

5813-40

3/22/2011

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

MAR 22 2011

Elisa Estremera  
Regulatory Scientist  
The Clorox Company  
c/o PS&RC; P.O. Box 493  
Pleasanton, CA 94566-0803

Subject: Pine-Sol Spray 19054  
EPA Registration Number 5813-40  
Notification Application March 4, 2010  
EPA Received Date March 17, 2011

Dear Estremera:

This will knowledge receipt of your notification, submitted under the provisions of FIFRA section 3c 9. Based on a review of the submitted material the following comment apply.

**Proposed Amendment:**

- On page 2 delete "and turn clockwise"
- On page 9 add GA-2

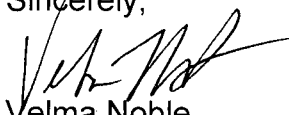
**General Comments:**

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

The notification is acceptable. A copy has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact Drusilla Copeland at (703) 308-6224.

Sincerely,



Velma Noble  
Product Manager (31)

Regulatory Management Branch I  
Antimicrobials Division (7510P)

SYMBOL							
SURNAME							
DATE							

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Please read instructions on reverse before compl

form.

Form Approved

AB No. 2070-0060, Approval expires 2-28-95



United States  
Environmental Protection Agency  
Washington, DC 20460

Registration  
 Amendment  
 Other

OPP Identifier Number  
EE0095

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.)

Notification of non-mandatory labeling changes and one additional EPA Est. No. 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. Enclosed are 1 marked-up label and 5 clean copies.

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
* Certification must be submitted	If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container	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
<b>Certification</b> 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  <b>(Stamped)</b>
2. Signature 	3. Title Regulatory Scientist	
4. Typed Name Elisa Estremera	5. Date March 4, 2011	

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Notes: **Bold, italicized text is information for the reader?** is not part of the label.  
[Bracketed information is optional text.] Underlined is new. Strike-through (~~text~~) means removed.  
R4232-22

EPA Reg. No. 5813-40 Pine-Sol Spray 19054  
Page 1 of 9

# Pine-Sol®

## Spray 19054

NOTIFICATION  
Date Reviewed: 3/18/11  
Reviewed By: GC

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 chloride .....	0.1375%
n-Alkyl (68% C12, 32% C14) dimethyl ethylbenzyl ammonium chloride .....	0.1375%

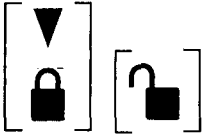
<b>OTHER INGREDIENTS:</b> .....	99.7250%
<b>TOTAL:</b> .....	100.0000%

NET CONTENTS \_\_\_\_\_

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**Packaging Related Statements and Icons:**

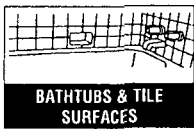
**[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]**



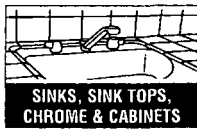
**To refill:** Turn trigger on spray bottle [1/8th turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning tube on trigger with [opening] [tube] inside bottle ~~and turn clockwise~~ [while pushing down] [-and/or- push [sprayer] [straight] down [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- Spray: Turn -or- Rotate nozzle to ON.

**Pine-Sol**  
Spray 19054



BATHUBS & TILE SURFACES



SINKS, SINK TOPS, CHROME & CABINETS



SHOWER AREAS & FLOORS  
SHOWER DOORS & TILE

**Packaging Related Statements and Icons: Continued**

**[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-

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- FOAM-SPRAY -or- [For tough jobs,] turn nozzle to FOAM-STREAM [position] (**trigger has "foam-stream" and "foam-spray" listed on the nozzle**) or to SPRAY [(for regular cleaning)] -or- FOAM-SPRAY (**trigger has "foam-stream" and "foam-spray" listed on the nozzle**).

**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. **Bracketed text only applies to products with kitchen relevant use sites.** [All surfaces that come in contact with food must be rinsed with potable water. Do not use on glasses, dishes, or utensils.]
- 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, glazed 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]

**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]

**Cleaning, Deodorizing, Stain Removal, Prevention Claims continued**

- [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 residue
- Leaves surfaces shiny
- Less effort for the same [great] [powerful] [effective] [sparkling] clean -and/or- shine
- [Lower] [Low] [Reduced] residue formula
- 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]
- Nothing's tougher on tough soap scum -and/or- [other] tough [bathroom] soils[!]
- [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

**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 kills 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] [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. 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[+]

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**Pesticidal Claims continued**

- [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] [Rhinovirus Type 37 and Influenza A virus (Hong Kong)] [the] [viruses that cause 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- Rhinovirus Type 37 and Influenza A virus (Hong Kong), the viruses that cause the common cold and flu -and/or- cold -and/or- flu -and/or- viruses[\*\*]
  - [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
- [\*\*] Rhinovirus Type 37, Influenza A virus (Hong Kong)
- [†] Staphylococcus aureus (Staph), Salmonella choleraesuis (Salmonella), Pseudomonas aeruginosa (Pseudomonas)

