



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

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

August 6, 2008

W. A. Hawkins, Ph.D.
Registration Specialist
S. C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403

Subject: Product Name: Oscar
EPA Reg. Number: 4822-539
Application: 07-May-2008
Receipt Date: 08-May-2008

Dear Dr. Hawkins:

The following amendment, submitted in connection with registration under of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable with the following comments.

Proposed amendment:

- Revised labeling; New trigger sprayer design
- Request to continue waiver of inhalation toxicity data with changes in the design of the trigger spray bottle.

General comments:

The data provided to characterize the aerosol properties of the new trigger sprayers, while not exhaustive, in this case, is adequate to provide sufficient justification for a waiver of acute inhalation studies. The Acute Inhalation Toxicity has been assigned category IV for the subject product.

The acute toxicity of this product as evident by studies provided are category IV with the exception Primary Eye Irritation category III (CAUTION).

The acute toxicity profile for EPA Reg. no.: 4822-539 "Oscar" is currently:

Study	MRID Number	Toxicity Category	Status
Acute Oral Toxicity	461828-03*	IV *	Acceptable*
Acute Dermal Toxicity	461828-04*	IV *	Acceptable*
Acute Inhalation Toxicity	Waived	IV ^A	Acceptable
Primary Eye Irritation	461828-05*	III *	Acceptable*
Primary Skin Irritation	461828-06*	IV *	Acceptable*
Dermal Sensitization	461828-07*	Non-sensitizer *	Acceptable*

* Based on previously reviewed studies. ^A Assigned Toxicity in lieu of study.

Labeling comments:

A copy of the stamped label is enclosed for your records. The Agency is moving away from review of paper submitted registration applications to electronic review of applications. Therefore, we need your help to make this an efficient and convenient process for both you and the Antimicrobials Division. Accordingly, we are asking you to submit future labeling amendments for this product via the electronic labeling process. Refer to the following website for guidance on electronic submissions, including label:

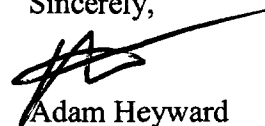
http://www.epa.gov/oppfead1/eds/esr_guidance.htm#overallsub. If you have questions concerning electronic labeling, a list of contacts is available at the following site:

<http://www.epa.gov/oppfead1/eds/edsgoals.htm#contacts>.

Other comments:

For detailed information and consideration, please refer to the enclosed EPA/AD PSB acute toxicity review dated June 20, 2008. If you have further questions concerning this letter, please contact me by telephone at (703) 308-6422 or by e-mail at heyward.adam@epa.gov or Stacey Grigsby by telephone at (703) 305-6440 or by email at grigsby.stacey@epa.gov during the hours of 8:00 am to 4:00 pm EST. When submitting information or data in response to this letter, a copy of this letter should accompany the submission to facilitate processing.

Sincerely,

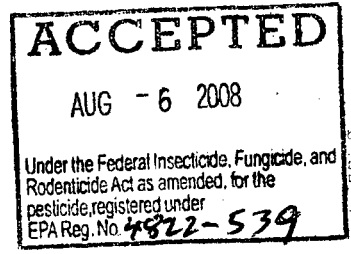


Adam Heyward
Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)

Enclosure: [Stamped labeling and review]

OSCAR

A Bathroom Cleaner, Sanitizer and Mildewstat (Controls Biofilm)



Removes Soap Scum (and)
Kills 99.9% of bacteria* (in 1 minute)

Active Ingredient: L-Lactic Acid	2.0%
Other Ingredients:	98.0%
Total:	100.0%

KEEP OUT OF REACH OF CHILDREN
CAUTION: See additional precautions on back panel.

[Note to Reviewer: Throughout this proposed amended label, wherever the statement "Insert Surfaces" appears in parentheses, this refers to the list of surfaces that appears on pages 11 and 12 of this label.]

