

58/3-21

2-25-2008

1/9



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

Washington, D.C. 20460

February 25, 2008

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

J. Evelyn Lawson
The Clorox Company
c/o PS&RC
P.O. Box 493
Pleasanton, CA 94566-0803

Subject: Tackle
EPA Registration No. 5813-21
Application Date: January 10, 2008
Receipt Date: February 8, 2008

Dear Ms. Lawson:

This acknowledges receipt of your notification, submitted under the provision of PR Notice 98-10, FIFRA section 3(c)9.

Proposed Notification

- Minor revision to wording of claims on page 5 of label

General Comments

Based on a review of the material submitted, the following comment applies:

The notification application is acceptable and a copy has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact me at (703) 308-6345.

Sincerely,

Wanda Y. Henson
Product Reviewer (32)
Regulatory Management Branch II
Antimicrobials Division (7510P)

CONCURRENCES

SYMBOL	7510 P	7510P						
URNAME	OK Berg	Henson						
DATE	2/25/08	2/25/08						

2/9



United States
Environmental Protection Agency
Washington, DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier Number
EE0012

Application for Pesticide - Section I

1. Company/Product Number 5813-21	2. EPA Product Manager Emily Mitchell	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Tackle®	PM# 32	
5. Name and Address of Applicant (Include ZIP Code) The Clorox Company c/o PS&RC; P. O. Box 493 Pleasanton, CA 94566-0803 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

We are adding non-mandatory minor modifications for two of our approved cleaning claims. We are sending 1 strike-out copy and 5 clean label copies. This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____		
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/>	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input type="checkbox"/> Other _____			

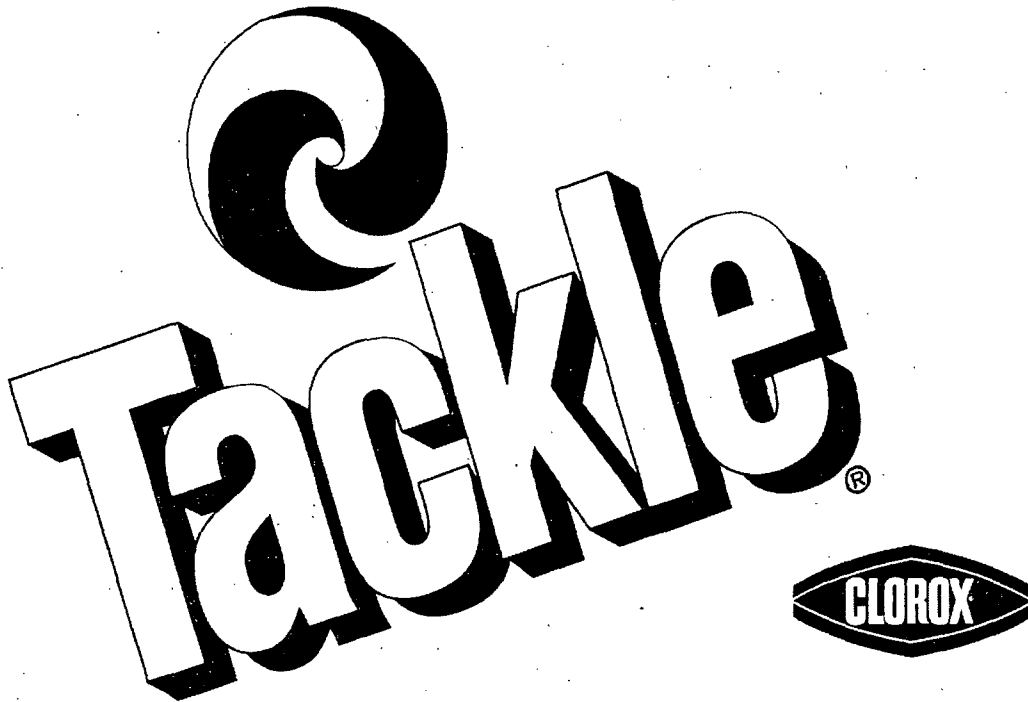
Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)			
Name J. Evelyn Lawson		Title Senior Regulatory Information Scientist	
		Telephone No. (Include Area Code) (925) 425-6842	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received (Stamped)
2. Signature 		3. Title Regulatory Scientist	
4. Typed Name Elisa Estremera-Pasky		5. Date January 10, 2008	

3/9

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]
Text separated by a diamond bullet (♦) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-21 TACKLE Page 1 of 7



KEEP OUT OF REACH OF CHILDREN WARNING:

EYE AND SKIN IRRITANT.

