



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

EPA Reg. Number:

4822-634

Date of Issuance:

3/21/24

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

StainLift

Name and Address of Registrant (include ZIP Code):

Natalie Gilboy
SC Johnson & Son, Inc.
Electronic Transmittal: [NMGilboy@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:

Luisa Samalot-Freire, Product Manager 31
Regulatory Management Branch I,
Antimicrobials Division (7510P)

Date:

3/21/24

2. You are required to comply with the data requirements described in the DCI or EDSP Order identified below:
 - a. Alkyl dimethyl benzyl ammonium chloride GDCI-GDCI-128928-30917
 - b. Octyl decyl dimethyl ammonium chloride GDCI-069165-1736
 - c. Octyl decyl dimethyl ammonium chloride GDCI-069165- 30870
 - d. Dioctyl dimethyl ammonium chloride GDCI-069166-30875
 - e. Dioctyl dimethyl ammonium chloride GDCI-069166- 1737
 - f. Didecyl dimethyl ammonium chloride GDCI-069149-30869
 - g. Didecyl dimethyl ammonium chloride GDCI-069149-0681

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

3. *Include the following text if there is no DCI issued for a chemical, but there is a Work Plan or a proposed DCI for that chemical; otherwise, delete this section.* Be aware that proposed data requirements have been identified in a Work Plan or proposed DCI. For more information on these proposed data requirements, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>
4. The data requirements for storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) are not satisfied. A one year study is required to satisfy these data requirements. You have 18 months from the date of registration to provide these data.
5. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, "EPA Reg. No. 4822-634."
6. 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 08/09/2023

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

- Disinfectant Scrubbing Bubbles XXIII Bathroom Cleaner I
- Disinfectant Scrubbing Bubbles XXIII Multi-Purpose I
- Disinfectant Scrubbing Bubbles XXIII Multi-Surface I
- Scrubbing Bubbles Bathroom Disinfectant Bathroom Grime Fighter I
- Scrubbing Bubbles Bathroom Disinfectant Mega Shower Foamer I
- Scrubbing Bubbles Bathroom Multi-Purpose Disinfectant
- Scrubbing Bubbles Bathroom Multi-Surface Disinfectant
- Scrubbing Bubbles Disinfectant Multi-Surface Bathroom Cleaner
- Scrubbing Bubbles Disinfectant Multi-Stain Bathroom Cleaner
- Scrubbing Bubbles Bathroom Multi-Stain Disinfectant
- Scrubbing Bubbles Disinfectant Multi-Stain Cleaner
- Scrubbing Bubbles Disinfectant Long Lasting Bathroom Cleaner
- Scrubbing Bubbles Disinfectant Long Lasting Cleaner
- Scrubbing Bubbles Long Lasting Easy Clean
- Scrubbing Bubbles Extended Clean Technology

If you have any questions, please contact Karen Leavy by phone at (202)-566-0668, or via email at Leavy.Karen@epa.gov or Luisa Samalot-Freire by phone at (202)- 566-0609 or via email at Samalot.luisa@epa.gov

Enclosure: Stamped label

[Primary Display Panel]

[SECTION 1: PRODUCT INFORMATION]

Product Name: StainLift

Alternate Brand Names:

1. Disinfectant Scrubbing Bubbles XXIII Bathroom Cleaner I
2. Disinfectant Scrubbing Bubbles XXIII Multi-Purpose I
3. Disinfectant Scrubbing Bubbles XXIII Multi-Surface I
4. Scrubbing Bubbles Bathroom Disinfectant Bathroom Grime Fighter I
5. Scrubbing Bubbles Bathroom Disinfectant Mega Shower Foamer I
6. Scrubbing Bubbles Bathroom Multi-Purpose Disinfectant
7. Scrubbing Bubbles Bathroom Multi-Surface Disinfectant
8. Scrubbing Bubbles Disinfectant Multi-Surface Bathroom Cleaner
9. Scrubbing Bubbles Disinfectant Multi-Stain Bathroom Cleaner
10. Scrubbing Bubbles Bathroom Multi-Stain Disinfectant
11. Scrubbing Bubbles Disinfectant Multi-Stain Cleaner
12. Scrubbing Bubbles Disinfectant Long Lasting Bathroom Cleaner
13. Scrubbing Bubbles Disinfectant Long Lasting Cleaner
14. Scrubbing Bubbles Long Lasting Easy Clean
15. Scrubbing Bubbles Extended Clean Technology

[SECTION 2: FORMULA INFORMATION]

Active Ingredients:

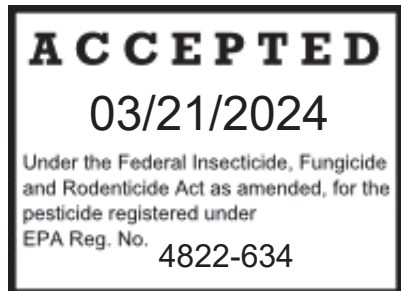
Alkyl dimethyl benzyl ammonium chloride.....	0.096%
Octyl decyl dimethyl ammonium chloride.....	0.072%
Dioctyl dimethyl ammonium chloride	0.036%
Didecyl dimethyl ammonium chloride.....	0.036%
Inert (Other) Ingredients:	<u>99.760%</u>
Total:	100.000%

[SECTION 3: REFERRAL STATEMENTS]

KEEP OUT OF REACH OF CHILDREN(.)
CAUTION (:)

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

Net (Weight) (Wt) Contents:



[Secondary Panel(s)]

[SECTION 4: PRECAUTIONARY STATEMENTS]

PRECAUTIONARY STATEMENTS:

Hazards to Humans and Domestic Animals (.)

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

PHYSICAL OR CHEMICAL HAZARDS

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

[Note to Reviewer: Boxed format and “bullets” as listed below will be used if label space permits; otherwise a paragraph format will be used.]

FIRST AID

If in eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.
If on skin	<ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15-20 minutes.
IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

[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.

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

(TO OPERATE:)

TO CLEAN:

Spray 6-8 inches from surface to be cleaned. (Product can be sprayed from any angle.) Allow foam to penetrate (soil) (dirt) (lime scale) (rust) (stains) (and) (soap scum). For visibly soiled areas, (let stand (several minutes) (x minutes) before wiping.) ((repeated use) (reapplication) may be (required) (needed) (necessary).) Remove by (rinsing with water) (or) (wiping away foam with (a) (wet) (dry) (cloth) (or) (sponge). (No need to wipe dry.) On chrome, rinse with water.

