

ULTRA CLOROX BRAND FRESH SCENT BLEACH, EPA Reg. No. 5813-XX

Front Panel:

NEW

REMOVES/ELIMINATES ODORS

MORE BLEACHING POWER

REMOVES STAINS

DEODORIZES

DISINFECTS

KILLS GERMS

KILLS BACTERIA

SANITIZES

WHITENS

BLEACHES OUT TOUGH STAINS

WHITENS AND REMOVES STAINS

SAFE FOR MOST COLOR-FAST WASHABLES

ELIMINATES ODORS

BOOSTS COLD WATER CLEANING POWER

SAFE FOR MOST COLOR-FAST WASHABLES

DISINFECTS AND DEODORIZES BY KILLING GERMS AND THEIR ODORS

ULTRA CLOROX BRAND FRESH SCENT BLEACH FOR A CLEANER, FRESHER

LAUNDRY AND HOUSEHOLD

CONCENTRATED- Contains 25% More Laundry Uses than original/Fresh Scent Clorox Bleach

Use 3/4 Cup

GERMICIDAL/GERMICIDE

TUBERCULOCIDAL/TUBERCULOCIDE

FUNGICIDAL/FUNGICIDE

VIRUCIDAL/VIRUCIDE

New Ultra Clorox Brand Fresh Scent Bleach

- New Formula: Just 3/4 cup provides the same whitening and cleaning benefit as 1 cup of original Fresh Scent Clorox Bleach.
- Smaller bottle is easier to handle, pour and store.
- This bottle contains 6 more laundry uses than the Fresh Scent Clorox Bleach 1.5 gallon size. (180 ounce size)
- This bottle contains the same number of uses as the (1 gallon, 1/2 gallon, 1 quart) Original/Fresh Scent Clorox Bleach size.

Active Ingredient:

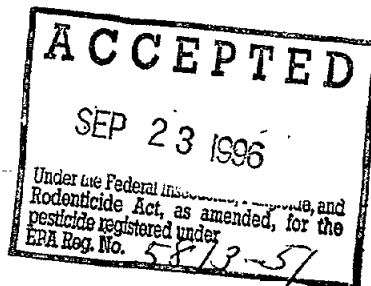
Sodium Hypochlorite 6.0%

Inert Ingredients: 94.0%

Total 100.0%

(Yields 5.7% available chlorine)

Contains no phosphorus



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KEEP OUT OF REACH OF CHILDREN

DANGER: See back panel for additional precautionary statements

Statement of Practical Treatment

IF IN EYES, rinse with plenty of water for at least 15 minutes. Get prompt medical attention.

Net Wt. 1.4 Gal (180 Fl Oz) 5.32 L

ACCEPTED
SEP 23 1996
Under the Federal Insecticide, Fungicide, and
Rodenticide Act, as amended, for the
pesticide registered under
EPA Reg. No. 5813-51

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DIRECTIONS FOR USE:

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

LAUNDRY USE:

STANDARD WASHER- 3/4 CUP

EXTRA LARGE WASHER- 1 1/4 CUPS

Sort laundry by color. If uncertain about dye colorfastness, test fabric by applying one drop of a solution made of 2 teaspoons Ultra Clorox Brand Fresh Scent Bleach/this product plus 1/4 cup

water to hidden part of seam. Be sure to check all colors. After 1 minute, blot dry. No color change means the article can be safely bleached. Avoid bleaching wool, silk, mohair, leather, spandex and non-fast colors.

Add Ultra Clorox Brand Fresh Scent Bleach/this product to dispenser, if available. If not, add bleach and detergent with the wash water before the laundry is put in. Or for best results, dilute bleach with a quart of water and add to wash 5 minutes after the wash cycle has begun. For heavily soiled loads add slightly more Ultra Clorox Brand Fresh Scent Bleach/this product.

