



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

May 6, 2020

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

Subject: Label Amendment – Emerging Viral Pathogens Claim
Product Name: Gertrude
EPA Registration Number: 4822-613
Application Date: March 10, 2020
Decision Number: 560792

Dear Dr. McKissic:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

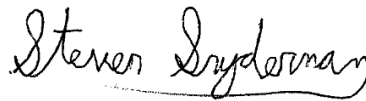
2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
 - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 - A. CDC Current Outbreak List for “U.S. Based Outbreaks” (www.cdc.gov/outbreaks),
 - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification (www.cdc.gov/outbreaks) (also released through the CDC’s Health Alert Network (HAN) notification process)
 - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)
 - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page (www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI).
 - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is enveloped.
 - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against Rotavirus (Strain WA) is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

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.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact disinfectants list at disinfectantslist@epa.gov.

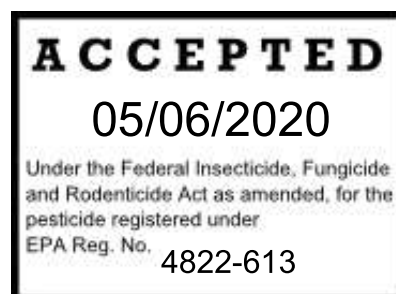
Sincerely,

A handwritten signature in black ink that reads "Steven Snyderman". The signature is written in a cursive, flowing style.

Steven Snyderman, Acting Product Manager 33
Regulatory Management Branch 1
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure: stamped label

Gertrude



Alternate Brand Names:

1. Scrubbing Bubbles Disinfectant Bathroom Grime Fighter
2. Scrubbing Bubbles Disinfectant Multi Surface Bathroom Cleaner
3. Scrubbing Bubbles Disinfecting Bathroom Cleaner
4. Fantastik Disinfectant Multi-Purpose Cleaner
5. Fantastik Disinfectant Advanced Kitchen & Grease Cleaner
6. Fantastik Disinfectant Heavy Duty Multi-Purpose Cleaner
7. Fantastik Disinfectant Heavy Duty Lemon Power Multi-Purpose Cleaner
8. Fantastik Disinfectant MAX Grease Cleaner

[SECTION 1: FORMULA]

Active Ingredient:

Alkyl* dimethyl benzyl ammonium chloride *(50%C14, 40%C12, 10%C16).....0.26%

Inert Ingredients:99.74%

Total: 100.00%

[SECTION 2:]

KEEP OUT OF REACH OF CHILDREN

Net Wt. (XX mL) (X OZ)

[SECTION 3: DIRECTIONS FOR USE]

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

*Kitchen countertops and similar, food-contact surfaces must be rinsed with clean potable water following application. [Statement required when food-contact surfaces are referenced on the label.]

TO CLEAN: [Bathroom directions]

Spray 6-8 inches (15 - 20 cm) from surface until thoroughly covered. For tough jobs, let stand several minutes before wiping. Rinse.

TO CLEAN: [Kitchen directions]

Spray 20cm (6-8 inches) from surface until thoroughly covered. For tough jobs, let stand several minutes before wiping. Rinse.

TO DISINFECT (2400-2900 ppm active):

Spray 6-8 inches (15 - 20 cm) from surface until thoroughly wet. Let surface stand wet for 5 minutes and wipe.

Can be used on all types of (hard non-porous) (bathroom) (*kitchen) surfaces: [[insert LOCATIONS from Table 3] ***[insert SURFACE TYPES - Table 4]***]. Spot test all (other) surfaces in an inconspicuous area. Unplug electrical appliances before using.

STORAGE & DISPOSAL

[Residential – nonrefillable container/final disposal]

Pesticide Storage: Store in original container out of reach of children and pets.

Pesticide Disposal: Never place unused product down any indoor or outdoor drain.

Container Handling: Nonrefillable container. Do not reuse or refill this container. Securely wrap original container in several layers of newspaper and discard in trash or offer for recycling if available.

[Residential – refillable container]

Pesticide Storage: Store in original container out of reach of children and pets.

Pesticide Disposal: Never place unused product down any indoor or outdoor drain.

Container Handling: Refillable Container. Refill this container with [brand name] only. Do not reuse this container for any other purpose.

Physical/Chemical Hazards: KEEP OUT OF REACH OF CHILDREN AND PETS. Do not apply this product around electrical equipment due to the possibility of shock hazard.

[SECTION 4: ORGANISMS]

[Note to reviewer: **Type** claims may be qualified by using the **Name** from the following list:]

Type	Name	ATCC
Bacteria	<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 15313
	Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA)	ATCC 33592
	Vancomycin Resistant <i>Enterococcus faecalis</i> (VRE)	ATCC 51575
	<i>Streptococcus pyogenes</i>	ATCC 19615
	<i>Enterococcus faecalis</i>	ATCC 29212
	<i>Campylobacter jejuni</i>	ATCC 29428
Viruses	Herpes Simplex Virus Type 1	ATCC VR-733
	Herpes Simplex Virus Type 2	ATCC VR-734
	Influenza A (H1N1) Virus (Influenza) (Flu)	ATCC VR-1469
	Respiratory Syncytial Virus (RSV)	ATCC VR-26
	Rotavirus (Strain WA)	ATCC VR-2018
	Parainfluenza virus type 3 (Strain C243)	ATCC VR-93
	Human coronavirus (Strain 229)	ATCC VR-740
Fungicide	<i>Trichophyton interdigitale</i>	ATCC 9533
Fungistat	<i>Aspergillus niger</i>	ATCC 6275

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

*(Bacteria)(:)(*Staphylococcus aureus*) (Staph) (ATCC 6538), (*Salmonella enterica*) (Salmonella) (ATCC 10708), (*Pseudomonas aeruginosa*) (Pseudomonas) (ATCC 15442), (*Enterobacter aerogenes*) (ATCC 15442), (*Escherichia coli*) (O157:H7) (E. coli) (ATCC 35150), (*Listeria monocytogenes*) (ATCC 15313), (Methicillin Resistant *Staphylococcus aureus*) (MRSA) (ATCC 33592), (Vancomycin Resistant *Enterococcus faecalis*) (VRE) (ATCC 51575), (*Streptococcus pyogenes*) (ATCC 19615), (*Enterococcus faecalis*) (ATCC 29212), (*Campylobacter jejuni*) (ATCC 29428)

^(Viruses)(:) 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) (VR-2018), Parainfluenza virus type 3 (Strain C243) (VR-93), Human coronavirus (Strain 229) (VR-740)

‡(Germs)(:)(*Staphylococcus aureus*) (Staph) (ATCC 6538), (*Salmonella enterica*) (Salmonella) (ATCC 10708), (*Pseudomonas aeruginosa*) (Pseudomonas) (ATCC 15442), (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) (VR-2018), (Parainfluenza virus type 3) (Strain C243) (VR-93), (Human coronavirus) (Strain 229) (VR-740)

^(oo)(Fungi)(:)(*Trichophyton interdigitale*) (ATCC 9533), (*Aspergillus niger*) (ATCC 6275)

{Note to Reviewer: These statements for claims against large, non-enveloped viruses, shall not appear on marketed (final print) labels.}

EMERGING VIRAL PATHOGENS

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category.

