

4822-549

12/22/2011

1 of 19

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY



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

DEC 22 2011

Ms. Marcia K. Trostle Duke
S.C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-2236

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Subject: Phab
EPA Registration No.: 4822-549
Application Date: 09/29/2011
Receipt Date: 09/30/2011

Dear Ms. Duke:

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

Proposed Amendment

- Addition of marketing claims and website

General Comments

A stamped label is enclosed for your records. Please submit three copies of the label bearing the revised language before printing. 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-mcfarlane.jacqueline@epa.gov or Jaclyn Carl by telephone at (571) 384-5684 or by e-mail at carl.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. A stamped label is attached.

Sincerely,

Jacqueline McFarlane
Jacqueline McFarlane
Product Manager (34)

Regulatory Management Branch II
Antimicrobials Division (7510P)

CONCURRENCES

SYMBOL	SURNAME	DATE

Phab

(Multi-Surface) (Multi-Task) (Antibacterial) (Household) (Cleaner) (Sanitizer)
(and) (Limited Disinfectant)

Active Ingredient:

L-Lactic Acid	0.18%
Inert Ingredients	99.82%
Total	100.00%

Net Contents: 2- 160 fl. oz.

KEEP OUT OF REACH OF CHILDREN(.)

CAUTION (:)

See (Back) (Side) Panel For Additional Precautionary Statements.
(See Inside Label – or- Panel for Additional Precautionary Statements.)

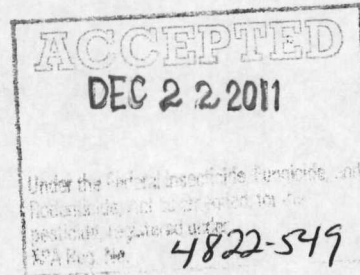
(Peel Here — Press to Reseal)

(Detailed Use Directions and Precautionary Statements are inside this label.) (Please read all directions carefully before using this product).

Contains no (bleach)(ammonia)

(This Product) (is) (a) (an) (choose from list below) (Multi-Purpose) (Kitchen) (Bathroom) (.) (!)

- Antibacterial
- Bactericide
- Bactericidal
- Bathroom Cleaner
- Limited Disinfectant
- Disinfects
- (Deodorizes)
- (Deodorizer)
- Glass & Surface Cleaner
- (Kitchen &) Glass Cleaner
- Kitchen Cleaner
- Multi-Purpose
- Multi-Surface
- Multi-Task (Cleaner)
- (One Step) Sanitizer
- Sanitizes



(By) (From the makers of) (This Brand)

- 2 in 1 Household (Cleaner) (Sanitizer) (&) (and) (Limited Disinfectant)
- (One Step) (Touch-up) (Bathroom) (and) (Kitchen) (Multi-Purpose) (Sanitizer)
- (Bathroom) (and) (Kitchen) (Multi-Purpose) (One Step) (Touch-up) (Sanitizer)
- (One Step) (Touch-up) (Bathroom) (and) (Kitchen) (Multi-Purpose) (Cleaner)
- (Bathroom) (and) (Kitchen) (Multi-Purpose) (One Step) (Touch-up) (Cleaner)

Packaging Claims:

2 in 1
 Advanced
 Big (job) size
 Bigger (size) (package) (bottle)
 Bonus Pack
 Cleans even tough, greasy soil easily
 (Club) (Value) Pack
 Commercial (Pack) (Size)
 Cuts grease (cleans glass) (&) (more) (!)
 Easy to Grip, Easy to Store (!)
 Easy to (Use) (Refill)
 Economic Refill
 Economy size
 (Fast,) (easy) (cleaning solution —) One product for a variety of (bathroom) (and) (kitchen) surfaces
 Gallon Size
 Industrial (Pack) (Size)
 Institutional Size
 Mega (Pack) (Size)
 (New!)
 (New) (Comfort) (Easy Grip) (Ergo) (Ergonomic) (Improved) (Trigger)
 (New) (Big) 32 oz. (Size)
 No Drip
 (Two) (2) Liter (Refill) (Size) (!)
 Trial Size (Available)
 Value (Pack) (Size)
 (X%) (X oz.) (more) (free) (!)
 (X ounces) at -or- for the (X oz.) price (of X ounces) (!)

Suitable for use in home(s) and small businesses such as:

Barber Shops and Salons
 Bed and Breakfast (Inns)
 Churches, Synagogues, Religious Organizations
 Convenience Stores
 Daycare (Centers) (Facilities)
 Hotels/Motels
 Offices
 Pet Stores
 Restaurants
 Retail Stores
 Schools

Miscellaneous Statements/Claims:

Bottle made of XX% post-consumer recycled plastic
 Contains no abrasives, harsh acids (or bleach)
 Contains no (bleach) (or) (phosphates)
 For old or worn surfaces, test on a small area before use

(Won't) (Will not) harm septic (systems) (tanks)
 Harmless to septic (systems) (tanks)

Fragrance/Scent Violators:

