

5813-40

09/24/2012

1/12



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON D C 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

J Evelyn Lawson
Federal registration Specialist
The Clorox Company
P O Box 493
Pleasanton California 94566 0803

SEP 24 2012

Subject **Pine Sol Spray 19054**
EPA Registration No 5813 40
Notification Date August 31 2012
EPA Receipt Date September 5 2012

Dear Ms Lawson

This letter acknowledges receipt of your notification submitted under the provisions of PR Notice 98 10 and 40CFR 152 46

Proposed Notification

Addition of packaging related text

General Comments

Based on a review of the submitted materials your notification for the additional packaging related text is acceptable and will be made a part of the records on file The package related text includes the statements Better Refill with Smart Tube Technology and experience compared to historical Clorox Spray packaging

Should you have any questions or comments concerning this letter you may contact me by telephone at (703) 308 6233 or by e mail at noble.velma@epa.gov When submitting information or data in response to this letter a copy of this letter should accompany the submission to facilitate processing

Sincerely

A handwritten signature in black ink, appearing to read "Velma Noble".

Velma Noble
Product Manager
Regulatory Management Branch I
Antimicrobials Division (7510P)



United States
Environmental Protection Agency
Washington DC 20460

| | |
|-------------------------------------|--------------|
| <input type="checkbox"/> | Registration |
| <input type="checkbox"/> | Amendment |
| <input checked="" type="checkbox"/> | Other |

OPP Identifier Number
EE0140

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 text per PR Notice 98 10 Addition of packaging related text on page 3
 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

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 | If Yes Unit Packaging wgt No per container | | <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____ |
| * Certification must be submitted | | If Yes Package wgt No per container | | | |
| 3 Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container | | 4 Size(s) Retail Container | | 5 Location of Label Directions | |
| 6 Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph Paper glued 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 Federal Registration Specialist | 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 Federal Registration Specialist | |
| 4 Typed Name Elisa Estremera | 5 Date August 31 2012 | |

3/12

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 chloride | 0 1375% |
| n Alkyl (68% C12 32% C14) dimethyl ethylbenzyl ammonium chloride | 0 1375% |

OTHER INGREDIENTS

| | |
|-------|-----------|
| TOTAL | 99 7250% |
| | 100 0000% |

NET CONTENTS _____

NOTIFICATION
Date Reviewed 7/24/12
Reviewed By [Signature]

NOTIFICATION
Date Reviewed _____
Reviewed By _____

4/12

Packaging Related Statements and Icons

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

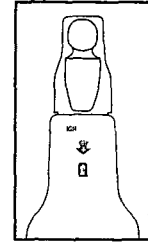
[For rotating trigger] Rotate nozzle to ON or FOAM

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



or

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



When almost empty or To spray every drop[][] tilt bottle downward or at a downward angle [while spraying]

[To foam (close screen on nozzle) or spray (open screen on nozzle)]
 To Foam or Spray Turn or Rotate nozzle to ON

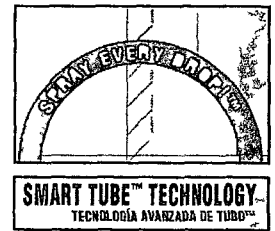


or

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

Twist off Refill Align Tip to Tube Push Snap to Close

NOTIFICATION
 Date Reviewed 7/11/12
 Reviewed By [Signature]



Packaging Related Claims

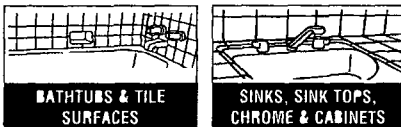
[Now] [New][!] and/&/or [Improved] **to be used as a claims descriptor only for the first 6 months of product on shelf**

Align to close
 Better Refill with Smart Tube Technology
 Economy [insert size 32 fl oz and less] and/or [Size]
 Get or Spray Every Drop[!][™]
 Medium [insert size 24 fl oz and less] and/or [Size]
 Patented design bottle

Recyclable bottle
 Small [insert size 16 fl oz and less] and/or [Size]
 Smart Tube[®] [™] Technology
 [Value] [Economy] [Budget] size or refill

Experience compared to historical C_{CPS} Spray packaging

Pine-Sol
 Spray 19054



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]

NOTIFICATION
Date Reviewed 9/24/12
Reviewed By [Signature]

6/12

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[lines]
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] [re t com] [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]

NOTIFICATION
Date Reviewed 9/24/12
Reviewed By [signature]

7/12

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

NOTIFICATION
Date Reviewed 9/24/12
Reviewed By NC

8/12

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] g rms[] and/or bacteria[+]

NOTIFICATION
Date Reviewed 8/24/12
Reviewed By [Signature]

9/12

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

NOTIFICATION
Date Reviewed 9/21/12
Reviewed By [Signature]

10/12

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)
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[!]
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 Physicians or Doctors 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 Cafe or Diner
[School or City or Public Transit or Commuter] Bus
School or Collège or University
Shelter
Supermark^t
Train [Interic]
Veterinary Clinic

NOTIFICATION

Date Reviewed 9/24/12
Reviewed By RE

11/12

Use Surfaces

[On] [hard] [nonporous surfaces] [the or this product will not damage]

NOTIFICATION
 Date Reviewed 9/29/12
 reviewed By [Signature]

[Baby and/or Childrens 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 House] 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
 House] 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]



American Red Cross

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

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



American Red Cross

Dedicated to a Healthier World

CHARITY LANGUAGE/LOGO/SYMBOL — back panel

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

12/12

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

Questions[?][or] comments[?][] Call toll free 1 800 227 1860
[or visit us at] www.tilex.com or www.clorox.com
A list of this product's ingredients is available at www.IngredientsInside.com
or A list of [this product's] [product name]
ingredients is available at [insert company website]
Mfd for & © YYYY The Clorox Company
1221 Broadway Oakland CA 94612 MADE IN THE U S A
U S Patents 5 972 876 6 245 728 and 6 399 555

EPA Reg No 5813 40
EPA Est No 5813 CA 3 (A8 or H8) GA 1 (A4) GA 2 (VG) IL 2 (VF)
54855 IN 1 (C6) IN 2 (01) 71681 GA 1 (JQ) IL 1 (GU) IL 2 (24)
Beginning of batch code indicates Est No

[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



NOTIFICATION
Date Reviewed 2/2/12
Reviewed By [signature]