



U.S. ENVIRONMENTAL PROTECTION AGENCY  
Office of Pesticide Programs  
Antimicrobials Division (7510P)  
1200 Pennsylvania Ave., N.W.  
Washington, D.C. 20460

EPA Reg. Number:

4822-625

Date of Issuance:

9/21/22

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Gertrude SL

Name and Address of Registrant (include ZIP Code):

Natalie Gilboy  
S C Johnson  
Electronic Transmittal: [nmgiloy@scj.com]

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

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA).

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

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

*Tara M Flint Silva*

Tara Flint Silva, Acting Product Manager 31  
RMBI, Antimicrobials Division (7510P)

Date:

9/21/22

2. You are required to comply with the data requirements described in the DCI identified below:
  - a. Alkyl\* dimethyl benzyl ammonium chloride \*(50%C14, 40%C12, 10%C16) GDCI-0069105-30933
  - b. Alkyl\* dimethyl benzyl ammonium chloride \*(50%C14, 40%C12, 10%C16) GDCI-0069105-30882

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI listed above, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>

3. Make the following label changes before you release the product for shipment:
  - Revise the EPA Registration Number to read, “EPA Reg. No. 4822-625.”
4. Submit one copy of the final printed label for the record before you release the product for shipment.

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.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 06/10/2022

The following alternate brand names have also been added to product record:

- Scrubbing Bubbles Disinfectant Bathroom Grime Fighter I
- Scrubbing Bubbles Disinfectant Multi Surface Bathroom Cleaner I
- Scrubbing Bubbles Disinfectant Bathroom Cleaner I

Page 3 of 3  
EPA Reg. No. 4822-625  
Action Case No. 00342739

If you have any questions, please contact Karen Leavy by phone at 202-566-0668, or via email at [Leavy.Karen@epa.gov](mailto:Leavy.Karen@epa.gov).

Enclosure: Stamped label

**Table of Contents: If Applicable and with live links to sections.**

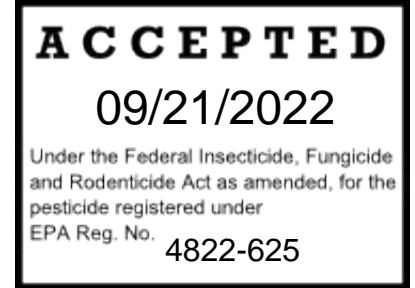
**[Primary Display Panel]**

**[SECTION 1: PRODUCT INFORMATION]**

**Product Name: Gertrude SL**

**Alternate Brand Names:**

1. Scrubbing Bubbles Disinfectant Bathroom Grime Fighter I
2. Scrubbing Bubbles Disinfectant Multi Surface Bathroom Cleaner I
3. Scrubbing Bubbles Disinfecting Bathroom Cleaner I



**[SECTION 2: FORMULA INFORMATION]**

Active Ingredient:

Alkyl* dimethyl benzyl ammonium chloride *(50%C14, 40%C12, 10%C16).....	0.26%
Other Ingredients: .....	99.74%
Total: .....	100.00%

**[SECTION 3: REFERRAL STATEMENTS]**

**KEEP OUT OF REACH OF CHILDREN**

Net Contents: (XX mL) (X OZ)

**[Secondary Panel(s)]**

**[SECTION 4: PRECAUTIONARY STATEMENTS]**

**PRECAUTIONARY STATEMENTS:**

Hazards to Humans and Domestic Animals (.)

**CAUTION:** Harmful if absorbed through skin. Avoid contact with skin, eyes, or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

**PHYSICAL OR 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.

## FIRST AID

If on skin	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li></ul>
<b>IN CASE OF EMERGENCY, CALL POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE.</b> Have the product container or label with you when calling poison control center or doctor or going for treatment. For general information on product use, etc., call the National Pesticides Information Center at 1-800-858-7378. You may also contact 1-800-222-1222, the poison control center, for emergency medical treatment information.	

## [SECTION 5: DIRECTIONS FOR USE]

### 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: (Kitchen) (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\*: (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 visibly wet for 5 minutes and wipe.

TO (CONTROL) (INHIBIT) (AND) (OR) (PREVENT) THE GROWTH OF MOLD AND MILDEW (AND THEIR ODORS): Spray pre-cleaned surface until visibly (wet) (misted). Let the treated surface air dry. Re-apply (as necessary) (as desired).

