



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

October 29, 2018

Steven Delgado  
Registration Specialist  
S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403

Subject: Notification per PRN 98-10 – Minor marketing claims modifications  
Product Name: Valhalla  
EPA Registration Number: 4822-594  
Application Date: October 29, 2018  
Decision Number: 545462

Dear Mr. Delgado:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Tara Flint via email at [flint.tara@epa.gov](mailto:flint.tara@epa.gov) or Eric Miederhoff at [Miederhoff.eric@epa.gov](mailto:Miederhoff.eric@epa.gov).

Sincerely,

A handwritten signature in blue ink that reads "E. Miederhoff".

Eric Miederhoff  
Product Manager 31  
Regulatory Management Branch I  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

# NOTIFICATION

4822-594

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

10/29/2018

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

## Valhalla

(Foam) (Foaming) (Total) (Multi-Purpose) (Multi-Surface) (Multi-Task) (Antibacterial) (Bathroom) (Shower) (Tub) (Countertop) (Household) (Disinfectant) (Disinfecting) (and) (Cleaner) (Aerosol) (Spray)

Alternate Brand Names:

Disinfectant Scrubbing Bubbles XXIII Bathroom Cleaner  
Disinfectant Scrubbing Bubbles XXIII Multi-Purpose  
Scrubbing Bubbles Bathroom Disinfectant Bathroom Grime Fighter *[alternate brand name, 4-30-18]*  
Scrubbing Bubbles Bathroom Disinfectant Mega Shower Foamer *[alternate brand name, 4-30-18]*

### **SECTION 1: FORMULA**

Active Ingredients:

Alkyl dimethyl benzyl ammonium chloride .....	0.096%
Octyl decyl dimethyl ammonium chloride.....	0.072%
Dioctyl dimethyl ammonium chloride.....	0.036%
Didecyl dimethyl ammonium chloride.....	0.036%
Inert (Other) Ingredients:.....	<u>99.760%</u>
Total: .....	100.000%

### **SECTION 2: REFERRAL 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 **(Weight) (Wt)** (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.

(Shake well before (and) (during) ((use) (or) (using))).

(TO OPERATE:)

(TO) (CLEAN) (GENERAL) (HOUSEHOLD) (KITCHEN) (BATHROOM) (FLOOR(S)) (CLEANING) (DIRECTIONS):

(Spray X-Y inches from surface (to be cleaned).) (Hold (product) (farther) (further) from surfaces than (you) normal(ly) (would) to get the full benefit of the (product's) spray pattern.) ((Product) can be sprayed from any angle.) (Wait) (Let stand) (several minutes) (x minutes) (to) Allow foam to penetrate (soil) (dirt) (lime scale) (rust) (stains) (and) (soap scum). (For (heavily soiled areas) (tough jobs), ((repeated use) (reapplication) may be (required) (needed) (necessary).) ((Let stand) (wait) (for) (several minutes) (x minutes) before wiping). (Remove by) (rinse) (rinsing) (clean) (with water) (or) ((wipe) (wiping)) away foam with (a) (wet) (dry) (cloth) (or) (sponge). (Wipe dry after rinsing (,) (if desired.)) (No need to wipe dry.) (On (chrome) (insert surface), rinse with water.)

TO CLEAN:

Spray X-Y inches from surface to be cleaned. Allow foam to penetrate (dirt) (soap scum) (soil). (For heavily soiled areas, let stand (several minutes) (x minutes) before wiping.) Remove by (rinsing with water) (or) (wiping with a wet cloth or sponge). (No need to wipe dry.) (On chrome, rinse with water.)

TO CLEAN:

Hold product farther from surfaces than you normally would to get the full benefit of the product's spray pattern. Spray X-Y inches from surface to be cleaned. Product can be sprayed from any angle. Wait (several minutes) (x minutes) to allow foam to penetrate dirt and soap scum. Rinse clean or wipe away foam with cloth or sponge. Wipe dry after rinsing, if desired. On chrome, rinse with water.

TO CLEAN (WIDE SPRAY):

Hold product farther from surfaces than you normally would to get the full benefit of the product's spray pattern. Spray 12-15 inches from surface to be cleaned. Wait 3 minutes to allow foam to penetrate dirt and soap scum. Rinse clean or wipe away foam with cloth or sponge. Wipe dry after rinsing, if desired. On chrome, rinse with water.

TO DISINFECT(†)(^)(\*) (AND DEODORIZE) (HARD, NON-POROUS SURFACES):

Pre-Clean visibly soiled areas.

Spray 6-8 inches from hard non-porous surface(s) until thoroughly wet.

Let stand for 5 minutes.

((Then) (wipe.) ((Wipe with a wet cloth or sponge) (,) (then) (rinse (thoroughly) with water).)

Rinse food contact surfaces with (clean) (or tap) potable water.

TO INHIBIT AND PREVENT THE GROWTH OF MOLD AND MILDEW:

Remove gross filth or heavy soil prior to applying the product for treatment against mold and mildew.

On hard non-porous surfaces, spray surface until thoroughly wet. Re-apply as needed.

Do not apply this product around electrical equipment due to the possibility of shock hazard.

## **STORAGE & DISPOSAL**

(Residential – Pressurized Container)

(Store in a cool, dry place away from heat or flame (in an area inaccessible to children). Do Not Puncture or Incinerate! Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling, if available. **If partly filled:** Call your local solid waste agency for disposal instructions.

OR

(Store in a cool, dry place away from heat or flame (in an area inaccessible to children). Do Not Puncture or Incinerate! Nonrefillable container. Do not reuse or refill this container. **If empty:** This container may be recycled in aerosol recycling centers. At present, there are only a few such centers in the country. Before offering for recycling, empty the can by using the product according to label (DO NOT PUNCTURE!). If recycling option is not available, wrap the container and discard in trash. **If partly filled:** Call your local solid waste agency for disposal instructions.

[Note to Reviewer: The following Storage & Disposal statements are for non-residential uses only]

### **STORAGE AND DISPOSAL:**

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

**PESTICIDE STORAGE:** Store in a cool, dry place away from heat or flame. Do not puncture or incinerate!

**PESTICIDE DISPOSAL:** Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

**CONTAINER DISPOSAL:** Nonrefillable container. Do not reuse or refill this container. This container may be recycled in aerosol recycling centers. At present there are only a few such centers in the country. Before offering for recycling, empty the can by using the product according to the label (DO NOT PUNCTURE!). If recycling is not available, wrap the container and discard in trash. If partly filled, call your local solid waste agency for disposal instructions.