(Apple/Citrus/Lemon/Lime/Orange)
 (Apple/Citrus/Lemon/Lime/Orange) Muscle
 Brilliant Citrus Sun
 Citrus (Authority/Blossom) (Clean)
 (Citrus/Lemon/Orange) Action
 Citrus Fresh
 Clean (and) (&) Fresh
 (Clean) (& Shine)
 Clear Springs
 Crisp Waters
 (Crystal/Sheer/Sunrise) Citrus
 Electrifying (Citrus/Lemon/Orange)
 Exhilarating (Citrus/Lemon/Orange)
 Extra Bold Lemon
 Fierce Orange Force
 Fresh (and) (&) Clean
 Fresh Clean
 Fresh Linen
 Fresh (Scent)
 Fresh Waters
 Glistening (Citrus/Grapefruit/Green Apple/Lemon/Lime/Orange)
 Intense Citrus
 Invigorating Clean Citrus
 Lemon
 Lemon Limelight
 Light
 Lightening Fresh Lime
 (Mountain) (Morning) Fresh
 Orange Sunrise
 Passionfruit
 Refreshing
 Sparkling (Citrus/Lemon/Lime/Orange/Spring)
 Sparkling Ocean
 Sun Garden
 Ultra (Citrus/Lemon/Lime/Orange)
 (Uplifting) Green Apple

Marketing Claims:

Always at hand
 10-second sanitization*
 An easy way to sanitize

Multi-purpose (antibacterial) (daily) (kitchen) (bathroom) (cleaner) (spray) (and) (non food contact sanitizer)
 The combination of (This Brand) streak-free technology and quick sanitary action provides fast-acting
 sanitary clean
 An effective non food contact sanitizer for use in the (bathroom) (and) (kitchen)
 Antibacterial (bathroom) (kitchen) (household) cleaner
 Antibacterial Action
 Antibacterial Formula (cleans and sanitizes)
 Bathroom (restroom) (quick) (touch-up) cleaner and sanitizer
 Kitchen (quick) (touch-up) cleaner and sanitizer
 Best On glass
 Best on (kitchen) grease
 Can be used on a wide variety of surfaces
 Clean as you go
 Clean, sanitize and leave a (This Brand) shine (on glass) (and other hard surfaces) (throughout your
 house) (with just one product)
 (Clean) (Sanitize)(d) (Sanitary) (hard, nonporous) surfaces (wherever), (whenever) you (go) (travel)
 (need)
 (Clean up) (touch-up) without missing a beat
 Cleaning and sanitizing
 Cleans (tough) grease and grime
 Cleans (sanitizes) (and) (deodorizes)
 Cleans and sanitizes (without harsh fumes)
 Clean(s) (and) (sanitize)(s) (up) small spills like (toothpaste) (sink) (water marks) (misses) (drips)(in
 and around the toilet)
 Cleans and shines (without scratching)
 Cleans, shines, disinfects, (deodorizes)
 Cleans (and removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream)
 (watermarks) (mud) (smudges) (and) (fingerprints)
 Cleans everyday kitchen messes (like dirt, grease and food stains)
 Cleans without scrubbing
 Complete clean (!)
 Concentrated (cleaner).
 Conveniently there (at hand) when you need (it) (a quick touch-up) (fast clean) (Quick clean)
 Cuts tough (kitchen) grease (and grime)
 (Conveniently) works with (your) (Toilet paper) (bath) (tissue) (paper towel) (sponge) (rags)
 (cleaning cloth)
 Cuts through bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick)
 (hairspray) (shaving cream) (and) (water marks).
 Deeper Clean
 Degreaser (and) (&) (cleaner) (easily removes tough grease)
 Deodorizes and leaves your (bathroom) (kitchen) smelling fresh (!)
 Disinfects Gram Negative Bacteria (and) (deodorizes) (!)
 Does not leave a (cloudy) residue
 Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) and sanitizes
 Easily removes tough grease
 (Easy) (Quick) (&) (Convenient) (to use) (in) (bathroom) (kitchen) (&) (throughout the house)
 (Easy) (Quick) (and) (Convenient) (way) (to clean) (and disinfect) (and sanitize)
 Effective sanitizing has never been easier