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

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

TO REFILL: (Liquid) (Touch-Up) (Travel size) (Device) (Bottle): (Remove cap from (empty) (dispenser) (bottle)) (Remove (dispenser) (pump) (from empty bottle)). Unscrew cap on refill. Pour contents directly into empty (dispenser) (bottle). Replace (cap from dispenser) (dispenser) (pump) and use as you normally would. [(Discard) (Recycle) empty bottle (and refill cap)]

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 AND DISPOSAL

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

DISPOSAL(refillable): Never place unused product down any indoor or outdoor drain. Refill this container with [brand name] only. Do not reuse this container for any other purpose.

DISPOSAL(non-refillable): Never place unused product down any indoor or outdoor drain. 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. If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions.

**[SECTION 6: ORGANISMS]**

Efficacy Claim	Organisms	Contact Time	Soil Load
Disinfectant	<i>Staphylococcus aureus (Staph)</i> (ATCC 6538)* <i>Salmonella enterica (Salmonella)</i> (ATCC 10708)* <i>Pseudomonas aeruginosa (Pseudomonas)</i> (ATCC 15442)* <i>Enterobacter aerogenes</i> (ATCC 13048)* <i>Escherichia coli O157:H7 (E. coli)</i> (ATCC 35150)* <i>Listeria monocytogenes</i> (ATCC 15313)* <i>Methicillin Resistant Staphylococcus aureus (MRSA)</i> (ATCC 33592)* <i>Vancomycin Resistant Enterococcus faecalis (VRE)</i> (ATCC 51575)* <i>Streptococcus pyogenes</i> (ATCC 19615)* <i>Enterococcus faecalis</i> (ATCC 29212)* <i>Campylobacter jejuni</i> (ATCC 29428)* Herpes Simplex Virus Type 1 (ATCC VR-733)^ Herpes Simplex Virus Type 2 (ATCC VR-734)^ Influenza A (H1N1) Virus (Influenza virus <sup>u</sup> ) (Flu virus <sup>u</sup> ) (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)^ Adenovirus type 2 (ATCC VR-846)^	5 Minutes	5%
Fungistat	<i>Aspergillus niger</i> (ATCC 6275) <sup>oo</sup>	5 Minutes	5%

[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 categories:

- Enveloped viruses

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) (VR-2018)

**[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 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 on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

## [SECTION 7: MARKETING CLAIMS]

### [NOTICE TO REVIEWER:

- The referral statement may be organized in any order to be grammatically correct.
- Marketing text is considered optional, commas and the words “and” “or” may be added to phrases to make text grammatically correct.
- “And” or “&” can be used interchangeable in the marketing sentences
- 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. ]

### 1) **EFFICACY CLAIMS**

- (Thoroughly) cleans (and) (shines) (and) (disinfects) (and) (deodorizes)
- [insert LOCATIONS – Table 3] (touch-up) 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) (reduces) many types of bacteria\* and (fights)(neutralizes)(controls)(combats)(reduces) odors
- [This Brand] ([This Product]) is a (an) (Multi-) Purpose (Antibacterial\*) (Bactericide\*) (Bactericidal\*) (Disinfectant) (Deodorizer) (Viricidal) Spray
- [This Brand] ([This Product]) is a disinfectant (versatile cleaner) that kills ((99.9%) of) 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]
- [This Brand] [(This Product)] is effective on (kills) 99.9% of germs‡ on bathroom hard, non-porous surfaces (+kitchen hard non-porous surfaces)
- A convenient (the easy) way to clean (clean-up) (touch-up) and disinfect everyday
- A(n) (easy) way to eliminate (kill) (disinfect) (destroy) 99.9% of bacteria\* in your [insert LOCATIONS - Table 3]
- Add (an everyday) (a disinfecting) (touch up(s)) (cleaning) (clean up) to your daily cleaning (routine) (Multi-purpose) (multi-surface) (antibacterial\*) (daily) [insert LOCATIONS - Table 3] cleaner (spray) (and) (disinfectant) (on) (for) hard, non-porous surfaces
- All-Purpose (multi-purpose) (multi-surface) (heavy duty) cleaner (brightens hard, non-porous surfaces and removes) (cuts) [insert SOIL - Table 6]
- (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) (multi-surface) disinfectant (that) kills viruses^ (bacteria\*) (viruses^ and bacteria\*) and removes (cuts) [insert SOIL - Table 6] on hard, non-porous surfaces
- (Multi-purpose) (multi-surface) (heavy duty) cleaner leaves a fresh scent and removes (cuts) [insert SOIL Table 6] on hard, non-porous surfaces
- (Multi-purpose) (multi-surface) mildew-fungistat<sup>oo</sup> prevents mold and mildew and removes (cuts) [insert SOIL - Table 6] on hard, non-porous surfaces



