

4822-549

03-30-2012

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

MAR 30 2012

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

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

Subject: Phab
EPA Registration No.: 4822-549
Notification Date: March 14, 2012
EPA Receipt Date: March 15, 2012

Dear Dr. Duke:

This letter acknowledges receipt of your notification submitted under the provisions of FIFRA section 3(c)9 and PR Notice 98-10.

Proposed Notification

Adding marketing claims and altering of existing marketing claims and surfaces:

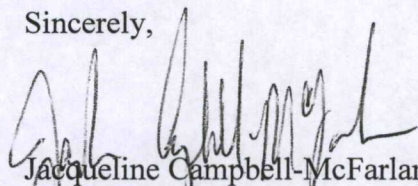
1. To the packaging claims section, Pg. 2-**Scratch n' Sniff**
2. Page 4 added (**clean**) before sponge
3. To the surfaces section, Pgs. 11-12-added (**sealed**) to Marble, added parenthesis around "s" for the following surfaces Mirror(s), Counter(s), Countertop(s)
4. Added **Sold by** on Pg. 15 before © (20XX) S.C. Johnson & Son, Inc.

General Comments

Based on a review of the submitted material, your notification to add marketing claims and altering of existing marketing claims and surfaces, are acceptable and apart of the record on file for future reference.

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 Lorena Rivas by telephone at (703) 305-5027 or by e-mail at rivas.lorena@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,



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

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United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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Application for Pesticide - Section I

1. Company/Product Number S.C. Johnson & Son, Inc. / 4822-549	2. EPA Product Manager Ms. Campbell-McFarlane	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) S.C. Johnson & Son, Inc. / pHab	PM# 34	
5. Name and Address of Application (Include ZIP Code) S. C. Johnson & Son, Inc. 1525 Howe St. Racine, WI 53403-2236 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section II

<input type="checkbox"/> Amendment – Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated _____ <input checked="" type="checkbox"/> Notification – Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application. <input type="checkbox"/> Other - Explain below.
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Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Notification* of additional marketing claims and modification of existing marketing claims and surfaces.

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec.1001 to willfully make any false statements to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

*Since this is a Notification, no PRIA fee is required.

Please contact Marcia Duke at MKDuke@scj.com or 262-260-2036 with any questions or concerns.

Section III

1. Material This Product Will Be Packaged In:					
Child-Resistant Packaging <input type="checkbox"/> Yes * <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)		
*Certification must be submitted If "Yes" Unit Packaging wgt. No. Per container		If "Yes" Package wgt. No. Per container			
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 2 -160 fl oz		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Other - Shrinkwrap <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled					

Section IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)		
Name Marcia K. Trostle Duke, Ph.D.	Title Registration Specialist	Telephone No. (Include Area Code) (262) 260-2036
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statements may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature 		3. Title Registration Specialist
4. Typed Name Marcia K. Trostle Duke, Ph.D.		5. Date: 9 March 2012

March 14, 2012

Ms. Jacqueline Campbell-McFarlane (34)
Document Processing Desk (NOTIF)
Office of Pesticide Programs (7510P)
U.S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202

via overnight courier

Subject: Phab
EPA Reg. No. 4822-549
Notification of Additional Marketing Claims and Modification of Existing Claims and Surfaces

Dear Ms. Campbell-McFarlane:

On behalf of S.C. Johnson and Son, Inc., I am notifying the addition of non-pesticidal marketing claims as well as altering existing claims and surfaces on registration 4822-549. I have enclosed the following documents to facilitate this review:

- Three copies of the modified text
 - 2 copies – changes marked in red, bold, italicized text.
 - 1 clean copy with no formatting changes. This copy matches the copy included on the CD.
 - A CD with no changed noted on the label.
 - Certification with respect to label integrity.

I am listing the claims below; in case it is more convenient to find them using this list:

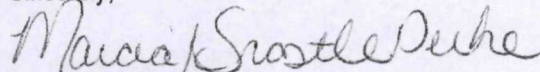
- 1) to the packaging claims section, p. 2 - **Scratch n' Sniff**
- 2) on page 4 – added (**clean**) before sponge
- 3) to the surfaces section, pp. 11-12 – added(**sealed**) to Marble, added parenthesis around the “s” for the following surfaces Mirror(**s**), Counter(**s**), Countertop(**s**)
- 4) Added **Sold by** on page 15 before © (20XX) S. C. Johnson & Son, Inc.

Since this is a notification, no PRIA fee is required.

If you have any questions or require further clarification about this submission please call me at 262-260-2036.

Thank you very much.

Sincerely,

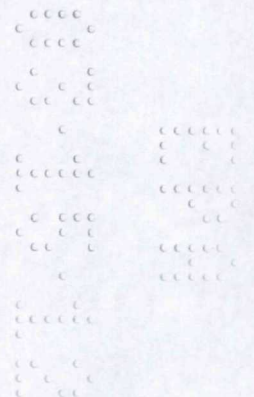


Marcia K. Trostle Duke

Registration Specialist, S.C. Johnson & Son, Inc.

Mail Stop 0149: MKDuke@scj.com

(P) 262-260-2036: (F) 262-260-4716



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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.

NOTIFICATION
Date Reviewed: 3/30/12
Reviewed By: J. Kres

KEEP OUT OF REACH OF CHILDREN(.)

