

4582-73

6/9/2014

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U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

EPA Reg. Number:
4582-73

Date of Issuance:
JUN 9 2014

Term of Issuance:
Unconditional

Name of Pesticide Product:
Palmolive Antibacterial
Multisurface

NOTICE OF PESTICIDE:

Registration
 Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Colgate-Palmolive Company
909 River Road, P.O. Box 1343
Piscataway, NJ 08855-1343

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration 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/reregistered 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.

The application referred to above, submitted under the Federal Insecticide, Fungicide and Rodenticide Act, as amended is acceptable under FIFRA sec. 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. Should you wish to retain a reference to the company's website on your label, then please be aware that such a reference transforms the website into labeling under the Federal Insecticide Fungicide and Rodenticide Act sec 2 (p) (2) and then the website is subject to review by the Agency. If the website content is false or misleading, the product would be misbranded and its sale or distribution unlawful to sell or distribute under FIFRA section 12(a)(1)(E).

Signature of Approving Official:

Jacqueline Hardy
Jacqueline Hardy
Product Manager Team (34)
Regulatory Management Branch II
Antimicrobials Division (7510P)

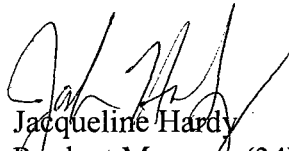
Date:

JUN 9 2014

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. Although EPA has not yet determined the extent to which it will routinely review company websites, if the Agency finds or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from claims approved through the registration process, the website may be referred to the EPA's Office of Enforcement and Compliance Assurance.

A stamped copy of your labeling is enclosed for your records. You must submit one (1) copy of the final printed labeling before you release the product for shipment with the new labeling

Sincerely,



Jacqueline Hardy
Product Manager (34)
Regulatory Management Branch II
Antimicrobials Division (7510P)

Enclosures: Stamped Label, Efficacy, Tox and Chemistry Reviews

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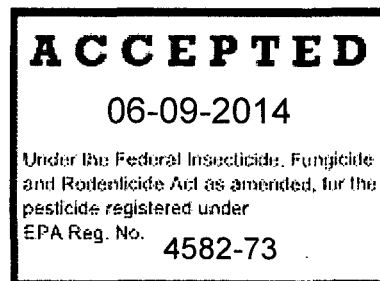
[FRONT PANEL]

**PALMOLIVE ANTIBACTERIAL MULTISURFACE
CONCENTRATED DISH LIQUID**

ACTIVE INGREDIENT: L-LACTIC ACID.....2.00%
OTHER INGREDIENTS:.....98.00%
TOTAL.....100.00%

KEEP OUT OF REACH OF CHILDREN
CAUTION: SEE BACK PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS

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[BACK PANEL]

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

CAUTION: Causes moderate eye irritation. Avoid contact with eyes.

FIRST AID: IF IN EYES: Hold eye open and rinse slowly and gently with water for 15 to 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.

Call a Poison Control Center for treatment advice.

DIRECTIONS FOR USE

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

To Sanitize Gram Negative Bacteria (*Staphylococcus aureus* and *Klebsiella pneumoniae*) on non-food contact surfaces. For heavily soiled areas, a pre-cleaning is required (to sanitize) (for sanitization of) (to kill 99.9% of bacteria) (on) hard, non-porous surfaces. Apply a dilution of 1 part product to 19 parts of water. Treated surfaces must remain wet for 30 seconds.

To Disinfect Gram Negative (*Salmonella enterica*) and Gram-Positive Bacteria (*Staphylococcus aureus*) (And Deodorize) on Inanimate Hard, Non-Porous Surfaces. Apply a dilution of 1 part product to 4 parts of water. Treated surfaces must remain wet for 10 minutes.

To Clean Hard, Non-Porous Surfaces: Prepare a dilution of 1 part product to 20 parts of water and rub with sponge, cloth or brush.

For General Dishwashing: Use as you would any dishwashing detergent.

To kill 99.9% of bacteria (*Staphylococcus aureus*, *Salmonella enterica* & *E. coli* (0157:H7) on dishware. Remove excess food from dishware, then dilute 1 part product to 19 parts water. Allow dishes to sit in solution for 1 minute then wash and rinse thoroughly as you normally would.

STORAGE AND DISPOSAL

STORAGE: Store in a cool place out of reach of children.

DISPOSAL: Refillable container. Refill only with this product. Do not use this container for any other purpose. Offer for recycling, if available.

For residential use only.

EPA Reg. No. 4582-73 EPA Est. No. 004582-OH-001

QUESTIONS? COMMENTS? Call Toll Free 1-800-338-8388

Dist. By
Colgate-Palmolive, Company
New York, NY 10022. Made in USA.
www.palmolive.com

[FRONT OR BACK PANEL – OPTIONAL CLAIMS/MARKETING STATEMENTS]

[Note: **Italicized text is information for the reader. Words or phrases within parenthesis are optional text**].

