



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

EPA Reg. Number:

4091-28

Date of Issuance:

9/20/23

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

“Praus”

Name and Address of Registrant (include ZIP Code):

Tony Herber
 Agent, W.M. Barr & Company, Inc.
 c/o Scientific & Regulatory Consultants, Inc.
 Electronic Transmittal: therber@srconsultants.com

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

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

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

This product is unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.
2. The data requirements for storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) are not satisfied. A one year study is required to satisfy these data requirements. You have 18 months from the date of registration to provide these data.

Signature of Approving Official:

Demson Fuller, Product Manager 32
 Regulatory Management Branch I
 Antimicrobials Division (7510P)

Date:

9/20/23

3. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 4091-28.”
4. Submit one copy of the revised final printed label for the record before you release the product for shipment.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process, FIFRA section 12(a)(1)(B). Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Assurance.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 11/22/2022.

If you have any questions, please contact Michael Varco by phone at 202-566-0667, or via email at Varco.Michael@epa.gov.

Sincerely,



Demson Fuller, Product Manager 32
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

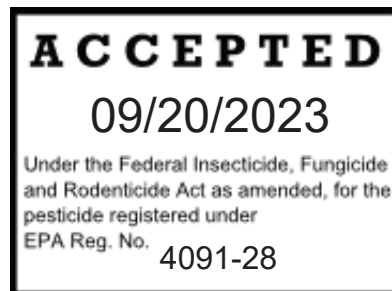
Enclosure: Product master label.

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

Important note to reviewer:

Please note that for the purpose of the Master Label, it is the intention of the registrant to use the word:

1. *cartridge* interchangeably with tube, cylinder, or refill.
2. *tablet(s)* interchangeably with pellet(s), or bead(s)
3. *barrel* interchangeably with body, unit, or housing.



{Front Panel}
Praus

[CLEANS] [KILLS] [AND REMOVES] [MOLD] [AND MILDEW] [ON:]
[OUTDOOR SURFACES] [BUILDING EXTERIORS] [INCLUDING WOOD, VINYL,] [and/or]
[WOOD] [DECKS] [FENCES] [{insert others from Tables 1-4}]

Active Ingredient:
Calcium Hypochlorite..... 73%
Other Ingredients..... 27%
Total..... 100%

KEEP OUT OF REACH OF CHILDREN

DANGER

{Note to reviewer: First Aid statements will appear on front panel}

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

IF ON SKIN OR CLOTHING: 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.

IF SWALLOWED: Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything to an unconscious person.

IF INHALED: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible. Call a poison control center or doctor for treatment advice.

Note to Physician, probable mucosal damage may contraindicate the use of gastric lavage.

Have the product container or label with you when calling a poison control center or doctor or going for treatment. [National Poison Control Center: 1-800-222-1222]

NET CONTENTS: {Number will appear on printed label}

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

{Any label panel}

EPA Reg. No. 4091-XX

EPA Est. No. {EPA Establishment number will appear on printed label}

[See lot code for actual Est. No.] [See date code [on bottom] [of cartridge] for actual Est. No.]

[Made] [Sold] [Distributed] [by] [for]:

W.M. Barr and Company, Inc.

6750 Lenox Center Court, Suite 200

Memphis, TN 38115

[Copyright {year} WM Barr & Co., Inc.] [© {year} W.M. Barr & Co., Inc.]

[For] [questions][?] [or] [comments] [?] [please][contact][visit][call] [:]

[1-800-XXX-XXXX] [Mon.-Fri. 9AM-4:30PM CT]

[Made in USA] [of US [and/or China] [and/or Mexico] materials]

[Plastic components Made in [China] [Mexico]

[Partially assembled in [China] [Mexico]]

[Chemistry Made and Packaged in the USA]

[Chemistry Made in the USA]

[Chemistry Packaged in [the USA] [Mexico]]

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

DANGER

Corrosive. Cause irreversible eye damage and skin burns. May be fatal if swallowed. Do not get in eyes, on skin, or on clothing. Wear goggles, safety glasses, or face shield and rubber gloves, long sleeves, pants, and shoes. Irritating to nose and throat. Avoid breathing dust. 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.

PHYSICAL AND CHEMICAL HAZARDS

This product contains a strong oxidizing agent. Use only with clean water connected to garden hose. Do not use or mix with other chemicals as hazardous gases may be produced.

ENVIRONMENTAL HAZARDS

This product is toxic to fish and aquatic organisms.

{Note to EPA: product is contained in a nonrefillable plastic cartridge; pesticide is inaccessible to the user.}

{Storage & Disposal for products labeled for residential use}

STORAGE AND DISPOSAL

Keep new cartridges in original sealed packaging prior to use. Store in a cool, dry, well-ventilated area away from heat or open flame and inaccessible to children. Never store open cartridge bags or partially used cartridges. [Cartridges should be fully used in one cleaning occasion.] In case of cartridge decomposition, isolate container, if possible, and flood area with large amounts of water to dissolve all materials before discarding container in trash. Nonrefillable container. Do not reuse or attempt to refill cartridge. [Store away from other chemicals]. Discard empty cartridge in trash collection or recycle if available.

{Storage & Disposal for products labeled for non-residential use}

STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage or disposal.

STORAGE: Keep new cartridges in original sealed packaging prior to use. Store this product out of reach of children and in a cool, dry area, away from direct sunlight and heat to avoid deterioration. In case of spill, flood area with large quantities of water.

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

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

CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. Discard empty cartridge in trash collection or recycle if available.

DIRECTIONS FOR USE:

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

[Important:] For outdoor use only. This product kills and removes mold and mildew on hard porous and non-porous surfaces. Oxidation from sun and elements [mold], [mildew] [or] [algae] can cause permanent discoloration on outside surfaces. Test on an inconspicuous area before using. Formula may stain clothes and shoes [– dress appropriately].

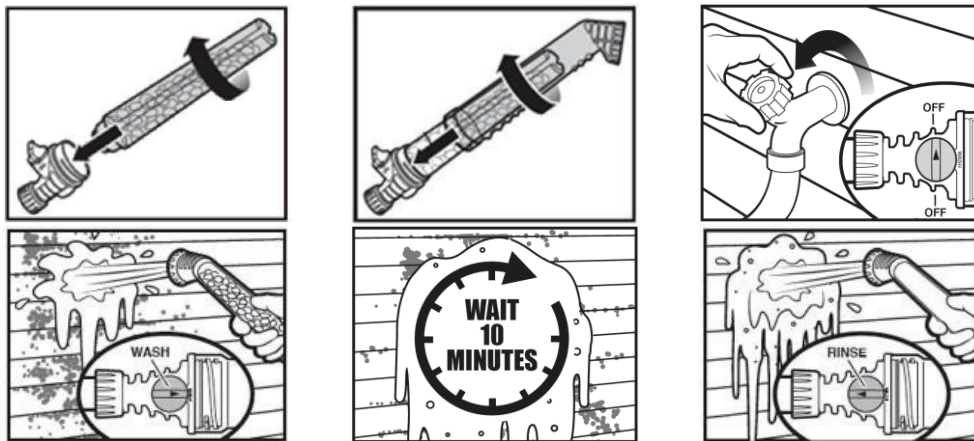
{There will be two sets of instructions to allow for two possible designs of the sprayer valve. These will be referred to below as Option 1 with and 2 without an integrated RINSE value setting}.

