



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

October 29, 2021

Lisa Amadio
Regulatory Consultant for,
S.C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-2236

Subject: PRIA Label Amendment – To add additional organisms to the product labeling
Product Name: Gertrude
EPA Registration Number: 4822-613
Received Date: May 6, 2021
Action Case Number: 00300619

Dear Ms. Amadio:

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. Pursuant to 40 CFR 156.10(a)(6), 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.

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 FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). 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) lists 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, FIFRA section 12(a)(1)(B). 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 Assurance.

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

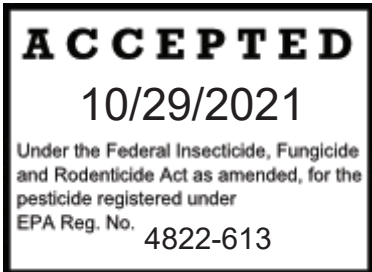
Page 2 of 2
EPA Reg. No. 4822-613
Action Case No. 00300619

with FIFRA section 6. If you have any questions, please contact Wanda Henson via email at Henson.Wanda@epa.gov.



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

Enclosure



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

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
9. Carella Disinfectant Cleaner
10. FamilyGuard Brand Disinfectant Cleaner
11. Fantastik Disinfectant 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 Contents) (XX mL) (X FL.OZ)

[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.

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.

[Directions for use for products not containing kitchen or other food contact surface uses]

TO CLEAN: (Bathroom)(Restroom)

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

TO DISINFECT: (Bathroom)(Restroom)

Pre-clean visibly soiled areas. Spray hard, non-porous surfaces 6-8 inches (15 - 20 cm) from surface until visibly wet. Let surface stand for 5 minutes and wipe.

[Directions for use for products containing kitchen or other food contact surface uses]

TO CLEAN: (Kitchen) (Bathroom) (Restroom)

Spray 6-8 inches (15 - 20 cm) from surface until thoroughly covered. For kitchen countertops and similar, food contact surfaces must be rinsed with clean potable water following application. (For tough jobs, let stand several minutes before wiping. Rinse.)

TO DISINFECT: (Kitchen) (Bathroom) (Restroom)

Pre-clean visibly soiled areas. Spray hard, non-porous surfaces 6-8 inches (15 - 20 cm) from surface until visibly wet. Let surface stand for 5 minutes and wipe. For kitchen countertops and similar, food contact surfaces must be rinsed with clean potable water following application.

[Refill instructions for (refill) (refillable) bottle only:]

TO REFILL: (Trigger Spray Bottle): Remove trigger sprayer from empty bottle. Unscrew cap on refill and pour contents directly into empty bottle. Replace trigger sprayer and use as you normally would.

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.

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

[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
Virus	Herpes Simplex Virus Type 1	ATCC VR-733
	Herpes Simplex Virus Type 2	ATCC VR-734
	Influenza A (H1N1) Virus (Influenza virus) (Flu virus)	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
	SARS-CoV-2	USA-WA1/2020
	Norovirus (using Feline Calicivirus as a surrogate virus) (ATCC VR-782)	ATCC VR-782
	Adenovirus type 2	ATCC VR-846
	Coxsackievirus type B3	ATCC VR-30

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

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 virus) (Flu virus) (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), °SARS-CoV-2 (Strain USA-WA1/2020), Norovirus, Adenovirus type 2, Coxsackievirus type B3

*(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 virus) (Flu virus) (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), °SARS-CoV-2 (USA-WA1/2020), Norovirus, Adenovirus type 2, Coxsackievirus type B3

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

° (*Staphylococcus aureus* (Staph)) (ATCC 6538), (*Salmonella enterica* (Salmonella)) (ATCC 10708), (*Pseudomonas aeruginosa* (Pseudomonas)) (ATCC 15442), (*Escherichia coli*) O157:H7 (E. coli), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA) (VR-2018), Human coronavirus (Strain 229) (VR-740), °SARS-CoV-2 (Strain USA-WA1/2020)