For Spray Product: USE ONLY IN WELL-VENTILATED AREAS.
See back label for additional precautionary statements.

Active Ingredient: Sodium Hypochlorite 1.84%
Other Ingredients: 98.16%
Total: 100.00%

(Yields 1.75% available chlorine)

NET CONTENTS _____

Contains no phosphorus.

EPA Reg. No. 5813-21, EPA Est. No. 5813-GA-1, CA-3, OH-1, PR-1, 82224-MI-1, MI-2, MI-3, 71681-GA-1

(Actual EPA Est. No. in code below.) -or- (Actual code is shown below.)

For dilutable PATENT USD 280,602 **For spray** U.S. DES. PAT. 265,887

Clorox Customer assistance 1-800-227-1860 -or- [For] Questions[?] [and] [or] Comments[?] [Call] [toll-free] 1-800-227-1860
(in the US) -or- (787) 641-4943 (in Puerto Rico) -or- For additional advice -or- instructions on how or where to use this
product, call [toll-free] 1-800-227-1860

Any questions? The experts at Clorox are standing by to answer your [household cleaning] questions. -and/or- [SATISFACTION
GUARANTEED] -and/or- At Clorox we have prided ourselves in making consistent quality products [for over 75 -or- ____ years],
and we are dedicated to ensuring your total satisfaction with our product. [If you are not completely satisfied, please call [the
number below] 1-800-227-1860.]

Visit us at www.clorox.com -or- www.cloroxhome.com

Mfd. for & © 1996 The Clorox Company, 1221 Broadway, Oakland, CA 94612

[and Dist. by & © XXXX Clorox Commercial Company, [Ave. Chardon, #350, Torre Chardon, Suite 320,] San Juan, PR 00918].

(bracketed text for Puerto Rico only) Made in [the] USA -or- Made in Puerto Rico

R8261-21

4/9

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EPA Reg. No. 5813-21 TACKLE Page 2 of 7

PRECAUTIONARY STATEMENTS: Hazards to Humans & Domestic Animals

WARNING: EYE AND SKIN IRRITANT. Vapors may irritate. Harmful if swallowed. Do not get in eyes or on clothing. For sensitive skin or prolonged use, wear gloves. Avoid prolonged breathing of vapors. Use only in well ventilated areas. [Not recommended for use by persons with heart conditions or chronic respiratory problems such as asthma, emphysema or obstructive lung disease.] (*this statement will appear in color*)

FIRST AID:

IF IN EYES: 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 OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

IF BREATHING IS AFFECTED: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glassful of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person. Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment.

PHYSICAL AND CHEMICAL HAZARDS: This product contains bleach. Do not use or mix this product with other [household] chemicals such as ammonia, toilet bowl cleaners, rust removers, or acid, as this releases hazardous gases.

STORAGE AND DISPOSAL:

STORAGE: Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration.

DISPOSAL: Do not reuse empty container. Offer empty container for recycling. If recycling is not available, discard container in trash.

For containers larger than 1 gallon:

In case of spills, flood areas with large quantities of water.

[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

- | Remove | Pour | Use | -or- |
|--|---|--|--|
| 1. Remove trigger sprayer
-or- cap from empty bottle. | 2. Unscrew cap on refill and pour
contents directly into empty bottle. | 3. Replace trigger sprayer and
use as you normally would. | [Remove trigger sprayer from empty bottle.]
unscrew cap and transfer your trigger to this bottle. |

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

For all products USE ONLY IN WELL-VENTILATED AREAS.

Before use, open windows -and/or- turn on fan(s). If vapors bother you, leave room while product is working.

CLEANING, DEODORIZING, STAIN REMOVAL

[How] to clean -and/or- deodorize -and/or- remove stains:

- **Full strength or diluted use:** Use full strength -or- mix 1/2 cup [(4 oz)] -or- 1 cup [(8 oz)] of this product in -or- with 1 gallon [warm] water. Apply directly with [damp] sponge -or- mop -or- cloth -or- rag. [Rinse or wipe clean.] [Allow to air dry.]
- **Floors:** Mop floor with 1 cup [(8 oz)] of this product mixed in 1 gallon of water. Rinse for best shine.
- **Toilet bowls:** Flush toilet and add 3/4 cup [(6 oz)] of this product to bowl water. Brush thoroughly to wet all surfaces including under the rim. Let stand 5 minutes before flushing.