{Option 1a. (With RINSE valve)}

Instructions:

- [1] [Always] rinse surrounding plants before and after cleaning.
- [2] Remove the *barrel* of the {insert sprayer name} and attach [the] [a] [new] [cleaning] *cartridge*. Reattach barrel.
- [3] With the valve in the OFF position, attach a [garden] hose and turn water on [at the source].
- [4] With the [nozzle] [sprayer] set to the desired [spray] pattern, apply [spray] [cleaner] evenly using the WASH setting [on the] [valve] [dial].
- [5] Wait 10 minutes to allow the product to kill -or- remove [the] [mold] [and] mildew [stains] [and] [clean] [the] [surface],
- [6] When tablets are no longer visible, switch to the RINSE setting [on the] [valve] [dial].
- [7] When finished, shut off water [at the source] and discard the empty cartridge in the trash.

{Optional Graphics}



{Option 1b. – Optional Instructions specific to heavily soiled/stained or textured surfaces. To be used in conjunction with 1a when used.}

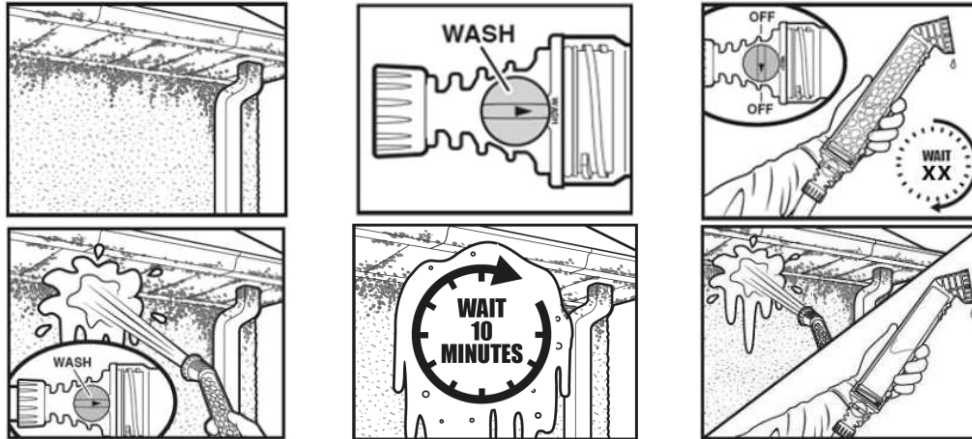
[For Cleaning Heavily Soiled Areas] [For Heavy Stains] [For Textured Surfaces]:

- [1] [Use the WASH [valve] [dial] setting to introduce water into the *cartridge*. Let *tablets* soak for [at least] [X] [sec[onds]] [min[utes]].
- [2] Use [the] WASH [valve] [dial] setting to dispense [concentrated] solution on the target area[s].

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

- [3] Wait 10 minutes to allow the product to [clean] [remove] [kill] [the] [mold] [mildew] [and mildew] [stains], then rinse using the RINSE setting [on the] [valve] [dial].
- [4] Repeat [WASH, wait, RINSE] until [the] *cartridge tablets* have completely dissolved.
- [5] When finished, shut off water [at the source] and discard the empty cartridge in the trash.

{Optional Graphics}

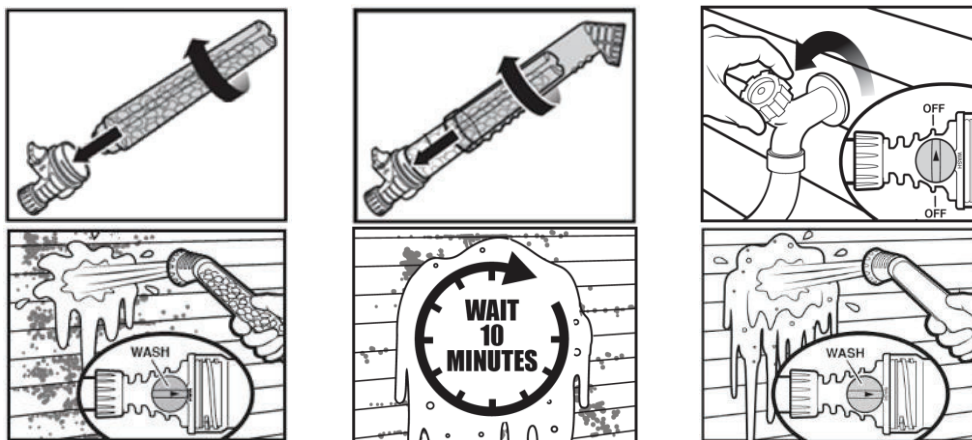


{Option 2 – (Without RINSE valve)}

Instructions:

- [1] Always rinse surrounding plants before and after cleaning.
- [2] Remove the *barrel* of the {insert sprayer name} and attach [the] [a] [new] [cleaning] *cartridge*. Reattach barrel.
- [3] With the valve in the OFF position, attach a [garden] hose and turn water on [at the source].
- [4] With the [nozzle] [sprayer] set to the desired [spray] pattern, apply [spray] [cleaner] evenly using the WASH setting [on the] [valve] [dial].
- [5] Wait 10 minutes to allow the product to kill -or- remove [the] [mold] [and] mildew [stains] [and] [clean] [the] [surface].
- [6] When tablets are no longer visible, use WASH [setting] to rinse [the area] [thoroughly].
- [7] When finished, shut off water [at the source] and discard the empty cartridge in the trash.

