

9/14/2012

4822-592



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs  
Antimicrobials Division (7510 P)  
1200 Pennsylvania Avenue N W  
Washington D C 20460

EPA Reg Number

4822 592

Date of

Issuance

Sept 14 2012

1/28

NOTICE OF PESTICIDE

- Registration
- Reregistration

Term of Issuance

Unconditional

Name of Pesticide Product

Hygeia

(under FIFRA as amended)

Name and Address of Registrant (include ZIP Code)

S C Johnson & Son Inc  
1525 Howe Street  
Racine WI 53403 2236

Note Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce In any correspondence on this product always refer to the above EPA registration number

On the basis of information furnished by the registrant the above named pesticide is hereby registered/reregistered under the Federal Insecticide Fungicide and Rodenticide Act

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency In order to protect health and the environment the Administrator on his motion may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others

This product (OPP Decision No 464151) is unconditionally registered in accordance with FIFRA sec 3(c)(7)(A) provided that you

- 1 Submit and/or cite all data required for registration of your product under FIFRA sec 3(c)(5) when the Agency requires all registrants of similar products to submit such data and submit acceptable responses required for re registration of your product under FIFRA section 4
- 2 Change EPA File Symbol 4822-LOE to EPA Registration Number 4822 592
- 3 You must submit acceptable product specific Corrosion Characteristics and Storage Stability data within a year of this Registration notice

The following alternate brand names are acceptable Scrubbing Bubbles Foaming Disinfecting Bathroom Cleaner Scrubbing Bubbles Foaming Disinfectant Bathroom Cleaner Scrubbing Bubbles 3in1 Disinfecting Bathroom Cleaner Scrubbing Bubbles 4in1 Disinfecting Bathroom Cleaner Scrubbing Bubbles Disinfecting Total Bathroom Cleaner Scrubbing Bubbles Soap Scum Remover Scrubbing Bubbles Multi Purpose Bathroom Cleaner and Scrubbing Bubbles Multi Surface Bathroom Cleaner

Submit one copy of the finished final printed label prior to releasing this product for sale If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec 6(e)

Your release for shipment of the product constitutes acceptance of these conditions A copy of your Acute Toxicity Product Chemistry and Product Efficacy reviews are enclosed A stamped copy of the unconditionally approved label is enclosed for your records

Signature of Approving Official

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

Date

September 14 2012

[Reviewer information]  
(Note to Agency Text appearing parenthesis is to optional text )

# Hygeia

## [SECTION 1 FORMULA]

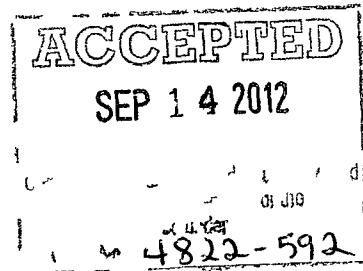
Active Ingredient	
Lactic Acid	1.77%
Inert Ingredients	<u>98.23%</u>
Total	100.00%

## [SECTION 2 REFERAL STATEMENTS]

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

See Back Panel For Additional Precautionary Statements  
(See Inside Label or Panel for Additional Precautionary Statements )  
(Please read all directions carefully before using this product) (Use as directed )

Net Contents



**SECTION 3 DIRECTIONS FOR USE**

**DIRECTIONS FOR USE**

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

(TO OPERATE ) (Rotate nozzle to ON position and spray) (Turn nozzle to ON position ) (Turn trigger to ON )

**TO CLEAN (GENERAL) (HOUSEHOLD / KITCHEN / BATHROOM / FLOOR) (CLEANING) (DIRECTIONS)**

Spray 6 8 inches from surface Allow foam to penetrate (dirt) (lime scale) (rust) (stains) and (soap scum) (for tough jobs let stand for several minutes before wiping)  
Wipe with a wet cloth or sponge then (rinse thoroughly with water)

**TO SANITIZE (AND DEODORIZE) HARD NON POROUS SURFACES** Spray until thoroughly wet  
Let stand 30 seconds Then wipe For heavily soiled surfaces a pre cleaning may be necessary

**TO DISINFECT (AND DEODORIZE) HARD NON POROUS SURFACES** Spray until thoroughly wet  
Let stand for 5 minutes Then wipe (Wipe with a wet cloth or sponge then rinse thoroughly with water) For heavily soiled surfaces a pre cleaning may be necessary

(Advisory Statements )

(Do not use on glasses utensils or dishes )

(Kitchen countertops and similar surfaces must be rinsed with clean (potable) water following application )

(For surfaces that come into contact with food Use only on hard non porous surfaces and rinse thoroughly with water )

(Do not use on (acrylic ) (brass ) (natural) (marble ) (finished) (wood ) (painted or worn surfaces))

(Spot test all other surfaces in an inconspicuous area)

(Unplug electrical appliances before using or spraying )

**(TO REFILL** (Refill only with this product) Remove trigger sprayer from empty bottle Unscrew cap on refill and pour contents directly into empty bottle Replace trigger sprayer and use as you normally would)

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[Reviewer information]  
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**STORAGE & DISPOSAL**

**[Residential – nonrefillable container/final disposal]**

Store in original container in areas inaccessible to children or persons unfamiliar with its use  
Nonrefillable container Do not reuse container Offer for recycling or reconditioning if available If not discard in the trash

**[Residential – refillable container]**

Store in original container in areas inaccessible to children or persons unfamiliar with its use Refillable container Refill this container with pesticide only Do not reuse this container for any other purpose

**[Commercial Industrial Institutional]**

Do not contaminate water food or feed by storage and disposal

**Pesticide Storage** Store in original container in areas inaccessible to children or persons unfamiliar with its use

**Pesticide Disposal** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility

**Container Handling** Refillable Container Refill this container with pesticide only Do not reuse this container for any other purpose Final disposal Nonrefillable container Do not reuse container Offer for recycling or reconditioning if available If not discard in the trash

**SECTION 4 PRECAUTIONARY STATEMENTS**

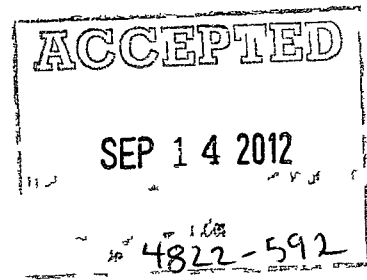
**PRECAUTIONARY STATEMENTS Hazards to Humans and Domestic Animals ( )**

**CAUTION** Causes moderate eye irritation Avoid contact with eyes or clothing Wash thoroughly with soap and water after handling and before eating drinking chewing gum 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> </ul>
<p align="center"><b>IN CASE OF EMERGENCY CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE</b></p> <p align="center">Have the product container or label with you when calling a poison control center or doctor or going for treatment</p>	



**[SECTION 5 ORGANISMS]**

Efficiency Claim	Organisms	Contact Time	Soil Load
Disinfectant	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Pseudomonas aeruginosa</i> (Pseudomonas) (ATCC 15442) <i>Enterobacter aerogenes</i> (ATCC 13048) <i>Escherichia coli</i> (O157 H7) (E coli) (ATCC 35150) <i>Listeria monocytogenes</i> (ATCC 19117) Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA) (ATCC 33592) Vancomycin Resistant <i>Enterococcus faecalis</i> (VRE) (ATCC 51575)	5 Minutes	5%
Virucidal	Herpes Simplex Virus Type 1 (VR 733) Herpes Simplex Virus Type 2 (VR 734) Influenza A (H1N1) Virus (Influenza) (Flu) (VR 1469) Respiratory Syncytial Virus (RSV) (VR 26) Rotavirus (Strain WA)	5 Minutes	5%
Non Food Sanitizer	<i>Klebsiella pneumoniae</i> (ATCC 4352) <i>Staphylococcus aureus</i> (Staph) (ATCC 6538)	30 seconds	5%

