

5813-40

7/18/2008

1099



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
Washington, D.C. 20460

JUL 18 2008

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

Evelyn Lawson
Regulatory Scientist
The Clorox Company
c/o PS&RC; P.O. Box 493
Pleasanton, CA 94566

Subject: Pine Sol Spray 19054
EPA Reg. No. 5813-40
Application Dated: June 20, 2008
Receipt Date: June 25, 2008

Dear Elisa Estremera-Pasky

The following notification submitted in connection with registration under the provisions of PR Notice 98-10, Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) section 3(c)9. is acceptable.

Proposed Notification

- Adding Marketing Claims

Comments

Based on a review of the material submitted, the following comments apply:
This application add marketing claims is acceptable. A copy of this letter has been placed in our records for future reference.

Should you have any questions or comments concerning this letter, please contact Velma Noble at (703) 308-6233.

Sincerely,

Velma Noble
Product Manager (31)
Regulatory Management Branch 1
Antimicrobial Division (7510c)

CONCURRENCES

YMBOL	BIL						
URNAME							
ATE							

2099



United States
Environmental Protection Agency
Washington, DC 20460

Registration
 Amendment
 Other

OPP Identifier Number
EE0027

Application for Pesticide - Section I

1. Company/Product Number 5813-40	2. EPA Product Manager Velma Noble	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Pine-Sol® Spray 19054	PM# 31	
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 four non-mandatory cleaning claims. Enclosed are one strike-through/underlined and five clean 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
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
				<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
				<input type="checkbox"/> Other (Specify) _____	
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 June 20, 2008	

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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.

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Pine-Sol®

Spray 19054

KEEP OUT OF REACH OF CHILDREN

WARNING:

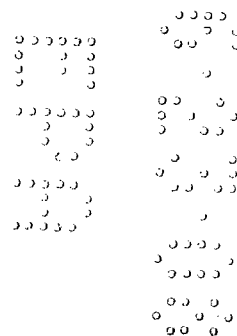
See back label for additional precautionary statements

ACTIVE INGREDIENTS:

n-Alkyl (60% C14, 30% C16, 5% C12, 5% C18) dimethylbenzyl ammonium chloride0.1375%
n-Alkyl (68% C12, 32% C14) dimethyl ethylbenzyl ammonium chloride0.1375%
OTHER INGREDIENTS:99.7250%
TOTAL:100.0000%

NET CONTENTS _____

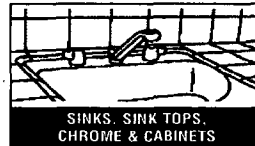
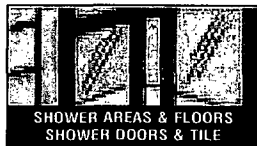
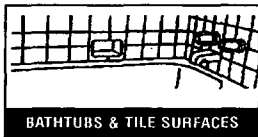
R4232-16



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Pine-Sol. Spray 19054



[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. | 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.

To Clean and Deodorize:

- **[For push/pull trigger:]** Rotate nozzle to ON position. Pull [blue] ring nozzle OUT for FOAM [(great for walls) -or- (for deeper cleaning)] or push -or- leave it IN for SPRAY [(for regular cleaning)].
- **[For rotating trigger:]** Rotate nozzle to FOAM [(for deeper cleaning)] or to SPRAY [(for regular cleaning)].

Continuation for either:

Spray 6-8 inches from [the] surface[.] [and] Allow product to penetrate dirt and soap scum. Wipe with a wet sponge or cloth -and/or- rinse with water. No scrubbing required. For tougher jobs [and deeper cleaning] use FOAM option. Spray and let product stand on surface for several minutes before wiping [-and/or- rinsing]. For best results, use regularly to prevent soap scum build-up.

- or -

Directly apply and wet surfaces completely. Let stand for several minutes - allow to penetrate dirt and soap scum. Wipe with a wet sponge or cloth and rinse with water. No scrubbing required. For best results, use regularly to prevent soap scum build-up.