**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 A 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 A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against influenza A 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](http://www.epa.gov/oppad001/h1n1-guide.html)**



**Aesthetic Claims**

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

- All-Spray -or- Easy Spray -or-Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] [Technology]
- [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
- Easy Drop Delivery

- For mildew problems, use Tilex® (EPA Reg. No. 5813-24)
- Get -or- Spray Every Drop[!]
- Last Drop Access
- 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]
- No Waste -or-Wasteless Bottle
- Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile
- Removes odors -or- Deodorizes
- Removes tough soap scum without scrubbing[!]
- Smart Tube[®] [™] Technology
- 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 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

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**Use Surfaces**

**[On] [hard,] [nonporous surfaces] [the -or- this product will not damage]:**

- [Baby -and/or- Children's -and/or- Toddler's] Toy[s]
- Baby Furniture (Cribs, Changing Tables)
- [Basement] [Washable] Walls
- [Bath]tubs
- Bed Frame[s]
- Bidet[s]
- Blinds
- Cat -and/or- Dog -and/or- Pet Dish[es] -or- Soiled Surface[s]
- Chairs
- Chrome
- 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
- [Glass] Shower[s] [Doors] [Walls] [Fixtures] [Stalls] [Curtains] [Ledges]
- Glazed [Bathroom -or- Restroom -and/or- Kitchen] Tiles
- Glazed Ceramic [Tile[s]]
- Glazed Porcelain [Tiling -or- Tile]
- [Hard] Plastic
- [Hard] Vinyl
- Highchairs (non-food contact areas)
- [Inside of] [Outside of] Toilet
- Jungle Gym[s]
- [Kitchen -and/or- Bathroom -and/or- Household -and/or- Home] Countertops -or- Counters
- [Kitchen -and/or- Bathroom -and/or- Household -and/or- Home] Cabinets
- [Kitchen -and/or- Household -and/or- Home] Appliance Exteriors [such as] [Refrigerators, Microwaves, Freezers, Toasters, Ovens]
- Laminated Surface[s]
- Lamp[s]
- Light Fixtures
- Many Crib Surfaces
- Marlite
- Metal
- Metal Blinds
- Microwave Oven Exterior[s]
- Mirrors
- No Wax -and/or- Washable] Floors
- Outdoor -or- Patio Furniture (except cushions and wood frames)
- Oven Doors
- Painted Woodwork
- 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
- [Salad Bar] [Buffet] [Cafeteria] Sneeze Guard[s]
- Sealed Granite
- [Sink] [Faucet] [Bathroom -and/or- Kitchen -and/or- Household -and/or- Home] Fixtures
- 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]]
- [Vinyl] Linoleum -or- Tile
- Wading Pool[s]
- Washable [Bathroom -or- Restroom -and/or- Kitchen -and/or- Household] Surfaces
- Wheelchair[s]
- Window[s] [Sills]

**Soils**

**Easily [removes] [cleans] [the following]:**

- 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
- Grime
- Hair
- Hair spray
- Hard Water [Marks] [Deposits] [Buildup]
- Limescale
- Lipstick [Marks]
- Lotions
- Makeup
- Mud
- Odors
- Other bathroom stains
- Rust
- Shampoo -and/or- Conditioner [Buildup]
- Shaving Cream
- Soap [Scum -or- Buildup]
- Toothpaste [Buildup]



**CHARITY LANGUAGE/LOGO/SYMBOL — front panel**

American Red Cross

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](http://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.

## 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.

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

#### STORAGE AND DISPOSAL:

Store in the original container in an area inaccessible to children. 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. -or- Store in the original container in an area inaccessible to children. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

### *Residential/Household uses (64 fl oz direct application or other spray bottles not intended to be refilled by the consumer when value sizes are not in distribution.)*

#### STORAGE AND DISPOSAL:

Store in the original container in an area inaccessible to children. 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 in the original container. 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. -or- Store in the original container. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

### *Professional/Institutional uses (64 fl oz, 128 fl oz direct application)*

#### STORAGE AND DISPOSAL:

Store in the original container. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

### *For Containers Greater Than 1 Gallon:*

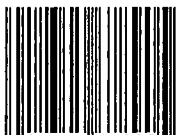
Do not contaminate water, food, or feed by storage and disposal.

[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  
[or visit us at] [www.tilex.com](http://www.tilex.com) -or- [www.clorox.com](http://www.clorox.com)  
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U.S. Patents 5,972,876, 6,245,728 and 6,399,555

EPA Reg. No. 5813-40 EPA Est. No. 5813-CA-3, CA-4, CA-5,  
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(Actual EPA Est. No. in code below).