



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

January 11, 2017

Kimberly Martin  
Registration Specialist  
S.C. Johnson & Son, Inc.  
1525 Howe St. MS 149  
Racine, WI 53403-2236

Subject: Notification per PRN 98-10 – Label language modification  
Product Name: FAIRWAY II  
EPA Registration Number: 4822-530  
Application Date: September 16, 2016  
Decision Number: 521790

Dear Ms. Martin:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

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

If you have any questions, you may contact Emilia Oiguenblik by phone at 703 347 0199, or via email at [Oiguenblik.emilia@epa.gov](mailto:Oiguenblik.emilia@epa.gov) or Eric Miederhoff by phone at 703 347 8028, or via email at [Miederhoff.eric@epa.gov](mailto:Miederhoff.eric@epa.gov)

Sincerely,

A handwritten signature in blue ink that reads "E. Miederhoff". The signature is written in a cursive style with a large, stylized initial "E".

Eric Miederhoff  
Product Manager 31  
Regulatory Management Branch I  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

**NOTIFICATION**

4822-530

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

01/11/2017

[Reviewer information]  
(Note to Agency: Text appearing parenthesis is to optional text.)

**FAIRWAY II**

All Purpose Cleaner • Antibacterial • Bactericide • Bactericidal • (One-Step) Disinfectant • Disinfects • Degreaser • Deodorizes • Deodorizer • Fungistatic • Fungicide • Fungicidal • Germicide • Germicidal • Mildewstatic • Multi-Surface • Multi-Purpose • (One-Step) Sanitizer • Virucide^ • Virucidal^ • Bathroom Cleaner • Kitchen Cleaner

**[SECTION 1: FORMULA]**

Active Ingredients:

n-Alkyl (60% C <sub>14</sub> , 30% C <sub>16</sub> , 5% C <sub>12</sub> , 5% C <sub>18</sub> ) dimethyl benzyl ammonium chlorides.....	0.11%
n-Alkyl (68% C <sub>12</sub> , 32% C <sub>14</sub> ) dimethyl ethylbenzyl ammonium chlorides.....	0.11%
Other (Inert) Ingredients.....	<u>99.78%</u>
Total.....	100.00%

**[SECTION 2: REFERRAL STATEMENTS]**

**KEEP OUT OF REACH OF CHILDREN(.)**  
**CAUTION (:)**

See Back Panel For Additional Precautionary Statements.  
(See Inside Label -or- Panel for Additional Precautionary Statements.)  
(Please read all directions carefully before using this product). (Use as directed.)

Net Contents:

### **[SECTION 3: DIRECTIONS FOR USE]**

(TO OPERATE:) (Rotate) (nozzle) to “ON” position and spray) (Turn nozzle to ON position.) (Turn trigger to “ON”). (Choose Spray (open screen) or Foam (close screen)) (To Spray, close screen.) (To Foam, (flip) (open) screen)). ((Rotate) (Turn) nozzle to FOAM or (to) SPRAY.) (Turn nozzle (counter) (clockwise) to preferred usage (foam or spray).

#### **DIRECTIONS FOR USE:**

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

#### **TO CLEAN (GENERAL) (HOUSEHOLD(S)) (KITCHEN(S)) (BATHROOM(S)) (FLOOR(S))**

**(CLEANING) (DIRECTIONS):** Spray product onto soiled surfaces and wipe (with) (a) (insert material of choice listed on page 2) (dry paper towel or lint free cloth). No scrubbing or rinsing necessary.

**TO SANITIZE† (AND) (DEODORIZE) ON HARD, NON-POROUS SURFACES:** Pre-clean heavily soiled surfaces. Spray until thoroughly wet. Let stand 10 seconds. Then wipe.

#### **TO DISINFECT‡(\*) (,) (DEODORIZE) (AND) (KILL FUNGI(∞)) ON HARD, NON-POROUS SURFACES:**

Pre-clean heavily soiled surfaces. Spray until thoroughly wet. Let stand for 3 minutes. Then wipe.

#### **TO (CONTROL) (AND) INHIBIT MOLD AND MILDEW ON HARD, NON-POROUS SURFACES:**

Pre-clean first. Spray until thoroughly wet. Allow surface to remain wet for 3 minutes. Then wipe. Re-apply at weekly intervals or when new growth appears.

**FOR FLOORS AND BIG JOBS:** Mix 1 cup (of this product) with 1 gallon of water. Apply with mop or sponge. Cleans all washable floors, including no-wax, linoleum, vinyl and glazed ceramic tile. Use full strength for tough greasy stains. For spot cleaning floors, apply straight from bottle and wipe clean with damp sponge or mop.

**List of Material of Choices (may choose any combination and “dry” may proceed any choice; if more than one material is chosen an “and” or “or” may be used to complete sentence):**

- (a (dry) ((paper) towel)
- ((clean) (rag))
- ((clean) sponge)
- ((lint-free) (microfiber) (or) (cleaning) cloth)
- (napkin)
- (toilet paper)
- ((facial) (bath) (or) (toilet) tissue))

(Advisory Statements:)

(Do not use on glasses, utensils, or dishes.)

(Kitchen countertops and similar surfaces must be rinsed with clean (potable) water following application.)

(For surfaces that come into contact with food: Use only on hard, non-porous surfaces and rinse thoroughly with water.)

(Do not use on (acrylic,) (brass) (natural) (marble,) (finished) (wood,) (painted or worn surfaces)).

(Spot test all other surfaces in an inconspicuous area).

(Unplug electrical appliances before using - or - spraying.)

**(TO REFILL:** (Trigger Spray Bottle) (Refill only with this product). Remove trigger sprayer from empty bottle. Unscrew cap on refill and pour contents directly into empty bottle. Replace trigger sprayer and use as you normally would).

### **STORAGE & DISPOSAL**

#### *[Residential – nonrefillable container]*

Store in original container in areas inaccessible to children or persons unfamiliar with its use. Nonrefillable container. Do not reuse container. Offer for recycling or reconditioning, if available. If not, discard in the trash.

#### *[Residential – refillable container]*

Store in original container in areas inaccessible to children or persons unfamiliar with its use. Refillable container. Refill this container with this product only. Do not reuse this container for any other purpose. Offer for recycling or reconditioning, if available. If not, discard in the trash.

#### *[Commercial, Industrial, Institutional – nonrefillable container]*

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

**Pesticide Storage:** Store in original container in areas inaccessible to children or persons unfamiliar with its use.

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

**Container Handling:** Nonrefillable Container. Do not reuse or refill this container. Offer for recycling or reconditioning, if available. If not, discard in the trash.

#### *[Commercial, Industrial, Institutional – refillable container]*

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

**Pesticide Storage:** Store in original container in areas inaccessible to children or persons unfamiliar with its use.

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

**Container Handling:** Refillable Container. Refill this container with this product only. Do not reuse this container for any other purpose. Offer for recycling or reconditioning, if available. If not, discard in the trash.

### **[SECTION 4: PRECAUTIONARY STATEMENTS]**

**PRECAUTIONARY STATEMENTS:** Hazards to Humans and Domestic Animals (.)

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

[Note to Reviewer: Boxed format and “bullets” as listed below will be used if label space permits; otherwise a paragraph format will be used.]