For Sample -or- Demo Kits:

This bottle of Pine-Sol Spray 19054 is only intended for use as part of this kit:

- [1.] Unpack the [bottle] [container] [jar] of Pine-Sol Spray 19054 and the [dirty] [soiled] [soap scum] tile [with soap scum].
- [2.] [Unscrew] [open] the lid on the [bottle] [container] [jar] [of Pine-Sol Spray 19054]. Hold the [handle] [clean side] [tip] [sides] of the tile and gently drop [it] [the tile] into the [bottle] [container] [jar] [of product -or- Pine-Sol Spray 19054]. Replace the lid on the [bottle] [container] [jar] [of product -or- Pine-Sol Spray 19054].
- [3.] Gently shake the bottle [back and forth] and watch as Pine-Sol Spray 19054 [dissolves] [melts] [away] [cleans] [the soap scum] [off] right before your eyes. No Scrubbing or wiping required.

For Sample -or- Demo Kits:

This Pine-Sol Spray 19054 swab is only intended to be used as part of this kit:

- [1.] Unpack the [enclosed] swab, which contains the [Pine-Sol Spray 19054] cleaner.
- [2.] Hold the swab upright with [black] [green] [colored] line at top and [snap] [break] the [tube] [swab] at the line. Liquid will be released into the tip at the other end of the [tube] [swab].
- [3.] Gently apply Pine-Sol Spray 19054 [using swab] [directly] to [the enclosed] [dirty] [tile] [with] [soap scum] and allow the product to penetrate [soap scum].
- [4.] [Wipe with a [wet] sponge or cloth] -and/or- [rinse with water]. [No scrubbing required.]

To Disinfect:

- Thoroughly clean the surface to be disinfected by following the above directions (remove excess dirt first in heavily soiled areas); re-apply [directly] [wetting] [spraying] entire surface [until completely wet]. Let stand 10 minutes before wiping.
- or -
- Directly apply and wet surfaces completely. Let stand for 10 minutes - allow to penetrate dirt and soap scum. Wipe with a wet sponge or cloth and rinse with water. No scrubbing required. For best results, use regularly to prevent soap scum build-up. For heavily soiled surfaces, pre-clean surface before disinfecting.

Mold and Mildew Control Claims

TO INHIBIT [CONTROL] [PREVENT] mold and mildew growth on hard, nonporous surfaces in bathrooms on bathtub, tile, and shower areas; spray surface thoroughly, let stand 10 minutes before wiping. Re-apply as new growth appears.

- Inhibits -or- Controls -or- Prevents [the] growth of mold -and/or- mildew
- Inhibits -or- Controls -or- Prevents mold [and mildew] [growth] [from growing]
- This product [is mildewstatic and] will effectively inhibit -or- control -or- prevent the growth of mildew [and the odors caused by mildew] [when applied to hard, nonporous surfaces]

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Cleaning, Deodorizing, Stain Removal, Prevention Claims

