

4822-545

2/21/2014

117



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

FEB 21 2014

Monisha Harris  
S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403-2236

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Subject: AA  
EPA Registration No.: 4822-545  
Application Date: 12/19/2013  
Receipt Date: 12/20/2013

Dear Ms. Harris:

The following amendment submitted in connection with registration under FIFRA, as amended, is acceptable.

**Proposed Amendment**

- Update of label

**General Comments**

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. The next label printing of this product must use this labeling unless subsequent changes have been approved. You must submit one (1) copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and it's implementing regulation at 40 CFR 152.3.

Should you have any questions or comments concerning this letter, you may contact me by telephone at (703) 308-6416 or by e-mail at [campbell.jacqueline@epa.gov](mailto:campbell.jacqueline@epa.gov) or Jaclyn Pyne by telephone at (703) 347-0213 or by e-mail at [pyne.jaclyn@epa.gov](mailto:pyne.jaclyn@epa.gov). When submitting information or data in response to this letter, a copy of this letter should accompany the submission to facilitate processing.

Sincerely,

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

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

2/17

[Information in brackets are notes to Reviewer]  
(Information in parentheses are optional language)

AA

(2 in 1 Household) (All Purpose Cleaner) (All Purpose) (Antibacterial) (Automatic Power Cleaner) (Automatic Power Spray) (Bactericidal) (Bactericide) (Bathroom Cleaner) (Cleaner) (Countertop) (Degreaser) (Deodorizer) (Deodorizes) (Disinfectant) (Disinfects) (Fungicidal) (Fungicide) (Fungistatic) (Germicidal) (Germicide) (Household) (Kitchen) (Kitchen Cleaner) (Mildewcidal) (Mildewcide) (Mildewstat) (Multi-Purpose) (Multi-Surface) (Multi-Task) (One-Step) (Power Action Bathroom Cleaner) (Sanitizes) (Sanitizer) (Virucidal) (Virucide)

**SECTION 1: FORMULA**

Active Ingredient: L-Lactic Acid .....	5.0%
Other Ingredients: .....	95.0%
Total: .....	100.0%

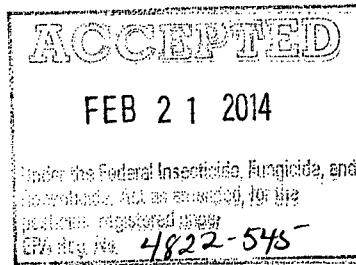
**SECTION 2: REFERRAL STATEMENTS**

KEEP OUT OF REACH OF CHILDREN

**WARNING:**

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**

**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 3) (dry paper towel or lint free cloth). No scrubbing or rinsing necessary.

**TO CLEAN:**

1. Turn nozzle to ON position.
2. Spray 6-8 inches from surface. Cover all surfaces evenly. Allow foam 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.

**OR**

**TO CLEAN:**

1. Turn nozzle to ON position.
2. Spray 6-8 inches from surface in a uniform pattern to cover all surfaces evenly. Allow product to penetrate dirt and soap scum.
3. Rinse with water for a brilliant shine (or wipe with a wet cloth or sponge without rinsing with water).

**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.

Wherever food contact is likely, rinse surface with (clean) (tap) (potable) water after cleaning.

**FOR HARD NONPOROUS FLOORS:** 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.)

[Information in brackets are notes to Reviewer]  
(Information in parentheses are optional language)

(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.

**OR**

TO REFILL: Lock nozzle to prevent accidental spraying. (Unscrew sprayer from bottle) (Remove reservoir from sprayer) and replace with new (refill) (cartridge) (bottle) (reservoir Turn nozzle lock to the ON position and spray 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).

**STORAGE & DISPOSAL**

[Residential – nonrefillable container. Do not contaminate water, food, or feed by storage and disposal.]  
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. Do not contaminate water, food, or feed by storage and disposal.]  
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**

**WARNING:** Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Wear goggles or safety glasses. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

[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:**

<i>If in eyes</i>	<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>
-------------------	---

<p><b>IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE.</b> Have the product container or label with you when calling a poison control center or doctor, or going for treatment.</p>
---

6/17

[Information in brackets are notes to Reviewer]  
 (Information in parentheses are optional language)