#(Cold and Flu viruses)(:)(Respiratory Syncytial Virus (RSV)& Human Coronavirus (Cold) and Influenza A Virus (H1N1) (Flu)

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
- Large, non-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	Norovirus (using Feline Calicivirus as a surrogate virus) (ATCC VR-782)
Large, non-enveloped virus	Norovirus (using Feline Calicivirus as a surrogate virus) (ATCC VR-782)

[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 Norovirus (using Feline Calicivirus as a surrogate virus) (ATCC VR-782) 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 Norovirus (using Feline Calicivirus as a surrogate virus) (ATCC VR-782) 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] 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 when used according to the use-directions for disinfection
- [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) (Multi-) Purpose (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Deodorizer)(Virucidal^)^ Spray
- [This Brand] ([This Product]) is a disinfectant (versatile cleaner) that kills ((99.9%) of) (household) bacteria* (and) (removes grease) (cleans) (household) (to a shine) (on) hard, non-porous surfaces
- [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] on hard, non-porous surfaces
- [This Brand] ([This Product]) is effective on (kills) 99.9% of germs[‡] on bathroom hard, non-porous surfaces (kitchen* hard non-porous surfaces)
- (A way to) (eliminate) (destroy) 99.9% of bacteria* in your [insert LOCATIONS - Table 3]
- (A 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) (antibacterial) (daily) [insert LOCATIONS - Table 3] cleaner (spray) (and disinfectant) (on) (for) hard, non-porous surfaces
- (Multi-purpose) (multi-surface) cleaner and deodorizer eliminates 99.9% of odor causing bacteria* and removes (cuts) [insert SOIL - Table 6] on hard, non-porous surfaces
- (Multi-purpose) disinfectant (that) kills (viruses^)^ (bacteria*) (viruses^ and bacteria*) and removes (cuts) [insert SOIL - Table 6] on hard, non-porous surfaces
- (Multi-purpose) (heavy duty) cleaner leaves a fresh scent and removes (cuts) [insert SOIL Table 6] on hard, non-porous surfaces.
- (Multi-purpose) mildew-fungistat^{oo} prevents mold and mildew for up to 7 days and removes (cuts) [insert SOIL - Table 6] on hard, non-porous surfaces
- (Multi-purpose) disinfectant kills germs[‡] and removes (cuts) [insert SOIL - Table 6] on hard, non-porous surfaces

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

- (touch-up) (multi-purpose) (antibacterial) (daily) [insert LOCATIONS - Table 3] (and) [insert SURFACE TYPES - Table 4] (and) [insert ITEMS - Table 5]) (cleaner (spray)) (disinfectant (cleaner)) (antibacterial) on hard, non-porous surfaces
- One-Step*[†] [insert LOCATIONS - Table 3] (and) [insert SURFACE TYPES - Table 4] (and) [insert ITEMS - Table 5]) cleaner (spray) (disinfectant (cleaner)) (antibacterial (cleaner)) on hard, non-porous, non-food contact surfaces
- An effective disinfectant for use in the [insert LOCATIONS - Table 3] on hard, non-porous surfaces
- Antibacterial (foaming) (action) formula
- Clean (Deodorize) (Disinfect) with [this Brand] ([this Product])
- Cleaning (and disinfecting) formula
- Cleaning and disinfecting
- Cleans and Disinfects without (Bleach) (Bleaching) (Harsh Smells)(odors)
- Cleans (shines) (disinfects) (and) (deodorizes) areas of your home such as [insert LOCATIONS - Table 3] on hard, non-porous surfaces
- Cleans (shines) (disinfects) (and) (deodorizes) bathroom hard non-porous surfaces (kitchen[†] hard non-porous surfaces)
- Cleaner and Disinfectant in one application when used according to the use-directions for disinfection
- Cleans (and disinfects) the high traffic and hard, non-porous surfaces (your family touches most) (such as) (light switches)(tables)(doorknobs) (countertops)(handles) (desks)(toilets^{††})(faucets)(sinks)
- Cleans (and disinfects) high touch and hard, non-porous surfaces (such as) (light switches) (tables) (doorknobs) (countertops)(handles) (desks) (toilets^{††})(faucets)(sinks)
- Cleans (shines) (disinfects) (and) deodorizes
- Cleans disinfects and deodorizes
- Deodorizes by cleaning and disinfecting
- Disinfect the Bathroom-
- Disinfects and cuts through dirt, dust, grease and grime
- 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) (reside)
- 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) (reside) there
- Disinfectant (antibacterial) (touch-up) [insert LOCATIONS - Table 3] Multi-purpose cleaner
- One-Step[†] [insert LOCATIONS - Table 3] cleaner *when use-directions for disinfection are followed on hard, non-porous, non-food contact surfaces
- Disinfectant kills (that kills) [insert ORGANISMS - Section 4]
- Disinfecting (foam(ing)) (action) formula
- Disinfecting formula
- Disinfects
- Disinfects (and deodorizes)
- Disinfects (kills) (household) bacteria*on hard, non-porous surfaces
- 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] on hard, non-porous surfaces