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

- ◆ 2 -in-1 trigger [option]
- ◆ A [shine] [sheen] [gleam] that reflects [a pure] clean[liness]
- ◆ Cleans -and/or- disinfects with [little] [reduced] [minimal] [less] effort
-or- elbow grease
- ◆ Cleans, freshens, and shines
- ◆ Cleans what other [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office] cleaners [leave behind] [don't]
- ◆ Cleans without bleach[ing] -or- Contains no bleach -or- Bleach-free
- ◆ Clinging Foam
- ◆ ~~Cuts through and/or starts to dissolve[s] soap scum on bathroom surfaces.~~
- ◆ Deep Down Clean[!]
- ◆ Deep Penetrating Foam
- ◆ [Deep] foam clings to soap scum -and/or- grime -and/or- stains -and/or- dirt
- ◆ [Deep] foam sticks to soap scum -and/or- grime -and/or- stains -and/or- dirt
- ◆ [Deep] [Penetrating] Foam provides [great] control to reach soap scum -and/or- grime -and/or- stains -and/or- dirt [even in tough cracks -and/or- crevices -and/or- corners]
- ◆ [Dissolves] [Cuts through] [Melts away] [tough] soap scum -and/or- [other] tough [bathroom] soils [right before your eyes] [!]
- ◆ [Dissolves] [Removes] [Cuts through] [Melts away] [Cleans] [tough] soap scum -and/or- [other] tough [bathroom] soils [fast] [on contact] [.] [!] [No -or- minimal -or- hardly any scrubbing required!]
- ◆ Dual Action Trigger
- ◆ Dual Action Trigger provides spray and foam [options -and/or- settings]
- ◆ Dual Action Trigger provides spray for [broad] coverage and foam for control
- ◆ [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- work place [dirt] [soils] [grime] [like soap scum] [!]
- ◆ [Easily] wipes clean
- ◆ [Fastest] [Unbeatable] on soap scum -and/or- [other] tough [bathroom] soils[!]
- ◆ Foam holds -or- stays [long][er] on tough soap scum -and/or- grime -and/or- stains -and/or- dirt
- ◆ Foam option -or- setting
- ◆ Foam or spray
- ◆ Foam works hard on soap scum -and/or- grime -and/or- stains -and/or- dirt
- ◆ Foam[ing] [action] for a deep clean
- ◆ Foam[ing] [action] for a powerful clean
- ◆ Foam[ing] [action] provides a [deep] [, powerful] clean
- ◆ Foaming Action for a Powerful Clean
- ◆ Foam[ing] [delivery] [trigger spray] [nozzle] [dispensing] option for [a] [deeper] [more powerful] clean[ing] [!]
- ◆ Foaming trigger for [better] control
- ◆ Foaming -or- sudsing [nozzle] [action] [trigger]
- ◆ Foaming trigger [option] [for better control] [for a deeper clean] [to reach] [in] [into] [inside] [bathroom] [cracks -or- crevices] [hard-to-reach spots -or- places] [hard-to-clean spots -or- places]
- ◆ Foam[ing] trigger [option -or- setting] for a deep clean
- ◆ For a cleaner -and/or- fresher [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- ◆ ~~For use all over or around the bathroom.~~
- ◆ ~~For use on most bathroom surfaces.~~
- ◆ Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- ◆ [Great] -and/or- [better -or- improved] [performance] [cleaning] [on] [in] [glass surfaces] [glass shower doors] [sink -or- faucet fixtures] [shiny, metal surfaces] [countertops] [the tub -and/or- shower]
- ◆ [Great] formula [leaves less residue] [makes it easier to clean] [reduces your work] [reduces the amount of wiping -and/or- rinsing]
- ◆ [Great] formula [leaves] [makes] [cleaning] [bathroom -or- restroom] [kitchen] [household] [office] [work -or- office place] surfaces shinier
- ◆ [Improved] [foam] [option -or- setting] clings [to grout -and/or- bathroom walls -and/or- shower walls -and/or- vertical surfaces -and/or- surfaces -and/or- soap scum] longer[!]
- ◆ It's from Clorox®, [so it's more than clean] [so you know you can trust it]
- ◆ [Just] [one] wipe and [it's] [the dirt -and/or- grime] [soap scum -and/or- [other] tough [bathroom] soils] is -or- are gone[!]
- ◆ [Just] spray and watch [it] [the -or- this product] [this [disinfecting] [bathroom] cleaner] do the work [for you] [on soap scum -and/or- [other] tough [bathroom] soils] [!]
- ◆ Just spray [and] [wipe] [walk] [away] [.] [!]
- ◆ Leaves a [shine -or- sheen -or- gleam] [shining -or- gleaming surface]
- ◆ [Leaves] no [harmful] residue