[Note to Reviewer Footnotes for symbols mentioned in label ]

\* *Staphylococcus aureus* (Staph) (ATCC 6538) *Salmonella enterica* (Salmonella) (ATCC 10708) *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442) *Enterobacter aerogenes* (ATCC 13048) *Escherichia coli* (O157 H7) (E coli) (ATCC 35150) *Listeria monocytogenes* (ATCC 19117) Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592)

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

Herpes Simplex Virus Type 1 (VR 733) Herpes Simplex Virus Type 2 (VR 734) Influenza A (H1N1) Virus (Influenza) (Flu) (VR 1469) Respiratory Syncytial Virus (RSV) (VR 26) Rotavirus (Strain WA)

‡ *Staphylococcus aureus* (Staph) (ATCC 6538) *Salmonella enterica* (Salmonella) (ATCC 10708) *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442) *Enterobacter aerogenes* (ATCC 13048) *Escherichia coli* (O157 H7) (E coli) (ATCC 35150) *Listeria monocytogenes* (ATCC 19117) Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592) Herpes Simplex Virus Type 1 (VR 733) Herpes Simplex Virus Type 2 (VR 734) Influenza A (H1N1) Virus (Influenza) (Flu) (VR 1469) Respiratory Syncytial Virus (RSV) (VR 26) Rotavirus (Strain WA)

**[SECTION 6 MARKETING CLAIMS]**

[Note to Reviewer And or & can be used interchangeable in the marketing sentences All claims containing the word new will only be used for the first 6 months after the first retail production ]

**TABLE 1 – MARKETING EFFICACY CLAIMS**

- 2 in 1 (One Step) (Touch Up) (All Purpose) (insert locations – Table 3) (Antibacterial) (Disinfectant) (Sanitizer) (&) (and) (Cleaner)
- (3 in1) (4 in 1)(5 in 1) (All Purpose Cleaner) (cuts grease) (kills viruses^)(kills bacteria\*) (eliminates odor causing bacteria ) (leaves a fresh scent)(kills germs)(remove stains) (brightens surfaces)(attacks soap scum)(prevents mold and mildew)(removes) (hard water stains) (toothpaste)(cosmetics)(urine)(dirt)(mud)(bathtub rings)
- A (convenient) way to (clean up) (and) sanitize frequent messes
- (A) (touch up) (cleaner) (sanitizer) for when you (need) (require) Antibacterial action
- (Add) (a) (an) (everyday) (sanitizing) (touch ups) (touch up) (cleaning) (clean up) (to your daily) (cleaning) (routine)
- A(n) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99 9% of bacteria\* in your (insert locations – Table 3)
- An (easy) way to (disinfect) (and) (sanitize) (and) (clean)
- Antibacterial
- (Antibacterial) (disinfecting) (foam) (foaming) (action!)
- All purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (sanitizer)
- An effective sanitizer for use in the (insert locations – Table 3)
- Antibacterial (insert locations – Table 3) cleaner
- Antibacterial Action
- Antibacterial Formula (cleans and sanitizes)
- (Insert locations – Table 3) cleaner and sanitizer
- Can reduce the spread of illness causing (kitchen) bacteria\* (on hard nonporous surfaces)
- (Clean) (Sanitize) (Deodorize) and (Disinfect) with (*This Brand*) (*This Product*)
- (Clean) (Sanitize)(d) (Disinfect)(Sanitary) (hard ) (nonporous) surfaces (wherever) (whenever) you (go) (travel) (need)
- (Cleaning) (and) (Sanitizing) (and) (Disinfecting) (formula)
- Cleaning and sanitizing
- Clean(s) (and) (sanitize)(s) (disinfect)(s) (up) (small) spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)
- (Cleans ) (shines ) (sanitizes ) (disinfects ) (&) (and) (deodorizes)
- Cleans and sanitizes (without harsh fumes)
- Cleans (and kills) (household) (bacteria) (and disinfects) (to a sparkling shine) (in your home) (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)
- (Is good for) (cleans) (one product for) (cleaning) (a variety of) (hard non porous) surfaces in the bathroom( ) ( ) (including) (such as) (insert locations – Table 3)
- Combines streak free cleaning with (disinfecting) (antibacterial<sup>†</sup>) action
- (Convenient) (way) (to) (clean) (clean up) (touch up) (and) (disinfect) (and sanitize)
- (Deodorizes) (deodorizer)
- (Deodorizes) (Cleans) by disinfecting

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- (Deodorize(s) (areas where obnoxious odors may develop) (hard to clean areas) (where germs<sup>‡</sup> are a concern) (of (in) your home)
- Designed to keep a (deodorized)(cleaner)(fresher) home
- Disinfects
- Disinfect(s) (almost all) (of) the (hard) (non porous) surfaces in your (bathroom) (kitchen) (home) (house) (by killing 99 9% of the) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria<sup>\*</sup>) (viruses<sup>^</sup>) that (live) (hide) (hide out) (reside) (lurk) (lie in wait) (there)
- Disinfects the (busiest) (most)(touched)(used) surfaces in your (bathroom) (kitchen) (home) (house)
- Disinfects the (hardest to reach)(dirtiest) places in your (bathroom) (kitchen) (home) (house)
- Disinfects the (hard) (non porous) surfaces (you)(your children)(your family)(people in your home)(people in your house)(guests) (touch(s))(contact)(handle) the most
- Disinfects (hard) (non porous) surfaces where (common) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria<sup>\*</sup>) (viruses ) (live) (hide) (hide out) (reside) (lurk) (lie in wait)
- Disinfects and leaves your (bathroom) (kitchen) smelling fresh (!)
- Disinfects (and) (deodorizes) (cleans) (!)
- Disinfects (and) ( ) kills 99 9% of (germs<sup>‡</sup>) (and) (viruses ) (and) (bacteria )
- Disinfects (as it cleans) (as you clean)
- Disinfects bacteria (and) (deodorizes) (!)
- (New) Disinfectant formula
- Disinfects on (hard non porous surfaces) (insert locations – Table 3)
- Disinfectant on (hard non porous surfaces) (insert locations – Table 3)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5)
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) (and) (sanitizes) (disinfects) (while) (sanitizing) (disinfecting)
- (Easy) (and) (Convenient) (way) (to clean) (and disinfect)
- Easy way to disinfect
- (Easily) (cleans) (removes) (tough) (bathroom) (restroom) (kitchen) (dirt) (soil) (and) (sanitizes) (disinfects)
- Effective (sanitizing) (sanitization) has never been easier
- (Effective on) (Cleans) (kills 99 9% of germs<sup>‡</sup>) (shines) (disinfects) (sanitizes) (and) (deodorizes) (bathroom surfaces) (non food contact) (kitchen surfaces) (locations) (in) (rooms) (areas of your home) (on) (such as) (insert locations – Table 3)
- For general (cleaning) (and) (sanitizing) of (hard) (non porous) surfaces
- For the dirt you can see (and the (household) bacteria\* you can t)
- Foaming Disinfectant (Bathroom) (Multi Surface) (Multi Purpose) (Cleaner)
- Formula cleans (and) (sanitizes) (disinfects)
- Formula sanitizes (hard ) (porous ) surfaces as it cleans and shines
- From the brand(s) you trust to (clean) ( ) (and) disinfectant)
- Fresh (Disinfecting) Scent of (insert fragrance – Table 5)
- (Freshens ) (fragrance) (deodorizes) (disinfects) (where germs<sup>‡</sup> are a concern)((and) leaves your (bathroom) (kitchen) (house) smelling fresh!
- Great for touch up (cleaning) (and) (sanitizing) (!)
- Helps fight bacteria\*
- (Helps) (Eliminate(s)) odors
- Helps prevent the spread of (common) (household) viruses<sup>^</sup>
- Helps prevent cross contamination of (hard) (non porous) surfaces
- (Household) (bacteria\* killing) formula