[General Claims. Use the phrase below with the associated claims]

This product is (a) (an) (.) (!)

- | <i>Claims</i> |
|---|
| 1. (Antibacterial/Bactericidal) (Concentrated) Dishwashing Liquid. |
| 2. (Antibacterial/Bactericidal) (Concentrated) Dishwashing Gel. |
| 3. (Antibacterial/Bactericidal/Sanitizing non-food contact) (Concentrated) Gel. |
| 4. (Antibacterial/Bactericidal) (Concentrated) Dish Gel. |
| 5. (Antibacterial/Bactericidal) (Concentrated) Dish Wash Gel. |
| 6. (Antibacterial/Bactericidal) (Concentrated) Glass & Dish Cleaner. |
| 7. (Antibacterial/Bactericidal/Sanitizing non-food contact) (Concentrated) Surface Cleaner. |
| 8. (Antibacterial/Bactericidal/Sanitizing non-food contact) (Concentrated) Household Cleaner. |
| 9. (Antibacterial/Bactericidal/Sanitizing non-food contact) (Concentrated) Household Surface Cleaner. |
| 10. (Antibacterial/Bactericidal/Sanitizing non-food contact) (Concentrated) Kitchen Cleaner. |
| 11. (Antibacterial/Bactericidal/Sanitizing non-food contact) (Concentrated) Kitchen Surface Cleaner. |
| 12. (Concentrated) Bactericide. |
| 13. (Concentrated) Sanitizer. |
| 14. (Concentrated) Antibacterial. |
| 15. (Concentrated) Household non-food contact Sanitizer. |
| 16. (Concentrated) Household non-food contact Surface Sanitizer. |
| 17. (Concentrated) Household Bactericide. |
| 18. (Concentrated) Household Surface Bactericide. |
| 19. (Concentrated) Household Antibacterial. |
| 20. (Concentrated) Household Surface Antibacterial. |
| 21. (Concentrated) Kitchen non-food contact Sanitizer. |
| 22. (Concentrated)) (Hard non porous) Kitchen Surface Bactericide. |
| 23. (Concentrated) Kitchen Antibacterial. |
| 24. (Concentrated)) (Hard non porous) Kitchen Surface Antibacterial. |
| 25. Kitchen dish washing liquid. |
| 26. Multi Surface, Multisurface. |
| 27. Multi benefit dish liquid cleaner. |
| 28. Multi-Purpose. |
| 29. Multi-purpose (antibacterial) (daily).(kitchen) and (non food contact sanitizer). |
| 30. Multi task dish washing cleaner. |
| 31. Sanitizes non-food contact surfaces. |
| 32. One step sanitizer. |
| 33. 2 in 1 dish washing liquid. |
| 34. New (<i>will only appear on graphics label for the first 6 months product is on shelf</i>). |
| 35. Antibacterial formula (cleans and sanitizes). |
| 36. Kills Household bacteria. |

[FRONT OR BACK PANEL – OPTIONAL CLAIMS/MARKETING STATEMENTS]

[Note: Italicized text is information for the reader. Words or phrases within parenthesis are optional text].

[Packaging Claims]

- | Claims |
|---|
| 1. Fast, easy dish washing cleaning: one product for dishes and a variety of kitchen surfaces. |
| 2. Can be used on a wide variety of hard, non-porous surfaces. |
| 3. (New)(Improved)(Big)(Bigger)(Bonus)(Special)(Value)(Special price)(Economy)(Refill)(Gallon)(Liter)(Club). (size)(pack)(package)(bottle)(dispenser) (!). |
| 4. (Now easier) Easy to (grip)(store)(use)(refill) (!). |
| 5. User-Friendly (!). |
| 6. Even easier to use (!). |
| 7. (Improved)(New)(Comfort Grip)(Easy Grip)(Ergo)(Ergonomic) (shape)(size)(design)(pack)(package)(bottle)(dispenser)(pump) (!) |
| 8. New (!)(will only appear on graphics label for the first 6 months product is on shelf). |
| 9. (No Drip)(Easy Open) Cap (!) |
| 10. PETE (recycle icon) |
| 11. (Bottle contains)(At least)(X%) recycled plastic |
| 12. PP3 |
| 13. HDPE |
| 14. (Sample)(Trial) size (available) |
| 15. X% more than (competitive)(competitor) (X oz.)(X fl. oz.) |
| 16. (X%)(X oz.)(X fl. oz.) (more) (free) (!) |
| 17. (X ounces)(X oz.)(X fl. oz.) (at)(for) the (X oz.)(X fl. oz) price (of X ounces)(X oz.)(X fl. oz) |
| 18. (Get a)(With a)(Now with a)(Packaged with a)(Special pack with a) (free) pump (!) |
| 19. (Get a)(With a)(Now with a)(Packaged with a)(Special pack with a) (free) pump for (added convenience)(easier dispensing)(one-hand dispensing)(easier dispensing when wet) (!) |
| 20. (Perfect)(Perfectly) (size)(d) for kitchen(s)(your kitchen) (!) |
| 21. (Improved)(New)(Comfort Grip)(Easy Grip)(Ergo)(Ergonomic) (shape)(size)(design)(pack)(package)(bottle)(dispenser)(pump) (that you will be proud to display)(that you will want to display)(that you will want to show off)(that you will want to leave out)(that you will leave on the sink)(that you will want to leave out on the sink)(that fits your style)(that you won't want to put away) (!). |
| 22. For everyday use |
| 23. Easy (enough) to (use) (everyday) |

