



**OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION**

WASHINGTON, D.C. 20460

June 4, 2024

Christina Wilkinson  
Agent  
The Clorox Company  
Electronic Transmittal: [cwilkinon@srcconsultants.com](mailto:cwilkinon@srcconsultants.com)

Subject: Notification per PRN 98-10 – Adding Image and Container Directions  
Product Name: Tilex  
EPA Registration Number: 5813-24  
Received Date: 5/24/2024  
Action Case Number: 00613200

Dear Christina Wilkinson:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

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 the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. 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. 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 have any questions, please contact Aline Heffernan via email at [Heffernan.aline@epa.gov](mailto:Heffernan.aline@epa.gov).

Sincerely,

A handwritten signature in cursive script, appearing to read 'Aline Heffernan'.

Aline Heffernan  
Senior Regulatory Advisor  
Immediate Office  
Antimicrobials Division  
Office of Pesticide Programs

**Label identification**

**NOTIFICATION**

06/04/2024

Tilex®, EPA Reg. No. 5813-24 The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

R1239416

14:30 5/10/24

06/04/2024

**Formatting notes** (applicable for all claims)

**Now[!]** -and/or- **New[ly][!]** -and/or- **Improved[!]** may be added anywhere to a claim and will only be used for the first 6 months of product on shelf.

Optional text may be placed anywhere on the label -and/or- container.

**Bold, italicized** text is information for the reader and is not part of the label.

Bracketed information is optional text.

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

All directions may be written in numbered form or in paragraph form.

All use surfaces and/or use sites on the label may be listed in conjunction with an image of the use surface and/or use site.

Highlighted text is new. Strike-through text means removed.

# Tilex®

**KEEP OUT OF REACH OF CHILDREN.**

**WARNING:**

SEE BACK -or- SIDE PANEL FOR FIRST AID STATEMENTS.

**ACTIVE INGREDIENT:**

Sodium Hypochlorite . . . . . 2.4%

OTHER INGREDIENTS: . . . . . 97.6%

TOTAL: . . . . . 100.0%

[(Yields 2.28% available chlorine)]

**[NET] [CONTENTS]** \_\_\_\_\_

Contains No Phosphorus[.]

## PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

**WARNING:** Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Wear safety glasses]. Avoid contact with skin. Harmful if inhaled. Avoid breathing spray mist. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse. For sensitive skin or prolonged use, wear rubber gloves. [*The following statement will appear in color: Not recommended for use by persons with heart conditions or chronic respiratory problems such as asthma, emphysema or obstructive lung disease.*]

### 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. **In all cases:** 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. [Emergency [Medical] Information -or- Poison Control Center: 1-800-446-1014.]

**PHYSICAL AND CHEMICAL HAZARDS:** STRONG OXIDIZING AGENT: Do not mix with other chemicals. Mixing this product with chemicals (e.g., ammonia, acids, detergents) or organic matter (e.g., urine or feces) in a manner inconsistent with labeling directions, may release hazardous gases irritating to eyes, lungs, and mucous membranes.

[Best If Used By Date Below:]  
EPA Reg. No. 5813-24

EPA Est. No. 5813-CA-3 (A8 or H8), CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF); 8251-OH-1 (Q6); 52379-MI-2 (JX); 58455-IN-1 (C6); 58455-IN-2 (O1); 71106-GA-2 (E8); 71681-GA-1 (JQ), IL-1 (O3), IL-2 (24)

Beginning of batch code indicates Est. No.

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

Patents: [www.thecloroxcompany.com/patents](http://www.thecloroxcompany.com/patents)

For additional information or precautions, check the safety data sheet [(SDS)]. [The SDS can be obtained by visiting [www.cloroxpro\[fessional\].com](http://www.cloroxpro[fessional].com) -or- [www.clorox.com](http://www.clorox.com).]

Questions[?] [or] comments[?]: [Call toll free] 1-800-227-1860 -or- **insert phone number (in the US)** -or- (787) 641-4943 (in Puerto Rico) [or visit [www.tilex.com](http://www.tilex.com) -or- [www.cloroxpro\[fessional\].com](http://www.cloroxpro[fessional].com) -or- [www.clorox.com](http://www.clorox.com)].

For more [product -and/or- ingredient] information, visit [www.ingredientsinside.com](http://www.ingredientsinside.com) -or- [www.smartlabel.org](http://www.smartlabel.org).

For [a] Spanish translation of product directions -or- instructions -or- information, visit [www.cloroxpro\[fessional\].com](http://www.cloroxpro[fessional].com) -and/or- [www.clorox.com](http://www.clorox.com).

At Clorox we pride ourselves on making consistent quality products [for over -or- more than 100 -or- **insert number** years], and we are dedicated to ensuring your total satisfaction with our product. [Commercial Solutions -and/or- CloroxPro is -or- are a registered trademark of The Clorox Company -or- Clorox Professional Products Company.] **Clorox Tilex** -or- Tilex® -or- Clorox is a registered trademark of The Clorox Company.