## **SECTION 4: PRECAUTIONARY STATEMENTS**

### **PRECAUTIONARY STATEMENTS:**

Hazards to Humans and Domestic Animals (.)

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

### **PHYSICAL OR CHEMICAL HAZARDS**

**CONTENTS UNDER PRESSURE.** Do not use or store near heat or open flame. Exposure to temperature above 130° F (54° C) may cause bursting. Do not puncture or incinerate container.

[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>
If on skin	<ul style="list-style-type: none"> <li>• Take off contaminated clothing.</li> <li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li> </ul>
<p><b>IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE.</b></p> <p>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> 0157:H7 (E. coli) (ATCC 35150) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615) <i>Listeria monocytogenes</i> (ATCC 19117) Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA) (ATCC 33592)	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%
Mold & Mildew	<i>Aspergillus niger</i> ( ATCC 6275)	NA	5%

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

\*(Bacteria)(5 minute contact time for disinfection)(:): *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (E. coli) (ATCC 35150), *Streptococcus pyogenes* (Strep) (ATCC 19615), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592)

^(Viruses)(5 minute contact time for disinfection)(:) 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)

‡(Germs)(5 minute contact time for disinfection)(:) *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (E. coli) (ATCC 35150), *Streptococcus pyogenes* (Strep) (ATCC 19615), *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**

<ul style="list-style-type: none"> <li>• 2 in 1 (One-Step) (Multi-Purpose) (insert locations – Table 3) (Antibacterial) (Disinfectant*) (&amp; (and) (Cleaner) *when use-directions are followed</li> </ul>
<ul style="list-style-type: none"> <li>• (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)</li> </ul>
<ul style="list-style-type: none"> <li>• A (convenient) way to clean up frequent messes</li> </ul>
<ul style="list-style-type: none"> <li>• A(n) (easy) way to (kill) (eliminate) (destroy) 99.9% of bacteria* in your (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• An (easy) way to (disinfect) (and) (clean)</li> </ul>
<ul style="list-style-type: none"> <li>• Antibacterial</li> </ul>
<ul style="list-style-type: none"> <li>• (Antibacterial) (disinfecting) (foam) (foaming) (action!)</li> </ul>
<ul style="list-style-type: none"> <li>• Multi-Purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (disinfectant)</li> </ul>
<ul style="list-style-type: none"> <li>• An effective disinfectant for use in the (insert locations – Table 3).</li> </ul>
<ul style="list-style-type: none"> <li>• Antibacterial (insert locations – Table 3) cleaner</li> </ul>
<ul style="list-style-type: none"> <li>• Antibacterial Action</li> </ul>
<ul style="list-style-type: none"> <li>• Antibacterial Formula (cleans and disinfects)</li> </ul>
<ul style="list-style-type: none"> <li>• (Brand name) Wipes out tough grime and (household) germs‡!</li> </ul>
<ul style="list-style-type: none"> <li>• (Insert locations – Table 3) cleaner and disinfectant</li> </ul>
<ul style="list-style-type: none"> <li>• (Clean) (Disinfect)(Sanitary) hard, non-porous surfaces (wherever), (whenever) you (go) (travel) (need)</li> </ul>
<ul style="list-style-type: none"> <li>• (Cleaning) (and) (Disinfecting) (formula)</li> </ul>
<ul style="list-style-type: none"> <li>• Cleaning and disinfecting</li> </ul>
<ul style="list-style-type: none"> <li>• Clean(s) (up) (small) spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)</li> </ul>
<ul style="list-style-type: none"> <li>• (Cleans,) (shines,) (disinfects,) (&amp; (and) (deodorizes)</li> </ul>



<ul style="list-style-type: none"> <li>• Cleans and disinfectant (without harsh fumes)</li> </ul>
<ul style="list-style-type: none"> <li>• Cleans (and kills) (household) (bacteria) (and disinfects) (to a sparkling shine) (to a streak-free shine) (to a streak-free This Brand shine) (hard, non-porous surfaces all around your home) (without leaving a residue) (without leaving a visible residue) (on household hard, non-porous surfaces).</li> </ul>
<ul style="list-style-type: none"> <li>• (Is good for) (cleans) (one product for) (cleaning) a variety of surfaces in the bathroom (,)(:) (including) (such as) (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• Combines streak free cleaning with (disinfecting) (antibacterial*) action</li> </ul>
<ul style="list-style-type: none"> <li>• (Convenient) (way) (to) (clean) (clean-up) (and disinfect)</li> </ul>
<ul style="list-style-type: none"> <li>• (Deodorizes) (deodorizer)</li> </ul>
<ul style="list-style-type: none"> <li>• (Deodorizes) (Cleans) by disinfecting</li> </ul>
<ul style="list-style-type: none"> <li>• (Deodorize(s) (areas where obnoxious odors may develop) (hard-to-clean areas) (where germs<sup>‡</sup> are a concern) (of (in) your home)</li> </ul>
<ul style="list-style-type: none"> <li>• Designed to keep a (deodorized)(cleaner)(fresher) home</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects</li> </ul>
<ul style="list-style-type: none"> <li>• 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*) (viruses<sup>^</sup>) that (live) (hide) (hide out) (reside) (lurk) (lie in wait) (there)</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects the (busiest) (most)(touched)(used) surfaces in your (bathroom) (kitchen) (home) (house)</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects hard, non-porous surfaces in the (hardest to reach) (dirtiest) places in your (bathroom) (kitchen) (home) (house)</li> </ul>
<ul style="list-style-type: none"> <li>• 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</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects hard, non-porous surfaces where (common) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria*) (viruses<sup>^</sup>) (live) (hide) (hide out) (reside) (lurk) (lie in wait)</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects and leaves your (bathroom) (kitchen) smelling fresh (!)</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects (and) (deodorizes) (cleans) (!)</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects (and) (-) kills 99.9% of (germs<sup>‡</sup>) (and) (viruses<sup>^</sup>) (and) (bacteria*)</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects (as it cleans) (as you clean)</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects bacteria* (and) (deodorizes) (!)</li> </ul>
<ul style="list-style-type: none"> <li>• (New) Disinfectant formula</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects on (hard non-porous surfaces) (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfectant on (hard non-porous surfaces) (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfectant (that) (kills) (insert disinfectant organisms from Section 5)</li> </ul>
<ul style="list-style-type: none"> <li>• Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) (and) (disinfects) (while) (disinfecting)</li> </ul>
<ul style="list-style-type: none"> <li>• (Easy) (and) (Convenient) (way) (to clean) (and disinfect)</li> </ul>
<ul style="list-style-type: none"> <li>• (Effective on) (Cleans) (kills 99.9% of germs<sup>‡</sup>) (shines) (disinfects) (and) (deodorizes) (bathroom surfaces) (kitchen surfaces) (locations) (in) (rooms) (areas of your home) (on) (such as): (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• For general (cleaning) of hard, non-porous surfaces</li> </ul>
<ul style="list-style-type: none"> <li>• For the dirt you can see (and the (household) bacteria* you can't)</li> </ul>
<ul style="list-style-type: none"> <li>• Formula cleans (and) (disinfects)</li> </ul>
<ul style="list-style-type: none"> <li>• Formula disinfects hard, non-porous surfaces as it cleans and shines</li> </ul>
<ul style="list-style-type: none"> <li>• From the brand(s) you trust to clean (,) (with a disinfectant)</li> </ul>
<ul style="list-style-type: none"> <li>• Fresh Scent of (insert fragrance – Table 5)</li> </ul>