**FIRST AID:**

If in eyes	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li> <li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> </ul>
If on skin	<ul style="list-style-type: none"> <li>• Take off contaminated clothing.</li> <li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li> </ul>
<p><b>IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE.</b></p> <p>Have the product container or label with you when calling a poison control center or doctor, or going for treatment.</p>	

**[SECTION 5: ORGANISMS]**

Efficiency Claim	Organisms	Contact Time	Soil Load
Disinfectant	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Pseudomonas aeruginosa</i> (Pseudomonas) (ATCC 15442)	3 Minutes	5%
Virucidal	Herpes Simplex Virus Type 1 (causes cold sores) (VR-733) Herpes Simplex Virus Type 2 (VR-734) Influenza A (Hong Kong) Virus (Influenza) (Flu) (VR-544) Rhinovirus Type 37 (common cold) (VR-1147)	3 Minutes	5%
Non-Food Sanitizer	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Enterobacter aerogenes</i> (Enterobacter) (ATCC13048) <i>Escherichia coli</i> (E. coli) (ATCC 11229) <i>Listeria monocytogenes</i> (Listeria) (ATCC 15313) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615)	10 seconds	5%
Fungicidal	<i>Trichophyton mentagrophytes</i> (Athlete’s Foot Fungus) (ATCC 9533)	3 Minutes	5%
Mildewstatic	<i>Aspergillus niger</i> (ATCC 16404)	3 Minutes	NA

[Note to Reviewer: Footnotes for symbols mentioned in label.]

\*(Bacteria)(3 minute contact time for disinfection)(:): *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442)

†(Sanitize)(10 second contact time)(:): *Staphylococcus aureus* (Staph) (ATCC 6538), *Enterobacter aerogenes* (Enterobacter) (ATCC13048), *Escherichia coli* (E. coli) (ATCC 11229),

*Listeria monocytogenes* (Listeria) (ATCC 15313), *Salmonella choleraesuis* (Salmonella) (ATCC 10708), *Streptococcus pyogenes* (Strep) (ATCC 19615)

^(Viruses)(3 minute contact time for disinfection)(:) Herpes Simplex Virus Type 1 (causes cold sores) (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (Hong Kong) Virus (Influenza) (Flu) (VR-544), Rhinovirus Type 37 (common cold) (VR-1147)

‡(Germs)(3 minute contact time for disinfection)(:) *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), Herpes Simplex Virus Type 1 (causes cold sores) (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (Hong Kong) Virus (Influenza) (Flu) (VR-544), Rhinovirus Type 37 (common cold) (VR-1147)

<sup>(\*)</sup>(Fungi)(3 minute contact time)(:) *Trichophyton mentagrophytes* (Athlete's Foot Fungus) (ATCC 9533)

## [SECTION 6: MARKETING CLAIMS]

[Note to Reviewer: "And" or "&" can be used interchangeable in the marketing sentences. All claims containing the word "new" will only be used for the first 6 months after the first retail production.]

### TABLE 1 – MARKETING EFFICACY CLAIMS

- 2 in 1 (One-Step) (All Purpose) (insert locations – Table 3) (Antibacterial) (Disinfectant) (Sanitizer) (&) (and) (Cleaner)
- (3-in1) (4-in-1)(5-in 1) (All-Purpose Cleaner) (Cleaner):(cuts grease) (kills viruses^)(kills bacteria\*) (eliminates odor causing bacteria\*) (leaves a fresh, (clean) scent)(kills germs‡)(remove stains) (brightens surfaces)(attacks soap scum)(prevents mold and mildew)(removes) (hard water stains) (toothpaste)(cosmetics)(urine)(dirt)(mud)(bathtub rings)
- 10 Second Sanitization
- A (convenient) way to (clean up) (frequent) (tough) (messes) (and) sanitize
- (A) (cleaner) (sanitizer) (for when you) (need) (require) (Antibacterial action)
- (Add) (a) (an) (everyday) (sanitizing) (cleaning) (clean up) (to your daily) (cleaning) (routine)
- A(n) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99.9% of bacteria\* in your (insert locations – Table 3)
- An (easy) way to (disinfect) (and) (sanitize) (and) (clean) (while) (eliminating) (tough) (grease) (and) (grime)
- Antibacterial
- (Antibacterial) (disinfecting) (foam) (foaming) (action!)
- All purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (sanitizer)
- An effective sanitizer for use in the (insert locations – Table 3).
- Antibacterial (insert locations – Table 3) cleaner
- Antibacterial Action
- Antibacterial Formula (cleans and sanitizes)
- (Insert locations – Table 3) cleaner and sanitizer
- (Clean) (Sanitize) (Deodorize) and (Disinfect) with ( *This Brand*) (*This Product*)
- (Clean) (Sanitize)(d) (Disinfect) (hard,) (nonporous) surfaces (wherever), (whenever) you (go) (travel) (need)
- (Cleaning) (and) (Sanitizing) (and) (Disinfecting) (formula)
- Cleaning and sanitizing



- Clean(s) (and) (sanitize)(s) (disinfect)(s) (up) (small) spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)
- Cleans (and) disinfects in one step!
- (Cleans,) (shines,) (sanitizes,) (disinfects,) (& (and) (deodorizes)
- Cleans and sanitizes (without harsh fumes)
- Cleans (and kills) (household) (germs<sup>‡</sup>) (bacteria) (and disinfects) (to a sparkling shine) (in your home) (to a streak-free shine) (to a streak-free *This Brand* shine) (all around your home) (without leaving a residue) (without leaving a visible (or smeary) residue) (on household surfaces).
- (Is good for) (cleans) (one product for) (cleaning) a variety of surfaces in the bathroom(,)(:)(including) (such as) (insert locations – Table 3)
- Combines streak free cleaning with (disinfecting) (antibacterial<sup>†</sup>) action
- (Convenient) (way) (to) (clean) (clean-up) (and) (disinfect) (and sanitize)
- (Deodorizes) (deodorizer)
- (Deodorizes) (Cleans) by disinfecting
- (Deodorize(s) (areas where obnoxious odors may develop) (hard-to-clean areas) (where germs<sup>‡</sup> are a concern) (of (in) your home)
- Deodorizes (by killing) (the) (household) (bacteria) (microorganisms) (that cause odors)
- Designed to keep a (deodorized)(cleaner)(fresher) home
- Disinfects (Environmental) (Household) (hard, non-porous) (surfaces)
- Disinfect(s) (almost all) (of) the (hard) (non-porous) surfaces in your (bathroom) (kitchen) (home) (house) (by killing 99.9% of the) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses<sup>^</sup>) that (live) (hide) (hide out) (reside) (lurk) (lie in wait) (there)
- Disinfects the (busiest) (most)(touched)(used) surfaces in your (bathroom) (kitchen) (home) (house)
- Disinfects the (hardest to reach)(dirtiest) places in your (bathroom) (kitchen) (home) (house)
- Disinfects the (hard) (non-porous) surfaces (you)(your children)(your family)(people in your home)(people in your house)(guests) (touch(s))(contact)(handle) (the most)
- Disinfects (hard) (non-porous) surfaces where (common) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses<sup>^</sup>) (live) (hide) (hide out) (reside) (lurk) (lie in wait)
- Disinfects and leaves your (bathroom) (kitchen) smelling fresh (!)
- Disinfects (and) (deodorizes) (cleans) (!)
- Disinfects (and) (-) kills (99.9% of) (germs<sup>‡</sup>) (and) (viruses<sup>^</sup>) (and) (bacteria\*)
- Disinfects (as it cleans) (as you clean)
- Disinfects bacteria\* (and) (deodorizes) (!)
- (New) Disinfectant formula
- Disinfects on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5)
- Easily cleans (tough) (kitchen) (messes) (bathroom) (restroom) (dirt) (soil) (and) (sanitizes) (disinfects) (while) (sanitizing) (disinfecting)
- (Easy) (and) (Convenient) (way) (to clean) (and disinfect)
- Easy way to disinfect
- (Easily) (cleans) (removes) (tough) (bathroom) (restroom) (kitchen) (dirt) (soil) (grease) (grime) (stains) (and) (sanitizes) (disinfects)
- (Effective on) (Cleans) ( 99.9% of germs<sup>‡</sup>) (shines) (disinfects) (sanitizes) (and) (deodorizes) (bathroom surfaces) (non food contact) (kitchen surfaces) (locations) (in) (rooms) (areas of your home) (on) (such as): (insert locations – Table 3)