- **Spray application:** [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray [directly] onto surface. [Rinse or wipe clean.] [Allow to air dry.] -or- Spray 6-8 inches from the surface and allow product to penetrate tough stains and messes. Wipe with a wet sponge or cloth and rinse with water. No scrubbing required. For stronger jobs, use FOAM option. Spray and let product stand on surface for several minutes before wiping.

Claims (for cleaning, deodorizing, stain removal):

- Brightens
- Cleans and removes stains from washable floors
- Cleans everyday kitchen messes like dirt, grease and food stains
- Cleans tough messes
- Contains a powerful cleaner plus Clorox® bleach
- Cuts through [tough] grease and grime
- Degreaser -or- Degreases
- Deodorizes
- Deodorizes and has a clean, fresh scent -or- fragrance
- Eliminates food odors like garlic and onion left behind in -or- on surfaces.
- Eliminates odors caused by bacteria -or- germs -or- mildew
- Leaves [kitchen] [bathroom] surfaces [clean and] sanitary
- One step cleaner
- Removes food stains
- Removes odors

- Removes -and/or- cleans -and/or- bleaches [out] -and/or- cuts through -and/or- tough on [tough] stains
 - bathroom dirt -and/or- stains
 - bathtub ring
 - food -and/or- juice -and/or- coffee -and/or- tea
 - grime
 - hard water deposits
 - mineral deposits
 - soap scum
 - toilet ring
 - [tough] -and/or- [greasy] -and/or- [kitchen] dirt
- Removes stains on contact
- Removes tough stains -or- messes -or- greasy dirt
- Removes tough stains, fingerprints, bathroom soils, crayon marks, heel marks, pencil marks, grease and dirt
- Whitens
- Wipes out stains in kitchen and bath

Use Sites: See Table One

R8261-21

5/9

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EPA Reg. No. 5813-21 TACKLE Page 3 of 7

SANITIZATION**To [clean] [and] sanitize:**

- **Direct application -or- full strength use:** Directly apply [this product] with cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 5 minutes. Rinse -or- wipe clean. [Allow to air dry.] For heavily soiled surfaces, preclean surface before sanitizing.
- or-
- **Diluted:** Mix 1/2 -or- 1 cup [this product] per gallon [warm] [hard -or- soft] water. Wet surface completely with cloth -or- sponge -or- mop -or- rag. Let stand 5 minutes. Rinse -or- wipe clean. [Allow to air dry.] For heavily soiled surfaces, preclean surface before sanitizing.

- or-
- **Spray application:** [Turn nozzle [counter]clockwise to open.] Spray product 4-6 inches from surface until thoroughly wet. Let stand 30 seconds. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before sanitizing.

Claims:

- Leaves surfaces sanitized
- Sanitizes surfaces
- Pour down garbage disposal to sanitize and deodorize

Use Sites: See also Table One

Use [throughout the house] on hard, nonporous surfaces [such as]:

Bird Bath[s]
Dumpster[s]
Exhaust Fan[s]

Garbage Can[s]
Garbage Disposal[s]
Kennel[s]

Pet -or- Cat -or- Dog Area[s]
Pet -or- Cat -or- Dog Run[s]
[Picnic] Table[s]

Recycling Bin[s]
Trash Can[s]
Trash Compactor[s]

DISINFECTION**To [clean and] disinfect [hard, nonporous surfaces]:**

- **Spray application:** [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray product 4-6 inches from surface until thoroughly wet. Let stand 30 seconds. [Rinse -or- wipe clean.] [Allow to air dry.] -or- Spray 6-8 inches from the surface and allow product to penetrate tough stains and messes. Let stand 30 seconds. Wipe with a wet sponge or cloth and rinse with water. No scrubbing required. For heavily soiled surfaces, preclean surface before disinfecting.
- or-
- **Direct application -or- full strength use:** Directly apply [this product] with cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before disinfecting.