Biofilm Claims:

(Scrubbing Bubbles) (Max) (Soap Scum Remover) (Bathroom Cleaner) (with) (Bio-Remover™) (This Brand):
 Cleans biofilm away
 Cleans bacterial grunge in biofilm (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 Cleans so thoroughly it slows down biofilm buildup (kills bacteria that form biofilm slime)
 Cuts through the grungy biofilm buildup to kill bacteria where they live and hide (like under the rim)
 Cuts through the biofilm slime that can harbor bacteria (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 Destroys bacteria and the biofilm slime they form (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 Gets to the source of the bacteria layers lurking in your home and wipes it out

[Note to Reviewer: Microban is S. C. Johnson's trade name for the unique combination of cleaning and sanitizing ingredients found in this product.]

(Formulated) (with Microban® -or- with the power of Microban®) (to) (Clean)(s) (soap scum) (and) (Kill)(s) (Eliminate)(s) (Reduce)(s) (Remove)(s) (Destroy)(s) (Attack)(s) (99.999% of) (99.9% of) (in 5 minutes) (the)

Text in italics, other than scientific names of organisms, is information for the reviewer and will not appear on the label. Text in parentheses or square brackets is optional.

- bacteria in (slimy) biofilm (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria in slimy biofilm buildup (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria living in (slime called) biofilm (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria growing in biofilm (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria living and growing in biofilm (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria protected by biofilm (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria protected by slimy biofilm buildup (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria under the biofilm slime (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria within the biofilm slime (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria where they hide – in biofilm (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria hidden in soap scum (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria under the soap scum (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - bacteria in (the) grungy buildup (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - greater than 99.999% of bacteria in biofilm (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - protected bacteria living in biofilm (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - surface associated bacteria (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - 99.999% of surface associated bacteria (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 - household surface associated bacteria (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
- Eliminates slimy biofilm buildup (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
- (Now) (with Microban[®] -or- with the power of Microban[®]) (to) Kill(s) bacteria deep down in biofilms (,) (not just the top layer)
- (Now) (with Microban[®] -or- with the power of Microban[®]) (to) Kill(s) bacteria where they hide (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim) (!)
- (Now) (with Microban[®] -or- with the power of Microban[®]) (to) Kill(s) the bacteria under the buildup even before you see it (in your home)

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Loosens up the biofilm slime that can harbor bacteria (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 Penetrates biofilm and wipes out bacteria (!)
 Penetrates biofilm, killing the bacteria living there
 Penetrates deep into biofilm to kill bacteria embedded in it (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 Penetrates the biofilm and kills bacteria (!)
 Penetrates the bacterial layers for a deep down clean (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 Penetrates the grungy biofilm buildup to kill bacteria living there
 Penetrates the biofilm (slime) (film) and kills bacteria (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim) (!)
 Penetrates the biofilm slime that can harbor bacteria (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 Penetrates (biofilm) slime and kills bacteria where they hide (– in biofilm) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 Proven to penetrate the invisible biofilm layer on your bathroom surfaces (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 Reaches and kills 99.999% of embedded bacteria in biofilm (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)
 Specifically (designed) (formulated) to destroy bacteria in biofilm
 The (bathroom) (and) (toilet) cleaner that kills bacteria in biofilm
 The (bathroom) (and) (toilet) cleaner approved to kill bacteria in biofilm
 The (bathroom) (and) (toilet) cleaner (with) (that has) Bio-Remover™
 The (bathroom) (and) (toilet) cleaner that penetrates biofilm to kill bacteria
 The (bathroom) (and) (toilet) cleaner with biofilm claims
 The (bathroom) (and) (toilet) cleaner that kills the tough bacteria in biofilm
 The (bathroom) (and) (toilet) cleaner that penetrates the slimy biofilm and kills the bacteria where they hide
 The (bathroom) (and) (toilet) cleaner that penetrates the slimy, glue-like biofilm to kill (even) the toughest bacteria
 The (bathroom) (and) (toilet) biofilm penetrator

Packaging Claims:

Big (job) size
 Bigger size (package) (bottle)
 Convenient size (for hard to reach areas) (like under the rim -or- toilet rim)
 Easy to store
 Takes up less space
 One bottle for all your (bathroom) cleaning needs
 Free up storage space
 Double refill
 Economy size (refill)
 Full liter refill
 Great value

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Multi Pack

(New) (Improved) (fragrance) (scent) (!)