- ◆ Leaves surfaces shiny
- ◆ Less effort for the same [great] [powerful] [effective] [sparkling] clean -and/or- shine
- ◆ [Lower] [Low] [Reduced] residue formula
- ◆ Nothing's tougher on tough soap scum -and/or- [other] tough [bathroom] soils[!]
- ◆ Makes [cleaning] [your job] easier [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work]
- ◆ Makes [leaves] surfaces sparkle -and/or- sparkling clean
- ◆ Maximum Cleaning, Minimum Effort
- ◆ [More] efficient [bathroom] [kitchen] [home] [household] [office] cleaning
- ◆ Most powerful cleaner in -or- around the [bathroom -or- restroom] [kitchen] [house] [office] [work -or- office place]
- ◆ [New -and/or- Improved] Foaming -and/or- Sudsing Action[!]
- ◆ New -and/or- Improved] Thicker Foam
- ◆ No rinse -or- rinsing [formula]
- ◆ [Now] choose [thick] foam or spray
- ◆ [Now you can have] [a surface -or- countertop -or- sink -or- [bath] tub -and/or- shower] so clean it shines[!]
- ◆ [Penetrating] foam [thoroughly] [completely] [conveniently] [effectively] [efficiently] cleans [bathroom -and/or- restroom -and/or- kitchen -and/or- office] [cracks -or- crevices] [hard-to-reach spots -or- places] [hard-to-clean spots -or- places]
- ◆ [Powerful -and/or- Penetrating] Foam[ing] [action] attacks soap scum -and/or- grime -and/or- stains -and/or- dirt [deep down]
- ◆ Powers through soap scum -and/or- [other] tough [bathroom] soils[!]
- ◆ [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- work place] [dirt] [soils] [grime]] [!]
- ◆ Same [great] [powerful] [effective] clean [with less wiping -and/or- rinsing]
- ◆ [See it for yourself.] Watch [the] [melted] soap scum -and/or- [other] tough [bathroom] soils [just] slide -or- melt [right] off [the tile] [the tub -and/or- shower -and/or- bath wall] [the glass shower door] [glass surfaces] [the dirtiest -or- filthiest surfaces]
- ◆ Soap scum -and/or- [other] tough [bathroom] soils [just] melt[s] away[!]
- ◆ Starts to work [immediately] [before you do] [even] before you start to wipe -and/or- rinse
- ◆ The cleaning power -and/or- effectiveness of Clorox® [that easily removes tough bathroom -and/or- restroom -and/or- kitchen -and/or- household [dirt] [soils] [grime] [like soap scum] [!]
- ◆ The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [work -or- office [area] [place] [environment]] looking "just cleaned"
- ◆ Thick Foam [Dissolves soap scum -or- Dissolves soap scum on contact]
- ◆ Thick foam [starts to] dissolve[s] grime -and/or- soap scum -and/or- stains -and/or- dirt on contact
- ◆ [This product] will -or- does not leave a dull residue [on] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [surfaces] [countertops] [sinks] [faucets] [faucet fixtures] [the tub -and/or- shower] [glass -or- reflective surfaces] [glass shower doors]
- ◆ 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[!]
- ◆ [Truly] [pure] [ideal] [effective] [real] clean
- ◆ Two Ways to Clean
- ◆ Wipe -or- rinse away the [soap scum] [tough] bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [soils] [dirt] [grime] without [leaving] a trace
- ◆ Wipes [out] [away] soap scum -and/or- [other] tough [bathroom] soils [in the kitchen] [in the tub -and/or- shower -and/or- bath] [in the sink] [in the bathroom] [around the house] [in the home] [with little -or- no scrubbing] [!]
- ◆ Works [hard] [tenaciously] [powerfully] [effectively] on soap scum -and/or- [other] tough [bathroom] soils -or- dirt -or- grime [so you don't have to] [so your job's easier] [to make cleaning -or- your job easier] [to minimize -or- eliminate elbow grease] [!]
- ◆ [Works] [best] on soap scum -and/or- [other] tough [bathroom] soils[!]
- ◆ You can see it [clean] [remove] [dissolve] [attack] [cut through] soap scum -and/or- [bathroom -or- restroom] [kitchen] [household] [office] [work -or- office place] [grime] [soils] [dirt] [right] before your eyes[!]
- ◆ [You can] see -or- watch soap scum -and/or- [other] tough [bathroom] soils [just] melt away[!]
- ◆ ~~You can trust Clorox to cut through tough bathroom grime.~~

