

4822-539

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

JAN 13 2010

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

Ms. Maren Grow  
SC Johnson & Son, Inc  
1525 Howe Street: Mail Station 149  
Racine, WI 53403-2236

Subject: OSCAR  
EPA Registration Number: 4822-539  
Application Date: October 14, 2009  
Receipt Date: October 13, 2009

Dear Ms. Vance-Moeser:

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

**Proposed Amendment:**

Update Container Disposal Statements per PR Notice 2007-4

**Conditions**

Revise the label as follows:

- 1.) Delete the phrase "with the power of Microban."
- 2.) Delete the 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> claims on page 7 because they are false and misleading according to 40 CFR 156.10 (a)(5). This product does not support data demonstrating residual activity to support claims of protection.
- 3.) The 2<sup>nd</sup> claim under "Surfaces" on page 9 must be revised to be in compliance with PR Notice 2000-5, Mandatory Labeling, by deleting the term, recommended.

**General Comments:**

A stamped label is enclosed for your records. Submit three (3) copies of your final printed labeling before distributing or selling the product bearing the revised labeling.

Should you have further questions concerning this letter, please contact me by telephone at (703) 308-6416 or by e-mail at [campbell-mcfarlane.jacqueline@epa.gov](mailto:campbell-mcfarlane.jacqueline@epa.gov) or Killian Swift by telephone at (703) 308-6346 or by email at [swift.killian@epa.gov](mailto:swift.killian@epa.gov). When submitting information or data in response to this letter, a copy of this letter should accompany the

submission to facilitate processing.

**CONCURRENCES**

|         |  |  |  |  |  |  |  |
|---------|--|--|--|--|--|--|--|
| SYMBOL  |  |  |  |  |  |  |  |
| SURNAME |  |  |  |  |  |  |  |
| DATE    |  |  |  |  |  |  |  |

2/14

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

Sincerely,

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

Enclosure: Stamped label

| CONCURRENCES |  |  |  |  |  |  |  |
|--------------|--|--|--|--|--|--|--|
| SYMBOL       |  |  |  |  |  |  |  |
| SURNAME      |  |  |  |  |  |  |  |
| DATE         |  |  |  |  |  |  |  |

<label 4822-539 to EPA 10-14-09, amend for final container/containment rule PRN 2007-4, and add "Sold by:" and expand range for net contents; **changes in bold italics (pages 11, 12 and 1)**>

**OSCAR (master name)**

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:               | <u>98.0%</u> |
| Total:                           | 100.0%       |

ACCEPTED  
with COMMENTS  
in EPA Letter Dated:  
  
JAN 13 2010  
Under the Federal Insecticide,  
Fungicide, and Rodenticide Act as  
amended, for the pesticide,  
Registered under EPA Reg. No.  
4822-539

**Net contents: 4 – 160 fl. oz.**

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 9 and 10 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)

-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)

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  
 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)

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

**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  
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)

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 odor-causing bacteria

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

(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

(*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)

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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!®

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

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

*[Optional Pictograms:*

Tub & Tile (graphic)  
 Sink & Counter (graphic)  
 Shower Doors & Chrome (graphic)  
 Soap bubbles (Foam) on tiled surface (graphic)  
 Hand wiping foam on tiled surface with sponge (graphic)  
 Toilet (New) (graphic)]

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.

*[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.

*[To be used when Refill size container is marketed:]*

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.

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 or refill this container [with any product other than (This Brand) refill].** Place in trash or offer for recycling if available. *[For trigger spray bottle, intended to be refilled from refill size container]*

DISPOSAL: **Nonrefillable container. Do not reuse or refill this container.** Place in trash or offer for recycling if available. *[For refill size container]*

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

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

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*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.*