

5813-21

11/12/2013

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

NOV 12 2013

Ms. Elisa Estremera, Federal Registration Specialist
The Clorox Company
c/o PS&RC; P. O. Box 493
Pleasanton, CA 94566-0803

Subject: Notification of Optional Marketing Statements

Tackle

EPA Registration Number: **5813-21**

Application Date: September 6, 2013

EPA Receipt Date: September 9, 2013

Dear Ms. Schaub:

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

Notification Purpose:

"Notification of additional marketing claims, "Twin -or- Value Pack" on Page Three per PR Notice 98-10."

General Comments:

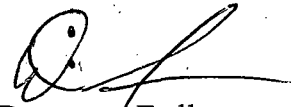
Based on the review of the information submitted, the following comments apply.

The Notification is **Acceptable**.

A copy of the **accepted** Notification is attached in **Regulatory File Jacket 5813-21** for future reference.

If you have questions or comments with regard to this Agency Letter, please contact Killian Swift by email at Swift.Killian@epa.gov or by telephone at 703-308-6346. When you are submitting information or data in response to this Agency Letter, please send a copy of this Agency Letter with your response in order to facilitate processing.

Sincerely yours,



Demson Fuller,
Acting EPA Product Manager 32
Regulatory Management Branch II
Antimicrobials Division 7510P

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 United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number EE0170
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Application for Pesticide - Section I

1. Company/Product Number 5813-21	2. EPA Product Manager Demson Fuller (acting)	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.

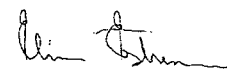
Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification of additional marketing claims, "Twin -or- Value Pack" on page 3, per PR Notice 98-10. 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. § 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 § 12 and § 14 of FIFRA. We enclose one highlighted label and 3 clean labels.

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	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Other _____ <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled					

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Elisa Estremera	Title Federal Registration Specialist	Telephone No. (Include Area Code) (925) 368-9017
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 Federal Registration Specialist	
4. Typed Name Elisa Estremera	5. Date September 6, 2013	

Note: *Bold, italicized text is information for the reader and is part of the label.*
[Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed.
R8261341

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NOTIFICATION
Date Received: 11-04-13
Reviewed By: Killian Swift



Tackle®



**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-CA-3 (A8 or H8), GA-1 (A4), GA-2 (VG), IL-2 (VF); 71681-GA-1 (JQ), IL-1 (GU), IL-2 (24)

Beginning of batch code indicates Est. No.

For Puerto Rico only: EPA Est. No. 5813-PR-1

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 pride ourselves on 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

A list of this product's ingredients is available at www.IngredientsInside.com -or- A list of [this product's] [**product name**] ingredients is
available at [*insert company website*].

Mfd. for & © XXXX 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



PRECAUTIONARY STATEMENTS: Hazards to Humans & Domestic Animals

WARNING: EYE AND SKIN IRRITANT. Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Avoid contact with skin. Wear protective eyewear [such as goggles or safety glasses]. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove and wash contaminated clothing before reuse. Harmful if swallowed. For sensitive skin or prolonged use, wear gloves. Vapors may irritate. 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 INHALED: 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.

Residential/Household uses (16 fl oz, 32 fl oz RTU spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. Recycle empty container or discard in trash.

Residential/Household uses (64 fl oz direct application/dilutable non-spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used must be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

Professional/Institutional uses (32 fl oz RTU spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. Recycle empty container or discard in trash.

Professional/Institutional uses (64 fl oz, 128 fl oz direct application/dilutable non-spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used must be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not reuse or refill empty container. [Triple rinse, then] Recycle empty container or discard in trash.

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Packaging Related Statements and Icons:

[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]

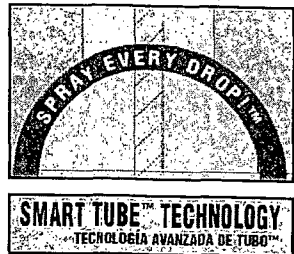
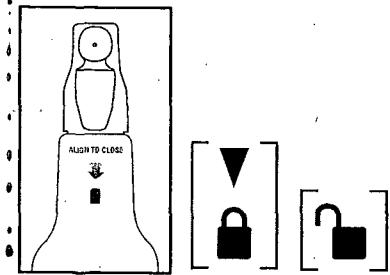
To refill: Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [until it clicks] [-and/or- locks into place]].