[FRONT OR BACK PANEL – OPTIONAL CLAIMS/MARKETING STATEMENTS]

[Note: *Italicized text is information for the reader. Words or phrases within parenthesis are optional text.*]

[General Cleaning Claims]

- | <i>Claims</i> |
|---|
| 1. Removes food residue |
| 2. The smell of clean (!) |
| 3. For a (clean)(fresh) (kitchen)(house)(home) (!) |
| 4. Leaves your (kitchen)(house)(home) smelling (clean)(fresh) (!) |
| 5. (Has a)(With a)(Delivers a)(Leaves a)(Leaves behind a) (clean)(light)(airy)(fresh)(mild)(citrus)(new) (fragrance)(scent) (!) |
| 6. (With)(Still with) Orange Extracts (!) |
| 7. (New)(Improved) (Fragrance)(Scent) (!) |
| 8. Tough cleaning never smelled so good (!) |
| 9. No harsh fumes (perfumes)(fragrances)(scents) (!) |
| 10. Use (daily)(everyday) |
| 11. (Use) for touch-up(s) (quick clean-ups) (!) |
| 12. (Use) for wiping (kitchen) counters (countertops) (!) |
| 13. For (daily)(everyday)(gentle)(light-duty)(kitchen)(household) surface [<i>see list below</i>] cleaning |
| 14. For (daily)(residential)(everyday)(household) use (!) |
| 15. Easy to use (!) |
| 16. Tough on Grease, Soft on Hands® |
| 17. Tough on (dirt)(grease)(grime)(mess)(leftovers), easy on you (!) |
| 18. Tough cleaning formula (!) |
| 19. Cuts through grease |
| 20. Cleans even tough, greasy soil easily |
| 21. Easily removes tough grease |
| 22. Cleans (tough) grease and grime |
| 23. For (tough)(tougher) cleaning |
| 24. Effectively cleans a wide range of surfaces |
| 25. Effectively cleans (dishes)(and other surfaces)(glass and other household surfaces)(countertops)(stovetops)(exterior surfaces of refrigerators)(exterior surfaces of microwave ovens)(exterior surfaces of appliances)(basins)(stainless steel)(chrome fixtures)(Formica)(corian) |
| 26. Removes food stains |
| 27. (With a)(For a) Complete Clean (!) |
| 28. Clean action formula (!) |
| 29. Simple antibacterial ingredients (!) |
| 30. Is up to the task (!) |
| 31. Gets the job done (!) |
| 32. Brings back (uncovers) the shine from surfaces (list below) |
| 33. Rinses away clean (!) |
| 34. Easily rinses away (!), easy rinse |
| 35. Does not leave residue on dishes |
| 36. So you have time for the more important things (!) |
| 37. No one will know you're a mom (!) |
| 38. Delivers the trusted power of Ajax®, Palmolive® |
| 39. It's from Palmolive®, so you know you can trust it (!) |
| 40. Super Degreaser® |
| 41. Phosphate Free (Sin Fosfatos) (phosphate-free) (No Phosphate) |
| 42. Bleach-free |
| 43. Does not contain bleach |
| 44. Contains no (harsh) abrasives |