To handwash, disinfect or pretreat stains and clean heavy soils, rinse to remove loose soil and fully soak each garment for 5 minutes in a solution of 1/4 cup Ultra Clorox Brand Fresh Scent Bleach/this product to 1 gallon of cool water.

To disinfect or sanitize laundry, add 3/4 cup Ultra Clorox Brand Fresh Scent Bleach/this product to a standard size washer following the laundry use directions.

To kill bacteria [Staphylococcus aureus (staph) /Klebsiella pneumoniae], in the laundry. add 3/4 cup Ultra Clorox Brand Fresh Scent Bleach/this product to a standard size washer following the laundry use directions.

To disinfect and deodorize diapers in pails, soak in 1/4 cup Ultra Clorox Brand Fresh Scent Bleach/this product for 5 minutes.

GENERAL HOUSEHOLD CLEANING:

DISINFECTING: Kills Staphylococcus aureus (staph), Streptococcus pyogenes (strep), Salmonella choleraesuis (salmonella), Pseudomonas aeruginosa (pseudomonas), Influenza A, Adenovirus type 2, Rhinovirus Type 17 (viruses that cause colds and flus), Trichophyton mentagrophytes (athlete's foot fungus), Aspergillus niger (mold and mildew), Rotavirus, Hepatitis A, Cytomegalovirus, Respiratory Syncytial Virus, Varicella zoster Virus, Herpes Virus 2 (herpes), Canine parvovirus, Feline parvovirus, Rubella virus (German measles virus), Campylobacter jejuni, Listeria monocytogenes (listeria), Escherichia coli 0157:H7 (E. coli), Legionella pneumophila (legionella, the bacteria that causes Legionaire's disease), Mycobacterium sp. (tuberculosis).

Household Use Directions: Use 3/4 cup Ultra Clorox Brand Fresh Scent Bleach/this product per gallon of water. Wash, wipe, or rinse items with water, then apply cleaning solution. Let stand 5 minutes. Rinse thoroughly and air dry.

Kitchen: Refrigerators, work surfaces, garbage disposals, freezers, sinks, appliances, plastic laminate, stoves, stovetops, countertops, (ceramic) tile (floors or countertops), vinyl, linoleum, solid surface countertops, glass, garbage cans, trash cans, trash compactors, dish cloths, brushes, synthetic sponges, mops, latex enamel painted woodwork, walls, faucets.

Bathroom: Bathtubs, urinals, faucets, showers, shower curtains, potty seats, sinks, countertops, porcelain, cat litter boxes, combs and brushes, and mold and mildew removal.

Baby's Nursery: Toys, changing tables, painted cribs, high chairs, plastic mattress covers, bumpers, and diaper pails.

Toilet Bowls and/or Bidets: Flush toilet/bidet. Pour 1 cup Ultra Clorox Brand Fresh Scent Bleach (this product) into bowl. Brush entire bowl including rim with a scrub brush or mop; let stand 10 minutes before brushing again.

Potty Seats: Empty Seat. Fill with 3/4 cup Ultra Clorox Brand Fresh Scent Bleach/this product/gallon of water. Let stand 5 minutes. Rinse with clean water. (Let dry.)

Litter Boxes: Remove litter. Wash box in soap/water. Fill with 3/4 cup Ultra Clorox Brand Fresh Scent Bleach/this product/gallon of water. Let stand 5 minutes. Rinse with clean water. (Let dry.)

Environmental Surfaces:

Outdoors: Kills/Removes mold, moss, and mildew on/from outdoor siding, tile, brick stucco, and patio stone, finished woodwork (decks, fences, arbors, trellises, benches, and patio furniture), golf balls. Also use on flower pots and planters. For heavy soil, pre-clean surface before disinfecting.

For use in- hospitals, nursing homes, clinics, dental offices, day care centers, physicians' offices, health clubs, ambulances, hotels/motels/condominiums, timeshares, restaurants, diners, schools, restrooms, bathrooms, kitchens, kennels, veterinary offices, office buildings, offices, homes, food processing plants/facilities, animal husbandry, animal care facilities, meat processing plants, attics, closets, churches and storage areas.

