
Plastic Rollers	Scales	Tack Shops	Windowsills
Playground Equipment	Schools	Surfaces of Tank Trucks	Work Areas
Playroom	Scissors	Surfaces of Tankers	Post Offices
Police Cars	Ships	Counter[top]s	Troughs
Portable and Chemical Toilets and Latrine Buckets	Recycled materials [polymers][textiles][fibers]	Trash [Barrels][Cans][Containers]	[Toilet] [Urinal] Exterior[s] [Surfaces]
Preschools	Steps	Taverns	Toy Factories
Mobile Homes	Trucks	Tires	Toilet Seats
TV Remote Controls	Trailers	Taxis	Refrigerator exteriors
Shower [Curtains] [doors] [stalls]	Exterior surfaces of Toilets	Telephone[s] [Booths] [Cradles]	Tanning [Beds] [equipment] [salons] [spas]
[Elevator] Buttons	Cabinets	Toys	

{For product labels with medical devices listed on the label, the following statement will be used:}

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 used to 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.

{For product labels with veterinary/farm/animal care use sites, the following statement will be used:}

Use to disinfect and clean hard, nonporous surfaces such as feeding and watering equipment, cages, utensils, instruments, kennels, stables, catteries, etc. Remove all animals and feed from premises, animal transportation vehicles, crates, etc. Remove all litter, droppings, and manure from walls, floors, and surfaces of facilities occupied or traversed by animals. Empty all feeding and watering equipment. Pre-clean all surfaces with soap or detergent and rinse with water. Spray surface until completely wet and let stand for five (5) minutes. Ventilate buildings and other closed spaces. Do not house animals or employ equipment until treated surfaces have been thoroughly rinsed with water and allowed to dry. Thoroughly scrub all treating, feeding, and watering appliances with soap or detergent, and rinse with potable water before re-use.

{Table A: List of Disinfection Organisms}

Disinfection				
Contact Time	Bacteria			
5 minutes	<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]	
	Viruses[†]			
	†Rhinovirus type 39		[Strain 209]	[ATCC VR-340]
	†Herpes Simplex virus type 1		[Strain F(1)]	[ATCC VR-733]
	†Herpes Simplex virus type 2		[Strain G]	[ATCC VR-734]
	†Influenza A H1N1 [2009 H1N1] virus		[Strain A/Mexico/4108/2009]	[CDC 2009712192]
	†Respiratory Syncytial Virus [RSV]		[Strain Long]	[ATCC VR-26]
	†Rotavirus		[Strain WA]	[ATCC VR-2018]
	†[‡] Human Immunodeficiency virus type 1 [(HIV-1)]		[Strain HTLV-III _B]	[Adv. Biotechnologies, Inc.]
	†[μ] [Human] Hepatitis B virus (Duck Hepatitis B surrogate)		[Strain 11/4/12]	[Hepadnavirus]
	†[θ] [Human] Hepatitis C virus (Bovine Viral Diarrhea virus surrogate)		[Strain NADL]	[ATCC VR-1422]

{Table B: List of Sanitization Organisms}

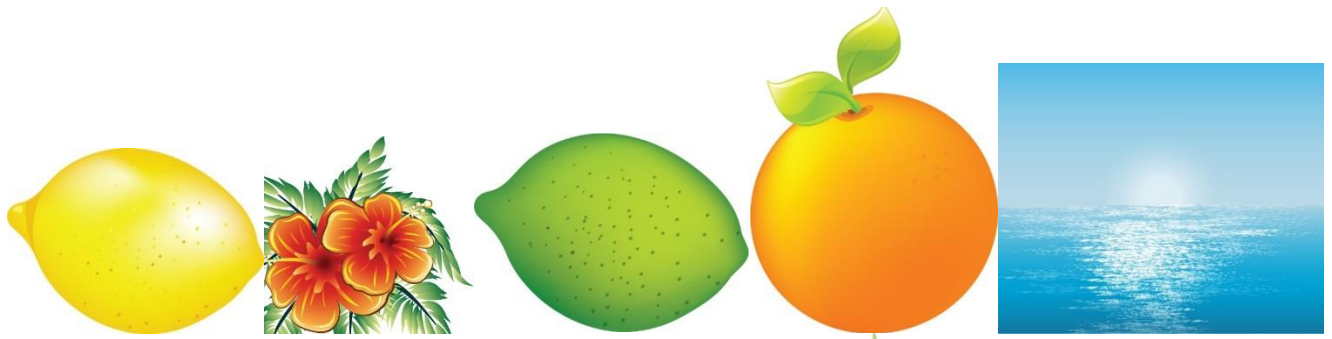
Sanitization			
Hard, Non-porous Non-Food Contact Sanitization			
Contact Time 10 seconds	<i>Enterobacter aerogenes</i>		[ATCC 13048]
	<i>Staphylococcus aureus</i>		[ATCC 6538]
Residual Sanitization			
Contact Time 5 minutes	<i>Enterobacter aerogenes</i>		[ATCC 13048]
	<i>Staphylococcus aureus</i>		[ATCC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

{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 variable</i>		[ATCC 32333]

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

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



[Fresh {scent}]



[Lavendar Logo]



[Linen & Sky Logo]



[Morning Dew Logo]



[Sky Logo]

[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]



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



[Good Housekeeping Award 2020]

[GHK Seal]



MB_Handprint

[MB Handprint]



MB_Shield-Bacteria

[MB Shield-Bacteria]



MB_Shield No Bacteria

[MB Shield]



MB_Spray Label

[MB Spray Label]



MB_Spray Bottle

[MB Spray Bottle]



[Light Switch]



[Refrigerator Exteriors]



[Microwave Exteriors]



[Sink]

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



[Stove Glass Top]



[Book]



[Doorknob]



[Light Switch]



[Tile]



[Toilet Exteriors]



[MB Factory]

{Credentials/Icons}

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

Good Housekeeping Seal of Approval

Good Housekeeping Best Cleaning Product Award

Money Back Guarantee

¹ When used according to disinfection directions

² Follow "to sanitize" directions

³ Even after multiple touches on surfaces

⁵ Sanitizes against [-or- kills] *Staphylococcus aureus* and *Enterobacter aerogenes* [-or- bacteria] for 24 hours on hard nonporous surfaces

⁶ [Kills] *Staphylococcus aureus*, *Salmonella enterica*, [*Pseudomonas aeruginosa*] [*Escherichia coli* O157:H7] {and one or more of the following viruses will be listed when making a "germs" claim:} [Rotavirus] [Influenza A (H1N1) virus] [Herpes Simplex Virus Type 1&2] [Respiratory Syncytial Virus [(RSV)]] [Rhinovirus type 39] [Human Immunodeficiency virus type 1 (HIV-1)] [Human Hepatitis B virus (Duck Hepatitis surrogate)] [Human Hepatitis C virus (Bovine Viral Diarrhea virus surrogate)]

⁷ Influenza A H1N1 [2009 H1N1] virus, Rhinovirus type 39, and Respiratory Syncytial Virus [RSV]

⁸ Soft surfaces

⁹ Allow to cool to room temperature before use

¹⁰ When used according to directions to sanitize for 24 hours