TO CLEAN (WIDE SPRAY):

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

TO DISINFECT(‡)(^)(*) (AND DEODORIZE) (HARD, NON-POROUS SURFACES): Pre-Clean visibly soiled areas. Spray 6-8 inches from hard non-porous surface(s) until visibly wet. Let stand for 5 minutes. ((Then) (wipe.) ((Wipe with a wet cloth or sponge) (,) (then) (rinse (thoroughly) with water).) Rinse food contact surfaces with (clean) (or tap) potable water.

(TO INHIBIT AND PREVENT THE GROWTH OF MOLD AND MILDEW:

Remove visible soil prior to applying the product for treatment against mold and mildew. On hard non-porous surfaces, spray 6-8 inches from surface until visibly wet. Re-apply in 7 days or less.)

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

STORAGE AND DISPOSAL

STORAGE: (Residential – Pressurized Container)

(Store in a cool, dry place away from heat or flame (in an area inaccessible to children). Do Not Puncture or Incinerate!

DISPOSAL(non-refillable): Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling, if available. **If partly filled:** Call your local solid waste agency for disposal instructions.

OR

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

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

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

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

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

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

[SECTION 6: ORGANISMS]

Disinfectant*			
Organisms	ATCC and/or Strain	Contact Time	Soil Load
<i>Staphylococcus aureus</i> (Staph)	(ATCC 6538)	5 Minutes	5%
<i>Salmonella enterica</i> (Salmonella)	(ATCC 10708)	5 Minutes	5%
<i>Pseudomonas aeruginosa</i> (Pseudomonas)	(ATCC 15442)	5 Minutes	5%
<i>Klebsiella Aerogenes</i> (formerly <i>Enterobacter aerogenes</i>)	(ATCC 13048)	5 Minutes	5%
<i>Enterococcus faecalis</i>	(ATCC 29212)	5 Minutes	5%
<i>Escherichia coli</i> 0157:H7 (E. coli)	(ATCC 35150)	5 Minutes	5%
<i>Streptococcus pyogenes</i> (Strep)	(ATCC 19615)	5 Minutes	5%
<i>Listeria monocytogenes</i>	(ATCC 19117)	5 Minutes	5%
Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA)	(ATCC 33592)	5 Minutes	5%
<i>Campylobacter jejuni</i>	(ATCC 29428)	5 Minutes	5%
Virucidal^			
Organisms	ATCC and/or Strain	Contact Time	Soil Load
Herpes Simplex Virus Type 1	(ATCC VR-733)	5 Minutes	5%
Herpes Simplex Virus Type 2	(ATCC VR-734)	5 Minutes	5%
2009-H1N1 Influenza virus (CDC #2009712192) (ATCC VR-1469)	(ATCC VR-1469)	5 Minutes	5%
Respiratory Syncytial Virus (RSV)	(ATCC VR-26)	5 Minutes	5%
Rotavirus	(ATCC VR-2018) (Strain WA)	5 Minutes	5%
SARS-CoV-2	(Strain USA- WA1/2020)	5 Minutes	5%
Fungistatic^{oo}			
Organisms	ATCC and/or Strain	Contact Time	Soil Load
<i>Aspergillus niger</i>	(ATCC 6275)	NA	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:

- 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	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]

[Optional marketing statements for Primary or Secondary Panel]

[NOTICE TO REVIEWER:

- The statements 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
- Claims may be combined with the use of “and” or “&”.
- 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

- (A convenient way to) (clean) (clean-up) (and) (disinfect†) (on) hard, non-porous surfaces
- (A way to) Disinfect(s)† (and) (clean(s)) hard, non-porous surfaces
- (Bactericidal) (Virucidal) (disinfecting) (foam) (foaming) (action!) (on hard, non-porous surfaces)
- (Bactericidal) (Virucidal) (Foaming)(Action)(Formula)(cleans and disinfects†) (on) (for) hard, non-porous surfaces
- (Brand name is) tough on grime and germs‡
- (Brand) (insert surface or location from TABLE 3) (Cleaner)(Disinfectant) kills (odor-causing bacteria) (bacteria*)
- (Disinfect(s)†) (and) kills 99.9%† of (germs‡) (and) (viruses^) (and) (bacteria*) on hard, non-porous surfaces
- (Disinfect(s)†) (Deodorizes) (Deodorizer) (One Step) (Virucide^) (Virucidal^) (Insert location from Table 3) (Cleaner)
- Disinfect(s)† (insert SURFACES or LOCATIONS from TABLE 3) hard, non-porous (insert SURFACES or LOCATIONS from TABLE 3) surfaces
- Disinfect(s)† hard, non-porous surfaces
- Disinfect(s)† hard, non-porous surfaces where (germs‡) (bacteria*) (viruses^) (live) (hide) (hide out)
- Disinfect(s)† the (busiest) (most)(touched)(used) surfaces in your (insert location from Table 3)
- Disinfect(s)† the hard, non-porous surfaces (in) (your) (insert location from Table 3) (by killing 99.9%† of the) (germs‡) (bacteria*) (viruses^) (that) (live) (hide) (hide out) (there)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5) on hard, non-porous surfaces
- Disinfects† hard, non-porous surfaces in (the)(your) (hardest to reach) (dirtiest) places (in your) (Insert surface or location from Table 3)
- (Effective against)(Tough on) (germs‡(†)) (viruses^) (and) (bacteria*) (from (insert location – Table 3) hard, non-porous surfaces) (including) (insert organism – Section 5)
- For the dirt you can see and the (germs‡(†)) (bacteria*) you can’t
- From the brand you trust (to clean)(and) (disinfect†)
- Great for (cleaning) (and) (disinfecting†(on) hard, non-porous surfaces)
- Helps reduce the spread of (germs‡(†)) (viruses^) (and) (bacteria*) between treated hard, non-porous surfaces
- (Insert locations – Table 3) cleaner (and) (disinfectant† for hard, non-porous surfaces)
- (kill) (eliminate) (destroy) 99.9% of bacteria* in your (insert locations – Table 3)