- or-
- **Diluted -or- light use -or- floors:** Mix 1/2 cup [(4 oz)] -or- 1 cup [(8 oz)] [of this product] per gallon [warm] [hard -or- soft] water. Wet surface completely with cloth -or- sponge -or- mop -or- rag. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before disinfecting.
- or-
- **For toilet bowls:** Flush toilet and add 3/4 cup [(6 oz)] [of this product] to bowl water. Brush thoroughly to wet all surfaces including under the rim. Let stand 5 minutes before flushing.

FARM PREMISE AND POULTRY HOUSE DISINFECTANT (INSTRUCTIONS):**[Directions For Use:]**

1. Remove all poultry or animals and feeds from premises, trucks, vehicles, coops, crates, and enclosures.
2. Remove all litter and manure or droppings from floors, walls and surfaces of barns, pens, stalls, chutes, and other facilities and fixtures occupied or traversed by animals or poultry.
3. Empty all troughs, racks, and other feeding and watering appliances.
4. Thoroughly clean all surfaces with soap or detergent and rinse with water.
5. Saturate all surfaces with the recommended disinfecting solution for a period of 5 minutes (direct application or dilute use)

6. Immerse all halters, ropes, and other types of equipment used in handling and restraining animals, as well as forks, shovels, and scrapers used for removing litter and manure.
7. Ventilate buildings, cars, boats, coops, and other closed spaces. Do not house livestock or poultry or employ equipment until treatment has been absorbed, set, or dried.
8. Thoroughly scrub all treated feed racks, mangers, troughs, automatic feeders, fountains, and waterers with soap or detergent, and rinse with potable water before reuse.

Organisms:

[Kills] [99.9% of common household] germs: [Salmonella choleraesuis] -or- Salmonella enterica (Salmonella), Pseudomonas aeruginosa (Pseudomonas), Staphylococcus aureus (Staph), Streptococcus pyogenes (Strep), Listeria monocytogenes, Escherichia coli [E. coli O157:H7], *Hepatitis A, *Cold virus [Rhinovirus Type 37], *Flu virus [Influenza A2, Hong Kong], *Rotavirus, *Adenovirus Type 2, *Coxsackievirus B3 [Coxsackie] and **Avian Influenza A on hard, nonporous surfaces.

*Kills germs on hard, nonporous surfaces

**Follow directions for direct or diluted application only for disinfection

Use Sites: See Table One

R8261-21

6/9

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EPA Reg. No. S813-21 TACKLE Page 4 of 7