Effectively cleans a wide range of surfaces
 Effectively cleans (glass) (and other surfaces) (glass and other household surfaces) (countertops) (stovetops) (exterior surfaces of refrigerators) (exterior surfaces of microwave ovens) (exterior surfaces of appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (mirrors).
 Eliminates food odors left behind on surfaces
 Eliminates odors
 Fast, easy cleaning solution (— one product for a variety of (bathroom) (kitchen) (non food contact) surfaces)
 Fast, easy cleaning solution (— one product for a variety of surfaces)
 Foaming action!
 For (daily) (everyday) (light-duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use)
 For (daily) (everyday) (light-duty) (touchup) (bathroom) (kitchen) cleaning
 For everyday use (!)
 For general (cleaning and) sanitizing of hard, non-porous surfaces
 For the dirt you can see and the household bacteria you can't
 For the entire house
 For (tough) (tougher) cleaning (!)
 For use on household surfaces
 For use on business surfaces
 (Freshens:) (fragrance) (deodorizes and) leaves your (bathroom) (kitchen) (house) smelling fresh!
 From the makers of (This Brand)
 Easy (enough) to (use) (everyday) (everywhere)
 (Simple) (Easy) Streak-free shine (on) (all) (hard) (non-porous) (surfaces) (everyday)
 (Simple) (Easy) Streak-free shine on (all) non food contact kitchen surfaces
 (Simple) (Easy) Streak-free shine (all) around the (around) (kitchen) (home) (house)
 (Light) fragrance
 (Gently) (Lightly) cleans.
 Great for (all around) (the) (house) (home) (kitchen) (bathroom).
 Great for touch-up cleaning (and sanitizing) (!)
 Great on glass!
 Great on (surfaces such as) [one or more surfaces from list of Surfaces]
 Guaranteed to clean or your money back (see back panel).
 (Handy) (Convenient) (Travel) (take along) (carry on) size
 (Has a -or- Leaves a) (clean) (light) (airy) (fresh) (pleasant) (fragrance -or- scent).
 Helps fight bacteria.
 Helps prevent cross-contamination of treated hard non-porous surfaces.
 Household bacteria-killing formula.
 (Impressive) (99%) cleaning the (first) (1st) time around (!)
 Improved scent (deodorizes and) leaves your (bathroom) (kitchen) (home) smelling fresh (!)
 Improved for (tough) (tougher) cleaning!
 Kills (common) (household) bacteria (without heavy fumes) (!)
 Kills (99.9% of) (household) bacteria in (just) (10) seconds.*
 Kills bacteria (found) on hard non-porous (bathroom) (kitchen) (household) surfaces.
 Kills (odor-causing) bacteria (that cause odors).
 Leaves (bathrooms) (your bathroom) clean and (shiny) (shining).
 Leaves (behind) (a) (brilliant shine) (and) (a) (fresh, clean scent).

(Leaves a) (brilliant) Streak-free (shine) (!)
 (Leaves) No (smearly -or- filmy) residue.
 Leaves (no) (less) visible -or- greasy -or- oily -or- smearly residue (!)
 Leaves (your) (bathroom(s)) (and) (kitchen(s)) (clean) (and) (shining) (shiny).
 Leaves hard, non-porous non-food contact surfaces sanitized.
 Leaves (kitchen) (bathroom) surfaces (clean) (and) (sanitary)
 (Leaves) No (visible) residue.
 Leaves (your) (non food contact kitchen surfaces) (home) (bathroom) (surfaces) (shiny) (clean) (sanitized) (smelling clean)
 Leaves surfaces sanitary (!)
 Leaves surfaces sanitized
 Leaves (your) (bathroom) (surfaces) (shiny) (clean) (sanitized) (and) (smelling clean).
 Leaves your (bathroom) (and) (kitchen) clean and fresh (!)
 Makes (bathroom) (kitchen) (clean-ups) (touch-up(s)) quick and easy
 Makes cleaning easy and sanitizes
 Makes cleaning easy
 Makes sanitizing easy
 Makes cleaning up (messes) easy
 Makes killing bacteria easy.
 Makes scrubbing virtually obsolete
 Makes your job easier.
 Makes your life easy
 Multi-Shine
 Multi-Surface -or- Multi-Task.
 (Multi-Surface) (Multi-task) (household) (bathroom) (kitchen) cleaner.
 No harsh fumes.
 No Visible -or- oily -or- smearly residue (build up)
 No scratch formula
 Non-abrasive formula.
 (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) better (than) (tough cleaning)(This Product)
 (Nothing) is tougher on grease
 Now disinfects**
 Now kills (household) bacteria!
 Now cleaning and killing bacteria is easier than ever before.
 (Now) The cleaning power of (This Brand) (comes) with the invigorating scent of (fresh) (apple) (citrus) (lemon) (lime) (orange)!
 One-step (bathroom) (kitchen) cleaner
 (Freshens:) (fragrance) (deodorizes and) leaves your (bathroom) (kitchen) (house) smelling fresh!
 Patented formula
 Picks up bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
 (Touch-Up) (formula) cleans and (sanitizes) (disinfects)
 Quick (and) (easy) (bathroom) (kitchen) clean-ups
 Quick (and) (easy) (fast) (convenient) (versatile)
 Removes food stains
 Removes odors
 Removes soap scum (and hard water spots or hard water deposits) (in the bathroom) (around the

