

5813-58

9/18/2006

Page 189



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

SEP 18 2006

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

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

Subject: Spruce - Ups
EPA Registration No. 5813-58
Amendment Dated: April 27, 2006
EPA Received Date: May 10, 2006

Dear J. Evelyn Lawson

The following amendment submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) as amended, is acceptable with the conditions listed below.

Proposed Amendment

- Revise Label to re- add avian flu claims to label
- Adding pesticidal and non-pesticidal claims

Conditions

Revise the label as follows:

1. According to the Label Manual, 3rd Edition, all pests listed on the label must be identified by strain (i.e., ATCC number) Therefore, your must revise the list of organisms on page 3 by listing the specific ATCC or VR number; it must read as follows.

Klesbsilla pneumoniae ATCC 6538
Staphylococcus aureus ATCC 4352
Avian Influenza A Virus VR - 2072
Campylobacter jejuni ATCC 29428
Escheruchia Coli O157:H7 ATCC 51657
Human Coronavirus VR 740
Human Immunodeficiency Virus Type I
Influienza A2 VR 544
Klebsiella pneumoniae ATCC 4352

Listeria monocytogenes ATCC 19117
Pseudomonas aeruginosa ATCC 15442
Respiratory syncytial virus VR 26
Rhinovirus Type 14 VR 284
Rotavirus WA
Salmonella Choleraesuis ATCC 10708
Staphylococcus aureus
Streptococcus pyogenes ATCC 19615

CONCURRENCES

SI	175100						
SURNAME	Dr. J. Evelyn Lawson						
DATE	9-6-06						

2. Delete the claims "protect," and "Help Protect your family from cold and flu virus," the Agency contends that this claim is misleading because it implies that the product offers health protection against germs. This type of claim is beyond the Agency's jurisdiction and the scope of this product's registration as a disinfectant that kills viruses and bacteria on hard nonporous surfaces.
3. Any claims that the product will prevent or mitigate any disease or infections constitute a drug claim; therefore, you must delete the following claims.
 Prevents the spread of germs
 Stop the spread of germs
 Fight cold and flu germs
 Prepare for Cold and Flu season Clorox Disinfecting Wipes
 Back to School means back to germs
4. Vehicle directions: Pre-clean all vehicles including mats, crates, cabs, and wheels. Thoroughly wet surfaces ... Allow to air dry.
5. Delete "Consumer comparison claims."
6. Add the MOU Statement based on this product's use in medical facilities on wheelchair, bed frames, bed rails.

 This product is not to be used as a terminal sterilant/high level disinfectant on any surface or instrument that (1) is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body, or (2) contact intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to pre-clean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection.
7. The Agency has determined that towellette products cannot be used to treat poultry houses and other animal premises. We believe that pre-saturated towellettes are an inappropriate method to treat animal housing facilities because this type of product cannot support DIS/TSS 18 and 19 which call for immersing items for 10 minutes nor can it thoroughly provide coverage of surfaces (i.e., floors and walls) to meet the contact time. Therefore, the addition of Avian influenza A to the label is unacceptable.
8. On page 5, delete the statement "cleans away allergies to help you keep a healthier home" Control of allergies is a public health claim and requires efficacy data to be submitted, and there has been no efficacy data submitted.

General Comments

A stamped copy of the accepted label with conditions is enclosed for your records. Submit (3) copies of your final printed label before distributing or selling the product bearing the revised labeling.

3 8 9

Submit and /or cite all data required for the registration/re-registration of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar products to submit such data.

If the above conditions are not complied with the registration will be subject to cancellation in accordance with FIFRA section 6(c). Your release for shipment of the product bearing the amended labeling constitutes acceptance of these conditions

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

Sincerely,



Velma Noble
Product Manager (31)
Regulatory Management Branch I
Antimicrobial Division (7510C)

Enclosure: Stamped Label

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-58 Spruce-Ups Page 1 of 6

Spruce-Ups™

KEEP OUT OF REACH OF CHILDREN CAUTION

See back panel for additional precautionary statements.

For travel/trial sizes or dispensers: [Not for personal cleansing]

**For dispensers: [Do not use as a diaper wipe or for personal cleansing]
[For complete instructions -or- directions, see pouch]**

Questions or Comments? Please visit www.clorox.com or
call us toll free at 1-800-227-1860.

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Clorox is a registered trademark of The Clorox Company.

EPA Reg. No. 5813-58. EPA Est. No. 56952-AR-1, -WI-1, 8251-WI-1, -WI-2, -WI-3,

-WI-4, -WI-5, 58455-IN-1, 5813-CA-4, 52631-NJ-1, 71681-IL-1, -IL-2.