**SECTION 5: ORGANISMS**

Efficiency Claim	Organisms	Contact Time	Soil Load
Disinfectant*	Enterococcus faecalis (Vancomycin resistant) (ATCC 51575) Escherichia coli (E. coli) (ATCC 11229) Salmonella enterica (Salmonella) (ATCC 10708) Staphylococcus aureus (Staph) (ATCC 6538) Streptococcus pyogenes (Strep) (ATCC 19615)	3 Minutes	5%
Virucidal^	Herpes Simplex Virus Type 1 (VR-733) Herpes Simplex Virus Type 2 (VR-734) Influenza A (Hong Kong) Virus (Influenza) (Flu) (VR-544) Respiratory Syncytial Virus (RSV) (VR-26) Rhinovirus Type 37 (ATCC VR-1147(Strain 151-1)) (common cold) Rotavirus (Strain WA)	3 Minutes	5%
Non-Food Sanitizer†	Klebsiella pneumoniae (ATCC 4352) Staphylococcus aureus (Staph) (ATCC 6538)	10 seconds	5%
Fungicidal+++	Trichophyton mentagrophytes (Athlete's Foot Fungus) (ATCC 9533)	3 Minutes	5%
Mildewstatic	Aspergillus niger (ATCC 16404)	3 Minutes	NA

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

\*Enterococcus faecalis (Vancomycin resistant) (ATCC 51575), Escherichia coli (E. coli) (ATCC 11229), Salmonella enterica (Salmonella) (ATCC 10708), Staphylococcus aureus (Staph) (ATCC 6538), Streptococcus pyogenes (Strep) (ATCC 19615)

^ Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (Hong Kong) Virus (Influenza) (Flu) (VR-544), Respiratory Syncytial Virus (RSV) (VR-26), Rhinovirus Type 37 (ATCC VR-1147(Strain 151-1)) (common cold), Rotavirus (Strain WA)

† Klebsiella pneumoniae (ATCC 4352), Staphylococcus aureus (Staph) (ATCC 6538)

+++ Trichophyton mentagrophytes (Athlete's Foot Fungus) (ATCC 9533)

7/17

[Information in brackets are notes to Reviewer]  
(Information in parentheses are optional language)

**SECTION 6: MISC**

S.C. Johnson A Family Company

Questions? Comments? Call 800-558-5252 or Write Helen Johnson  
© 20XX S. C. Johnson & Son, Inc., Racine, WI 53403-2236 All Rights Reserved

EPA Reg. No. 4822-545  
EPA Est. No.

Batch Code:

(US) Patent XXXXX  
Patent Pending

[website may be listed]

**SECTION 7: 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**

**Non-Food Contact 10-Second Sanitizing Claims:**

- 10-second sanitization<sup>†</sup>
- Fast acting sanitizer (kills bacteria<sup>†</sup>) in 10 seconds (!)
- Kills (bacteria) in 10 seconds!<sup>†</sup>
- Kills 99.9% of (household) (bacteria<sup>†</sup>) (fast) (in 10 seconds) (.)(!)
- Kills household bacteria<sup>†</sup> (fast) on (household) surfaces (in 10 seconds) (.)(!)
- Kills (household) bacteria<sup>†</sup> in seconds!!!
- (Sanitizes) (Kills 99.9% of bacteria<sup>†</sup>) as it cleans!
- (Sanitizes) (Kills 99.9% of bacteria<sup>†</sup>) as you clean! Kills 99.9% of bacteria<sup>†</sup> in 10 seconds!
- (This Product) is an effective, versatile cleaner that sanitizes (in 10 seconds) (on) (bathroom surfaces) (surfaces in your home)
- (This Product) Kills 99.9% of (household) bacteria<sup>†</sup> on hard, non-porous surfaces (household surfaces) throughout your home (and in public places) (in 10 seconds) (:) (.)
- Works (in 10 seconds) to kill 99.9% of (household) bacteria<sup>†</sup>

**Disinfectant /Deodorizer / Virucide /Fungicide Claims:**

- (Bacteria: 3-Minute Disinfectant):
- Kills household (germs) (bacteria<sup>†</sup>) (fast) (in 3 minutes)!
- Kills (kitchen) (bathroom) (household) germs

Disinfectant:

Escherichia coli (E. coli)  
 Enterococcus faecalis (Vancomycin resistant)  
 Salmonella choleraesuis (Salmonella)  
 Staphylococcus aureus (Staph)  
 Streptococcus pyogenes (Strep)

Fungi:

- Deodorizes (by killing) (the) (household) (germs) (that cause odors).
- Helps reduce cross-contamination from treated surfaces.
- Helps reduce cross-contamination of (hard non-porous) surfaces.
- Kills household (germs) (bacteria<sup>†</sup>) (fungi<sup>†††</sup>) (fast) (in 3 minutes)!
- Kills (household germs) (bacteria<sup>†</sup>) (and) (fungi<sup>†††</sup>) on (household) surfaces (!)
- Kills household germs and leaves a (nice) (clean) (fresh) (citrus) (smell) (scent).
- (Multi-purpose) (disinfectant) (antibacterial) spray (for) (hard, non-porous) (surfaces).
- (This Product) is an effective, versatile cleaner that (kills) (eliminates) household (germs) (bacteria<sup>†</sup>) (viruses<sup>^</sup>) (fungi<sup>†††</sup>): Escherichia coli (E. coli), Enterococcus faecalis, Salmonella choleraesuis (Salmonella), Staphylococcus aureus (Staph), Streptococcus pyogenes (Strep), Rhinovirus Type 37 (common cold), Influenza A2 Virus (Influenza) (flu), Herpes Simplex Virus Type 1 (causes cold sores), Herpes Simplex Virus Type 2, Rotavirus WA, Respiratory Syncytial Virus (RSV), (and) Trichophyton mentagrophytes (the fungus that causes athlete's foot) (on bathroom surfaces).
- (This Product) kills (household germs), (bacteria<sup>†</sup>), (fungi<sup>†††</sup>) on (hard) (hard, non-porous) (surfaces) (household surfaces) (throughout your home) (and in public places).



9/17

[Information in brackets are notes to Reviewer]  
(Information in parentheses are optional language)

- (This Product) Disinfects (Household) (hard, non-porous) surfaces.  
 \*\*\*Trichophyton mentagrophytes (the fungus that causes athlete's foot)

**Mold and Mildew / Fungistatic Claims:**

- Controls (smelly) mildew that (can) 'grow(s) in (even the cleanest) homes.
- Deodorizes (by killing) (the) (household) (mold and mildew) (that cause odors).
- Eliminates (the source of) odors on (household) surfaces (in the home)
- Helps (Prevent) (control) (inhibit) (the growth of) mold and mildew (and their odors).
- (Prevents) (controls) (inhibits) (the growth of) mold and mildew (and their odors).
- (Prevents) (controls) (inhibits) (the growth of) mold and mildew (and their odors) (on surfaces in your home) (and in public places).
- (Prevents) (controls) (inhibits) (the growth of) (mold and mildew) (Aspergillus niger)
- (This Product) (will also) (effectively) (prevent)(s) (control)(s) (inhibit)(s) (the growth of) mold and mildew (and their odors).

**Fungicidal (Fungicide) Claims:**

- (This Product) kills (Trichophyton mentagrophytes) (the fungus that causes athlete's foot) on bathroom surfaces.
- (This Product) is effective against the pathogenic fungus Trichophyton mentagrophytes (a fungus that causes athlete's foot) when used as directed for disinfection with a contact time of 3 minutes on hard, nonporous surfaces in bathrooms, including shower stalls and glazed bathroom tiles.

**Virucidal (Virucide) Claims:**

- Herpes simplex Virus Type 1 (causes cold sores)
- Herpes simplex Virus Type 2
- Influenza A2/Hong Kong (Influenza) (flu)
- Kills (99.9% of) common (household) viruses^ (fast) (in 3 minutes) (!)
- (Kills) (99.9% of) (viruses^)
- Kills (99.9% of) viruses^ in 3 minutes!
- Kills (99.9% of) viruses^ on (household) surfaces (.)(!)
- Respiratory Syncytial Virus (RSV)
- ^Rhinovirus Type 37 (common cold)
- Rotavirus WA
- (This Product) is an effective, versatile cleaner that kills household viruses^ (on bathroom surfaces)
- (This Product) kills (99.9%) of household viruses^ on (hard) (hard, non-porous) (surfaces) (household surfaces) (throughout your home) (and in public places).