DISINFECTANT

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- (Improved) (scent) (deodorizes) (disinfects) and leaves your (bathroom) (kitchen) (home) smelling fresh(!) ( )
- (Improved) (scent) (fragrance name) (deodorizes) (disinfects) and leaves your (bathroom) (kitchen) (home) smelling fresh(!) ( )
- Kills (insert organism – Section 5)
- Kills (≥) 99 9% of bacteria\* (on) (insert locations Table 3) (as it cleans) (!)
- Kills (99 9% of) (household) (bacteria<sup>†</sup>) (in) (just) (30 seconds) (!)
- Kills (≥) 99 9% of Germs<sup>‡</sup> (on) (insert locations – Table 3)
- Kills (≥) 99 9% of (cold<sup>^</sup>)(and)(flu) viruses<sup>^</sup>
- Kills (≥) 99 9% of (viruses<sup>^</sup>) (and) (bacteria<sup>†</sup>)
- Kills (≥) 99 9% of (household) (bacteria\*)(viruses<sup>^</sup>)
- Kills (≥) 99 9% of viruses (and bacteria\*) (on) (insert locations – Table 3)
- Kills bacteria\* (found) on (hard) (non porous) (insert locations – Table 3) surfaces
- (Kills) (bacteria\*) (disinfectant effective against) (*This Product* kills) (many types of) (household) bacteria (and viruses) including (insert organisms – Section 5)
- Kills (common) (household) (bacteria ) (and) (viruses ) (without heavy fumes) (!)
- (Kills) (Eliminates) (Destroys) 99 9% (of bacteria ) (of the bacteria commonly found in) (all around) (your) (insert locations – Table 3) (including) (insert organism – Section 5)
- (Kills) (Eliminates) (Destroys) 99 9% of bacteria (on commonly) touched surfaces that can be transfer points for bacteria (such as (insert locations – Table 3))
- (Kills) (Eliminates) (Destroys) bacteria\* from (insert location – Table 3) surfaces
- Kills (harmful) germs<sup>‡</sup> (on) (insert locations – Table 3)
- Kills (household) bacteria
- Kills (household) (bacteria\*) (viruses<sup>^</sup>) (odor causing bacteria) (food related bacteria) on hard non porous surfaces
- Kills (odor causing) bacteria (that cause odors)
- Kills the viruses<sup>^</sup> that cause (the common) cold(s) and flu
- Kitchen (touch up) cleaner and sanitizer
- Leaves (hard) (non porous) surfaces (disinfected) (sanitized) (and sparkling clean) (!)
- Leaves (hard ) (non porous) surfaces sanitized
- Leaves (your) (kitchen) (home) (bathroom) (surfaces) (shiny) (clean) (and) (disinfected) (sanitary) (sanitized) (smelling clean)
- Leaves (insert location – Table 3) surfaces sanitized
- (Lemon scent) (insert fragrance – Table 5) deodorizes and leaves your bathroom smelling fresh (!)
- (Lightly) cleans and (kills) (eliminates) (destroys) 99 9% of (insert locations – Table 3) bacteria\*
- Make (cleaning) (and) (killing) (disinfecting) (sanitizing) (removing) (germs) (virus<sup>^</sup>) (bacteria\*) (convenient) (easy) (with) (This product)
- Makes cleaning (disinfecting) easy (and sanitizes too)
- Makes sanitizing easy
- Multi purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and) (non food contact sanitizer)
- (Multi purpose) (30 second) (touch up) (cleaner) (cleaning) (sanitizer) (sanitizing) (insert Locations – Table 3)
- New way to (clean) (and) (sanitize) (everyday) (–) (a) (touch up) (cleaner) (sanitizer)
- (Now) (also) disinfects!
- Now disinfects
- Now kills (household) bacteria\*!

S C Johnson & Son Inc

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- Now (cleaning) (and) (killing) bacteria\* is easier than ever before
- Now (sanitize) (and) disinfect!
- (Now) (sanitize) (and) (disinfect) as you go!
- One step cleaner (sanitizer) (and) (disinfectant)
- (Product name ) (Helps prevent the spread of) (insert organisms Section 5)
- Removes (stains)(/)(build up) from (insert Table 3 – locations)
- Removes (grime) (soap scum) (while) (disinfecting)
- (Sanitizer) (Disinfectant) (Antibacterial<sup>†</sup>) (One Step) ((2 in 1) Touch up) (Bathroom) (Kitchen) (All Purpose) (&) (and) (cleaner)
- Sanitizes and deodorizes
- Sanitizes as it cleans
- Sanitizes (hard) (non porous) (bathroom) (non food contact kitchen) (insert location – Table 3) surfaces
- Sanitizes (household) (bathroom) (surfaces) (insert location – Table 3) in 30 seconds
- Sanitizes in (just) (30) seconds
- Sanitizes (kills) (common) (household) bacteria<sup>†</sup>
- Shines (and) (plus) kills (household) bacteria\*
- Stops (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses ) in (their) (it s) (tracks)
- (Stops) (Kills) (Eliminates) (Eradicates) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses ) where (they) (it) (live(s) (hide(s) (hide(s) out) (reside(s) (lurk(s) (lie(s) in wait) (where germs<sup>‡</sup> are a concern)
- The convenient way to (clean) (and) (sanitize) (and disinfect) (and deodorize) (your) (insert locations – Table 3) (!)
- The (easy) (effective) way to clean (and) (sanitize) (disinfect) (while) (you) (touch up)
- The (easy) (effective) way to (touch up) (clean) (and) (sanitize)
- (This Brand) (This Product) (Kitchen) (Bathroom) (Cleaner) is the (convenient) way to (clean) (and) (sanitize) (bathroom) (household) (non food contact kitchen) surfaces
- (This Brand) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and sanitize
- (This Brand) (This Product) (Bathroom) (Kitchen) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)
- (This Brand) (This Product) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (sanitizes) (deodorizes) (Shines) (!)
- (This Brand) is a (disinfectant) (versatile cleaner) that kills (99 9% of) (household) bacteria\* (removes grease) ( ) (and) (cleans) (household) (surfaces) (even) (including) (glass ) (to a) (sparkling) (beautiful) streak free (This Brand) shine
- (This Product) (can) (thoroughly) Clean(s) shine(s) (and) (disinfect(s)) (sanitize(s)) (insert locations – Table 3)
- (This Product) is (a) (an) (Multi )(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Sanitizer) (Sanitizes) (Virucide) (Virucidal) (Bathroom) (Kitchen) (Cleaner)
- (Thoroughly) Cleans shines and (disinfects) (sanitizes)
- (Tough enough for) the (high traffic) (germy<sup>‡</sup>) ( high touch (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough on dirt and bacteria Easy on You!
- Tough on germs<sup>‡</sup> (easy) enough (for everyday use) (on your surfaces)
- Use (daily) (everyday) (for a) (fresh) (clean) (sanitized) (kitchen) (bathroom) (home) (environment) (house)
- (Use this product to) (This Product) (can) (clean ) (shine ) (disinfect)(and) (sanitize)