DO NOT USE ON STEEL, ALUMINUM, SILVER OR CHIPPED ENAMEL.

PRECAUTIONARY STATEMENTS: Hazards to humans and domestic animals.

DANGER: CORROSIVE

May cause severe irritation or damage to eyes and skin. Harmful if swallowed. Protect eyes when handling. For prolonged use, wear gloves. Wash after contact with product. Avoid breathing vapors and use only in a well ventilated area.

STATEMENT OF PRACTICAL TREATMENT: IF IN EYES: rinse with plenty of water for 15 minutes. Get prompt medical attention. IF SWALLOWED, drink large amounts of water. DO NOT induce vomiting. Call a physician or poison control center immediately. IF IN CONTACT WITH SKIN, wash skin thoroughly with water.

PHYSICAL OR CHEMICAL HAZARDS: Product contains a strong oxidizer. Always flush drains before and after use. Do not use or mix with other household chemicals, such as toilet

bowl cleaners, rust removers, acids or products containing ammonia. To do so will release hazardous irritating gases. Prolonged contact with metal may cause pitting or discoloration.

STORAGE AND DISPOSAL: Store this product in a cool, dry area, away from direct sunlight and heat to avoid deterioration. In case of spill, flood areas with large quantities of water. Small quantities of spilled or unusable product should be diluted with water before disposal in a sanitary sewer. Do not reuse empty container, but rinse and place in trash or recycle where facilities accept colored HDPE bottles. Do not contaminate water, food, or feed by storage, disposal or use of this product. **Store away from children. Reclose cap tightly after each use.**

ENVIRONMENTAL COMMITMENT

- Ultra Clorox Brand Fresh Scent Bleach/this product rapidly breaks down almost entirely to salt water.
- Safe for septic and waste water treatment systems.
- This bottle is coded for recyclers. Check to see if recycling facilities accept colored HDPE in your area
- Contains no phosphorus

SATISFACTION GUARANTEED

Satisfaction Guaranteed! At Clorox, we have prided ourselves in making consistent quality bleach for over 75 years, and we are dedicated to ensuring your total satisfaction with our product. If you are not completely satisfied, please call the number below.

CLOROX CUSTOMER ASSISTANCE (800) 292-2200

Any Questions? The experts at Clorox are standing by to answer any of your laundry or household cleaning questions.

©1994 THE CLOROX COMPANY, OAKLAND, CA 94612 Made in USA.

EPA REG. NO. 5813-XX, EPA EST. NO. 5813 Batch code identifies manufacturing location.

- Patent Des. 264,308 (for 48, 96, and 180 ounce bottles only)
- U.S. Patents 4,863,633; 5,080,826; 5,227,366
- Bottle shape is a registered trademark of The Clorox Company.
- Questions or Comments? Call Toll Free (800) 227-1860



SERVICE BULLETIN

**ULTRA CLOROX® BRAND FRESH SCENT BLEACH,
 ULTRA CLOROX® BRAND LEMON FRESH BLEACH
 (EPA Reg. No. 5813-XX)**

**FOR DISINFECTION OF FLOORS, WALLS AND TOILETS
 (USDA Designations D2 & C2)**

TO DISINFECT FLOORS, WALLS AND SHOWERS (USDA Designation D2): For non-porous surfaces such as vinyl or ceramic tile, clean surfaces to remove gross filth: Rinse surfaces thoroughly with a bleach solution containing 3/4 cup bleach per gallon of water. Allow solution to remain on the surface for 10 minutes. Let air dry.

TO DISINFECT TOILETS (USDA Designation C2): Flush toilet. Pour 1 cup of bleach into bowl. Brush bowl and let solution stand for 10 minutes and flush again.

**THE CLOROX COMPANY
 Consumer Services Department
 Oakland, California 94612-1888**

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