**TABLE 2 – MARKETING CLEANING 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.]

- 10 second sanitization
- A (new) tough cleaning formula
- An effective sanitizer for use in the bathroom
- Antibacterial Action

10/17

[Information in brackets are notes to Reviewer]  
(Information in parentheses are optional language)

- Antibacterial bathroom cleaner
- Antibacterial Formula (cleans and sanitizes)
- Attacks soap scum and kills 99.9% of bacteria<sup>†</sup> in just 10 seconds
- Bathroom (restroom) cleaner and sanitizer
- Best Countertop Cleaner
- (Best) Wiping Power
- Better (*This Brand*) soap scum removal
- Bleach-free (!)
- Cleans (and disinfects) (hard non porous surfaces) (all over the house) (kitchens) (and) (bathrooms)
- Cleans (and) (sanitizes) (deodorizes)
- Cleans and sanitizes (without harsh fumes)
- Cleans and shines without scratching
- Cleans (bathroom) (kitchen) (countertops)
- Cleans everyday kitchen and bathroom messes
- Cleans everyday (tough) (kitchen) (and) (bathroom)
- Cleans kitchen and (bathroom) surfaces
- (Cleans:) Penetrating foam powerfully removes tough soap scum and grime (!)
- (Cleans) (removes) (tough) soap scum(!)
- Cleans, shines, disinfects, deodorizes
- Cleans, shines and (disinfects) (sanitizes)
- Cleans Soap Scum without scrubbing
- Cleans (surfaces) (throughout the) (house) (kitchen) (bathroom) (and other household surfaces)
- Cleans (surfaces) (throughout the) (kitchen) (and other) (surfaces)
- Cleans without scrubbing
- Complete clean (!)
- Cuts soap scum, hard water stains and shines bathroom surfaces
- Cuts through tough soap scum
- Cuts tough (kitchen) grease (and) (&) grime!
- Deodorizes
- Disinfects and deodorizes (!)
- Disinfects (as it cleans) (as you clean)
- 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 (kitchen) dirt and sanitizes
- Easily cleans tough greasy (dirt) (grime) (fingerprints) and sanitizes
- Easily removes (tough) soap scum (hard water stains) (and) (dirt)
- Easy to use
- Effectively cleans tubs, showers, basins, glazed ceramic tile, stainless steel, chrome, fiberglass tubs, vinyl and glazed porcelain surfaces.
- Effectively removes bacteria<sup>†</sup>
- Eliminates odors
- Eliminates food odors (like) (garlic) (onion) left behind (on food surfaces) (after cooking)
- Eliminates grease without streaking left behind (on food surfaces)
- Eliminates bacteria from (kitchen) (bathroom) (washroom) (restroom) surfaces\*
- Eliminates (kills) odor causing bacteria
- Eliminates bacteria from (kitchen) (bathroom) surfaces
- Eliminates (kills) odor causing bacteria (all over the house) (kitchens and) (bathrooms)
- Fast, easy cleaning solution — one product for a variety of surfaces

- For daily use
- For everyday cleaning
- For general (cleaning and) sanitizing of hard non-porous surfaces
- For the dirt you can see and the household germs you can't
- For the entire house
- For the kitchen and more
- For (tough) (tougher) cleaning (!)
- For use on household surfaces
- (Freshens:) (Citrus Action™) (fragrance) deodorizes and leaves your bathroom smelling fresh!
- (Freshens:) (Citrus Action™) fragrance deodorizes and leaves your (bathroom) (kitchen) (house) smelling fresh!
- Gives you streak free cleaning (on most kitchen surfaces from appliances to greasy stovetops)
- Great for use in your bathroom
- Great on surfaces such as: **(See List of Surfaces)**
- Great on all kitchen surfaces!
- Great for everyday use (in kitchens and) (bathrooms) (all over the home)
- Great for (kitchens) (bathrooms) (your toughest household messes)
- Great for baked-on (messes) (stains)!
- Heavy duty cleaner
- Helps fight bacteria<sup>†</sup>
- Helps reduce cross-contamination of hard non-porous surfaces
- Helps reduce cross-contamination on treated surfaces.
- Helps prevent (bad) (odors) (malodors) by cleaning, sanitizing and deodorizing the following surfaces: **(See List of Surfaces)**
- Household bacteria killing formula
- (Impressive) (99.9%) cleaning the (first) (1<sup>st</sup>) time around (!)
- Inhibits mold and mildew in damp (and) musty places
- Improved scent deodorizes and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)
- Improved for (tough) (tougher) cleaning!
- Improved grease cleaning
- Keep your (shower) (kitchen) (bathroom) clean every day
- (Works in 3 minutes) (to) (Kill) (s) (more than) (greater than) (>) 99.9% of (household) (germs) (bacteria<sup>†</sup>) (fungi<sup>+++</sup>):
  - \* Enterococcus faecalis (Vancomycin resistant)
  - Escherichia coli (E. coli)
  - Salmonella choleraesuis (Salmonella)
  - Staphylococcus aureus (Staph)
  - Streptococcus pyogenes (Strep)
  - +++ Trichophyton mentagrophytes (the fungus that causes athlete's foot)
- Kills (common) household (germs) (bacteria<sup>†</sup>) (and) (viruses<sup>^</sup>)(!)
- Kills household (germs) (bacteria<sup>†</sup>) (and) (viruses<sup>^</sup>) (without heavy fumes) (!)
- Kills viruses<sup>^</sup>:
  - ^ Rhinovirus Type 37 (common cold)
  - Influenza A2/Hong Kong (Influenza) (flu)
  - Herpes simplex Virus Type 1 (causes cold sores)
  - Herpes simplex Virus Type 2
  - Rotavirus WA
  - Respiratory Syncytial virus (RSV)
- Kills the viruses that cause (the common) cold(s) (Rhinovirus 37) and flu (Influenza A2)
- Kills (99.9%) of bacteria<sup>†</sup> in 10 seconds
- Kills (99.9% of) household bacteria<sup>†</sup> in 10 seconds
- Kills household bathroom bacteria<sup>†</sup>