<ul style="list-style-type: none"> <li>• (Freshens:) (fragrance) (deodorizes) (disinfects) (where germs<sup>‡</sup> are a concern) (and) leaves your (bathroom) (kitchen) (house) smelling fresh!</li> </ul>
<ul style="list-style-type: none"> <li>• (Gently) (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (insert locations – Table 3) bacteria*</li> </ul>
<ul style="list-style-type: none"> <li>• Great for (cleaning) (and) (disinfecting) (!)</li> </ul>
<ul style="list-style-type: none"> <li>• Helps fight bacteria*.</li> </ul>
<ul style="list-style-type: none"> <li>• (Helps) (Eliminate(s)) odors</li> </ul>
<ul style="list-style-type: none"> <li>• Helps reduce the spread of (common) (household) viruses<sup>^</sup> on treated hard, non-porous surfaces</li> </ul>
<ul style="list-style-type: none"> <li>• Helps reduce cross-contamination on treated hard, non-porous surfaces.</li> </ul>
<ul style="list-style-type: none"> <li>• (Household) (bacteria*-killing) formula.</li> </ul>
<ul style="list-style-type: none"> <li>• (Improved) (scent) (deodorizes) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)</li> </ul>
<ul style="list-style-type: none"> <li>• (Improved) (scent) (fragrance name) (deodorizes) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)</li> </ul>
<ul style="list-style-type: none"> <li>• Kills (insert organism – Section 5)</li> </ul>
<ul style="list-style-type: none"> <li>• Kills 99.9% of bacteria* (on) (insert locations - Table 3) (as it cleans) (!)</li> </ul>
<ul style="list-style-type: none"> <li>• Kills (99.9% of) (household) (bacteria<sup>†</sup>)</li> </ul>
<ul style="list-style-type: none"> <li>• Kills 99.9% of Germs<sup>‡</sup> (on) (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• Kills 99.9% of (cold)(and)(flu) viruses<sup>^</sup></li> </ul>
<ul style="list-style-type: none"> <li>• Kills 99.9% of (common) (viruses<sup>^</sup>) (and) (bacteria<sup>†</sup>) (like) (insert organisms- Section 5)</li> </ul>
<ul style="list-style-type: none"> <li>• Kills 99.9% of (household) (bacteria*) (viruses<sup>^</sup>)</li> </ul>
<ul style="list-style-type: none"> <li>• Kills 99.9% of viruses<sup>^</sup> (and bacteria*) (on) (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• Kills bacteria* (found) on hard, non-porous (insert locations – Table 3) surfaces.</li> </ul>
<ul style="list-style-type: none"> <li>• (Kills) (bacteria*) (disinfectant effective against) (This Product kills) (many types of) (household) bacteria (and viruses), including (insert organisms – Section 5)</li> </ul>
<ul style="list-style-type: none"> <li>• Kills (common) (household) (bacteria*) (and) (viruses<sup>^</sup>) (without heavy fumes) (!)</li> </ul>
<ul style="list-style-type: none"> <li>• (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)</li> </ul>
<ul style="list-style-type: none"> <li>• (Kills) (Eliminates) (Destroys) bacteria* from (insert location – Table 3) surfaces.</li> </ul>
<ul style="list-style-type: none"> <li>• Kills (harmful) germs<sup>‡</sup> (on) (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• Kills (household) bacteria*</li> </ul>
<ul style="list-style-type: none"> <li>• Kills (household) (bacteria*) (viruses<sup>^</sup>) (odor-causing bacteria) on hard, non-porous surfaces.</li> </ul>
<ul style="list-style-type: none"> <li>• Kills (odor-causing) bacteria (that cause odors).</li> </ul>
<ul style="list-style-type: none"> <li>• Kills the viruses that cause (the common) cold(s) and flu.</li> </ul>
<ul style="list-style-type: none"> <li>• Kitchen cleaner and disinfectant</li> </ul>
<ul style="list-style-type: none"> <li>• Leaves hard, non-porous surfaces (disinfected) (and sparkling clean) (!)</li> </ul>
<ul style="list-style-type: none"> <li>• Leaves hard, non-porous surfaces disinfected.</li> </ul>
<ul style="list-style-type: none"> <li>• Leaves (your) (kitchen) (home) (bathroom) (surfaces) (shiny) (clean) (and) (disinfected) (sanitary) (smelling clean).</li> </ul>
<ul style="list-style-type: none"> <li>• Leaves (insert location – Table 3) surfaces disinfected.</li> </ul>
<ul style="list-style-type: none"> <li>• Make (cleaning) (and) (killing) (disinfecting) (removing) (germs<sup>‡</sup>) (virus<sup>^</sup>) (bacteria*) (convenient) (easy) (with) (This product)</li> </ul>