See Batch Code for Actual Est. No

ACTIVE INGREDIENTS:

n-Alkyl (C14, 60%; C16, 30%; C12, 5%; C18, 5%)

Dimethyl Benzyl Ammonium Chloride 0.145%

n-Alkyl (C12, 68%; C14, 32%) Dimethyl Ethylbenzyl

Ammonium Chloride 0.145%

OTHER INGREDIENTS 99.710%

Contains no phosphorus

Premoistened Wipes -or- Wet [Scrubbing] Wipes

Package made from _____ % post-consumer recycled plastic.

For Canister:

TO OPEN PACKAGE: [Open lid and] pull out wipe from center of roll. [The] next sheet pops up automatically. [When finished,] close lid to retain moisture.

-or-

For Canister:

TO OPEN PACKAGE: Flip open dispensing flap and remove lid by lifting upward. Pull up corner of **CENTER SHEET**, twist to a point, and thread through small opening in lid. **DO NOT** push finger through opening; [your finger may become stuck]. Replace lid and **PULL WIPE AT AN ANGLE**, the next sheet pops up automatically. When finished, close lid flap to retain moisture.

For Tub and Pouch/Refill:

TO OPEN PACKAGE: [Flip open dispensing flap and remove lid by lifting upward.] Place refill -or- pouch in tub. Open pouch by peeling back seal. Insert sheet through opening in lid. Replace lid. The next sheet pops up automatically. When finished, close lid flap to retain moisture.

For pouch only:

TO OPEN PACKAGE: [Open pouch by] peel[ing] back seal. When finished, close to retain moisture.

For Dispenser and Pouch/Refill:

TO ATTACH [DISPENSER]: Clean surface with rubbing alcohol and let it dry. Peel paper from adhesive [pads] [strips] and attach to surface. Press firmly for 10 seconds [(for best results, open refill door and apply pressure directly over adhesive [pads] [strips])]. Can be attached to tile, glass, finished wood and metal surfaces. **Not recommended for use on wallpaper, [painted wallboard, plasterboard or drywall,] bare wood, or particleboard.**

TO REFILL [DISPENSER]: Remove label from pouch. Slide pouch into dispenser through refill door. Open lid and pull first wipe through opening; next wipe pops up automatically.

TO REMOVE [DISPENSER]: Insert knife, twine or dental floss between dispenser and wall. Carefully cut tape between adhesive surfaces. Remove remaining residue with thumbnail or mild adhesive remover. Caution: Improper removal may damage surfaces.

-or-

TO REMOVE [DISPENSER]: Hold [dispenser] [bracket] [with one hand]. Grab removable tab [with other hand]. [Slowly] pull tab several inches [in direction of arrow] [along mounting surface] until [bracket] [dispenser] releases. [Repeat with second tab.]

-or-

◆ Insert green plastic lid into the dispenser cover with the flap open and pointing back towards the stand. (Replace the green plastic lid each time the dispenser is refilled with wipes.)

◆ Cut or tear open pouch evenly at notch

◆ Place pouch inside the dispenser. (Do not remove roll of wipes from pouch.)

◆ Insert corner of center sheet through opening on the green plastic lid. (Do not push finger through the opening.)

◆ Close dispenser cover.

◆ Pull first wipe at an angle to ensure proper threading

R0192-27 1

ACCEPTED
with COMMENTS
EPA Letter Dated:

SEP 18 2006

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 5813-58

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EPA Reg. No. 5813-58 Spruce-Ups Page 2 of 6

DIRECTIONS FOR USE

IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING.

TO CLEAN: Wipe surface [clean] with a wipe -or- with this product; let air dry.

TO SANITIZE: Use to sanitize/deodorize hard, nonporous surfaces; wipe surface; use enough wipes for treated surfaces to remain visibly wet for 30 seconds. Let surface dry. For highly soiled surfaces, clean excess dirt first.

TO DISINFECT (AND DEODORIZE): Use to disinfect hard, nonporous surfaces; wipe surface to be disinfected. Use enough wipes for treated surface to remain visibly wet for 4 minutes. Let surface dry. For highly soiled surfaces, clean excess dirt first.

