

4822-549

06/19/2012

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

JUN 19 2012

Lisa M Amadio  
Registration Manager  
S C Johnson & Son, Inc  
1525 Howe Street, MS 149  
Racine, WI 53403-2236

Subject PHAB  
EPA Registration No 4822-549  
Notification Date May 18, 2012  
EPA Receipt Date May 21, 2012

Dear Ms Amadio

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

**Proposed Notification**

Label Notification adding marketing text

**General Comments**

Based on a review of the submitted material, your notification to add marketing text, 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](mailto:campbell-mcfarlane.jacqueline@epa.gov) or Lorena Rivas by telephone at (703) 305-5027 or by e-mail at [rivas.lorena@epa.gov](mailto: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)

CONCURRENCES

SYMBOL	7510P							
SURNAME	RIVAS	.	..	.....	.....	..	.....	.....
DATE	6/19/12	...	.	..	..	..	..	..



United States  
Environmental Protection Agency  
Washington DC 20460

Registration  
 Amendment  
 Other

OPP Identifier Number

**Application for Pesticide - Section I**

1 Company/Product Number <b>4822 549</b>	2 EPA Product Manager <b>Jacque Campbell McFarlane</b>	3 Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4 Company/Product (Name) <b>Phab</b>	PM# <b>34</b>	
5 Name and Address of Applicant (Include ZIP Code) <b>S C Johnson &amp; Son Inc 1525 Howe St MS 149 Racine WI 53403 2236</b> <input type="checkbox"/> Check if this is a new address	6 <b>Expedited Review</b> 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"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> Me Too Application
<input checked="" type="checkbox"/> Notification Explain below	<input type="checkbox"/> Other Explain below

**Explanation** Use additional Page(s) if necessary (For section I and Section II)

**Label Notification** Addition of marketing text

**Section - III**

1 <b>Material This Product Will Be Packaged In</b>			
Child Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If Yes Unit Packaging wgt _____ No per Container _____	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If Yes Unit Package wgt _____ No Per Container _____	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) _____
3 Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4 Size(s) Retail Container <b>2 160 fl Oz</b>	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 type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input checked="" type="checkbox"/> Other <u>Sleeve/Shrinkwrap</u>

**Section - IV**

1 <b>Contact Point (Complete items directly below for identification of individual to be contacted if necessary to process this application)</b>		
Name <b>Lisa M Amadio</b>	Title <b>Registration Manager</b>	Telephone No (Include Area Code) <b>262 260-2686</b>
<b>Certification</b> I certify that the statements which I have made on this form and all attachments are true accurate and complete I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law		6 Date Application Received (Stamped)
2 Signature 	3 Title <b>Registration Manager</b>	
4 Typed Name <b>Lisa M Amadio</b>	5 Date <b>5-18-12</b>	



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Page 2  
Phab EPA Reg No 4822-549  
5-18-12

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 statement to EPA. I further understand that if this notification is not consistent with the terms of the 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 section 12 and 14 of FIFRA.

Lisa M. Amadio  
Registration Manager

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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%

**KEEP OUT OF REACH OF CHILDREN()**

**CAUTION ( )**

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

**NOTIFICATION**  
Date Reviewed 6/19/12  
Reviewed By L Kato

Net Contents

(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

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(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

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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

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**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) (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)  
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) (1<sup>st</sup>) 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 ( room) clean and (shiny) (shining) (

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 h water spots or hard water deposits) (in 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-smear 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 fiber) (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) (decor)  
(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  
Pump & Go (!)  
Pump it(!) Clean it(!) Done(!)  
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” (1)  
 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*)<sup>(†)</sup> (†)(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<sup>†</sup> ]

(†)(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 (\*\*)]



**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<sup>®</sup>

(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<sup>®</sup>

Freezer (-Exterior Surfaces)

Garbage Cans

Glass

Glazed Ceramic Tile

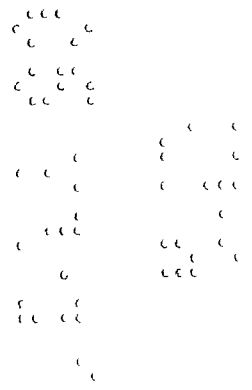
Glazed Porcelain

(Sealed) Granite

Grills

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- 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
- 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)

[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) (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"> <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> <li>• Call a poison control center or doctor for treatment advice</li> </ul>
------------	--

Have the product container or label with you when calling a poison control center or doctor, or going for treatment