<ul style="list-style-type: none"> <li>• Makes cleaning (disinfecting) easy</li> </ul>
<ul style="list-style-type: none"> <li>• Makes disinfecting easy</li> </ul>
<ul style="list-style-type: none"> <li>• Multi-purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray)</li> </ul>
<ul style="list-style-type: none"> <li>• (Multi-purpose) (cleaner) (cleaning) (disinfectant) (disinfecting) (insert Locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• New way to (clean) (and) (disinfect) (everyday) (–) (a) (cleaner) (disinfectant)</li> </ul>
<ul style="list-style-type: none"> <li>• (Now) (also) disinfects!</li> </ul>
<ul style="list-style-type: none"> <li>• Now disinfects</li> </ul>
<ul style="list-style-type: none"> <li>• Now kills (household) bacteria*!</li> </ul>
<ul style="list-style-type: none"> <li>• (Now) (disinfect) as you go!</li> </ul>
<ul style="list-style-type: none"> <li>• One-step cleaner (and disinfectant*) (*when use-directions are followed)</li> </ul>
<ul style="list-style-type: none"> <li>• (Product name) (Helps reduce the spread of) (insert organisms - Section 5) on treated, hard, non-porous surfaces</li> </ul>
<ul style="list-style-type: none"> <li>• Removes (stains)(/)(build-up) from (insert Table 3 – locations)</li> </ul>
<ul style="list-style-type: none"> <li>• Removes (grime) (soap scum) (while) (disinfecting)</li> </ul>
<ul style="list-style-type: none"> <li>• (Disinfectant*) (Antibacterial<sup>†</sup>) (One Step) ((2 in 1) (Bathroom) (Kitchen) (Multi-Purpose) (&amp;) (and) (cleaner) (*when use-directions are followed)</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects and deodorizes</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects as it cleans</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects hard, non-porous (bathroom) (kitchen) (insert location – Table 3) surfaces</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects (household) (bathroom) (surfaces) (insert location – Table 3) in 30 seconds</li> </ul>
<ul style="list-style-type: none"> <li>• Disinfects (kills) (common) (household) bacteria*</li> </ul>
<ul style="list-style-type: none"> <li>• Shines (and) (plus) kills (household) bacteria*</li> </ul>
<ul style="list-style-type: none"> <li>• Stops (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria*) (viruses<sup>^</sup>) in (their) (it's) (tracks)</li> </ul>
<ul style="list-style-type: none"> <li>• (Stops) (Kills) (Eliminates) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria*) (viruses<sup>^</sup>) 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)</li> </ul>
<ul style="list-style-type: none"> <li>• The convenient way to (clean) (and disinfect) (and deodorize) (your) (insert locations – Table 3) (!)</li> </ul>
<ul style="list-style-type: none"> <li>• The (easy) (effective) way to (clean) (and) (disinfect)</li> </ul>
<ul style="list-style-type: none"> <li>• (This Brand) (This Product) (Kitchen) (Bathroom) (Cleaner) is the (convenient) way to (clean) (and) (disinfect) (bathroom) (household hard, non-porous) (non-food contact kitchen) surfaces</li> </ul>
<ul style="list-style-type: none"> <li>• (This Brand) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and disinfect</li> </ul>
<ul style="list-style-type: none"> <li>• (This Brand) (This Product) (Bathroom) (Kitchen) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)</li> </ul>
<ul style="list-style-type: none"> <li>• (This Brand) (This Product) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (disinfects) (deodorizes) (Shines) (!)</li> </ul>
<ul style="list-style-type: none"> <li>• (This Brand) is a (disinfectant) (versatile cleaner) that kills (99.9% of) (household) bacteria*, (removes grease) (,) (and) (cleans) (household hard, non-porous) (surfaces) (even) (including) (glass,) (to a) (sparkling) (beautiful), streak-free (This Brand) shine.</li> </ul>
<ul style="list-style-type: none"> <li>• (This Product) (Thoroughly) Cleans, shines and (disinfects) (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• (This Product) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant*) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Virucide<sup>^</sup>) (Virucidal<sup>^</sup>) (Bathroom) (Kitchen) (Cleaner) (*when use-directions are followed)</li> </ul>
<ul style="list-style-type: none"> <li>• (Thoroughly) Cleans, shines and (disinfects)</li> </ul>

• 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) (disinfected) (kitchen) (bathroom) (home) (environment) (house)
• (Use this product to) ( <i>This Product</i> ) (can) (clean,) (shine,) (and) (disinfect) hard, non-porous surfaces
• Use ( <i>This Brand</i> ) throughout your entire home (to kill) (household) bacteria like (insert organisms – Section 5) (on household hard, non-porous surfaces...including (insert surface – Table 3)).
• Wipes out tough grime and (household) germs <sup>‡</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 (quick,) (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) (clean) (and shine)
• Bathroom surfaces
• [Brand Name] Foaming (spray) (action) that does the work for you
• Can be used on a wide variety of hard, non-porous (household) surfaces
• Can be used on all types of bathroom surfaces: [insert LOCATIONS – TABLE 3]
• Clean as you go
• Clean you desire (expect)
• Can be used on a wide variety of surfaces
• The cleaning power of Scrubbing Bubbles with the invigorating scent of fresh oranges!
• Cleans (insert LOCATIONS – TABLE 3) (surfaces)
• (Cleans) (and) (removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints) (hard water stains) (dirt) (grime) (limescale)