- (Effective on) (Cleans) (shines) (disinfects) (sanitizes) (inhibits mold and mildew) (and) (deodorizes) (bathroom surfaces) (kitchen surfaces) (or) (Insert Locations – Table 3)
- Effectively (cleans) (and) (disinfects)
- Eliminates (the source of) (odors) on (household) surfaces (in the home)
- Fights the flu virus on hard non-porous surfaces
- For general (cleaning) (and) (sanitizing) of (hard) (non-porous) surfaces
- For the dirt you can see (and the (household) bacteria\* you can't)
- (Foaming) (Disinfectant) (Bathroom) (Multi-Surface) (Multi-Purpose) (Cleaner)
- Formula cleans (tough) (kitchen) (messes) (and) (sanitizes) (disinfects)
- Formula sanitizes (hard,) (porous,) surfaces as it cleans and shines
- From (Scrubbing Bubbles) (Fantastik) (Scrubbing Bubbles and Fantastik) the brand(s) you trust to (clean) (,) (and) disinfectant)
- Fresh (Disinfecting) Scent of (insert fragrance – Table 6)
- (Freshens:) (fragrance) (deodorizes) (disinfects) (where germs<sup>‡</sup> are a concern)((and) leaves your (bathroom) (kitchen) (house) smelling fresh!
- Helps fight bacteria\*.
- (Helps) (Fight(s)) (Eliminate(s)) odors (with) (Insert Fragrance – Table 6) (freshness)
- Helps prevent the spread of (common) (household) viruses<sup>^</sup>
- Helps prevent cross-contamination of (hard) (non-porous) surfaces.
- Helps (Prevent) (control) (inhibit) (the growth of) mold and mildew (and their odors)
- (Household) (bacteria\*-killing) formula.
- (Improved) (scent) (deodorizes) (disinfects) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)
- (Improved) (scent) (fragrance name) (deodorizes) (disinfects) (and) (leaves) (your) (bathroom) (kitchen) (home) smelling fresh(!)(.)
- Kills ((≥) (99.9% )) (insert organism – Section 5) (in 3 minutes) (on) (insert locations – Table 3)
- Kills ((≥) (99.9% )) (of) (bacteria\*) (viruses<sup>^</sup>) (and) (germs<sup>‡</sup>)
- (Kills) (Sanitizes) (≥) 99.9% of bacteria\* (on) (insert locations - Table 3) (as it cleans) (as you clean) (!)
- Kills (99.9% of) (household) (bacteria<sup>†</sup>)(on (environmental) (household) surfaces) (in) (just) (10 seconds) (!)
- Kills (≥) 99.9% of Germs<sup>‡</sup> (on) (insert locations – Table 3)
- Kills ((≥) (99.9%)) (of) (cold<sup>^</sup>) (and) (flu) (influenza) virus(es)<sup>^</sup> (in 3 minutes)
- Kills (≥) 99.9% of (viruses<sup>^</sup>) (and) (bacteria<sup>†</sup>)
- Kills (≥) 99.9% of (household) (bacteria\*)(viruses<sup>^</sup>)
- Kills (≥) 99.9% of viruses<sup>^</sup> (and bacteria\*) (on) (insert locations – Table 3)
- Kills bacteria\* (found) on (hard) (non-porous) (insert locations – Table 3) surfaces.
- (Kills) (bacteria\*) (disinfectant effective against) (*This Product* kills) (many types of) (household) bacteria\* (and viruses<sup>^</sup>), including (insert organisms – Section 5)
- Kills (common) (household) (germs<sup>‡</sup>) (bacteria\*) (and) (viruses<sup>^</sup>) (without heavy fumes) (!)
- (Kills) (Eliminates) (Destroys) 99.9% (of bacteria\*) (of the bacteria\* commonly found in) (all around) (your) (insert locations – Table 3) (including) (insert organism – Section 5)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria\* (on commonly) touched surfaces that can be transfer points for bacteria (such as (insert locations – Table 3)).
- (Kills) (Eliminates) (Destroys) bacteria\* from (insert location – Table 3) surfaces.
- Kills (harmful) germs<sup>‡</sup> (on) (insert locations – Table 3)
- Kills (household) (germs<sup>‡</sup>) (bacteria\*) (viruses<sup>^</sup>) (and) (fungi<sup>™</sup>) (in 3 minutes) (on ((environmental) (household) surfaces) (on (hard) (hard, non-porous) surfaces) (throughout your home) (and) (in public places) (and leaves a (nice) (clean) (fresh) (smell) (scent))

- Kills (household) (bacteria\*) (viruses^ (odor-causing bacteria) (food-related bacteria) on hard, non-porous surfaces.
- Kills Influenza A (Hong Kong virus) (in 3 minutes)
- Kills (odor-causing) bacteria (that cause odors).
- Kills the viruses^ that cause (the common) cold^(s) and flu.
- Leaves (hard) (non-porous) surfaces (disinfected) (sanitized) (and sparkling clean) (!)
- Leaves (hard,) (non-porous) surfaces sanitized.
- Leaves (your) (kitchen) (home) (bathroom) (surfaces) (shiny) (clean) (and) (disinfected) (sanitized) (smelling clean).
- Leaves (insert location – Table 3) surfaces sanitized.
- (Lemon scent) (insert fragrance – Table 6) deodorizes and leaves your bathroom smelling fresh (!)
- (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (insert locations – Table 3) bacteria\*
- Make (cleaning) (and) (killing) (disinfecting) (sanitizing) (removing) (germs†) (virus^ (bacteria\*) (convenient) (easy) (with) (This product)
- Makes cleaning (and) (disinfecting) easy (and sanitizes too).
- Makes sanitizing easy
- (Multi-purpose) (disinfectant) (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and) (non-food contact sanitizer) (for) (hard, non-porous) (surfaces)
- (Multi-purpose) (10 second) (cleaner) (cleaning) (sanitizer) (sanitizing) (insert Locations – Table 3)
- (Now) (also) disinfects!
- Now disinfects
- Now kills (household) (germs†) bacteria\*!
- Now (sanitize) (and) disinfect!
- (Now) (sanitize) (and) (disinfect) as you go (and (eliminate) (tough) (messes) (grease) (and) (grime))!
- One-step cleaner (sanitizer) (and) (disinfectant)
- (Prevents) (controls) (inhibits) (the growth of) mold and mildew (and their odors) (on surfaces in your home) (on) (Insert Locations – Table 3)
- (Prevents) (controls) (inhibits) (the growth of) (mold and mildew) (*Aspergillus niger*)
- (Product name ) (Helps prevent the spread of) (insert organisms - Section 5)
- Removes (stains)(/)(build-up) from (insert Table 3 – locations)
- Removes (tough) (grease) (&) (grime) (soap scum) (dirt) (while) (disinfecting)
- (Sanitizer) (Disinfectant) (Antibacterial†) (One Step) ((2 in 1)) (Bathroom) (Kitchen) (All-Purpose) (&) (and) (cleaner)
- (Sanitizer) kills bacteria\* in 10 seconds (!)
- Sanitizes and deodorizes
- Sanitizes surfaces
- Sanitizes as it cleans (tough) (messes) (grease) (and) (grime)
- Sanitizes (hard) (non-porous) (bathroom) (non food contact kitchen) (insert location – Table 3) surfaces
- Sanitizes (household) (bathroom) (surfaces) (insert location – Table 3) in 10 seconds
- Sanitizes in (just) (10) seconds
- Sanitizes (kills) (common) (household) bacteria†
- Shines (and) (plus) kills (household) (germs†) bacteria\*
- Stops (germs†) (microbes†) (microorganisms†) (bacteria\*) (viruses^ (in) (their) (it's) (tracks)