45. (Specially formulated to)(Rapidly)(Simply)(Effectively)(Completely)(Effortlessly)(Quickly) (Easily) (cuts)(gets off)(gets away)(gets out)(removes)(cleans)(whisks away) (attacks)(busts away)(busts through)(blasts away) (blasts off)(blasts through)(targets)(dislodges)(takes off)(takes away)(lifts)(lifts away)(lifts off) (penetrates)(releases)(carries away)(rips away)(strips away)(strips off)(rips off) (dried-on) (dried-out)(dried-up)(stuck-on)(residual)(baked-on)(unseen)(greasy)(grimy)(grungy) (mixed)
 (complex)(burnt-on)(caked-on)(sticky)(caramelized)(lasagna)(eggs)(macaroni and cheese) (macaroni & cheese)(mac-n-cheese)(barbeque)(bar-b-que)(fried)(stewed)(braised) (blackened) (roasted) (broiled)(dairy) (cereal)(crusty)(micro-waved)(gooey)(encrusted) (BBQ)(starchy) (oatmeal)(grilled)(breakfast) (lunch)(brunch)(dinner)(snack)(supper) (grease)(soils)(food soils) (food)(food residue)(leftovers) (grime)(dirt)(mess)(messes) (immediately)(on-contact)(instantly) (!)
46. (Palmolive)(Ajax)(Antibacterial) (with)(for)(a) (True shine)(Spot-free) formula that leaves your dishes (sparkling)(pleasantly) clean (!)
47. (Palmolive)(Ajax)(Antibacterial) (with)(for)(a) (long lasting)(long-lasting)(super)(shine) for (radiant)(sparkling) clean dishes (!)
48. (Palmolive)(Ajax)(Antibacterial) (for)(a) (sparkling)(shiny)(glittering)(glistening) (clean kitchen)(that's inviting) (!)
49. (Palmolive)(Ajax)(Antibacterial) (helps)(make)(s) your kitchen (to) (sparkle)(shine)(glitter)(glisten)(more inviting) (!)
50. (Palmolive)(Ajax)(Antibacterial) (says) welcome to a (sparkling)(shiny)(glittering)(glistening) kitchen (!)
51. (Palmolive)(Ajax)(Antibacterial) (for) dishes so clean, your kitchen says "come on in!"
52. Removes food odors on dishes and kitchen surface (hard surface non porous)
53. Fast, easy, cleaning solution (one product for dishes and a variety of hard, non-porous surfaces)
54. Eliminates food odors left behind on hard, non-porous surfaces
55. (Freshens)(fragrance)(deodorizes and) leaves your kitchen smelling fresh
56. Deodorizes
57. Always at hand
58. Cleans everyday kitchen messes (like dirt, grease and food stains)
59. Complete clean
-
60. Deep clean
61. Antibacterial protection
62. Advanced Cleaning
63. Multi Action
64. (Easy)(Quick) (&) (Convenient) (way) (to clean)(and disinfect)(and sanitize)
65. For (daily)(everyday)(light-duty)(heavy duty)(kitchen)(cleaning)(everyday)(use)
66. For the grease/ residue you can see and the household bacteria you can't
67. (has or leaves a)(clean)(light)(airy)(fresh)(pleasant)(fragrance or scent)
68. Makes your life easy
69. Multi-task
70. Nonabrasive formula
71. No harsh fumes
72. Will not harm most hard, non-porous surfaces
73. With a pleasant fragrance
74. Streamline your cleaning process

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[FRONT OR BACK PANEL – OPTIONAL CLAIMS/MARKETING STATEMENTS]

[Note: *Italicized text is information for the reader. Words or phrases within parenthesis are optional text*].

[*Sanitization Claims*]

Claims

1. Kills (99.9% of) (kitchen) (household) bacteria in just 30 seconds
2. Kills bacteria (found) on hard non-porous (kitchen)(household) surfaces
3. (Scary for)(Tough on) (dirt)(bacteria) (!)
4. (Antibacterial) formula (cleans and sanitizes) (!)
5. (1 minute)(One minute)(60 second) sanitization (!)
6. An easy way to sanitize
7. Gets to the source of the bacteria lurking in your (kitchen) and kills 99.9% of them (!)
8. For (daily)(everyday)(gentle)(light-duty)(kitchen) [*see list below*] sanitizing (!)
9. Rapid-action antibacterial formula (3-log reduction in 1 minute) (!)
10. Works quickly (!)
11. So you can get out of the kitchen fast – without compromising your standards (!)
12. Leaves (hard, non-porous surfaces) [*see list below*] sanitized (!)
13. Makes cleaning easy and sanitizes too (!)
14. Makes killing bacteria easy (!)
15. We work hard so you don't have to
16. formula cleans and sanitizes (!)
17. ~~Get-away-from-the-worry (!)~~
18. Worry free (antibacterial formula) (cleaning formula) (!)
19. An intense clean: tough cleaning and antibacterial formula (!)
20. Why compromise cleaning over killing bacteria in a dish liquid (?)
21. So you can have peace of mind that your dishes are truly clean (!)
22. (With)(Now with) a(n) active (antibacterial)(sanitizing) ingredient
23. With a (tough)(hardworking)(antibacterial)(active)(sanitizing) ingredient
24. Responsible clean (ing) with a antibacterial ingredient
25. Leaves (household)(kitchen) (hard, non-porous) surfaces sanitized (!)
26. A strong antibacterial protection (!)
27. (A)(The)(With)(right)(balance of)(thoughtful approach to) antibacterial protection
28. Bad for bacteria, (!)
29. Balanced cleaning formula
30. Gentle cleaning formula
31. Offers antibacterial protection: kills 99.9% of bacteria (!)
32. (While) it's tough on bacteria, it's (gentle)(mild) to surfaces [*see list below*]
33. Won't make you sacrifice the scent you love (!)
34. Goes above and beyond simple cleaning (!)
35. Is always ready to fight bacteria (!)
36. (Is) tough enough for the dirtiest dishes
37. Assures a confident clean (!)
38. Strong on your dishes, soft on you (!)
39. Gets it done right the first time (!)
40. Clean, sanitize and leave a (this brand) shine (on dishes) (and other hard surfaces) in your kitchen
41. Kills (odor-causing) bacteria (that cause odors)
42. Cleaning and sanitizing non-food contact surfaces
43. Helps fight bacteria
44. Can prevent cross-contamination of bacteria* [when used on dishes] **Staphylococcus aureus, Klebsiella pneumoniae, Salmonella enterica, E. coli (0157:H7)*
47. Household bacteria-killing formula
45. Leaves hard, non-porous non-food contact surfaces sanitized