<ul style="list-style-type: none"> <li>• Cleans (tough) grease and grime</li> </ul>
<ul style="list-style-type: none"> <li>• Cleans (grime) (&amp;) (soap scum) easily!</li> </ul>
<ul style="list-style-type: none"> <li>• Cleans and shines (without scratching)</li> </ul>
<ul style="list-style-type: none"> <li>• Cleans everyday (grease) (or) (grime) (messes)</li> </ul>
<ul style="list-style-type: none"> <li>• Cleans everyday kitchen messes (like dirt, grease and food stains)</li> </ul>
<ul style="list-style-type: none"> <li>• Cleans hard-to-reach spots</li> </ul>
<ul style="list-style-type: none"> <li>• Cleans (and) (shines) without scratching</li> </ul>
<ul style="list-style-type: none"> <li>• Cleans without scrubbing</li> </ul>
<ul style="list-style-type: none"> <li>• (Clean up) without missing a beat (!)</li> </ul>
<ul style="list-style-type: none"> <li>• Complete clean (!)</li> </ul>
<ul style="list-style-type: none"> <li>• Complete(s) your (everyday) cleaning (regimen)</li> </ul>
<ul style="list-style-type: none"> <li>• Convenient way to clean</li> </ul>
<ul style="list-style-type: none"> <li>• Cuts through bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks) (hard water stains).</li> </ul>
<ul style="list-style-type: none"> <li>• Cuts (grease) (tough grime) (cleans glass) (&amp;) (more) (!)</li> </ul>
<ul style="list-style-type: none"> <li>• Cuts tough (kitchen) grease (and grime)</li> </ul>
<ul style="list-style-type: none"> <li>• Cuts through (soap scum) (hard water) (stains) (limescale) (dirt) (grime)</li> </ul>
<ul style="list-style-type: none"> <li>• (Deep,) (penetrating) foam (thoroughly) cleans</li> </ul>
<ul style="list-style-type: none"> <li>• Deodorizes and leaves your (insert location – Table 3) smelling fresh (!)</li> </ul>
<ul style="list-style-type: none"> <li>• Does not leave a (cloudy) residue</li> </ul>
<ul style="list-style-type: none"> <li>• Don't let messes (slow) you down in the (insert location – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• (Don't) (No) (slow) (slowing) down for messes</li> </ul>
<ul style="list-style-type: none"> <li>• (Easy) (Quick) (&amp;) (Convenient) (to use) (in) (insert location - Table 3) (&amp;) (throughout the house)</li> </ul>
<ul style="list-style-type: none"> <li>• Easy (enough) to (use) (everyday) (everywhere)</li> </ul>
<ul style="list-style-type: none"> <li>• (Easy) (Quick) (and) (Convenient) (to use) (in) (the) (bathroom) (and) (Kitchen) (throughout the house)</li> </ul>
<ul style="list-style-type: none"> <li>• Easy way to disinfect</li> </ul>
<ul style="list-style-type: none"> <li>• (Easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)</li> </ul>
<ul style="list-style-type: none"> <li>• Effectively cleans (glass) (and other surfaces) (glass and other (household hard, non-porous) 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).</li> </ul>
<ul style="list-style-type: none"> <li>• Effectively cleans (glass and other surfaces) (glass and other (household hard, non-porous) surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors).</li> </ul>
<ul style="list-style-type: none"> <li>• Effectively cleans a wide range of surfaces</li> </ul>
<ul style="list-style-type: none"> <li>• 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)</li> </ul>
<ul style="list-style-type: none"> <li>• (Effectively) removes (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains) (from) (multiple) (insert LOCATIONS – TABLE 3) (surfaces)</li> </ul>
<ul style="list-style-type: none"> <li>• Effective at removing (tough) (stains) (soils) (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)</li> </ul>
<ul style="list-style-type: none"> <li>• Eliminates food odors left behind on surfaces</li> </ul>

<ul style="list-style-type: none"> <li>• Eliminates odors (as it cleans) (as you clean)</li> </ul>
<ul style="list-style-type: none"> <li>• Fast acting foam (penetrates hard to reach places for easy cleaning)</li> </ul>
<ul style="list-style-type: none"> <li>• Fast (and) (easy) cleaning solution (–) (one product for a variety of surfaces)</li> </ul>
<ul style="list-style-type: none"> <li>• Fast, (and) (easy) cleaning solution (— one product for a variety of (bathroom) (kitchen) (non-food contact) surfaces)</li> </ul>
<ul style="list-style-type: none"> <li>• Foam (penetrates) (reaches) (hard to reach places) (in nooks and crannies) for easy cleaning</li> </ul>
<ul style="list-style-type: none"> <li>• Foaming (action) (cleaner) (formula) (does the) (work) (for you)</li> </ul>
<ul style="list-style-type: none"> <li>• Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)</li> </ul>
<ul style="list-style-type: none"> <li>• For a variety of (Bathroom) (Kitchen) surfaces</li> </ul>
<ul style="list-style-type: none"> <li>• For (daily) (everyday) (light-duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use)</li> </ul>
<ul style="list-style-type: none"> <li>• For everyday cleaning</li> </ul>
<ul style="list-style-type: none"> <li>• (Formulated) (for) (tougher) (tough) cleaning</li> </ul>
<ul style="list-style-type: none"> <li>• For the entire (house) (bathroom)</li> </ul>
<ul style="list-style-type: none"> <li>• For (tough) (tougher) cleaning (!)</li> </ul>
<ul style="list-style-type: none"> <li>• For use on (household hard, non-porous) (insert location – Table 3) (surfaces)</li> </ul>
<ul style="list-style-type: none"> <li>• For the entire business</li> </ul>
<ul style="list-style-type: none"> <li>• For use on business surfaces</li> </ul>
<ul style="list-style-type: none"> <li>• Fits in with your ((kitchen) (bathroom))(Office)(Family Room)(Den) (Car) (décor)</li> </ul>
<ul style="list-style-type: none"> <li>• For (daily) (everyday) (light-duty) (heavy duty) (touchup) (kitchen) (bathroom) (Office)(Family Room)(Den)(Car) (cleaning) (everyday) (use)</li> </ul>
<ul style="list-style-type: none"> <li>• For (daily) (everyday) (light-duty) (touchup) (bathroom) (kitchen) cleaning</li> </ul>
<ul style="list-style-type: none"> <li>• For everyday use (!)</li> </ul>
<ul style="list-style-type: none"> <li>• (For) (a) limited time only!</li> </ul>
<ul style="list-style-type: none"> <li>• For the dirt you can see and the (household) germs<sup>‡</sup> you can't</li> </ul>
<ul style="list-style-type: none"> <li>• (Freshens) (fragrance) (deodorizes) (and) (leaves your bathroom smelling fresh!)</li> </ul>
<ul style="list-style-type: none"> <li>• (Freshens) (fragrance) (deodorizes) (and) leaves your (insert location – Table 3) smelling fresh!</li> </ul>
<ul style="list-style-type: none"> <li>• (Freshens) (fragrance) (deodorizes) (and) leaves your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (house) smelling fresh!</li> </ul>
<ul style="list-style-type: none"> <li>• (Freshens) (fragrance) deodorizes and leaves your (bathroom) (kitchen) (house) smelling fresh!</li> </ul>
<ul style="list-style-type: none"> <li>• From the makers of (<i>This Brand</i>)</li> </ul>
<ul style="list-style-type: none"> <li>• (Lightly) cleans.</li> </ul>
<ul style="list-style-type: none"> <li>• Gentle scent</li> </ul>
<ul style="list-style-type: none"> <li>• (Foam) Goes to work on contact (penetrating) (and) (dissolving) (grime)</li> </ul>
<ul style="list-style-type: none"> <li>• Great for (all around) (the) (house) (home) (kitchen) (bathroom).</li> </ul>
<ul style="list-style-type: none"> <li>• Great on surfaces such as: (Insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• (Great) (Works) (Effective) on multiple surfaces!</li> </ul>
<ul style="list-style-type: none"> <li>• Great on glass!</li> </ul>
<ul style="list-style-type: none"> <li>• Great for (Spring) (Fall) (Everyday) Cleaning</li> </ul>
<ul style="list-style-type: none"> <li>• Guaranteed to clean or your money back (see back panel)</li> </ul>
<ul style="list-style-type: none"> <li>• (Handy) (Convenient) (Travel) (take along) (carry on) size</li> </ul>
<ul style="list-style-type: none"> <li>• (Has a or Leaves a) (clean) (light) (airy) (mild) (fresh) (fragrance or scent).</li> </ul>
<ul style="list-style-type: none"> <li>• Has a pleasant scent without harsh smells.</li> </ul>