© YYYY Mfd. for The Clorox Company

1221 Broadway, Oakland, CA 94612

[and Dist. by & © XXXX Clorox Commercial Company,

[Ave. Chardon, #350, Torre Chardon, Suite 320,]

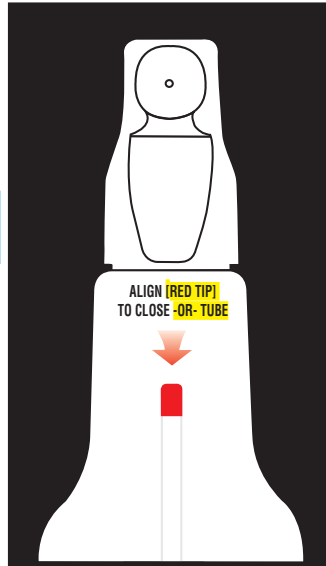
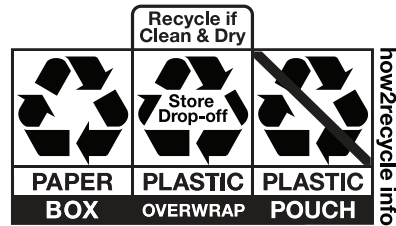
[San Juan, PR 00918].

(bracketed text for Puerto Rico only)

Made in [the] USA [of global components -and/or- ingredients.] -or-

Made in Puerto Rico [of global components -and/or- ingredients.]

## Optional Graphics



APPROVED FOR THE  
CLOROX® TOTAL  
360® SYSTEM  
-or- SPRAYER



Twist Off, Refill



Align Tip to Tube



Push Down to Close



To be used as scent descriptor graphics only



### **Packaging Related Statements and Icons**

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

[Refill only with this product] [[Easy] Refill Instructions on Back]

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.

#### **Trigger options:**

**For foaming trigger:** Rotate nozzle to foam -or- ON. -or- **To foam:**

Close screen on nozzle, or to spray, open screen on nozzle.

**To spray every drop:** Tilt bottle at a downward angle while spraying.

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

-or-

**To refill [spray bottle]:** 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 foam -or- ON.

-or-

- [[Easy] Refill [Instructions on [the] Back]]

- Twist off, Refill. Align Tip to Tube. Push, Snap to Close -or- Push Down to Close.

-or-

(To refill:)

1. [TO REMOVE:] Twist & pull up

2. [TO REPLACE:] Align [red] tip [to tube] & push down

-or-



Twist off, Refill    Align Tip to Tube    Push, Snap -or- Down to Close

*The above graphic is optional*

**[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.

**Alternate for Non-Refillable  
Bottles for use with  
applicator/sprayer name**

To Connect [with *insert applicator/sprayer name*]

#### **[Remove]**

Remove cap [and induction seal] [from bottle].

#### **[Connect]**

Connect adaptor cap [from *insert applicator/sprayer name*] [to bottle] and twist until tight[ened]. [Refer to user manual for specific operating instructions before use.]

## DIRECTIONS FOR USE

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

***Spray use directions may be added to the refill bottles if packaged together with a spray bottle***

### **AVOID PROLONGED BREATHING OF VAPOR**

Use in well ventilated areas. Open windows and turn on fans before use. If the vapors bother you, leave the room while this product is working.

### ***not used on subregistrations* HOUSEHOLD USE:**

#### ***For non-foaming trigger***

**TO REMOVE MILDEW STAINS:** [Turn sprayer nozzle to SPRAY -or- ON [position].] Spray, wait until stains disappear and rinse. Heavy mildew buildup may require longer contact time, or two cleanings.

#### ***For foaming trigger***

**TO REMOVE MILDEW STAINS:** Turn nozzle to FOAM -or- FOAM-SPRAY -or- ON [position] -or- [For tough jobs,] turn nozzle to FOAM-STREAM [position] ***trigger has “foam-stream” and “foam-spray” listed on the nozzle.*** Spray 6-8 in[ches] from surface until surface is thoroughly covered. Allow foam to deeply penetrate mildew and problem areas. Wipe with a wet sponge or cloth, and rinse. Heavy mildew buildup may require longer contact time, or two cleanings. If excess foam dries on nozzle, rinse with warm water.

#### ***For both the foaming and non-foaming triggers***

**To Remove Mildew Stains:** Spray 6-8 in[ches] from surface until surface is thoroughly covered. Allow foam to deeply penetrate mildew and problem areas. Wipe with a wet sponge or cloth, and rinse. Heavy mildew buildup may require longer contact time, or two cleanings. [If excess foam dries on nozzle, rinse with warm water.]