- (Stops) (Kills) (Eliminates) (Eradicates) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses<sup>^</sup>) where (they) (it) (live(s) (hide(s) (hide(s) out) (reside(s) (lurk(s) (lie(s) in wait) (where germs<sup>‡</sup> are a concern)
- The convenient way to (clean) (and) (sanitize) (and disinfect) (and deodorize) (your) (insert locations – Table 3) (!)
- The (easy) (effective) way to (clean) (sanitize) (and) (disinfect)
- (*This Brand*) (*This Product*) (Kitchen) (Bathroom) (Cleaner) is the (convenient) way to (clean) (and) (sanitize) (bathroom) (household) (non-food contact kitchen) surfaces
- (*This Brand*) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and sanitize
- (*This Brand*) (*This Product*) (Bathroom) (Kitchen) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)
- (*This Brand*) (*This Product*) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (sanitizes) (deodorizes) (Shines) (!)
- (*This Brand*) (*This Product*) is a(n) (disinfectant) (effective) (,) (versatile) (cleaner) that (eliminates) (kills) (99.9% of) (household) (germs<sup>‡</sup>) (bacteria\*)(viruses<sup>^</sup>) (fungi<sup>¶</sup>), (removes grease) (,) (and) (cleans) (household) (surfaces) (even) (including) (glass,) (to a) (sparkling) (beautiful), (streak-free) (*This Brand*) (shine).
- (*This Brand*) (*This Product*) is a(n) (effective) (,) (versatile) (cleaner) that sanitizes (in 10 seconds) (on) (bathroom surfaces) (kitchen surfaces) (surfaces in your home)
- (*This Brand*) kills H5N1 influenza A virus
- (*This Brand*) (*This Product*) is an effective, versatile cleaner that kills household viruses<sup>^</sup> (on bathroom) (and) (kitchen) surfaces)
- (*This Brand*) (*This Product*) Kills 99.9% of (household), (bacteria\*), on hard non-porous (household) surfaces throughout your home (in 10 seconds)
- (*This Brand*) (*This Product*) will (also) (effectively ) (prevent(s)) (control(s) (inhibit(s)) (the growth of ) mold and mildew (and their odors)
- (*This Brand*) (*This Product*) kills (this fungus) (Trichophyton mentagrophytes) (that causes Athlete's Foot Fungus) on bathroom surfaces.
- (*This Brand*) (*This Product*) is effective against the pathogenic fungi Trichophyton mentagrophytes (Athlete's Foot Fungus) (that causes Athlete's Foot Fungus) when used as directed for disinfection with a contact time of 3 minutes on hard, non-porous surfaces in bathrooms, including shower stalls and glazed bathroom tiles.
- (This Product) (can) (thoroughly) Clean(s), shine(s) (and) (disinfect(s)) (sanitize(s)) (insert locations – Table 3)
- (*This Product*) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Sanitizer) (Sanitizes) (Virucide) (Virucidal) (Bathroom) (Kitchen) (Cleaner)
- (Thoroughly) Cleans, shines and (disinfects) (sanitizes)
- (Tough enough for) the (high traffic) (germy<sup>‡</sup>) ("high touch" (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough on dirt and bacteria...Easy on You!
- Tough on germs<sup>‡</sup> (easy) enough (for everyday use) (on your surfaces)
- Use (daily) (everyday) (for a) (fresh) (clean) (sanitized) (kitchen) (bathroom) (home) (environment) (house)
- (Use this product to) (*This Product*) (can) (clean,) (shine,) (disinfect)(and) (sanitize)
- Use (*This Brand*) throughout your entire home (to kill) (household) bacteria like (insert organisms – Section 5) (on household surfaces...including (insert surface – Table 3)).
- Wipes out (built-up) (tough) (grease) (&) (grime) and (household) (germs<sup>‡</sup>)!

[Reviewer information]

(Note to Agency: Text appearing parenthesis is to optional text.)

- Wipes (out) (away) (tough) (grease) (and) (grime) (and leaves a fresh (clean) (lemon) scent)(and household germs<sup>‡</sup>)!
- Works (in 10 seconds) to kill 99.9% of (household) (bacteria\*)
- (Works in 3 minutes) (to) (Kill(s)) (more than) (greater than) ( $\geq$ ) 99.9% of (household) (germs<sup>‡</sup>) (bacteria\*), (viruses<sup>^</sup>) (and) (fungi<sup>∞</sup>)

*[Note to Reviewer: If the Pandemic statements are used on the product label they will not be used in combination with any other statements.]*

- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).
- (This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.
- (This product) has demonstrated effectiveness against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

## **TABLE 2 - MARKETING CLEANING CLAIMS**

- (2-in-1) (3-in1) (4-in-1)(5-in 1) (Household) Cleaner
- 2 in 1 Household (Cleaner) (Sanitizer) (&) (and) (Disinfectant)
- (2-in-1) (3-in1) (4-in-1)(5-in 1) Cleaning Power
- (X)x Clean
- A clean you can (smell) (be proud of)(!)
- A (quick,) (convenient) cleaner like none other!
- All you have to do is wipe (!)
- (Your) Ally in (insert location – table 3) cleaning
- Always at hand
- Attacks (soap scum) (bathroom stains)
- Attacks (and destroys) grease (and grime)
- (Insert locations – Table 3) (Multi-Purpose) (clean) (and shine)
- (Bathroom) for (toilet)(s) (sink)(s) (floor)(s) (mirror)(s) (and) (counter)(s)
- Bathroom surfaces
- [Brand Name] Foaming (spray) (action) that does the work for you
- [Brand Name] (Powerful cleaning foam) (Powerful foaming cleaning action)
- (A) Brand you (know) (and) (trust) (!)
- Best on (insert location – Table 3) grease
- Best on glass
- Big jobs (!) (: (insert location – Table 3)
- Biggest cleaning bubbles (yet)(!)
- (Brilliant) (Spotless) Clean
- Can be used on a wide variety of (hard, non-porous) (household) surfaces
- Clean and shine formula
- Clean as you go
- Clean you desire (expect)
- (A) Cleaner (to) (for) use in every room
- Cleaning Companion
- Cleans (Xx faster) (in X the time)
- Cleans and protects (surfaces)
- (Cleaner) (&) (Degreaser)
- Can be used on a wide variety of surfaces

- The cleaning power of Scrubbing Bubbles with the invigorating scent of fresh oranges!
- (Cleans) (and) (removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints) (hard water stains) (dirt) (grime) (limescale)
- Cleans (everyday) (tough) (messes) (insert location – Table 3) (stains)
- Cleans grout and caulk
- Cleans (tough) grease (and) (grime) (throughout the house)
- Cleans (tough) (grease) (soap scum) easily!
- Cleans (grime) (&) (soap scum) easily!
- Cleans and shines (without scratching)
- Cleans everyday (grease) (or) (grime) (messes)
- Cleans everyday kitchen messes (like dirt, grease and food stains)
- Cleans hard-to-reach spots
- Cleans (and) (shines) without scratching
- (Clean(s)) (with) (the) (strength) (of) (two) (trusted) (brands) (of) (Scrubbing Bubbles) (and) (Fantastik) (product name) (products)
- Cleans without scrubbing
- Cleans your toughest messes
- (Clean up) without missing a beat (!)
- (A) (Complete) (Confident) clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Convenient (way to clean) (and quick cleaner)
- Conveniently there (at hand) when you need (it) (fast clean) (Quick clean)
- (Conveniently) there (when) (and) (where) you need it
- (Conveniently) there (whenever) you need it
- Cuts through Bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks) (hard water stains).
- Cuts (grease) (tough grime) (cleans glass) (&) (more) (!)
- Cuts (through) (tough) (kitchen) (oil) (grease) (and) (grime) (soap scum) (!)
- Cuts through (soap scum) (hard water) (stains) (limescale) (dirt) (grime)
- Deep cleans
- (Deep,) (penetrating) foam (thoroughly) cleans
- Degreaser Spot Remover
- Deodorizes and leaves your (insert location – Table 3) smelling fresh (!)
- Designed to clean (the X) (most) common (insert location – Table 3) messes
- Does not leave a (filmy) (cloudy) residue
- Don't let messes (slow) you down in the (insert location – Table 3)
- (Don't) (No) (slow) (slowing) down for messes
- Dual Power Cleaner
- (Easy) (Quick) (&) (Convenient) (Cleaner) (to use) (in) (insert location - Table 3) (&) (throughout the house)
- Easy (enough) to (use) (everyday) (everywhere)
- (Easy) (Quick) (and) (Convenient) Cleaner (to use) (in) (the) (bathroom) (and) (Kitchen) (throughout the house)
- (Easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- Effectively cleans (glass) (and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (exterior surfaces of refrigerators) (exterior surfaces of microwave