- (Kills 99.9%) ((disinfectant) effective against) (This Product kills) (bacteria*) (and) (viruses^ (including (insert organisms – Section 5))) on hard, non-porous surfaces
- (Kills 99.9%) (effective against) (insert organisms – Section 5)) on hard, non-porous surfaces
- (Kills) (99.9% of) (Effective against) (disinfects) SARS-CoV-2 (the virus^o that causes COVID-19) on hard, non-porous surfaces
- (Kills) (99.9% of) (Effective against) (Disinfects) the virus^o that causes COVID-19 on hard, non-porous surfaces
- Kills (99.9% of) (flu) viruses^
- Kills (99.9% of) (Germs‡) (viruses^ (and bacteria*) (found) (on) (insert locations – Table 3) hard non-porous surfaces (as it cleans) (in 5 minutes)
- Kills (99.9% of) (Germs‡) (viruses^ (and) (bacteria*) (like)(including) (insert organisms from Section 5) on hard non-porous surfaces (in 5 minutes)
- Kills (99.9% of) (germs‡(+)) (viruses^ (and) (bacteria*) (from (insert location – Table 3) hard, non-porous surfaces) (including) (insert organism – Section 5)
- Kills (insert organism – Section 5)
- Kills (odor-causing) bacteria (that cause odors).
- Kills (viruses^ including) SARS-CoV-2 (which may cause)(which causes) COVID-19 (disease) on hard, non-porous surfaces
- Kills 99.9% of germs‡(+)
- Kills germs‡ (on) (insert locations – Table 3)
- Kills the viruses^ that causes the flu.
- Leaves (insert location – Table 3) hard, non-porous surfaces (sparkling) (shiny) (clean) (and) disinfected†.
- (Make(s)) (cleaning) (and) (disinfecting†) (killing) (germs‡) (virus^ (and) (bacteria*) (is)(convenient) (easy) (with) (this product)
- (New) Disinfectant formula
- (Now) (also) Disinfect(s)† hard, non-porous surfaces!
- (Now) (tested) (and) (proven) (effective) to help reduce the spread of (the) (virus^o that causes COVID-19) SARS-CoV-2 between treated hard, non-porous surfaces
- (Now) (tested) (and) (proven) (effective) to kill (the) (insert organisms – Section 5) on hard, non-porous surfaces
- Prevents mold and mildew
- (The (effective) way to) Clean(s) (shine(s)) and disinfect(s)† hard, non-porous surfaces (without harsh fumes)
- (This Product) (is) (a) (an) (Multi-)(Purpose) Hard non-porous Surface (Bactericide) (Bactericidal) (Disinfectant†) (Spray)
- Tough on germs‡, (easy) (gentle) (enough) for everyday use
- Tough on germs‡, gentle on (insert surface or location from Table 3) surfaces
- Tough on germs‡, gentle on your senses

2. CLEANING CLAIMS

[NOTICE TO REVIEWER: Where the word “Cleans” appears in the below claims it can be substituted by: “Powers through”, “Powers thru” “Attacks”, “Removes”]

- 100% Soap Scum Removal
- A (quick,) (convenient) cleaner like none other!
- (Also) (great) (available) (works effectively in) (for) (multi-purpose touch ups)
- Brightens (surfaces)
- Clean as you go
- Cleans (insert soil – table 6)
- **Cleans** (100%) (tough) soap scum
- **Cleans** (and) (shines) without scratching
- **Cleans** (insert soils – table 6) (grime) (&) (soap scum) easily!
- **Cleans** (insert location from Table3) (soap scum) (stains)
- **Cleans** (the)(your) (hard(est) to reach) (dirtiest) places (in your) (Insert surface or location from Table 3)
- **Cleans** (tough) (grease)(grime)(, leaves a pleasant scent)
- **Cleans** (tough) grease and grime
- **Cleans** (up) (small) spills (like) (misses) (drips) (on and around the toilet)
- **Cleans** (up) (small) spills (like) (toothpaste) (water marks) (on and around the sink)
- **Cleans** and shines (without scratching)
- **Cleans** hard-to-reach spots
- **Cleans** tough (soap scum) (and) (grime)
- **Cleans** without scrubbing
- Complete(s) your (everyday) cleaning (regimen)
- Convenient way to clean
- Cuts (grease) (tough grime) (cleans glass) (&) (more)
- Cuts grease (and grime)
- Cuts through (insert soils – table 6) (stains) (dirt) (and) (grime)
- Cuts through bathroom grime (such as) (insert soil – table 6).
- Cuts through Soap scum and grime
- Does not leave a (cloudy) residue
- (Easily) (Quickly) (Effectively) Cleans (and) (removes) (gets rid of) (tough) (everyday) (insert soils – table 6) (stains) (messes) (in)(from) (multiple) (insert surface or location from Table 3) (surfaces)
- Easily cleans (tough) (insert locations from Table3) (insert soils – table 6) (dirt) (soil) ((and) (disinfects[†]) (while) (disinfecting[†]) (on) hard, non-porous surfaces)
- (Easy) (Quick Cleaner) (&) (Convenient) (to use) (in) (insert location - Table 3) (&) (throughout the house)
- Easy (enough) (to) (use) (everyday) (everywhere) for cleaning (insert soils – table 6)
- Easy Rinse ⁱ
- Effective at removing (tough) (everyday) (insert soils – table 6) (stains) (soils) (dirt) (odors)
- (Effectively) cleans (and) (shines) (insert Surfaces or Locations – Table 3)
- (Effectively) cleans (grime)(dirt) (insert soils – table 6) from multiple surfaces
- For (daily) (everyday) (light-duty) (heavy duty) (touchup) (insert location from Table 3) (cleaning) (use)
- For (tough) (tougher) (everyday) cleaning
- For everyday use
- For the entire (house) (bathroom) hard, non-porous surfaces