{Optional Graphics}



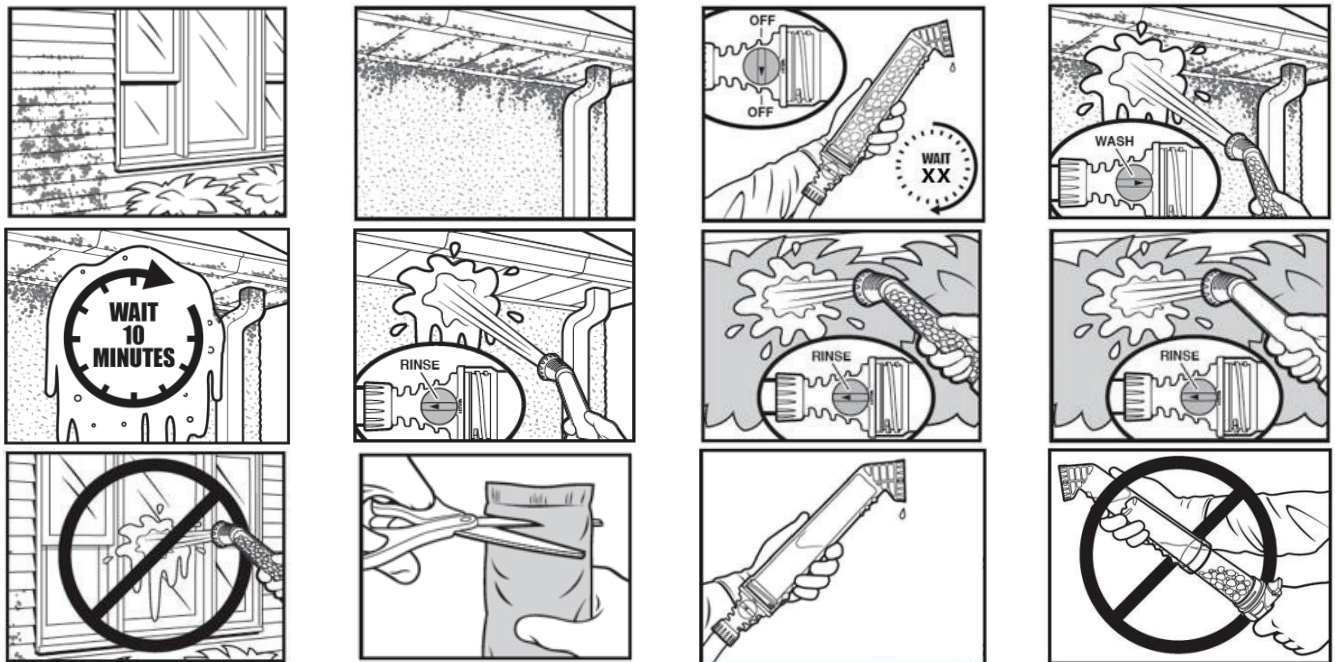
{Optional Advisory Statements}

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

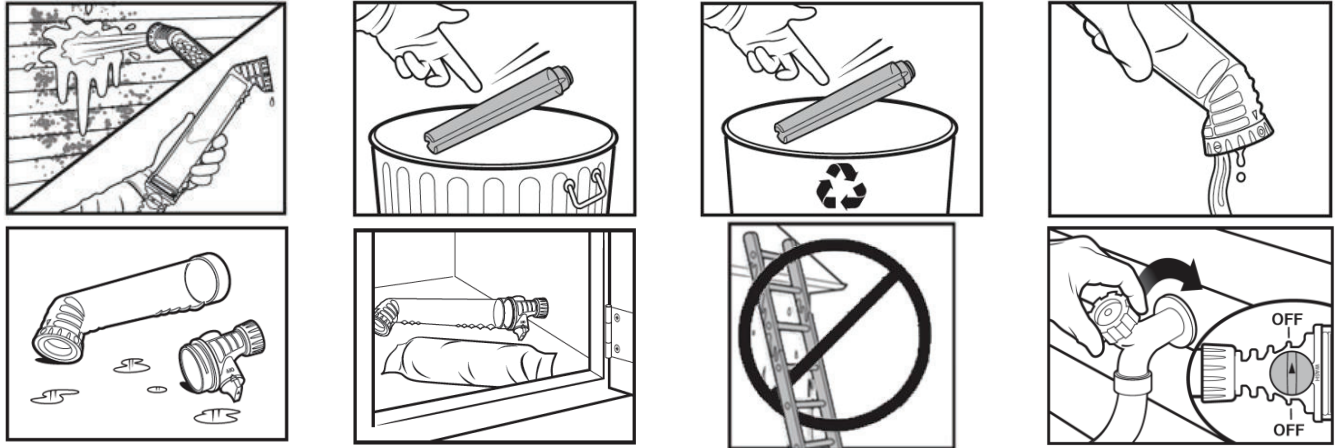
Advisory Statements

- Identify the [mold][mildew] [mold and mildew] [soil][stain[s]] you want to [clean][remove][kill].
- Let product stand [on surface] for [at least] 10 min[utes] [while you continue to clean other areas].
- [Heavy stains] -and- -or- [textured surfaces] may require [light scrubbing] [and][or] [a second application]
- [Particularly] stubborn [-and- -or- tough] stains may require a second application.
- If stains persist, [reapply] [reapply until stains are removed] [reapply if necessary] [a second] [additional] application[s] may be desired [needed][necessary].
- Use of this product may loosen fibers from surfaces [environmentally] damaged by [sun], [and wind] [wind], [and rain].
- Do not use on [young] cedar or redwood [that is less than 2 years old].
- Not for use on deteriorated surfaces (old wood, paint, etc.) unless you intend to refinish surface.
- Avoid contact with [metal surfaces] [or] [clothing], [or] [carpet], [or] [fabrics], [or] [floor coverings] [or] [vegetation].
- Rinse surface [well] [thoroughly] [completely] with water.
- Rinse [well] [immediately] [thoroughly] [completely] if product gets on non-intended surfaces.
- Avoid spraying [product] on [glass] [windows].
- If contact with glass occurs, [thoroughly] rinse [product][off] [glass] [windows] with water.
- Do not allow [product] to dry [on] glass [windows] [or other surfaces].
- Avoid windows. If contact occurs, rinse [well] [with water].
- [Spray] -or- [Rinse] surrounding plants [with water] [to remove [any] over-spray].
- Not recommended for [use on] [automobiles] [-or- cars -or- vehicles] [, boats] [, RV's] [, alloy wheels] [, unpainted metal].
- [When ready to complete your job:] [Always] [cut] open [a fresh] [a new] cartridge [bag] [package].
- Prior to disassembly [Ensure] [Make sure] all tablets have [been] dissolved.
- Apply [product] until [the] *cartridge tablets* have [completely] dissolved.
- [Never] -or- [Do not] store [activated] [water activated] [partially used] tablets.
- [After use] Tip -or- Tilt the {insert sprayer name} sprayer down to drain [water] [from the barrel].
- Let {insert sprayer name} [pieces] [components] [parts] dry [before storing].
- [For safety] You should not -or- Do not [use] [clean] [in windy conditions] [on windy days] [when it is windy].
- [For safety] [Be sure to] Stand up from any [winds] [gusts] [when] [cleaning] [applying].

Optional graphics:



Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.