(New!)

(New) (Comfort) (Easy Grip) (Ergo) (Improved) (360°) (multi-directional) (Trigger)

(New) (ergonomic) (user-friendly) trigger makes (*This Brand*) even easier to use!

(New) (Big) 32 oz. (Size)

(Get) one (1) (in) (for) each bathroom

Place one (1) in each bathroom

(Two) (2) Liter (Size) (Pack) (!)

Trial size (Available)

Value (Pack) (Size) (Refill)

(X) (free) (more) (!)

(X) at the (X oz.) price (!)

X oz. (refill) (size)

X-Pack

Miscellaneous Statements/Claims:

Bottle made of XX% post-consumer recycled plastic

Contains no abrasives, harsh acids or bleach

Contains no (Chlorine) (,) (or) (Bleach) (,) (or) phosphates

For old or worn surfaces, test on a small area before use

Will not harm septic (systems) (tanks)

Trigger protected with Microban®

[Note to Reviewer: this product may be sold with a new 2-way trigger containing a check valve that allows it to be used upside down without leaking for application under the toilet rim. Additionally, while our current foaming trigger has a screen permanently affixed in front of the nozzle to help create the foam, the new trigger has the screen built into a hinged panel. When the panel is in the closed position, the screen is in front of the nozzle. Product is dispensed through the screen and foam is produced as with the current trigger. When the panel is in the open position, it is no longer immediately in front of the nozzle. The product exits the nozzle as a foaming spray without passing through the screen.]

New Sprayer/Bottle Claims:

Cleans under the rim (from beginning to end) (down to the last drop)

(Flip) (Up) (Open) for spray, (flip) (down) (close) for foam

Just (aim) (point) to (clean) (kill bacteria) (under the rim) (inside and outside the toilet) (on your whole toilet and sink) (and other bathroom surfaces) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Specially designed to (spray) (target) (under the rim) (and outside toilet surfaces) (and sink) (and other bathroom surfaces) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

(Sprays) (Works) (Dispenses) (upside down) (inverted) (without leaking) (down to the last drop)

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Sprays (at any angle) (360°) (from any direction) (in and around toilet surfaces) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

(Versatile) (unique) (innovative) sprayer (nozzle) (trigger) allows you to spray (under the rim) (at any angle) (360°) (upside down) (inverted) (in hard to reach areas)

(Multi-function) (dual delivery) (dual action) (combo) trigger -or- sprayer -or- nozzle -or- system

Flexi-Spray

Multi-Directional Sprayer

Dual Action Trigger: Sprays and Foams

(All-in-one) (multi-purpose) (dual-delivery) bacteria killing (trigger) (machine) (sprayer)

(All-in-one) (multi-purpose) (dual-delivery) bathroom -or- toilet cleaning product -or- solution

All purpose in many ways (!)

Better coverage for better cleaning (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Clean your whole toilet -or- bathroom with a single product -or- trigger -or- bottle

Cleans the Bowl and Beyond (!)

Cleans the Toilet Bowl, Base and Beyond (!)

Cleans the bathroom (and) (even including) (the) (whole) toilet (inside and out)

Cleans the Toilet Inside & Out

(Clings to surfaces) (with powerful clinging foam) (to dissolve grime) (to kill 99.9% of bacteria*) (in one minute)

Dual Action Cleaner (Foamer)

Foaming action quickly loosens (stubborn) (soils) (toilet stains) (grime) (and) (soap scum)

Foam penetrates (to clean) (to kill 99.9% of bacteria*) (in hard to reach areas -or- places)

Foaming Power Cleans Inside & Out

One (easy) (simple) (quick) solution for (your whole toilet) (inside and outside your toilet) (and sink) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

One product for a variety of surfaces

Only one product for your entire (bathroom) (toilet) (sinks) (and) (other bathroom surfaces)

Penetrating foam powerfully removes (stubborn) (toilet stains) (soils) (grime) (and) (soap scum)

Powerful Foam for the Entire Toilet

(Replace multiple products with) one simple solution

Stays where it sprays

(The Only) Truly Complete (Bathroom) (Toilet) Cleaner

The (all-in-one) (whole) (multi-purpose) bathroom cleaner (that is) made especially for your toilet

The (all-in-one) (whole) (multi-purpose) bathroom cleaner that works great in your toilet

(The only) product -or- trigger -or- solution you need for your toilet (and other bathroom surfaces) (and sink) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

(Three in one -or- 3 in 1 -or- triple action formula (cleans, sanitizes and deodorizes)

(Two in one -or- 2 in 1 formula (cleans and sanitizes)

Your one-bottle -or- 1-bottle (toilet) (bathroom) (and) (sink) solution

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Fragrance/Scent Violators:

(Citrus) (Citrus Action) (Citrus Blast) (Citrus Blend) (Citrus Boom) (Citrus Energy) (Citrus Explosion) (Citrus Extreme) (Citrus Power) (Citrus Splash) (Citrus Surge) (Citrus Twist) (Citrus Ultra) (Citrus Zest) (Clean) (Fresh) (Light) (Lemon) (Lemon Zest) (Refreshing) (Unscented) (Orange) (Orange Action™) (Orange Twist) (Floral) (and) (Grapefruit) (Scent) (!)

Optional Marketing Claims:

(Fast-acting) 1-minute sanitization

360° Clean

A (new) tough cleaning formula

An effective sanitizer for use in the bathroom (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Antibacterial (toilet) (and) (bathroom) cleaner (with Microban® -or- with the power of Microban®)

Antibacterial Action (for your whole bathroom) (with Microban® -or- with the power of Microban®)

Antibacterial Formula (cleans and sanitizes) (with Microban® -or- with the power of Microban®)

Bathroom (restroom) cleaner and sanitizer

Bleach-free

Cleans (and) (sanitizes) (deodorizes) (freshens)

Cleans (and) (sanitizes) (inside and outside of the toilet) (your whole toilet) (and sink) (and other bathroom surfaces) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Cleans and sanitizes (without harsh fumes)

Cleans and shines without scratching

Cleans everyday (toilet bowl) (and) (bathroom) dirt and grime

(Cleans) (removes) (tough) soap scum (!)

Cleans: Penetrating foam powerfully removes tough soap scum and grime (!)

Cleans Soap Scum without scrubbing

Cleans without scrubbing

Complete clean (!)

Complete coverage for better cleaning (inside and outside your toilet) (in your sink) (and other bathroom surfaces) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Contains no abrasives, harsh acids or bleach, so you can use anywhere (on your whole toilet) (and sink) (inside and outside) (on other bathroom surfaces) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Cuts soap scum, hard water stains and shines bathroom surfaces (such as) (*Insert Surfaces*)

For best results, use at least (once) (twice) per week

Cuts through tough soap scum

Deep penetrating antibacterial formula (with Microban® -or- with the power of Microban®)

Deodorizes

Dissolves tough soap scum on contact

Does not contain bleach

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Easily cleans tough (bathroom) (restroom) (dirt) (soil) (soap scum) (hard water) (stains) and sanitizes

Easily cleans tough greasy dirt and sanitizes

Easily cleans tough greasy (dirt) (grime) (fingerprints) and sanitizes

Easily removes soap scum (hard water stains) (and) (dirt)

Easy to use

Effective sanitizing has never been easier (with Microban® -or- with the power of Microban®)

Effectively cleans (tubs) (showers) (basins) (ceramic tile) (stainless steel) (chrome) (fiberglass) (vinyl) (and) (porcelain) (toilet) (surfaces).