- For the entire (insert surfaces or locations – Table 3)
- (Formulated) (for) (tougher) (tough) cleaning
- Gentle on (surfaces)(your senses)
- Great for (insert surfaces and/or locations from Table 3)
- Great for (Spring) (Fall) (Everyday) Cleaning
- Great on (glass) (insert surfaces from Table 3)
- Improved for (tough) (tougher) cleaning!
- (Leaves) (virtually) No (smear) (sticky) (filmy) (visible) (greasy) (gritty)(oily)(harmful chemical) residue
- Leaves (a brilliant shine) (and) (has) (a fresh, clean scent).
- Leaves (behind) a (brilliant) shine
- Leaves (your) (insert surface or location from Table 3) clean and (shiny) (shining)
- Makes (insert surface and/or location from Table 3) (clean-ups) (touch-up(s)) quick and easy
- Makes (your current) quick cleanup (even) (quicker) (more) (effective)
- Makes (your) cleaning (job) (life) (easy) (easier)
- Makes cleaning (up) (messes) (easy) (and) (convenient)
- Makes touching-up (messes) (easy) (and) (convenient)
- Makes tough cleaning easy
- No (visible) (sticky) (oily) (harsh) (dull) (smear) residue (or buildup)!
- (Now) (with) (tough) (tougher) (cleaning)
- (One) (quick) (convenient) solution for cleaning (insert surfaces or locations – Table 3)
- Passes the finger swipe test! (No oily) (or greasy) (or dull) (or smear) residue
- (Foam) (formula) (easily) removes (tough) (stains) (such as) (insert soils – table 6)
- (Picks up) (cleans up) bathroom (dirt) (and) (grime) (such as) (insert soils – table 6)
- Powerful clean
- Powerful clean without harsh cleaning (solvent)(smells)(smell) (odor)
- Powerful clean, no harsh smells
- Powerful cleaner (aerosol) (spray)
- (Powerful)(Effective)(Deep) clean
- Removes the surface dirt and restores the shine of the bathroom.
- (Removes Soap Scum with) No Scrubbing
- Shine(s)
- (Simple) (Easy) Streak-free shine (on) (all) (around) (insert surface or Locations – Table 3) (surfaces) (everyday)
- Simply (spray) (wipe) (touch) (dab) and go
- Streak-free clean
- Tackle your (toughest) (insert location from Table3) cleaning needs
- (The convenient way to) (helps) keep your (entire) (insert location from Table 3) looking “just cleaned”
- (This Product) (effectively) Cleans everyday soils on (insert location from Table 3)
- (Thoroughly) Clean(s)
- (Tough enough for) the (high traffic) (“high touch” (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- (Tough) cleaning on hard, non-porous surfaces for the (entire) (insert locations – Table 3)
- (Tough) cleaning without (the) (oily)(greasy) (dull) (smear) residue
- Tough cleaning (formula) (with a fresh scent)!
- Tough cleaning formula wipes out (dirt) (and) (grease) (and grime) (and leaves a fresh clean scent)!

- Tough cleaning made easy (without the residue)!
- (Tough) cleaning never smelled so good
- Tough(er) on (soap scum) (messes)(grease) (and) (grime)(!)
- Wipes out tough grime (and leaves a fresh clean scent)!

2.1 CLEANING CLAIMS RELATED TO TECHNOLOGY

- (Foam) Goes to work on contact (penetrating) (and) dissolving grime
- (Foaming) (aerosol) (spray)(formula) Helps Fight Build Up of Hard Water Stains
- (Foaming) (aerosol) (spray)(formula) Helps Prevents Build Up of Hard Water Stains
- (Foaming) (aerosol) (spray)(formula) Reduces Build Up of Hard Water Stains
- (Helps Prevent) (Helps Fight) (Reduces) Build Up of Hard Water Stains
- (Helps Prevent) (Helps Fight) Grime from Sticking
- (Helps) (prevent) (daily) (buildup) of soap scum
- (Helps)(Save)(Reduce)(Reduces)(your) cleaning effort ^{iv}
- (Helps)(Save)(Reduce)(Reduces)(your) cleaning time ^{iv}
- (technology name from Section 2.2) Creates an Invisible Barrier (that Prevents Grime from Building Up)
- (Virtually) no scrubbing (required)
- Actively repels water, soils and stains for an easier clean
- Cleans (and)(+)(repels) (dirt)(and)(grime)(and)(soap scum)
- Just Wipe Away Soap Scum ^{iv}
- Less Scrubbing! ⁱ
- Lifts Stains Easier ⁱ
- Patented (Cleaning) (Technology) (Formula)
- Protects against soap scum, hard water, and other shower related stains
- Saves (you) (cleaning) (time) (and) effort
- Saves (you) Cleaning Time ⁱ
- Makes your job (easy) (easier)
- When Grime Doesn't Stick, it is easier to clean
- 50% less Cleaning (Time) (Effort) (for Tough Soap Scum) ^{iv}
- 50% less scrubbing for tough soap scum ^{iv}
- Reduce Cleaning Effort by 50% (for Tough Soap Scum) ^{iv}
- Reduce Cleaning Time by 50% (for Tough Soap Scum) ^{iv}
- (insert technology name from Section 2.2) (polymer) Remains On Surface for Up to 30 Showers ⁱⁱ
- (insert technology name from Section 2.2) creates an invisible barrier (that prevents grime from building up and sticking directly to your surfaces)
- (insert technology name from Section 2.2) Prevents Grime from Building Up
- (insert technology name from Section 2.2) Reduce(s) the frequency of deep clean(s)(ing) (occasions)
- (insert technology name from Section 2.2) Reduces (your) Cleaning Effort ⁱ
- (insert technology name from Section 2.2) Reduces (your) Cleaning Time ⁱ
- (insert technology name from Section 2.2) Reduces Build Up of Hard Water Stains
- (insert technology name from Section 2.2)(polymer) Remains On Surface for Up to 2 weeks ⁱⁱⁱ
- (technology name from section 2.2) adheres to surfaces for an easier clean
- (technology name from Section 2.2) Benefits Renewed After Every Use
- (technology name from Section 2.2) Creates an invisible barrier that prevents grime from building up and sticking directly to your surfaces

- (technology name from Section 2.2) Benefits Last for Up to 2 weeks (Between Cleans)ⁱⁱⁱ
- (technology name from Section 2.2) Benefits Last for Up to 30 Showers (Between Cleans)ⁱⁱ

2.2 TECHNOLOGY NAMES

[NOTICE TO REVIEWER: The following claims are related to surface cleaning only]

- (Now) (With) (New) Anti-dirt (™) (Technology)
- (Now) (With) (New) Build-Up Guard (™)
- (Now) (With) (New) Clean Extended (™) (Technology)
- (Now) (With) (New) Clean X-tend (™) (Technology)
- (Now) (With) (New) Clean X-tended (™) (Technology)
- (Now) (With) (New) Dirt Repel(ling) (™) (Technology)
- (Now) (With) (New) Extended Clean (™) (Technology)
- (Now) (With) (New) Keep Clean (™) (Technology)
- (Now) (With) (New) Long Lasting Easy Clean (™) (Technology)
- (Now) (With) (New) Long Lasting E-Z Clean (™) (Technology)
- (Now) (With) (New) Polymer (Technology)
- (Now) (With) (New) Stain Guard (™) (Technology)
- (Now)(With)(New) Stain Destroyer (Technology)
- (Now) (With) (New) Stain Prevention (™) (Technology)
- (Now) (With) (New) Stain-Away (™) (Technology)
- (Now) (With) (New) Stay Clean (™) (Technology)
- Water Based (Technology)