{Optional Marketing Claims}

{claim versions using the word 'new' to only be used for the first 6 months of distribution}

Exterior Mold/Mildew Killing Claims

- Kill[s] [Stop][s][exterior][outdoor] mold [and] [mildew] [down to the roots] [in its tracks].
- Kill[s] [Stop][s] mold [and] [mildew] on [outdoor][exterior] [{insert use surface/site from Tables 1-4}].
- Kill[s] [Stop][s] [exterior][outdoor] mold [and] [mildew] on [{insert use surface/site from Tables 1-4}].
- A [new][great][easy][simple] way to kill [stop] [exterior][outdoor] mold [and] [mildew] [down to the roots] [in its tracks].
- A [new][great][easy][simple] way to kill [stop] mold [and] [mildew] on [exterior][outdoor] [down to the roots] [{insert use surface/site from Tables 1-4}] [in its tracks].
- A [new][great][easy][simple] way to kill [stop] [outdoor][exterior] mold [and] [mildew].
- A [new][great][easy][simple] way to kill [stop] [outdoor][exterior] mold [and] [mildew] on [{insert use surface/site from Tables 1-4}].
- A [new][great][easy][simple] way to kill [stop] mold [and] [mildew] on [exterior][outdoor] [{insert use surface/site from Tables 1-4}].
- *Praus* mold, [mildew] [and mildew] killing [formula] [chemistry] [combined with] [unleashed by] the {insert sprayer name}.
- The {insert sprayer name} unleashes the mold, [mildew] [and mildew] killing power of *Praus*.
- With *Praus*, the {insert sprayer name} [blasts away] [stops] [kills] the [outdoor][exterior] mold [and mildew] that [cause the] [are the source of] [stains], [green streaks] [black streaks] [and green streaks] [and black streaks] [grime] [and grime] [and debris] on [{insert use surface/site from Tables 1-4}][in X min[utes]].
- With *Praus*, the {insert sprayer name} [blasts away] [stops] [kills] the mold [and mildew] that [cause the] [are the source of] [stains], [green streaks] [black streaks] [and green streaks] [and black streaks] [grime] [and grime] [and debris] on [outdoor] [exterior] [{insert use surface/site from Tables 1-4}][in X min[utes]].
- With *Praus*, the {insert sprayer name} [stops] [kills] the [outdoor][exterior] mold [and mildew] [that] [cause the] [are the source of] [stains], [green streaks] [black streaks] [and green streaks] [and black streaks] [grime] [and grime] [and debris] on [{insert use surface/site from Tables 1-4}][in its tracks].
- With *Praus*, the {insert sprayer name} [stops] [kills] the mold [and mildew] that [cause the] [are the source of] [stains], [green streaks] [black streaks] [and green streaks] [and black streaks] [grime] [and grime] [and debris] on [outdoor] [exterior] [{insert use surface/site from Tables 1-4}][in its tracks].
- *Praus*. [It] doesn't just clean [surfaces], it kills [mold] [and] [mildew].
- Why just clean the surface when you can kill [mold] [and] [mildew] down to the roots?
- [Multi-Purpose] [Multi-Surface] [Dual action] [Outdoor] [House] Cleaner and Mold [and] [Mildew] Killer
- {insert use surface/site from Tables 1-4} Cleaner and mold [and] [mildew] Killer
- Kill[s] [clean][s] [remove][s] [stop][s] mold [and mildew] on [outdoor] patio furniture.
- Won't -or- will not harm [plants] [grass] [trees][shrubs] when used as directed.

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

- [100%] dedicated to fighting [outdoor][exterior] mold, [mildew] [and mildew] [stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris] [on {insert use surface/site from Tables 1-4}].
- [100%] dedicated to fighting the [stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris] caused by [outdoor][exterior] mold, [mildew] [and mildew] [on {insert use surface/site from Tables 1-4}].
- Stop[s] the [surface] damage [that can be] caused by [outdoor][exterior] mold, [mildew], [and mildew].
- Say good-bye to [stubborn][tough][damaging] [mold, [mildew], [and mildew], [stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris].
- Say good-bye to [stubborn][tough][damaging] [stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris] from mold [and mildew].
- Penetrate[s] into [crevices][pores] and uneven surfaces [to reach micro-particles] [of mold] [and mildew] [of mildew] [killing down to the roots].
- Makes up to XX gallons of [product] [mold] [and] [mildew] [killing] [cleaning] [stain removing] [solution] [cleaner].

Cleaning Claims

- [Cleans] [Use on] [Works on] [Great for] [{insert use surface/site from Tables 1-4}].
- [Cleans][Covers] up to XX {insert number} [square feet] [SQ FT] [FT²] [with wide spray pattern].
- [Bleach] [cleaning] formula cleans away mold, [mildew] [and mildew] [stains,] [dirt] [and dirt] [grime] [and grime] [and debris] [on] [exterior][outdoor] [{insert use surface/site from Tables 1-4}].
- [Cleans without] [No] scrubbing.
- Cleans and Brightens [{insert use surface/site from Tables 1-4}] [in] [within] [min[utes]].
- [Get a] Deep [down] Clean.
- Cleans [discolored] [weathered] [{insert use surface/site from Tables 1-4}] [in minutes].
- Multi-[surface][purpose] [outdoor][exterior] cleaner.
- A [new][great][easy][simple] way to clean [exterior][outdoor] mold [and] [mildew] [down to the roots].
- A [new][great][easy][simple] way to clean the stains from mold, [mildew] [and mildew], [algae] [and algae] on [exterior][outdoor] [{insert use surface/site from Tables 1-4}].
- A [new][great][easy][simple] way to clean [outdoor][exterior] mold, [mildew] [and mildew], [algae stains] [and algae stains].
- A [new][great][easy][simple] way to clean [outdoor][exterior] mold, [mildew] [and mildew], [algae stains] [and algae stains] on [{insert use surface/site from Tables 1-4}].
- A [new][great][easy][simple] way to clean mold, [mildew] [and mildew], [algae stains] [and algae stains] on [exterior][outdoor] [{insert use surface/site from Tables 1-4}].
- Restores the [natural] [look] of weathered, discolored [{insert use surface/site from Tables 1-4}] [within minutes].
- Renews the look of [{insert use surface/site from Tables 1-4}].
- Makes [{insert use surface/site from Tables 1-4}] look new again [in minutes].
- [Use for] [Great for] [The ideal] surface preparation prior to painting. Improves the long-term appearance and performance of your paint.
- Great for [Use for] pre-paint mold [and] [mildew] removal.
- [Remove][s][Eliminate][s] [Stop][s] [exterior] mold, [mildew] [and mildew] [and algae stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris] [in its tracks].
- [Remove][s][Eliminate][s] [Stop][s] the [stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris] caused by mold, [mildew] [and mildew] [algae] [and algae] [in its tracks] [from][on] [outdoor][exterior] [{insert use surface/site from Tables 1-4}].
- [Outdoor][Exterior] surface Mold, [mildew] [and mildew] Remover
- Powerful [dual-action] cleaning [action] to [penetrate] [stop] [cut-through] [and cut-through] [lift] [and lift] [remove] [and remove] [dissolve] [and dissolve] [outdoor][exterior] mold, [mildew] [and mildew] [algae stains] [and algae stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris].
- Penetrate[s] & [dissolve][s][lift][s][remove][s][cut[s]-through] [tough] [stubborn] [outdoor][exterior] [stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris] [across a variety of] [outdoor] surfaces].