- Enveloped virus

For an emerging viral pathogen that is a/an...	...follow the direction for use for the following organism on the label
Enveloped virus	Rotavirus (Strain WA)

[Product name] has demonstrated effectiveness against viruses similar to **[name of emerging virus]** on hard, non-porous surfaces. Therefore, **[Product name]** can be used against **[name of emerging virus]** when used in accordance with the directions for use against Rotavirus (Strain WA) on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

OR

[Name of illness/outbreak] is caused by **[name of emerging virus]**. **[Product name]** kills similar viruses and therefore can be used against **[name of emerging virus]** when used in accordance with the direction for use against Rotavirus (Strain WA) on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[website address]** for additional information.

[SECTION 5: MARKETING CLAIMS]

[Note to Reviewer: “And” or “&” can be used interchangeable in the marketing sentences. Sentences may be joined using the word “and” or “or” or comma’s. Exclamation marks may be used for emphasis. All claims containing the word “new” or “improved” will only be used for 6 months after the first retail production.]

Table 1 - Disinfecting Claims:

- Disinfection has never been more pleasant
- (Improved) formula cleans, disinfects and deodorizes
- (Thoroughly) cleans, shines and disinfects
- [insert LOCATION - Table3] (cleaner) prevents many types of (household) bacteria* (and their odors)
- [insert LOCATION - Table3] kills many types of (household) bacteria* (and eliminates their odors)
- [insert LOCATIONS – Table 3] (touch-up) cleaner (and) (disinfectant)
- [Insert LOCATIONS – Table 3] cleaner and disinfectant
- [Product name] ([this product]) helps reduce the spread of [insert ORGANISMS – Section 4] on treated hard, non-porous surfaces
- [This Brand] ([This Product]) [insert LOCATION – Table3] kills many types of (household) bacteria* (and eliminates their odors)
- [This Brand] ([This Product]) is a (an) All- (Multi-) Purpose (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Deodorizer) (Viricidal) Spray
- [This Brand] ([This Product]) is a disinfectant (versatile cleaner) that kills ((99.9%) of) (household) bacteria* (and) (removes grease) (cleans) (household) (hard surfaces) (to a shine)
- [This Brand] ([This Product]) thoroughly cleans (shines) (disinfects) (and) (deodorizes)
- [This Brand] ([This Product]) cleans (shines) (disinfects) (and) (deodorizes) areas of your home such as [insert LOCATIONS - Table 3]
- [This Brand] ([This Product]) cleans (shines) (disinfects) (and) (deodorizes) bathroom hard non-porous surfaces (*kitchen hard non-porous surfaces)
- [This Brand] ([This Product]) is effective on (kills) 99.9% of germs[†] in [insert LOCATIONS - Table 3]
- [This Brand] ([This Product]) is effective on (kills) 99.9% of germs[†] on bathroom hard surfaces (*kitchen hard non-porous surfaces)
- A convenient (the easy) way to clean (clean-up) (touch-up) and disinfect everyday (little) messes
- A(n) (easy) way to eliminate (destroy) 99.9% of bacteria* in your [insert LOCATIONS - Table 3]
- A(n) (easy) way to kill (disinfect) 99.9% of bacteria* in your [insert LOCATIONS - Table 3]
- Add an everyday (a disinfecting) cleaning to your daily (cleaning) (routine)
- Add an everyday (a disinfecting) touch-up(s) (clean up) to your daily cleaning (routine)
- (Multi-purpose) (multi-surface) (heavy duty) (antibacterial) (daily) [insert LOCATIONS - Table 3] cleaner (spray) (and disinfectant)
- All-Purpose cleaner
- All-Purpose (multi-purpose) (multi-surface) (heavy duty) cleaner brightens hard surfaces and removes (cuts) [insert SOIL - Table 6]
- (Multi-purpose) (multi-surface) (heavy duty) cleaner and deodorizer eliminates 99.9% of odor causing bacteria* and removes (cuts) [insert SOIL - Table 6]
- (Multi-purpose) (multi-surface) (heavy duty) disinfectant kills viruses[^] (bacteria*) (viruses[^] and bacteria*) and removes (cuts) [insert SOIL - Table 6]

