

4582-73

9/3/2014

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

SEP 3 2014

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Georgia Anastasiou
Agent for Colgate/Palmolive
Lewis & Harrison
122 C Street, N.W.,
Suite 505
Washington, D.C., 20001

SUBJECT: Palmolive Antibacterial Multisurface
EPA Registration Number: 4582-73
Application Dated: August 5, 2014
Receipt Date: August 5, 2014

Dear Ms. Anastasiou:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

Proposed Notification:

- Adding Kosher certification symbol.

General Comment:

Based on a review of the submitted information, this notification is acceptable and will be made part of the record for this file.

Should you have any questions or comments concerning this letter, you may contact me by telephone at (703) 308-6416 or by e-mail at hardy.jacqueline@epa.gov or Jose Gayoso by telephone at (703) 347-8652 or by e-mail at gayoso.jose@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Jacqueline Hardy".

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



United States
Environmental Protection Agency
Washington, DC 20460

- Registration
- Amendment
- Other:

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 4582-73	2. EPA Product Manager Jacqueline Hardy	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Palmolive Antibacterial Multisurface	PM# 34	
5. Name and Address of Applicant (Include ZIP Code) Colgate-Palmolive Company c/o Lewis & Harrison, LLC 122 C Street, NW, Suite 505 Washington, DC 20001 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

- Amendment - Explain below.
- Final printed labels in response to Agency letter dated _____
- Resubmission in response to Agency letter dated _____
- "Me Too" Application
- Notification - Explain below.
- Other - Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Notification to add Kosher symbol

Notification in Accordance With PR Notice 98-10 This notification is consistent with the provisions of PR Notice 98-10 EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 95-2 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be the subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" No. per container Unit Packaging wgt.	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" No. per container Package wgt.	<input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)		
*Certification must be submitted		3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 10 oz and 25 oz.	
5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product		6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Other _____ <input checked="" type="checkbox"/> Paper glued <input checked="" type="checkbox"/> Stenciled			

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)		
Name Georgia Anastasiou, Lewis & Harrison, 122 C St. NW, Suite 505, Washington, DC 20001	Title Agent for Colgate-Palmolive	Telephone No. (Include Area Code) 202-393-3903 x.19
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature 	3. Title Agent for Colgate-Palmolive	<div style="border: 1px solid black; width: 100px; height: 100px; margin: 0 auto;"></div>
4. Typed Name Georgia Anastasiou, Lewis & Harrison	5. Date August 5, 2014	

LEWIS & HARRISON

Consultants in Government Affairs

122 C Street, N.W., Suite 505
Washington, D.C. 20001
telephone 202.393.3903
fax 202.393.3906

August 5, 2014

HAND DELIVERED

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
US Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 S. Crystal Drive
Arlington, VA 22202-4501

**ATTENTION: Jacqueline Hardy
Product Manager, Team 34**

**SUBJECT: Colgate-Palmolive Company
Palmolive Antibacterial Multisurface (EPA Reg. No. 4582-73)
Notification per PR Notice 98-10**

Dear Ms. Hardy:

On behalf of Colgate-Palmolive Company, I am submitting a notification for the product **Palmolive Antibacterial Multisurface (EPA Reg. No. 4582-73)**. The purpose of this notification is to add the Kosher certification symbol.

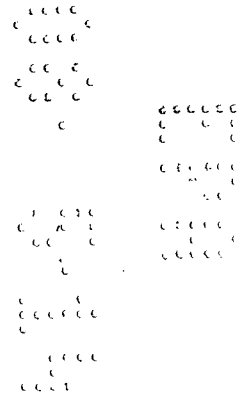
In support of this notification, enclosed please find the following documents:

- a) Application for Pesticide;
- b) One (1) copy of the master label with changes highlighted;
- c) Two (2) copies of the master label; and,
- d) Kosher certification documentation.