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

- 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 places in your [insert LOCATIONS - Table 3]
- Disinfects surfaces by killing (99.9% of) (°SARS-CoV-2) (COVID-19 virus°) on hard, non-porous surfaces
- Disinfects while you clean
- Disinfect(s) and (refresh)(freshen) (leaves refreshing fragrance)
- Effective against (bacteria*) (household bacteria*) on hard, non-porous surfaces
- Effective against (bacteria*) (household bacteria*) including [insert ORGANISMS - Section 4] on hard, non-porous surfaces
- Effective against (bacteria* and viruses^ (household viruses^ and bacteria*) on hard, non-porous surfaces
- Effective against (bacteria* and viruses^ (household viruses^ and bacteria*) including [insert ORGANISMS - Section 4] on hard, non-porous surfaces
- Effective against (viruses^ (household viruses^ on hard, non-porous surfaces
- Effective against (viruses^ (household viruses^ including [insert ORGANISMS - Section 4] on hard, non-porous surfaces
- (Effective on) (kills) 99.9% of germs[‡] in [insert LOCATIONS - Table 3] on hard, non-porous surfaces
- 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] on hard, non-porous surfaces
- (Effective against) (disinfects) (kills) (99.9%) (°SARS-CoV-2) (COVID-19 virus°) on hard, non-porous surfaces
- (Effective against) (disinfects) (kills) (99.9%) SARS-CoV-2 virus, (the cause of COVID-19) on hard, non-porous surfaces
- Efficacious against bacteria*, fungi^{oo} and viruses^, including SARS-CoV-2
- Eliminates (destroys) 99.9% of bacteria* (and) (viruses^ (commonly°) found on hard, non-porous surfaces (all around) your [insert LOCATIONS - Table 3]
- Eliminates (destroys) 99.9% of bacteria* (and) (viruses^ (commonly°) found on hard, non-porous 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) (reside)
- Eliminates 99.9% of microbes (microorganisms) (bacteria*) (viruses^ where germs[‡] are a concern
- (Expertly) (Thoughtfully) formulated for use in homes (with children and pets)
- Foaming Disinfectant Bathroom (multi-purpose) [insert LOCATIONS - Table 3] (cleaner) (on) (for) hard, non-porous surfaces
- 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] between treated hard, non-porous surfaces