sink) (on the counter) (in showers and tubs) (and) (from faucets)
 Sanitizes (kills) common household bacteria*
 Sanitizes (household) bathroom surfaces in 10 seconds*
 Sanitizes (and deodorizes)
 Sanitizes as it cleans
 Sanitizes hard non-porous (bathroom) (non food contact kitchen) surfaces
 Sanitizes in (just) (10) seconds*
 S.C. Johnson has a cleaning solution for every room in your home
 Streak (-) free (shine) (!)
 (This Brand) (Bathroom) (Kitchen) (Cleaner) is the convenient way to (clean) (and) (sanitize)
 (bathroom) (kitchen) (household) (non food contact kitchen) surfaces
 (This Brand) (Bathroom) (Kitchen) (Cleaner) is the (easy) (effective) way to clean and sanitize
 (This Brand) (Bathroom) (Kitchen) (Cleaner) kills many types of (household) bacteria (and eliminates
 their odors)
 (This Brand) (Bathroom) (Kitchen) (Cleaner) thoroughly cleans (shines) (and) (sanitizes)
 (deodorizes). Shines (!)
 (This Brand) (This Product) (Touch-up) (Thoroughly) clean(s), shine(s) and sanitize(s)
 (Tough) (Touch-up) cleaning without the oily -or- greasy -or- dull - or-smearly residue!
 Shines (and) (&) (plus) kills household bacteria
 Specially formulated for a variety of surfaces
 Specially formulated for use in the (bathroom) (and) (kitchen)
 Starts killing bacteria on contact
 The convenient way to (clean) (and) (sanitize) (and deodorize) (your) (bathroom) (and) (kitchen) (!)
 The (easy) (effective) way to (touch-up) (clean) (and) (sanitize)
 The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen)
 The smart way to (kill) bacteria
 (Touch-up) (Thoroughly) Cleans, shines, and sanitizes
 (This Brand) (Kitchen) (Bathroom) (Multi-Purpose) (Cleaner)
 (Thoroughly) Cleans, shines and (disinfects) (sanitizes) (kitchen) (and) (bathroom)
 Tough on dirt and bacteria...Easy on You!
 Tough cleaning (made easy) (without the residue)
 Use (daily) (everyday) (for a) (fresh) (clean) (sanitized) (kitchen) (bathroom) (home) (environment)
 (house)
 Use (everywhere in) (all around) (the) (house) (home) (bathroom) (kitchen).
 Use on bathroom surfaces
 Use (This Product) in the (kitchen) (bathroom) (and) (throughout) (all around) (the whole house)
 (your home) (your house)
 Use throughout (the) (your) (kitchen) (and) (bathroom)
 Use throughout (the) (your) (whole) (home) (house) (Bathroom) (and) (Kitchen) (!)
 Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your
 house) (Kitchen) (and) (bathroom)
 We work hard so you don't have to! ®

Will not harm most surfaces
 Wipes away (nasty) (filthy) (bathroom) messes
 Wipes out (tough) grease, grime, and household bacteria
 Wipes out (tough) grease and grime (and leaves a fresh clean scent) (!)
 With a pleasant fragrance

Won't scratch (sealed fiberglass) (surfaces)
Works in (just) (only) (10) seconds to kill 99.9% of (household) bacteria*

Additional Marketing claims:

1 (bottle) (2oz) (4oz) (6oz) (8oz) (9oz) (10oz) (12oz) (16oz)
(Add) (a) (an) (everyday) (quick) (fast) (sanitizing) (quick touch-ups) (touch-up) (cleaning) (clean up) (to your daily) (cleaning) (regime)
(Multi-Purpose) (Touch-up) for (bathroom) (and) (kitchen) (and) (sinks) (toilets) (mirrors) (countertops) (appliances) (floors) (as well as) (any) (other) (hard, non-porous surface)(s)
(Bathroom) (Kitchen) (Multi-Purpose) Touch-Up
(Bathroom) (kitchen) Touch-up clean(and shine)
(Bathroom) (Touch-up) for (toilet)(s) (sink)(s) (floor)(s) (mirror)(s) (and) (counter)(s)
Complete(s) your (everyday) cleaning (regimen)
Dab and (go) (clean)
Dab it (!) clean it (!) done (!)
Discreet and (small) (and) (blends in)
(Discreet) (decorative) enough to leave (out for) (quick use) (anyone to use) (family to use) (when you need)
Does not dry out like wipes
(Don't) (No) (slow) (slowing) down for messes
Don't let messes (slow) you down (in the bathroom) (in the kitchen)
(Each) (One) (bottle) (container) (package) (get) (dispenses) (lasts) XX (quick touch-ups) (touch-up) (uses) (wipes) (pumps) (cleanings) (occasions) (dispenses)([†]) ([†](at) XX (pumps) (sprays) per (touch-up cleaning) (application))
Easy clean at hand
Easy enough for the whole family (to use).
Fast (flushable) approach to cleaning
Fits in with your (kitchen) (bathroom) (décor)
(Helps) Maintain a cleaner home
(Kitchen) (Touch-up) (for) (sinks) (and) (counters) (countertops) (appliances) (floors) (and) (cook tops)
(Leave) (out) (set it) on countertop for (quick use) (anyone to use) (family to use) (guests)(when you need) (quick touch-ups) (a) (quick) (touch-up) (clean up)(s)
Leave out of reach of children for (quick use) (when you need) (it) (quick touch-ups) (a) (quick) (touch-up) (clean ups)
Makes your current quick cleanup (even) (more) (effective)
(Quick touch-ups) (A) (touch-up) (cleaner) (sanitizer) for when you (need) (require) quick
Antibacterial action
New way to (clean) (and) (sanitize) (everyday) (-) (a) (Fast) (Quick) (quick touch-ups) (touch-up) (cleaner) (sanitizer)
No wasted (parts of) wipes
Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSSES) (tough cleaning jobs)
Prevent(s) small messes from becoming (big) chores
Reduce(s) the frequency of deep clean(s) (occasions)
Simply dab, wipe and (flush) (throw) away.
Streamline(s) your cleaning process
The convenient way to keep your (bathroom) (kitchen) looking "just cleaned" (!)
The right cleaner (at the right time) (right) (when) (where) you need it) (every time) (always)