FARM PREMISE AND POULTRY HOUSE DISINFECTANT (INSTRUCTIONS): [DIRECTIONS FOR USE:]

1. Remove all poultry or animals and feeds from premises, trucks, vehicles, coops, crates, and enclosures.
2. Remove all litter and manure or droppings from floors, walls and surfaces of barns, pens, stalls, chutes, and other facilities and fixtures occupied or traversed by animals or poultry.
3. Empty all troughs, racks, and other feeding and watering appliances.
4. Thoroughly clean all surfaces with soap or detergent and rinse with water.
5. Wipe all surfaces using enough wipes to keep surface visibly wet for 4 minutes.
6. Wipe all halters, ropes, and other types of equipment used in handling and restraining animals, as well as forks, shovels, and scrapers used for removing litter and manure.
7. Ventilate buildings, cars, boats, coops, and other closed spaces. Do not house livestock or poultry or employ equipment until treatment has been absorbed, set, or dried.
8. Thoroughly scrub all treated feed racks, mangers, troughs, automatic feeders, fountains, and waterers with soap or detergent, and rinse with potable water before reuse.

Specific instructions for scrubbing wipes -or- heavy duty wipes:

TO CLEAN: Use the textured -or- scrubbing side of the wipe to remove tough soils. Use the soft -or- smooth side to wipe dirt away. If the textured -or- scrubbing side gets dirty, fold the wipe, keeping the textured -or- scrubbing side inside. Let air dry.

TO SANITIZE (AND DEODORIZE): Use the soft -or- smooth side of wipe to sanitize/deodorize hard, nonporous surfaces; wipe surface; use enough wipes for treated surfaces to remain wet for 30 seconds. Let surface dry. For highly soiled surfaces, clean excess dirt first.

TO DISINFECT: Use the soft -or- smooth side of wipe to disinfect hard, nonporous surfaces; wipe surface to be disinfected. Use enough wipes for treated surfaces to remain visibly wet for 4 minutes. Let surface dry. For highly soiled surfaces, clean excess dirt first.

Not recommended [for use] on [soft] [glossy] [shiny] [polished] [plastics] [metals] [wood] [copper] [aluminum] [painted surfaces] [fabric]. [If in doubt,] [test] on a small inconspicuous area [before using].

For surfaces that may come in contact with food a potable water rinse is required. These wipes -or- this product will not harm most surfaces including acrylic, fiberglass and vinyl. Not recommended for use on unpainted wood [or glass].

Not for cleaning or sanitizing skin. Do not use as a diaper wipe or for personal cleansing.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling.

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. Call a poison control center for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For further information, call (800) 227-1860.

PHYSICAL OR CHEMICAL HAZARDS

Do not use or store near heat or open flame.

STORAGE AND DISPOSAL

Canister -or- Tub:

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Do not reuse empty container. -or- Refill only with this product. Wrap container and discard in trash. -or- Offer empty container for recycling. If recycling is not available discard container in trash.

[Pouch] [Refill]:

[Dispenser and Pouch/Refill]

Dispose of wipe in trash after use. Do not flush. [Reseal pouch between uses to retain moisture] [, if used without tub]. Do not reuse empty container. Discard in trash.

Antibacterial Claims:

- 30 second sanitization
- Anti-bacterial wipes -or- formula
- Bacteria-fighting -or- Germ-fighting formula
- Be ready for school by including Clorox Disinfecting Wipes on your [back to school] [home] shopping list
- Can reduce the spread of illness-causing [kitchen] [school] [classroom] [bathroom] [restroom] [household] [office] [work -or- office place] bacteria[+] -and/or- germs[+] [on hard, nonporous surfaces]
- Can help reduce the risk of cross-contamination [on treated surfaces]

- Clean -and/or- disinfect on the go
- Clean. Disinfect. Protect.
- Cleaner and disinfectant in one
- Cleaning -and/or- disinfecting power -and/or- effectiveness of Clorox®, so your [bathroom] [home] [house] [school] [classroom] [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]
- Cleans -and/or- disinfects -and/or- deodorizes
- Cleans -and/or- disinfects [for a pure -or- truly clean] [bathroom] [school] [classroom] [restroom] [kitchen] [home] [household] [office] [work -or- office place] [environment] [place]

- [Clorox Disinfecting Wipes have] the power of Clorox® to clean [tough] [bathroom -and/or- restroom -and/or- school -and/or- classroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [grime] [dirt] [soils] and kill bathroom germs[+] -and/or- bacteria[+]
- Clorox Disinfecting Wipes help stop the spread of germs [in the classroom] [during cold and flu season]
- Convenient cart disinfecting
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart

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EPA Reg. No. 5813-58 Spruce-Ups Page 3 of 6