[Information in brackets are notes to Reviewer]  
 (Information in parentheses are optional language)

- Kills (removes) Enterococcus faecalis, Escherichia coli, Salmonella choleraesuis, Staphylococcus aureus and Streptococcus pyogenes in 3 minutes
- (†) Kills 99.9% of Staph (Staphylococcus aureus) and Klebsiella pneumoniae in 10 seconds
- Kills bacteria<sup>†</sup> in (just) 10 seconds
- Kills bacteria that cause odors
- Kills bacteria<sup>†</sup> (found) on hard non-porous (bathroom) surfaces
- Kills common household bacteria<sup>†</sup>
- Kills odor-causing bacteria<sup>†</sup>
- Leaves (bathrooms) (your bathroom) 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 clean and fresh
- Makes cleaning easy and sanitizes too
- Makes cleaning easy
- Multi-surface (cleaner)
- 99.9% (soap scum) (grime) removal after the (first) (1<sup>st</sup>) application
- (New) (This Brand) (Soap Scum Remover) (Bathroom) (Cleaner) removes (tough) soap scum and bathroom grime (more powerfully) (more easily) than ever before!
- (New) (Improved) No-Scrub Formula (!)
- (New) (Improved) No-Wipe Formula (!)
- No (visible) (smeary) (oily) residue (build up)
- No Elbow Grease Required
- No harsh fumes
- No-scratch formula
- Now disinfects
- Now kills bacteria<sup>†</sup>!
- Now kills household germs!
- (Now) The cleaning power of (This Brand) (comes) with the invigorating scent of (fresh) (citrus)!
- One-step cleaner (and) (sanitizer) (disinfectant)
- (Our) (Most) Powerful Kitchen Cleaner
- Penetrating foam thoroughly cleans and leaves behind a (brilliant) shine!
- Perfect for the (kitchen) (and) (bathroom)
- (Powers through) (cuts) (cleans) (tough) (household) (messes) (including (kitchen) (grease) (and) (grime) (stains)
- Powers through tough messes (all over the house including kitchen grease and grime) (bathroom soils such as soap scum)
- Perfect for cleaning up around the toilet
- Powerfully removes tough soap scum (!)
- (Prevents) (Controls) (Inhibits) the growth of mold (and) (&) mildew<sup>†††</sup>
- (Prevents) (Controls) (Inhibits) mold (and) (&) mildew<sup>†††</sup> growth
- Quickly loosens and dissolves soap scum, dirt and grime
- Ready to use, convenient; the easy way to clean and sanitize toilet seats, (outsides of) toilet (exteriors), and other non-porous surfaces
- (Removes) (Gets rid of) soap scum (hard water stains)
- Removes (hard water stains) (soap scum) (and) (sanitizes) (deodorizes)
- Removes soap scum (easily) (!)
- Removes soap scum and kills 99.9% of bacteria<sup>†</sup> (in seconds) (in 10 seconds)
- Removes tough soap scum easily (!)
- Sanitizes (kills) common household bacteria<sup>†</sup> (and prevents the growth of fungi<sup>†††</sup>) (and mold)
- Sanitizes (household) bathroom surfaces in 10 seconds
- Sanitizes and deodorizes
- Sanitizes as it cleans