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

- Helps reduce cross-contamination of [insert LOCATIONS - Table 3] between treated hard non-porous [insert SURFACE TYPES - Table 4] surfaces
- Helps reduce cross-contamination between 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* on hard, non-porous surfaces
- Kills ((99.9%) of) (household) germs[‡] on hard, non-porous surfaces
- Kills (household) bacteria* (and viruses[^]) on hard, non-porous surfaces
- Kills (household) bacteria* (and viruses[^]) (without) (with no) harsh smell(s) on hard, non-porous surfaces
- Kills (harmful) germs[‡] in [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- (Kills germs[‡]) (Kills 99.9% of germs[‡]) on hard, non-porous surfaces
- (Disinfects the hard non-porous surfaces) your family (comes in contact with daily) (touches the most) (touches every day)
- Safe for use on hard non-porous surfaces (such as) (insert hard non-porous surfaces – table 5)
- Kills (germs[‡])(bacteria*)(viruses[^]) on hard non-porous surfaces where (family) (and) (pets) (play) (such as) (insert locations – table 3) (insert surface types – table 4) (insert hard non-porous surfaces – table 5)
- Kills (germs[‡])(bacteria*)(viruses[^]) on hard non-porous surfaces in areas where (family) (and) (pets) (play) (such as) (insert locations – table 3) (insert surface types – table 4) (insert hard non-porous surfaces – table 5)
- Kills (germs[‡])(bacteria*)(viruses[^]) around your (home)(and)(your)(family) on hard, non-porous surfaces
- 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] on hard, non-porous surfaces
- 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 Respiratory Syncytial Virus (RSV) & Human Coronavirus and Influenza A Virus (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 99.9% of household germs[‡] (including cold and flu viruses)[#]
- on hard, non-porous surfaces
- 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])

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

- Kills (bacteria*) (household bacteria*) on hard, non-porous surfaces
- Kills (bacteria*) (household bacteria*) including [insert ORGANISMS – Section 4] on hard, non-porous surfaces
- Kills (bacteria* and viruses^) (household bacteria* and viruses^) on hard, non-porous surfaces
- Kills (bacteria* and viruses^)(household bacteria* and viruses^) including [insert ORGANISMS – Section 4] on hard, non-porous surfaces
- 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) (reside) on hard, non-porous surfaces
- Kills germs[‡] in your [insert LOCATIONS - Table 3] on hard, non-porous surfaces
- 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^) on hard, non-porous surfaces where germs[‡] are a concern
- Kills odor causing bacteria* (on hard, non-porous surfaces) (such as) (insert hard non-porous surfaces – table 5)
- Prevents mold and mildew for up to 7 days
- Kills odor-causing bacteria*
- Kills viruses^
- Kills (viruses^) (household viruses^) on hard, non-porous surfaces
- Kills (viruses^) (household viruses^) including [insert ORGANISMS - Section 4] on hard, non-porous surfaces
- 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])
- Kills the virus^(o) that can cause COVID-19 ^oSARS-CoV-2 on hard, non-porous surfaces
- Kills 99.9% of viruses^ including (^oSARS-CoV-2) (COVID-19 virus^o) on hard, non-porous surfaces
- Kills viruses^ including (^oSARS-CoV-2) (^oCOVID-19 virus) on hard, non-porous surfaces
- Kills viruses^ including SARS-CoV-2 which may cause COVID-19 disease on hard, non-porous surfaces
- Kills SARS-CoV-2 on hard, non-porous surfaces (in 5 minutes)
- Kills (^oSARS-CoV-2) (^oCOVID-19 virus) on hard, non-porous surfaces
- Kills SARS-CoV-2 which causes COVID-19 on hard, non-porous surfaces
- (Kills) (eliminates) 99.9% (^oSARS-CoV-2) (COVID-19 virus^o) on hard, non-porous surfaces
- 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, non-porous surfaces shiny (clean) and disinfected (sanitary) (smelling clean)
- Make cleaning (and killing germs[‡]) (and disinfecting) convenient (with [this product])
- Make killing (and disinfecting) convenient (with [this product])
- Make removing germs[‡] (viruses^) (and) (bacteria*) convenient (with [this product])
- Now cleaning (and killing bacteria*) is more pleasant than ever before
- (Now) (tested) (and) (proven) (effective) to kill (the) (COVID-19 virus^o) (^oSARS-CoV-2) on hard, non-porous surfaces
- (Now) (tested) (and) (proven) (effective) against (the) (COVID-19 virus^o) (^oSARS-CoV-2) on hard, non-porous surfaces