CAUTION (:)

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

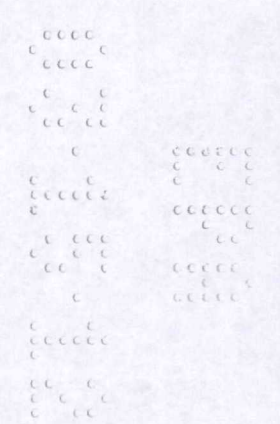
(Peel Here — Press to Reseal)

(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
- Scratch n' Sniff [for a fragrance sticker]***
- (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)

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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*

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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) (**clean**) (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)

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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).

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Leaves (behind) (a) (brilliant shine) (and) (a) (fresh, clean scent).
(Leaves a) (brilliant) Streak-free (shine) (!)
(Leaves) No (smeary -or- filmy) residue.
Leaves (no) (less) visible -or- greasy -or- oily -or- smeary 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- smeary 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

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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*

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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" (!)

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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)*

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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

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Beverage Bars
Blinds
Boats
Booster Chairs
Cabinets
Cabinet Handles
Can Openers
Cars
Chrome (Fixtures)
Corian®
(Computer) Keyboards
Cook top Exterior Surfaces
Counter(s)- or- Countertop(s)
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
Sealed Marble

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Metal
Exterior surfaces of Microwave(s) (Ovens)
Mirror(s)
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.

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

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[*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

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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

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Questions? Comments? Call 800-558-5252 or write Helen Johnson (.)
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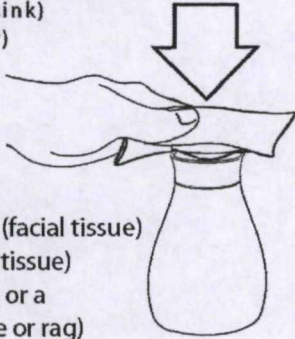
[Note to reviewer: Some or all of the following pictograms may be used on the product label and/or accompanying labeling.]



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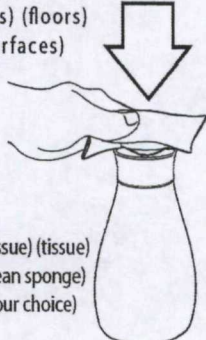
[Note to Reviewer: Some or all of the following graphics (or a subset of the text and graphic) may be used to accompany the Directions for Use Section and/or some of the following graphics (or a subset of the text and graphics) maybe used anywhere on the product label or accompanying labeling.]

(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)

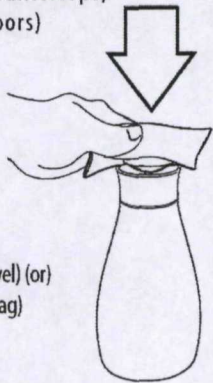
(All purpose) (Touch Up) for (toilet) (and)
(bathroom) (kitchen) (and) (sinks)
(countertops) (appliances) (floors)
(any hard, non-porous surfaces)




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]

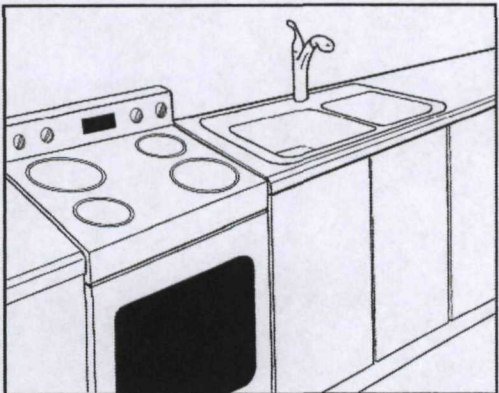
(Kitchen) (Touch Up) for
(sinks) (and) (countertops)
(appliances) (floors)
(cooktops)



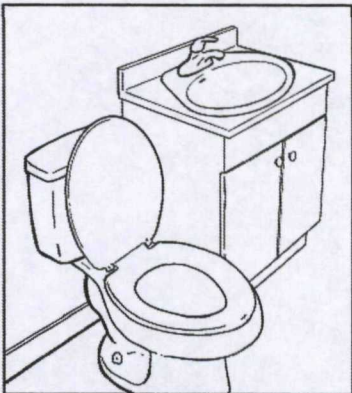
Use with (paper towel) (or)
(a clean sponge or rag)



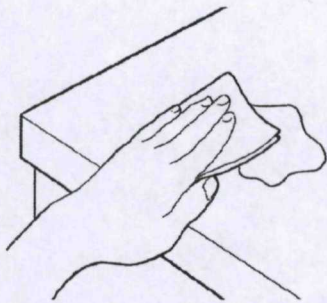
Spray on surface to
sanitize. Wipe with
toilet paper or
tissue



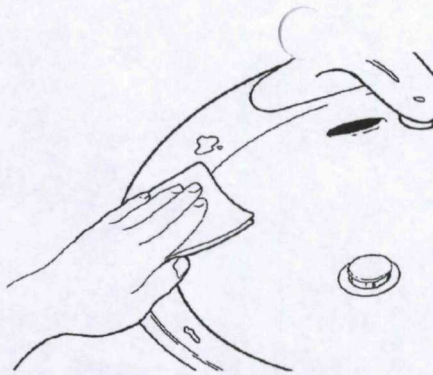
Use on (sink) (counter top) (appliances)
(cooktops) (and) (cabinets)



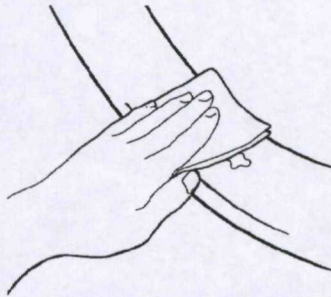
Use on (toilet) (sink) (vanity)
(and) (cabinets)



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)

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[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)