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Pesticidal Claims

- A bathroom -and/or- restroom -and/or- household -and/or- kitchen -and/or- office product for 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]
- A[n] [quick] [and] [easy -or- convenient] way to [kill] [eliminate] [destroy] [remove] [attack] [get rid of] [99.9% of] bacteria[†] in your [bathroom] [home] [house] [kitchen] [office] [work -or- office] [place] [environment] [area]
- Antibacterial [formula] [†] -or- Disinfecting [formula] [†]
- Antibacterial[†] -and/or- Germicidal[*] cleaning [for the] [throughout -or- all over the] [bathroom] [restroom] [kitchen] [house] [home] [office] [work -or- office] [place]
- Bacteria[†]-fighting -or- Germ[*]-fighting formula
- Bactericide[†] -or- Bactericidal[†]
- [Bathroom -and/or- restroom -and/or- household -and/or- home -and/or- kitchen] disinfectant -and/or- cleaner
- Broad spectrum [disinfectant] [disinfecting] [cleaner]
- Cleaner -and/or- disinfectant -and/or- germicide[*] in one
- Cleaning and disinfecting effectiveness of Clorox®, so your [bathroom] [home] [house] [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
- Cleaning -and/or- disinfecting
- Cleans -and/or- disinfects [for a pure -or- truly clean] [bathroom] [restroom] [kitchen] [home] [household] [office] [work -or- office] [place] [environment] [place]
- [Cleans away] [Kills] [Removes] [Gets rid of] [Attacks] [Eliminates] [Destroys] [germs][*] [bacteria][†] [dust] [in the home -and/or- office -and/or- classroom]
- Cleans [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office] [grime] [dirt] [soils] and disinfects
- Cleans and [kills] [eliminates] [destroys] [removes] [attacks] [gets rid of] [99.9% of] [kitchen] [bathroom] [restroom] [household] [office] [work -or- office] [place] bacteria[†] -and/or- germs[*]
- CLEANS, SHINES, DISINFECTS and DEODORIZES bathroom surfaces, glazed ceramic tile, plastic, chrome [fixtures], shower doors, fiberglass, glazed porcelain, stainless steel or metal surfaces in bathrooms and kitchens, and synthetic marble
- [Clorox Disinfecting Bathroom Cleaner] cleans [tough] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [grime] [dirt] [soils] and kill bathroom germs[*] -and/or- bacteria[†]
- Controls mold and mildew growth on hard, nonporous surfaces in bathrooms
- [Disinfecting] [bathroom] [restroom] [kitchen] [household -or- home] [office] [solution] [cleaner] [mist] [spray] [disinfectant]
- Disinfects -and/or- kills bacteria[†] -and/or- kills germs[*] [as] [while] it cleans
- Disinfects [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] surfaces
- Disinfects and [cleans] [protects] [the] [your] [bathroom] [restroom] [kitchen] [house] [home] [office] [work -or- office] [place] [environment] [against] [household] [germs][*] -and/or- bacteria[†] [Salmonella choleraesuis -or- Salmonella -and/or- Staphylococcus aureus -or- Staph]
- Disinfects [your] [the] [home -or- house] [office] [work -or- office] [place] [environment] [classroom] [daycare] [playroom] [playground] [playpen] [play -or- common area]
- Disinfects and deodorizes by killing [most] [many] germs[*] -and/or- bacteria[†] and their odors
- [Easily] [Effectively] [Conveniently] clean[s] and disinfect[s]
- [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 [in presence of soil] [load]
- [Eliminates] [Removes] [Attacks] [Gets rid of] odors caused by bacteria[†] -and/or- germs[*]
- For a [cleaner] [fresher] [bathroom] [kitchen] [home] [house] [office -or- workplace]
- For the purest clean in [home -and/or- bathroom -and/or- kitchen -and/or- office] cleaning
- Germicide[*] -or- Germicidal[*]
- Germs[*] -and/or- Bacteria[†] -and/or- Viruses can cause illness. This product kills these germs* -and/or- bacteria† -and/or- viruses.
- Kills [99.9% of] [odor-causing] [household] germs[*] and leaves a nice smell
- Kills [99.9%] of [household] germs*!
- Kills [99.9%] of Salmonella choleraesuis, Staphylococcus aureus, and Aspergillus niger (mildew)
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] 99.9% of bacteria[†] -and/or- germs[*] on commonly touched surfaces [such as doorknobs -and/or- light switches -and/or- faucet handles -and/or- toilet flush handles -and/or- toilet seats -and/or- countertops -and/or- paper towel dispensers -and/or- hand-dryer buttons]
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [99.9% of] bacteria[†] -and/or- germs[*] [all] around [your] [the] [bathroom -or- restroom] [kitchen] [home] [house] [office] [work -or- office] [place] [environment]
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [99.9% of] [common] [household] germs[*] -and/or- bacteria[†]
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [common] [household] bacteria [in 10 minutes]: [Staphylococcus aureus (Staph) -or- Staph] -and/or- [Salmonella choleraesuis (Salmonella) -or- Salmonella]
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [household] [the] viruses
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [many] germs[*] -and/or- bacteria[†] -and/or- viruses
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [the] [common] cold -and/or- flu [virus] [viruses]
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [99.9% of] Staphylococcus aureus (Staph) -or- Staph
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [99.9% of] odor-causing [household] germs[*] -and/or- bacteria[†]
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [99.9% of] the bacteria[†] -and/or- germs[*] commonly found in [kitchens] [bathrooms -or- restrooms] [households] [homes] [offices] [work -or- office] [places] [environments] [areas]
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [99.9% of] the bacteria[†] -and/or- germs[*] you can't see [in] [the] [bathroom[s] -or- restroom[s]] [kitchen[s]] [house[s]] [home[s]] [office[s]] [work -or- office] [place[s]] [work -or- office] [area[s]]
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] germs[*] and viruses
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] germs* -and/or- bacteria† -and/or- cold -and/or- flu -and/or- viruses -and/or- bugs
- [Kills] [Eliminates] [Destroys] [Removes] [Attacks] [Gets rid of] [the germs][*]
- Kills germs such as Salmonella choleraesuis, Staphylococcus aureus, and Aspergillus niger (mildew)
- Not for use on medical devices or medical equipment
- Rids your [bathroom] [kitchen] [restroom] [household] [home] [place] [office] [work -or- office] [place] [environment] of [99.9% of] [common] [household] germs[*] -and/or- bacteria[†]
- Salmonella [choleraesuis] -and/or- Staphylococcus [aureus] [is a] [are] common [household] bacterium -or- bacteria[*] found in the bathroom -or- restroom. This product kills [this] [these] bacterium -or- bacteria[*] in the bathroom -or- restroom.
- The simple solution for a [cleaner] [fresher] [home -or- place -or- office -or- classroom -or- daycare]
- [This cleaner disinfectant] combines cleaning and disinfecting [in one product]
- [This product] [kills] [eliminates] [destroys] [removes] [attacks] [gets rid of] Staphylococcus aureus (Staph) -and/or- Salmonella choleraesuis (Salmonella) -and/or- Pseudomonas aeruginosa (Pseudomonas) -and/or- Influenza A virus (Hong Kong) -and/or- Rhinovirus Type 37 -and/or- Respiratory syncytial virus
- [This product] has the cleaning effectiveness of Clorox® to clean and disinfect
- Use [in public -or- common] places where [germs[*]] may be of concern [you are concerned about germs] [*]
- Use for a [cleaner] [fresher] [kitchen] [bathroom -or- restroom] [house] [home] [environment] [place] [office -or- workplace]
- Virucide -or- Virucidal -or- Antiviral