2.3 FOAM QUALITY CLAIMS

- A cleaning foam that stays where you put it
- Active foam
- Cling-on clean & disinfect
- Clings on vertical surfaces
- Clings to surface to penetrate stains
- Complete foaming coverage
- Easy on foam - easy off grime
- Fast acting foam (penetrates hard to reach places for easy) cleaning
- Fast, easy cleaning solution
- (Foam) Goes to work on contact (penetrating) (and) dissolving grime
- [Foam] [Max cling foam] soaks the grime for less scrubbing timeⁱ
- [Foam] [Max cling foam] softens up scum for less scrubbingⁱ
- [Foam][Max cling foam] [Max cling-on foam] stays in place [to dissolve soap scum and grime]
- Foam that stays where you (need it)(want it)
- Foam clings to surface to easily wash away soap scum and grime
- Foaming (action) (cleaner) (formula) (does the) (work) (for you)
- Foaming (aerosol)(formula) Helps Fight Build Up of Hard Water Stains
- Foaming (aerosol)(formula) Helps Prevents Build Up of Hard Water Stains
- Foaming (aerosol)(formula) Reduces Build Up of Hard Water Stains

- Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)(tub)(insert location from Table 3)
- Foams up to stay in place (for cleaning and disinfection)
- High cling foam, loosens up grime, for easier clean-up
- (Longer lasting)(Thicker) Foam
- Max foaming action (with) (insert technology name from section 2.2)
- Millions of cleaning bubbles in each spray
- More bubbles, more power through tough grime
- Product clings on the surface longer, making the clean easier^u
- Product Stays (where you spray)(where applied)
- Product Stays where (you) (spray(ed)) (apply) (applied)
- Scrubbing Bubbles (thickest foam) (foamiest clean)
- Stay-in-place foam
- Stay-on foam (for cleaning and disinfection)
- Stays in place while cleaning vertical surfaces
- Thick cleaning foam
- Thick foam (for a penetrating clean) (to penetrate soap scum)
- With Improved Foaming Action^d
- You can see and hear the Bubbles working

3. WHERE TO USE CLAIMS

- (Can be) Use(d) in the [insert LOCATIONS - Table 3] (and) (throughout) (allaround) (your home) (your house)
- (Can be) Use(d) on (insert surfaces – table 4) (and) (throughout) (all around) (the) (your) [insert LOCATIONS -Table 3]
- Can be used on a wide variety of [insert LOCATIONS - Table 3] (and) (or) [insert SURFACE TYPES - Table 4] (and) (or) [insert LOCATIONS - Table 3] (surfaces)
- Can be used on all types of [insert LOCATIONS – TABLE 3] surfaces
- (Gentle) on (insert surfaces – table 4)(insert locations – table 3) surfaces, not on germs[‡]
- (Gentle)(Safe) for use on (insert surfaces – table 4)
- 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]
- (For) Use all around the [insert LOCATION - Table 3]
- (For) Use on [insert LOCATIONS - Table 3] (and) (or) [insert SURFACE TYPES - Table 4] (and) (or) [insert LOCATIONS - Table 3] hard, non-porous surfaces
- (For)(on) old or worn surfaces, test on a small area before use
- For the entire [insert LOCATIONS - Table 3]
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- one product for a variety of surfaces
- Safe for use on [insert locations – table 3] (insert surfaces – table 4) surfaces
- (Specially)(Expertly) (formulated) For [insert LOCATIONS - Table 3] surfaces
- (Specially)(Expertly) (formulated) For a variety of [insert LOCATIONS - Table 3] surfaces
- (Specially)(Expertly) (formulated) For use (in) (on) (around) [insert LOCATIONS - Table 3] (and) (or) [insert SURFACE TYPES - Table 4]
- (The) Entire [insert LOCATIONS - Table 3 (and) (insert location – table 3)] solution

- (The) Perfect product for your [insert LOCATIONS - Table 3 (and) (insert location – table 3)]
- (Total) [(insert location – table 3) + (insert location – table 3)] solution(s)
- (Won't) (Will not) harm (most) (insert LOCATION - Table 3) surfaces
- Will not harm most surfaces
- Won't scratch (fiberglass) (surfaces)
- No-scratch formula
- Recommended for use on (sealed hard surfaces) (hard, non-porous surfaces)(insert location – table 3) (insert surfaces – table 4). When in doubt, spot test on an inconspicuous area (of the surface).

4. FRAGRANCE CLAIMS

- Available in (new) (limited edition) (Spring) (Fall) (Winter) (Seasonal) fragrances!
- Available in (new) (limited edition) (variety of) (appealing) (insert fragrance descriptor from section 8) (designs)
- Deodorize(s)
- (Fragrance) (insert fragrance – Table 7) (plus!) (+)
- Fresh Scent of (insert fragrance – table 7)
- Freshen(s)
- (Freshens) (fragrance) (deodorizes) (where germs‡ are a concern)
- Gentle Scent
- Great (insert fragrance – Table 7) (scent) (!)
- Great (smelling) [insert FRAGRANCE - Table 7] scent
- (great) (special) (seasonal) (insert fragrance – Table 7) (fragrance)
- Has a pleasant Scent without harsh (fumes) (smell(s)) (odor)
- Has (Leaves) a pleasant (airy) (mild) (light) (subtle) (long lasting) (fresh) (clean) scent (fragrance) (smell)
- (Has a) (Leaves a) (subtle) (pleasing) (clean) (light) (airy) (mild) (fresh) (insert fragrance – Table 7) (fragrance)(scent)
- (Higher)(New)(Improved) (better) (delightful) (fragrance name) (fragrance) (load) (scent)
- (Improved) (scent) (deodorizes) (and) leaves your (bathroom) (kitchen) (home) smelling fresh
- (Improved) (scent) (fragrance name) (deodorizes) (and) leaves your (insert location from TABLE 3) smelling fresh
- (Leaves a) (pleasant)(clean)(fresh)(fragrance) (scent)
- Leaves your (insert location from Table 3) smelling fresh!
- Limited Edition (fragrance) (scent)
- New (and) (improved) [insert FRAGRANCE - Table 7] scent(s)
- New (Scent) ([insert FRAGRANCE - Table 7]) (scent)
- New (and) (Improved) (Scent)(Fragrance)(Cleaning)(formula) (technology)
- Improved [insert FRAGRANCE - Table 7] (Scent)(Fragrance)(Cleaning)(formula)
- No chemical (smell(s)) (odor)
- No fumes
- No harsh (fumes) (smell(s)) (odor)
- No heavy fumes
- (Powerful clean) with no harsh (fumes) (smell(s)) (odor)
- Smells amazing
- Amazing (scent) (smell) (fragrance)
- Smells Great