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

- (Now) (tested) (and) (proven) (effective) to help reduce the spread of (the) (COVID-19 virus^o) (^oSARS-CoV-2) between treated hard, non-porous surfaces
- One-step[†] cleaner (and disinfectant) *when use-directions for disinfection are followed on hard, non-porous, non-food contact surfaces
- Prevents (inhibits) (controls) the growth of mold and mildew for up to 7 days
- (Removes) (Powers through) (cuts though) tough baked-on grease, leaving behind clean, surfaces (with)(and) a delicate fresh scent
- The convenient way to clean (deodorize) (and) (disinfect) your (insert LOCATIONS - Table 3) on hard, non-porous surfaces
- The (effective) way to clean (and disinfect) (while you touch-up)
- The (effective) way to touch-up (clean) (and) (disinfect)
- This product kills (bacteria*) (household bacteria*) on hard, non-porous surfaces
- This product kills (bacteria*) (household bacteria*) including [insert ORGANISMS - Section 4] on hard, non-porous surfaces
- This product kills (bacteria* and viruses[^]) (household bacteria* and viruses[^]) on hard, non-porous surfaces
- This product kills (bacteria* and viruses[^]) (household bacteria* and viruses[^]) including [insert ORGANISMS - Section 4] on hard non-porous surfaces
- This product kills (viruses[^]) (household viruses[^]) on hard, non-porous surfaces
- This product kills (viruses[^]) (household viruses[^]) including [insert ORGANISMS - Section 4] on hard, non-porous surfaces
- Tough enough for the (germy[‡]) ("high touch") (heavily touched) (frequently used) (frequently touched) hard, non-porous surfaces (items) (areas) in your home
- Tough on grease and germs[‡], gentle on surfaces
- Trigger can be re-used up to 10x
- Use [this brand] throughout your entire home on hard, non-porous surfaces to kill (household) bacteria* like [insert ORGANISMS - Section 4] (in) [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] on hard, non-porous surfaces
- 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] on hard, non-porous surfaces
- 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[‡] on hard, non-porous surfaces

Table 2 - Cleaning Claims:

- new (modern) Bathroom (Kitchen*) Cleaner Formula
- new (modern) formula for cleaning the (Bathroom) (Kitchen*)
- A convenient (the easy) way to (clean) (clean-up) (touch-up)
- All-Purpose cleaner
- (All-Purpose) (multi-purpose) (heavy duty) cleaner brightens hard, non-porous surfaces and removes (cuts) [insert SOIL - Table 6]
- (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) (Touch-Up) cleaner (on) (for) hard, non-porous surfaces
- [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

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

- 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] (on) (for) hard, non-porous surfaces
- Attacks [insert SOILS - Table 6]
- Cleans away (source of) malodors from bacteria
- Clean(s) as you go
- Cleans (and) (shines) (without scratching)
- Cleans [insert LOCATIONS - Table 3] messes (without) (with no) harsh smell(s)
- Cleans tough (everyday) [insert LOCATIONS - Table 3] messes (without) (with no) harsh smell(s)
- 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])

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

- 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
- Foaming formula is gentle on surfaces, not on germs[†]
- 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, non-porous 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) messes 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
- Powerful cleaning on the sensitive surfaces¹ your family touches the most
- Powerful cleaning and safe for the sensitive surfaces¹ your family touches the most
- Powerful cleaning yet safe for sensitive surfaces¹
- Powerful cleaning on the sensitive surfaces¹ your family touches the most
- Powerful cleaning yet safe for the sensitive surfaces¹ your family touches the most
- Powerful cleaning yet safe for sensitive surfaces¹
- Powerful cleaning on the sensitive surfaces¹ your family touches the most
- Powers Through Tough (Soap Scum) Grease (Grime).