Antibacterial Claims; continued

- Disinfecting wipes -or- formula
- Disinfects in [just] 4 minutes
- Disinfects [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria²
- [Easily] [Effectively] [Conveniently] clean[s] -and/or- disinfect[s]
- [Easy] [convenient] way to clean -and/or- disinfect
- [Easy] Cleaning -and/or- disinfecting to go
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] [common] [household] germs[*] -and/or- bacteria[t]
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] bacteria -and/or- germs [all] around [your] [the] [bathroom -or- restroom] [kitchen] [school] [classroom] [home] [house] [office] [work -or- office] [place] [environment]
- Fight cold and flu germs [in your home] [in your office] [in your child's school] [in your child's classroom] [using Clorox Disinfecting Wipes]
- For the purest clean in [home -and/or- classroom -or- bathroom -and/or- kitchen -and/or- office] cleaning
- For use at home or on the go
- Help prevent the spread of the cold and flu viruses [in your home] [in your office] [in your child's school] [in your child's classroom] by using Clorox Disinfecting Wipes
- Help protect your family [during] [this] cold and flu season [using Clorox Disinfecting Wipes [in your home] [office] [school]]
- Help [your child's teacher] prevent the spread of germs [in the classroom] by [donating] [bringing] [dropping off] Clorox Disinfecting Wipes [when you drop off your child at school] [to your next] [parent-teacher conference] [back to school night]
- Just one step kills 99.9% of [germs] [bacteria]
- Kills 99.9% of bacteria in [just] 30 seconds¹
- Kills 99.9% of [common] household germs¹
- Kill[s] [99.9% of] -or- Effective against -or- [Disinfect Bacteria¹, ²] [that can cause foodborne illness] -or- [that cause odor] -or- [that cause scum and slime on hard surfaces] in [just] 4 minutes
- Kill[s] 99.9% of -or- Remove[s] -or- Effective against [odor causing] [Common] [household] [kitchen -and/or- bathroom] bacteria¹
- Kills 99.9% of germs² that cause cold and flu viruses
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses²
- Kill[s] -or- Remove[s] -or- Effective against Human coronavirus
- Kill[s] -or- Remove[s] -or- Effective against Influenza A2 virus [the virus that causes the cold and flu] -or- Rotavirus WA [diarrhea-causing virus]
- Kill[s] -or- Remove[s] -or- Effective against [the following] [organisms:]
 - [Bird Flu] (Avian Influenza A)
 - Campylobacter jejuni
 - [E. coli] (Escherichia coli O157:H7)
 - [Herpes] (Herpes simplex virus type 1)
 - Human coronavirus
 - [HIV] (Human immunodeficiency virus type 1)
 - [the virus that causes the] [flu] [virus] (Influenza A2)
 - [Klebsiella pneumoniae]
 - [Listeria] (Listeria monocytogenes)
 - [Pseudomonas] (Pseudomonas aeruginosa)
 - [RSV] (Respiratory syncytial virus)
 - [the virus that causes the] [cold] [virus] (Rhinovirus type 14)
 - [the virus that causes the] [diarrhea] [virus] (Rotavirus WA)
 - [Salmonella] (Salmonella choleraesuis)
 - [Staph] (Staphylococcus aureus)
 - [Strep] (Streptococcus pyogenes)
- Kills [the] [common] cold and/or flu virus[es]²
- Kills the virus[es] that cause[s] [the] [common] cold[s] and/or flu²
- Leaves hard, nonporous surfaces disinfected
- Moist with cleaners -and/or- disinfectants
- One step cleaning -and/or- disinfecting -and/or- deodorizing
- [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] Anytime -or- Daily -or- Every day -or- In one easy step -or- Everywhere -or- Anywhere
- [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] on hard, nonporous [bathroom -and/or- kitchen] surfaces -or- on household surfaces [every day] -or- Throughout the house [kitchen and bathroom] -or- All over your house
- Prepare for cold and flu season by using Clorox Disinfecting Wipes
- Put Clorox Disinfecting Wipes on your school supply list to help keep your child's classroom clean [and reduce the spread of germs on hard surfaces]
- Quick and easy cart disinfecting
- Sanitizes in [just] 30 seconds¹
- [Teachers] Clean up the classroom [with Clorox Disinfecting Wipes]
- [Teachers] [Parents] Back to School means back to germs
- [The product are] the quick and easy way to [touch-up] [clean] [and] disinfect
- There are many uses for Clorox® Disinfecting Wipes and here are a few
 - bathroom surfaces
 - kitchen surfaces
 - kid's -or- child's [play]room or family den
 - window blinds
- This [cleaner -and/or- disinfectant] combines cleaning and disinfecting [in one product] [in one step]
- [Touch-up] Clean[s] and disinfect[s]
- Use [in public -or- common] places where [germs may be of concern] [you are concerned about germs]
- Use [the product] -or- [the wipes] to [disinfect] -and/or- [touch-up clean]
- Wet [household -and/or- disinfecting] wipes
- Wipe away the cold -and/or- flu virus [this season].
- Wipe away the germs that cause the cold -and/or- flu [virus] [this season]
- Wipes away 99.9% of germs² that cause cold and flu
- [Wipe away] [Eliminate] [Remove] [Clean] [Disinfect] [Germs -and/or- bacteria] on Use Table 1 and Use Table 2