- The cleaning power of Scrubbing Bubbles with the invigorating scent of (insert fragrance type from section 8)
- (Tough) cleaning never smelled so good
- (With a) pleasant fragrance
- With the (refreshing) (invigorating) scent of Glade® [insert FRAGRANCE - Table 7]
- Without Harsh (fumes) (smell(s)) (odor)

5. VALUE CLAIMS

- [Brand Name] Foaming (aerosol) (spray) (action) that does the work for you
- For use on (the entire) (insert surfaces and/or locations from Table 3)
- Guaranteed to clean or your money back (see back panel)
- Ideal for (use on) [insert LOCATIONS – TABLE 3]
- (Insert Efficacy Claim) (Insert Cleaning Claim) (Insert Fragrance Claim) with one easy spray
- (Insert locations – Table 3) (Multi-Purpose) (clean) (and (insert cleaning or disinfection claim))
- (Is good for) (great for) (cleans) (one product for) (cleaning) a variety of surfaces in (the) (insert locations – Table 3) (such as) (insert surfaces – table 4)
- (Is good for) (great for) (cleans) (one product for) (cleaning) (insert soils – table 6)
- (Just) (only) pennies per (dispense)(spray)(use)
- Money back guarantee!
- Multi-purpose (insert locations) (hard non-porous surface disinfectant) (cleaner)
- One-step (Insert Efficacy Claim) (Insert Cleaning Claim) (Insert Fragrance Claim)
- One-step cleaner (and disinfectant†)
- (One-Step) (Multi-Purpose) (insert locations – Table 3) (Bactericidal) (Virucidal) Disinfectant† (&) (and) (Cleaner)
- Quick (and) (easy) (insert location from Table 3) clean-ups
- Simple (and) (easy) (to use for) cleaning!
- Simple (easy) to use
- Spray, (foam,) (let sit,) (wipe) (rinse) for an easy clean
- Spray, let sit to work for you
- Spray, let sit, while it fights grime for you
- (Use on) (for) (insert locations from Table 3) (insert surfaces – table 4)
- Use (throughout) (everywhere in) (all around) (the) (your) (whole) (home) (house) (insert location from Table 3)
- (Works) (Great) (Effective) on multiple hard, non-porous surfaces

6. PACKAGING AND SUSTAINABILITY CLAIMS

- (A(n)) (abrasive) (phosphate) free formula
- (Big) X oz. Size (Pack)
- (†) Bottle contains up to (XX%) dye (and (XX%) stabilizers)
- (Handy) Trial Size (Available)
- (More) focused (accurate) application
- (No) (Non-(chlorine)) (bleach)
- (This Product is) Produced with more than 30% Renewable Energy
- (Won't) (Will not) harm septic (systems) (tanks)
- Appropriate for homes with septic (systems)(tanks)
- Better Value

- Big (Job) Size
- Bigger Size (package)
- (Bonus) (Club) (Multi-) (Special) (Mega) (Value) (Combo) (Economy) (Trial) (Pack) Size
- Bottle made of (X%) post-consumer recycled plastic
- Bottle Made with (XX%) recycled plastic^(y) (from stadium cups)
- Commercial (Pack) (Size)
- Contains no (abrasives) (phosphates) (Chlorine) (bleach)
- Does not contain (abrasives) (phosphates) (Chlorine) (bleach)
- Easy (spray) (pull) trigger
- Economic Refill
- Effective dispersion to (reach nooks and crannies) (lift hidden dirt)
- Ergonomic design for better control and reach
- Foaming trigger
- Gallon size
- Improved (better) (Formula) (Trigger) (Bottle)
- improved (new) look (design) (sprayer) (trigger) (spray) (bottle) (for) (better) (value) (dispensing)
- Industrial (Pack) (Size)
- Institutional Size
- Made without (abrasives) (phosphates) (Chlorine) (bleach)
- Mega (Pack) (Size)
- New (and) (&) (Improved) Sprayer
- (New) (Big) XXX oz. (Size)
- new (Trigger) (Bottle) (Formula)
- No (abrasives) (phosphates) (Chlorine) (bleach)
- Non-(abrasive) (corrosive) formula
- Our Widest Spray, Our Fastest Clean
- Recyclable (container) (bottle)
- Special Edition
- (Twin) (Trial) (Value) (Pack) (Size)
- Trigger can be re-used up to 10x
- Works From Any Angle
- X oz (More) (Free) compared to X ounce (oz.)
- X oz. at the X oz. price
- X% (More) (Free) compared to X ounce (oz.)
- X% (oz.) More (Free)
- X% more than the X (ounce) (oz.)

7. OTHER MARKETING CLAIMS

- (By) (From the makers of) (This Brand) (this product)
- For limited time only!
- No more digging through the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- Patented formula
- Peel Off (here)
- S.C. Johnson has a cleaning solution for every room in your home
- The (new) (modern) way to clean
- We do the work so you don't have to
- We work hard so you don't have to![®]

- [This Brand] We work hard so you don't have to®
- By (from) (the makers of) [This Product] [This Brand]
- From the makers of [This Brand]
- Milwaukee Brewers
- Milwaukee Bucks
- Milwaukee Brewers and Bucks
- New!