- (Multi-purpose) (multi-surface) (heavy duty) cleaner leaves a fresh scent and removes (cuts) [insert SOIL - Table 6]
- (Multi-purpose) (multi-surface) (heavy duty) mildew-fungistat^{oo} prevents mold and mildew for up to 7 days and removes (cuts) [insert SOIL - Table 6]
- (Multi-purpose) (multi-surface) (heavy duty) disinfectant kills germs⁺ and removes (cuts) [insert SOIL - Table 6]
- (touch-up) (multi-purpose) (multi-surface) (heavy duty) (antibacterial) (daily) [insert LOCATIONS - Table 3] (and) [insert SURFACE TYPES - Table 4] (and [insert ITEMS - Table 5]) cleaner (spray) (disinfectant (cleaner)) (antibacterial)
- One-Step* [insert LOCATIONS - Table 3] (and) [insert SURFACE TYPES - Table 4] (and [insert ITEMS - Table 5]) cleaner (spray) (disinfectant (cleaner)) (antibacterial (cleaner)) *when use-directions for disinfection are followed
- An (the) Easy way to disinfect
- An easy way to eliminate (tough) soap scum (grease) (and grime) while disinfecting (and cleaning)
- An effective disinfectant for use in the [insert LOCATIONS - Table 3]
- Antibacterial (foaming) (action) formula
- Clean (Deodorize) (Disinfect) with [this Brand] ([this Product])
- Cleaning (and disinfecting) formula
- Cleaning and disinfecting
- Cleans (shines) (disinfects) (and) (deodorizes) areas of your home such as [insert LOCATIONS - Table 3]
- Cleans (shines) (disinfects) (and) (deodorizes) bathroom hard non-porous surfaces (*kitchen hard non-porous surfaces)
- Cleans (shines) (disinfects) (and) deodorizes
- Cleans disinfects and deodorizes
- Deodorizes by cleaning and disinfecting
- Disinfect the hard non-porous surfaces you (your children) (your family) (people in your home) (people in your house) (guests) touch (contact) (handle) the most
- Disinfect(s) hard non-porous surfaces where germs⁺ (microbes) (microorganisms) (bacteria*) (viruses[^]) live (hide) (hide out) (reside) (lurk) (lie in wait)
- Disinfect(s) the hard non-porous surfaces in your [insert LOCATIONS - Table 3]
- Disinfect(s) the hard non-porous surfaces in your [insert LOCATIONS - Table 3] by killing 99.9% of the germs⁺ (microbes) (microorganisms) (bacteria*) (viruses[^]) that live (hide) (hide out) (reside) (lurk) (lie in wait) there
- Disinfectant (antibacterial) (touch-up) [insert LOCATIONS - Table 3] Multi-purpose (Heavy Duty) cleaner
- One-Step* [insert LOCATIONS - Table 3] (Heavy Duty) cleaner *when use-directions for disinfection are followed
- Disinfectant kills (that kills) [insert ORGANISMS - Section 4]
- Disinfecting (foam(ing)) (action) formula
- Disinfecting formula
- Disinfects
- Disinfects (and deodorizes)
- Disinfects (kills) (household) bacteria*
- Disinfects (kills) bacteria*
- Disinfects [insert LOCATIONS - Table 3] (and) [insert SURFACE TYPES - Table 4] (and [insert ITEMS - Table 5])

- Disinfects and kills 99.9% of germs[†] (viruses[^]) (and) (bacteria*)
- Disinfects and leaves your bathroom (kitchen) smelling fresh
- Disinfects in [insert LOCATIONS - Table 3]
- Disinfects in [insert LOCATIONS - Table 3] and on [insert SURFACE TYPES Table 4] and on [insert ITEMS - Table 5]
- Disinfects the busiest (most-touched) (high-touch) hard non-porous surfaces in your [insert LOCATIONS - Table 3]
- Disinfects the hard to reach (dirtiest) places in your [insert LOCATIONS - Table 3]
- Effective against bacteria* (household bacteria*)
- Effective against bacteria* (household bacteria*) including [insert ORGANISMS - Section 4]
- Effective against bacteria* and viruses[^] (household viruses[^] and bacteria*)
- Effective against bacteria* and viruses[^] (household viruses[^] and bacteria*) including [insert ORGANISMS - Section 4]
- Effective against viruses[^] (household viruses[^])
- Effective against viruses[^] (household viruses[^]) including [insert ORGANISMS - Section 4]
- Effective on (kills) 99.9% of germs[†] in [insert LOCATIONS - Table 3]
- Effective on (kills) 99.9% of germs[†] on bathroom hard non-porous surfaces (*kitchen hard non-porous surfaces)
- Effectively (thoroughly) cleans (shines) (and disinfects) your [insert LOCATIONS – Table 3]
- Eliminates (destroys) 99.9% of bacteria* found (commonly found) on hard, nonporous surfaces (all around) your [insert LOCATIONS - Table 3]
- Eliminates (destroys) 99.9% of bacteria* found (commonly found) on hard, nonporous surfaces (all around) your [insert LOCATIONS - Table 3] including [insert ORGANISM - Section 5]
- Eliminates (Destroys) 99.9% of bacteria* from [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Eliminates 99.9% of germs[†] (microbes) (microorganisms) (bacteria*) (viruses[^]) where they live (hide) (hide out) (reside) (lurk) (lie in wait)
- Eliminates 99.9% of microbes (microorganisms) (bacteria*) (viruses[^]) where germs[†] are a concern
- Foaming Disinfectant Bathroom (multi-surface) (multi-purpose) (heavy duty) [insert LOCATIONS - Table 3] (cleaner)
- For general cleaning (disinfecting) of [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- For general cleaning and disinfecting of [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- For the dirt you (can) see and the (household) bacteria* (germs[†]) you can't
- Formula cleans (and) (disinfects)
- From [this Brand], the brand you trust to clean (and disinfect)
- From the brand you trust to clean (and disinfect)
- Great for touch-up cleaning (and disinfecting)
- Helps reduce cross-contamination of [insert LOCATIONS - Table 3] of treated hard, non-porous surfaces
- Helps reduce cross-contamination of [insert LOCATIONS - Table 3] and treated hard non-porous [insert SURFACE TYPES - Table 4] surfaces
- Helps reduce cross-contamination of treated hard, non-porous surfaces
- Helps reduce the spread of viruses[^] on treated hard, non-porous surfaces
- Household (bacteria* killing) (germ killing) formula

- Improved (fragrance name) (scent) formula deodorizes (disinfects) and leaves your bathroom (*kitchen) (home) smelling fresh
- Improved (fragrance name) scent
- Kills ((99.9%) of) (household) bacteria*
- Kills ((99.9%) of) (household) germs[†]
- Kills (household) bacteria* (and viruses[^])
- Kills (household) bacteria* (and viruses[^]) without (with no) harsh fumes⁺⁺ (harsh smell(s)⁺⁺)
++from cleaning solvents
- Kills (harmful) germs[†] in [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills (household) bacteria* (viruses[^]) (odor-causing bacteria*) in (around) the [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills (household) viruses[^] (and) (bacteria*) in your [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills [insert ORGANISMS - Section 4]
- Kills 99.9% of (household) viruses[^] (and) (bacteria*) in your [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills 99.9% of bacteria* in (around) the [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills 99.9% of bacteria* in (around) the [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5]) as it cleans
- Kills 99.9% of germs[†] in your [insert LOCATIONS - Table 3]
- Kills 99.9% of germs[†] in your [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills 99.9% of RSV and H1N1 that can cause cold and flu
- Kills 99.9% of viruses[^] in your [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills 99.9% of viruses[^] that can cause cold and flu
- Kills athlete's foot fungus^{oo} on (bathroom) hard non-porous surfaces
- Kills bacteria* (found) on [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills bacteria* (household bacteria*)
- Kills bacteria* (household bacteria*) including [insert ORGANISMS – Section 4]
- Kills bacteria* and viruses[^] (household bacteria and viruses[^])
- Kills bacteria* and viruses[^] (household bacteria and viruses[^]) including [insert ORGANISMS – Section 4]
- Kills bacteria* in (around) the [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills bacteria* that cause odors
- Kills flu virus
- Kills germ (microbes) (microorganisms) (bacteria*) (viruses[^]) where they live (hide) (hide out) (reside) (lurk) (lie in wait)
- Kills germs[†] in your [insert LOCATIONS - Table 3]
- Kills germs[†] in your [insert LOCATIONS - Table 3], (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills microbes (microorganisms) (bacteria*) (viruses[^]) where germs[†] are a concern