¹ Klebsiella pneumoniae, Staphylococcus aureus (Staph)

² Klebsiella pneumoniae, Staphylococcus aureus (Staph), Salmonella choleraesuis (Salmonella), Pseudomonas aeruginosa, Escherichia coli O157:H7 (E. coli), Listeria monocytogenes (Listeria), Campylobacter jejuni, Streptococcus pyogenes

³ Rotavirus WA, Influenza A2, Rhinovirus type 14

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EPA Reg. No. 5813-58 Spruce-Ups Page 4 of 6

General/Cleaning Claims:

- After use, just toss wipe[s] away
- Also available in [the] [Lemon,] [Fresh,] [Kitchen,] [and] [Lavanda,] [varieties]
- Also available in [the] 75 count Value [Size] and the 9 count To Go Size[s]
- Also available in the _____ count size
- Bleach-free [formula]
- Check out our website for [more] [the latest] information on germs that affect your family [www.clorox.com] -or- [www.cloroxdisinfectingwipes.com]
- Clean before you shop
- Clean with just a wipe -or- touch
- Clean your cart
- [Clean] [cleaning] -and/or- [disinfect] [disinfecting] without stopping [your life] [your family's life]
- [Cleaning -and/or- disinfecting] that fits into your life
- Cleans and leaves scent
- [Cleans, disinfects, and] removes dust and/or pet dander and/or dust mite matter [all in one step]
- Cleans on the spot with [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] fragrance
- Cleans with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
- Clorox® Disinfecting Wipes are your daily defense against germs
- Convenient
- Convenient cart cleaning
- Deodorizing/deodorizes
- Does not contain bleach
- Don't miss a beat with Clorox Disinfecting Wipes
- Don't stop [your] [family] life for [cleaning -and/or- disinfecting]
- Easy
- [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [dirt] [soils] [grime] [soap scum] [!]
- [Easily] wipes clean
- Everything [you need] is already in the wipe
- Fast
- For a cleaner -and/or- fresher [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- For daily use
- For daily [use] [cleaning -and/or- disinfecting]
- For [light] -or- touch-up - daily -or- quick cleaning -or- clean-ups [in one easy step]
- For household surfaces indoor and outdoor
- For use at home or in public areas -or- places
- For use on grocery cart and basket handles
- For use while traveling
- [Fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
- Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- [Great] For traveling -or- For use at work -or- For use in public restrooms -or- For use on hard surfaces -or- For floor(s) [touch-ups] -or- For touch-up cleaning
- Has [leaves] a clean -and/or- Light Fresh/Lemon/Rain Clean/Floral scent/Lavender/Orange -or- fragrance -or- smell
- Has -or- leaves a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [long lasting] [orange] [lemon] [lavender] scent -or- aroma -or- bouquet -or- odor -or- perfume
- It's from Clorox®, so it's more than clean
- It's from Clorox®, so you know you can trust it
- Just pull, wipe clean and toss
- Leaves your bathroom fresh and clean
- 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- fresh scent -or- lavender]
- Life [doesn't] [shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- Makes [cleaning -and/or- disinfecting] [your job] easier [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work]
- Makes your job easier in the kitchen/bathroom
- Maximum Cleaning, Minimum Effort
- Moist Household [Cleaning] Wipes
- [More] efficient [bathroom] [kitchen] [home] [household] [office] cleaning -and/or- disinfecting
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- Perfect for cleaning up around the toilet
- Quick
- Quick and Easy Cart Cleaning
- Quick and Easy Cleaning Everywhere
- Quick and Easy Cleaning for Kitchen Surfaces*
- Rain Clean [Scent] -or- Fresh [Scent] -or- Lemon Fresh [Scent] -or- Floral Fresh [Scent] -or- [Orange] [Lemon] Lavender [Scent] -or- [Orange] [Lemon] Lavender Scented -or- Orange [Scent] -or- [Fresh] Orange [Mandarin] [Kitchen] [Scent] -or- [Fresh] Kitchen [Orange] [Mandarin] [Scent] -or- Orange [Fresh] [Kitchen] [Scent] -or- Kitchen Fresh [Scent] -or- Orange [Kitchen] Power [Scent]
- Reduces dust and/or pet dander and/or dust mite matter
- [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- workplace] [dirt] [soils] [grime] [!]
- Simplifies [cleaning -and/or- disinfecting]
- Simplify [cleaning -and/or- disinfecting]
- Some [moments] [things] shouldn't be interrupted
- Specially formulated for a variety of surfaces -or- kitchen surfaces
- [Specially formulated] For [use in] the bathroom
- Specially formulated to clean [a variety of surfaces] [throughout -or- all over -or- around] the house -or- kitchen and bathroom
- [Specially formulated] Use daily [to clean bathroom soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion]
- Spot clean[ing] -or- touch-up clean[ing] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
- Spruce-Ups are premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
- The convenient way to keep your home looking "just cleaned"
- The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [work -or- office area] [place] [environment]] looking "just cleaned"
- The cleaning power -and/or- effectiveness of Clorox® [that easily removes bathroom -and/or- restroom -and/or- kitchen -and/or- household [dirt] [soils] [grime] [like soap scum] [!]]
- The easiest way to clean -and/or- disinfect [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 easiest way to keep your house clean everyday
- The easy way to clean all over the house
- The easy way to touch-up clean your bathroom every day
- The formula in this product is not used in any store label brands
- [The product -or- the wipes are] [always] ready to use
- The smell of clean
- The wipe that does it all...anytime
- 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[!]
- Try Me
- Use instead of rags, sponges, paper towels
- Use on [grocery] carts and baskets
- Use on [grocery] cart handles and basket handles
- Use [the product] -or- the wipe[s] throughout the house