[*] Staphylococcus aureus (Staph), Salmonella choleraesuis (Salmonella), Influenza A virus (Hong Kong), Respiratory Syncytial Virus, Rhinovirus Type 37

[†] Staphylococcus aureus (Staph), Salmonella choleraesuis (Salmonella), Pseudomonas aeruginosa (Pseudomonas)

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Aesthetic Claims

- [Citrus] [Fresh] [Lemon] [Meadow Fresh] [Rain [Clean] [Spring Mist] [Lavender] [Pine] scent
- Clean without a [harsh] [strong] chemical smell[.]
- [Enjoy the fresh citrus -or- fresh lemon -or- meadow fresh -or- rain clean -or- spring mist -or- lavender -or- pine scent] [!]
- Cleans
- Cleans soap scum with no scrubbing
- Cleans without bleaching
- [Convenient and] easy to use
- Convenient spray/foam trigger
- Cuts through tough soap scum [fast]
- Deodorizes
- [Deodorizes:] leaves a clean, fresh -or- lemon -or- citrus -or- meadow fresh -or- rain clean -or- spring mist -or- lavender -or- pine scent
- Do not use on natural marble, brass, or varnished wood
- Easily cuts through -or- cleans tough soap scum
- For mildew problems, use Tilex® (EPA Reg. No. 5813-24)
- Leaves a [fresh] [clean] [pleasant] [nice] [good] [great] [strong] [pleasing] [orange] [lemon] [citrus] [meadow fresh] [rain clean] [spring mist] [lavender] [pine] scent
- Leaves bathrooms -or- your bathroom clean and shining -or- shiny
- Leaves your [bathroom] [kitchen] [house] [place] [office -or- work place] smelling [fresh] [clean] [pleasant] [nice] [good] [great] [relaxing] [pleasing] [warm] [like orange -or- lemon -or citrus fruit -or- a fresh meadow -or- clean, refreshing rain -or- a fresh, spring mist -or- lavender -or- pine]
- Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile
- Removes odors -or- Deodorizes
- Removes tough soap scum without scrubbing[!]
- Spot test all other surfaces in an inconspicuous area
- The easiest way to clean [all over] [your] [the] [bathroom] [kitchen] [house] [office] [work -or- office [place]] [environment] [place]
- The easiest way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [office -or- work[place]] [environment] [place] clean every day
- The smell of clean
- This product is specially formulated to dissolve soap scum on contact
- Will not SCRATCH, is NON-ABRASIVE
- [Works] Best on soap scum