Touch-up cleaner
 Touch-up sanitizer
 Touch-up (now) so you (do not) (don't) have to clean up (later)
 (Unique) (Innovative) (Specially designed) pump (design) (Unique pump design)
 Uniquely (unique) shape (shaped) (bottle)
 (Unique) (no tip) design
 Use as (much) (or) (as little) (as you need) to (quickly) clean up (wipe up)
 (Use with) One (hand) (handed) (operation) (quick cleaning)
 Use (with) (toilet) (paper) (bath) (tissue) (facial) (tissue) (paper) (towel) (or) (a) (clean sponge) (or) (rag) (or) (other cleaning material of your choice) (and) (flush) (throw)(away) (when) (finished) (done)
 (Use on) (for) (toilet)(s) (sink)(s) (vanity)(ies) (and) (cabinets) (countertops) (cook tops) (and) (counter) (appliances)
 (This) (XX oz) (container) (bottle) (get) (=) (equals) (dispenses) YY (quick touch-ups) (quick) (fast) (touch-up) (uses) (wipes) (pumps) (cleaning)(s) (occasions) (dispenses) (from *This Product*)([†]) ([†](at) (with) XX (pumps) (sprays) per (touch-up) (cleaning) (application))

[Note to Reviewer: Any subset of the following text maybe used in reference to the word flush or flushable. If text is used, it may be referenced by a superscripted dagger both on the word, i.e. flushable[†].]

([†])(Note:) (Flush only material (specifically) designated as compatible with (your) toilet and drainage system.) (Any toilet and drain line can clog if overloaded with bulk waste.) (Flush only toilet paper and facial tissue. All other cleaning material must be thrown away.)

Cleans (and kills) (gram-negative bacteria**) (household bacteria**) (to a sparkling shine) (to a streak-free shine) (to a streak-free *This Brand* shine) (all around your home) (without leaving a residue) (without leaving a visible residue) (on household surfaces).

(*This Brand*) is a (limited disinfectant) (versatile cleaner) that kills (99.9% of) (gram-negative) (household) bacteria**, removes grease (,) and cleans household surfaces (even) (including) glass, to a (sparkling) (beautiful), streak-free (*This Brand*) shine. Use (*This Brand*) throughout your entire home (to kill) (gram-negative bacteria) (household bacteria) (like *Salmonella enterica* (*Salmonella*) (ATCC 10708), *Escherichia coli* (*E. coli*) (ATCC 11229), and *Enterobacter aerogenes*) (ATCC 13048) (on household surfaces...including glass).

(*This Product*) effectively removes everyday soils (from) (on) (countertops) (stovetops) (sinks) (exterior surfaces of refrigerators) (exterior surfaces of microwave ovens) (exterior surfaces of appliances) (basins) (showers) (tubs) (stainless steel) (chrome fixtures) (glazed ceramic tile) (Formica[®]) (glazed porcelain) (sealed fiberglass tubs, shower surrounds and sinks) (glass) (and) (mirrors). All it leaves behind is a (beautiful) (sparkling) (streak-free) (*This Brand*) shine.

[Note to Reviewer: For sanitizer claims, bacteria are marked with an asterisk (*); for limited disinfectant claims, bacteria are marked with two asterisks (**)]

Non-Food Contact 10-Second Sanitizing Claims:

A(n) (quick) (and) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99.9% of bacteria in your (bathroom) (kitchen) (house) (home) (business) (office)*

Antibacterial

Can reduce the cross-contamination of (kitchen) bacteria (on hard, nonporous surfaces) (Gently) (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (kitchen) (bathroom) (household) bacteria*

Kills (household) bacteria*

Kills (household) bacteria (fast) (!)*

Kills 99.9% of bacteria(!)*

(Kills) (Eliminates) (Destroys) 99.9% (of bacteria) (of the bacteria commonly found in) (all around) (your) (bathroom) (kitchen) (bathroom) (home) (house) (business) (office) (including) (Staph) (*Staphylococcus aureus*) (ATCC 6538) (Klebsiella) (*Klebsiella pneumoniae*) (ATCC 4352) (*Listeria monocytogenes*) (Listeria) (ATCC 15313) (and) (*Streptococcus pyogenes*) (Strep) (ATCC 19615)*

(Kills) (Eliminates) (Destroys) 99.9% of bacteria (on commonly) touched surfaces that can be transfer points for bacteria (such as windows, glass patio doors, doorknobs, telephones, keyboards, and light switches).*

(Kills) (Eliminates) (Destroys) bacteria from (non food contact kitchen) (bathroom) surfaces.*

Kills 99.9% of (household) bacteria (in) (10 seconds) (!)*

Kills (Staph) (*Staphylococcus aureus*) (ATCC 6538) (Klebsiella) (*Klebsiella pneumoniae*) (ATCC 4352) (*Listeria monocytogenes*) (Listeria) (ATCC 15313) (and) (*Streptococcus pyogenes*) (Strep) (ATCC 19615).

Leaves household surfaces sanitized.