- (Multi-purpose) (multi-surface) disinfectant kills germs<sup>‡</sup> and removes (cuts) [insert SOIL - Table 6] on hard, non-porous surfaces (touch-up) (multi-purpose) (multi-surface) (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<sup>†</sup> [insert LOCATIONS - Table 3] (and) [insert SURFACE TYPES - Table 4] (and [insert ITEMS - Table 5]) cleaner (spray) (disinfectant (cleaner)) (antibacterial\* (cleaner))
- 3 in 1: (Powerful clean) (Cleans) (100% soap scum removal) (No Scrubbing [iv]), (Disinfects)(Kills germs<sup>‡</sup>) (Kills 99.9% viruses<sup>v</sup> and bacteria<sup>vi</sup> (on hard non-porous surfaces)), (Dirt Repelling (Technology))
- An (the) Easy way to disinfect
- An easy way to eliminate (tough) soap scum (grease) (and grime) (and cleaning)
- An effective disinfectant for use in the [insert LOCATIONS - Table 3]
- Antibacterial\* (foaming) (action) formula<sup>††</sup>
- (Antivirus<sup>^</sup>)(Antiviral<sup>^</sup>) formula<sup>††</sup>
- Clean (Deodorize) (Disinfect) with [this Brand] ([this Product])
- Cleaning and disinfecting (formula)
- Cleans, disinfects, and deodorizes
- Cleans and Disinfects
- 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)
- Cleaner and Disinfectant in one application
- Cleans (and disinfects) the high (traffic) (touch) and hard, non-porous surfaces (such as) (light switches) (tables) (doorknobs) (countertops)(handles) (desks) (toilets)(faucets)(sinks)
- (Cleans)(and)(Disinfects) hard, non-porous surfaces from (germs<sup>‡</sup>)(bacteria\*)(viruses<sup>^</sup>)(SARS- CoV-2<sup>††</sup>) (the cause of COVID-19<sup>◇</sup>) (in)(one application)(2 quick steps)(one product)(one bottle)
- Deodorizes by cleaning and disinfecting
- Disinfect(s) the Bathroom
- Disinfects, cleans and repels (soil)(soap scum)(water spots)(dirt)(and)(grime)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 from germs<sup>‡</sup> (microorganisms) (bacteria\*) (viruses<sup>^</sup>)
- Disinfect(s) the hard non-porous surfaces in your [insert LOCATIONS – Table 3] (by killing 99.9% of the germs<sup>‡</sup>) (microorganisms) (bacteria\*) (viruses<sup>^</sup>)
- Disinfectant (antibacterial\*) (touch-up) [insert LOCATIONS - Table 3] Multi-purpose cleaner
- One-Step<sup>†</sup> [insert LOCATIONS - Table 3] cleaner
- Disinfectant kills (that kills) [insert ORGANISMS - Section 4]
- Disinfecting (foam(ing)) (action) formula
- Disinfects (and deodorizes)
- 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<sup>‡</sup> (viruses<sup>^</sup>) (and) (bacteria\*)
- Disinfects and leaves your bathroom (kitchen) smelling fresh
- Disinfects in [insert LOCATIONS - Table 3] (and on [insert SURFACE TYPES Table 4]) (and on [insert ITEMS - Table 5])
- Disinfects the (most-touched<sup>€</sup>) (high-touch<sup>€</sup>) hard non-porous surfaces in your [insert LOCATIONS - Table 3]
- Disinfects the hard to reach hard, non-porous places in your [insert LOCATIONS - Table 3]