[Reviewer information]  
(Note to Agency Text appearing parenthesis is to optional text )

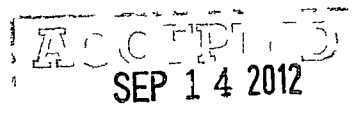
- Use (*This Brand*) throughout your entire home (to kill) (household) bacteria like (insert organisms – Section 5) (on household surfaces including (insert surface – Table 3))
- Wipes out tough grime and (household) germs<sup>†1</sup>

[Note to Reviewer If the Pandemic statements are used on the product label they will not be used in combination with any other statements ]

- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu)
- (This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus
- (This product) has demonstrated effectiveness against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu)

**TABLE 2 MARKETING CLEANING CLAIMS**

- A (convenient) cleaner like none other!
- All you have to do is wipe (!)
- Always at hand
- (Also) (great) (available) (works effectively in) (for) (multi purpose touch ups)
- Attacks (soap scum) (bathroom stains)
- (Insert locations – Table 3) (Multi Purpose) Touch Up(clean) (and shine)
- (Bathroom) (Touch up) for (toilet)(s) (sink)(s) (floor)(s) (mirror)(s) (and) (counter)(s)
- Bathroom surfaces
- [Brand Name] Foaming (spray) (action) that does the work for you
- [Brand Name] (Powerful foam) (Powerful foaming action)
- Can be used on a wide variety of (hard non porous) (household) surfaces
- Clean as you go
- Clean you desire (expect)
- Can be used on a wide variety of hard non porous surfaces
- The cleaning power of Scrubbing Bubbles with the invigorating scent of fresh oranges!
- (Cleans) (and) (removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints) (hard water stains) (dirt) (grime) (limescale)
- Cleans grout and caulk
- Cleans (tough) grease and grime
- Cleans (grime) (&) (soap scum) easily!
- Cleans and shines (without scratching)
- Cleans everyday (grease) (or) (grime) (messes)
- Cleans everyday kitchen messes (like dirt grease and food stains)
- Cleans hard to reach spots
- Cleans (and) (shines) without scratching
- Cleans without scrubbing



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- (Clean up) (touch up) without missing a beat (!)
- Complete clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Convenient way to clean
- Conveniently there (at hand) when you need (it) (fast clean)
- (Conveniently) there (when) (and) (where) you need it
- (Conveniently) there (whenever) you need it
- Cuts through bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks) (hard water stains)
- Cuts (grease) (tough grime) (cleans glass) (&) (more) (!)
- Cuts tough (kitchen) (grease) (and) (grime) (!)
- Cuts through (soap scum) (hard water) (stains) (limescale) (dirt) (grime)
- (Deep ) (penetrating) foam (thoroughly) cleans
- Deodorizes and leaves your (insert location – Table 3) smelling fresh (!)
- Does not leave a (cloudy) residue
- Don t let messes (slow) you down in the (insert location – Table 3)
- (Don t) (No) (slow) (slowing) down for messes
- (Easy) (&) (Convenient) (to use) (in) (insert location Table 3) (&) (throughout the house)
- Easy clean at hand
- Easy (enough) to (use) (everyday) (everywhere)
- (Easy) (and) (Convenient) (to use) (in) (the) (bathroom) (and) (Kitchen) (throughout the house)
- (Easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- 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)
- Effectively cleans (glass and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors)
- Effectively cleans a wide range of surfaces
- Effectively cleans (and) (shines) (toilet) (glass) (counter) (sink) (sealed marble) (fixtures) (chrome) (glazed porcelain) (finished wood) (glazed ceramic tile) (sealed granite) (stovetops) (and more)(insert Locations – Table 3)
- (Effectively) removes (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Effective at removing (tough) (stains) (soils) (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Eliminates food odors left behind on surfaces
- Eliminates odors (as it cleans) (as you clean)
- Fast acting foam
- (Fast) (Acting) (Foam(ing)) (Formula) (starts to) (work(ing)) (clean(s)) (on contact) (begins to lift(ing)) (and) (penetrate(s)) (penetrating) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Fast acting foam (that) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Fast acting foam (starts to clean) (starts cleaning) on contact
- Fast (and) (easy) cleaning solution (–) (one product for a variety of surfaces)

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(Note to Agency Text appearing parenthesis is to optional text )

- Fast (and) (easy) cleaning solution (— one product for a variety of (bathroom) (kitchen) (non food contact) surfaces)
- Foam (penetrates) (reaches) (hard to reach places) (in nooks and crannies) for easy cleaning
- (Fast Acting) Foam (that) (clings) (and) (works) (starts (to) (work(ing))) (on contact)
- Foaming (action) (cleaner) (formula) (does the) (work) (for you)
- Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- For a variety of (Bathroom) (Kitchen) surfaces
- For (daily) (everyday) (light duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use) (!)
- For the entire (house) (bathroom)
- For (tough) (tougher) cleaning (!)
- For use on (household) (insert location – Table 3) surfaces
- For the entire business
- For use on business surfaces
- Fits in with your ((kitchen) (bathroom))(Office)(Family Room)(Den) (Car) (decor)
- For (daily) (everyday) (light duty) (heavy duty) (touchup) (kitchen) (bathroom) (Office)(Family Room)(Den)(Car) (cleaning) (everyday) (use)
- For (daily) (everyday) (light duty) (touchup) (bathroom) (kitchen) cleaning
- For everyday use (!)
- (For) (a) limited time only!
- For the dirt you can see and the (household) germs you can t
- (Freshens) (fragrance) (deodorizes) (and) (leaves your bathroom smelling fresh!)
- (Freshens) (fragrance) (deodorizes (and) leaves your (insert location – Table 3) smelling fresh!
- (Freshens) (fragrance) (deodorizes and) leaves your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (house) smelling fresh!
- (Freshens) (fragrance) deodorizes and leaves your (bathroom) (kitchen) (house) smelling fresh!
- From the makers of (*This Brand*)
- From the leaders in home cleaning
- (Lightly) cleans
- Good for (touch ups) (cleaning)
- Great for (all around) (the) (house) (home) (kitchen) (bathroom)
- Great on surfaces such as (Insert locations – Table 3)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- Great for (Spring) (Fall) (Everyday) Cleaning
- 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) (mild) (fresh) (fragrance) (scent)
- (Heavy duty) (All Purpose) (cleaner)
- (Helps) Maintain a clean(er) home
- Helps prevent cross contamination of (hard) (non porous) surfaces
- (Helps) (prevent) (daily) (buildup) of soap scum
- (Hundreds) (Thousands) (of) microbubbles (that) (stay(s) where you spray) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Improved scent deodorizes and leaves your (bathroom) (kitchen) (home) smelling fresh (!)