**TO DISINFECT [AND KILL MOLD & MILDEW] [ON] HARD, NONPOROUS SURFACES** [including glazed ceramic tile]: [Turn nozzle to ON.] Spray surface until thoroughly wet, let stand 5 min[utes], and rinse. ***Optional sentence*** This product [also] kills Salmonella enterica<sup>[9]</sup> [(Salmonella)], Staphylococcus aureus [(Staph)], Streptococcus pyogenes [(Strep)], Trichophyton interdigitale ***tested as Trichophyton mentagrophytes*** [(Trichophyton) -and/or- (Athlete’s Foot Fungus)] and Aspergillus niger [(Aspergillus)]. ***To be added optionally if SARS-CoV-2 is also on the label:*** To kill SARS-CoV-2, let stand 1 min[ute]. Preclean visibly soiled surfaces.

**TO PREVENT -OR- INHIBIT -OR- CONTROL THE GROWTH OF MOLD & MILDEW ON HARD, NONPOROUS SURFACES:** Preclean visibly soiled surfaces. Spray surface until thoroughly wet. Let air dry.

**TO KILL MOLD & MILDEW ON HARD, POROUS SURFACES** such as grout and cement: Spray surface until thoroughly wet, let stand 10 min[utes], and rinse. [Repeat application.]

**TO CLEAN SOAP SCUM:** [Turn nozzle to ON.] Spray, wait a few min[utes], wipe with sponge. Heavy soap scum or mildew buildup may need two cleanings. [This product may not be able to remove soap scum and mildew embedded in hard water deposits, old grout or silicone caulking.] **FOR SOAP SCUM PROBLEMS:** Use Tilex® Soap Scum Remover -and/or- ***insert current product name(s) containing “soap scum” in name.***

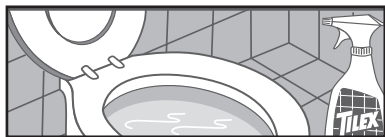
**[BIG JOBS:** This product can effectively clean many household surfaces. For convenience, use the turret top or refill your this product sprayer bottle.]

Rinse immediately after use on rubber, plastic and vinyl. Avoid prolonged contact with metal and old porcelain as this product can react with these materials and leave a “rusty” stain -or- Prolonged contact with metal, old porcelain or worn plastic laminate may cause discoloration. [Do not use on wood or painted surfaces] [unless you plan to refinish or repaint them]. [This product may not be able to remove mildew embedded in hard water deposits, old grout or silicone caulking.] [Avoid contact with aluminum, clothes, fabric, carpet or paper surfaces as they will discolor.]

***The following statement is optional but should be used if we are selling one or more of these names.*** Do not mix with ***insert*** Tilex® ***product name(s) not containing bleach.***



### Where to Use



#### TO CLEAN AND DISINFECT

##### TOILET BOWLS:

Flush toilet and add 1 cup this product to bowl. Brush to thoroughly wet all surfaces including under rim. Let stand 5 min[utes] before flushing.



##### FLOORS:

Mop washable floors including no-wax floors, linoleum, vinyl and ceramic tile with 1 cup this product per gallon of warm water. Rinse for best shine.



#### TO CLEAN CEMENT POOL AREAS:

Apply liberally (full strength) and rinse.

##### VINYL AND PLASTIC

##### OUTDOOR FURNITURE:

Sponge on full strength and rinse immediately.

***Residential/Household uses (16 fl oz, 32 fl oz RTU spray; may be added to the refill bottle when packaged with a smaller size spray bottle)***

##### **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. [Please] recycle empty container or discard in trash.

***Residential/Household uses (64 fl oz direct application -and/or- 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 should be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not refill or reuse this container. [Please] recycle empty container or discard in trash.

***Professional/Institutional uses (32 fl oz RTU spray; may be added to the refill bottle when packaged with a smaller size spray bottle)***

##### **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. [Please] recycle empty container or discard in trash.

***Professional/Institutional uses (64 fl oz, 128 fl oz direct application -and/or- 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 should be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not refill or reuse this container. [Triple rinse promptly, then] [please] recycle empty container or discard in trash.