- Disinfects surfaces by killing (99.9%) (SARS-Related Coronavirus 2) (SARS-CoV-2 the cause of COVID-19) on hard, non-porous surfaces
- Disinfect, clean, fragrance – (all) (in) (one) (an) (easy) (single) (step)!
- Disinfects while you clean
- Disinfect(s) and (refresh)(freshen)(leaves refreshing fragrance)
- Effective against (bacteria\*) (and) (viruses^ (including) ([insert ORGANISMS - Section 4]) on hard, non-porous surfaces
- (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]
- (Effective against) (disinfects) (kills) (99.9%) (SARS-CoV-2 virus), (the cause of COVID-19) on hard, non-porous surfaces
- Efficacious against bacteria\* and viruses^, including SARS-CoV-2<sup>††</sup>
- (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‡ (microorganisms) (bacteria\*) (viruses^)
- Eliminates 99.9% of (microorganisms) (bacteria\*) (viruses^) where germs‡ are a concern
- (Expertly) (Thoughtfully) formulated for use in homes (with children and pets)
- Foaming Disinfectant Bathroom (multi-surface) (multi-purpose) [insert LOCATIONS - Table 3] (cleaner) (on) (for) hard, non-porous surfaces
- 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 bacteria\* (germs‡) you can't
- Formula cleans (and) (disinfects)
- Great for touch-up cleaning (and disinfecting)
- Helps reduce cross-contamination of [insert LOCATIONS - Table 3] between treated hard non-porous ([insert SURFACE TYPES - Table 4]) surfaces
- Helps reduce the spread of viruses^ on treated hard, non-porous surfaces
- (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) (bacteria\*) ( germs‡) (and viruses^)
- Kills bacteria\* (and viruses^)
- 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‡) (Disinfects the hard nonporous surfaces) your family (comes in contact with daily) (touches the most) (touches every day) on hard, non-porous surfaces
- Safe for use on hard non-porous surfaces (such as)(insert hard non-porous surfaces – table 5)
- Kills (germs‡)(bacteria\*)(viruses^ on (areas) 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 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 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 (germs‡) (and) (viruses^)(,) (bacteria\*) (and) (fungi<sup>oo</sup>) (bacteria\*, fungi<sup>oo</sup> and viruses^)
- Kills 99.9% of 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]) (as it cleans)
- 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<sup>u</sup>
- 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<sup>u</sup>
- Kills 99.9% of germs (including cold and flu viruses<sup>u</sup>) ‡
- Kills bacteria\* (found) on [insert LOCATIONS - Table 3] (and) on [insert SURFACE TYPES - Table 4] (and on [insert ITEMS - Table 5])
- Kills bacteria\* (including [insert ORGANISMS – Section 4])
- Kills 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<sup>u</sup>
- Kills germ‡ (microorganisms) (bacteria\*) (viruses^)
- Kills germs‡ in your [insert LOCATIONS - Table 3], (and on [insert SURFACE TYPES - Table 4]) (and on [insert ITEMS - Table 5])
- Kills (microorganisms) (bacteria\*) (viruses^) where germs‡ are a concern
- Kills odor causing bacteria\* (on hard nonporous surfaces)(such as)(insert hard non-porous surfaces – table 5)
- Prevents mold and mildew
- Kills viruses^ (including [insert ORGANISMS - Section 4])
- Kills viruses^ that may cause cold(s) and flu<sup>u</sup>
- Kills bacteria\* from [insert LOCATIONS – Table 3] (and) on [insert SURFACE TYPES – Table 4] (and on [insert ITEMS – Table 5])
- Kills the virus that can cause COVID-19 on hard, non-porous surfaces
- Kills 99.9% of viruses^ including (SARS-CoV-2) (the cause of COVID-19) on hard, non-porous surfaces
- Kills viruses^ including (SARS-CoV-2) (SARS-CoV-2 which may cause COVID-19 disease) on hard, non-porous surfaces
- Kills (SARS-CoV-2) (which causes) (COVID-19) on hard, non-porous surfaces (in 5 minutes)
- Kills (eliminates) 99.9% (SARS-Related Coronavirus 2) (SARS-CoV-2) (the cause of COVID-19) on hard, non-porous surfaces
- 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) (killing) (and killing germs‡) (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
- (Now) (tested) (and) (proven) (effective) (against) (to kill) (the) (SARS-CoV-2) (the cause of COVID-19) on hard, non-porous surfaces

