

PM 32

5813-51

12-15-99

1 of 5

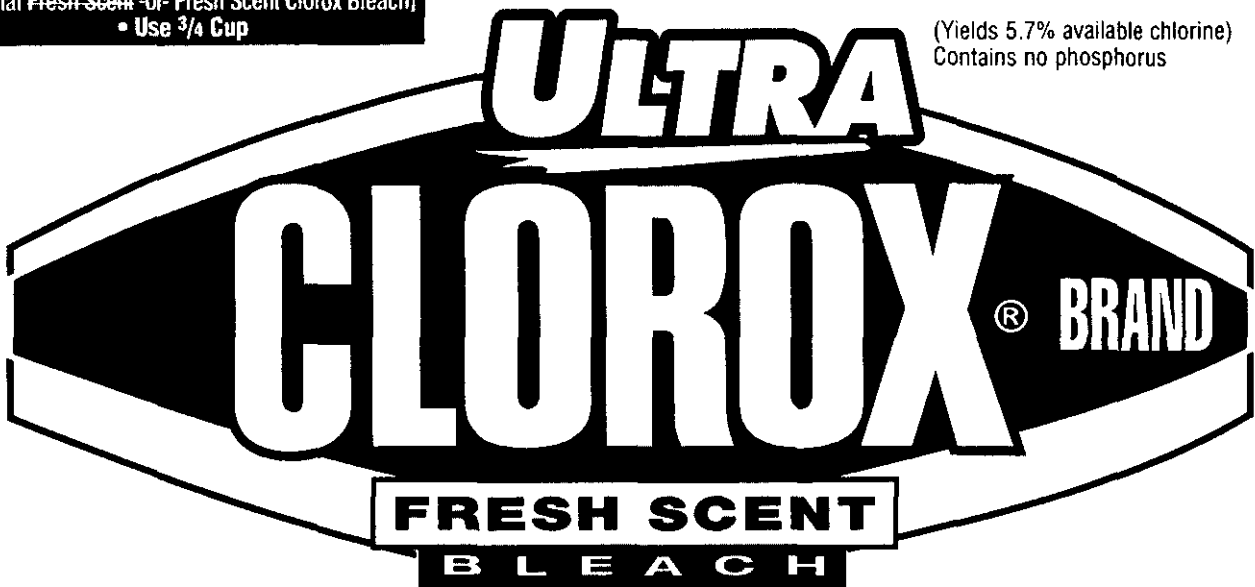
EPA 5813-51 Ultra Clorox Brand Fresh Scent Bleach 1 of 5

for front or back:

CONCENTRATED
Contains 25% More Laundry Uses (than Original Fresh Scent -or- Fresh Scent Clorox Bleach)
• Use 3/4 Cup

Active Ingredient:
Sodium Hypochlorite6.0%
Inert Ingredients94.0%
Total100.0%

(Yields 5.7% available chlorine)
Contains no phosphorus



KEEP OUT OF REACH OF CHILDREN
DANGER:

FIRST AID -or- STATEMENT OF PRACTICAL TREATMENT: IF IN EYES: rinse with plenty of water for 15 minutes. Get prompt medical attention. IF IN CONTACT WITH SKIN: wash skin thoroughly with water. See back panel for additional precautionary statements.

NET CONTENTS _____

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.

FIRST AID -or- 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.

Patent Des. 264,308 (for 48, 96 and 180 ounce bottles only)
Bottle shape is a registered trademark of the Clorox Company
Questions or Comments?
Call Toll Free (888) 797-7925 -or- (800) 227-1860

EPA Reg. No. 5813-51
EPA Est. No. 5813-
Batch Code Identifies
Manufacturing Location

Mfd. for & © 1997 The Clorox Company
Oakland, CA 94612
Made in U.S.A.

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.

ENVIRONMENTAL COMMITMENT

- 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.

EPA Est. No. 5813-
CA-2
CA-3
CA-4
FL-1
GA-1
IL-1
MD-2
OH-1
PR-1
TX-1

Batch code identifies manufacturing location.



DEC 15 1999

5813-51

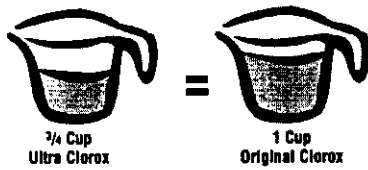
Best Available Copy

EPA 5813-51 Ultra Clorox Brand Fresh Scent Bleach 2 of 5

for front or back:

- New [formula]
- Removes/Eliminates Odors
- More Bleaching Power
- Removes Stains
- Deodorizes
- Disinfects
- Kills Germs
- Kills Bacteria
- Sanitizes
- Bleaches Out Tough Stains
- Whitens [and Removes Stains]
- Safe For Most Color-Fast Washables
- Eliminates Odors
- Boosts Cold Water Cleaning Power
- Disinfects and Deodorizes by Killing [Most] Germs and Their Odors
- Ultra Clorox Brand Fresh Scent Bleach For a Cleaner, Fresher, Laundry and Household
- Germicidal/Germicide
- Tuberculocidal/Tuberculocide
- Fungicidal/Fungicide
- Virucidal/Virucide
- Easier to handle, pour and store [than original Fresh Scent Clorox Bleach]
- Unbeatable whitening
- Use [25%] less [than original Fresh Scent Clorox Bleach for unbeatable whitening]
- Value size -or- pack
- Family size -or- pack
- Giant size -or- pack
- King size -or- pack
- Super-sized -or- pack
- Bigger value pack
- 25% more washes -or- wash loads -or- uses [than original Fresh Scent Clorox Bleach]

- Cleans and disinfects
- For institutional use
- Use [25%] less [than original Fresh Scent Clorox Bleach]
- [Still] safe for all your bleachable wash loads
- [Fresh Scent] Clorox Bleach goes Ultra
- Ultra Clorox Brand Fresh Scent Bleach is unbeatable
- For use in High-Efficiency washing machines
- More concentrated [than original Fresh Scent Clorox Bleach]



- Free measuring cup inside with this purchase of Ultra Clorox Brand Fresh Scent Bleach
- Now 64 instead of 48 wash loads [compared to original Fresh Scent Clorox Bleach]
- Now 16 more wash loads [than original Fresh Scent Clorox Bleach]
- More value [than original Fresh Scent Clorox Bleach]
- Whitens whites
- Smaller is better
- Not for [individual] resale
- Free measuring cup inside with this purchase of Ultra Clorox Brand Fresh Scent Bleach
- [Redacted] ics
- [Redacted] a
- [Redacted] ed
- [Redacted] Power -or- Formula]
- [Redacted] er

- [New] low odor -or- better odor
- [New] better smell
- Kills [Redacted] that cause colds and the flu such as Rhinovirus and Influenza A2
- Kills bacteria, viruses, mold and mildew

New Ultra Clorox Brand Fresh Scent Bleach

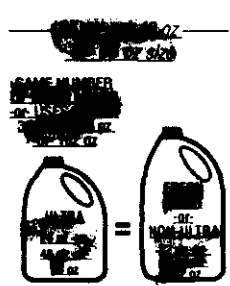
- New Formula: Just 3/4 cup provides the same whitening and cleaning benefit as 1 cup of original Fresh Scent Clorox Bleach
- Smaller bottle is easier to handle, pour and store [than original Fresh Scent Clorox Bleach]

For use with Formula A3
DO NOT use at full strength for cleaning windows, mirrors, etc. strictly in accordance with label directions.

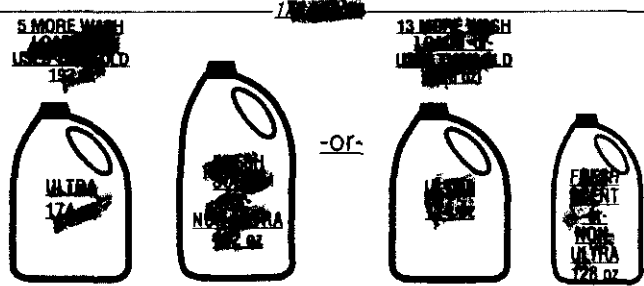
- Less Bleaching
- Whiter Water
- A Whole New Kind of Bleach
- It's A Whole New Kind of Bleach
- Thinner, smoother pouring liquid.
- As safe on fibers as detergent washing
- [Redacted] better, too.
- Why [Redacted] this product?
- Why [Redacted] this product?



for front or back:



• This [Redacted] is the same as the [Redacted] 1/2 gal [Redacted] original [Redacted] size



• This bottle contains [Redacted] wash loads for factory loads -or- uses than original -or- [Redacted]

• This [Redacted] contains [Redacted] wash loads -or- uses than original -or- [Redacted] 1 gallon size

- Now [Redacted] laundry load [Redacted] -or- Regular [Redacted] pack]
- Now [Redacted] wash loads -or- [Redacted] Original [Redacted] King pack]
- Now 58 [Redacted] Regular Clorox [Redacted]
- [Redacted] -or- Regular Clorox [Redacted]
- No [Redacted] laundry [Redacted] for Regular [Redacted]

RECEIVED

DEC 15 1999

5813-51

3 of 5

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 1 drop of a solution made of 2 teaspoons of 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 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 of this product.



1. Sort laundry by color.
2. Add 3/4 cup of this product or 1 1/4 cups for extra large washer.*
3. Add detergent with the wash water before laundry is put in.

* Use bleach dispenser if available.

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 of this product to 1 gallon of cool water.

To disinfect or sanitize laundry, add 3/4 cup of this product to a standard size washer following the laundry use directions.