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EPA Reg No 5813-58 Spruce-Ups Page 5 of 6

General/Cleaning Claims: continued

- [Use the product -or- the wipes] for [light] touch-up -or- light -or- every day -or- daily -or- quick cleaning -or- clean-ups [all over the house] [anytime] -or- [anywhere]
- Will not harm most surfaces
- Wipe away germs this season
- Wipe away [the] [tough] bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [soils] [dirt] [grime]
- With a bleach free formula
- With a pleasant fragrance
- Use [in [public] places] where germs may be of concern
- Use Everywhere -or- Anywhere on hard non-porous surfaces
- Use on hard non-porous surfaces anywhere [you travel] [throughout the house]

This claim is not to be used with any one-step cleaning and disinfecting claim on the label

• Cuts Grease

• Hard, nonporous, non-food contact surfaces

Packaging Claims:

- 40% Bigger quilted wipes*
- 40% more wipes* [*vs. 35 count Clorox Disinfecting Wipes canister]
- 5"x6" wipes
- [America's] #1 [consumer] [preferred] [choice] lid
- As easy as grabbing -or- dispensing [facial] tissues [from a box]
- Attach [em] [them] [wipes] where you need -or- use [em] [them] [most]
- Attachable [dispenser] -or- [Safely] attaches -or- can be attached [to] [tile] [glass] [mirrors] [windows] [finished wood] [cabinets] [metal surfaces] [metal appliances] [painted] [wallboard] [plasterboard] [drywall]
- Big size
- [Big] [Value] Can
- [Can] [easily] Slip -or- Fit into a [purse] [pocket] [diaper bag] [backpack] [glove compartment -or- box] [car] [minivan] [SUV] [lunch box -or- bag] [briefcase] [luggage] [suitcase]
- [Consumer preferred] Easy start & stop [lid] [vs. Lysol] [vs. private label]
- [Consumer preferred] Hassle free lid [vs. Lysol] [vs. private label]
- [Consumer preferred] Moisture lock lid [vs. Lysol] [vs. private label]
- [Consumer preferred] No hassle lid [vs. Lysol] [vs. private label]
- [Contains] Same Clorox® wipes [you love] -or- same wipes, easier to grab
- [Convenient] [Size]
- [Convenient and] easy to use
- Designer -or- Decorator -or- Holiday -or- Seasonal series
- Dispenses [Comes out] one wipe at a time [vs. Lysol] [vs. private label]
- Double -or- Super Value [Size] [Pack]
- [Easy] [Better] [New] [&] [Improved] Dispensing
- [Easy] [Better] [New] [&] [Improved] [Dispensing] Lid -or- Closure -or- Cap
- Easy Breezy Dispensing
- [Easy] One-handed [dispensing] -or- Dispense [wipes] with [only] [just] one hand -or- Grab [wipes] [a wipe] [and wipe] with [just] [only] one hand -or- [Easily] Grab [wipes] one at a time
- Easy -or- EZ Start Lid -or- Cap
- Easy pop [top]
- Easy to carry
- Easy to Open -or- Thread
- Easy to Use Lid
- Fits almost anywhere
- Includes 50 count refill [pack] -or- Contains 50 wipes
- [It's] the easiest -or- easier -or- easy way to grab a wipe
- Just like grabbing -or- dispensing [facial] tissues [from a box]
- [Makes] [wipes] [as] easy to grab [as they are to use]
- More Wipes
- Multi-refill pack
- [New] [Now] [even] stronger [wipe[s]] [a] [Better Wipe[s]] [!]
- No Hassle Lid -or- Cap
- No surface damage -or- [Adhesive] Removes without damage [or residue] -or- [Adhesive] Removes without damaging [most] [household] surfaces -or- Holds on strongly -or- Comes off cleanly
- No threading [required]
- No wasted wipes [vs. Lysol] [vs. private label]
- [Now] 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger[!]
- [Now] 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger[!]
- Perfect size for kitchens -or- bathrooms
- Pop-up [top]
- Portable -or- Can be reattached [with bracket]
- Portable size
- Pull 'n' go
- Pull-N-Wipe Lid -or- Cap
- [Puts] [Put] wipes where you need -or- use them -or- want them
- [Puts] [Put] wipes within [easy] [arm's] reach -or- at your fingertips
- Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile
- Ready pull
- Refill pack
- Refillable [with 50 wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- Regular [wipe] [size] -or- Large [wipe] [size]
- To Go[!]
- To Go [pack] [size]
- [To Go] [Purse] [Travel] [Dispenser] Refill [Pack] [for dispenser]
- Travel [pack] [size]
- Travel [size -or- pack]
- Trial [size -or- pack] -or- Paper towel size [8.5"x11"]
- Try me [vs. Lysol] [vs. private label]
- Tub refill
- Value pack
- Value size
- Value Twin
- Wipes stay moist [vs. Lysol] [vs. private label]
- [Wipes] Stay[s] wet -or- moist longer
- [With] Pop action
- *vs 7"x8" size
- *In comparison to [prior] [past] [previous] [old] wipe [material] -or- Versus [prior] [past] [previous] [old] wipe [material]