DISINFECTION Continued**Claims**

- A bleach product for household [-and/or- institutional -and/or- industrial] cleaning and disinfecting
- A [smarter] way to [disinfect] [clean] the [bathroom -and/or- restroom -and/or- kitchen -and/or- home -and/or- household -and/or- office -and/or- workplace office -and/or- classroom -and/or- school]
- Anti-bacterial [action]
- Anti-bacterial cleaner
- Bacteria-fighting -or- Germ-fighting formula
- Bactericide -or- Bactericidal
- Bathroom -or- restroom disinfectant
- Bleach disinfectant [-and/or- cleaner]
- Broad spectrum disinfectant -or- disinfectancy [cleaner]
- Can reduce the spread of illness-causing [kitchen] [school] [classroom] [bathroom] [restroom] [household] [office] [work -or- office place] bacteria -and/or- germs [on hard, nonporous surfaces]
- Clean. Disinfect. Protect.
- Cleaner and disinfectant in one
- Cleaning and disinfecting power -and/or- effectiveness so your [bathroom] [home] [house] [school] [classroom] [kitchen] [office] [work -or- office place] [environment]] is free of [grime] [dirt] [soils] [soap scum] you can see and germs -and/or- bacteria you can't [see]
- Cleans -and/or- disinfects [bathroom] [school] [classroom] [restroom] [kitchen] [home] [household] [office] [work -or- office place] [environment]] [place]
- Disinfecting bleach cleaner
- Disinfects
- Disinfects [inside -and/or- outside of] appliances
- Disinfects and cleans your home
- Disinfects and deodorizes by killing common household germs and controlling their odors
- Disinfects as it cleans
- Disinfects as it kills bacteria
- Disinfects for pennies
- Disinfects nonporous [hard] [solid] surfaces
- Easily [cleans] [deodorizes] [sanitizes] [disinfects]
- [Easy] [convenient] way to disinfect
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- [Effective] disinfectant [in presence of 5% serum load -or- organic soil]
- Fast acting disinfectant [cleaner]
- Germicide -or- Germicidal
- Home -or- household disinfectant -and/or- cleaner
- Hospital and home disinfectant
- Hospital, institutional disinfectant
- Kills bacteria ordinary dish soap can't
- Kills cold and flu virus
- Kills germs while it cleans
- Kills -or- eliminates -or- destroys [99.9%] [cold virus] [flu virus]
- Kills -or- eliminates -or- destroys [99.9%] [E. coli] [Salmonella] [harmful kitchen germs -or- bacteria]
- Kills -or- eliminates -or- destroys [99.9%] of viruses that cause cold -or- flu
- Kitchen disinfectant
- One step cleaner and disinfectant
- Protect your family from getting sick
- Removes stains and disinfects
- [Salmonella choleraesuis]-or- Salmonella enterica (Salmonella) and Staphylococcus aureus (Staph) are common germs found where food is prepared and stored. This product kills these harmful germs and helps control the hazard/spread of food-borne contamination on all hard kitchen surfaces
- Spread the word, not the germs [of cold and flu season] [using this product] [in your home] [in your office] [in your child's school] [in your child's classroom]
- This [cleaner] [disinfectant] combines cleaning and disinfecting [in one product] [in one step]
- [This product] has the cleaning power -and/or- effectiveness to clean and disinfect
- This product is a cleaner disinfectant which combines cleaning, disinfecting and stain removal in one product
- [This product] The power to clean [tough] [bathroom -and/or- restroom -and/or- school -and/or- classroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [grime] [dirt] [soils] and kill bathroom germs -and/or- bacteria
- Virucide -or- Virucidal*
- **For spray:** Kills 99.9% of [common] household germs [bacteria -and/or- viruses] in 30 seconds

Specific instructions for use of all (spray and dilutable) This Product protects against *HIV-1:**To kill *HIV-1:**

This product kills HIV-1 on precleaned environmental surfaces/objects previously soiled with blood/body fluids in health care settings (e.g. hospitals, nursing homes) or other settings in which there is an expected likelihood of soiling of inanimate surfaces/objects with blood or body fluids, and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus Type 1 (HIV-1) (associated with AIDS).

Special instructions for using this product to clean and decontaminate against *HIV-1 on surfaces/objects soiled with blood/body fluids:

Personal protection: When handling items soiled with blood or body fluids, use disposable latex gloves, gowns, masks, and eye coverings.

Cleaning procedure: Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product.

Disposal of infectious materials: Use disposable latex gloves, gowns, masks, and eye coverings. Blood and other body fluids should be autoclaved and disposed of according to local regulations for infectious waste disposal.

Contact time: Dilute product 1:32. Spray -or- flood surface. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.]

For spray product: Wet surface and let stand 2 minutes. [Allow to air dry.]

The following is only for products with medical devices listed on label [located by cautionary text]:

This product is not to be used as a terminal sterilant/high level disinfectant on any surface or instrument that (1) is introduced directly into the human body, either into or in contact with the bloodstream, or normally sterile areas of the body, or (2) contacts intact mucous membranes, but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to pre-clean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection.

2/9

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EPA Reg. No. 5813-21 TACKLE Page 5 of 7

ALLERGEN DESTRUCTION OF DUST MITE AND COCKROACH MATTER/PARTICLES AND PET DANDER

To [clean and] destroy specified allergens:

- **Full strength:** Apply undiluted product directly to sponge -or- cloth -or- rag -or- mop. Wet surface completely. Let stand 5 minutes. [Rinse or wipe clean.] [Allow to air dry.]
- **Spray application:** [Turn nozzle [counter] clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray product 4-6 inches from surface until thoroughly wet. Let stand 3 minutes. [Rinse -or- wipe clean.] [Allow to air dry.]
- **Allergens:**
 - Dust mite matter -or- particles
 - Cockroach matter -or- particles
 - Pet dander

Claims:

- [Breaks down] [Deactivates] [Destroys] [Penetrates] [Reduces] dust mite matter -or- particles, cockroach matter -or- particles, and pet dander allergens found in dust
- [Breaks down] [Deactivates] [Destroys] [Penetrates] [Reduces] [household] dust mite matter -or- particles, cockroach matter -or- particles, and pet dander allergens
- This product cleans, kills germs, dust mite matter -or- particles, cockroach matter -or- particles, pet dander while cleaning hard, nonporous surfaces such as sinks, counters, refrigerators, appliances, and fiberglass tubs

Use Sites: See Table One

FUNGI AND MOLD AND MILDEW

To [clean and] kill fungi -and/or- mold -and/or- mildew on [hard,]

[nonporous] surfaces:

- **Full strength:** Apply product directly or dilute 1 cup per gallon warm water and apply with cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.]
- **Spray application:** [Turn nozzle [counter] clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray product 4-6 inches from surface until thoroughly wet. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.]
- For heavily-soiled surfaces, preclean surface before disinfecting.

Claims:

- Kills mold and mildew
- Kills Athlete's Foot Fungus
- Mildewcidal -or- Mildewcide
- Fungicidal -or- Fungicide
- Removes -and/or- cleans -and/or- bleaches out -and/or- cuts through -and/or- tough on mold -and/or- mildew
- Removes -and/or- bleaches out mold and mildew stains
- Antifungal

Organisms:

Trichophyton mentagrophytes (Athlete's Foot Fungus), Aspergillus niger (mildew)

Use Sites: See Table One

GENERAL CLAIMS

New [!] to be used as a claim descriptor only for the first 6 months of product on shelf

- 2-in-1 trigger [option]
- Bleach for kitchen and bath
- Citrus Blend
- [Citrus] [Fresh] [Natural] Breeze
- Citrus Zest
- Cleans [dirty floors] greasy counter[top]s
- Contains sodium hypochlorite plus a cleaner
- Delivers the trusted power of Clorox®
- [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [dirt] [soils] [grime] [soap scum] [!]
- Foam [option -and/or- setting] absorbs grease -and/or- sticks [it] to stains
- Foam [option -or- setting] sticks -or- stays -or- holds longer [than spray]
- Foam -or- Power Foam -or- Powerfoam -or- Foam Power -or- FoamAction [option -or- setting] sticks to stains [and absorbs grease]
- Foam or spray
- For a cleaner -and/or- fresher [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment].
- For daily [use] [cleaning] [disinfecting]
- Fresh Mist
- Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- [Has] [Leaves] a clean scent -or- fragrance
- Makes [cleaning] [your job] easier [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work]
- [New] [Citrus] [Clean Rinse] [Floral] [Fresh] [Fresh Meadow] [Lavender] [Lemon] [Mountain Fresh] [Pleasant] scent -or- fragrance
- [Now] foam lasts longer [than spray]
- [Now] [use -and/or- choose] foam [option -and/or- setting] for [mildew] stains -and/or- grease
- [Now] [choose] [with] foam [option -and/or- setting] [or spray]
- [Now] [also] [choose] [with] foaming action -or foam
- [Now] [choose] [with] Power Foam -and/or- Powerfoam -and/or- Foam Power -and/or- FoamAction for a deep clean
- Original [scent]
- Patented design bottle
- Pleasant fragrance
- Power of bleach [without the [strong] smell]
- [Removes] [Eliminates] [Attacks] [Gets rid of] [Melts away] tough [soap scum] [[bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [dirt] [soils] [grime]] [!]

R8261-21

8/9

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EPA Reg. No. 5813-21 TACKLE Page 6 of 7