- Sanitizes hard non-porous (bathroom) (kitchen) surfaces
- Sanitizes in (just) 10 seconds
- S.C. Johnson has a cleaning solution for every room in your home
- (This Brand) (Soap Scum Remover) (Bathroom) (Cleaner) cleans and sanitizes the following surfaces:  
(See List of Surfaces)
- (This Brand) (Soap Scum Remover) (Bathroom) (Cleaner) is the convenient way to (clean) (bathroom)  
(household) (kitchen) surfaces
- (This Brand) (Soap Scum Remover) (Bathroom) (Cleaner) is the easy way to clean
- (This Brand) (Soap Scum Remover) (Bathroom) (Cleaner) is an effective way to clean and sanitize
- (This Brand) (Soap Scum Remover) (Bathroom) (Cleaner) kills many types of (household) bacteria<sup>†</sup>  
(and eliminates their odors)
- (This Brand) (Soap Scum Remover) (Bathroom) (Cleaner) kills the following bacteria: Enterococcus  
faecalis (ATCC #51575), Escherichia coli (E. coli) (ATCC #11229), Salmonella choleraesuis (ATCC  
#10708), Staphylococcus aureus (Staph) (ATCC #6538) and Streptococcus pyogenes (Strep) (ATCC  
#19615)
- (This Brand) (Soap Scum Remover) (Bathroom) (Cleaner) thoroughly cleans (shines) (and)  
(sanitizes) (deodorizes).
- Total kitchen cleaner
- Shines (!)
- (Shines:) Leaves behind a brilliant shine (!)
- Shines surfaces (and) (plus) kills household bacteria<sup>†</sup>
- Shines surfaces (plus) (and) kills household germs<sup>†</sup>
- Soap scum, dirt and grime are quickly loosened and dissolved
- Specially formulated for a variety of surfaces
- Specially formulated for use daily (to clean bathroom soils such as soap, soap scum, toothpaste, hair  
spray, hair gel, cosmetics, shaving cream and hand and body lotion)
- Specially formulated for use in the (bathroom) (kitchen)
- Specially formulated to attack (tough) soap scum, hard water stains and dirt
- Specifically designed (formulated) to kill bacteria<sup>†</sup> on bathroom surfaces in 10 seconds, while  
effectively removing soap scum
- Starts killing bacteria<sup>†</sup> 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
- The (easy) (effective) way to clean
- The (fastest) (easiest) way to clean your house
- (This Product) is a mildewstat and will effectively inhibit the growth of (mold and) mildew on hard  
non-porous surfaces
- Total disinfection for your kitchen surfaces
- Tough cleaning formula (with a fresh scent) (with the scent of citrus)
- Tough cleaning never smelled so good
- Tough cleaning without the oily (smeary) residue (!)
- Tough on dirt and bacteria<sup>†</sup> ...Easy on You!
- Tough on dirt...Easy On You!
- Tough on grease, tough on germs
- Tough on soap scum
- Uniformly (covers) (sprays) surfaces and cleans without missing a spot (with no wiping) (with no  
scrubbing) (with no wiping or scrubbing)
- Use in the bathroom
- Use (This Brand) (Soap Scum Remover) (Bathroom) (Cleaner) to sanitize the following surfaces:
- (See List of Surfaces)
- Use in the kitchen, bathroom and (throughout) (all around) (the whole house) (your home) (your house)

[Information in brackets are notes to Reviewer]  
(Information in parentheses are optional language)

- Use this product throughout your home to clean (kitchens) (bathrooms) (and) (all rooms) (surfaces) (in the home)
- Use throughout the bathroom
- Use throughout kitchen and bathroom
- Use throughout (the) (your) (whole) (home) (house) (!)
- Versatile cleaner can be used (throughout) (all around) (the whole house) (your home) (your house)
- Versatile cleaner for all of your bathroom surfaces
- Versatile cleaner that can be used throughout the bathroom
- We work hard so you don't have to!
- When used as directed, (This Brand) (Soap Scum Remover) (Bathroom) (Cleaner) prevents build-up of soap scum
- Will not harm most surfaces
- Wipes out tough grease, grime, and household genus!
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch fiberglass
- Won't scratch surfaces
- Works (best) on soap scum (!)
- Works in (just) (only) 10 seconds to kill 99.9% of (household) bacteria<sup>†</sup>
- Works the first time
- Works on a wide range of (household) (kitchen) (bathroom) surfaces