Limited Disinfectant Claims:

(Bacteria: 5-Minute Disinfectant):

Limited disinfectant effective against gram-negative bacteria (**) (*Salmonella enterica* - Salmonella) (ATCC 10708) (*Escherichia coli* - E. coli) (ATCC 11229) (*Enterobacter aerogenes*) (ATCC 13048).

Kills >99.9% of gram-negative (household)-bacteria**

Kills household bacteria fast!

Kills gram-negative (household) bacteria** (odor causing bacteria) (food-related bacteria) on hard, non-porous surfaces.

Limited Disinfectant (on hard non-porous surfaces)* *

(Kills) (gram-negative bacteria**) (Limited disinfectant effective against) (*This Product* kills) (gram-negative) (many types of) (household) bacteria**, including (*Enterobacter aerogenes*) (ATCC 13048) (*Escherichia coli* - E. coli) (ATCC 11229) (*Salmonella enterica* - Salmonella) (ATCC 10708).

Surfaces:

(Effectively) cleans (and shines) [Insert surfaces from the list] (and other surfaces)(and more)

Exterior surfaces of Appliances

(Around) Toilet(s) (Areas)

Automobiles

Basins

Bathtubs

Bathrooms(Hard non-porous)

Bathroom (Counters) (Countertops)

Bathroom Surfaces

Beverage Bars
 Blinds
 Boats
 Booster Chairs
 Cabinets
 Cabinet Handles
 Can Openers
 Cars
 Chrome (Fixtures)
 Corian®
 (Computer) Keyboards
 Cook top Exterior Surfaces
 Counters- or- Countertops
 Cupboards
 (Diaper) Changing Tables
 Diaper Pails
 Dining Room (Tables) (and) (Chairs)
 Dish Racks
 Exterior surfaces of Dishwashers
 Door Handles
 Doorknobs
 Doors
 (Empty) Garbage Cans -or- Bins
 Faucets
 Sealed Fiberglass tubs, shower surrounds and sinks
 Finished Wood
 Fixtures
 Floors
 Formica®
 Freezer (-Exterior Surfaces)
 Garbage Cans
 Glass
 Glazed Ceramic Tile
 Glazed Porcelain
 (Sealed) Granite
 Grills
 Grocery Carts
 Handrails
 Hubcaps
 High chairs
 Exterior surfaces of Microwave(s)
 Exterior surfaces of (Kitchen) Appliances
 (Kitchen) (Bathroom) Sinks
 (Kitchen) (Countertops) (Tools)
 Light Switches
 Linoleum
 Marble

- Metal
- Exterior surfaces of Microwave(s) (Ovens)
- Mirrors
- Oven (- Exterior Surfaces)
- Oven(s) Doors
- Piano Keys
- Plastic (Patio) (Furniture)
- Range Hoods
- Range Tops
- Recycling Bins
- Exterior surfaces of Refrigerator(s)
- Restrooms
- Shower(s) (Faucets) (Doors) (Handles) (Fixtures) (Walls) (Stalls) (Floors)
- Sink(s) (Faucets) (Fixtures) (Handles)
- Stainless Steel
- Stovetops
- Telephones
- Exterior surfaces of Toasters
- Toilet (Handles) (Seats) (Surfaces) (Exteriors)
- Tubs
- Vanities
- Vinyl
- Walls
- Washing Machines

[Note to Reviewer: Directions for Liquid Trigger or Pump Spray Dispenser]
DIRECTIONS FOR USE:

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

TO CLEAN:

1. (Rotate nozzle to ON position.) (Remove cap.) (Twist to unlock.)
2. Spray and (wipe with a dry paper towel or lint-free cloth.) -or- (Wipe off with (bath) (toilet) (tissue) (toilet paper) (napkin) (or) (paper towel).

TO SANITIZE (/) (OR) DISINFECT GRAM NEGATIVE BACTERIA: For heavily soiled areas a pre-cleaning is required.

(TO SANITIZE*) (FOR SANITIZATION* OF) (TO KILL 99.9% OF BACTERIA*) (ON) **HARD NON-POROUS SURFACES:** Spray surface until thoroughly wet. Let stand for 10 seconds. Then wipe.

**Klebsiella pneumoniae (ATCC 4352), Listeria monocytogenes (ATCC 15313), Staphylococcus aureus (Staph) (ATCC 6538), Streptococcus pyogenes (Strep) (ATCC 19615)*

TO DISINFECT GRAM-NEGATIVE BACTERIA (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:** Spray until thoroughly wet. Allow surface to remain wet for 5 minutes. Then wipe.

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****Enterobacter aerogenes (ATCC 13048), Escherichia coli (E. coli) (ATCC 11229), Salmonella enterica (ATCC 10708) (Salmonella)**

[Note to Reviewer: the parenthetical statement "AND DEODORIZE" will be used with the directions for disinfection if deodorizer claims are made on the consumer label.]

[Note to Reviewer: Directions for Liquid Pump dispenser.]

DIRECTIONS FOR USE:

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

TO CLEAN:

1. (Twist/Rotate to ON position/OFF position) (Twist/Rotate to Unlock/Lock position.) (Twist/Rotate to (Unlock Image/Lock Image) (Turn) (Twist) (Rotate) (Cap) (Neck) (Pump) (Clockwise) (Anticlockwise) (to Unlock).
2. Apply product onto soiled surfaces (with material of choice) (toilet paper) (tissue) (paper towel) (or a clean sponge) (or) (rag) and wipe.