GENERAL CLAIMS continued

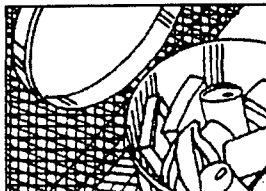
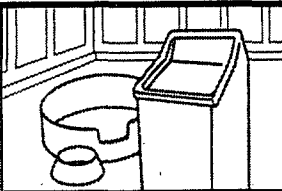
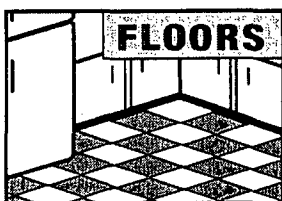
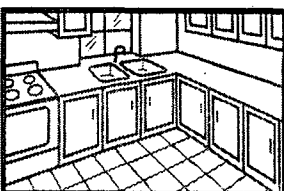
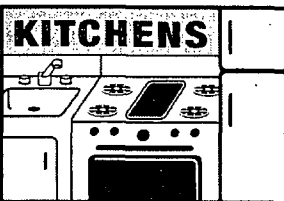
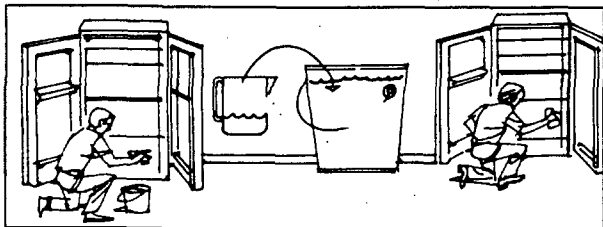
- Spray for speed -and/or- coverage -and/or- foam for power -or- tight areas -and/or- tough stains
- [Teachers] [Parents] Back to School means back to germs
- The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [work -or- office area] [place] [environment]] looking "just cleaned"
- The cleaning power -and/or- effectiveness [that easily removes tough bathroom -and/or- restroom -and/or- kitchen -and/or- household [dirt] [soils] [grime] [like soap scum] [!]]
- The smell of clean
- Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] [bathroom -or- restroom] [kitchen] [household] [office] [work -or- office place] soils[!]
- Ultra Fresh
- [Unbeatable] foam [option / setting] grabs -and/or- holds -and/or- clings -and/or- sticks -and/or- grips -and/or- removes [to] [tough] stains [longer]
- [With] [long] lasting foam

Environmental Claims:

- Contains biodegradable cleaning agents -and/or- cleaners -and/or- surfactants -and/or- soaps and detergents
- The bleach in this product breaks down almost entirely to salt and water -and/or- This bottle is made of ___% post-consumer recycled [HDPE] plastic -and/or- [This product is] suitable for septic [systems] -and/or- wastewater systems -or- treatment plants
- Not harmful to septic systems
- This product complies with consumer product volatile organic compound (VOC) laws

Specific for Industrial product:

- Institutional Size
- Industrial Size
- Not for Household Use
- Warehouse [Club] Size
- Commercial Solutions

**Specific for spray and refill packages:**

- Accurate-aim trigger [option] [for better [bleach] control]
- All Purpose -or- Multi-Purpose -or- Multi-Use -or- Multi-Room -or- Multi-Surface [Spray] Cleaner [with bleach]
- Anti-foam -or- anti-suds nozzle
- [Bathroom] [Kitchen] Spray
- Better aim [for better [bleach] control]
- Bleach what you want to bleach and nothing more!
- Concentrated [foaming] spray action [for better [bleach] control]
- Controlled bleach spray
- Direct-[spray] [aim] trigger [option] [for better [bleach] control]
- Dual-control [nozzle] [trigger] [option for better [bleach] control] [spray and foaming option]
- Economy refill [size]
- Foam quickly cuts grease marks and tough stains
- Foaming [action] [spray] stays where you spray
- Foaming action thoroughly cleans, shines, disinfects and deodorizes for you
- Foaming trigger [option] [for more accurate [bleach] application]
- Foaming [trigger] [spray] [nozzle] option [for better [bleach] control]
- Foaming, stays where you spray
- Foaming -or- sudsing nozzle
- Light effervescent foam clings to surfaces allowing you to see exactly where you applied it
- Low -or- no foam -or- suds nozzle
- Multi-[action] [control] [nozzle] [trigger] [option for better [bleach] control]
- Multi-[action] [control] [nozzle] [trigger] [spray and foaming option]
- Prevents [-or- reduces -or- eliminates] over-spray
- Spray Formula
- Sudsing -or- foaming action
- Targeted [foaming] spray action [for better [bleach] control]

Specific for 136 fl oz size:

- Makes 17 gallons of diluted disinfecting solution

Specific for non-spray products (i.e., dilutable, industrial and warehouse packages):

- Concentrate -or- Concentrated Formula

9/9

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EPA Reg. No. 5813-21 TACKLE Page 7 of 7

TABLE ONE**USE LOCATIONS:** [Where to use this product] [For use around -or- in -or- throughout the]