- Prevents mold and mildew
- Kills odor-causing bacteria*
- Kills viruses^
- Kills viruses^ (household viruses^)
- Kills viruses^ (household viruses^) including [insert ORGANISMS - Section 4]
- Kills viruses^ that may cause cold(s) and flu
- Kills bacteria* from [insert LOCATIONS – Table 3] (and) on [insert SURFACE TYPES – Table 4] (and on [insert ITEMS – Table 5])
- Leaves [insert LOCATIONS – Table 3] (and) [insert SURFACE TYPES – Table 4] (and [insert ITEMS – Table 5]) disinfected
- Leaves [insert LOCATIONS – Table 3] (and) [insert SURFACE TYPES – Table 4] (and [insert ITEMS – Table 5]) disinfected (and sparkling clean)
- Leaves your *kitchen (bathroom) (home) (hard surfaces) shiny (clean) and disinfected (sanitary) (smelling clean)
- Make cleaning (and killing germs[†]) (disinfecting) easy (and convenient) (with [this product])
- Make killing (disinfecting) easy (and convenient) (with [this product])
- Make removing germs[†] (viruses^) (and) (bacteria*) easy (and convenient) (with [this product])
- Now cleaning (and killing bacteria*) is more pleasant than ever before
- One-step* cleaner (and disinfectant) *when use-directions for disinfection are followed
- Prevents (inhibits) (controls) the growth of mold and mildew for up to 7 days
- The easy (and convenient) way to clean (deodorize) (and) (disinfect) your (insert LOCATIONS - Table 3)
- The easy (effective) way to clean (and disinfect) (while you touch-up)
- The easy (effective) way to touch-up (clean) (and) (disinfect)
- This product kills bacteria* (household bacteria*)
- This product kills bacteria* (household bacteria*) including [insert ORGANISMS - Section 4]
- This product kills bacteria* and viruses^ (household bacteria* and viruses^)
- This product kills bacteria* and viruses^ (household bacteria* and viruses^) including [insert ORGANISMS - Section 4]
- This product kills viruses^ (household viruses^)
- This product kills viruses^ (household viruses^) including [insert ORGANISMS - Section 4]
- Tough enough for the high traffic (germy[†]) ("high touch") (heavily touched) (frequently used) (frequently touched) items (hard non-porous surfaces) (areas) in your home
- Tough on dirt and bacteria*...Easy on You!
- Tough on germs[†], easy enough for everyday use
- Tough on germs[†], easy on your hard non-porous surfaces
- Use [this brand] throughout your entire home on hard, non-porous surfaces to kill (household) bacteria* like [insert ORGANISMS - Section 4] on (on hard non-porous) hard non-porous (household) surfaces including [insert LOCATIONS - Table 3] (and) [insert SURFACE TYPES - Table 4] (and) [insert ITEMS - Table 5])
- Use daily (everyday) for a fresh (clean) (disinfected) [insert LOCATIONS - Table 3]
- Use daily (everyday) for a fresh (clean) (disinfected) [insert LOCATIONS - Table 3] and [insert ITEMS - Table 5]
- Use for a fresh (clean) (disinfected) [insert LOCATIONS - Table 3]
- Use for a fresh (clean) (disinfected) [insert LOCATIONS - Table 3] and [insert ITEMS - Table 5]
- Use this product [this product] to clean (shine) and disinfect (kill germs[†])

- Wipes out tough grime and household (bathroom) (kitchen) germs[‡]

Table 2 - Cleaning Claims:

- new (modern) Bathroom (Kitchen) Cleaner Formula
- new (modern) formula for cleaning the (Bathroom) (Kitchen)
- (Also) great (works effectively in) for (multi-purpose) touch-ups
- (An) Easy cleaning solution for a variety of) [insert LOCATIONS - Table 3] hard non-porous surfaces
- (Can be) (Can be use(d)) For everyday (light) cleaning on (in) (around) (the) [insert LOCATIONS - Table 3] ([insert SURFACE TYPES - Table 4]) ([insert ITEMS - Table 5])
- (Easily) Gets rid of [insert SOILS - Table 3] around (in) (on) (from) (the) [insert LOCATIONS - Table 3] ([insert SURFACE TYPES - Table 4]) ([insert ITEMS - Table 5])
- (Easily) Removes [insert SOILS - Table 3] around (in) (on) (from) the [insert LOCATIONS - Table 3] ([insert SURFACE TYPES - Table 4]) ([insert ITEMS - Table 5])
- (Effective) cleaning has never been more pleasant
- (Fast acting) foaming formula lifts [insert SOILS - Table 3]
- (Foaming) Formula (spray) (reaches) hard to reach places (in nooks and crannies) (for easy cleaning)
- (For) (A) Complete clean
- (Help(s)) Prevent(s) (daily) buildup of [insert SOILS - Table 6] when used daily (with daily use)
- (Help(s)) Reduce(s) the frequency of deep clean(s)(ing) (occasions) when used (daily) (regularly) (with) (daily) (regular) (use)
- (Helps) Eliminate(s) odors (as it cleans) (as you clean)
- (Helps) Maintain a (clean) (cleaner) home
- (Helps) Prevent(s) small (little) spills (messes) from becoming tougher (harder) cleaning jobs when used daily (with daily use)
- (Helps) Prevent(s) small (little) spills (messes) from becoming tougher (harder) cleaning jobs
- (improved) For tough cleaning
- (Touch-Up) Cleaner for [insert LOCATIONS - Table 3]
- (Touch-Up) Cleaning for [insert LOCATIONS - Table 3]
- (Tough) cleaning formula wipes out [insert SOILS - Table 6] (and leaves a fresh clean scent)
- (Versatile) (cleaner) can be used on all types of [insert LOCATIONS - Table 3] hard non-porous surfaces
- (Versatile) (cleaner) can be used throughout (all around) your (the) (whole) [insert LOCATIONS - Table 3] on hard, non-porous surfaces
- [insert LOCATIONS - Table 3] All-Purpose (Multi-Purpose) (Multi-Surface) (Heavy Duty) (Touch-Up) cleaner
- [insert LOCATIONS - Table 3] Touch-up cleaner for [insert ITEMS - Table 5]
- [This Brand] [insert LOCATIONS - Table 3] Multi-Surface (Multi-Purpose) (All-Purpose) Cleaner
- [This Brand] [This Product] (Effectively) removes (everyday) soils (dirt) (grime) (odors) (soap scum) on (from) (insert surfaces - Table 3)
- [This Brand] foaming action (spray) (cleaner) (formula)
- Foaming Spray
- Foaming Action
- [This Brand] foaming action formula
- [This Brand] foaming formula (cleaner) (spray) (action) (that) makes cleaning easy
- 100% (tough) grease removal