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

- Penetrate[s] & [dissolve][s][lift][s][remove][s] [cut[s]-through] [tough][stubborn] [outdoor][exterior] [stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris] [caused by] mold, [and] [mildew] [and] [algae] [across a variety of [outdoor] surfaces].
- Remove[s] [Stop][s] [stubborn][tough] [outdoor][exterior] [dirt], [oil], [grease], [grime], mold, [mildew] [and mildew], [algae stains] [and algae stains], [stains], [streaks], [and streaks] [dirt], [and dirt] [grime], [and grime] [and debris] [across a variety of [outdoor] surfaces].
- Blast away mold, [mildew], [and mildew] [in X min[utes]].
- Blast away the [outdoor] [exterior] mold, [mildew], [and mildew] that [cause] [cause the] [are the source of] [stains], [green streaks] [black streaks] [and green streaks] [and black streaks] [grime] [and grime] [and debris] on [{insert use surface/site from Tables 1-4}] [in X min[utes]].
- The {insert sprayer name} unleashes the cleaning power of Praus.
- [With]-and- -or- [When combined with] [the power of] [Praus], the {insert sprayer name} [powers] [blasts] [away] [outdoor][exterior] [mold, [mildew], [and mildew], [stains], [green streaks] [black streaks] [and green streaks] [and black streaks] [dirt] [and dirt] [grime] [and grime] [and debris] on [outdoor][exterior] [{insert use surface/site from Tables 1-4}]] [in X min[utes]].
- [With] -and- -or- [When combined with] [the power of] [Praus], the {insert sprayer name} [powers] [blasts][away] the [stains], [dirt], [and dirt] [grime], [and grime] [and debris] caused by mold, [mildew] [and mildew] [on] [exterior][outdoor] [{insert use surface/site from Tables 1-4}] [in X min[utes]].
- [With] -and- -or- [When combined with] [the power of] [Praus], the {insert sprayer name} [powers] [blasts] [away][outdoor][exterior] mold, [mold and mildew], [and mildew] [mildew], [stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris] [in X min[utes]].
- With the power of Praus, the {insert sprayer name} [powers] [blasts] [away] the [stains], [streaks] [and streaks] [dirt] [and dirt] [grime] [and grime] [and debris] caused by [outdoor][exterior] [mold, [mildew], [and mildew].
- Micro-cleaning formula [attracts and traps] [lifts] [even] micro-particles of soil and grime [for a deep clean] [across a variety of [outdoor] surfaces].
- Cleans deep [into [crevices], [nooks], and [crannies]] [by] removing micro-particles of soil for a long lasting clean [across a variety of [outdoor] surfaces].
- Deep clean[ing] results [without [a] pressure [washer][washing]].
- Penetrate[s] into [crevices][pores] and uneven surfaces [for a deep [lasting][thorough] clean].
- [Multi-Surface] -and- -or- [Multi-Purpose] [formula][cleaner] [for] [great for] [to use on] [a variety of [outdoor] surfaces] [{insert use surface/site from Tables 1-4}].
- Targets a variety of [dirt] [soils] and stains [as it works [into][through] [the] crevices [and uneven] outdoor surfaces.
- See the clean instantly[!][.].
- Starts to clean instantly[!][.].
- Start seeing the clean, instantly[!][.].
- Starts to clean on contact[!][.].
- Start cleaning on contact[!][.].
- Rapid [removal] [cleaning] of stains from mold, [mildew] [and mildew] [and algae] [for a deep long lasting clean].
- Rapid [removal] [cleaning] of mold, [mildew] [and mildew] [and algae] stains.
- Instantly cleans dirt and grime [for a [deep] [long-lasting] clean].
- [Easy] [E-Z] [cleaning].
- Pressure washer like clean.
- A clean you can see [!]
- Fast-acting clean [!]
- [Effortless] [Easy] [Quick] Clean.
- Cleans up to XX square feet [SQ FT] [with wide spray pattern].
- Effective clean[er] [ing][formula][chemistry].
- Powerful cleaning formula penetrates tough stains [from mold, mildew, and algae]
- Multi-action cleaning power.
- Dual Action cleaning power.
- Clean with confidence.
- [Great for] [Routine] [Seasonal] cleaning.

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

- Add to your [spring] [fall] cleaning list.
- Make clean part of your routine.
- A clean you want to [show off] [welcome your [family] [and friends] [friends] to].
- A clean you will [can] be [proud of] [confident in].
- Makes cleaning [fun] [easy].
- Less time cleaning. [More time relaxing].
- Get the clean without the hassle.
- [No fuss] [Satisfying] clean.
- Outdoor clean, redefined.
- Redefines [exterior][outdoor] cleaning.
- Not just clean, micro-clean.
- A clean that goes [beyond] [deeper than] what you can see.
- [It's not] [Your home isn't] clean until it's micro-clean.
- So [easy] [simple] [you'll] [you will] want to clean
- [Water] [Hydro] powered [clean] [cleaning][!]

Cartridge Marketing Statements/Claims

- Safe for use on {insert surface material from Tables 1-3}.
- Concentrated formula combined with pressure washer like power.
- Spray On. Wait [X] Min[utes]. Rinse Off.
- Works in [X] Min[utes]. [Guaranteed*]
- [Visible] results in min[utes].
- Makes [{insert use surface/site from Tables 1-4}] look new again [in min[utes]].
- Spray on. Rinse off. No Scrubbing.
- No manual mixing.
- See it work [!]
- Guaranteed effective.
- See [it] [the technology] [the chemistry] [at] [work] [mix] [dissolve].
- Less [Hassle][Mess].
- Bleach-based [formula][chemistry].
- Concentrated [formula] [chemistry].
- Solid chemistry.
- New [Formula][Chemistry]!
- Light weight.
- [X] times lighter than our hose end [for liquid products].
- Pressure & chemistry you can count on.
- Works as hard as you do.
- Works hard so you don't have to.
- Have confidence in your home['s] [appearance].
- [Have][Take] pride in your home['s] [appearance] [curb appeal].
- Proprietary [Cyclone] [Swirl] [Design] [Technology].
- Less [Waste] [to throw away] [to dispose of]¹.
- Transparent [Cartridge][Refill].
- See when [empty] [time] [to replace] [a new refill] [a new cartridge] [is needed].
- *The {insert sprayer name}* [required] [needed] to [use] [apply].
- [Use] [Apply] with *The {insert sprayer name}*.
- Use wherever you have a hose.
- No [mixing] [or measuring] [measuring] required.
- Ready-to-Use [Formula] [Chemistry].