Heavy Duty Claims:

- Disinfect and scrub clean
- The scrubbing [power] [side] of a sponge in a disinfecting wipe
- One side is like a scrubbing sponge, the other is like a wipe
- [Double] [Dual] [Two]-sided scrubbing wipes
- Textured -or- scrubby -or- rough [side] -or- [scrubbing fibers] for [scrubbing] [cleaning] [removing] [wiping] [tough] [stains] [soils] [messes]
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting
- Soft side for wiping -or- cleaning dirt away and disinfecting
- Cleans -or- Removes -or- Good for -or- Great on -or- Works great on [tough] [soap scum] [baked-on] [grease] [soils] [messes] [spaghetti sauce] [kitchen messes] [dirt] [soils] [bathroom messes]
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]
- [Wow] Scrubs like a sponge

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EPA Reg. No. 5813-58 Spruce-Ups Page 6 of 6

Use on hard, nonporous surfaces in:

Airplane -or- Plane (Lavatory
-or- Lavatories) [Tray Tables]
Airports
Ambulances
Automobiles
Basements
Bathrooms -or- Locker Room
Facilities [Surfaces]
Boats
Bowling Alleys
Buses
Butcher Shops
Cafeterias
Camper[s] -or- RV[s] -or- Trailer[s]
-or- [Mobile] Home[s]
Campgrounds
Cars
Church[es]
Common [Classroom] [School]
[Play] Areas
Convenience Stores
Correctional Facilities
[Damp] Storage Areas
Day Care Centers
Dens
Dorms
Elder Care Centers

[Elementary] Schools -or- Colleges
-or- Universities
Elevators
Emergency Vehicles
Factory[ies] -or- Plants
Family Rooms/Areas
Fast Food Restaurants
Fitness Center[s] [Equipment]
Garages
Gas Stations
Grocery Stores
Gymnasiums
Gyms
Health Clubs
Home Centers
Homes (House holds)
Hotels
[Households]
Industrial Facilities
Institutional Kitchens
[Institutional] Laundromats
Institutions
Jungle Gym[s]
Kennels
Kid's -or- Child's [Play]rooms or
[Family] Dens
Kitchen[s] [Surfaces]
Laboratories