- (Now) (tested) (and) (proven) (effective) to help reduce the spread of (the) (SARS-CoV-2) (the cause of COVID-19) between treated hard, non-porous surfaces
- One-step† cleaner (and disinfectant)
- Prevents (inhibits) (controls) the growth of mold and mildew
- (Removes)(Powers through)(cuts though) tough baked-on grease, leaving behind clean, (sanitary)(disinfected) surfaces (with)(and) a delicate fresh scent
- Spray, let sit for 5 minutes & wipe for cleaning disinfecting and deodorizing (all) (in) (one) (a) (single) (bottle)
- The easy (and convenient) way to clean (deodorize) (and) (disinfect) your (insert LOCATIONS - Table 3)
- The easy (effective) way to (touch-up) (clean) (and disinfect) (while you touch-up)
- This product kills bacteria\* (including) [insert ORGANISMS - Section 4]
- This product kills bacteria\* and viruses^ (including [insert ORGANISMS - Section 4])
- This product kills viruses^ (including [insert ORGANISMS - Section 4])
- Tough enough for the ("high touch"€) (heavily touched€) (frequently used€) (frequently touched€) hard, non-porous surfaces (items) (areas) in your home
- Tough on dirt and bacteria\*...Easy on You!
- Tough on germs‡, easy (enough for everyday use) (on your hard non-porous surfaces)
- 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 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] (and [insert ITEMS - Table 5])
- 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‡
- When grime doesn't stick, it is easier to clean
- With (New) Polymer Technology

## 2) **CLEANING CLAIMS**

- 50% Less Scrubbing for Tough Soap Scum
- 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) (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) Prevent) (Help(s) Fight) (Reduces) Build Up of Hard Water Stains
- (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)(Save)(Reduce)(Reduces)(your) cleaning (effort) (time) <sup>iv</sup>
- (improved) For tough cleaning
- (Reduce Cleaning Effort by 50%)(Reduce Cleaning Time by 50%)(50% Less cleaning effort) (50% Less Scrubbing) for Tough Soap Scum <sup>iv</sup>
- (Removes Soap Scum with) No Scrubbing [iv]
- (Touch-Up) Cleaner (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) (soap scum) removal
- Removes 100% Soap Scum (with Foaming (Spray) (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 (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]
- **Anti-Dirt (Technology)**
- **Build-Up Guard**
- Cleans away (source of) malodors from bacteria\*
- **Clean Extended (Technology)**
- Clean(s) as you go
- Cleans (and) (shines) (without scratching)
- Cleans (tough) (everyday) [insert LOCATIONS - Table 3] messes
- Cleans (insert surfaces – Table 3) hard, non-porous surfaces
- Cleans (tough) (everyday) [insert SOILS - Table 6] (easily)
- Cleans [insert ITEMS - Table 5]
- Cleans tough (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
- 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
- **Dirt Repell(ing) (Technology)**
- 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)
- Easy Rinse
- 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 (grime) dirt from multiple (kitchen) (and) (bathroom) hard non-porous surfaces.
- **Extended Clean (Technology)**
- 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, 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 is gentle on surfaces, not on germs‡
- For daily (everyday) (heavy-duty) (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 Fight Build Up of Hard Water Stains
- Helps keep your home (clean) (tidy)
- Helps Prevent Grime from Sticking
- Helps Prevents Build Up of Hard Water Stains
- Helps Reduce Your Cleaning Time
- Improved cleaning formula keeps surfaces cleaner longer
- 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])
- Just Wipe Away Soap Scum <sup>iv</sup>
- **Keep Clean (Technology)**
- 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)
- Less Scrubbing! <sup>iii</sup>
- Lifts Stains Easier <sup>i</sup>
- Long Lasting (Easy) 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 tough cleaning easy
- 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 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 fastest clean)
- Picks up (cleans up) [insert LOCATIONS -Table 3] dirt (grime) such as [insert SOILS - Table 6]
- Powerful clean
- Powerful grease removal allows for disinfection
- Powerful cleaning on the sensitive surfaces<sup>1</sup>your family touches the most
- Powerful cleaning (and) (yet) safe for the sensitive surfaces<sup>1</sup> (your family touches the most)
- Powers Through Tough (Soap Scum) (Grease) (Grime) (leaves pleasant scent)
- Prevent(s) small (little) spills (messes) from becoming tougher (harder) to clean
- Remove the surface dirt and restore the shine (of the) (kitchen) (bathroom) ([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) (soap scum)
- Requires minimal scrubbing
- Reduces Build Up of Hard Water Stains
- Reduces (Your) Cleaning Time
- Reduce Cleaning Effort by 50% for Tough Soap Scum
- Smart combination of essential cleaning ingredients to (disinfect) penetrate, lift, and remove the tough baked on grease
- Stain-Away (Technology)
- Stain Prevention (Technology)
- Stain Guard (Technology)
- Stay on top of your (little) (smaller) messes (cleaning), use daily (regularly)
- Stay Clean (Technology)
- 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 grease removal to clean surfaces and allow for disinfection
- Tough cleaning (and disinfection) for the sensitive surfaces your family touches the most
- Tough cleaning (and) (yet) safe on sensitive<sup>1</sup> surfaces (your family touches the most)
- Tough cleaning on the sensitive surfaces<sup>1</sup> your family touches the most
- Use this product [Brand Name] to clean (shine)
- When Grime Doesn't Stick, it is easier to clean
- 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