• (Heavy duty) (All Purpose) (cleaner)
• (Helps) Maintain a clean(er) home
• Helps reduce cross-contamination of treated hard, non-porous surfaces
• (Helps) (prevent) (daily) (buildup) of soap scum
• Ideal for (use on) [insert LOCATIONS – TABLE 3]
• Improved scent deodorizes and leaves your (bathroom) (kitchen) (home) smelling fresh (!)
• Improved for (tough) (tougher) cleaning!
• Improved (design) (fragrances) (pump) (value) (dispensing)!
• (Just) (only) pennies per (dispense) (pump)!
• (Keep(s)) (Keeping) your home (clean) (and) (tidy).
• (Kitchen) (cleaning) (cleaner) (for) (inert locations – Table 3)
• (Leaves) No (smeary) (filmy) (visible) (greasy) (gritty) (oily) residue
• Leaves (bathrooms) (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) (pleasant) (fresh) (clean) (scent) (fragrance).
• (Leaves a) (brilliant) Streak-free (shine) (!)
• (Leaves) (virtually) No (smeary) (filmy) residue.
• (Leaves) No (visible) (harmful chemical) residue.
• Leaves your (whole) (room) (home) (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (and) (smelling) (clean) (and) (fresh!)
• (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
• Limited Edition (fragrance)
• Makes your job easier.
• Makes (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (clean-ups) (touch-up(s)) quick and easy
• Makes cleaning (up) (messes) (easy) (and) (convenient)
• Makes (touching-up) (messes) (convenient)
• Makes your current quick 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 <i>or</i> Multi-Task.
• (Multi-Surface) (Multi-Task) (Multi-Shine) (Multi-Purpose) (household) (cleaner).
• (Multi-Purpose) 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 (chemical) (smell) (formula) (fumes) (odor)
• No (visible) (oily) (harsh) (dull) (smeary) residue (or buildup)!
• No more digging through the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
• No-scratch formula

<ul style="list-style-type: none"> <li>• Non-(abrasive) (corrosive) formula</li> </ul>
<ul style="list-style-type: none"> <li>• (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) better (than) (tough cleaning) (This Product)</li> </ul>
<ul style="list-style-type: none"> <li>• (Now) The cleaning power of (<i>This Brand</i>) (comes) with the invigorating scent of (insert fragrance – Table 5)!</li> </ul>
<ul style="list-style-type: none"> <li>• Now With XX% More Cleaners!</li> </ul>
<ul style="list-style-type: none"> <li>• (Now) (with) (tough) (tougher) (cleaning)</li> </ul>
<ul style="list-style-type: none"> <li>• One wipe and (you are) (you're) done(!)</li> </ul>
<ul style="list-style-type: none"> <li>• (One) (quick) (convenient) solution for clean (and) (surfaces) (and) (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>• Our widest spray (:)</li> </ul>
<ul style="list-style-type: none"> <li>• Our widest spray, our fastest clean</li> </ul>
<ul style="list-style-type: none"> <li>• Passes the finger swipe test! (No oily) (or greasy) (or dull) (or smeary) residue (!)</li> </ul>
<ul style="list-style-type: none"> <li>• (Penetrating) foam (easily) removes (tough) (stains) (such as) (soap scum) (hard water stains) (toothpaste) (dirt) (makeup) (lipstick) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (fingerprints) (and) (grime)!</li> </ul>
<ul style="list-style-type: none"> <li>• Penetrating foam works on contact</li> </ul>
<ul style="list-style-type: none"> <li>• (Picks up) (cleans up) bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)</li> </ul>
<ul style="list-style-type: none"> <li>• (Pleasant) (Fresh) (Clean) Scent!</li> </ul>
<ul style="list-style-type: none"> <li>• Pleasant fragrance (smell)</li> </ul>
<ul style="list-style-type: none"> <li>• Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)</li> </ul>
<ul style="list-style-type: none"> <li>• Prevent(s) (small) messes from becoming (big) chores</li> </ul>
<ul style="list-style-type: none"> <li>• Perfect ingredient for your (home) (kitchen) (bath)</li> </ul>
<ul style="list-style-type: none"> <li>• (Product(s)) (ingredients) that perform</li> </ul>
<ul style="list-style-type: none"> <li>• Power(s) (through) (thru) tough (soap scum) (and) (grime) (!) (.)</li> </ul>
<ul style="list-style-type: none"> <li>• Powerful clean</li> </ul>
<ul style="list-style-type: none"> <li>• (Powerful clean) without (no) (harsh) (cleaning) (solvent) smell(s)</li> </ul>
<ul style="list-style-type: none"> <li>• (Powerful clean) without (no) harsh smells* [Harsh smells from cleaning solvents]</li> </ul>
<ul style="list-style-type: none"> <li>• Powerful (cleaner) (aerosol) (spray)</li> </ul>
<ul style="list-style-type: none"> <li>• (Quick) touch up (cleaning) with (great) (special) (seasonal) (fragrance) (insert fragrance – Table 5)</li> </ul>
<ul style="list-style-type: none"> <li>• Quick (and) (easy) (bathroom) (kitchen) clean-ups</li> </ul>
<ul style="list-style-type: none"> <li>• Quickly touch up your home with (new) (great) (Spring) (Winter) (Seasonal) fragrances!</li> </ul>
<ul style="list-style-type: none"> <li>• (Quickly) (Effortlessly) removes grime</li> </ul>
<ul style="list-style-type: none"> <li>• (Ready) (at) (hand)</li> </ul>
<ul style="list-style-type: none"> <li>• Reduce(s) the frequency of deep clean(s)(ing) (occasions)</li> </ul>
<ul style="list-style-type: none"> <li>• Removes (food) stains</li> </ul>
<ul style="list-style-type: none"> <li>• Removes odors</li> </ul>
<ul style="list-style-type: none"> <li>• Removes the surface dirt and restores the shine of the bathroom.</li> </ul>
<ul style="list-style-type: none"> <li>• Removes (gets rid of) (XXX%) of (tough) soap scum</li> </ul>
<ul style="list-style-type: none"> <li>• XXX% soap scum removal</li> </ul>