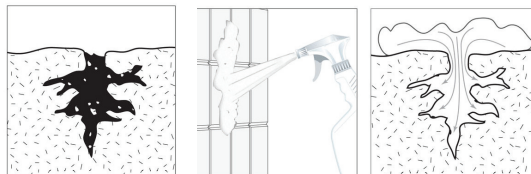
### Antimicrobial Claims

- 3 in one<sup>12</sup> cleaner, disinfectant[,] [and] mold remover -or- killer
- 3 in one<sup>12</sup> cleaner, disinfectant, [,] [and] mold growth inhibitor -or- blocker -or- eliminator
- 3 in one<sup>12</sup> cleaner, disinfectant, [mold] [and] [remover -or- killer and] growth inhibitor -or- blocker -or- eliminator
- 3 in one<sup>12</sup> cleaner, disinfectant and mold remover -or- killer -or- eliminator
- Cleans, removes -or- kills -or- treats and blocks -or- prevents -or- inhibits -or- eliminates 99.9% of mold & mildew [growth]<sup>12</sup>
- Combines cleaners and bleach to clean and kill -or- remove -or- treat mold
- Destroys mold and mildew in [just] 5 min[utes]
- Destroys mold, mildew and bacteria [in just 5 min[utes]]
- Disinfects [as it cleans big jobs]<sup>13</sup>
- Disinfects as it kills destroys -or- eliminates 99.9% of -or- wipes out 99.9% of -or- removes mildew
- Disinfects as it kills destroys -or- eliminates] common household mold, mildew and bacteria
- Disinfects hard, nonporous surfaces against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19]
- Disinfects with bleach
- Dissolves mold [stains] & mildew [stains] [on contact]
- Each use -or- application lasts for 1 week<sup>3</sup> -or- 7 days<sup>3</sup> -or- for as long as -or- up to 1 week<sup>3</sup> -or- 7 days<sup>3</sup>
- Each use -or- application lasts for as long as -or- up to 4 weeks<sup>3</sup> -or- 3 weeks<sup>3</sup> -or- 2 weeks<sup>3</sup> -or- 1 week<sup>3</sup> -or- 7 days<sup>3</sup>
- Easily removes mildew, mold and bacteria from grout and also quickly destroys and kills them in hard-to-clean areas such as caulking, corners and crevices, without scrubbing
- Effective against -or- Kills SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19]<sup>p</sup>
- Eliminates 99.9% of -and/or- destroys -and/or- Kills -and/or- Blocks mold & mildew
- Eliminates 99.9% of mold and mildew in [just] 5 min[utes]
- Eliminates 99.9% of mold, mildew and bacteria [in just 5 min[utes]]
- Even mold isn't too tough for this product -or- **insert alternate brand name here!**
- Get rid of mold
- Got Mold? Kill -or- Destroy -or- Eliminate 99.9% of -or- Wipe out 99.9% of -or- Remove it with this product -or- **insert alternate brand name!**
- Keeps mold [& mildew] from growing for 1 week<sup>3</sup> -or- 7 days<sup>3</sup> -or- for up to -or- as long as 1 week<sup>3</sup> -or- 7 days<sup>3</sup>
- Keeps mold [& mildew] from growing for up to -or- as long as 4 weeks<sup>3</sup> -or- 3 weeks<sup>3</sup> -or- 2 weeks<sup>3</sup> -or- 1 week<sup>3</sup> -or- 7 days<sup>3</sup>
- Keeps mold from reappearing -or- re-growing<sup>3</sup>
- Kills 99.9% of mold & mildew and keeps -or- prevents it -or- growth from coming back [for 1 week<sup>3</sup> -or- 7 days<sup>3</sup>] -or- [up to -or- as long as 1 week<sup>3</sup> -or- 7 days]<sup>3</sup>
- Kills 99.9% of mold & mildew [and keeps -or- prevents it -or- growth from coming back for up to -or- as long as 4 weeks<sup>3</sup> -or- 3 weeks<sup>3</sup> -or- 2 weeks<sup>3</sup> -or- 1 week<sup>3</sup> -or- 7 days<sup>3</sup>]
- Kills [99.9% of] germs<sup>[†]</sup>
- Kills CA-MRSA<sup>[4]</sup>
- Kill, clean and block mold and mildew [growth] [with one cleaner]<sup>12</sup>
- Kill, clean and eliminate 99.9% of mold and mildew [growth] [with one cleaner]<sup>12</sup>
- Kill, clean and inhibit mold and mildew [growth] [with one cleaner]<sup>12</sup>
- Kill, clean and prevent -or- inhibit mold and mildew [growth] [with one cleaner]<sup>12</sup>
- Kills 99.9% of germs<sup>†</sup> -and/or- bacteria
- Kills 99.9% of Germs<sup>†</sup> -and/or- Viruses<sup>†</sup> -and/or- Bacteria + -or- including COVID-19 Virus<sup>†</sup>
- Kills [99.9%] of Germs<sup>†</sup>
- Kills Destroys -or- Eliminates 99.9% of -or- Wipes out 99.9% of -or- Removes mold, mildew and bacteria as it cleans<sup>13</sup>
- Kills Destroys -or- Eliminates 99.9% of -or- Wipes out 99.9% of -or- Removes visible mold
- Kills Destroys -or- Eliminates 99.9% of household molds
- Kills Destroys -or- Eliminates 99.9% of household mold and mildew [in just 5 min[utes]]
- Kills -or- Destroys -or- Eliminates 99.9% of and removes mold and mildew
- Kills -or- Destroys -or- Eliminates mildew without scrubbing
- Kills -or- Destroys -or- Eliminates 99.9% of mold and mildew
- Kills -or- Destroys -or- Eliminates tough mildew without scrubbing
- Kills -or- Destroys -or- Eliminates 99.9% of mold and mildew without scrubbing
- Kills Germs<sup>[†]</sup> -and/or- Flu Virus<sup>7</sup>
- Kills mold & mildew and blocks its return for days
- Kills mold and mildew in [just] 5 min[utes]
- Kills mold, mildew and bacteria [in just 5 min[utes]]
- Kills common household molds
- Kills -or- Destroys -or- Eliminates 99.9% of mold, mildew and bacteria in just 5 min[utes]
- Kills -or- Disinfects against -or- Effective against [the] COVID-19 virus<sup>†</sup> -or- virus that causes COVID-19<sup>†</sup> [in 1 minute]
- Kills -or- Eliminates 99.9% of and destroys mold and mildew
- Kills -or- eliminates 99.9% of -or- destroys flu virus<sup>7</sup>
- Kills the mold -and/or- and mildew] you see and even what you don't -or- that you don't
- Lifts off and cleans soap scum to penetrate, kill and destroy mold, mildew and bacteria
- Mold is alive. Kill -or- Destroy -or- Eliminate 99.9% of -or- Wipe out 99.9% of -or- Remove it with this product -or- **insert alternate brand name!**
- Mold Killer<sup>²</sup>
- Mold killer & [growth] inhibitor -or- blocker -or- preventer<sup>3</sup>
- Not only destroys mold and mildew, but also destroys and removes the mold spores
- [One -or- 1 week -or- Seven -or- 7 days] -or- [Up to -or- As long as 1 week -or- 7 days] mold [& -or- and mildew] [growth] prevention<sup>3</sup> -or- 1 week -or- 7 days of mold [& -or- and mildew] [growth] prevention<sup>3</sup>
- Not only eliminates 99.9% of mold and mildew, but also destroys and removes the mold spores
- Not only kills mold and mildew, but also destroys and removes the mold spores
- Penetrates to eliminate 99.9% of and destroy mold, mildew and bacteria at its source
- Penetrates to kill and destroy mold, mildew and bacteria at its source
- Prevents mold & mildew growth for 1 week<sup>3</sup> -or- 7 days<sup>3</sup> -or- 2 -or- 3 -or- 4 weeks<sup>3</sup>
- Prevents mold & mildew from coming back for 1 week<sup>3</sup> -or- 7 days<sup>3</sup> -or- 2 -or- 3 -or- 4 weeks<sup>3</sup>