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

To disinfect and deodorize diapers in pails, soak in 1/4 cup of this product to 1 gallon of water for 5 minutes.



24 oz -or- 7.1 L [(4 uses)]	32 oz -or- 1 quart -or- 1/4 gallon -or- 0.95 L [(4 uses)]
48 oz -or- 1.42 L [(8 uses)]	64 oz -or- 2 quarts -or- 1/2 gallon -or- 1.89 L [(8 uses)]
96 oz -or- 2.84 L [(16 uses)]	128 oz -or- 1 gallon -or- 3.79 L [(16 uses)]
174 oz -or- 5.15 L [(29 uses)]	192 oz -or- 1.5 gallon -or- 5.68 L [(24 uses)]
192 oz -or- 5.68 L [(24 uses)]	384 oz -or- 3 gallons -or- 11.4 L [(48 uses)]
248 oz -or- 10.3 L [(58 uses)]	
360 oz -or- 10.7 L [(60 uses)]	

GENERAL HOUSEHOLD CLEANING:

DISINFECTING: Kills Staphylococcus aureus (staph), Streptococcus pyogenes (strep), Salmonella choleraesuis (salmonella), Pseudomonas aeruginosa (pseudomonas), Influenza A₂, 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 O157:H7 (E. coli), Legionella pneumophila (legionella, the bacteria that causes Legionnaire's disease), Mycobacterium bovis (tuberculosis).

HOUSEHOLD USE DIRECTIONS:

DO NOT use this product full-strength for cleaning surfaces. Always dilute strictly in accordance with label directions. Wear gloves when cleaning for prolonged periods. Use 3/4 cup of this product per gallon of water. Wash, wipe, or rinse items with water, then apply cleaning bleach 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, shower walls, shower doors, 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 of this product into bowl. Brush entire bowl including rim with a scrub brush or mop; let stand 10 minutes before flushing again.

Potty Seats: Empty Seat. Fill with 3/4 cup of this product per 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 of this product per 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), and 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.

DEC 15 1999

5813-51

Best Available Copy

EPA 5813-51 Ultra Clorox Brand Fresh Scent Bleach 4 of 5



HOUSEHOLD HINT

Sanitize and disinfect sink and faucet. Use a solution of 1/2 cup of bleach per gallon of water. Allow to sit for 5 minutes.



HOUSEHOLD HINT

Remove mold and mildew from tile and grout. Use a solution of 1/2 cup of bleach per gallon of water. Apply to the surface and scrub with a brush. Rinse thoroughly.



HOUSEHOLD HINT

Clean mold and mildew from bathroom floor. Use a solution of 1/2 cup of bleach per gallon of water. Apply to the floor and scrub with a brush. Rinse thoroughly.



HOUSEHOLD HINT

Remove mold and mildew from sink and faucet. Use a solution of 1/2 cup of bleach per gallon of water. Allow to sit for 5 minutes.



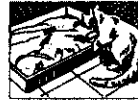
HOUSEHOLD HINT

Remove grease and grime from kitchen sink. Use a solution of 1/2 cup of bleach per gallon of water. Apply to the sink and scrub with a brush. Rinse thoroughly.



HOUSEHOLD HINT

Remove patio mess and mildew stains. Use a solution of 1/2 cup of bleach per gallon of water. Apply to the patio and scrub with a brush. Rinse thoroughly.



HOUSEHOLD HINT

Deodorize cat's litter box. Use a solution of 1/2 cup of bleach per gallon of water. Apply to the litter box and scrub with a brush. Rinse thoroughly.



HOUSEHOLD HINT

Remove mold and mildew from sink and faucet. Use a solution of 1/2 cup of bleach per gallon of water. Allow to sit for 5 minutes.



HOUSEHOLD HINT

Eliminate odors from garden hose. Use a solution of 1/2 cup of bleach per gallon of water. Apply to the hose and scrub with a brush. Rinse thoroughly.



HOUSEHOLD HINT

Keep swimming pool water clean. Use a solution of 1/2 cup of bleach per gallon of water. Apply to the pool water. Chlorinate, mix, and circulate. Stabilized pools should maintain a level of 1.0 to 1.5 ppm. Available chlorine should be added to the water frequently. Frequency of additions depend upon temperature and bather load.



HOUSEHOLD HINT

Keep Christmas trees fresher longer. Use a solution of 1/2 cup of bleach per gallon of water. Apply to the water in the tree stand. Refresh the water daily.

DEC 15 1999
5813-51



5 of 5



SERVICE BULLETIN

ULTRA CLOROX® BRAND FRESH SCENT BLEACH (EPA Reg. No. 5813-51) FOR DISINFECTION OF TOILETS (USDA* Designation)

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.

*Authorized by USDA for use in federally inspected meat and poultry plants.

5813-51

5813-51