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- Improved for (tough) (tougher) cleaning!
- Improved (design) (fragrances) (pump) (value) (dispensing)!
- Invisible cleaning barrier (for) (on) (insert locations – Table 3)
- Invisible cleaning barrier activated when surface is wet
- (Just) (only) pennies per (dispense) (pump)!
- (Keep(s)) (Keeping) your home (clean) (and) (tidy)
- (Kitchen) (Touch up) (cleaning) (cleaner) (for) (insert locations – Table 3)
- (Leaves) No (less) (smeary) (filmy) (visible) (greasy) (gritty) (oily) residue
- Leaves (bathroom)(s) (your bathroom) clean and (shiny) (shining)
- Leaves (behind) a (brilliant) shine
- Leaves (a brilliant shine) (and) (has) (a fresh clean scent)
- Leaves a (long lasting) (fresh) (clean) (scent) (fragrance)
- (Leaves a) (brilliant) Streak free (shine) (!)
- (Leaves) (virtually) No (smeary) (filmy) residue
- (Leaves) No (visible) (harmful chemical) residue
- (Leave) (out) (set it) on countertop for (family to use) (guests)(when you need) (touch ups) (a) (touch up) (clean up)(s)
- Leave out of reach of children for (quick use) (when you need) (it) (touch ups) (a) (touch up) (clean ups)
- Leaves your (whole) (room) (home) (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (and) (smelling) (clean) (and) (fresh!)
- Less scrubbing required
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Limited Edition (fragrance)
- Long lasting foam (that) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Long lasting foam (that) (stays where you spray)
- Makes your job easier
- Makes (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (cleaning) (clean ups) (touch up(s)) easy
- Makes cleaning (up) (messes) (easy) (and) (convenient)
- Makes (touching up) (messes) (convenient)
- Makes your current cleanup (even) (more) (effective)
- Makes your (cleaning) (job) (life) (easy) (easier)
- Money back guarantee!
- More dispenses than Lysol® No Touch Kitchen System
- Multiple cleaning tasks
- Multi Surface or Multi Task
- (Multi Surface) (Multi Task) (Multi Shine) (Multi Purpose) (household) (cleaner)
- (Multi Purpose) (Touch up) cleaner for (bathroom(s)) (and) (kitchen(s)) (Office)(Family Room(s))(Den(s))(Car(s)) (sinks) (toilets) (mirrors) (countertops) (appliances) (floors) (as well as) (any) (other) (hard non porous surface)(s)
- New (and) (Improved)(!)
- New and Improved (Scent)(Fragrance)(Cleaning)
- No (abrasives) (or) (phosphates)
- No (harsh) (chemical) (smell) (formula) (fumes) (odor)
- No (visible) (oily) (harsh) (dull) (smeary) residue (or buildup)!

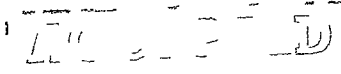
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(Note to Agency Text appearing parenthesis is to optional text )

- No build up or residue(!)
- No more digging through the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- No need to rinse!
- No need to touch bottle (product)
- No scratch formula
- No wasted (parts of) wipes
- Non (abrasive) (corrosive) (formula)
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) better (than) (tough cleaning)(This Product)
- (Now) The cleaning power of (*This Brand*) (comes) with the invigorating scent of (insert fragrance – Table 5)!
- Now With XX% More Cleaners!
- One wipe and (you are) (you re) done(!)
- (One) (convenient) solution for clean (insert locations – Table 3)
- Passes the finger swipe test! (No oily) (or greasy) (or dull) (or smeary) residue (!)
- (Penetrating) foam (easily) (powerfully) removes (tough) (stains) (such as) (soap scum) (hard water stains) (rust) (limescale) (calcium) (toothpaste) (dirt) (makeup) (lipstick) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (fingerprints) (and) (grime)!
- Penetrating foam works on contact
- (Picks up) (cleans up) bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)
- Prevents daily buildup of soap scum
- Prevent(s) (small) messes from becoming (big) chores
- Perfect ingredient for your (home) (kitchen) (bath)
- (Product(s)) (ingredients) that perform
- Power(s) (through) (thru) tough (grime) (!) ( )
- Powerful (cleaner) (spray)
- Powerfully removes (tough) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- (Easy) (bathroom) (kitchen) (fast) (convenient) (versatile) (clean ups) (touch ups)
- Touch up (cleaning) with (great) (special) (seasonal) (fragrance) (insert fragrance – Table 5)
- (Easy) (bathroom) (kitchen) (clean ups) (touch ups)
- Touch up your home with (new) (great) (Spring) (Winter) (Seasonal) fragrances!
- (Effortlessly) removes grime
- (Ready) (at) (hand)
- Reduce(s) the frequency of deep clean(s)(ing) (occasions)
- Removes (food) stains
- Removes odors
- Removes (gets rid of) (kills) (XX%) of soap scum
- Removes (stains) (buildup) from (insert locations – table 3)

  
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- Removes (soap scum) (and) (hard water) (spots) (stains) (or) (hard water deposits) (in the bathroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- S C Johnson has a cleaning solution for every room in your home
- Saves (you) (time) (and) (effort)
- Simple (and) (easy) to use!
- (Simple) (Easy) Streak free shine (on) (all) (around) (hard) (non porous) (surfaces) (insert Locations – Table 3) (everyday)
- (Simple) (Easy) (Streak free shine) on (all) (hard non porous) non food contact kitchen surfaces
- Simply dab wipe and (flush) (throw) away
- Simply touch (dab) and (&) go!
- Specially formulated for a variety of surfaces
- Specially formulated for use in the (bathroom) (and) (kitchen)
- Stay on top of your (little) (smaller) (messes) (cleaning)
- Stays where you spray (!)
- Streak Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process
- Such tough cleaning (that) (yet) it doesn't leave (a) (an) (oily) – (or) – (greasy) – (or) – (smeary) residue!
- Such tough cleaning that it leaves no (smeary) residue behind!
- Tackle your (toughest) (bathroom) (kitchen) cleaning needs(!)
- The convenient way to keep your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) looking just cleaned (!)
- The (fastest) (easiest) (most convenient) way to (clean up) (Touch up) (everyday) (little) (messes)
- The (fastest) (easiest) way to clean your (house) (insert locations – Table 3)
- The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen) (insert locations – Table 3)
- The (new) (modern) way to clean (!)
- The right cleaner (at the right time) (right) (when) (where) you need it (every time) (always)
- (This Brand) (insert locations Table 3) (Multi Purpose) (Cleaner)
- (This Product) effectively removes everyday soils on (countertops) (stovetops) (sinks) (refrigerators) (microwave ovens) (appliances) (basins) (showers) (tubs) (stainless steel) (chrome fixtures) (glazed ceramic tile) (Formica<sup>o</sup>) (glazed porcelain) (fiberglass) (glass) (and) (mirrors) All it leaves behind is a (beautiful) ( ) (sparkling) (streak free) (This Brand) shine
- (Total) (kitchen) (and) (bathroom) solution(s)
- Touch up (now) so you (do not) (don't) have to clean up (later)
- (Tough enough for) the (high traffic) ( high touch (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough cleaning (formula) (with a fresh scent)!
- (Tough) cleaning never smelled so good
- (Tough) (touch up) cleaning made easy!
- (Tough) cleaning for the (entire) (insert locations – Table 3) (!)
- Touch up cleaner
- (Touch up) (cleaning) has never been (faster) (easier) (more convenient)
- (Tough) (Touch up) cleaning without the oily –or greasy –or dull – or smeary residue!