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

- [Delivered] by [with] [uses] *the {insert sprayer name}* [proprietary] [technology].
- [Mold Armor] [Microban] the smart decision [for] [your home] [your] [{insert use surface/site from Tables 1-4}]

{insert sprayer name} Marketing Statements/Claims

- Easier than a pressure washer.
- Lighter than a pressure washer.
- Cleans like a pressure washer.
- Save time and effort compared to pressure washer.
- Like a pressure washer, but fits in your hand
- A pressure washer that fits in your hand
- Saves money [time] [labor] [when compared to a pressure washer].
- Save time and effort [compared to pressure washer].
- No [surface burn from] pressure washer[ing] burn[ing].
- Pressure [does not] [will not] etch wood.
- Pressure [does not] [will not] etch surfaces.
- No unsightly [pressure washer] marks.
- [Less] [easy] set up than a pressure washer.
- Less expensive than a pressure washer.
- [Quicker] [Faster] than pressure washer set up.
- Pressure cleaning using [with] your garden hose.
- Pressure washer substitute.
- No pressure washer required.
- No maintenance [required].
- [Easy] [E-Z] to [maneuver] [use].
- [Easy] [E-Z] 360 degrees [range of motion]
- [Easy] [E-Z] [360°] Outdoor Cleaning [Fast and Easy].
- [Easy] [E-Z] set up.
- [Easy] [E-Z] No effort [assembly].
- [Easy] [E-Z] [assembly] [to put together].
- [Snap][Twist][Click] and [&] go.
- No ladder required [!]
- No [need for a] [clumsy] ladder [required].
- [Easily] Reaches the [second] [third] story.
- Sprays to [third][second] story
- [Great for] [Use on] [Cleans] hard to reach places.
- Sprays [X] feet [further than a [garden] hose].
- [Easy] [E-Z] to use.
- [Easy] [E-Z] grip spray selector
- [Easy] [E-Z] Ergonomic design.
- [Can use with] one hand [grip][One-handed].
- [Sleek] Design[ed] for [your] comfort.
- Proprietary [Design] [Technology]
- [Easy] [E-Z] storage.
- One for the [home] [house], One for the [Cottage] [RV].
- For your home and home away from home.
- A [homeowner] [RV owner] [cottage owner] must-have.
- A must-have for any [homeowner] [RV owner]
- Requires *The {insert sprayer name}* [Outdoor] [RV] [Cleaning] [Cartridge] [for] [use] [application].
- [Be Ready] [Perfect] for [all your] [Outdoor] [Spring] [Fall] Cleaning.
- The {insert sprayer name} – A Better Clean¹.
- [Unleash] [Harness] the Power of Water.

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

- [Water] [Hydro] Powered.
- [Cuts through] [Blasts through] [Powers away] [Wipes out] outdoor [dirt] [grime] [dirt & grime].
- {insert sprayer name} Can be used [alone] [on its own] as a [hose end] [sprayer].

Packaging Related Statements/Claims

{Notes: Any claim may appear on any panel in bullet or paragraph format. 'New' will be used as a claim descriptor only for the first 6 months on shelf. 'X' and/or 'Y' represent where a number will be added}

- [New] From [the makers of] [Mold Armor] [Microban] [WM Barr].
- A WM Barr [Brand] [product][solution]
- New [&] [Improved]
- [New] [&] Improved
- [New] [&] [Improved] Design.
- [New] [&] [Improved] Empty Indicator.
- Starter Kit
- Starter System
- Bonus [Cartridge][Pack] [Size]
- Bundle [Cartridge][Pack] [Size]
- Cartridge [Pack]
- Club [Cartridge][Pack] [Size]
- Convenience [Cartridge][Pack] [Size]
- Dual [Cartridge][Pack] [Size]
- Ecommerce [Cartridge][Pack] [Size]
- Economy [Cartridge][Pack] [Size]
- Extra [Cartridge][Pack] [Size]
- Free [Cartridge][Pack] [Size]
- Multi [Cartridge][Pack] [Size]
- Portable [Cartridge][Pack] [Size]
- Pro [Cartridge][Pack] [Size]
- Professional [Cartridge][Pack] [Size]
- Promotional [Cartridge][Pack] [Size]
- Refill [Cartridge][Pack] [Size]
- Seasonal [Cartridge][Pack] [Size]
- Special [Cartridge][Pack] [Size]
- Triple [Cartridge][Pack] [Size]
- Twin [Cartridge][Pack] [Size]
- Two [Cartridge][Pack] [Size]
- Value [Cartridge][Pack] [Size]
- Variety [Cartridge][Pack] [Size]
- [X%] More [oz.] [grams] [coverage]¹
- [X%] Free [oz.] [grams] [coverage]
- [X%] Bonus [oz.] [grams] [coverage]
- [X%] [More] [oz.] [grams] [coverage]
- Bonus [X%] [oz.] [grams] [coverage]
- [X%] [More] Savings
- Buy X Get Y [Free]. {where both X and Y are a number of cartridges}
- Free {insert sprayer name} when you buy {X} cartridges. {where X is a number from 1-10}
- Peel [Back Here]
- Pull Back [Label]
- Peel Here
- Pull Here

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

- Packaging made with [X%] recycled plastic[s]
- Packaging made with [X%] post-consumer material.

Other Claims

- *[Guarantee:] When used as directed this product will remove standard mold and mildew in 10 min[utes]. Heavy mold stains may require second application or scrubbing. [If you are not satisfied, please send in your receipt [proof of purchase] within 30 days [of purchase] for a refund. [less S&H]

{or}

- *When used as directed this product kills mold on [sealed] [or painted] [wood] [brick] [and] [concrete]. Heavy mold stains may require second application or scrubbing. [If you are not satisfied, please send in your receipt [proof of purchase] within 30 days [of purchase] for a refund. [less S&H]

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

Table 1: Hard Porous Surface Materials, excluding wood

{Optional use surfaces in Table 1 may be used anywhere on the container label.}

Asphalt
[Imitation] Brick
Block
[Fiber] Cement [Block]
[Cast][Colored] [Decorative][Etched][Poured][Stamped][Textured] Concrete
Coquina
Flagstone
Masonry
Pavers
[Synthetic] Rattan or [Synthetic] Wicker
[River] Rock
[Crushed] Shell
Slate
[Imitation] Stone
Stucco
Unglazed Tile

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

Table 2: Hard Non-Porous Surface Materials

{Optional use surfaces in Table 2 may be used anywhere on the container label.}

{Note to Reviewer: where multiple descriptions are listed for surfaces that are otherwise porous, at least one modifier will be utilized on container label (e.g., *sealed* concrete)}

ABS
Aluminum
Sealed Bluestone
[Painted] [Sealed] [Stained] [Treated] Brick
Caulk
[Painted] [Sealed] [Stained] [Treated] [Fiber] Cement [Concrete] [Block]
Chain Link
Composite [Fences] [Fencing] [Deck] [Decking] [Roofs] [Roofing]
[Painted] [Sealed] [Stained] [Treated] Concrete [Block]
Coquina
EPDM [Ethylene Propylene Diene Monomer]
Finished Fiberglass
Gelcoat Fiberglass
Sealed Granite
[Sealed][Treated] Masonry
HDPE [High Density Polyethylene]
[Sealed][Treated] Paver [s]
[Recycled] Plastic
Poly Ash
TPO [Polypropylene and Ethylene-propylene]
PVC
Rendered Panel
Resin
[Sealed][Treated] Rock
[Recycled] Rubber
Sealant
[Sealed][Treated] Shell
[Sealed][Treated] [Imitation] [Synthetic] Stone
[Painted] [Sealed] [Stained] [Treated] Stucco
[Glazed] Tile
[Gelcoat] [Corrugated] Vinyl
Weatherboard
[Painted] [Sealed] [Stained] [Treated] Wood {optionally can insert type from Table 3}