**TABLE 3 – LOCATIONS**

**PLACES**

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

**SURFACES**

- (Recommended for use on) (Effective on) (Effectively Cleans) (Cleans) (Shines) (Disinfects) (Sanitizes) (and) (Deodorizes) (hard, non-porous) bathroom surfaces (Such As):
- Appliances
- Appliances – exterior surfaces
- Around toilet areas
- Baked Enamel
- Basins
- Bath (surrounds) (enclosures) Bathroom sink
- Blenders

[Information in brackets are notes to Reviewer]  
 (Information in parentheses are optional language)

- Chrome
- Coffee pots
- Counter tops
- Cultured Marble
- Diaper changing counters Diaper pails
- Dishwashers
- Doorknobs
- Exterior toilet surfaces
- Faucets
- Fiberglass tubs (shower surrounds and sinks)
- Fixtures
- Floors
- Formica
- Garbage cans
- Glazed porcelain
- Glazed ceramic tile
- (kitchen) Appliances
- Hand rails
- Light switches
- Microwaves
- Non-porous surfaces
- Non-wood finished cabinets Outsides of toilets
- Oven
- Plastic
- Plastic and vinyl shower doors
- Range hood
- Refrigerators
- Sealed granite
- Sealed marble
- Shower doors
- Shower (surrounds) (enclosures)
- Shower fixtures Shower walls Showers
- Sinks
- Stainless steel Synthetic marble
- Stoves
- Toilet seats (and) (exterior toilet surfaces) (outsides of toilets)
- Trash cans
- Tub (surrounds) (enclosures)
- Tubs
- Urinals
- Vanity tops Vinyl
- Works on multiple surfaces
- Walls
- Water dispensers
- 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)!

**TABLE 4 – PACKAGING CLAIMS**

- Big (job) size
- Bigger size (package) (bottle) Bonus Pack
- Economic Refill
- Economy size
- (New!)
- (New) (Improved) (fragrance) (scent) (formula) (!)
- (New) (Improved) (This Brand) formula
- (New) Disinfectant formula
- (New) (Comfort) (Easy Grip) (Ergo) (Ergonomic) (Improved) (Trigger)
- (New) (ergonomic) (user-friendly) trigger makes (This Product) even easier to use! (New) (Big) 32 oz. (Size)
- (Two) (2) Liter (Refill) (Size) (!)
- Trial Size (Available)
- Value (Pack) (Size)
- (X%) (X oz.) (more) (free) (!)
- (X) at the (X oz.) price (!)

**TABLE 5 – FRAGRANCES**

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

- (Citrus Action™) (Clean) (Fresh) (Light) (Refreshing) (Scent) (!)
- Green Apple
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Herbal Mist®
- Intense Citrus (Force)
- (Invigorating) Clean Citrus
- Island Escape®
- (Unscented)

**TABLE 6 – MISC MARKETING CLAIMS**

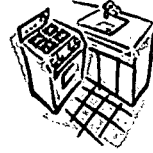
- Bottle made of XX% post-consumer recycled plastic
- (By) (From the makers of) (This Brand)
- Contains no abrasives, harsh acids or bleach
- Contains no (Chlorine) (,) (or) (Bleach) (,) (or) phosphates
- For old or worn surfaces, test on a small area before use
- (Wont) (Will not) harm septic (systems) (tanks)

**Soils:** (Specifically 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, grease, grime, hair gel, hair spray, hand lotion, hard water stains, lime scale, shampoo, shaving cream, shower gel, soap, soap scum, toothpaste

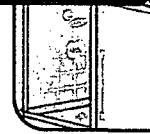


[Information in brackets are notes to Reviewer]  
(Information in parentheses are optional language)

**SECTION 8: GRAPHICS**



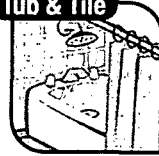
**Shower Doors & Chrome**



**Sink & Counter**



**Tub & Tile**



**SECTION 9: GRAPHICS FOR FRAGRANCES**