Use Sites: Table 1

Lavatories
Living Areas -or- Rooms
Locker Rooms
Lounges
Malis
[Manufacturing] Plants
Markets
Mass Merchandisers, Discount
Retailers -and/or- General
Merchandise Stores
[Medical] Clinics
[Medical -or- Dental -or- Physician's
-or- Doctor's -or- Nurse's -or-
Pediatrician's] [Office[s]] [Waiting
Room[s]] [Exam[ination] Room[s]
-or- Table[s]]
Military Installations
Motels
Motor Homes
Motor -or- House Boats
Nurseries
Nursing Home[s] -or- Convalescent
Home[s] -or- Senior [Citizens']
Home[s]
Offices
Pet Areas
Pharmacies
Play Areas
Play Rooms
Playground Equipment
Playgrounds
[Police -and/or- Fire] Vehicles
Public Facilities
Public Restrooms
Public Telephone[s] [Booths]
Recreational Centers [Facilities]
[Rental] Cars
Rest Stops
Restaurants
Restrooms
School Buses
School -or- City -or- Public Transit
-or- Commuter Buses
Schools
Shelters
Ships
Shops
Storage Areas
Subways
Supermarkets
Trains
Trolleys
Vacation Homes
Vehicle [Interior[s]] [Exterior[s]]
Veterinary Clinics
Warehouse Clubs
Workplace [Office]

For use on non-critical surfaces in:

Dental Offices
Hospitals

Laboratories
Medical Clinics

Nursing Homes
Patient Rooms

Physician Offices
Veterinary Offices

Use Surfaces: Table 2

Appliances [Appliance]
[Exterior[s]] [Surfaces] [Outside of]
Baby Furniture (Cribs, Changing
Tables, Diaper Pails)
Basements
[Bathroom] [Kitchen] Faucets
[Handles]
[Bath]tubs
Bed Rails
Bed Springs and Frames
Bidet[s]
Blinds
Cabinets/Cupboards
Cages
Car Interiors
Cat -and/or- Dog -and/or- Pet Dish[es]
-or- Soiled Surface[s]
[Children's] Furniture
Chrome
Chrome Exterior Surfaces of Urinals
and/or Toilets
[Classroom] Desks
Closets
[Clothes] [Diaper] Hampers
Computer[s] [Keyboards]
Cooler Exteriors
Counters
Countertops
Desks
[Diaper] Changing Tables/Areas
Diaper Pails
Dining Room Surfaces -and/or-
Tables -and/or- Fast Food
Restaurant Tables

[Dining] [Fast Food] [Kitchen] [Picnic]
[Play] [Restaurant] [Tray] Tables
[Door] [Cabinet] [Appliance] Knobs
Door Frames
Doorknobs
Drain Boards
Drawer Pulls
Dressing Carts
Drinking Fountains*
Elevator Buttons
Faucets
[Filing] Cabinets
Finished Hardwood[s]
Floors
Floors Around Toilets
Garbage Cans
Garbage Disposals
General Use[s]
Glazed Tiles
[Grocery] Basket Handles
[Grocery] Cart Handles
[Grocery Store] Carts
Gym Equipment
Hampers
Hand Dryer Buttons
Handrails
High chairs*
Non-Food Contact Surfaces of
High chairs
[Kid's] Play [Structures] [Equipment]
[Furniture] [Tables]

Lamps
Laundry Rooms
Light Switches [Fixtures] [Panels]
Lockers
[Manual] Pencil Sharpeners
[Medicine] Cabinets
Metal Work Benches
Microwave[s] [Exterior[s]]
[Outside[s] of]
Office -or- Bedside Furniture
Office Machinery
Paper Towel [Dispensers] [Holders]
Patio Furniture/Lawn Chairs
Pet Areas/Surfaces
Picnic Tables
Plastic Shower Curtains
Playground Equipment
Playpens
Porta-Pottie[ies] -or- Portable
Bathroom[s]
[Public -or- Pay] Telephones -or-
Phone Booths
Range Hoods
Recycling Bins
Refrigerator Door Handles
Refrigerator[s] Exterior[s]
[Outside of]
Restaurant High Chairs
[Salad Bar] [Buffet] [Cafeteria]
Sneeze Guard[s]
[School] [Toys] [Supplies] Surface[s]
[Shower] Doors
Shower [Walls]
Showers

Signs
Sinks
Staplers
Stereo Consoles
Stove Tops
Tables
[Tiled] Walls
[Toilet] [Toilet Flush] [Faucet]
[Telephone] [Dishwasher] [Cabinet]
[Door] Handles
Toilet -and/or- Urinal Exterior[s]
[Surfaces] -or- Exterior Toilet
Surfaces
Toilet Seats
Toys*
Toy Boxes
Toy Storage Bins
Training Toilets
Training Tools
Trash Cans
Trash Compactors
[TV] [Remote[s]] [Controls]
[Under] Sinks
Vending Machine Surfaces
[Vinyl] Wallpaper
Walkers
Walls
Washing Machines [Washers -and/or-
Dryers] [Exterior[s]] [Outside of]
Wastebaskets
[Water] [Drinking] Fountain [Toggles]
[Handles]
Wheelchairs

* rinse with water after wiping with
-or- using the product