- 100% (tough) soap scum removal
- Removes 100% Soap Scum (with Foaming Spray)
- Removes 100% Soap Scum (with Foaming Action)
- A cleaner (convenient cleaner) like none other
- A convenient (An easy) way to clean (clean-up) (touch-up) everyday (little) messes
- A fast (easy) (convenient) way to clean
- A fast (easy) (convenient) way to clean (clean-up) (touch-up) everyday (little) (frequent) messes
- A fast (easy) way to clean (clean-up) (touch-up) your (insert LOCATIONS - Table 3)
- All-Purpose (Multi-Surface) (Multi-Task) (Multi-Purpose) (Heavy Duty) (household) cleaner for the entire (whole) [insert LOCATIONS - Table 3]
- Attacks [insert SOILS - Table 6]
- Clean(s) as you go
- Cleans (and) (shines) (without scratching)
- Cleans (Disinfects) [insert LOCATIONS - Table 3] messes without harsh fumes (with no harsh fumes⁺⁺) (without harsh smell(s)⁺⁺) (with no harsh smell(s)⁺⁺) ⁺⁺from cleaning solvents
- Cleans (disinfects) tough (everyday) [insert LOCATIONS - Table 3] messes without harsh fumes (with no harsh fumes⁺⁺) (without harsh smell(s)⁺⁺) (with no harsh smell(s)⁺⁺) ⁺⁺from cleaning solvents
- Cleans (insert surfaces – Table 3) (hard non-porous surfaces)
- Cleans (tough) (everyday) [insert SOILS - Table 6] (easily)
- Cleans (tough) [insert SOIL - Table 6]
- Cleans [insert ITEMS - Table 5]
- Cleans everyday [insert LOCATIONS - Table 3] messes like (such as) [insert SOILS - Table 6]
- Cleans everyday messes without (tough) scrubbing
- Cleans on (in) (around) (the) [insert LOCATIONS - Table 3] ([insert SURFACE TYPES - Table 4]) ([insert ITEMS - Table 5])
- Cleans to a (brilliant) shine
- Cleans tough [insert LOCATIONS - Table 3] messes like (such as) [insert SOILS - Table 6]
- Complete(s) your (everyday) cleaning regimen (routine)
- Cuts through [insert LOCATIONS - Table 3] grime like (such as) [insert SOILS - Table 6]
- Cuts through tough (everyday) [insert LOCATIONS - Table 3] [insert SOILS - Table 6] (and) (more)
- Designed to keep a clean (fresh) home
- Don't let messes slow you down in the [insert LOCATIONS - Table 3]
- Easy (convenient) (versatile) [insert LOCATIONS - Table 3] clean-up(s) (touch-up(s))
- Easy (Convenient) to use in the [insert LOCATIONS - Table 3] (and throughout the house)
- Easy (Convenient) to use throughout the house
- Easy (enough) to use (everyday) (everywhere)
- Effective at removing (tough) (everyday) stains (soils) (dirt) (odors) (soap scum) (grease) (grime)
- Effectively cleans (and shines) (a wide range of) hard non-porous surfaces including [insert LOCATIONS - Table 3] ([insert SURFACE TYPES - Table 4]) ([insert ITEMS - Table 5])
- Effectively removes [insert SOILS - Table 7] from multiple [insert LOCATIONS - Table 3] hard non-porous surfaces
- Effectively removes dirt from multiple (kitchen) (and) (bathroom) hard non-porous surfaces.
- Fast Acting foaming formula (clings) (that clings)
- Fast acting foaming formula starts to (begins to) work (clean) on contact, lifting [insert SOILS - Table 3]
- Fast acting foaming formula starts to (begins to) work (clean) on contact

- Fast, easy cleaning solution
- Fights [insert SOILS - Table 6]
- Foaming (action) (cleaner) formula (easily) removes (gets rid of) [insert SOILS - Table 3] around (in) (on) (from) the [insert LOCATIONS - Table 3] ([insert SURFACE TYPES - Table 4]) ([insert ITEMS - Table 5])
- Foaming (action) (cleaner) formula to do the hard work (for you)
- Foaming formula (spray) lifts [insert SOILS - Table 6]
- Foaming formula helps do the work for you
- Foaming formula starts to (begins to) work (clean) on contact, lifting [insert SOILS - Table 3]
- Foaming formula starts to (begins to) work (clean) on contact
- For daily (everyday) (heavy-duty) [insert LOCATIONS - Table 3] cleaning (use)
- For daily (everyday) (light-duty) (touch-up) [insert LOCATIONS - Table 3] cleaning (use)
- Formula (Easily) Removes (Gets rid of) [insert SOILS - Table 3] around (in) (on) (from) [insert LOCATIONS - Table 3] ([insert SURFACE TYPES - Table 4]) ([insert ITEMS - Table 5])
- Good (Great) (Ideal) for multiple cleaning tasks
- Good for touch-up(s) (touch-up cleaning)
- Great for (Spring) (Fall) (Everyday) (and) (or) (Light) Cleaning
- Helps keep your home (clean) (tidy)
- Is good for (cleans) a variety of hard non-porous surfaces
- Is good for (cleans) a variety of hard non-porous surfaces in (around) the [insert LOCATION - Table 3]
- Is good for (cleans) a variety of hard non-porous surfaces in (around) the [insert LOCATION - Table 3] including (such as) [insert SURFACE TYPES - Table 4] (and [insert ITEMS - TABLE 5])
- Leave(s) (behind) a brilliant shine
- Leaves (your) [insert LOCATIONS - Table 3] clean (shiny) (shining)
- Leaves your kitchen (bathroom) (home) (hard surfaces) shiny (clean)
- Makes [insert LOCATION Table 3] (and) (or) [insert ITEMS - Table 5] (cleaning) -or- (clean-up(s)) -or- (touch-up(s)) (easy) -or- (easier)
- Makes cleaning (cleaning up) (touching up) messy easy (convenient)
- Makes your cleaning (job) (life) easy
- new (improved) cleaning formula
- Non-abrasive (Non-corrosive) (No-scratch) formula
- One convenient solution for cleaning your hard non-porous surfaces in the [insert LOCATIONS – Table 3]
- One product for a variety of [insert LOCATIONS - Table 3] hard non-porous surfaces
- One product for a variety of hard non-porous surfaces
- One product for cleaning a variety of hard non-porous surfaces in (around) the [insert LOCATION - Table 3]
- One product for cleaning a variety of hard non-porous surfaces in (around) the [insert LOCATION - Table 3] including (such as) [insert SURFACE TYPES - Table 4] (and [insert ITEMS - TABLE 5])
- One product to streamline your cleaning process
- Our widest (Wide) Spray for a fast clean
- Our widest (Wide) Spray for our fastest clean
- Picks up (cleans up) [insert LOCATIONS -Table 3] dirt (grime) such as [insert SOILS - Table 6]
- Powerful clean
- Powers Through Tough (Soap Scum) Grease (Grime).
- Prevent(s) small (little) spills (messes) from becoming tougher (harder) to clean
- Remove the surface dirt and restore the shine (of the) (kitchen) (bathroom).