Eliminates odors (as you clean)

Freshens (as you clean)

Fast, easy cleaning solution – one product for a variety of surfaces

For daily use

For everyday cleaning (and sanitizing)

For general (cleaning and) sanitizing of hard, non-porous surfaces

For (tough) (tougher) cleaning (!)

For use on household surfaces

Freshens: (Orange Action™) (fragrance) deodorizes and leaves your bathroom smelling fresh!

Great for use in your (toilet) (and) (bathroom) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Great on surfaces such as: (*Insert Surfaces*)

Guaranteed to clean or your money back (see back panel)

Heavy duty cleaner [for all hard, non-porous (bathroom) surfaces (even the toilet bowl)]

(Helps) fight bacteria (in the bathroom) (with Microban® -or- with the power of Microban®)

Helps prevent cross-contamination of hard, non-porous surfaces

Helps prevent (Reduces) cross-contamination from treated surfaces.

Helps prevent (bad odors) (malodors) by cleaning, sanitizing and deodorizing the following surfaces: (*Insert Surfaces*)

Household bacteria killing formula [for all hard, non-porous (bathroom) surfaces (even the toilet bowl)]

(Inhibits) (Prevents) (Controls) mold and mildew in damp and musty places

(Now) (With Microban® to) Kill(s) (99.9%) of bacteria* in 1 minute (with Microban® -or- with the power of Microban®)

Kills (99.9% of) household bacteria* in 1 minute

Kills (99.9% of) household bacteria* (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Kills (household) (bathroom) bacteria (and smells great) (without harsh fumes)

Kills (removes) (99.9% of) *Escherichia coli* (and) *Staphylococcus aureus* and *Klebsiella pneumoniae* (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Kills 99.9% of bacteria* (with) (Orange Action™) (Citrus Action) (Fresh Clean) (Scent)

Kills 99.9% of bacteria* in 1 minute (in toilet bowls) (with Microban® -or- with the power of Microban®) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

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Kills 99.9% of Staph (*Staphylococcus aureus*) and *Klebsiella pneumoniae* in 1 minute (with Microban® -or- with the power of Microban®) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

(Fast-Acting:) Kills bacteria* in (just) 1 minute (with Microban® -or- with the power of Microban®) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Kills bacteria that cause odors (with Microban® -or- with the power of Microban®) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Kills bacteria* (found) on hard, non-porous (bathroom) surfaces (with Microban® -or- with the power of Microban®)

Kills common household bacteria*

Leaves (bathrooms) (your bathroom) [toilet bowl(s)] (and sink area) clean and (shiny) (shining)

Leaves a brilliant shine (!)

Leaves a brilliant shine and a fresh, clean scent

Leaves hard, non-porous surfaces sanitized

Leaves your bathroom (toilet bowl) clean and fresh

Makes cleaning easy and sanitizes, too

Makes killing bacteria easy (with Microban® -or- with the power of Microban®) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

(Microban®) Starts killing bacteria on contact.

Microban® (protection) (technology) (brand) (antibacterial protection) (antimicrobial protection) (antibacterial technology) (antimicrobial technology)

- Kills bacteria* in one minute

- Kills 99.9% of bacteria* in one minute

- Kills bacteria* found on hard, non-porous surfaces

Powered by Microban® (protection) (technology) (brand) (antibacterial protection) (antimicrobial protection) (antibacterial technology) (antimicrobial technology)

Infused with (the bacteria fighting power of) Microban® (protection) (technology) (brand) (antibacterial protection) (antimicrobial protection) (antibacterial technology) (antimicrobial technology)

The revolutionary (cleaning) (bacteria fighting) power of Microban® (protection) (technology) (brand) (antibacterial protection) (antimicrobial protection) (antibacterial technology) (antimicrobial technology)

Multi-surface (cleaner)

(New) (*This Brand*) (Scrubbing Bubbles) (Soap Scum Remover) (Bathroom Cleaner) (Max) (with) (Bio-Remover™) removes (tough) soap scum and bathroom grime (more powerfully) (more easily) than ever before!