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(Note to Agency Text appearing parenthesis is to optional text )

- Tough cleaning formula wipes out (dirt) (and) (grease) (and grime) (and leaves a fresh clean scent)!
- Tough (touch up) cleaning made easy (without the residue)!
- Tough (Tougher) on (grease) (and) (grime)!
- Tough new formula cleans (in the house) (and) (including) (exterior surfaces) (!) ( )
- Ultra cling formula stays where you spray
- Use in the kitchen bathroom and (throughout) (all around) (the whole house) (your home) (your house)
- Use (on) (throughout) (everywhere in) (all around) (the) (your) (whole) (home) (house) (locations from Table 3) (!)
- (Use on) (for) (toilet)(s) (sink)(s) ((vanity)(ies)) (and) (cabinets) (countertops) (cooktops) (and) (counter) (appliances) (bathroom) (surfaces)
- (Use) (on non food contact kitchen surfaces) (all around the) (around) (kitchen) (bathroom) (cleaning) (everyday) (use) (light) (cleans)
- 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 as (much) (or) (as little) (as you need) to clean up (wipe up)
- Use on (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) surfaces
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house)
- Virtually no scrubbing required
- We work hard so you don't have to!®
- Wipes away (nasty) (filthy) (bathroom) messes
- Wipes out tough grime (and leaves a fresh clean scent)(and household germs)!
- With (the) (refreshing) (invigorating) ((insert fragrance – Table 5) scent) (of) Glade®
- Won't (will not) harm septic (systems) (tanks)
- Won't (will not) harm (most) (all) surfaces
- Won't scratch surfaces
- You can see and hear the Bubbles working (!)

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### TABLE 3 LOCATIONS

[Note to Reviewer Multiple locations/surfaces can be chosen and used in any order from Table In the case where one or more location/surfaces is chosen an and & or' may be used to link the locations/surfaces ]

#### PLACES

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- Barber Shops (and) (Salons)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stands
- Contractor Shops
- Convenience Store(s)
- Churches (Synagogues)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Home(s)
- Home and (Small) Business(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Restaurant(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

#### ROOMS/AREAS

- (Baby) Nurseries
- Bathroom(s)
- Bedroom(s)
- Dens
- Dining (room(s)) (areas)
- Family Room(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s)
- Laundry Rooms

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(Note to Agency Text appearing parenthesis is to optional text )

- Living room(s)
- Mudrooms
- Pet area(s)
- Play (areas) (rooms)
- Restroom(s)

**ITEMS**

- Artificial plants
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom surfaces
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blinds
- Bookcase(s)
- Booster chairs
- Baseboard(s) (Molding) (Trim)
- Basins
- Behind (and under) sinks
- Cabinet handles
- Cabinets
- Campers
- Ceiling Fans
- Cell phones
- Changing tables
- China knickknacks
- China Cabinet
- Clock
- Collectibles and Knick Knacks
- Computer(s) (screen(s)) (keyboard(s))
- (Bathroom) (Kitchen) (Office) (Counter) (Countertops)
- Cribs
- Cupboards
- Curio Cabinet(s)
- Desktops
- Diaper pails
- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevators
- Exercise equipment

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- Exterior Surfaces {choose from list that follows } (of) (small) ((kitchen) appliance(s)) (such as) cooktop(s) dishwasher(s) freezer(s) microwaves microwave oven(s) oven(s) (doors) range(s) (hoods)(tops) refrigerator(s) stovetops toasters (and) (even) ((BBQ) (use when surface is cool))
- Faucets
- Fixtures
- (linoleum) (no wax) (vinyl) Floors
- Footboards
- (outdoor) (plastic) (patio) Furniture
- Garbage cans
- Glass (Patio) Doors
- Glazed (bathroom) (ceramic) (kitchen) tiles
- Glazed porcelain surfaces
- Grocery carts
- Handrails
- Headboards
- High chairs
- High traffic surfaces
- Hubcaps
- Keyboards
- Lamp(s)
- Lap tops
- Light Fixtures
- Light Switches
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- (Picture(s)) (Frames)
- Range (hood(s)) (top(s))
- Recycling bins
- Remote controls
- Sealed (fiberglass) tub(s) (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Small appliances
- Telephone(s)
- Glazed (ceramic) Tile
- Tire(s)
- Toilet(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s)) (exterior(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tub(s)

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(Note to Agency Text appearing parenthesis is to optional text )

- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

**SURFACES**

- Sealed glazed or non porous acrylic
- Aluminum
- (Baked) enamel
- Brass
- Bronze
- Chrome
- Sealed glazed or non porous ceramic (tile)  
Corian® ( is trademark owned by E I du Pont de Nemours and Company)  
Formica® (\*is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- (Tempered) Glass
- Glazed ceramic (tile(s))
- Glazed (porcelain) (enamel) (kitchen) (bathroom) (tile(s)) (surfaces)
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Mirror
- (Brushed) Nickel  
Pergo® (laminat)(hardwood) surfaces ( \*is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed porcelain
- (Glazed) porcelain enamel
- (Sealed) cement
- (Sealed) granite
- (Sealed) grout
- (Sealed) fiberglass
- (Sealed) marble
- (Sealed) synthetic marble
- (Sealed) natural stone
- (Sealed) Quartz
- Stainless steel

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(Note to Agency Text appearing parenthesis is to optional text )

- Steel (surfaces)
- Stone (surfaces)
- Vinyl (curtain(s)) (tile)
- (Wood) (no wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminare) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

((Do not use on) (Not recommend for use on) (acrylic ) (brass ) (natural) (marble ) (or) ((finished) (varnished) wood ) (painted or worn surfaces)) (insert surfaces – Table 3) ) (Spot test all other surfaces (in an inconspicuous area)) (Unplug electrical appliances before using or spraying )

**TABLE 4 PACKAGING CLAIMS**

- (By) (From the makers of) (this product) (*brand*)
- Better Value
- Big (Job) Size
- Bigger Size
- Bigger Size (package) (can)
- Bonus Pack
- (Bonus) (Club) (Multi ) (Special) (Mega) (Value) Pack
- Combo Pack
- Commercial (Pack) (Size)
- Economy Size
- Economic Refill
- Fast easy cleaning solution – one product for a variety of surfaces
- Foaming trigger(!)
- For limited time only!
- Gallon size(!)
- Guaranteed to clean or your money back (see back panel)
- (Improved) (Fragrance) (Scent) (!)
- Industrial (Pack) (Size)
- Institutional Size
- Mega (Pack) (Size)
- (More) (focused) (accurate)(application)
- New!
- (New) (Better) (and) (&) (Improved) (Scent!) (Formula) (Fragrance) (Trigger(!) (Bottle)
- (New) (Big) XXX oz (Size)
- New (and) (&) (Improved) Sprayer
- (New) Patented (Cleaning) Technology/Formula Trial Size (Available)
- (Handy) Travel Size (Available)
- Recyclable container
- (Trial) (Value) (Pack) (Size)
- Twin Pack
- X% (More) Free
- X oz (More) Free
- X oz at the X oz price
- Bottle made of (X%) post consumer recycled plastic

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**TABLE 5 FRAGRANCE CLAIMS**