### 3) **SURFACES AND LOCATIONS**

#### **Locations [Table 3]:**

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

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

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

#### **Surface Types [Table 4]:**

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<sup>2</sup>
- Marble<sup>2</sup>
- Formica
- Stainless Steel
- Wood Laminate
- Glazed Ceramic Tile
- Acrylic
- Aluminum
- Brass
- Bronze
- (Brushed) Nickel
- (Brushed) Stainless steel
- Cement<sup>2</sup>
- Chrome (fixtures)
- Concrete<sup>2</sup>
- Corian<sup>®\*\*</sup>
- Formica<sup>®\*\*\*</sup>
- Fiberglass
- (Finished) Polyurethane
- Flagstone<sup>2</sup>
- Linoleum
- Masonry<sup>2</sup>
- Metal(s)
- (Natural) Stone<sup>2</sup>
- Pergo<sup>®\*\*\*\*</sup> (laminated) (hardwood) surfaces
- Plastic (ABS)
- Quartz
- (Stainless) Steel
- (Synthetic) Marble<sup>2</sup>
- Vinyl
- Slate<sup>2</sup>
- (Tempered) Glass
- Tile(s)
- Tiled
- Terrazzo<sup>2</sup>
- (Wood) Laminate



**Hard, Non-Porous Items [Table 5]:**

- (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) BBQ<sup>1</sup>
- 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)+,<sup>3</sup>
- Dishwasher(s) Exteriors
- Dishwasher door(s) Exteriors
- Freezer(s) Exteriors<sup>3</sup>
- Freezer door(s) Exterior<sup>3</sup>
- Microwave(s) Exteriors
- Microwave door(s) Exteriors
- Microwave oven(s) Exteriors
- Microwave oven door(s) Exteriors
- Oven(s) Exteriors<sup>3</sup>
- Oven door(s) Exteriors<sup>3</sup>
- 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)
- Highchair(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)+,<sup>3</sup>
- 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

**Soils [Table 6]**

- (Tough) Soap Scum
- Dirt
- Grime

- Toothpaste
- Water marks
- Cosmetics
- Urine
- Mud
- Bathtub ring(s)
- Foundation
- Make-up
- Tub ring(s)
- Shower ring(s)
- (Tough) (Baked on) Grease
- Lipstick
- Hairspray
- Shaving cream
- Smudges
- Fingerprints
- Hair
- Stubble
- Spots
- Rings
- Oil

#### **4) PACKAGING AND SUSTAINABILITY CLAIMS**

- Bottle Made with (XX%) recycled plastic<sup>(Y)</sup> (from stadium cups)
- (Y) Bottle contains up to (XX%) dye (and (XX%) stabilizers)
- Bottle made with PCR
- Easy (spray) (pull) trigger
- Effective dispersion to (reach nooks and crannies)(lift hidden grease)
- Ergonomic design for better control and reach
- (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
- Gallon size
- Trial (Twin) Pack
- X oz. at the X oz. price
- X% (oz.) More (Free)
- Bottle made of (X%) post-consumer recycled plastic
- Foaming trigger
- improved (new) look (design) (sprayer) (trigger) (spray) (bottle) (for) (better) (value) (dispensing)
- Recyclable (container) (bottle)
- Trigger can be re-used up to 10x
- new (Trigger) (Bottle) (Formula)

#### **5) FRAGRANCE/SCENTS [TABLE 7]**

- (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
- Petal Paradise (Camelia)