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

- 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
- Smart combination of essential cleaning ingredients to (disinfect) penetrate, lift, and remove the tough baked on grease
- 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]
- Tough cleaning and safe on sensitive¹ surfaces your family touches the most
- Tough cleaning yet safe for sensitive surfaces¹
- Tough cleaning on the sensitive surfaces¹ your family touches the most
- Tough cleaning yet safe for the sensitive surfaces¹ your family touches the most
- 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
- Synergistic (specialized) ingredients that work together to cut through and remove grease

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
(Dormitories) | • Patio(s) |
| • (Baby) Nursery
(Nurseries) | • Family Room(s) | • Pet Area(s) |
| • (Home) Environment | • <u>Floor(s)</u> | • Play (Area(s)) (Room(s)) |
| • <u>appliances</u> | • Garage Storage Area(s) | • Range top(s) ² |
| • Basement(s) | • Garage(s) | • Restroom(s) |
| • Bathroom(s) | • Home(s) | • <u>Shower(s)</u> |
| • Bedroom(s) | • House(s) | • <u>shower door(s)</u> |
| • <u>Cabinet(s)</u> | • Household(s) ⁺ | • <u>sink(s)</u> |
| • Car(s) | • Kitchen(s) ⁺ | • <u>trash bin(s)</u> |
| • <u>Countertop(s)</u> ⁺ | • Laundry Room(s) | • <u>tub(s)</u> |
| • Den(s) | • Living Room(s) | • Vacation Home(s) |
| • Dining area(s) | • Mobile Home(s) | • <u>vanity top(s)</u> |
| • Dining room(s) | • Mudroom(s) | • <u>vinyl shower curtain(s)</u> |
| • Dorm(s) | • Outdoor(s) | • <u>wall(s)</u> |
| | • <u>Oven(s)</u> Exteriors ² | • <u>working surfaces</u> |

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]

- 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
- 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

Table 5: Hard, Non-Porous Items:

- (Automobile) (Car) interior(s)
- (Automobile) (Car) dashboard(s)
- (Automobile) (Car) seat(s)
- (Automobile) (Car) exterior(s)
- Counter(s)⁺
- Countertop(s) ⁺
- Bathtub(s)
- (exterior surface of) BBQ¹
- Bedframe(s)
- Bedside table(s)
- Bicycle(s)
- Bike(s)
- Bookcase(s)
- Booster chair(s)
- Booster seat(s)
- Baseboard(s) (Molding) (Trim)
- 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)^{+,2}
- Dishwasher(s) Exteriors

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

- Dishwasher door(s)
Exteriors
- Freezer(s) Exteriors²
- Freezer door(s)
Exteriors²
- Microwave(s) Exteriors
- Microwave door(s)
Exteriors
- Microwave oven(s)
Exteriors
- Microwave oven
door(s) Exteriors
- Oven(s) Exteriors²
- Oven door(s) Exteriors²
- 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
- 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
- Shelve(s) (Shelving)
- Shower(s)
- Shower head(s)
- Shower curtain(s)
- Shower door(s)
- Shower stall(s)
- (Shower) (Bathtub)
(Tub) Surround(s)
- Sink(s)
- (Small) (Large)
Appliances
- Stovetop(s)^{+.2}
- Surface(s)⁺
- Tap(s)
- Tire(s)
- Toaster(s) Exteriors
- Toilet Exteriors ††
- 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

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

Table 6: Soils

- (Tough) Soap Scum
- Dirt
- Grime
- (Small) (Large) Spills
- (Small) (Large) Messes
- Toothpaste
- Water marks
- Misses
- Drips
- Cosmetics
- Urine
- Mud
- Bathtub ring(s)
- Foundation
- Make-up
- Tub ring(s)
- Shower ring(s)
- (Tough) (Baked on)
Grease
- Soil(s)
- Lipstick
- Hairspray
- 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™

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

- 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
- Petal Paradise (Camelia)

Table 8 – Miscellaneous Marketing claims

- Bottle Made with (XX%) recycled plastic(Y)
- Bottle made with (XX%) recycled plastic from stadium cups
- (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)
- Brewers logo
- Bucks logo
- Milwaukee Brewers
- Milwaukee Bucks
- Milwaukee Brewers and Bucks