-or-

To refill: Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

- When almost empty, -or- To spray every drop[,] [:] tilt bottle downward -or- at a downward angle [while spraying].
- [To foam (close screen on nozzle) or spray (open screen on nozzle)].
- To Foam -or- To Spray: Turn -or- Rotate nozzle to ON.

-or-



TO REFILL SPRAY BOTTLE:
 Twist trigger on spray bottle counterclockwise and pull upward to remove. Refill spray bottle. To replace trigger, align red tipped tube on trigger over tube opening inside of the bottle. Press straight down on the trigger until it clicks into place.

Twist off, Refill Align Tip to Tube Push, Snap to Close

Optional graphic

- More Savings [!],[,] Less Waste [!] -or- More Savings [!]*
- *50% less plastic vs. five -or- 5 32 fl oz trigger sprays (**180 oz bottle**) -or-
 - *55% less plastic vs. four -or- 4 32 fl oz trigger sprays (**136 oz bottle**) -or-
 - *56% less plastic vs. four -or- 4 32 fl oz trigger sprays (**128 oz bottle**) -or-
 - *46% less plastic vs. two -or- 2 32 fl oz trigger sprays (**64 oz bottle**) -or-
 - *28% less plastic vs. one -or- 1 32 fl oz trigger spray (**32 oz bottle**) -or-
 - * ___% less plastic vs. (*insert # of bottles*) fl oz trigger spray

Packaging Related Claims:

[Now -and/or- New[!]-and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

- ___ oz. = [More than] ___ oz. Trigger Bottles
- Align to close
- Better Refill with Smart Tube Technology[‡]
- Economy [*insert size 32 fl oz and less*] -and/or- [Size]
- Get -or- Spray Every Drop[!][™]
- Medium [*insert size 24 fl oz and less*] -and/or- [Size]
- Small [*insert size 16 fl oz and less*] -and/or- [Size]
- Smart Tube[®][™] Technology
- Twin -or- Value Pack

[‡]experience compared to historical Clorox Spray packaging

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[Refill only with this product]

Alternate for Refill Bottle:

To Refill [Spray Bottles]:

[Remove]

1. Remove trigger sprayer -or- cap [from empty bottle]

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use]

3. Replace trigger sprayer [and use as you normally would].

-or-

[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 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):

[Now -and/or- New[!]] -and/&/or- [Improved[!]] to be used as a claims descriptor only for the first 6 months of product on shelf

- Bleaches away stains [in the bathroom]
- 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 stains without scrubbing
- 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

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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] [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:

[Now -and/or- New(!) -and/&/or- [Improved(!)] to be used as a claims descriptor only for the first 6 months of product on shelf

- 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]:

- | | |
|---------------------|-------------------------------|
| Birdbath[s] | Pet -or- Cat -or- Dog Area[s] |
| Dumpster[s] | Pet -or- Cat -or- Dog Run[s] |
| Exhaust Fan[s] | [Picnic] Table[s] |
| Garbage Can[s] | Recycling Bin[s] |
| Garbage Disposal[s] | Trash Can[s] |
| Kennel[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 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] [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 PREMISES 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.

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DISINFECTION Continued

Claims:

[Now -and/or- New(!) -and/&/or- [Improved(!)] **to be used as a claims descriptor only for the first 6 months of product on shelf**

- 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]
- Antibacterial [action]
- Antibacterial 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]
- 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
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] bacteria -and/or- germs -and/or- virus[es] [commonly] found in -or- on [the] ***[list any use site]***
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] cold virus -and/or- flu virus -and/or- cold and flu virus[es] [commonly] found in -or- on [the] ***[list any use site]***
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] Avian Influenza A [virus] on precleaned hard, nonporous surfaces
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] Methicillin-resistant Staphylococcus aureus [(MRSA)] -or- MRSA± [commonly] found in -or- on [the] ***[list any use site]***
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] Norovirus[es] [commonly] found in -or- on [the] ***[list any use site]***
- 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
- Removes stains and disinfects
- Salmonella enterica ***tested as Salmonella choleraesuis*** (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 (***Claim to be qualified with at least one of the viruses shown below***)
- ***For spray.*** Kills 99.9% of [common] household germs [bacteria -and/or- viruses] in 30 seconds

DISINFECTION Continued

Specific instructions for use of all (spray and dilutable)

To kill HIV-1, HBV and HCV:

This product kills HIV-1, HBV and HCV on precleaned hard, nonporous 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), Human Hepatitis B Virus (HBV) and Human Hepatitis C Virus (HCV).