**6) OTHER 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)
- Milwaukee Brewers
- Milwaukee Bucks
- Milwaukee Brewers and Bucks
- 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 Scent of [insert FRAGRANCE - Table 7]
- (Gentle)(Safe) for use on (sealed (stone)(granite)(sealed marble)(quartz))(stainless steal)(brushed nickel)(brushed stainless steal)
- (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
- Improved (better) 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]
- (More) focused (accurate) application
- Peel off (here)
- 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 (Solvents) (Ammonia) (acids) (chlorine)
- (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
- For the entire [insert LOCATIONS - Table 3]
- From the makers of [This Brand]
- Great (Works) (Effective) on multiple hard non-porous surfaces
- Great (for) (on) hard, non-porous surfaces (all around) (the) (such as:) [insert LOCATIONS - Table 3]
- Improved (better) (Formula) (Trigger) (Bottle)
- Makes your job (easy) -or- (easier)
- Patented (Cleaning) (Technology) (Formula)
- Polymer Remains on Surface<sup>4</sup> for Up to (2 weeks) (30 showers)<sup>iii</sup>
- 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
- With (New)Polymer Technology
- Won't (Will not) harm septic systems (tanks)

**[SECTION 8- MISC. SCJ INFO]**

EPA Reg. No. 4822-XXX

EPA Est. No.

[or]

EPA Est. No. [number followed by (letter)]. Lot (number) suffix (letter(s)) (or) (letter) indicates the appropriate establishment (est.) number (no.)

Questions? Comments? Call 800-558-5252 (.)

(Sold by:)(20XX) S.C. Johnson & Son,

Inc. Racine, WI 53403-2236 U.S.A.

All Rights Reserved

S.C. Johnson

A Family Company (at work for a better world)

(A Family Company since 1886. Fisk Johnson [signature])

(Pump made in [country])

(Made in [country])

(Manufactured for S.C. Johnson & Son, Inc.)

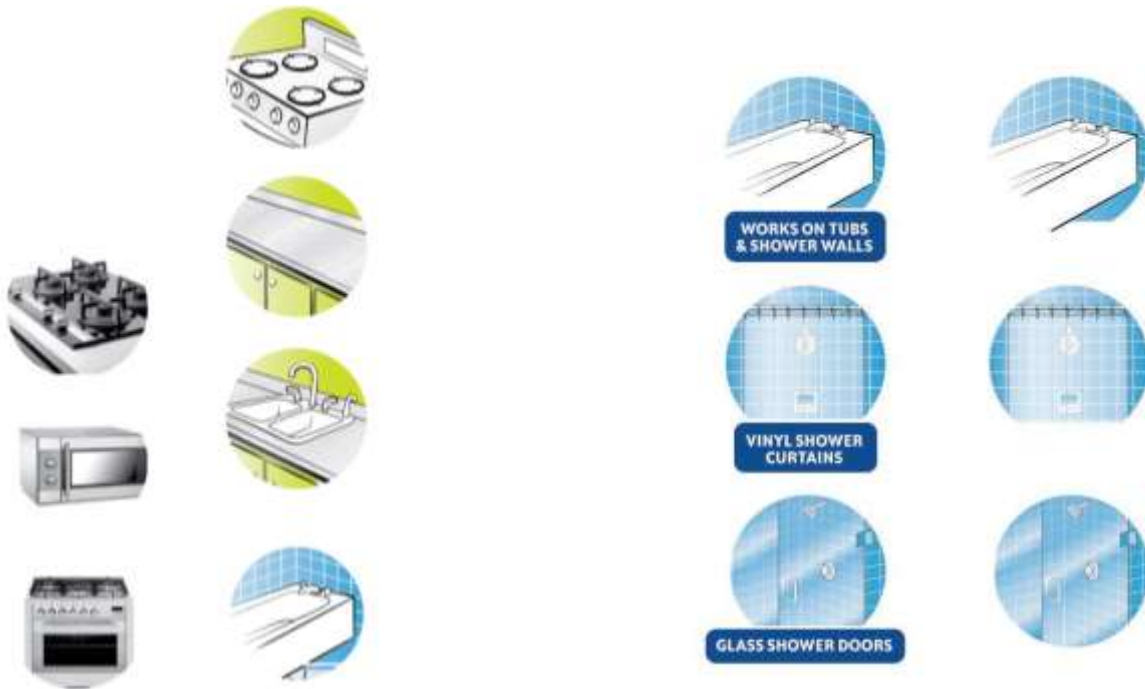
(Go Further with our FamilyTM(!))