- Prevents mold [& mildew] [growth] from resurfacing<sup>3</sup>
- Removes tough mildew and mold from grout
- Spray -or- Use weekly to help keep mold [-and/or- mildew] away<sup>3</sup>
- Tested [and proven effective] against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19]<sup>P</sup>
- The right combination of cleaners and bleach to clean and kill -or- remove -or- treat mold
- The right combination of cleaners and bleach to kill and prevent mold [growth]
- This product kills Staphylococcus aureus [(Staph)], Streptococcus pyogenes [(Strep)], <sup>a</sup>Trichophyton interdigitale **tested as Trichophyton mentagrophytes** [(Trichophyton -and/or- Athlete's Foot Fungus)], <sup>a</sup>Aspergillus niger [(Aspergillus -and/or- mildew)], <sup>a</sup>Aspergillus brasiliensis<sup>[10]</sup> [(Aspergillus -and/or- mildew)], Salmonella enterica<sup>[9]</sup> [(Salmonella)], Pseudomonas aeruginosa [(Pseudomonas)], <sup>a</sup>Penicillium chrysogenum [(Penicillium)], <sup>a</sup>Alternaria alternata, <sup>a</sup>Cladosporium herbarum, <sup>a</sup>Mucor bainieri, Community Associated Methicillin resistant Staphylococcus aureus [(CA-MRSA)], Escherichia coli O157:H7 [(E. coli)], ESBL (Extended Spectrum Beta Lactamase) producing Escherichia coli [(ESBL producing E. coli)], Influenza A Virus
- This product -or- **insert alternate brand name** doesn't just clean [the] stains, it kills destroys -or- eliminates 99.9% of -or- wipes out 99.9% of -or- removes [the] mold!
- Up to -or- as long as one -or- 1 week<sup>3</sup> -or- 7 days<sup>3</sup> mold [& -or- and mildew] [growth] prevention<sup>3</sup> -or- Up to one -or- 1 week<sup>3</sup> -or- 7 days<sup>3</sup> of mold [& -or- and mildew] [growth] prevention<sup>3</sup>
- Up to -or- as long as 4 weeks<sup>3</sup> -or- 3 weeks<sup>3</sup> -or- 2 weeks<sup>3</sup> -or- 1 week<sup>3</sup> -or- 7 days<sup>3</sup> mold [& -or- and mildew] [growth] prevention<sup>3</sup> -or- Up to 4 weeks<sup>3</sup> -or- 3 weeks<sup>3</sup> -or- 2 weeks<sup>3</sup> -or- 1 week<sup>3</sup> -or- 7 days<sup>3</sup> of mold [& -or- and mildew] [growth] prevention<sup>3</sup>
- Use regularly to eliminate 99.9% of -or- prevent traces of mold [& mildew] [growth]<sup>3</sup>
- Use this product weekly to kill mold before it stains<sup>3</sup>
- Use weekly to block -or- prevent -or- inhibit -or- eliminate 99.9% of mold [& -or- and mildew] [growth]<sup>3</sup>
- Works [Kills mold] on all [hard, porous and nonporous] bathroom surfaces
- Your mold [& -or- and mildew] defense
- You've got mold. Kill -or- Destroy -or- Eliminate 99.9% of -or- Wipe out 99.9% of -or- Remove it with this product -or- **insert alternate brand name**.