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 must 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 preclean or decontaminate critical or semicritical medical devices prior to sterilization or high-level disinfection.

Organisms:

[Kills] [99.9% of common household] germs:
Salmonella enterica **tested as Salmonella choleraesuis** (Salmonella) [ATCC 10708], Pseudomonas aeruginosa (Pseudomonas) [ATCC 15442], Staphylococcus aureus (Staph) [ATCC 6538], Streptococcus pyogenes (Strep) [ATCC 19615], Listeria monocytogenes [ATCC 19117], Escherichia coli [E. coli O157:H7] [ATCC 35150], †Methicillin resistant Staphylococcus aureus [(MRSA)] [ATCC 33591], Hepatitis A [Virus] [(HAV)] [HAV-1], Cold virus [Rhinovirus Type 37] [ATCC VR-1110], Flu virus [Influenza A2, Hong Kong] [ATCC VR-544], Rotavirus, Adenovirus Type 2 [ATCC VR-846], Coxsackievirus B3 [Coxsackie] [ATCC VR-30], [Human] Hepatitis B [Virus] [(HBV)] [(as duck HBV)] [DHBV16], [Human] Hepatitis C [Virus] [(HCV)] [(as Bovine viral diarrhea virus)] [ATCC VR-1422]**, Klebsiella pneumoniae [ATCC 4352], Shigella dysenteriae [(Shigella)] [ATCC 13313], Streptococcus pneumoniae [(Strep)] [ATCC 6305], Acinetobacter baumannii [ATCC 15308], Norovirus -or- Norwalk virus [(as Feline Calicivirus)] [ATCC VR-782]†, [Human] Parainfluenza 1 virus [(Sendai)] [ATCC VR-907], Poliovirus type 1 [(Chat Strain)] [ATCC VR-1562]†, Vancomycin resistant Enterococcus faecalis [(VRE)] [ATCC 51299] and **, †††Avian Influenza A [ATCC VR-2072 Strain A/Washington/897/80 X A/Mallard/New York/6750/78], -or- [Turkey/Wis/66 (H9N2), SPAFAS)], on hard, nonporous surfaces.

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

††† on precleaned hard, nonporous surfaces

† 1 min[ute] contact time for spray applications

Use Sites: See Table One

Pandemic 2009 H1N1 Influenza A virus***

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (**Product Name**) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

*** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html

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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:

[Now -and/or- New[!]] -and/&/or- [Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

- [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.] For heavily soiled surfaces, preclean surface before disinfecting.
- **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:

[Now -and/or- New[!]] -and/&/or- [Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

- 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

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GENERAL CLAIMS

[Now -and/or- New[!]] -and/&/or- [Improved[!]] *to be used as a claim descriptor only for the first 6 months of product on shelf*

- 2-in-1 trigger [option]
 - A bathroom cleaner with the cleaning power of [Clorox®] bleach
 - All-Spray -or- Easy Spray -or- Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] [Technology]
 - [Be] [Get] RefillSmart™[!]
 - Bleach for kitchen and bath
 - Citrus Blend
 - [Citrus] [Clean Rinse] [Floral] [Fresh] [Fresh Meadow] [Lavender] [Lemon] [Mountain Fresh] [Pleasant] scent -or- fragrance
 - [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
 - Destroys [challenging] bathroom stains
 - [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] [!]
 - Easy Drop Delivery
 - Enhanced with Clorox® bleach for tough bathroom soils
 - 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]
 - [Great] for [the] school[s] -and/or- classroom[s] -and/or- work -and/or- [the] office
 - [Has] [Leaves] a clean scent -or- fragrance
 - Last Drop Access
 - Makes [cleaning] [your job] easier [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work]
 - No Waste -or- Wasteless Bottle
 - [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
 - Powered by Clorox® bleach
 - Power of bleach [without the [strong] smell]
 - Recyclable [bottle]
 - [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]] [!]
 - Saves a shopping trip††
 - Six -or- 6 month supply[!]]§§
 - 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 only bathroom cleaner with the cleaning power of Clorox® bleach
 - 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]
 - Up to [a] 30% [discount] [cheaper] [free] [!]*
 - [Use as a] [Pourable] refill for this product -and/or- [multi-surface] cleaner
 - [Value] [Economy] [Budget] size -or- refill
 - [With] [long] lasting foam
 - [Visit-or- Check out] our website at www.clorox.com [for more information] [on Clorox®]
- * [when compared to] [vs.] 32 fl oz Clorox Clean-Up Cleaner with Bleach trigger [spray] in most stores, based on average retail price -and/or- volume
- †† [when compared to] [vs.] purchasing one 32 fl oz Clorox Clean-Up Cleaner with Bleach trigger spray
- ‡‡ 40% -or- ___% less plastic [when compared to] [vs.] [in comparison to] two -or- 2 32 fl oz -or- 2 ___ fl oz Clorox Clean-Up Cleaner with Bleach trigger sprays
- § of this product
- §§ based on average volume per month usage cycle