- ovens) (exterior surfaces of appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (mirrors).
- Effectively cleans (glass and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors).
  - Effectively cleans a wide range of surfaces
  - Effectively cleans (and) (shines) (toilet) (glass) (counter) (sink) (sealed marble) (fixtures) (chrome) (glazed porcelain) (finished wood) (glazed ceramic tile) (sealed granite) (stovetops) (and more)(insert Locations – Table 3)
  - (Effectively) removes (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
  - Effective at removing (tough) (stains) (soils) (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
  - Eliminates food odors left behind on surfaces
  - Eliminates odors (as it cleans) (as you clean)
  - Fast acting (foam) cleaner
  - (Fast) (Acting) Cleaning (Foam(ing)) (Formula) (starts to) (work(ing)) (clean(s)) (on contact) (begins to) (lift(ing)) (and) (penetrate(s)) (penetrating) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
  - Fast acting cleaning foam (that) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
  - (Fast acting cleaning foam) (starts to clean) (starts cleaning) on contact
  - Fast (and) (easy) cleaning solution (–) (one product for a variety of surfaces)
  - Fast, (and) (easy) cleaning solution (— one product for a variety of (bathroom) (kitchen) (non-food contact) surfaces)
  - (Fights) (Removes) (X) (of your) (the) toughest (insert locations – Table 3) stains
  - Fizzing power removes the mess
  - Foam (penetrates) (reaches) (hard to reach places) (in nooks and crannies) for easy cleaning
  - (Fast Acting) Cleaner Foam (that) (clings) (and) (works) (starts (to) (work(ing)) (on contact)
  - Foams away grease and grime!
  - Foams away the mess!
  - Foaming (action) cleaner (formula) (does the) (work) (for you)
  - Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
  - For a variety of (Bathroom) (Kitchen) surfaces
  - For (daily) (everyday) (light-duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use) (!)
  - For the entire (house) (bathroom)
  - For (tough) (tougher) cleaning (!)
  - (For) use on (household) (insert location – Table 3) (surfaces)
  - (For) use in (insert location – Table 3)
  - For the entire business
  - For use on business surfaces
  - Fits in with your ((kitchen) (bathroom))(Office)(Family Room)(Den) (Car) (décor)
  - For (daily) (everyday) (light-duty) (heavy duty) (kitchen) (bathroom) (Office)(Family Room)(Den)(Car) (cleaning) (everyday) (use)
  - For (daily) (everyday) (light-duty) (bathroom) (kitchen) cleaning
  - For everyday use (!)
  - (For) (a) limited time only!



- For the dirt you can see and the (household) germs you can't
- (Fresh,) (bubbly) (fun) clean
- (Freshens) (fragrance) (deodorizes) (and) (leaves your bathroom smelling fresh!)
- (Freshens) (fragrance) (deodorizes) (and) leaves your (insert location – Table 3) smelling fresh!
- (Freshens) (fragrance) (deodorizes) (and) leaves your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (house) smelling fresh!
- (Freshens) (fragrance) deodorizes and leaves your (bathroom) (kitchen) (house) smelling fresh!
- From the makers of (*This Brand*)
- From the leaders in home cleaning
- (Lightly) cleans
- (Foam) Goes to work on contact (penetrating) (and) (dissolving) (and) (removing) (grease) (and) (grime)
- Formula does the work for you(!)
- (The) Fun way to clean(!)
- Good for (quick cleaning)
- Grease be gone (!)
- Grease fighting formula
- Grease (and) (grime) (don't) (doesn't) (stand a chance)(!)
- Great Cleaner, Fresh Scent
- Great for (all around) (the) (house) (home) (kitchen) (bathroom).
- Great for (kitchens) (bathrooms) (and) (other) (tough) (jobs) (messes)
- Great on surfaces such as: (Insert locations – Table 3)
- Great on (Insert locations – Table 3)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- Great for (Spring) (Fall) (Everyday) Cleaning
- Great where (grease) (&) (grime) hide(s)!
- Great (Insert locations – Table 3) scent (!)
- Grease and Grime Eliminator
- Guaranteed to clean or your money back (see back panel)
- (Handy) (Convenient) (Travel) (take along) (carry on) size
- (Has a) (Leaves a) (clean) (light) (airy) (mild) (fresh) (fragrance) (scent).
- Heavy Duty Cleaner (and Degreaser)
- (Heavy duty) (All Purpose) (insert locations – Table 3) (cleaner)
- (Helps) Maintain a clean(er) home
- Helps prevent cross-contamination of hard non-porous surfaces.
- (Helps) (prevent) (daily) (buildup) of soap scum
- (Hundreds) (Thousands) (of) (microbubbles) (that) (stay(s) where you spray) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Improved grease cleaning
- Improved for (tough) (tougher) cleaning!
- Improved (design) (fragrances) (pump) (value) (dispensing)!
- Intense bubbling clean
- (Just) (only) pennies per (dispense) (pump)!
- Just spray and wipe(!)
- (Keep(s)) (Keeping) your home (clean) (and) (tidy).
- (Kitchen) (cleaning) (cleaner) (for) (insert locations – Table 3)

- (Leaves) No (less) (smeary) (filmy) (visible) (greasy) (gritty) (oily) residue
- Leaves (bathroom)(s) (your bathroom) clean and (shiny) (shining).
- Leaves (behind) a (brilliant) shine
- Leaves (a brilliant shine) (and) (has) (a fresh, clean scent).
- Leaves a (long lasting) (fresh) (clean) (scent) (fragrance).
- (Leaves a) (brilliant) Streak-free (shine) (!)
- (Leaves) (virtually) No (smeary) (filmy) (sticky) residue.
- (Leaves) No (visible) (harmful chemical) residue.
- Leaves (your) (whole) (room) (home) (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (and) (surfaces) (smelling) (clean) (and) (fresh!)
- Less scrubbing (required) (needed)
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Limited Edition (fragrance)
- Long lasting foam (that) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- (Long-lasting) (foam) (foaming formula) (that) (stays where you spray)
- Long-lasting fragrance
- Low (odor) (residue) formula
- Makes your job easier.
- Makes (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (cleaning) (clean-ups) quick and easy
- Makes cleaning (up) (messes) (easy) (and) (convenient)
- Makes your (cleaning) (job) (life) (easy) (easier)
- Money back guarantee!
- Multiple cleaning tasks
- Multi-Surface *or* Multi-Task.
- (Multi-Surface) (Multi-Task) (Multi-Shine) (Multi-Purpose) (household) cleaner.
- (Multi-Purpose) cleaner for (bathroom(s)) (and) (kitchen(s)) (Office)(Family Room(s))(Den(s))(Car(s)) (sinks) (toilets) (mirrors) (countertops) (appliances) (floors) (as well as) (any) (other) (hard, non-porous surface)(s)
- New (and) (Improved)(!)
- New (and) (Improved) (Scent)(Fragrance)(Cleaning)
- (New way to) (clean) (everyday) (tough) (messes) (grease) (grime) (and) (–) (a) (cleaner)
- No (abrasives) (or) (phosphates)
- No (harsh) (chemical) (smell) (formula) (fumes) (odor)
- No (visible) (oily) (harsh) (dull) (smeary) residue (or buildup)!
- No build-up or residue(!)
- No more digging through the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- No need to (rinse) (re-wipe)!
- No-scratch formula
- No wasted (parts of) wipes
- Non-(abrasive) (corrosive) (formula)
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) better (than) (tough cleaning)(This Product)
- (Now) in the kitchen with the grease-fighting power of Fantastik
- (Now) The cleaning power of (*This Brand*) (comes) with the invigorating scent of (insert fragrance – Table 6)!