No angle you can't (get to) (reach)

No (visible) (smeary) (oily) residue (build up) (on bathroom surfaces) (including toilets) (and toilet bowls) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

No harsh fumes

No-scratch formula

Now cleaning and killing bacteria is easier than ever before

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(Now) The cleaning power of (Scrubbing Bubbles) (*This Brand*) (with Microban[®] -or- with the power of Microban[®]) (comes) with the invigorating scent of fresh (oranges)!

(One-step) (Fast-Acting) cleaning and sanitizing

(Orange Action[™]) fragrance deodorizes and leaves your bathroom smelling fresh!

Penetrating foam thoroughly cleans and leaves behind a (brilliant) shine!

Perfect for cleaning (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Perfect for cleaning up (in and) around the toilet

Powerful cleaning with a fresh (clean) scent (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Powerful formula cleans and sanitizes (all bathroom) (hard, non-porous) (surfaces) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Powerfully removes tough soap scum (!)

Prevents (Controls) (Inhibits) the growth of mold & mildew**

Effectively removes bacteria* (from) (*Insert Surfaces*) (with Microban[®] -or- with the power of Microban[®])

Ready to use, convenient; the easy way to clean and sanitize (toilet seats) (toilet bowls) (toilet exteriors) and other non-porous surfaces

(Removes) (Gets rid of) (soap scum) (hard water stains) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Removes (hard water stains) (soap scum) (sanitizes), (deodorizes) (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Removes Soap Scum

Removes tough soap scum easily (!)

Sanitizes (kills) common household bacteria* (and prevents the growth of fungi** (and) (or) mold)

Sanitizes (household) bathroom surfaces in 1 minute (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim) (with Microban[®] -or- with the power of Microban[®])

Sanitizes and deodorizes (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim) (with Microban[®] -or- with the power of Microban[®])

Sanitizes as it cleans (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim) (with Microban[®] -or- with the power of Microban[®])

Sanitizes hard, non-porous bathroom surfaces (with Microban[®] -or- with the power of Microban[®])

Sanitizes in just 1 minute (with Microban[®] -or- with the power of Microban[®])

S.C. Johnson has a cleaning solution for every room in your home

(*This Brand*) (Scrubbing Bubbles) (Soap Scum Remover) (Bathroom Cleaner) (Max) (with) (Bio-Remover[™]) cleans and sanitizes the following surfaces: (*Insert Surfaces*)

(*This Brand*) (Scrubbing Bubbles) (Soap Scum Remover) (Bathroom Cleaner) (Max) (with) (Bio-Remover[™]) is the convenient way to (clean) (and) (sanitize) bathroom surfaces

(*This Brand*) (Scrubbing Bubbles) (Soap Scum Remover) (Bathroom Cleaner) (Max) (with) (Bio-Remover[™]) is the easy way to clean and sanitize

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(*This Brand*) (Scrubbing Bubbles) (Soap Scum Remover) (Bathroom Cleaner) (Max) (with) (Bio-Remover™) is the effective way to clean and sanitize

(*This Brand*) (Scrubbing Bubbles) (Soap Scum Remover) (Bathroom Cleaner) (Max) (with) (Bio-Remover™) kills many types of (household) bacteria* (and eliminates their odors)

(*This Brand*) (Scrubbing Bubbles) (Soap Scum Remover) (Bathroom Cleaner) (Max) (with) (Bio-Remover™) kills the following bacteria: *Staphylococcus aureus* (Staph) (ATCC #6538), *Klebsiella pneumoniae* (ATCC #4352), *Escherichia coli* (E. coli) (ATCC #11229)

(*This Brand*) (Scrubbing Bubbles) (Soap Scum Remover) (Bathroom Cleaner) (Max) (with) (Bio-Remover™) thoroughly cleans (shines) (and) (sanitizes) (deodorizes).

Shines: Leaves behind a brilliant shine (!)