#### **For use with Formula A02 and foaming trigger**

- Attacks mildew at its roots
- Gets into and eliminates mildew even in hard to clean places – without scrubbing
- Kills mold and mildew at its roots
- Kills mold and mildew in hard to clean areas -and/or- places [including caulking, corners, crevices, cracks]
- Penetrates to kill and destroy mold, mildew and bacteria at its source
- Penetrates to kill mildew in hard to clean places
- [Seeks out and] kills mildew at its roots
- This product has a penetrating foam that seeks out and kills mildew even in tile grout, caulking and corners
- With Deep -and/or- Penetrating Foam



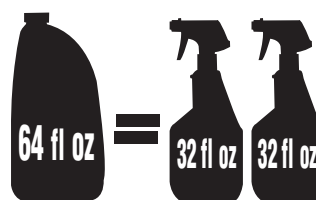
<b>Organism Table</b>	
<b>Bacteria</b>	<b>ATCC and/or Strain</b>
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]
Staphylococcus aureus [(Staph)]	[ATCC 6538]
Salmonella enterica <sup>[9]</sup> [(Salmonella)]	[ATCC 10708]
Community associated Methicillin resistant Staphylococcus aureus [(CA-MRSA)]	[NARSA NRS123 Genotype USA400]
Community associated Methicillin resistant Staphylococcus aureus [(CA-MRSA)]	[NARSA NRS384 Genotype USA300]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]
Extended Spectrum Beta Lactamase (ESBL) producing Escherichia coli [(ESBL producing E. coli)]	[ATCC BAA-196]
Streptococcus pyogenes [(Strep)]	[ATCC 9342]
<b>Fungi</b>	<b>ATCC and/or Strain</b>
<sup>a</sup> Aspergillus niger [(mildew)]	[ATCC 6275]
<sup>a</sup> Trichophyton interdigitale <b>tested as Trichophyton mentagrophytes</b> [(Athlete's Foot Fungus)]	[ATCC 9533]
<sup>a</sup> Alternaria alternata	[ATCC 6663]
<sup>a</sup> Aspergillus brasiliensis <sup>[10]</sup> [(mildew)]	[ATCC 16404]
<sup>a</sup> Cladosporium herbarum	[ATCC 28987]
<sup>a</sup> Mucor bainieri	[ATCC 42642]
<sup>a</sup> Penicillium chrysogenum [(Penicillium)]	[ATCC 10106]
<b>Virus Enveloped</b>	<b>ATCC and/or Strain</b>
<sup>†</sup> Influenza A Virus	[ATCC VR-544]
<sup>‡</sup> SARS-CoV-2 [(cause of COVID-19)]	[Strain USA-WA1/2020]
<b>Fungistat</b>	<b>ATCC and/or Strain</b>
Aspergillus niger	[ATCC 6275]