- Now With XX% More Cleaners!
- One wipe and (you are) (you're) done(!)
- (One) (quick) (convenient) solution for clean (insert locations – Table 3)
- Passes the finger swipe test! (No oily) (or greasy) (or dull) (or smeary) residue (!)
- (Penetrating) foam (easily) (powerfully) removes (tough) (stains) (such as) (soap scum) (hard water stains) (rust) (limescale) (calcium) (toothpaste) (dirt) (makeup) (lipstick) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (fingerprints) (and) (grime)!
- (Penetrates) (and) (lifts) (kitchen) (grease) (and) (grime) (with) (ease)
- Penetrates and lifts soils and stains
- (Picks up) (cleans up) bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Crisp) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)
- Prevents daily buildup of soap scum
- Prevent(s) (small) messes from becoming (big) chores
- Perfect ingredient for your (home) (kitchen) (bath)
- Power(s) (through) (thru) tough (grease) (&) (grime) (!) (.)
- Powerful bubbles attack the mess (!)
- (Powerful) (cleaner) (cleaning) (spray) (No bleach harshness)
- Powerful foam cuts (tough) grease (and grime)
- Powerful (refreshing) (multi-surface(purpose)) (all purpose) (cleaning) (Cleaner) (clean)
- Powerfully removes (tough) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- (Quickly) (Effortlessly) removes grime
- Reduces (cleaning steps) (cleaning time)
- Reduce(s) the frequency of deep clean(s)(ing) (occasions)
- Removes (food) stains
- Removes odors
- Removes (gets rid of) (kills) (XX%) of soap scum
- Removes (stains) (buildup) from (insert locations – table 3)
- Removes (soap scum) (and) (hard water) (spots) (stains) (or) (hard water deposits) (in the bathroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- Returns shine to surfaces
- Rinse or wipe the foam away for clean surfaces!
- S.C. Johnson has a cleaning solution for every room in your home
- Saves (you) (time) (and) (effort)
- See where you spray
- Simple (and) (easy) to use!
- (Simple) (Easy) Streak-free shine (on) (all) (around) (hard) (non-porous) (surfaces) (insert Locations – Table 3) (everyday)
- (Simple) (Easy) (Streak-free shine) on (all) (hard non-porous) non-food contact kitchen surfaces
- Sparkling (clean) (surfaces) (!)
- Specially formulated for a variety of surfaces
- Specially formulated for use in the (bathroom) (and) (kitchen)\
- Specially formulated for grease

- Stay on top of your (little) (smaller) (messes) (cleaning)
- Stays where you spray (on vertical (kitchen) surfaces) (!)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process
- (Strong) (great) (fragrance), (stronger) (better) cleaner
- Such tough cleaning (that) (yet) it doesn't leave (a) (an) (oily) – (or) – (greasy) – (or) – (smeary) residue!
- Such tough cleaning that it leaves no (smeary) residue behind!
- Tackle your (toughest) (bathroom) (kitchen) cleaning needs(!)
- The convenient way to keep your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) looking “just cleaned” (!)
- (The) (ease) (and) (effectiveness) (of) (Scrubbing Bubbles) (combined) (with) (the) (grease-fighting power) (cleaning power) (of) (fantastik)
- The (fastest) (easiest) way to clean your (house) (insert locations – Table 3)
- The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen) (insert locations – Table 3)
- The (new) (modern) way to clean (!)
- The right cleaner (at the right time) (right) (when) (where) you need it (every time) (always)
- (This Brand) (insert locations- Table 3) (Multi-Purpose) (Cleaner)
- (*This Product*) effectively removes everyday soils on (countertops) (stovetops) (sinks) (refrigerators) (microwave ovens) (appliances) (basins) (showers) (tubs) (stainless steel) (chrome fixtures) ( (glazed ceramic tile) (Formica®) (glazed porcelain) ((sealed)fiberglass) (glass) (and) (mirrors). All it leaves behind is a (beautiful) (,) (sparkling) (streak-free) (*This Brand*) shine.
- (Total) (kitchen) (and) (bathroom) solution(s)
- Total Purpose Cleaner
- Tough cleaning (formula) (with a fresh scent)!
- (Tough) cleaning never smelled so good
- (Tough) cleaning made easy!
- (Tough) cleaning for the (entire) (insert locations – Table 3) (!)
- (Tough) cleaning without the oily –or- greasy –or- dull – or-smeary residue!
- Tough cleaning formula wipes out (dirt) (and) (grease) (and grime) (and leaves a fresh clean scent)!
- Tough cleaning made easy (without the residue)!
- Tough (Tougher) on (grease) (and) (grime) (kitchen messes) (!)
- Tough (new) formula cleans ((all over)(in) the house)) (and) (including) (exterior surfaces) (!) (.)
- Triple Action
- Ultra cling formula stays where you spray
- Use in the kitchen, bathroom and (throughout) (all around) (the whole house) (your home) (your house)
- Use (on) (throughout) (everywhere in) (all around) (the) (your) (whole) (home) (house) (locations from Table 3) (!)
- (Use on) (for) (toilet)(s) (sink)(s) ((vanity)(ies)) (and) (cabinets) (countertops) (cooktops) (and) (counter) (appliances) (bathroom) (surfaces)
- (Use) (on non food contact kitchen surfaces) (all around the) (around) (kitchen) (bathroom) (cleaning) (everyday) (use) (light) (cleans)
- Use to clean more than (just) the kitchen
- Uses the penetrating cleaning power of foam

- Use (with) (toilet) (paper) (bath) (tissue) (facial) (tissue) (paper) (towel) (or) (a) (clean sponge) (or) (rag) (or) (other cleaning material of your choice) (and) (flush) (throw)(away) (when) (finished) (done)
- Use as (much) (or) (as little) (as you need) to clean up (wipe up)
- Use on (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) surfaces
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house)
- Virtually no scrubbing required
- We work hard so you don't have to!<sup>®</sup>
- Wipes away (nasty) (filthy) (bathroom) messes
- (With) (Grease) (Smashing) (Crushing) (Eliminating) (Elimination) (Technology) (Relief)
- With the foam of (*Brand Name*)
- With the foaming (power) (action) of (*Brand Name*)
- With grease fighting power of Fantastik
- With (the) (refreshing) (invigorating) ((insert fragrance – Table 6) scent) (of) Glade<sup>®</sup>
- Won't (will not) harm septic (systems) (tanks)
- Won't (will not) harm (most) (all) surfaces
- Won't scratch surfaces
- You can see and hear the Bubbles working (!)
- You know it's clean(!)

### TABLE 3 - LOCATIONS

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an "and" "&" "or" may be used to link the locations/surfaces.]