<ul style="list-style-type: none"> <li>Removes (soap scum) (and hard water spots) (or) (hard water deposits) (in the bathroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)</li> </ul>
<ul style="list-style-type: none"> <li>S.C. Johnson has a cleaning solution for every room in your home</li> </ul>
<ul style="list-style-type: none"> <li>Saves (you) (time) (and) (effort)</li> </ul>
<ul style="list-style-type: none"> <li>Simple (and) (easy) to use!</li> </ul>
<ul style="list-style-type: none"> <li>(Simple) (Easy) Streak-free shine (on) (all) (around) (hard, non-porous surfaces) (insert Locations – Table 3) (everyday)</li> </ul>
<ul style="list-style-type: none"> <li>(Simple) (Easy) (Streak-free shine) on (all) hard, non-porous non-food contact kitchen surfaces</li> </ul>
<ul style="list-style-type: none"> <li>Simply dab, wipe and (flush) (throw) away.</li> </ul>
<ul style="list-style-type: none"> <li>Simply touch (dab) and (&amp;) go!</li> </ul>
<ul style="list-style-type: none"> <li>Specially formulated for a variety of surfaces</li> </ul>
<ul style="list-style-type: none"> <li>Specially formulated for use in the (bathroom) (and) (kitchen)</li> </ul>
<ul style="list-style-type: none"> <li>Stay on top of your (little) (smaller) (messes) (cleaning)</li> </ul>
<ul style="list-style-type: none"> <li>Stays where you spray (!)</li> </ul>
<ul style="list-style-type: none"> <li>Streak-Free (Shine) (Clean) (!)</li> </ul>
<ul style="list-style-type: none"> <li>Streamline(s) your cleaning process</li> </ul>
<ul style="list-style-type: none"> <li>Such tough cleaning (that) (yet) it doesn't leave (a) (an) (oily) – (or) – (greasy) – (or) – (smearly) residue!</li> </ul>
<ul style="list-style-type: none"> <li>Such tough cleaning that it leaves no (smearly) residue behind!</li> </ul>
<ul style="list-style-type: none"> <li>Tackle your (toughest) (bathroom) (kitchen) cleaning needs(!)</li> </ul>
<ul style="list-style-type: none"> <li>The convenient way to keep your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) looking “just cleaned” (!)</li> </ul>
<ul style="list-style-type: none"> <li>The (fastest) (easiest) (most convenient) way to (clean-up) (everyday) (little) (messes)</li> </ul>
<ul style="list-style-type: none"> <li>The (fastest) (easiest) way to clean your (house) (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen) (insert locations – Table 3)</li> </ul>
<ul style="list-style-type: none"> <li>The (new) (modern) way to clean (!)</li> </ul>
<ul style="list-style-type: none"> <li>The right cleaner (at the right time) (right) (when) (where) you need it (every time) (always)</li> </ul>
<ul style="list-style-type: none"> <li>(This Brand) (insert locations- Table 3) (Multi-Purpose) (Cleaner)</li> </ul>
<ul style="list-style-type: none"> <li>(<i>This Product</i>) effectively removes everyday soils on (countertops) (stovetops) (sinks) (refrigerators) (microwave ovens) (appliances) (basins) (showers) (tubs) (stainless steel) (chrome fixtures) (glazed ceramic tile) (Formica®) (glazed porcelain) (fiberglass) (glass) (and) (mirrors). All it leaves behind is a (beautiful) (,) (sparkling) (streak-free) (<i>This Brand</i>) shine.</li> </ul>
<ul style="list-style-type: none"> <li>(Total) (kitchen) (and) (bathroom) solution(s)</li> </ul>
<ul style="list-style-type: none"> <li>(Tough enough for) the (high traffic) (“high touch” (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home</li> </ul>
<ul style="list-style-type: none"> <li>Tough cleaning (formula) (with a fresh scent)!</li> </ul>
<ul style="list-style-type: none"> <li>(Tough) cleaning never smelled so good</li> </ul>
<ul style="list-style-type: none"> <li>(Tough) cleaning on hard, non-porous surfaces for the (entire) (insert locations – Table 3) (!)</li> </ul>
<ul style="list-style-type: none"> <li>(Tough) cleaning without the oily –or- greasy –or- dull – or-smearly residue!</li> </ul>
<ul style="list-style-type: none"> <li>Tough cleaning formula wipes out (dirt) (and) (grease) (and grime) (and leaves a fresh clean scent)!</li> </ul>

• Tough cleaning made easy (without the residue)!
• Tough (Tougher) on (grease) (and) (grime)(!)
• Tough new formula cleans (all over the house) (and) (including) (exterior surfaces) (!) (.)
• Use in the kitchen, bathroom and (throughout) (all around) (the whole house) (your home) (your house)
• Use (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)
• Use as (much) (or) (as little) (as you need) to (quickly) 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 do the work so you don't have to
• 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)!
• With (the) (refreshing) (invigorating) ((insert fragrance – Table 5) scent) (of) Glade®
• Won't (will not) harm (most) (all) surfaces
• You can see and hear the Bubbles working

**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.]

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

**HARD, NON-POROUS 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
- Baseboards(Molding) (Trim)
- Basins
- Behind (and under) sinks
- Cabinet handles
- Cabinets
- Campers
- Ceiling Fans
- Changing tables

- China knickknacks
- China Cabinet
- Clock
- Collectibles and Knick Knacks
- Computer(s) (screen(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
- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) can openers, cooktop(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s), stovetops, toasters, (and) (even) ((BBQ) grills (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 (ceramic) Tile
- Glazed porcelain surfaces
- Grocery carts
- Germ<sup>†</sup> prone surfaces
- 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 Frames
- Recycling bins
- Sealed (fiberglass) tubs (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (doors) (stalls) (wall(s))
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Telephone(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s)) (exterior(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tubs
- Vanity (Vanities) (top(s))
- Vinyl siding
- Wall(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

**SURFACES:**

- Aluminum
- (Baked) enamel
- Bronze
- Chrome
- 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))
- 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
- Steel surfaces
- Stone surfaces
- Vinyl (shower) (curtain(s)) (tile)
- (Finished Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminare)  
 ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors
- (Working) hard, non-porous surfaces

(Does not harm most bathroom surfaces) For other surfaces, spot test in an inconspicuous area.  
 ((Do not use on) (Not recommend for use on) (acrylic,) (brass,) (natural) (marble,) (finished wood,) (painted or worn surfaces)) (insert surfaces – Table 3.) (Spot test all hard, non-porous other surfaces (in an inconspicuous area)). (Unplug electrical appliances before using - or - spraying.) (Not recommended for use on acrylic fixtures.)