8. **TABLE 3: LOCATIONS AND SURFACES**

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

PLACES

- Any place that has a bathroom
- Home(s) +
- House(s)
- Household(s) +
- Mobile home(s) +
- Vacation home(s) +

ROOMS/AREAS:

- Basement(s)
- Bathroom(s)
- Bedroom(s)
- Dining (room(s)) (areas) +
- Dormitories
- Dorms
- Family Room(s)
- Kitchen(s) +
- Living room(s)
- Restroom(s)

HARD, NON-POROUS ITEMS

- Any bathroom surface or furniture
- Bidet
- Cabinet(s)
- Countertop(s)
- Door handles
- Doorknobs
- Garbage cans
- Grout
- Handle(s)
- Faucet(s)
- Floor(s)
- Mirror(s)
- sink(s)
- Shower(s) (Doors)(Stalls)(Wall(s))
- Toilet (seat) (exterior)
- (Bath) Tub(s)
- Vanity(ies) (Top)

SURFACES:

- (Black) marble
- (Brushed) Stainless Steel
- Chrome (fixtures)
- Corian®**
- Fiberglass
- Formica®***
- Glazed ceramic (tiles)
- Glazed porcelain (enamel) (kitchen) (bathroom) (tile(s))
- Glass
- Laminate
- Laminated Wood
- Laminated Surfaces
- Mirrors
- Sealed (granite) (grout) (cement) (concrete) (marble) (natural stone) (quartz) (synthetic marble)
- Vinyl (shower) (curtain(s)) (tile) (floors)

(Does not harm most bathroom surfaces) For other surfaces, spot test in an inconspicuous area.

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

SOILS

- (Tough) (Baked on) Grease
- (Tough) Soap Scum (rings)
- Bathtub ring(s)
- Cosmetics
- Clay
- Dirt
- Fingerprints
- Foundation
- Grime
- Hair
- Hairspray
- Lipstick
- Make-up
- Mud
- Urine
- Oil
- Sand
- Shaving cream
- Shampoo
- Shower ring(s)
- Soap
- Stubble
- Toothpaste

9. FRAGRANCE/SCENTS

- (Apple)(Citrus)(Lemon)(Lime)(Orange)
- Berry (Blast) (Bliss)
- (Blue) (Bright) (Calm) (Fresh) (Refreshing) (Shimmering) (Sparkling) Water(s)
- (Blue) (Clean) (Cool) (Calm) (gentle) (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) (Cool) (Crystal) (Fresh) (Sheer) (Sparkling) (Sunrise) (Tranquil) Citrus (Action) (Authority) (Blossom) (Clean) (Fresh) (Scent)
- (Invigorating) Clean (Citrus)
- (Lemon) (Orange) (Citrus) Power
- Country Garden®
- Crisp Waters®
- Dew drop
- Electrifying (Citrus) (Orange)
- Exhilarating (Citrus) (Orange)
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- (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) (Citrus Sun)
- Calm (Breeze) (Rain) (Stream) (Water(s))
- Clean (&) (Champagne) (Cotton) (Breeze) (Fresh) (Linen & Sunny Days) (Shine)
- Cool (Aqua) (Breeze) (Ocean) (Rain) (Willow)
- Cotton & Italian Mandarin
- Floral Fusion
- Fresh (Air) (berries) (Breeze) (Bubbling Spring(s)) (Citrus) (&) (Clean) (Cotton) (Laundry) (Linen) (Marine) (MountainMorning) (Ocean) (Rain) (Scent) (Stream) (Water(s))
- Fruit (&) (Citrus)

- Glistening (Citrus) (Grapefruit) (Green Apple) (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)
- Lightening Fresh Lime
- Marine (Breeze)
- Ocean (Breeze) (Fresh) (Oasis) (Blue) (&) (Refreshing Surf™)
- Ocean Blue™
- Orange Action™
- Orange(s) (Blossom) (Clean) (Grove) (Peel) (Sunrise) (Fragrance)
- Original (Scent)
- Passionfruit
- Petal Paradise (Camelia)
- 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) (Sweet) (Invigorating) (Citrus) (Twist) (Splash)
- Spring Breeze
- Sun Garden
- Sunny Days
- Tranquil (Breeze) (Oasis) (Ocean) (Sea)
- Trickling (Twinkling) Stream
- Ultra (Citrus) (Lemon) (Lime) (Orange) (Power)
- Unscented
- (Watery) Linen

[SECTION 8- MISC. SCJ INFO]

EPA Reg. No. 4822-XXX
EPA Est. No.

(US) Patent XXXXX
Patent Pending

Questions? Comments? Call 800-558-5252 (.)
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S.C. Johnson
A Family Company (at work for a better world)
(A Family Company since 1886. Fisk Johnson [signature])

(Made in [country])

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

[website may be listed]

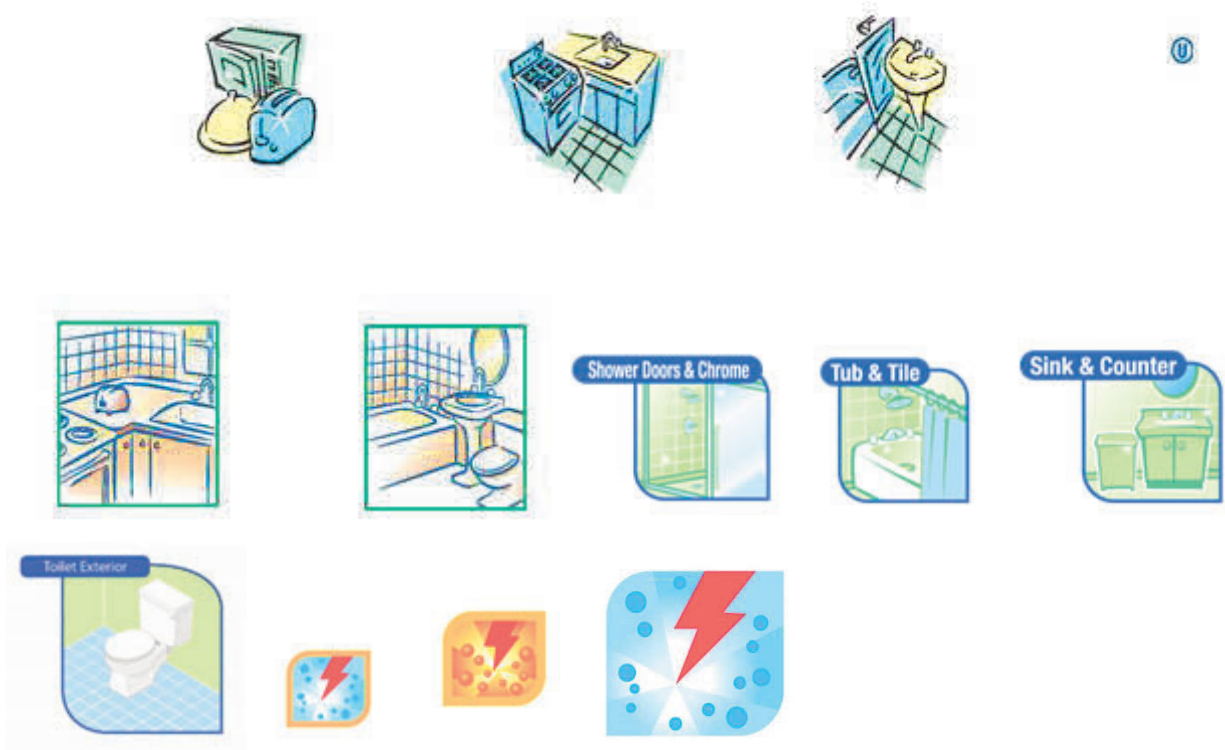
(Learn more at: [website may be listed])

(Go Further with our Family™(!))