If you have any questions about this submission, please contact me at (202) 393-3903 ext. 19 or by email at georgia@lewisharrison.com.

Sincerely,

Georgia Anastasiou
Agent for,
Colgate-Palmolive Company



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[FRONT PANEL]

**PALMOLIVE ANTIBACTERIAL MULTISURFACE
CONCENTRATED DISH LIQUID**

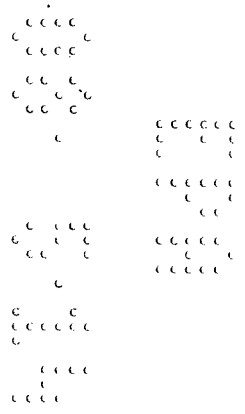
ACTIVE INGREDIENT: L-LACTIC ACID.....	2.00%
OTHER INGREDIENTS:.....	98.00%
TOTAL.....	100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION: SEE BACK PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS

NET CONTENTS _____

NOTIFICATION
Date Reviewed: 9/2/14
Reviewed By: S. G.



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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.

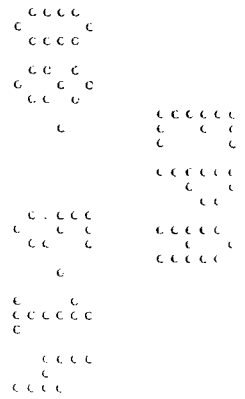
DISPOSAL: Refillable container. Refill only with this product. Do not use this container for any other purpose. Offer for recycling, if available.

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



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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.**]

[General Cleaning Claims]

Claims	
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 [see list below] 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 (!)	c c c c c
32. Brings back (uncovers) the shine from surfaces (list below)	c c c c c
33. Rinses away clean (!)	c c c c c
34. Easily rinses away (!), easy rinse	c c c c c
35. Does not leave residue on dishes	c c c c c
36. So you have time for the more important things (!)	c c c c c
37. No one will know you're a mom (!)	c c c c c
38. Delivers the trusted power of Ajax®, Palmolive®	c c c c c
39. It's from Palmolive®, so you know you can trust it (!)	c c c c c
40. Super Degreaser®	c c c c c
41. Phosphate Free (Sin Fosfatos) (phosphate-free) (No Phosphate)	c c c c c
42. Bleach-free	c c c c c
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

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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* (0157: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	
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	
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 (*Salmonella enterica*, *staphylococcus aureus*)
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 *Salmonella enterica*, *staphylococcus aureus*)

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ADD CLAIMS DISHES + MULTI SURFACES

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

[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*]

<i>Claims</i>
<ol style="list-style-type: none"> 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)

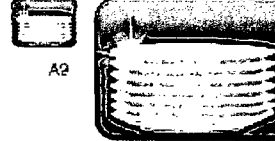
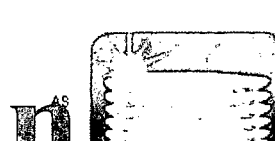
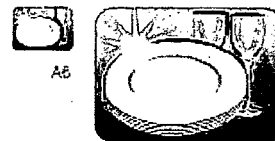
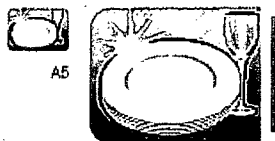
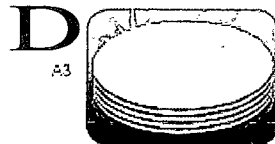
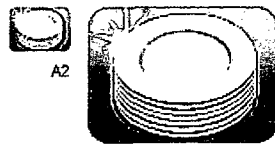
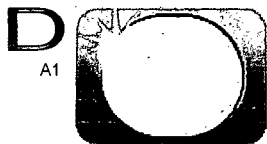
[*Graphics/Pictograms*]

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

<i>Claims</i>
<ol style="list-style-type: none"> 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) 10. 

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DISHES/CUPS



KITCHEN SURFACES