19/22

(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

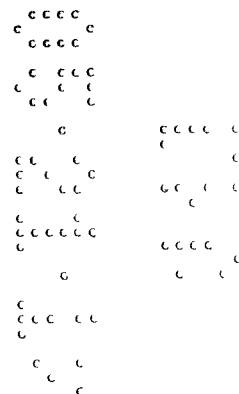
Des XXXX Patents Pending

Questions? Comments? Call 800-558-5252 or write Helen Johnson ( )

Sold by © (20XX) S C Johnson & Son, Inc

Racine, WI 53403-2236 U S A

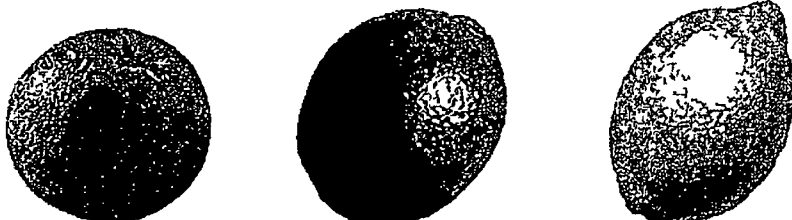
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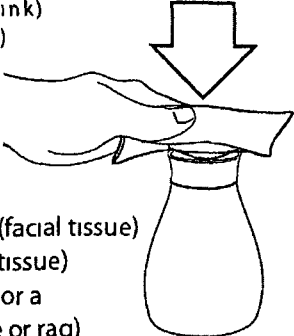
S C Johnson  
A Family Company

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



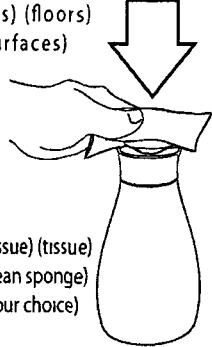
[Note to Reviewer Some or all of the following graphics (or a subset of the text and graphic) may be used to accompany the Directions for Use Section and/or some of the following graphics (or a subset of the text and graphics) maybe used anywhere on the product label or accompanying labeling ]

(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)

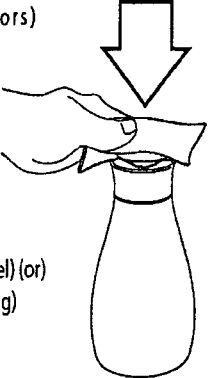
(All purpose) (Touch Up) for (toilet) (and)  
(bathroom) (kitchen) (and) (sinks)  
(countertops) (appliances) (floors)  
(any hard non porous surfaces)




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]

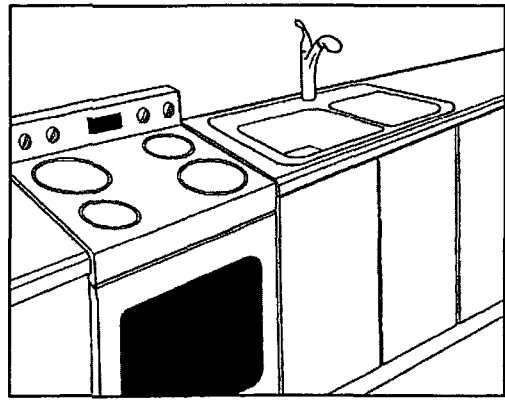
(Kitchen) (Touch Up) for  
(sinks) (and) (countertops)  
(appliances) (floors)  
(cooktops)



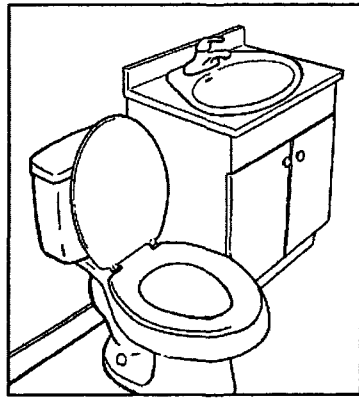
Use with (paper towel) (or)  
(a clean sponge or rag)



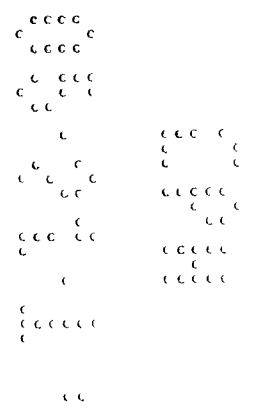
Spray on surface to  
sanitize Wipe with  
toilet paper or  
tissue



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



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





[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)