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

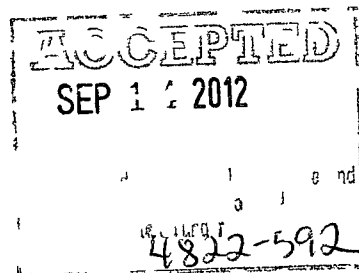
- Airy Sky
- Angel Whispers®
- (Apple)(Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle
- Aqua (Breeze)(Clean)(Cool)(Fizz)(Fresh)(Rain)(Splash)
- Babbling Brook
- (Blue)(Clean)(Cool)(Calm)(Rain)(Sky)(Soft)(Spring)(Tender)(Water) Breeze
- (Blue)(Cool)(Soft) Rain
- Breezy Marine
- Brilliant Budding Blossoms
- Brilliant Citrus Sun
- Calm (Breeze)(Rain)(Stream)(Water(s))
- (Blue)(Fresh)(Pure)(Purely) Calm
- Calm Springs
- Cashmere Woods™
- Citrus (Action)(Authority)(Blossom)(Clean)(Fresh)(Scent)
- (Citrus) (Lemon)(Orange) Action
- (Blue)(Clear) Sky
- (Blue)(Bright)(Calm)(Fresh)(Refreshing)(Shimmering)(Sparkling) Water(s)
- Clear Springs™
- Clean (&) (Champagne)(Citrus)(Cotton)(Breeze)(Fresh)(Linen & Sunny Days)(Shine)
- Cool (Aqua)(Breeze)(Ocean)(Rain)(Willow)
- Cotton & Italian Mandarin
- Country Garden®
- Crisp Waters®
- (Cool)(Crystal)(Fresh)(Sheer)(Sparkling)(Sunrise)(Tranquil) Citrus
- Crystal Rain
- Electrifying (Citrus)(Orange)
- Exhilarating Orange
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Floral
- Foaming Fresh
- Fresh (Air)(Berries) (Breeze) (Bubbling Spring(s))(Citrus)(Clean) (Cotton) (Laundry) (Linen) (Marine) (Mountain Morning) (Ocean) (Rain) (Scent)(Stream)(Waters)
- Fruit (&) (Citrus)
- Glistening (Citrus)(Grapefruit)(Green Apple)(Lemon)(Lime)(Ocean)(Orange) (Pine)(Pool)(Snow)(Stream)
- Green Apple
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Herbal Mist®

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(Note to Agency Text appearing parenthesis is to optional text )

- Intense Citrus (Force)
- (Invigorating) Clean Citrus
- Island Escape®
- Jasmine and White Rose
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) (Grapefruit) (spumante) (twist) (Twinkling)(Splash) (zest) (bubbling)( Florida (Bright (Effervescent) (Lemon) (Lime) (Citrus) (Tangerine) (Mandarin) (Clementine) (Orange) (Blossom) (Fizz) (Tingle) (Twist)
- Lavender
- Lavender (and) (&) Peach Blossom
- Lavender
- Lavender (&)(and) Meadow
- Lemon Limelight
- Lemon Power®
- Lemon (Scent) (Limelight)
- Light (Fresh)
- Lightening Fresh Lime
- Magic Meadow(s)
- Marine Breeze
- Misty Meadow
- Ocean Blue™
- Ocean Blue & Refreshing Surf
- Ocean (Breeze) (Fresh) (Oasis)
- Orange Action™
- Orange (Blossom)(Clean)(Grove)(Peel)(Sunrise)(Fragrance)
- Passionfruit
- Pineapple & Mangosteen
- Power (Lemon Power)(Orange Power)(Citrus Power)
- Powerful Passionfruit
- Pure (Air)(Calm)
- Rainshower
- Refreshing (Aqua)(Oasis)(Ocean)(Water(s))
- Rippling Pool
- Sapphire Champagne
- Sea Breeze
- Seasonal
- Shimmering (Spruce)(Water)
- Soft (Breeze)(Rain)
- Spa Oasis
- Sparkling (Fresh)(Lemon)(Lime)(Ocean)(Orange)(Raindrops)(Spring)
- Sparkling (Fresh)(Sweet)(invigorating) (Citrus) (Twist) (Splash)
- (Calm) (Glistening) (Trickling) Stream
- Spring Breeze
- Sun Garden
- Sunny Days
- Tangerine Fizz
- Tender Breeze



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- Tranquil (Breeze)(Oasis)(Ocean)(Sea)
- (Trickling)(Twinkling) Stream
- Ultra (Citrus)(Lemon)(Lime)(Orange)
- Ultra (Citrus)(Lemon)(Lime)(Orange) Power
- Uplifting Green Apple
- Unscented
- Vinegar
- Woody

**TABLE 6 – MISC MARKETING CLAIMS**

- Ammonia free (!)
- Available in (new) (limited edition) (Spring) (Fall) (Winter) (Seasonal) fragrances!
- Available in (new) (limited edition) (variety of) (appealing) (designs)
- Does not contain bleach
- Bleach free (!)
- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- Contains no abrasives (harsh acids) (or bleach)
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) (no) (phosphates) (bleach)
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- (Contains or Leaves) no (harsh) (harmful) (lingering) chemicals
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces test on a small area before use
- Great (insert fragrance – Table 5) (scent) (!)
- Higher fragrance load!
- If streaking is observed wipe with a clean damp rag or lint free cloth
- Money back guarantee!
- (No) (Non (chlorine)) (bleach)
- No harsh fumes
- No harsh (bleach) (alcohol) (chlorine) smell
- Non abrasive formula
- Patented formula
- Peel Off
- Recommended for use on (sealed hard surfaces) (hard non porous surfaces) When in doubt spot test on an inconspicuous area (of the surface)
- Scratch n Sniff
- Smell (Sniff) Here
- With a bleach free formula
- With a pleasant fragrance
- Won t scratch (fiberglass) (surfaces)
- (Won t) (Will not) harm septic (systems) (tanks)

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**SECTION 6 MISC**



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EPA Reg No 4822 XXX  
EPA Est No

Batch Code

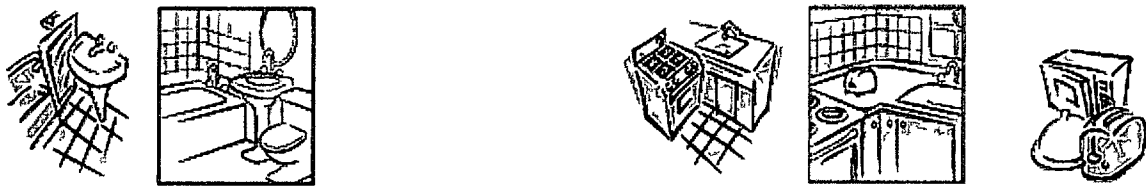
(US) Patent XXXXX  
Patent Pending

Questions? Comments? Call 800 558 5252 or Write Helen Johnson  
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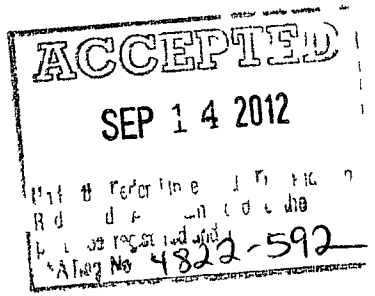
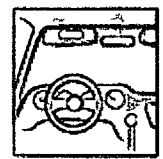
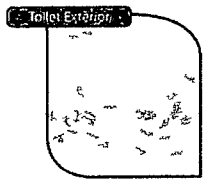
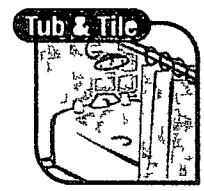
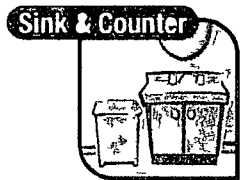
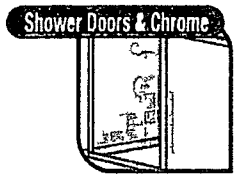
S C Johnson A Family Company

**SECTION 7 GRAPHICS**

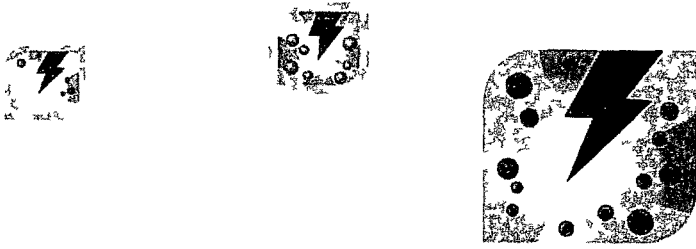
Representative Location Graphics (including kosher)