Airplane -or- Plane [Lavatory -or- Lavatories]	Children's -or- Child's -or- Kid's [Play] Room	Fitness Center	Medical -or- Dental -or- Physician's -or- Doctor's	Pharmacy
Ambulance	Church	Garage	-or- Nurse's -or- Pediatrician's [Office(s)]	Plant
Automobile -or- Car	Common [Classroom]	Grocery Store	[Waiting Room(s)]	Playground Equipment
Basement	[School] [Play] Areas	Gymnasium	[Exam[ination] Room(s)]	Recreational Center
Bathroom	Day Care Center	Health Club	-or- Table(s)]	-or- Facility
Bedroom	[Dental -or- Medical] Office	Hospital	[Medical] Clinic	Restaurant
Blood Bank	[Dentist's -or- Doctor's -or- Physician's] Office	Hotel	Military Installation	RV
Boat	Dining Room	House[boat]	Mobile Home	School
Bowling Alley	Dormitory	Industrial Facility	Motel	[School -or- City -or- Public Transit -or- Commuter] Bus
Business	Elder Care Centers	Institutional Kitchen	Motor -or- House Boat	Shelter
Butcher Shop	[Elementary] School -or- College -or- University	Jungle Gym(s)	Nursery	Supermarket
Cafeteria	Factory -or- Plant	Kitchen	Nursing Home -or- Convalescent Home -or- Senior [Citizen's] Home	Trailer
Camper -or- RV -or- Trailer	Family Room	Laboratory	Office	Train Interior
-or- Mobile Home		Laundromat	Patio -or- Porch	Vehicle [Interior] [Exterior(s)]
Campground		Laundry Room		Veterinary Clinic
		Locker Rooms		

USE SITES: [Use] On [hard,] [nonporous surfaces] [the product will not damage:]

[Baby] -and/or- [Children's] Toy(s)	[Classroom] Desks	[High] Chair(s)	Ovens [Exteriors]	[School] [Toys] [Supplies]
Baby Furniture (Cribs, Changing Tables)	Countertop(s)	[Inside -and/or- Outside of]	Paper Towel [Dispensers]	Shower Curtain(s)
[Basement] [Washable] Walls	Desk(s)	Appliances [such as]	[Holders]	Shower [stalls]
[Bath] Tub(s)	Diaper Changing Table(s)	Refrigerators,	Patient Chair(s)	Sink(s)
[Bathroom] [Kitchen] Windowsills	Diaper Pail(s)	Microwaves, Freezers]	Picnic Tables (non-wooden)	Table Top(s)
Bed Frame(s)	[Dining -or- Kitchen -or- Play] Table	[Inside and/or Outside]	[Plastic] Cutting Boards	Telephone(s)
Bidet(s)	Dish Pail(s)	Toilet(s)	Plastic Mattress Cover(s)	Urinal(s)
Blinds	Dish Rack(s)	[Kitchen] Counter(s)	Porta-Potty -or- Portable	Wading Pool(s)
Cabinets	Door Knob(s)	Lamp(s)	Bathroom	[Water] [Drinking]
Cat -and/or- Dog -and/or- Pet Dish(es) -or- Soiled Surface(s)	Examination Table(s)	Light Switch	Range Hoods	Fountain [Toggle]
	Floors [No Wax -and/or- Washable]	[Manual] Pencil Sharpener	Refrigerator Door	Wheelchair(s)
	Food Serving Area(s)	Many Crib Surface(s)	Restaurant High Chairs	
	Hand Dryer Buttons	Outdoor Furniture (except cushions and wood frames)	[Salad Bar] [Buffet] [Cafeteria] Sneeze Guard(s)	

USE SURFACES:

Chrome	Formica	Laminated Surface(s)	Plastic	Sealed Granite
Corian	Glazed [Ceramic] Tile	Linoleum	Plastic Laminate	Stainless Steel
Enamel	Glazed Porcelain	Marlite	Porcelain	Synthetic -or- Cultured Marble
Fiberglass	Laminate	Metal	Resilient Flooring	Vinyl Tile

• Prolonged contact with metal, old porcelain or worn plastic laminate may cause discoloration

• [Avoid contact with clothes, fabric, wood, rubber, painted and paper surfaces. Do not use on steel, aluminum, silver, or chipped enamel.
APPLY CAREFULLY - This product contains bleach.]



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R8261-21