**[SECTION 9– GRAPHICS ]**

[NOTICE TO REVIEWER: Graphic depictions on label may vary slightly from graphics depicted below and may vary in size, shape color and design.]



Representative Location Graphics:



(Information parenthesis is Optional Text)  
[Information in brackets is Note to Reviewer]



**RESTROOM**



**KITCHEN**

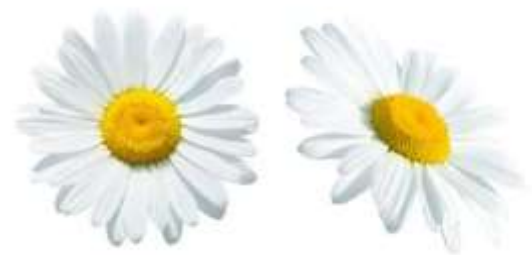
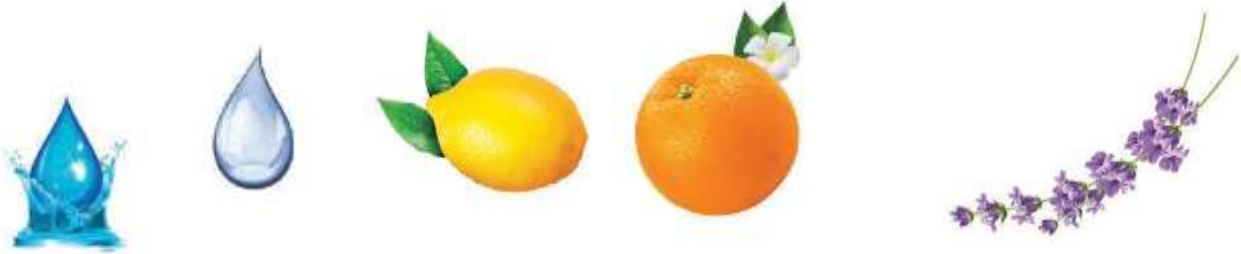


**RESTROOM**



**KITCHEN**

Graphics for Fragrance Descriptions:





(Information parenthesis is Optional Text)  
[Information in brackets is Note to Reviewer]



(How2recycle.info)(logo)



**Footnotes:**

**\* (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<sup>u</sup>) (Flu virus<sup>u</sup>) (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)  
Adenovirus type 2 (ATCC VR-846)

**‡ (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<sup>u</sup>) (Flu virus<sup>u</sup>) (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)  
Adenovirus type 2 (ATCC VR-846)

**°° (Fungi):)**

*Aspergillus niger* (ATCC 6275)

**◊ SARS- CoV-2**

+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.]

†when use-directions for disinfection are followed

‡‡ on hard, non-porous surfaces

€ (Refer to list of Use Sites) [pages 13-14]

<sup>1</sup>sealed stone and stainless steel

<sup>2</sup>Sealed

<sup>3</sup>Allow surface to adjust to room temperature

\*\*is trademark owned by E.I. du Pont de Nemours and Company

\*\*\*is trademark owned by The Diller Corporation

\*\*\*\*is trademark owned by Pergo AG

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

<sup>i</sup> Compares (Consistent)(Subsequent) (Use) (Cleaning) to First Time (Use) (Cleaning)

<sup>ii</sup> Average Shower Length of 8 min

<sup>iii</sup> Assuming an average of two 8-min showers per day

<sup>iv</sup> After First Use

<sup>v</sup> Herpes Simplex Virus Type 1, Herpes Simplex Virus Type 2, Influenza A (H1N1) Virus, Respiratory Syncytial Virus, Rotavirus, Parainfluenza virus type 3, Human coronavirus, ⋄ SARSCoV-2

<sup>vi</sup> Staphylococcus aureus, Salmonella enterica, Pseudomonas aeruginosa, Enterobacter aerogenes, Escherichia coli, Listeria monocytogenes, Methicillin Resistant Staphylococcus aureus, Vancomycin Resistant Enterococcus faecalis, Streptococcus pyogenes, Enterococcus faecalis, Campylobacter jejuni

<sup>u</sup> Influenza A (H1N1) Virus (ATCC VR-1469)