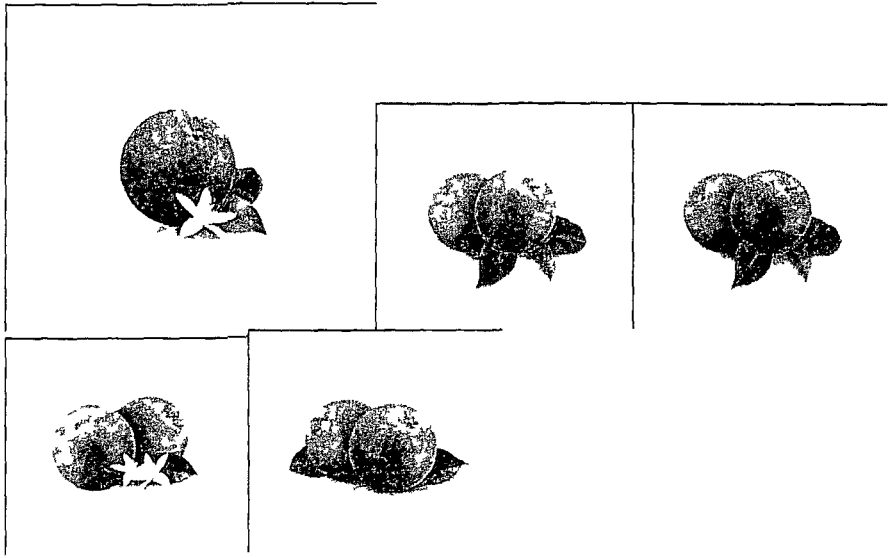
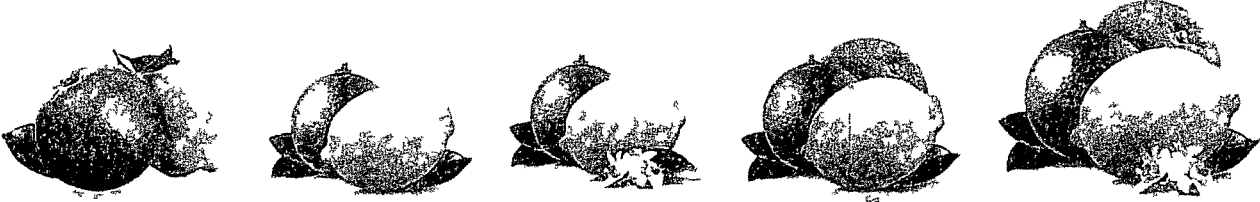
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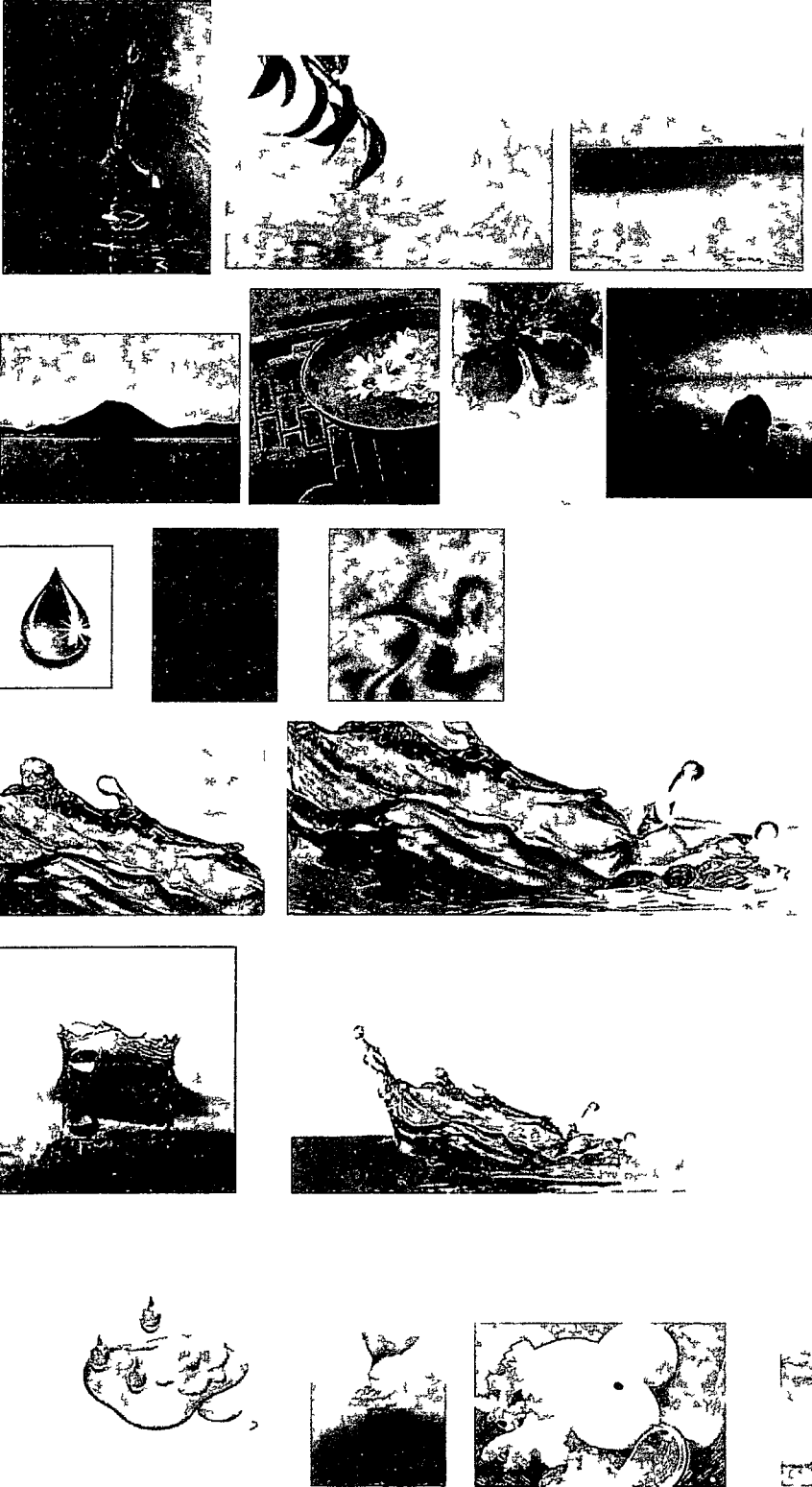


Graphics for Fragrance Descriptions



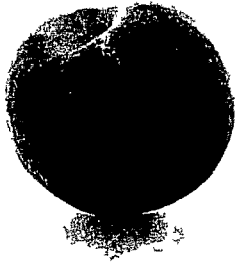
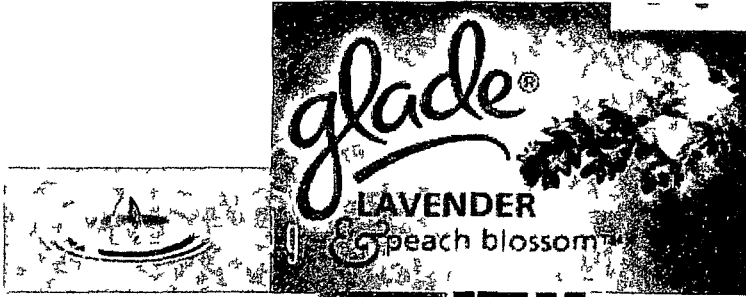
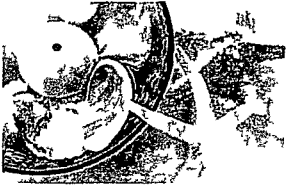
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