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

- Bottle made with PCR
- 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
- Easy spray trigger
- Easy pull trigger
- Effective dispersion to (reach nooks and crannies) (lift hidden grease)
- Ergonomic design for better control and reach
- Fresh-Scent of [insert FRAGRANCE - Table 7]
- Gentle scent
- (Gentle)(Safe) for use on (sealed (stone)(granite)(sealed marble)(quartz))(stainless steel) (brushed nickel)(brushed stainless steel)
- (Gentle) on (insert hard non-porous – table 5)(insert locations – table 3) surfaces, not on germs[‡]
- 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.
- improved (better) Scent
- improved Scent
- Limited Edition (fragrance) (scent)
- new (improved) [insert FRAGRANCE - Table 7] scent(s)
- new (Scent) (Fragrance)
- With the (refreshing) (invigorating) scent of Glade® [insert FRAGRANCE - Table 7]
- No harsh (cleaner) smell(s) (cleaning) (formula) (fumes) (odor(s))
- Without a (the) harsh (cleaner) smell(s) (formula) (fumes) (odor(s))
- Without harsh cleaning smell(s)
- No harsh (cleaning) smell(s)
- No harsh smells.
- Without harsh smells.
- Without (No) (harsh (cleaning) smell(s))
- (Big) X FL. 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 FL. oz. at the X FL. oz. price
- X% (fl. 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)

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

- Recyclable (container)
- Recyclable bottle
- Trigger can be re-used up to 10x
- Triple action formula cleans, disinfects, & deodorizes
- (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]
- Water Based Technology
- (Contains) No abrasives (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) (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]
- Safe for use on hard non-porous surfaces (such as)(insert hard non-porous surfaces – table 5)
- Saves (you) time (effort)
- Simple (easy) to use
- Special Edition
- Won't (Will not) harm septic systems (tanks)

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

[SECTION 6: MISC]

EPA Reg. No. 4822-613

EPA Est. No.

Batch Code:

(US) Patent XXXXX

Patent Pending

Questions? Comments? Call 800-558-5252

20XX S. C. Johnson & Son, Inc., Racine, WI 53403-2236 All Rights Reserved

S.C. Johnson A Family Company (At work for a better world)(!) Go Further with our Family™(!)

A family company since 1886. Fisk Johnson

(Note to Reviewer: This are the footnotes/qualifiers used in the marketing section of the label.)

^aSealed

¹Sealed stone and stainless steel

²Allow surface to adjust to room temperature

*When use-directions for disinfection are followed

†† When used on exterior surfaces

*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.]

∨Bottle contains up to (XX%) dye (and (XX%) stabilizers)

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

[SECTION 7: GRAPHICS]

Representative Location Graphics



fantastik



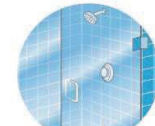
**WORKS ON TUBS
& SHOWER WALLS**



**VINYL SHOWER
CURTAINS**

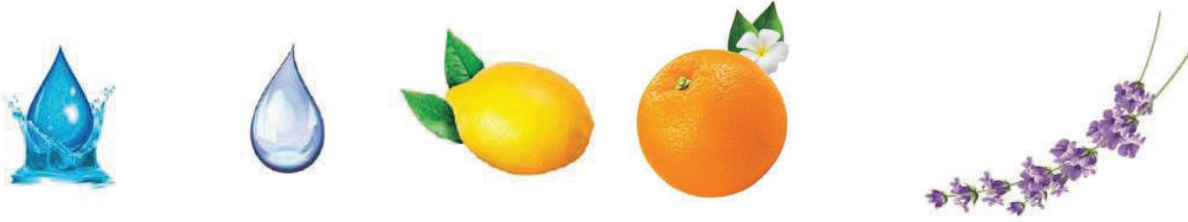


GLASS SHOWER DOORS



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

Graphics for Fragrance Descriptions:



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



(How2recycle.info)(logo)