- 46. Leaves dishes and kitchen surfaces (clean) (and) (sanitary)
- 47. Leaves dishes and kitchen surfaces sanitized
- 48. Sanitizes (kills) common household bacteria*
**Staphylococcus aureus, Klebsiella pneumoniae*
- 49. Sanitizes (household) kitchen surfaces in 30 seconds
- 50. Sanitizes (and deodorizes)
- 51. Sanitizes as it cleans
- 52. Sanitizes hard non-porous (nonfood kitchen) surfaces
- 53. Sanitizes in just 30 seconds
- 54. Palmolive Multi surface is a (convenient)(easy)(effective) way to (thoroughly) clean and kill bacteria on dishes and hard, non-porous kitchen surfaces
- 55. Specifically formulated for a variety of hard, non-porous (kitchen) surfaces
- 56. Starts killing bacteria on contact
- 57. Use (daily)(everyday) (for)(clean)(sanitized) dishes and hard, non-porous kitchen surfaces
- 58. Versatile dish washing liquid can be used on dishes and on hard, non-porous kitchen surfaces
- 59. Works in just 30 seconds to kill 99.9% of (household) bacteria
- 60. Cleans (and kills) (gram-negative bacteria) (household bacteria) (to a sparkling shine)
- 61. Is a (broad disinfectant)(versatile) dishwashing liquid that kills (99.9% of)(gram-negative)(gram-positive)(household)bacteria, removes grease and cleans dishes and household hard, non-porous (kitchen) surfaces
- 62. Use (this Brand) on your dishes to (kill)(gram-negative bacteria)(gram- positive)(household bacteria) (like *Salmonella enterica, staphylococcus aureus, E. coli (O157:H7)*)
- 63. (This product)effectively removes everyday soils (from)(on) (dishes)(countertops)(stovetops)(sinks)(exterior surfaces of refrigerators)(exterior surfaces of microwave ovens)(external surfaces of appliances)(basins)(Formica)(Corian)

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[FRONT OR BACK PANEL – OPTIONAL CLAIMS/MARKETING STATEMENTS]

[Note: Italicized text is information for the reader. Words or phrases within parenthesis are optional text].

[Antimicrobial/Antibacterial Claims]

- | Claims |
|--|
| <ol style="list-style-type: none"> 1. Removes 99.9% of bacteria from dishes and kitchen surfaces (hard non porous kitchen surfaces) 2. Responsible sanitizing(sanitizer) 3. Responsible antibacterial (active) ingredient 4. Use(s) antibacterial responsibly 5. (Is) the kind of antibacterial that exists in nature 6. Helps you reinvent responsibility 7. Antibacterial ingredient made from renewable resources 8. Antibacterial ingredient (Is) (tough)(hardworking) 9. (Is) proven to be 99.9% effective in killing bacteria 10. Gives me 360 degree protection (!) |

[Miscellaneous Claims]