### PLACES

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- Barber Shops (and) (Salons)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stands
- Contractor Shops
- Convenience Store(s)
- Churches (Synagogues)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Home(s)
- Home and (Small) Business(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)

- (Professional) Office(s)
- Pet Store(s)
- Restaurant(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

**ROOMS/AREAS:**

- (Baby) Nurseries
- Bathroom(s)
- Bedroom(s)
- Dens
- Dining (room(s)) (areas)
- Family Room(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s)
- Laundry Rooms
- Living room(s)
- Mudrooms
- Pet area(s)
- Play (areas) (rooms)
- Restroom(s)

**ITEMS:**

- Artificial plants
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom surfaces
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blinds
- Bookcase(s)
- Booster chairs
- Baseboard(s) (Molding) (Trim)
- Basins
- Behind (and under) sinks
- Cabinet handles
- Cabinets
- Campers
- Ceiling Fans
- Cell phones
- Changing tables
- China knickknacks
- China Cabinet
- Clock

- Collectibles and Knick Knacks
- Computer(s) (screen(s)) (keyboard(s))
- (Bathroom) (Kitchen) (Office) (Counter) (Countertops)
- Cribs
- Cupboards
- Curio Cabinet(s)
- Desktops
- Diaper pails
- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevators
- Exercise equipment
- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) can openers, cooktop(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s), stovetops, toasters, (and) (even) ((BBQ) grills (use when surface is cool))
- Faucets
- Fixtures
- (linoleum) (no-wax) (vinyl) Floors
- Footboards
- (outdoor) (plastic) (patio) Furniture
- Garbage cans
- Glass (Patio) Doors
- Glazed (bathroom) (ceramic) (kitchen) tiles
- Glazed porcelain surfaces
- Grocery carts
- Handrails
- Headboards
- High chairs
- High traffic surfaces
- Hubcaps
- Keyboards
- Lamp(s)
- Lap tops
- Light Fixtures
- Light Switches
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- (Picture(s)) (Frames)
- Range (hood(s)) (top(s))
- Recycling bins
- Remote controls



- Sealed (fiberglass) tub(s) (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Small appliances
- Telephone(s)
- Ceramic Tile
- Glazed Tile
- Tire(s)
- Toilet(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s)) (exterior(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tub(s)
- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

**SURFACES:**

- Sealed, Glazed or Non-Porous Acrylic
- Aluminum
- (Baked) enamel
- Brass
- Bronze
- Chrome
- Sealed, Glazed or Non-Porous Ceramic (Tile)
- Corian<sup>®\*\*</sup> (\*is trademark owned by E.I. du Pont de Nemours and Company)
- Formica<sup>®\*\*</sup> (\*is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- (Tempered) Glass
- Glazed ceramic (tile(s))
- Glazed (porcelain) (enamel) (kitchen) (bathroom) (tile(s)) (surfaces)
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Mirror
- (Brushed) Nickel
- Pergo<sup>®\*\*</sup> (laminate)(hardwood) surfaces ( \*is trademark owned by Pergo AG)
- Plastic (ABS) (abs)

- Polystyrene
- Glazed porcelain
- Glazed porcelain enamel
- Sealed Cement
- Sealed Granite
- Sealed Grout
- Sealed Fiberglass
- Sealed Marble
- Sealed (synthetic) Marble
- Sealed (natural) Stone
- Sealed Quartz
- Stainless steel
- Steel (surfaces)
- Stone (surfaces)
- Vinyl (curtain(s)) (tile)
- (Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminated) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

((Do not use on) (Not recommend for use on) (acrylic,) (brass,) (natural) (marble,) (or) ((finished) (varnished) wood,) (painted or worn surfaces)) (insert surfaces – Table 3.) (Spot test all other surfaces (in an inconspicuous area)). (Unplug electrical appliances before using - or - spraying.)

#### **TABLE 4- PACKAGING CLAIMS**

- (By) (From the makers of) (this product) (*brand*)
- Better Value
- Big (Job) Size
- Bigger Size
- Bigger Size (package) (can)
- Bonus Pack
- (Bonus) (Club) (Multi-) (Special) (Mega) (Value) Pack
- Combo Pack
- Commercial (Pack) (Size)
- Economy Size
- Economic Refill
- Fast, easy cleaning solution – one product for a variety of surfaces
- (Works in two ways) (: )Foam or spray(!)
- Foam (Closed screen) For heavier cleaning or more focused surface areas
- Foaming trigger(!)
- For limited time only!
- Gallon size(!)
- Guaranteed to clean or your money back (see back panel)
- (Improved) (Fragrance) (Scent) (!)
- Industrial (Pack) (Size)
- Institutional Size
- Mega (Pack) (Size)
- (More) (focused) (accurate)(application).

- New!
- (New) (Better) (and) (&) (Improved) (Scent(!)) (Formula) (Fragrance) (Trigger(!)) (Bottle) (Look)
- (New) (Big) XXX oz. (Size)
- New (and) (&) (Improved) Sprayer
- Over X Sprays (!)
- (New) Patented (Cleaning) Technology/Formula Trial Size (Available)
- (Handy) Travel Size (Available)
- Recyclable container
- Spray (Open Screen) For lighter spot cleaning or larger surface areas
- (Trial) (Value) (Pack) (Size) (Available)
- Twin Pack
- Value size
- Works upside down(!) (For those hard to reach locations.)
- X% (More) (Free) (at the x oz price)
- X oz (More) (Free)
- X oz at the X oz price
- Bottle made of (X%) post-consumer recycled plastic

#### TABLE 5 - FRAGRANCE CLAIMS

(Note: Can stand alone or be combined with the Glade® brand name.)

- Airy Sky
- Angel Whispers®
- (Apple)(Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle
- Aqua (Breeze)(Clean)(Cool)(Fizz)(Fresh)(Rain)(Splash)
- Babbling Brook
- (Blue)(Clean)(Cool)(Calm)(Rain)(Sky)(Soft)(Spring)(Tender)(Water) Breeze
- (Blue)(Cool)(Soft) Rain
- Breezy Marine
- Brilliant Budding Blossoms
- Brilliant Citrus Sun
- Calm (Breeze)(Rain)(Stream)(Water(s))
- (Blue)(Fresh)(Pure)(Purely) Calm
- Calm Springs™
- Cashmere Woods™
- Citrus (Action)(Authority)(Blossom)(Clean)(Fresh)(Scent)
- (Citrus) (Lemon)(Orange) Action
- (Blue)(Clear) Sky
- (Blue)(Bright)(Calm)(Fresh)(Refreshing)(Shimmering)(Sparkling) Water(s)
- Clear Springs™
- Clean (&) (Champagne)(Citrus)(Cotton)(Breeze)(Fresh)(Linen & Sunny Days)(Shine)
- Cool (Aqua)(Breeze)(Ocean)(Rain)(Willow)
- Cotton & Italian Mandarin
- Country Garden®
- Crisp Waters®
- (Cool)(Crystal)(Fresh)(Sheer)(Sparkling)(Sunrise)(Tranquil) Citrus
- Crystal Rain

- Electrifying (Citrus)(Orange)
- Exhilarating Orange
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Floral
- Foaming Fresh
- Fresh (Air)(Berries) (Breeze) (Bubbling Spring(s))(Citrus)(Clean) (Cotton) (Laundry) (Linen) (Marine) (Mountain Morning) (Ocean) (Rain) (Scent)(Stream)(Waters)
- Fruit (&) (Citrus)
- Gentle (Breeze)(Rain)
- Glistening (Citrus)(Grapefruit)(Green Apple)(Lemon)(Lime)(Ocean)(Orange) (Pine)(Pool)(Snow)(Stream)
- Green Apple
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Herbal Mist®
- Intense Citrus (Force)
- (Invigorating) Clean Citrus
- Island Escape®
- Jasmine and White Rose
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) (Grapefruit) (spumante) (twist) (Twinkling)(Splash) (zest) (bubbling)( Florida (Bright (Effervescent) (Lemon) (Lime) (Citrus) (Tangerine) (Mandarin) (Clementine) (Orange) (Blossom) (Fizz) (Tingle) (Twist)
- Lavender
- Lavender (and) (&) Peach Blossom
- Lavender
- Lavender (&)(and) Meadow
- Lemon Limelight
- Lemon Power®
- Lemon (Scent) (Limelight)
- Light (Fresh)
- Lightening Fresh Lime
- Magic Meadow(s)
- Marine Breeze
- Misty Meadow
- Ocean Blue™
- Ocean Blue & Refreshing Surf™
- Ocean (Breeze) (Fresh) (Oasis)
- Orange Action™
- Orange (Blossom)(Clean)(Grove)(Peel)(Sunrise)(Fragrance)
- Passionfruit
- Pineapple & Mangosteen
- (Lemon Power)(Orange Power)(Citrus Power)
- Powerful Passionfruit
- Pure (Air)(Calm)