TO SANITIZE (/) (OR) (DISINFECT GRAM NEGATIVE BACTERIA): For heavily soiled areas a pre-cleaning is required.

(TO SANITIZE*) (FOR SANITIZATION* OF) (TO KILL 99.9% OF BACTERIA*) (ON) HARD NON-POROUS SURFACES: Use enough product to thoroughly wet the surface for 10 seconds.

**Klebsiella pneumoniae (ATCC 4352), Listeria monocytogenes (ATCC 15313), Staphylococcus aureus (Staph) (ATCC 6538), Streptococcus pyogenes (Strep) (ATCC 19615)*

TO DISINFECT GRAM-NEGATIVE BACTERIA (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:** Use enough product to thoroughly wet the surface for 5 minutes.

****Enterobacter aerogenes (ATCC 13048), Escherichia coli (E. coli) (ATCC 11229), Salmonella enterica (ATCC 10708) (Salmonella)**

[Note to Reviewer: the parenthetical statement "AND DEODORIZE" will be used with the directions for disinfection if deodorizer claims are made on the consumer label.]

[Refill instructions for (refill) (refillable) bottle only:]

TO REFILL: (Trigger Spray Bottle): 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.

TO REFILL: (Liquid) (Touch-Up) (Travel size) (Device) (Bottle): (Remove cap from (empty) dispenser) (Remove (dispenser) pump) (from empty bottle). Unscrew cap on refill. Pour contents directly into empty dispenser. Replace (cap from dispenser) (dispenser) (pump) and use as you normally would. [(Discard) (Recycle) empty bottle (and refill cap)]

NOTE: Keep out of reach of children and pets. Unplug (small) electrical appliances before (cleaning) (sanitizing) (them) (with this product). Not recommended for use on wood or other

varnished surfaces. Spot test on other surfaces before using. Do not use or mix with other household cleaners. Contains no phosphorus.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals (.)

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

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

FIRST AID:

If in eyes	<ul style="list-style-type: none"> • 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 eye. • Call a poison control center or doctor for treatment advice.
Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

(Residential Use)

Storage and Disposal

Pesticide Storage: Store in a cool place, out of reach of children and pets. Keep out of direct sunlight. Do not freeze.

Container Handling: Do not reuse or refill this container except as allowed in the directions for use. Do not reuse or refill this container with any other product other than this product. Place in trash or offer for recycling if available.

(Commercial Use)

Storage and Disposal

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

Pesticide Storage: Store in a cool place, out of reach of children and pets. Keep out of direct sunlight. Do not freeze.

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:

(Trigger Spray bottle): Do not reuse or refill this container except as allowed in the directions. Do not reuse or refill this container with any other product other than this product's refill. Final disposal of container: Offer for recycling if available or discard in a sanitary landfill.

(All other containers): Non refillable container. Do not reuse or refill this container. Offer for recycling if available or discard in a sanitary landfill.

Conan is a registered trademark of E.I. du Pont de Nemours and Company.
Formica is a registered trademark of the Formica Corporation.

EPA Reg. No. 4822-549
EPA Est. No. _____

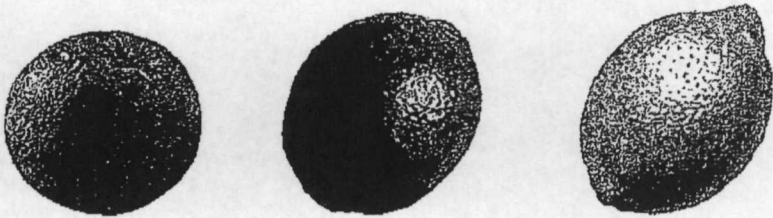
US Patent 6,699,825 B2
Des. XXXX Patents Pending

Questions? Comments? Call 800-558-5252 or write Helen Johnson (.)
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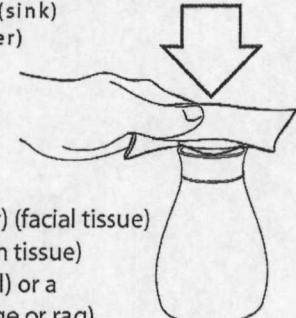
S. C. Johnson
A Family Company

[Note to reviewer: Some or all of the following pictograms may be used on the product label and/or accompanying labeling.]



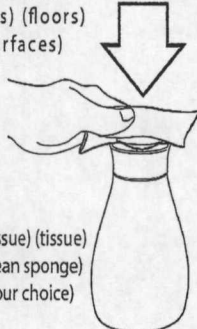
[Note to Reviewer: Some or all of the following graphics (or a subset of the text and graphic) may be used to accompany the Directions for Use Section and/or some of the following graphics (or a subset of the text and graphics) maybe used anywhere on the product label or accompanying labeling.]