[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.]



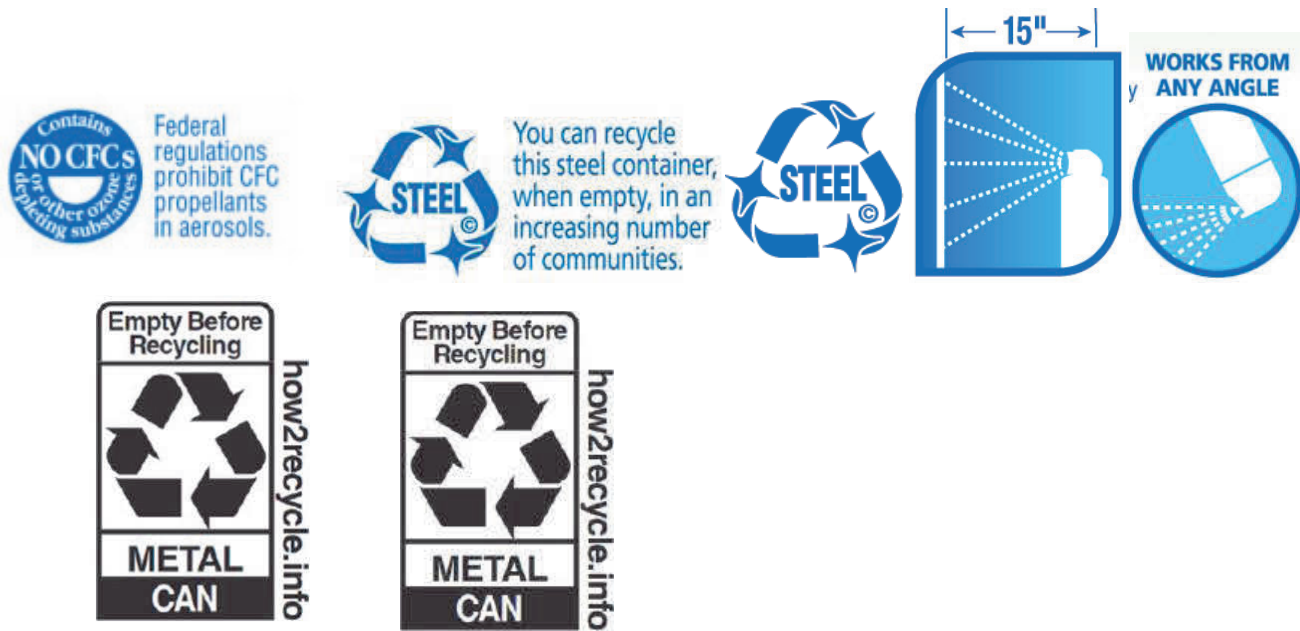


Graphics for fragrance descriptions:





Other graphics:



Optional (how2recycle.info (logos))

[SECTION 10 - FOOTNOTES]

*(Bacteria):

- Staphylococcus aureus* (Staph) (ATCC 6538)
- Salmonella enterica* (Salmonella) (ATCC 10708)
- Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442)
- Enterobacter aerogenes* (KLEBSIELLA AEROGENES)(ATCC 13048)
- Enterococcus faecalis* (ATCC 29212)
- Escherichia coli* 0157:H7 (E. coli) (ATCC 35150)

Streptococcus pyogenes (Strep) (ATCC 19615)
Listeria monocytogenes (ATCC 19117)
Methicillin Resistant *Staphylococcus aureus* (MRSA)(ATCC 33592)
Campylobacter jejuni (ATCC 29428)

^(Viruses)

Herpes Simplex Virus Type 1 (ATCC VR-733)
Herpes Simplex Virus Type 2 (ATCC VR-734)
2009-H1N1 Influenza virus (CDC #2009712192) (ATCC VR-1469)
Respiratory Syncytial Virus (RSV) (ATCC VR-26)
Rotavirus (ATCC VR-2018) (Strain WA)
SARS-CoV-2 (Strain USA-WA1/2020)

‡ (Germs):

Staphylococcus aureus (Staph) (ATCC 6538)
Salmonella enterica (Salmonella) (ATCC 10708)
Pseudomonas aeruginosa (Pseudomonas) (ATCC 15442)
Klebsiella Aerogenes (formerly *Enterobacter aerogenes*) (ATCC 13048)
Enterococcus faecalis (ATCC 29212)
Escherichia coli 0157:H7 (E. coli) (ATCC 35150)
Streptococcus pyogenes (Strep) (ATCC 19615)
Listeria monocytogenes (ATCC 19117)
Methicillin Resistant *Staphylococcus aureus* (MRSA)(ATCC 33592)
Campylobacter jejuni (ATCC 29428)
Herpes Simplex Virus Type 1 (ATCC VR-733)
Herpes Simplex Virus Type 2 (ATCC VR-734)
Influenza A (H1N1) Virus (Influenza) (Flu) (ATCC VR-1469)
Respiratory Syncytial Virus (RSV) (ATCC VR-26)
Rotavirus (ATCC VR-2018) (Strain WA)
SARS-CoV-2 (Strain USA-WA1/2020)

°° (Fungi)

Aspergillus niger (ATCC 6275)

† When use-directions for disinfection are followed

◇ SARS-CoV-2

“ vs Scrubbing Bubbles trigger

◆ vs previous formula

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

***is trademark owned by The Diller Corporation

+ 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.]

ⁱ Compares (Consistent)(Subsequent) (Use) (Cleaning) to First Time (Use) (Cleaning)

ⁱⁱ Average Shower Length of 8 min

ⁱⁱⁱ Assuming an average of two 8-min showers per day

^{iv} After First Use