### *Cleaning/Miscellaneous Claims*

- \_\_\_\_ [fl] oz[.] = [More than] \_\_\_\_ [fl] oz[.] Trigger Bottles
- 2-in-1 trigger [option]
- 40 [fl] oz -or- 44 [fl] oz for the 32 [fl] oz price!
- Align to close
- All-Spray -or- Easy Spray -or- Empt-Ease -or- Reliaspray -or- Spray-All [Bottle -and/or- Technology]
- Approved for [use in] [the] **insert applicator/sprayer name** -and/or- Clorox® Total 360® [System -or- Sprayer]
- Attacking Foam
- Attacks grime [and stains<sup>8</sup>]
- [Be -or- Get] Refill Smart™ -or- ®][!]
- Better Refill with Smart Tube Technology<sup>‡</sup>
- Bleaches away stains
- Brilliantly cleans -and/or- whitens [tile, grout[,] [and] surfaces] before your eyes[!]
- Brilliantly whitens [tile, grout[,] [and] surfaces] for an intense clean[!]
- Check out the new price!
- Cheaper than two -or- 2 32 [fl] oz trigger [sprays]\*
- Choose Foam or Spray
- Cleans and Shines
- Cleans with[out] -or- no scrubbing
- Clinging Foam
- Clorox® Total 360® [System - or - Sprayer] - and/or- **insert applicator/sprayer name** ready-to-use
- Commercial solutions
- Contains bleach
- Cuts through -and/or- [starts to] dissolve[s] soap scum [on bathroom surfaces]
- Deep clean your entire bathroom
- [Deep] Penetrating Foam
- Deep -or- Penetrating Foam clings to mildew stains
- Deep -or- Penetrating Foam provides [great] control to reach mildew stains even in cracks -and/or- crevices -and/or- corners
- Designed for [the] **insert applicator/sprayer name** -or- Clorox® Total 360® [System -or- Sprayer]
- Dissolves[s] soap scum -and/or- [other] tough [bathroom] soils -and/or- stains
- Dual Action Trigger [provides spray and foam options -or- settings]
- Dual Action Trigger provides spray for [broad] coverage and foam for control
- Easy Drop Delivery -and/or- Refill
- Economy **insert size 32 fl oz and less** -and/or- [Size]
- Economy size
- [Economy -or- Convenient] refill
- Eliminates the toughest soils -and/or- stains
- Extreme Foam
- Fast acting cleaning -or- whitening -or- bleaching foam
- Fast acting foam penetrates and lifts dirt & grime
- Fast acting foam [starts to clean] [starts cleaning] [on contact]
- Fills -or- equal to two -or- 2 32 [fl] oz trigger [sprays]<sup>μ</sup>
- [Foam] attacks [mildew stains] deep down
- Foam holds -or- stays [long[er]] on tough mildew stains
- [Foam] penetrates soap scum -or- grime [and bleaches away stains]
- Foam Sticks to Mildew Stain[s]
- Foam option -or- setting
- Foam or spray
- Foaming action attacks [mildew stains] deep down [for a powerful clean]
- Foaming Action for a Powerful Clean
- Foaming action with bleach
- Foaming bleach action removes tough mold -and/or- mildew stains
- Foaming Bleach Action, Scrub Less<sup>8</sup>
- Foaming trigger [option -or- setting] for a deep clean
- Foaming trigger for control
- For bathrooms, sinks and faucets and floor areas
- For institutional -and/or- industrial use
- Get -or- Spray Every Drop[!]<sup>TM -or- ®</sup>
- Great for outdoor [and indoor] cleaning
- [Intended] for [use by] [mold] remediation [service providers]
- Just spray and wipe; no scrubbing required!
- Last Drop Access
- Crisp -and/or- Sparkling Lemon -and/or- Lavender -and/or- Fresh Meadow -and/or- Mountain [Fresh] -and/or- Ocean Mist -and/or- Floral -and/or- Spring [Mint -or- Mist] -and/or- Lemon -and/or- Citrus [Fresh] -and/or- [Fresh] Mint Refreshing -and/or- Breeze -and/or- Fresh -and/or- Light -and/or- Rain Clean -and/or- Cool Wave [scent -or- fragrance]
- Learn more at Tilex.com -and/or- CleanFreak.com -and/or- proudtobeacleanfreak.com -and/or- friendsofclean.com -and/or- proudtoclean.com
- [Leaves -or- Has] a [new] [pleasing -or- pleasant -and/or- refreshing -or- fresh -and/or- light] scent -or- [Now] with a [new] [pleasing -or- pleasant -and/or- refreshing -and/or- fresh -or- light] scent
- Leaves no residue
- Low price [compared to our previous 32 [fl] oz price]!
- Makes scrubbing [virtually] obsolete!
- Mama's got the magic of Clorox®
- Maximum cleaning, minimum effort
- Medium **insert size 24 fl oz and less** -and/or- [Size]
- More Savings, Less Waste[!]<sup>6</sup>
- More Savings [!][,] Less Waste [!] -or- More Savings[!]\*
- New -and/or- [Improved] Thicker Foam
- No Waste -or- Wasteless Bottle
- Not just for deep cleaning; for [the] everyday [use]
- Original [Scent]
- Patented design bottle
- Peel -or- Pull [Here] [For] additional instructions -or- directions [for use]
- Penetrates tough **insert use site(s) from Table 2** stains -and/or- soils
- Penetrating foam for [a] scrub-free clean
- Powerful clean, less effort
- Powerful clean with less scrubbing<sup>8</sup>
- Powerful Cleaning Foam
- Powerful foaming action to clean

- Ready to use with [the] **insert applicator/sprayer name** -or- Clorox® Total 360® [System -or- Sprayer]
- Sudsing -or- foaming action
- [Now] available in [this -or- a] convenient refill so you can reuse your trigger
- [Over] **insert** % more for the same price [as the 32 [fl] oz]
- Penetrating Foam
- Penetrating foam works -or- cleans -or- bleaches on contact
- Plus [with] Clorox® bleach
- Powers through soap scum -and/or- grime[!]
- Recyclable bottle
- Safe to -or- for use on **insert surface material(s) from Table 2**
- [Same] Great -or- Powerful [Bathroom] Cleaner
- Same [great] [this product ] performance, **insert** % lower price [compared to our previous price]!
- Same [great] [this product ] performance, now **insert** % cheaper [compared to our previous price]!
- Same [great] [this product ] performance, now better value [compared to our previous price]!
- Same **insert ABN** -or- [Great -or- Powerful] [Bathroom] Cleaner
- Saves a shopping trip<sup>5</sup>
- Scrub Less
- See it and believe it
- See the difference [this product makes]
- Six -or- 6 month supply[!]<sup>5</sup>
- Small **insert size 16 fl oz and less** -and/or- [Size]
- Smart Tube[® -or- ™] Technology
- Thick Foam
- Two -or- 2 Ways to Clean