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GENERAL CLAIMS continued

[Now -and/or- New[!]] -and/&/or- [Improved[!]] to be used as a claims descriptor only for the first 6 months of product on shelf

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!
- Cheaper than [two] [2] 32 fl oz trigger[s] [sprays]*
- 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]
- Fills -or- equal to [two] [2] 32 fl oz trigger[s] [sprays]§

- Foam quickly cuts grease marks and tough stains
- Foaming[ing] [action] easily removes soap scum -and/or- dirt
- 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
- More Savings, Less Waste[!][!]
- 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]
- [Thick] foam starts to work[s] on contact

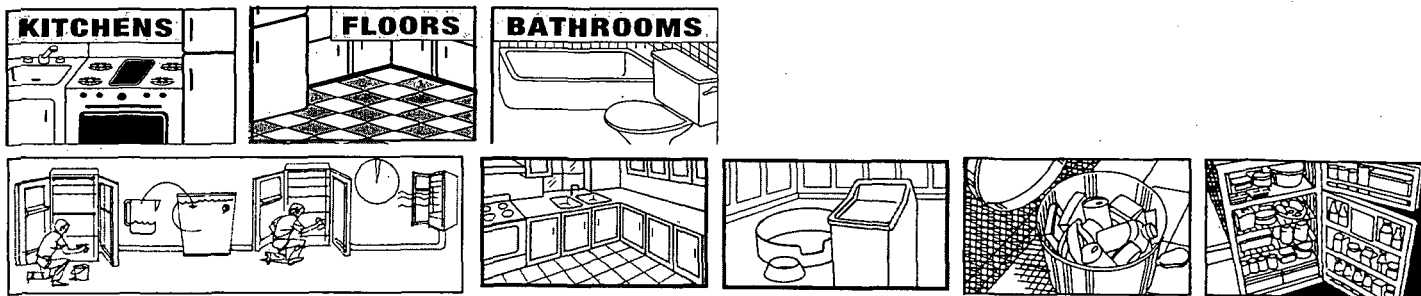
Specific for 136 fl oz size:

- Makes 17 gallons of diluted disinfecting solution

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

- Concentrate -or- Concentrated Formula

‡‡ 40% -or- ___% less plastic [when compared to] [vs.] [in comparison to] two -or- 2 32 fl oz -or- 2 ___ fl oz Clorox Clean-Up Cleaner with Bleach trigger sprays



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TABLE ONE

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

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

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

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

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TABLE ONE continued

USE SURFACES:

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



American Red Cross

CHARITY LANGUAGE/LOGO/SYMBOL — front panel

Dedicated to a Healthier World
Help Clorox raise \$XXX for the American Red Cross
See details on back.



American Red Cross

Dedicated to a Healthier World™

CHARITY LANGUAGE/LOGO/SYMBOL — back panel

More than 11 million people seek health and safety skills from the American Red Cross every year. Clorox proudly supports the American Red Cross by donating \$XXX for each specially marked unit [of this product -or- Clorox product] sold [for one year] beginning [XXX,] 20XX, up to a maximum donation of \$XXX. For more information about how the American Red Cross and Clorox can help protect you and your family, visit www.clorox/redcross.com. The American Red Cross name and emblem are used with its permission, which in no way constitutes an endorsement, express or implied, of any product or company.