Miscellaneous

- Commercial Solutions®
- Contains no abrasives -and/or- bleach
- Industrial Size
- Institutional Size
- Non-abrasive
- Not for Household Use
- Not harmful for most surfaces
- Warehouse [Club] Size
- Won't scratch bathroom -or- restroom -or- kitchen -or- household surfaces

Use Sites

[Where to use this product] [Use throughout the]

- Airplane -or- Plane [Lavatory -or- Lavatories]
- Ambulance
- Apartment -or- Studio
- Automobile -or- Car -or- Vehicle
- Basement
- Bathroom -or- Restroom
- Blood Bank
- Boat -or- [Cruise] Ship -or- Yacht
- Bowling Alley
- Business [Office] [Building] [Place]
- Cafeteria -and/or- [Lunch] [Snack] Room -or- [Mess] [Dining] Hall
- Camper -or- RV -or- Trailer -or Mobile Home
- Campground
- Church
- Common [Classroom] [School] [Play] Areas
- Day Care [Center]
- Dormitory -or- Dorm -or- Living Center
- Factory -or- Plant
- Garage
- Grocery Store
- Gymnasium -or- Gym
- Health Club -or- Fitness Center
- Hospital
- Hotel -or- Motel
- House -or Home -or- Household
- Industrial Facility
- Institutional Kitchen
- Kitchen
- Laboratory -or- Lab
- Laundromat -or- Laundry Room -or- Laundry Facility
- [Medical -or- Dental -or- Physician's -or- Doctor's -or- Pediatrician's] [Office[s]] [Waiting Room[s]] [Exam[ination] Room[s] -or- Table[s]]
- [Medical] Clinic
- Military Installation
- Motor -or- Houseboat
- Nursery
- Nursing Home -or- Convalescent Home -or- Senior [Citizen's] Home
- Office [Areas]
- Pharmacy
- Playground
- Rec[reational] Center -or- Facility
- Restaurant -or- Café -or- Diner
- [School -or- City -or- Public Transit -or- Commuter] Bus
- School -or- College -or- University
- Shelter
- Supermarket
- Train [Interior]
- Veterinary Clinic

8099

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Use Surfaces
[On] [hard,] (nonporous surfaces) (the -or- this product will not damage):