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

Table 3: Porous, Wood

{Optional use surfaces in Table 3 may be used anywhere on the container label.}

{Note to Reviewer: for 'kill' claims the words [Painted] [Sealed] in row 1 of the Table will precede any of the row 2 descriptive terms including specific wood types below. For 'cleaning' claims, the words [Painted] [Sealed] [Stained] [Treated] may or may not precede row 2 descriptive terms including specific wood types.}

[Painted] [Sealed]
[Composite] [Engineered] [Horizontal][Kiln-Dried] [Pressure-Treated] [Vertical] {wood or wood type} [Boarding] [Finish]
Acacia
Cedar
Cypress
Hardwood
Log
Pine
Rattan or Wicker
Redwood
Teak
Timber
Veneer
Wicker
Wood

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

Table 4: Sites

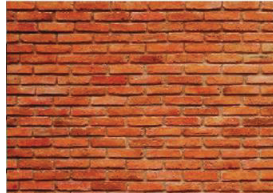
{Optional use sites in Table 4 may be used anywhere on the container label.}

Awning [s]
Balcon [y][ies]
Building Exteriors
Cladding
Deck [s][ing]
Door [s]
Downspout [s]
Driveway [s]
Exterior Surfaces
Eaves
Fascia
Fence [s][ing]
Fire [element][feature][heater][pit][place]
[Outdoor] [Patio] Furniture
[Rain] Gutter [s]
Home
House
Lanais
Lattice
Masonry
Porches
Path [s][ways]
Patio [s]
Pergola
Planter [s]
[Backyard] Playground [Playset] Equipment
Porch [s]
Pot [s]
Roof [s][ing]
Shingle [s]
Shutters [s]
Sidewalk [s]
Siding
Soffits
Step [s]
Swing Set [s]
Trellis
Trim
Veranda
Walkway [s]
[Privacy] Wall [s]
RV [Exterior]
RV Roof [ing]

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

{Optional surface images.}

{Note to Reviewer: The registrant may add descriptive terms from Tables 1-4 in conjunction with the images below}



Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

{Optional before, during and after images}

{Note to Reviewer: may be used with add descriptive terms from Tables 1-4 in conjunction with the images below. May present the before and after images without the during/foaming image.}



{Optional image of foaming action on various substrates}

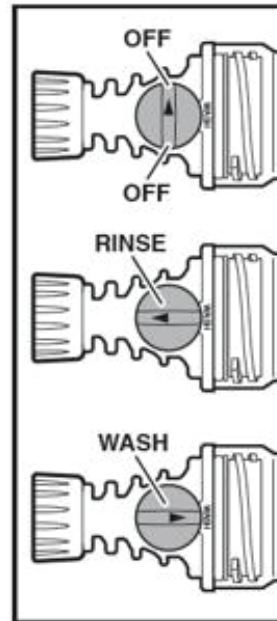
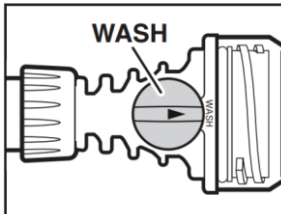
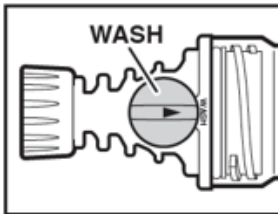
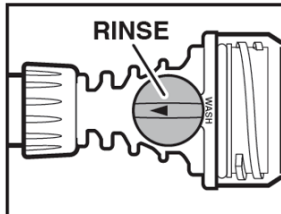
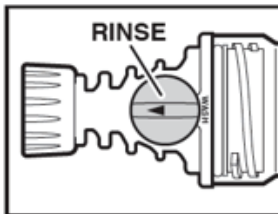
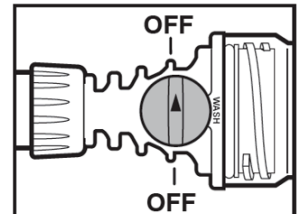
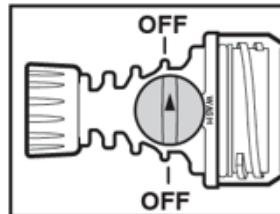
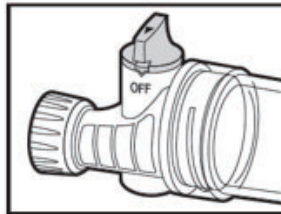
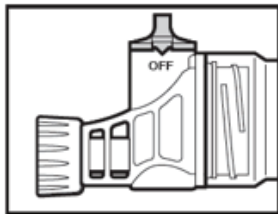
{Note to Reviewer: may be used with descriptive terms from Tables 1-4 in conjunction with the images below}



Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

{{insert sprayer name}} Valve - Optional Description Statements & Graphics

- The {{insert sprayer name}} valve [valve] [dial] lets you [select] [choose] the [right] [correct] setting.
- [Turn][Dial] [the {{insert sprayer name}}] [valve] [dial] to [select][choose] the [desired] [valve] setting.
- [Available][Settings] [Valve settings].
- OFF [prevents water from [flowing through] [entering] the {{insert sprayer name}}].
- WASH [introduces water to the cartridge] [provides] [unleashes] [cleaning power] [mold] [mildew] [and mildew] [killing power].
- RINSE [allows water to [pass through] [flow through] the {{insert sprayer name}} barrel without [using] [touching] [exposure to] the cartridge].

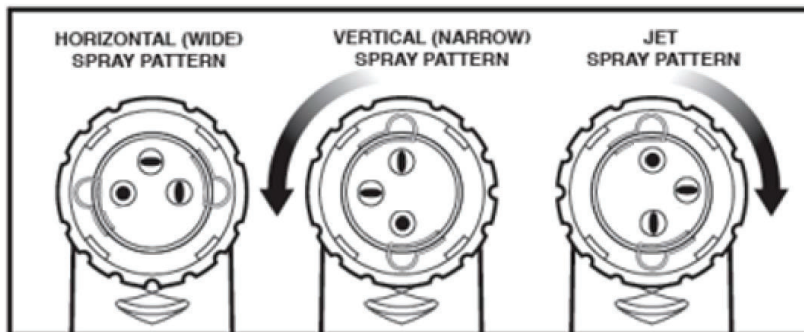
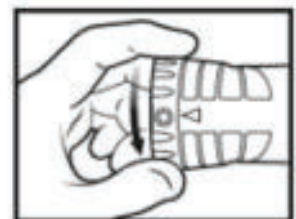
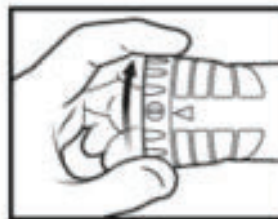
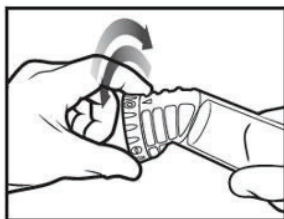
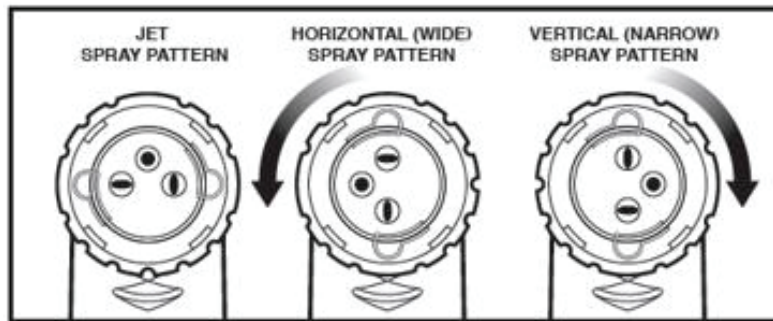
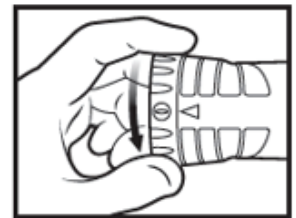
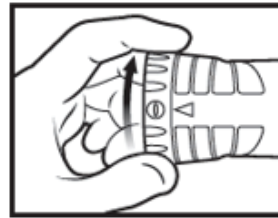
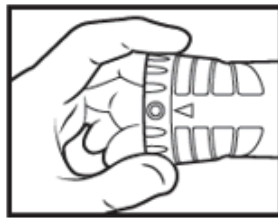
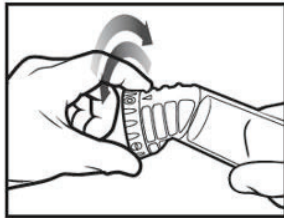


Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

{insert sprayer name} Sprayer - Optional Description Statements & Graphics}

{Note to reviewer: Graphics below allow for two different placements of the various spray patterns}

- [Twist][Turn][Dial] [the {insert sprayer name}] [Easy Grip] [E-Z Grip] [Sprayer] [Nozzle] to [Select][choose] [desired] spray pattern.
- [Easy] [E-Z] [grip] spray [pattern] selector.
- When changing spray pattern, [always] ensure [the {insert sprayer name}] valve is [in the] OFF [position].
- [Available][Settings] [Sprayer settings] [Spray patterns]
- JET [pattern][setting] [for high pressure] [blasts away] [to blast away] [mold][mildew][dirt][debris] [to reach] [high] [second story] [hard to reach] [places].
- FAN [Horizontal] [Wide] [spray] [setting][pattern] [for [more] [maximum] [vertical] [up and down] [coverage] [use].
- FAN [Vertical] [Narrow] [spray] [setting][pattern] [for [more] [maximum] [horizontal] [side to side] [coverage] [use].



Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.








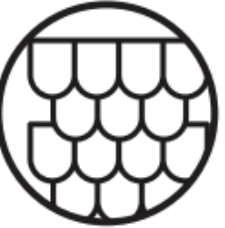

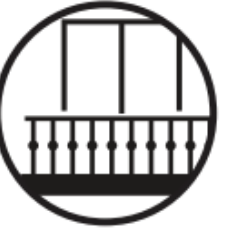



{Optional Icons}

{Note to the Reviewer: The icons below are representative of icons that could appear on any panel of the label. Icons may be used to visually communicate the types of surfaces and/or sites where the product can be used as listed on Tables 1-4. Potential variations to what is shown include stylistic changes that do not alter or expand the intended communication etc. **An example:**



[House] [Home]	Brick	Vinyl Siding	Driveway	Stone
Painted or Sealed Wooden Fence	Iron Fence	Porch	Deck	Painted or Sealed Wood Decking
Outdoor Kitchen ²	Pergola	Empty Water Feature	Outdoor Furniture	Outdoor Planters
Outdoor Playground Equipment	Stucco	Pavers	Outdoor Firepit ³	

Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

				
Gutters	Down Spout	Garden Decor	Concrete [Block]	[Synthetic] Wicker/Rattan
				
Stone/Rock	[Tile][Clay]	Slate	[Stone][Concrete][Brick] Steps	Balcony
				
Lattice	Shutters	Veranda		

{Optional Digital Content}

{Note to the Reviewer: The QR Codes below are representative of a QR code that may appear on the product label. The purpose of the QR Code is to provide consumers with access to “Introducing” and/or “How To” video content related to the {insert sprayer name} and/or Praus}



Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

{Alternate Brand Names}

Mold Armor E-Z Pressure Sprayer
Mold Armor E-Z Pressure Sprayer Starter Pack
Mold Armor E-Z Pressure Sprayer Cartridge
Mold Armor E-Z Pressure Sprayer Multi-Surface Cleaning Cartridge
Mold Armor E-Z Pressure Sprayer Refill
Mold Armor E-Z Pressure Sprayer Refill Cartridge

Mold Armor E-Z Outdoor Pressure Sprayer
Mold Armor E-Z Outdoor Pressure Sprayer Starter Pack
Mold Armor E-Z Outdoor Pressure Sprayer Multi-Surface Cleaning Cartridge
Mold Armor E-Z Outdoor Pressure Sprayer Refill
Mold Armor E-Z Outdoor Pressure Sprayer Multi-Surface Refill Cartridge

Microban Outdoor Surface Care Pressure Sprayer
Microban Outdoor Surface Care Pressure Sprayer Starter Pack
Microban Outdoor Surface Care Pressure Sprayer Cartridge
Microban Outdoor Surface Care Pressure Sprayer Refill
Microban Outdoor Surface Care Pressure Sprayer Refill Cartridge

Microban Outdoor Pressure Sprayer
Microban Outdoor Pressure Sprayer Starter Pack
Microban Outdoor Pressure Sprayer Cartridge
Microban Outdoor Pressure Sprayer Refill
Microban Outdoor Pressure Sprayer Refill Cartridge
Microban Outdoor Pressure Sprayer Cleaning Cartridge Refill

{Brand Logos}



{For brand logo shown below: The blue ring around the Microban branded badge and the blue badge represent locations where one or more marketing claims from the master label may be placed}



Note to reviewer: All text in brackets [...] is optional. All text in braces {...} is administrative and will not appear on product label.

{Label for cartridge, where full label is included on the outer container but is not feasible to be attached to the cartridge.}

PRAUS	
Active Ingredient:	
Calcium Hypochlorite.....	73%
Other Ingredients.....	27%
Total.....	100%
KEEP OUT OF REACH OF CHILDREN	
DANGER	
See package [-or- carton] for First Aid, Precautionary Statements, Directions for Use, and Storage and Disposal.	
EPA Reg. No. 4091-XX	NET CONTENTS: {to be inserted on container label}
EPA Est. No. {to be inserted on container label}	Lot Code: {to be inserted on container label}
{if multiple EPA Est. Nos. listed}	
See [back][side][bottom][top] for EPA Est. No in Lot code	

{Text will appear on an adhesive label/sticker and may or may not appear in a box/panel}

{Qualifiers/Footnotes}

1. Versus other [Mold Armor {insert ABN}] -or- [W.M. Barr & Company, Inc. product {insert name}]
2. Nonfood contact surfaces. When cool/not in use
3. When cool/not in use