- Rainshower
- Refreshing (Aqua)(Oasis)(Ocean)(Water(s))
- Rippling Pool
- Sapphire Champagne
- Sea Breeze
- Seasonal
- Shimmering (Spruce)(Water)
- Soft (Breeze)(Rain)
- Spa Oasis
- Sparkling (Fresh)(Lemon)(Lime)(Ocean)(Orange)(Raindrops)(Spring)
- Sparkling (Fresh)(Sweet)(invigorating) (Citrus) (Twist) (Splash)
- (Calm) (Glistening) (Trickling) Stream
- Spring Breeze
- Sun Garden
- Sunny Days
- Tangerine Fizz
- Tender Breeze
- Tranquil (Breeze)(Oasis)(Ocean)(Sea)
- (Trickling)(Twinkling) Stream
- Ultra (Citrus)(Lemon)(Lime)(Orange)
- Ultra (Citrus Power)(Lemon Power)(Lime Power)(Orange Power)
- Uplifting Green Apple
- Unscented
- Vinegar
- Woody

#### **TABLE 6 – MISC MARKETING CLAIMS**

- Ammonia free (!)
- Available in (new) (limited edition) (Spring) (Fall) (Winter) (Seasonal) fragrances!
- Available in (new) (limited edition) (variety of) (appealing) (designs)
- Does not contain bleach
- Bleach-free (!)
- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- Contains no abrasives, (harsh acids) (or bleach)
- Contains no (Chlorine) (Bleach) (or) (phosphates)
- (Contains) (no) (phosphates) (bleach)
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- (Contains or Leaves) no (harsh) (harmful) (lingering) chemicals
- (Fragrance) (insert fragrance – Table 6) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- Great (insert location – Table 3) (insert fragrance – Table 6) (scent) (!)
- Harmless to septic systems
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- (No) (Non-(chlorine)) (bleach)

[Reviewer information]

(Note to Agency: Text appearing parenthesis is to optional text.)

- No harsh fumes.
- No harsh (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula.
- Patented formula
- Peel Off
- Recommended for use on (sealed hard surfaces) (hard, non-porous surfaces). When in doubt, spot test on an inconspicuous area (of the surface).
- Same great performance, (better) (improved) (scent)
- Scratch 'n Sniff
- Smell (Sniff) Here
- Trendy fragrance(s)
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)
- (Won't) (Will not) harm septic (systems) (tanks)

(Note to reviewer: The claims below are provided and supported by the current Patent U.S. 6384010B1.)

- Advance Cleaning Technology
- Now with (40%) More Cleaners!
- Powers (through) (thru) Grease with a (NEW) Advanced Cleaning Technology!
- (New) (Now) (with) Advanced Cleaning Technology!

## **[SECTION 6: MISC]**

EPA Reg. No. 4822-530

EPA Est. No.

[or]

EPA Est. No. [number followed by (letter)]. Lot (number) suffix (letter(s)) (or) (letter) indicates the appropriate establishment (est.) number (no.)

(US) Patent XXXXX  
Patent Pending

Questions? Comments? Call 800-558-5252 or Write Helen Johnson  
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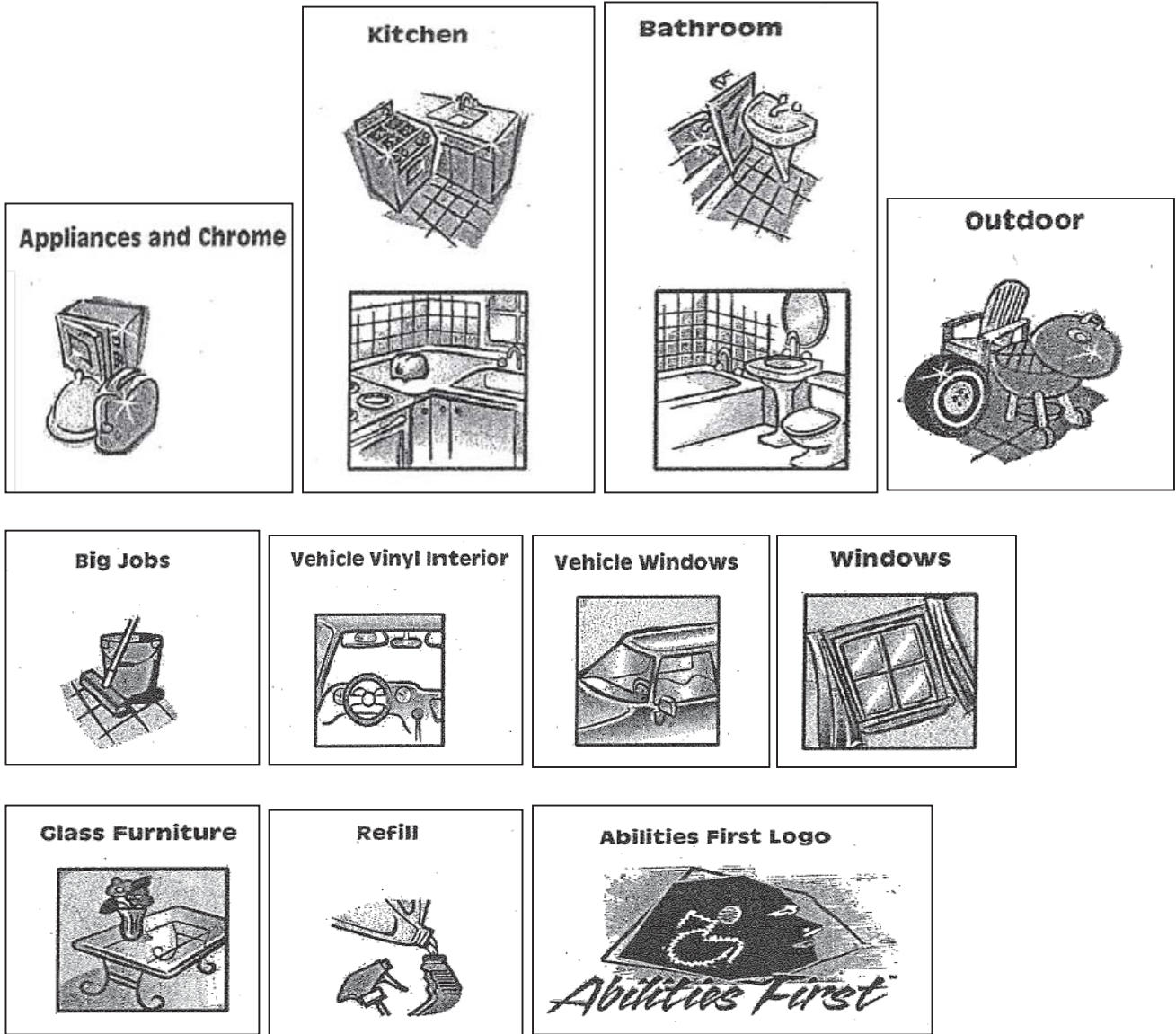
[Reviewer information]  
(Note to Agency: Text appearing parenthesis is to optional text.)

**[SECTION 7: GRAPHICS:]**

Representative Location Graphics (including kosher/others):







Graphics for Fragrance Descriptions:



[Reviewer information]  
(Note to Agency: Text appearing parenthesis is to optional text.)



[Reviewer information]  
(Note to Agency: Text appearing parenthesis is to optional text.)



[Reviewer information]  
(Note to Agency: Text appearing parenthesis is to optional text.)