Shines (and) (plus) kills household bacteria*

Smells great

Specially formulated for a variety of surfaces

Specially formulated for use daily [to clean bathroom (and toilet) soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion, limescale, hard water and stubborn toilet stains]

Specially formulated for use in the bathroom (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Specially formulated to attack (tough) soap scum, hard water stains and dirt

Starts killing bacteria on contact

Such tough cleaning that it leaves no visible residue behind (!)

The easiest way to keep your bathroom clean every day

The easy way to clean and sanitize

The (easy) (effective) way to clean and sanitize

The fresh way to clean your bathroom (without the harsh fumes).

This product is a mildewstat and will effectively inhibit the growth of mildew on hard, non-porous surfaces

The smart way to (kill) (remove) bacteria (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

(Toilet) (and) (bathroom -or- restroom) cleaner and sanitizer

Tough cleaning formula [with a (fresh) (clean) scent]

Tough cleaning never smelled so good

Tough cleaning without the oily (smeary) residue (!)

Tough on (dirt) (grime) (and) (bacteria*)...Easy on You!

Tough on dirt...Easy on you!

Tough on soap scum

Use in the bathroom

Use (*This Brand*) (Scrubbing Bubbles) (Soap Scum Remover) (Bathroom Cleaner) (Max) (with) (Bio-Remover™) to sanitize the following surfaces: (*Insert Surfaces*)

Use throughout the bathroom (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Versatile cleaner for all of your bathroom surfaces (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

Versatile cleaner that can be used throughout the bathroom (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

We work hard so you don't have to!®

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When used as directed, (*This Brand*) (Scrubbing Bubbles) (Soap Scum Remover) (Bathroom Cleaner) (Max) (with) (Bio-Remover™) prevents build-up of soap scum
 Will not harm most surfaces
 With a bleach-free formula
 With a pleasant fragrance
 Won't scratch surfaces
 Works (best) on soap scum (!)
 Works in 1 minute to kill 99.9% of (household) bacteria* (even) (in) (on) (and around) (your) (*Insert Surfaces*) (and) (hard to reach places) (like under the rim -or- toilet rim)

**Staphylococcus aureus* (Staph) (ATCC #6538), *Klebsiella pneumoniae* (ATCC #4352), *Escherichia coli* (E. coli) (ATCC #11229)

***Aspergillus niger* (ATCC #6275)

Surfaces:

Works on multiple surfaces
 (Recommended for use on) (Effective on) (Effectively Cleans) (Cleans) (Sanitizes) (and) (Deodorizes) (hard, non-porous) bathroom surfaces (such as):

Non-wood finished cabinets
 Basins
 Bathroom sink
 Chrome
 Counter tops
 Diaper changing counters
 Diaper pails
 Doorknobs
 Enamel
 Faucets
 Fiberglass tubs, shower surrounds and sinks
 Floors
 Formica®
 Garbage cans
 Glazed porcelain
 Glazed ceramic tile
 Hand rails
 Light switches
 Plastic
 Plastic and vinyl shower doors
 Shower doors
 Shower fixtures
 Shower walls
 Showers
 Sinks
 Stainless steel

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Synthetic marble
 Toilets (whole) (entire)
 Toilet Bowl(s)
 Toilet seats and exterior toilet surfaces
 Exterior toilet surfaces
 Trash cans
 Tubs
 Under the (toilet) rim
 Urinals
 Vanity tops
 Vinyl
 Walls

Will not harm most surfaces
 Not recommended for use on natural marble, brass, or varnished wood
 Spot test all other surfaces
 For old or worn surfaces, test on a small area before use
 Test on painted areas before using
 Will not scratch (bathroom surfaces)!

in
 Apartments
 Bathrooms
 Day care centers
 Homes
 Hotels
 Malls
 Motels
 Nursing homes
 Public restrooms
 Residences
 Restrooms
 Schools
 Veterinary offices

Soils:

(Specially formulated to remove) (Effective at removing) (Effective for cleaning) (Use to clean)
 (Removes) (bathroom soils) (such as):
 Bath gel, body lotion, body wash, conditioner, cosmetics, dirt, fingerprints, grime, hair gel, hair spray, hand lotion, hard water stains, shampoo, shaving cream, shower gel, soap, soap scum, toothpaste, urine stains, fecal stains, (stubborn) toilet stains, limescale, soils, vomit

DIRECTIONS FOR USE

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

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[For standard foaming trigger]

TO CLEAN (AND DEODORIZE):

1. Turn nozzle to ON position.
2. Spray 6-8 inches from surface. Cover all surfaces evenly. Allow (foam) (product) to penetrate dirt and soap scum (for tough jobs, let stand for several minutes before wiping).
3. Wipe with a wet cloth or sponge, then rinse thoroughly with water.

[For new 2-way trigger]

TO CLEAN (AND DEODORIZE):

1. Turn nozzle to ON position.
2. (For use as a spray, flip open the tab on the nozzle. For use as a foam, close tab on nozzle.) Cover all surfaces evenly. Allow (foam) (product) to penetrate dirt and soap scum. (For tough jobs, let stand for several minutes before wiping.)
3. Wipe with a wet cloth or sponge (or scrub with a toilet brush), then rinse thoroughly with water.
4. Turn bottle upside down to spray hard to reach areas like under the rim of the toilet bowl.

TO KILL 99.9% OF BACTERIA ON HARD, NON-POROUS SURFACES: Spray surface until thoroughly wet. Let stand for 1 minute. Then wipe. For toilet bowls: Empty toilet bowl, spray surface and wait 1 minute, then brush all surfaces and flush. For heavily soiled areas a pre-cleaning is required.

TO KILL (99.999% of) BACTERIA IN BIOFILMS ON HARD, NON-POROUS SURFACES: Spray surface until thoroughly wet. Let stand for 5 minutes. Then wipe. For toilet bowls: Empty toilet bowl, spray surface and wait 5 minutes, then brush all surfaces and flush. Repeat treatment as needed for heavy soil / heavy buildups.

TO INHIBIT AND PREVENT THE GROWTH OF MOLD & MILDEW ON HARD, NON-POROUS SURFACES: Spray surface until thoroughly wet. Let stand for 5 minutes. Then wipe. Reapply as necessary.

[Refill instructions for refill bottle only:]

TO REFILL: 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.

(Good ventilation during use is recommended.)

Never use or mix with bleach-containing products as hazardous fumes may be released.

[Unplug (small) electrical appliances before (cleaning) (sanitizing) (them) with this product.]

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

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

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

(STORAGE & DISPOSAL:)

STORAGE: Store out of reach of children. **DISPOSAL:** Do not reuse container (with any product other than *(This Brand)* refill). Place in trash or offer for recycling if available.

EPA Reg. No. 4822-539

EPA Est. No. (4822-WI-1), (71681-IL-1), (71681-IL-2).

(MICROBAN is a registered trademark of Microban Products Company)

Questions? Comments? Call 800-558-5252 or Write Helen Johnson

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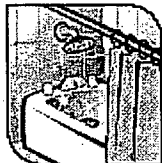
S.C. Johnson

A Family Company

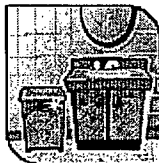
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Optional Pictograms:

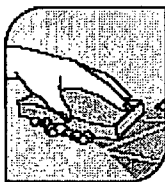
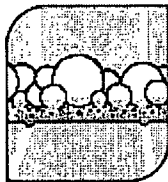
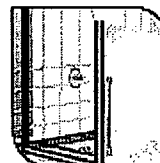
Tub & Tile



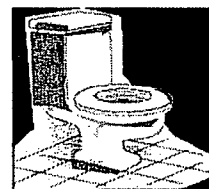
Sink & Counter



Shower Doors & Chrome



Toilet (New)



[Based on the EPA stamped accepted label dated April 27, 2005 and the Agency's letter dated September 23, 2005.]

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