(Bathroom) (Touch Up)
for (toilet) (sink)
and (counter)



use with
(toilet paper) (facial tissue)
(tissue) (bath tissue)
(paper towel) or a
(clean sponge or rag)

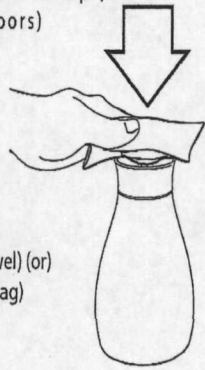
(All purpose) (Touch Up) for (toilet) (and)
(bathroom) (kitchen) (and) (sinks)
(countertops) (appliances) (floors)
(any hard, non-porous surfaces)




Use with (Toilet paper) (facial tissue) (tissue)
(bath tissue) (paper towel) (a clean sponge)
(or other cleaning material of your choice)

[Note to Reviewer: Touch-up Travel size]

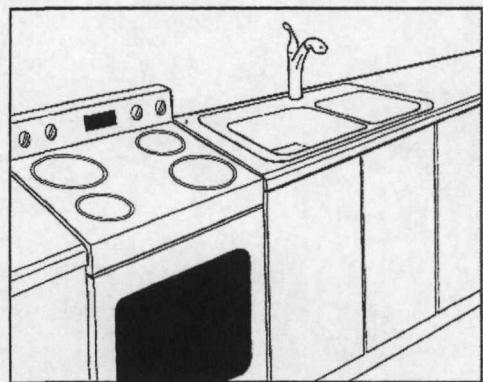
(Kitchen) (Touch Up) for
(sinks) (and) (countertops)
(appliances) (floors)
(cooktops)



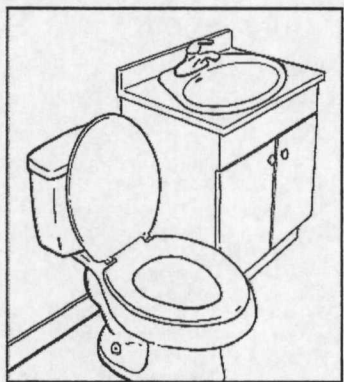
Use with (paper towel) (or)
(a clean sponge or rag)



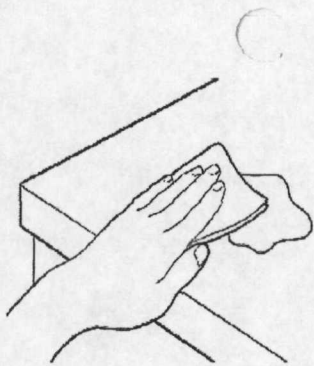
Spray on surface to
sanitize. Wipe with
toilet paper or
tissue



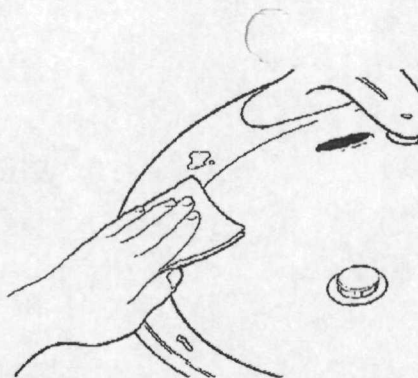
Use on (sink) (counter top) (appliances)
(cooktops) (and) (cabinets)



Use on (toilet) (sink) (vanity)
(and) (cabinets)



Use (toilet paper) (paper towel) (sponge) (material of your choice) with cleaner and (flush) (or) (throw) away (when done)



Use (toilet paper) (paper towel) (sponge) (material of your choice) with cleaner and (flush) (or) (throw) away (when done)



Use (toilet paper) (paper towel) (sponge) (material of your choice) with cleaner and (flush) (or) (throw) away (when done)



=



(This) (XXoz) (container)

YY (Uses) (Wipes) (Quick Touch-ups) (cleaning) (occasions)† (†) (at) XX (pumps) (sprays) per (touch-up) (cleaning) (application)



=



(This) (XXoz) (container)

YY (Uses) (Wipes) (Quick Touch-ups) (cleaning) (occasions)† (†) (at) XX (pumps) (sprays) per (touch-up) (cleaning) (application)



=



(This) (XXoz) (container)

YY (Uses) (Wipes) (Quick Touch-ups) (cleaning) (occasions)† (†) (at) XX (pumps) (sprays) per (touch-up) (cleaning) (application)

[Note to Reviewer: The following is a summary of test results that support the antimicrobial claims on the attached label. All studies incorporated a 5% soil load.]

Organism	Test Time	Contact Time	Soil Load
<i>Enterobacter aerogenes</i> (ATCC 13048) <i>Escherichia coli</i> (E. coli) (ATCC 11229) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708)	Disinfectant	5 minutes	5%
<i>Klebsiella pneumoniae</i> (ATCC 4352) <i>Listeria monocytogenes</i> (ATCC 15313) <i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615)	Sanitizer	10 seconds	5%

Disinfectant/Deodorizer — 5 minute:

Enterobacter aerogenes (ATCC 13048)
Escherichia coli (E. coli) (ATCC 11229)
Salmonella enterica (Salmonella) (ATCC 10708)

Sanitizer — 10 second:

Klebsiella pneumoniae (ATCC 4352)
Listeria monocytogenes (ATCC 15313)
Staphylococcus aureus (Staph) (ATCC 6538)
Streptococcus pyogenes (Strep) (ATCC 19615)