<ul style="list-style-type: none"> • [Baby -and/or- Children's -and/or- Toddler's] Toy[s] • [Basement] [Washable] Walls • [Bath]tubs • [Glass] Shower[s] [Doors] [Walls] [Fixtures] [Stalls] [Curtains] [Ledges] • [Hard] Plastic • [Hard] Vinyl • [Inside of] [Outside of] Toilet • [Kitchen -and/or- Bathroom -and/or- Household -and/or- Home] Countertops -or- Counters • [Kitchen -and/or- Bathroom -and/or- Household -and/or- House] Cabinets • [Kitchen -and/or- Household -and/or- Home] Appliance Exteriors [such as] [Refrigerators, Microwaves, Freezers, Toasters, Ovens] • [No Wax - and/or- Washable] Floors • [Salad Bar] [Buffet] [Cafeteria] Sneeze Guard[s] • [Sink] [Faucet] [Bathroom -and/or- Kitchen -and/or- Household -and/or- House] Fixtures • [Vinyl] Linoleum -or- Tile • Baby Furniture (Cribs, Changing Tables) • Bed Frame[s] • Bidet[s] • Blinds • Cat -and/or- Dog -and/or- Pet Dish[es] -or- Soiled Surface[s] • Chairs • Chrome 	<ul style="list-style-type: none"> • Corian • Desk[s] -and/or- Table[s] -and/or- Study Area[s] • Diaper Pail[s] -and/or- Changing Table[s] • Dish Rack[s] -and/or- Pail[s] • Doorknobs • Drinking Fountains • Enamel • Fiberglass • Food Serving -or- Service Area[s] • Glass • Glazed [Bathroom -or- Restroom -and/or- Kitchen] Tiles • Glazed Ceramic [Tile[s]] • Glazed Porcelain [Tiling -or- Tile] • Highchairs (non-food contact areas) • Jungle Gym[s] • Laminated Surface[s] • Lamp[s] • Light Fixtures • Many Crib Surfaces • Marlite • Metal • Metal Blinds • Microwave Oven Exterior[s] • Mirrors • Outdoor -or- Patio Furniture • Oven Doors • Painted Woodwork 	<ul style="list-style-type: none"> • Patient Chair[s] -or- Table[s] • Plastic [Laminate] • Plastic Laundry Hampers -or- Baskets • Plastic Mattress Cover[s] • Playground Equipment • Porta-Pottie -or- Portable Bathroom • Range Hoods • Refrigerator Exterior[s] • Resilient Flooring • Sealed Granite • Sinks [and Fixtures] • Stainless Steel -or- Metal Surfaces in Bathrooms -or- Restrooms -and/or- Kitchens -and/or- the Household -or- the Home -or- the House • Stove Tops • Synthetic -or- Cultured Marble • Table Top[s] • Tables • Telephone[s] -or- Phone[s] • Tile[s] • Tires • Urinal Exterior[s] • Vehicle [Interior] [Exterior[s]] • Wading Pool[s] • Washable [Bathroom -or- Restroom -and/or- Kitchen -and/or- Household] Surfaces • Wheelchair[s] • Window[s] [Sills]
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Soils
Easily [removes] [cleans] (the following):



<ul style="list-style-type: none"> • Basin -or- Sink Ring • Bath Oils • Bathroom -or- Restroom Tub -or- Bathtub -or- Shower -or- Tub Ring • Body oils • Body Soil[s] • Dirt • Dulling/sudsy film • Film -or- stains 	<ul style="list-style-type: none"> • Grime • Hair • Hair spray • Hard Water [Marks] [Deposits] [Buildup] • Limescale • Lipstick [Marks] • Lotions • Makeup • Mud 	<ul style="list-style-type: none"> • Odors • Other bathroom stains • Rust • Shampoo - and/or- Conditioner [Buildup] • Shaving Cream • Soap [Scum -or- Buildup] • Toothpaste [Buildup]
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CHARITY LANGUAGE/LOGO/SYMBOL — front panel



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

CHARITY LANGUAGE/LOGO/SYMBOL — back panel

Dedicated to a Healthier World™

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.

R4232-16

9089

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PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

WARNING:

Causes substantial but temporary eye injury. Harmful if absorbed through skin. Avoid breathing spray mist. Do not get in eyes, on skin or on clothing. Wear safety glasses or goggles. Wash thoroughly with soap and water after handling. Remove contaminated clothing and wash before reuse.

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 SWALLOWED:** Have person sip a glass of water if able to swallow.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment.

PHYSICAL AND CHEMICAL HAZARDS: Do not use or mix with bleach-containing products. To do so will release hazardous gases.

STORAGE AND DISPOSAL:

For Containers 1 Gallon or Less:

Keep container closed. Store in the original container in an area inaccessible to children and pets.

Offer empty container for recycling. If recycling is not available, discard container in trash.

For Containers Greater Than 1 Gallon:

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

Pesticide Storage: Store this product in a tightly closed container in a secure area inaccessible to children and away from food or feed.

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

Container Disposal: Triple rinse and offer for recycling or reconditioning, or puncture and dispose of in a sanitary landfill, or incineration, or, if allowed by state and local authorities, by burning. If burned stay out of smoke.

[This package -or- bottle is made from [a minimum of] %
[post-consumer] recycled plastic -or- resin -or- material [minimum].]



Includes detergents and cleaners
Contains no phosphorus [compounds]
Not harmful to septic systems -or- tanks

Questions or comments: Call toll free 1-800-227-1860
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71681-GA-1
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