- Up to [a] 30% discount -and/or- cheaper -and/or- free[!]<sup>1</sup>
- [Use as a] multi-surface cleaner
- [Use as a] [Pourable] refill for this product -and/or- multi-surface cleaner
- Use beyond the bathroom for cleaning
- Use for cleaning beyond the bathroom
- [[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use **this product**] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]
- Value -and/or- Economy -and/or- Budget size -or- refill
- Value -and/or- multi -and/or- twin pack
- Watch this product clean
- With bleach
- Whitens & brightens
- Whitens before your eyes
- Whitens brilliantly
- Whitens for an intense clean
- Works **on insert surface(s) from Table 1** -and/or- **surface materials(s) from Table 2**



**Table 1 Use Surfaces**

[Basement] floors	Glazed ceramic tile	Sinks
Bathroom surfaces	Laminated surfaces	Toilets
[Bath]tubs	No-wax floors	Under [the] sinks
Ceilings <sup>11</sup>	[Porcelain] tile	Vinyl curtains
Counter[top]s	Refrigerator seals	Walls <sup>11</sup>
Faucets	Shower doors	Windowsills

**Table 2 Surface Materials**

Corian <sup>®</sup> [ <sup>λ</sup> ]	Glass	Resilient flooring
Cultured marble	Glazed porcelain <sup>2</sup>	Sealed Grout
Fiberglass	Laminate	Stainless steel
Finished -or- sealed [hard]wood <sup>μμ</sup>	Plastic	Vinyl

**Footnotes**

<sup>1</sup> when compared to -or- vs. 32 [fl] oz Tilex<sup>®</sup> -or- **insert ABN** trigger [spray] in most stores, based on average retail price -and/or- volume

<sup>2</sup> Avoid prolonged contact with porcelain

<sup>3</sup> Based on lab test[ing]. Follow directions for mildew prevention.

<sup>4</sup> Community associated Methicillin-Resistant Staphylococcus aureus

<sup>5</sup> when compared to -or- vs. purchasing one 32 [fl] oz Tilex<sup>®</sup> -or- **insert ABN** trigger spray

<sup>6</sup> 40% -or- \_\_\_\_% less plastic when compared to -or- than -or- vs. -or- in comparison to two -or- 2 32 [fl] oz -or- 2 \_\_\_\_ [fl] oz Tilex<sup>®</sup> -or- **insert ABN** trigger sprays

<sup>7</sup> Influenza A Virus

<sup>8</sup> mold stains & mildew stains

<sup>9</sup> **tested as Salmonella choleraesuis**

<sup>10</sup> **tested as Aspergillus niger**

<sup>11</sup> Test a small area first

<sup>12</sup> Follow directions for each use

<sup>13</sup> Follow disinfection directions

<sup>†</sup> [This product kills] Staphylococcus aureus [(Staph)], Salmonella enterica<sup>[9]</sup>, Trichophyton **interdigitale tested as Trichophyton mentagrophytes** [(Athlete's Foot Fungus)] [,Influenza A Virus] and **insert organism(s) from Organism Table**

[<sup>‡</sup> Viruses]

<sup>✧</sup>Kills SARS-CoV-2 on hard, nonporous surfaces

<sup>‡</sup> on hard, nonporous surfaces

<sup>\*</sup>50% less plastic vs. -or- than five -or- 5 32 [fl] oz trigger sprays

**180 fl oz bottle** -or- 55% less plastic vs. -or- than four -or- 4 32

[fl] oz trigger sprays **136 fl oz bottle** -or- 56% less plastic vs. -or-

than four -or- 4 32 [fl] oz trigger sprays **128 fl oz bottle** -or- 46%

less plastic vs. -or- than two -or- 2 32 [fl] oz trigger sprays **64 fl oz**

**bottle** -or- 28% less plastic vs. -or- than one -or- 1 32 [fl] oz trigger

spray **32 fl oz bottle** -or- \_\_\_\_% less plastic vs. -or- than **insert # of**

**bottles** [fl] oz trigger sprays

<sup>μ</sup> of this product

<sup>μμ</sup> Do not allow puddles of product to remain on surface. Do not use on unsealed, unfinished, visibly worn, oiled or waxed wood surfaces. Product can discolor wood surfaces if misused.

Test a small area first.

<sup>α</sup>**This symbol (Ω) will be use before the fungi listed in the claim when the claim “Mold Killer” is used on the label**

<sup>ℓ</sup> experience compared to historical Clorox<sup>®</sup> spray packaging

<sup>[λ]</sup> Corian<sup>®</sup> is a [registered] trademark of [E. I. du Pont de Nemours and Company] [a subsidiary of] [E. I. du Pont de Nemours and Company] [or one or more of its affiliates]