**TABLE 4: PACKAGING CLAIMS**

• (By) (From the makers of) (this product) ( <i>brand</i> )
• 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
• Fast, easy cleaning solution – one product for a variety of surfaces
• For limited time only!
• 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!) (Fragrance)
• (New) (Big) XXX oz. (Size)
• New (and) (&) (Improved) Sprayer
• (New) Patented (Cleaning) Technology/Formula Trial Size (Available)



• (Handy) Travel Size (Available)
• (Trial) (Value) (Pack) (Size)
• Twin Pack
• X% (More) Free
• X oz (More) Free
• X oz at the X oz price
• X% more than the X (ounce) (oz.)

**TABLE 5: FRAGRANCE CLAIMS**

- Angel Whispers®
- (Apple)(Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle
- Brilliant Budding Blossoms
- Brilliant Citrus Sun
- Cashmere Woods™
- Citrus (Action)(Authority)(Blossom)(Clean)(Fresh)(Scent)
- (Citrus) (Lemon)(Orange) Action
- Clean (&) (Champagne)(Citrus)(Cotton)(Breeze)(Fresh) (Shine)
- Cotton & Italian Mandarin
- Country Garden®
- (Cool)(Crystal)(Fresh)(Sheer)(Sparkling)(Sunrise)(Tranquil) Citrus
- 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)
- Gentle (Breeze)(~~Rain~~)
- 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®
- 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
  - 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
  - Sapphire Champagne
  - Seasonal
  - Spa Oasis
  - Sparkling (Fresh)(Lemon)(Lime) (Orange) (Spring)
  - Sparkling (Fresh)(Sweet)(invigorating) Citrus (Twist)
  - Spring Breeze
  - Sun Garden
  - Sunny Days
  - Tangerine Fizz
  - Tender Breeze
  - Ultra (Citrus)(Lemon)(Lime)(Orange)
  - Ultra (Citrus Power)(Lemon Power)(Lime Power)(Orange Power)
  - Uplifting Green Apple
  - Unscented
  - 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) ( <i>This Brand</i> )
• (By) (From the makers of) (this product)
• Contains no abrasives, (or bleach)
• Contains no (Chlorine) (Bleach) (or) phosphates
• (Contains) (no) (phosphates) (bleach)
• (Contains) no phosphorus

• (Contains) no (chlorine) bleach
• (Contains no (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 fumes.
• No harsh (bleach) (alcohol) (chlorine) smell(s)
• 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
• ( <i>This Product is</i> ) Produced with more than 30% Renewable Energy
• Will not harm most surfaces
• With a bleach-free formula
• With a pleasant fragrance
• Won't scratch (fiberglass) (surfaces)
• (Won't) (Will not) harm septic (systems) (tanks)

**SECTION 6: MISC**

EPA Reg. No. 4822-594  
EPA Est. No.

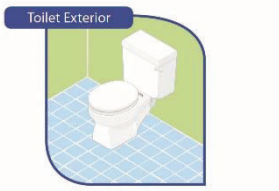
(US) Patent XXXXX  
Patent Pending

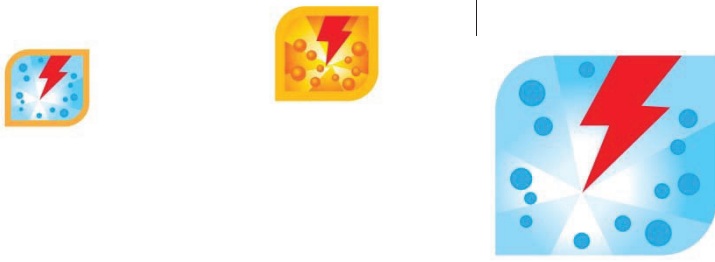
Questions? Comments? Call 800-558-5252 or Write Helen Johnson  
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**SECTION 7: GRAPHICS:**

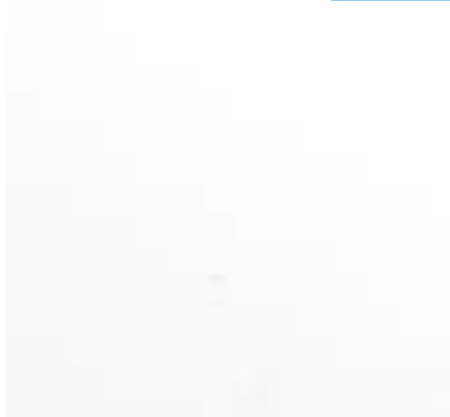
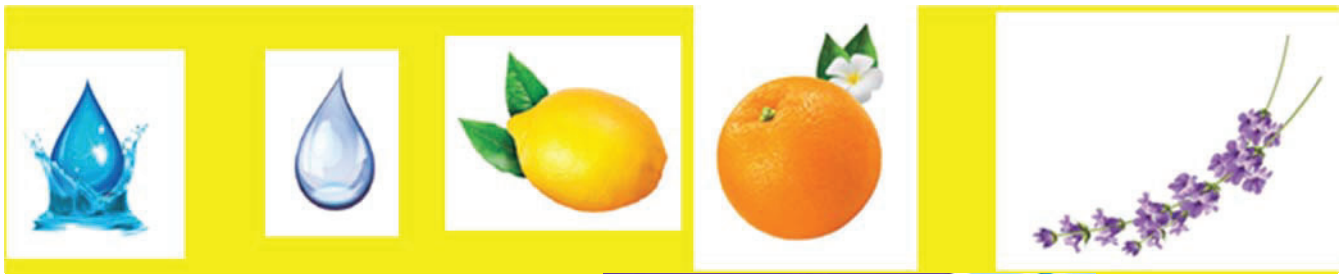
Representative Location Graphics (including kosher):





Graphics for fragrance descriptions:



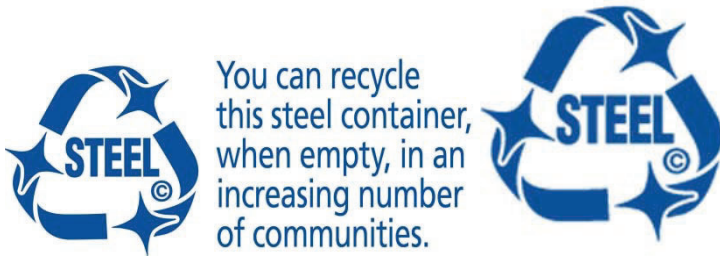




[Information in brackets is notes to Reviewer]  
(Information in parentheses is optional language)



Other graphics:



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