- Remove the surface dirt and restore the shine of the [insert LOCATIONS - Table 3]
- Removes (Gets rid of) 100% of (Tough) Soap Scum (Grease)
- Removes (tough) (everyday) [insert SOILS - Table 6] (easily)
- Removes [insert SOILS – Table 7] from hard non-porous [insert LOCATIONS - Table 3] surfaces
- Removes 100% of (tough) kitchen grease
- Removes 100% of (tough) soap scum
- Requires minimal scrubbing
- Stay on top of your (little) (smaller) messes (cleaning), use daily (regularly)
- Tackle(s) your (tough) [insert LOCATIONS - Table 3] cleaning needs
- The fast (easy) (and convenient) way to keep your (insert LOCATIONS - Table 3) looking "just cleaned"
- Tough on [insert SOILS - Table 6]
- Use this product [Brand Name] to clean (shine)
- Wipe(s) away (nasty) (filthy) [insert LOCATIONS - Table 3] messes
- Wipe(s) out tough (everyday) [insert SOILS - Table 6] (and leave a fresh clean scent)
- Won't scratch surfaces

Table 3: Locations

Interior(s) (surface(s)) (of) [May be combined with SURFACE TYPES - Table 4 -and/or- ITEMS - Table 5.]

Exterior(s) (surface(s)) (of) [May be combined with SURFACE TYPES - Table 4 -and/or- ITEMS - Table 5.]

- | | | |
|-------------------------------------|-----------------------------|------------------------------------|
| • Automobile(s) | • Dormitory | • Patio(s) |
| • (Baby) Nursery | • (Dormitories) | • Pet Area(s) |
| • (Nurseries) | • Family Room(s) | • Play (Area(s)) (Room(s)) |
| • (Home) Environment | • <u>Floor(s)</u> | • <u>Range top(s)</u> ⁺ |
| • <u>appliances</u> | • Garage Storage Area(s) | • Restroom(s) |
| • Basement(s) | • Garage(s) | • <u>Shower(s)</u> |
| • Bathroom(s) | • Home(s) | • <u>shower door(s)</u> |
| • Bedroom(s) | • House(s) | • <u>sink(s)</u> |
| • <u>Cabinet(s)</u> | • Household(s) ⁺ | • <u>trash bin(s)</u> |
| • Car(s) | • Kitchen(s) ⁺ | • <u>tub(s)</u> |
| • <u>Countertop(s)</u> ⁺ | • Laundry Room(s) | • Vacation Home(s) |
| • Den(s) | • Living Room(s) | • <u>vanity top(s)</u> |
| • Dining area(s) | • Mobile Home(s) | • <u>vinyl shower curtain(s)</u> |
| • Dining room(s) | • Mudroom(s) | • <u>wall(s)</u> |
| • Dorm(s) | • Outdoor(s) | • <u>working surfaces</u> |
| | • <u>Oven(s)</u> Exteriors | |

Table 4: Surface Types

Sealed [May be combined with other SURFACE TYPES, eg. Sealed Granite]
 Baked [May be combined with other SURFACE TYPES, eg. Baked Enamel]
 Glazed [May be combined with other SURFACE TYPES, eg. Glazed Enamel]
 Enamel (Enameled) [May be combined with other SURFACE TYPES, eg. Enamel Tiles]
 Ceramic [May be combined with other SURFACE TYPES, eg. Ceramic Tiles]
 Porcelain [May be combined with other SURFACE TYPES, eg. Porcelain Sinks]

- | | |
|---|---|
| <ul style="list-style-type: none"> • Granite^a • Marble^a • Formica • Stainless Steel • Wood Laminate • Glazed Ceramic Tile • Acrylic • Aluminum • Brass • Bronze • (Brushed) Nickel • (Brushed) Stainless steel • Cement^a • Chrome (fixtures) • Concrete^a • Corian^{®**} (**is trademark owned by E.I. du Pont de Nemours and Company) • Formica^{®***} (***)is trademark owned by The Diller Corporation) • Fiberglass • (Finished) Polyurethane | <ul style="list-style-type: none"> • Flagstone^a • Linoleum • Masonry^a • Metal(s) • (Natural) Stone^a • Pergo^{®****} (laminate) (hardwood) surfaces (****is trademark owned by Pergo AG) • Plastic (ABS) • Quartz • (Stainless) Steel • (Synthetic) Marble^a • Vinyl • Slate^a • (Tempered) Glass • Tile(s) • Tiled • Terrazzo^a • (Wood) Laminate |
|---|---|
- ^aSealed

Table 5: Hard, Non-Porous Items:

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • (Automobile) (Car) interior(s) • (Automobile) (Car) dashboard(s) • (Automobile) (Car) seat(s) • (Automobile) (Car) exterior(s) • Counter(s)⁺ • Countertop(s) ⁺ • Bathtub(s) | <ul style="list-style-type: none"> • (exterior surface of) BBQ (use when surface is cool) • Bedframe(s) • Bedside table(s) • Bicycle(s) • Bike(s) • Bookcase(s) • Booster chair(s) • Booster seat(s) • Baseboard(s) (Molding) (Trim) | <ul style="list-style-type: none"> • Basin(s) • Behind (and under) (the) sink(s) • Cabinet handle(s) • Cabinet(s) • Camper(s) • Changing table(s) • China cabinet(s) • Clock(s) • Cooktop(s)⁺ • Dishwasher(s) Exteriors |
|---|---|--|

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Dishwasher door(s) • Exteriors • Freezer(s) Exteriors • Freezer door(s) • Exteriors • Microwave(s) Exteriors • Microwave door(s) • Exteriors • Microwave oven(s) • Exteriors • Microwave oven door(s) Exteriors • Oven(s) Exteriors • Oven door(s) Exteriors • Crib(s) • Cupboard(s) • Desktop(s) • Diaper pail(s) • Diaper changing table(s) • Table(s)⁺ • Chair(s) • Doorknob(s) • (Door) handle(s) • Door(s) • (closet) (entrance) Door(s) • Dresser(s) • Exercise equipment | <ul style="list-style-type: none"> • Faucet(s) • Bathroom Fixture(s) • (no-wax) Floors • Footboard(s) • Furniture • Garbage can(s) • Handrail(s) • Hand railing(s) • Headboard(s) • High chair(s) • Grout • Caulk • High traffic (surface(s)) (area(s)) • Nightstand(s) • (Picture(s)) Frame(s) • Railing(s) • Range(s) Exteriors • Range hood(s) Exteriors • Range top(s) Exteriors • Recycling bin(s) • Refrigerator(s) Exteriors • Refrigerator door(s) Exteriors • Shelf(s) (Shelving) • Shower(s) • Shower head(s) • Shower curtain(s) • Shower door(s) | <ul style="list-style-type: none"> • Shower stall(s) • (Shower) (Bathtub) (Tub) Surround(s) • Sink(s) • (Small) (Large) Appliances • Stovetop(s)⁺ • Surface(s)⁺ • Tap(s) • Tire(s) • Toaster(s) Exteriors • Toilet(s) • Toilet (area(s)) • Toilet handle(s) • Toilet seat(s) • Toilet rim(s) • Toilet tank(s) • Toilet bowl(s) exterior(s) • Tile(s) • Tub(s) • Vanity (Vanities) • Siding • Wall(s) • Washer(s) • Washing machine(s) • (Window) Ledges • (Window) Blinds |
|---|---|--|

Table 6: Soils

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • (Tough) Soap Scum • Dirt • Grime • (Small) (Large) Spills • (Small) (Large) Messes • Toothpaste • Water marks • Misses • Drips • Cosmetics • Urine | <ul style="list-style-type: none"> • Mud • Bathtub ring(s) • Foundation • Make-up • Tub ring(s) • Shower ring(s) • (Tough) (Baked on) Grease • Soil(s) • Lipstick • Hairspray | <ul style="list-style-type: none"> • Shaving cream • Smudges • Fingerprints • Hair • Stubble • Spots • Rings • Oil |
|--|---|--|

Table 7: Fragrances:

- (Blue) (Bright) (Calm) (Fresh) (Refreshing) (Shimmering) (Sparkling) Water(s)
- (Blue) (Clean) (Cool) (Calm) (Rain) (Sky) (Soft) (Spring) (Tender) (Water) Breeze(s)
- (Blue) (Clear) Sky
- (Blue) (Fresh) (Pure) (Purely) Calm
- (Calm) (Glistening) (Trickling) Stream
- (Citrus) (Lemon) (Orange) Action
- (Cool) (Crystal) (Fresh) (Sheer) (Sparkling) (Sunrise) (Tranquil)
- (Invigorating) (Clean) Citrus (Action) (Authority) (Blossom) (Clean) (Fresh) (Scent)
- (Invigorating) Clean (Citrus)
- (Lemon) (Orange) (Citrus) Power
- (Magic) (Mistry) Meadow(s)
- (Powerful) Passionfruit
- (Tangerine) (Mandarin) (Orange) (Lemon) (Lime) (Citrus) (Grapefruit) Fizz
- (Tender) (Ocean) Breeze
- Airy Sky
- Angel Whispers®
- Aqua (Breeze) (Clean) (Cool) (Fizz) (Fresh) (Rain) (Splash)
- Babbling Brook
- Breezy Marine
- Brilliant Budding Blossoms
- Brilliant Citrus Sun
- Calm (Breeze) (Rain) (Stream) (Water(s))
- Clean (&) (Champagne) (Cotton) (Breeze) (Fresh) (Linen & Sunny Days) (Shine)
- Cool (Aqua) (Breeze) (Ocean) (Rain) (Willow)
- Country Garden®
- Crisp Waters®
- Electrifying (Citrus) (Orange)
- Exhilarating (Citrus) (Orange)
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Foaming Fresh
- Fresh (Air) (Breeze) (Bubbling Spring(s)) (Citrus) (&) (Clean) (Cotton) (Laundry) (Linen) (Marine) (Mountain Morning) (Ocean) (Rain) (Scent) (Stream) (Water(s))
- Fruit (&) (Citrus)
- Glistening (Citrus) (Grapefruit) (Lemon) (Lime) (Orange) (Pool) (Stream)
- Herbal Mist®
- Intense Citrus (Force)
- Island Escape®
- Jasmine and White Rose
- Lavender (&) Meadow
- Lemon (Scent) (Limelight)
- Lemon Power®

- Light (Fresh)
- Marine (Breeze)
- Ocean (Breeze) (Fresh) (Oasis)
- Ocean Blue & Refreshing Surf™
- Ocean Blue™
- Orange (Blossom) (Clean) (Grove) (Peel) (Sunrise) (Fragrance)
- Orange Action™
- Orange(s)
- Original Scent
- Passionfruit
- Pure (Air) (Calm)
- Rainshower®
- Refreshing (Aqua) (Oasis) (Ocean) (Water(s))
- Rippling Pool
- Sea Breeze
- Seasonal
- Shimmering (Water)
- Soft (Breeze) (Rain)
- Spa Oasis
- Sparkling (Fresh) (Lemon) (Lime) (Ocean) (Orange) (Raindrops) (Spring)
- Sparkling (Fresh) (Sweet) (Invigorating) (Citrus) (Twist) (Splash)
- Spring Breeze
- Sun Garden
- Sunny Days
- Tranquil (Breeze) (Oasis) (Ocean) (Sea)
- Trickling) (Twinkling) Stream
- Ultra (Citrus) (Lemon) (Lime) (Orange)
- Ultra (Citrus) (Lemon) (Lime) (Orange) Power
- Lavender
- Floral Fusion