- | Claims |
|--|
| <ol style="list-style-type: none"> 1. A(n) (quick)(and)(easy) way to (kill)(eliminate)(destroy)(sanitize) 99.9% of bacteria on your dishes and in your hard, nonporous kitchen surfaces 2. Antibacterial 3. Can reduce the cross-contamination of (kitchen)bacteria(on hard, nonporous surfaces) 4. (Gently)(Lightly) cleans and (kills)(eliminates)(destroys) 99.9% of (kitchen)(household) bacteria on dishes and on hard, non-porous kitchen surfaces 5. Kills (household)(kitchen) bacteria (fast) 6. Kills 99.9% of bacteria 7. (Kills)(Eliminates)(Destroys) 99.9% (of bacteria) (of the bacteria commonly found in)(all around)(on) (your) (dishes)(home)(house)(kitchen) (including)(<i>Salmonella enterica</i>, <i>Staphylococcus aureus</i>, <i>E. coli</i> (0157:H7)) 8. (Kills)(Eliminates)(Destroys) 99.9% bacteria from (hard, non-porous contact kitchen) surfaces 9. Kills <i>Salmonella enterica</i>, <i>Staphylococcus aureus</i>, <i>E. coli</i> (0157:H7) 10. Leaves (kitchen)(household)(hard, non-porous) surfaces sanitized 11. An effective non food contact sanitizer for use on the hard, non-porous kitchen surfaces |

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[Miscellaneous Claims]

Claims	
1.	Bacteria 10-minute disinfectant
2.	Broad disinfectant effective against (gram-negative) (gram-positive) bacteria (<i>Salmonella enterica</i> , <i>staphylococcus aureus</i>)
3.	Kills >99.9% of gram-negative (household) bacteria
4.	Kills (household)(kitchen) bacteria fast
5.	Kills (household) bacteria (odor causing bacteria) (food-related bacteria) on hard-non-porous surfaces
6.	Broad disinfectant (on hard non-porous surfaces)
7.	(kills) (gram-negative bacteria)(gram-positive bacteria)(Broad disinfectant effective against) (This product kills (gram-negative)(gram-positive)(many types of)(household) bacteria, including <i>Salmonella enterica</i> , <i>staphylococcus aureus</i>)

ADD CLAIMS DISHES + MULTI SURFACES

<p>(Tested) (Proven) (Verified) (Documented) (by an independent lab) to</p>	<p>Effectively</p>	<p>(kill)(s)</p>	<p>(99.9)(%)of</p>	<p>(Common) (Household) (Kitchen) (Surface-associated) (Invisible) (Food-borne) bacteria</p>	<p>From</p>	<p>(to) (and) keep your (house) (home) (kitchen) (clean) (sanitized)</p>
<p>(Independently) proven to</p>	<p>Quickly</p>	<p>(Remove)(s)</p>	<p>(3)(three)-log reduction (of) (in)</p>	<p>On</p>	<p>(hard, non-porous surfaces)</p>	<p>So you can get out of the kitchen fast (!)</p>
<p>(Proven) (Documented) (antibacterial) (sanitizing) (proven) (action) that</p>	<p>Rapidly</p>	<p>(seek)(s) (and) (destroy)(s)</p>	<p>Of bacteria associated with (food preparation) (raw meat) (raw food) (food-borne disease)(s) (food poisoning)</p>	<p>When they hide</p>	<p>(Dish)(es) (Dishware)(s) (Cutlery) (Utensils) (Cookware) (Knives) (Countertops) (Stovetops)</p>	<p>Without compromising your standards (!)</p>
<p>Tailor-made that</p>	<p>Efficiently</p>	<p>(Eliminate)(s)</p>	<p>Of bacteria that can cause (food-borne disease)(s) (food poisoning)</p>	<p>That you can't see</p>	<p>(Cookware) (Knives) (Countertops) (Stovetops)</p>	<p>(99.9%) (Essentially) (Virtually) bacteria-free (!)</p>
<p>Specifically formulated to</p>	<p>Simply</p>	<p>(reduce)(s)</p>	<p>Of (invisible) bacteria (you can't see)</p>	<p>That you don't see</p>	<p>(Hard) plastic (dishware) (glassware) (cutlery) (cutting board)(s)</p>	<p>For dishes that are truly (the ultimate level of) clean</p>
<p>Balanced (formula) that</p>	<p>Completely</p>	<p>(rid)(s)</p>	<p>Of the following bacteria <i>Salmonella enterica</i>, <i>Staphylococcus aureus</i></p>	<p>All around your</p>	<p>(Household) (dishware) (glassware) (cutlery) (cutting board)(s)</p>	<p>For dishes and (hard, non-porous surfaces) that are truly clean and sanitized</p>
<p>Proven (antibacterial) (sanitizing) effectiveness that</p>	<p>Totally (In)</p>	<p>(fight)(s)</p>	<p>Of (known)(proven) to cause food poisoning</p>	<p>All over your</p>	<p>(Household) (Kitchen) (surfaces)</p>	<p>(and) (with) (still with) (without giving up) the fragrances you love (!)</p>
<p>The (smart way) to</p>	<p>(within) (1) (one) minute</p>	<p>(attack)(s)</p>	<p>Of (invisible) bacteria (you can't see)</p>	<p>That could contaminate clean</p>	<p>(House) (home) (kitchen)</p>	<p>Then rinses (clean) (clear) (crystal clean) (for) (delivers a) worry-free clean(!)</p>
<p>(Deep cleans) (Penetrates) to</p>	<p>(In) (within) (60) (sixty) seconds</p>	<p>(Annihilate)(s)</p>	<p>Of (invisible) bacteria (you can't see)</p>	<p>That you don't see</p>	<p>(House) (home) (kitchen)</p>	<p>To (get it done right the 1st time) (leave no doubt) (!)</p>
<p>Antibacterial that</p>	<p>(quick) (and) easy way to</p>	<p>(Cleans away)</p>	<p>Of (invisible) bacteria (you can't see)</p>	<p>That you don't see</p>	<p>(House) (home) (kitchen)</p>	<p>A thoughtful approach to antibacterial protection (!)</p>
<p>(New) (Clean) (Patented) (Patent pending) (Antibacterial) (Sanitizing) formula that</p>	<p>(washes away)</p>	<p>(Sanitize)(s)</p>	<p>Of (invisible) bacteria (you can't see)</p>	<p>That you don't see</p>	<p>(House) (home) (kitchen)</p>	<p>Then rinses (clean) (clear) (crystal clean) (for) (delivers a) worry-free clean(!)</p>
<p>(Household) (Kitchen) (Common) (Food-borne) bacteria-killing formula</p>	<p>(wipe)(s) (away)(out)</p>	<p>(wipes away)</p>	<p>Of (invisible) bacteria (you can't see)</p>	<p>That you don't see</p>	<p>(House) (home) (kitchen)</p>	<p>Then rinses (clean) (clear) (crystal clean) (for) (delivers a) worry-free clean(!)</p>
<p>(Antibacterial) (Sanitizing) (Clean) (Cleaning) action that</p>	<p>(Help)(s) (prevent)</p>	<p>(Sanitize)(s)</p>	<p>Of (invisible) bacteria (you can't see)</p>	<p>That you don't see</p>	<p>(House) (home) (kitchen)</p>	<p>Then rinses (clean) (clear) (crystal clean) (for) (delivers a) worry-free clean(!)</p>
<p>(Antibacterial) (Sanitizer) (Cleaner) (Kitchen solution) (Multi surface solution) that</p>	<p>(wipe)(s) (away)(out)</p>	<p>(washes away)</p>	<p>Of (invisible) bacteria (you can't see)</p>	<p>That you don't see</p>	<p>(House) (home) (kitchen)</p>	<p>Then rinses (clean) (clear) (crystal clean) (for) (delivers a) worry-free clean(!)</p>

[FRONT OR BACK PANEL – OPTIONAL CLAIMS/MARKETING STATEMENTS]

[Note: *Italicized text is information for the reader. Words or phrases within parenthesis are optional text.*]

Surfaces

[For use on the (following) hard, non-porous surfaces (including)]

Labels that include sanitization directions only surfaces with asterisks will appear .

[For use on the (following) hard, non-porous, non-food contact surfaces (including)]

- | | | |
|---------------------------|-------------------------------------|-----------------------------|
| Dishes Glass(es) | *Vinyl table cloth(s) | *Soap dispenser(s) |
| Cutleries | *Knobs/handles | *Storage areas |
| Dish Racks | (Food)(Serving) trays | Tongs |
| *Drain boards | (Food)(Serving) (platters) | *Under sinks |
| Dish Wares | Grills, | *(Washable)Walls |
| Refrigerator Glasses | *Handrails | *Washing machines |
| Utensils | *Metal Blinds | *(Kitchen) window(s) |
| Plastic Cutting Boards | Inside Dishwasher(s) | *(Kitchen) window sill(s) |
| *Sink(s) | Inside Freezer(s) | *(Glazed) Ceramic tile |
| *Sink (Faucets) | Inside Microwave(s) | *Chrome |
| *Sink (Fixtures)(Handles) | Inside Refrigerator(s) | *Corian® |
| Stovetops | *Kitchen surfaces | *Formica® |
| *Oven (handles)(knobs) | Kitchen tools Knives | *Glass |
| *Oven door(s) | *Litter box(es) | *Linoleum |
| *(Kitchen) Countertops | *Lunch box(es) | *Metal (Hard)Plastic |
| *(Kitchen) Appliances | Lunch pail(s) | *(Glazed) Porcelain |
| Microwaves | Ovens | *Stainless Steel |
| *Cabinets | *(Kitchen) garbage can(s) (Kitchen) | *Light Switches |
| Can openers | *garbage bin(s) | *(Hard)Vinyl |
| Cupboards | *Recycling bin(s) | *Sealed wood |
| Kitchen table(s) | Refrigerator(s) | *Chairs |
| Dining room table(s) | *Snack counter(s) | *Enamel |
| Breakfast table(s) | *Bar counter(s) | *Hard non porous fiberglass |
| Vinyl placemats | *Breakfast counter(s) | |

Fragrance/Scent Descriptor(s)

- | | | |
|----------------------------------|-----------------------------|-----------------|
| Unscented | Tangerine | Spring Purity |
| (With) Orange extracts | (Pink)(Ruby red) Grapefruit | Alpine Purity |
| (With) Lemon extracts | Passion fruit | Marine Purity |
| (With) Orange essence(s) (With) | (Fresh) (Green) Apple | Radiant Clean |
| Lemon essence(s) | (Pear)Apple | Rainforest Mist |
| (With) Apple essence(s) | Apple Blossom | Fresh Air |
| Clean (scent)(fragrance) Fresh | Citrus Blossom | Spring Waters |
| (scent)(fragrance) Efficacious | Orange Blast | Sheer Sunshine |
| (scent)(fragrance) Antibacterial | Lemon Blast | Arctic Breeze |
| (scent)(fragrance) Orange | Citrus Blast | Rain Blossoms |
| Lemon | Fresh Blast | Invigorating |
| Zesty Lemon | Crisp Blast | Fresh clean |
| | Citrus Purity | |

[FRONT OR BACK PANEL – OPTIONAL CLAIMS/MARKETING STATEMENTS]

[Note: *Italicized text is information for the reader. Words or phrases within parenthesis are optional text.*]

[*Miscellaneous Statements*]

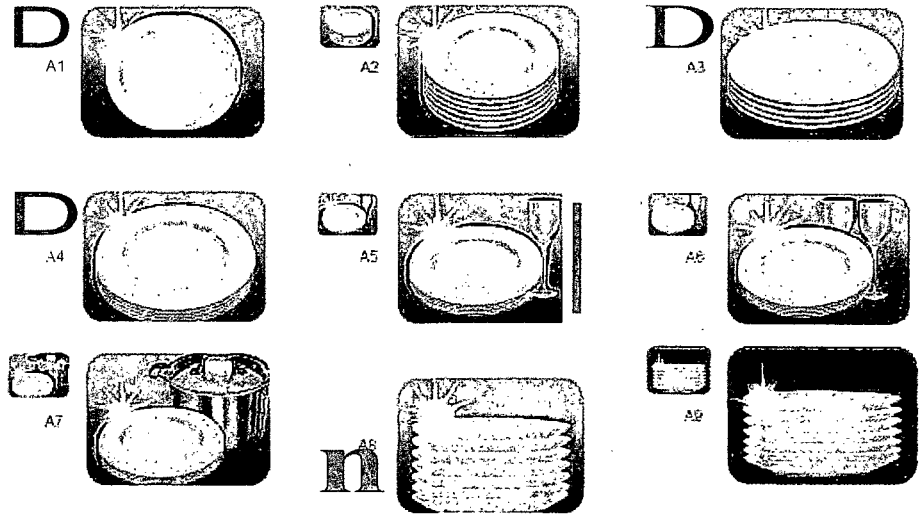
Claims	
1.	Bottle made of X% post-consumer recycled plastic
2.	Contains no (chlorine) (bleach) (or) phosphates
3.	Contains no abrasives, harsh acids or bleach
4.	Do not use in automatic dishwashers
5.	Do not use with chlorine bleach
6.	Will not harm most surfaces
7.	Won't Will not harm septic (systems) (tanks)
8.	Harmless to septic (systems) (tanks)

[*Graphics/Pictograms*]

Some or all of the following graphics or pictograms may be used on the product label:

Claims	
1.	Picture of a clean, (shining)(sparkling) dish or dishes
2.	Picture of shining glass and hand
3.	Picture of shining glass
4.	Picture or icon of (kitchen) (dishes) (dish wares) (dish washer) (cutleries) (refrigerator) (kitchen utensils)(appliances) (stovetop)
5.	Picture or icon of shining dishes and (one)(two) glass(es)
6.	Picture or icon of shining dishes and pan(s) or pot(s)
7.	Picture or icon of a pile of clean plates
8.	Picture of (dish)(dishware)(glass) being cleaned (with bubbles)
9.	Picture of (countertop)(dish rack)(table) filled with clean dish(es)

DISHES/CUPS



KITCHEN SURFACES