Table 8 – Miscellaneous Marketing claims

- (improved) [insert FRAGRANCE - Table 7] scent (fragrance) (Freshens) (Deodorizes) (and) leaves your [insert LOCATIONS - Table 3] smelling fresh
- (improved) scent (fragrance name) leaves your bathroom (kitchen⁺) (home) smelling fresh
- (Now) The cleaning power of [This Brand] (comes) with the invigorating scent of (fresh) [insert FRAGRANCE - Table 7]
- (Tough) (Everyday) cleaning (formula) with a (fresh) [insert FRAGRANCE - Table 7] scent
- (Tough) cleaning never smelled so good
- [insert FRAGRANCE - Table 7] scent (fragrance) deodorizes and leaves your [insert LOCATIONS - Table 3] smelling fresh
- Amazing scent (smell) (fragrance)
- Cleans hard non-porous surfaces and eliminates the food odors left behind
- Cleans the soils that cause food odors on hard non-porous surfaces

- Deodorizer
- Deodorizes
- Deodorizes and leaves your [insert LOCATIONS - Table 3] smelling fresh
- Fresh (Disinfecting) Scent of [insert FRAGRANCE - Table 7]
- Gentle scent
- Great (smelling) [insert FRAGRANCE - Table 7] scent
- Has (Leaves) a pleasant (airy) (mild) (light) (subtle) (long lasting) (fresh) (clean) scent (fragrance) (smell)
- Has a pleasant scent without harsh smells⁺⁺. ⁺⁺Harsh smells from cleaning solvents.
- improved (better) Scent
- improved Scent
- Limited Edition (fragrance) (scent)
- new (improved) [insert FRAGRANCE - Table 7] scent(s)
- new (Scent) (Fragrance)
- No (harsh) (chemical) (cleaner) (cleaning) (formula) smell(s) (fumes) (odor(s)) from cleaning solvents
- With the (refreshing) (invigorating) scent of Glade® [insert FRAGRANCE - Table 7]
- Without a (the) (harsh) (chemical) (cleaner) smell(s) (formula) (fumes) (odor(s)) from cleaning solvents
- Without harsh cleaning solvent smell(s) ⁺⁺
- No harsh (cleaning solvent) smell(s) ⁺⁺
- No harsh smells⁺⁺. ⁺⁺Harsh smells from cleaning solvents.
- Without harsh smells⁺⁺. ⁺⁺Harsh smells from cleaning solvents.
- Without (No) (harsh cleaning) (harsh cleaning solvent) (cleaning solvent) smell(s) ⁺⁺
- (Big) X oz. Size (Pack)
- (Handy) Trial Size (Available)
- better Value
- Big (Job) Size
- Bigger Size (package)
- Bonus (Club) (Multi-) (Special) (Mega) (Value) (Combo) (Economy) (Trial) (Pack) Size
- Economic Refill
- Economic Refill
- Gallon size
- Trial (Twin) Pack
- X oz. at the X oz. price
- X% (oz.) More (Free)
- (More) focused (accurate) application
- Bottle made of (X%) post-consumer recycled plastic
- Foaming trigger
- improved look (design) (sprayer) (trigger) (spray) (bottle) (for) (better) (value) (dispensing)
- new look (design) (sprayer) (trigger) (spray) (bottle) (for) (better) (value) (dispensing)
- Peel off (here)
- Recyclable (container)
- (Can be) Use(d) in the [insert LOCATIONS - Table 3] (and) (throughout) (on hard non-porous surfaces all around) (your home) (your house)
- (Can be) Use(d) on hard, non-porous surfaces (throughout) (all around) the (your) [insert LOCATIONS - Table 3]

- (Contains) No abrasives (harsh acids) (chlorine) (bleach) (phosphates) (Phosphorous)
- (For) Use all around hard non-porous surfaces (in) (on) the [insert LOCATION - Table 3] (hard non-porous surfaces)
- (For) Use on [insert LOCATIONS - Table 3] (and) (or) [insert SURFACE TYPES - Table 4] (and) (or) [insert ITEMS - Table 5] (hard non-porous surfaces)
- (Specially formulated) For a variety of [insert LOCATIONS - Table 3] hard non-porous surfaces
- (Specially formulated) For use in (on) (around) [insert LOCATIONS - Table 3] (and) (or) [insert SURFACE TYPES - Table 4] (and) (or) [insert ITEMS - Table 5] (hard non-porous surfaces)
- (The) Perfect product for your [insert LOCATIONS - Table 3]
- (Total) kitchen⁺ (bathroom) solution(s)
- (Won't) (Will not) harm (most) (insert LOCATION - Table 3) hard non-porous surfaces
- [This Brand] We work hard so you don't have to[®]
- By (from) (the makers of) [This Product] [This Brand]
- Can be used on a wide variety of [insert LOCATIONS - Table 3] (and) (or) [insert SURFACE TYPES - Table 4] (and) (or) [insert ITEMS - Table 5] (hard non-porous surfaces)
- Does not contain abrasives (harsh acids) (chlorine) (bleach) (phosphates) (Phosphorous)
- For the entire [insert LOCATIONS - Table 3]
- From the makers of [This Brand]
- Great (Works) (Effective) on multiple hard non-porous surfaces
- Great for hard, non-porous surfaces (all around) (the) [insert LOCATIONS - Table 3]
- Great on hard, non-porous surfaces such as: [insert LOCATIONS - Table 3]
- Improved (better) (Formula) (Trigger) (Bottle)
- Makes your job (easy) -or- (easier)
- new (Trigger) (Bottle) (Formula)
- Patented (Cleaning) (Technology) (Formula)
- S.C. Johnson has a cleaning solution for every room in your home
- Safe (for use) on [insert SURFACE TYPES – Table 3]
- Saves (you) time (effort)
- Simple (easy) to use
- Won't (Will not) harm septic systems (tanks)

[SECTION 6: MISC]

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Patent Pending

Questions? Comments? Call 800-558-5252 or Write Helen Johnson
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A family company since 1886. Fisk Johnson

[SECTION 7: GRAPHICS]

Representative Location Graphics



WORKS ON TUBS
& SHOWER WALLS



VINYL SHOWER
CURTAINS



GLASS SHOWER DOORS



Graphics for Fragrance Descriptions:

