

## UNITED STATES ENVIRONMENTAL PROTECTION AGENCY



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

OFFICE OF PREVENTION, PESTICIDES AND TOXIC SUBSTANCES

SEP 26 2007

Ms. J Evelyn Lawson  
The Clorox Company  
c/o PS&RC  
P.O. Box 493  
Pleasanton, CA 94566-0803

Subject: Spruce Ups  
EPA Registration No.: 5813-58  
Amendment Date: June 27, 2007  
EPA Receipt Date: June 28, 2007

Dear Ms. Lawson,

The following amendment submitted in connection with registration under FIFRA, as amended, is acceptable with the conditions listed below.

- Update Label and add additional claims

### Conditions

Revise the label as follows:

- 1) Revise the 15<sup>th</sup>, 34<sup>th</sup>, 35<sup>th</sup>, and 36<sup>th</sup> bullets in the left column and the 9<sup>th</sup>, 14<sup>th</sup>, 23<sup>rd</sup>, and 24<sup>th</sup> bullets in the right column and on page 4 by stating:

Fights and/or kills and/or effective against Rhinovirus and Influenza A2 virus (cold and flu virus)  
Kills 99.9% of Rhinovirus and Influenza A2 virus that causes cold and flu  
Kills Rhinovirus and Influenza A2 virus (Cold and flu virus)  
Kills Rhinovirus and Influenza A2 that causes cold and flu  
Removes or Eliminates or Kills Rhinovirus and Influenza A2 viruses that cause cold and flu

- 2) Revise the 37<sup>th</sup> claim in the left column and the 1<sup>st</sup> and 7<sup>th</sup> claim in the right column by deleting the phrase, "illness causing" or "foodborne illness causing" because these phrases imply disease prevention which is a drug claim that is regulated by FDA.

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							

2 813

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

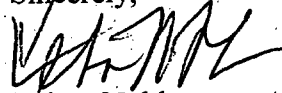
3) Revise the 1<sup>st</sup> claim in the left column on page 5 by stating "*Removes or Eliminates or Kills 99.9% of Rhinovirus and Influenza A2 viruses that causes cold and flu.*"

**General Comments**

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

Should you have any questions regarding this letter, please contact Jacqueline McFarlane at (703) 308-6416.

Sincerely,



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

Enclosure: Stamped Label

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							

OFFICIAL FILE COPY

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.

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# Spruce-Ups™

## KEEP OUT OF REACH OF CHILDREN CAUTION

See [back] [bottom] [side] 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](http://www.clorox.com) or  
call [us toll free at] 1-800-227-1860. [Learn more at [cloroxclassrooms.com](http://cloroxclassrooms.com)]  
Mfd. for & © 1997-2007 The Clorox Company,  
[1221 Broadway] Oakland, CA 94612.  
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. US Patent(s) [pending]:  
Made in the U.S.A.

### 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 -or- [Wet] [Scrubbing] Wipes  
-or- Refills -or- Packages

\_\_\_" x \_\_\_" [\_\_\_cm x \_\_\_cm]

Package made from \_\_\_% post-consumer recycled plastic.

R0192-32.1

ACCEPTED  
with COMMENTS  
in EPA Letter Dated:  
SEP 26 2007

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

5813-58

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**For Canister:**

**TO OPEN PACKAGE:** [Open lid and] pull out wipe [from center of roll]. [[The] next sheet -or- wipe 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.

-or-

**For Canister:**

**TO OPEN PACKAGE:** [Open lid and] pull out wipe through -or- from [one of] the large opening[s]. [Pull the wipe [at an angle] toward the small opening so that the next wipe is held in place -and/or- does not fall back in.] [When finished,] close lid 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 Refills:****TO OPEN PACKAGE -OR- TO REFILL:**

[Open [existing] container -or- canister according to label directions.] [Tear] open [refill -or- package] by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch. Remove [one] refill [from refill package -or- sleeve -or- container -or- pouch -or- bag]. [Open refill [by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch.]] [Turn upside down.] Slide -or- insert [pre-moistened] wipes -or- refill into existing -or- empty canister -or- container. Replace lid [on existing canister]. Close -or- reseal refill package -or- sleeve -or- container -or- pouch -or- bag.

-or-

- Remove lid, insert wipes and replace lid.
- Pull out wipe from center of roll.
- Next sheet pops up automatically.
- Close lid to retain moisture.

-or-

- Keep dispensing flap of [existing] [current] [empty] container -or- canister closed.
- Open [existing] [current] [empty] container -or- canister by [lightly] squeezing [it] and removing lid by [lifting] [twisting] [it] upward.

**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.

**For To Go package:**

**TO OPEN PACKAGE:** Flip -or- Pull open dispensing flap. Insert -or- Pull first wipe through opening in pouch. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

-or-

**TO OPEN PACKAGE:** Flip -or- Pull open dispensing flap. Open pouch by peeling back [film] [inner seal]. Pull first wipe by grabbing center of wipe. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

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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.

**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. [Pre-clean all vehicles including mats, crates, cabs and wheels.]

For surfaces that may come in contact with food a potable water rinse is required.

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 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.

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

For best [cleaning] results, avoid [soft] [glossy] [shiny] [polished] [plastics] [metals] [wood] [copper] [aluminum] [painted surfaces] [fabric]. [If in doubt,] [test] on a small inconspicuous area [before using].

These wipes -or- this product will not harm most surfaces including acrylic, fiberglass and vinyl. Not recommended for use on unpainted wood [or glass].

### 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]. Discard empty pouch -or- bag -or- wrapper in trash.



American  
Red Cross

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

Dedicated to a Healthier World  
Help Clorox raise \$1 million for the American Red Cross.  
See details on back.



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 3¢ for each specially marked unit of this product sold for one year beginning April 2007, up to a maximum donation of \$1 million. For more information about how the American Red Cross and Clorox can help protect you and your family, visit [www.clorox.com/redcross](http://www.clorox.com/redcross). 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.

R0192-32.1

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**Antibacterial Claims:**

- 30 second sanitization<sup>1</sup>
- Anti-bacterial wipes -or- formula
- Bacteria -and/or- virus -and/or- germ fighting [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 help reduce the risk of cross-contamination [on treated surfaces]
- Clean. Disinfect. Carry on.
- Clean -and/or- disinfect on the go
- Cleaner and disinfectant in one
- Cleans -and/or- disinfects -and/or- deodorizes
- Clean[s] and disinfect[s] anywhere\* -or- everywhere\*
- Clean[s] -and/or- disinfect[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household] germs<sup>1</sup> -and/or- bacteria -and/or- virus[es] [on] [from] [your] [children's] toys\*\*\*
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germs<sup>1</sup> -and/or- virus[es] [commonly found in -or- on [Use Sites: Table 1] [Use Surfaces: Table 2]]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] cold viruses -and/or- [the] flu virus -and/or- cold and flu virus[es] [commonly found in -or- on [Use Sites: Table 1] [Use Surfaces: Table 2]]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] Avian flu virus -and/or- virus -and/or- [other] germs<sup>1</sup> -and/or- virus[es] [commonly found in -or- on [Use Sites: Table 1] [Use Surfaces: Table 2]]
- Convenient cart disinfecting
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart
- Disinfecting wipes -or- formula
- Disinfects in [just] 4 minutes
- Disinfects [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria<sup>1,2</sup>
- Dual action [to] [:] [clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s] [ing]] [clean[s] and disinfect[s]]
- [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
- [Eliminate] [Remove] [Clean] [Disinfect] [Germs<sup>1</sup> -and/or- bacteria] on Use Sites Table 1 and Use Surfaces Table 2
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] [common] [household] germs<sup>1</sup> -and/or- bacteria
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] bacteria -and/or- germs<sup>1</sup> [all] around [your] [the] [bathroom -or- restroom] [kitchen] [school\*\*] [classroom] [home] [house] [office] [work -or- office] [place] [environment]]
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% of] [of] [Salmonella choleraesuis] -or- Salmonella enterica (Salmonella)
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% of] [of] Escherichia coli (E. coli)
- Fight[s] -and/or- kill[s] -and/or- effective against Avian flu virus [on environmental surfaces] -and/or- [hard, nonporous surfaces]
- Fight[s] -and/or- kill[s] -and/or- effective against cold virus[es]
- Fight[s] -and/or- kill[s] -and/or- effective against cold -and/or- flu virus[es]
- Fight[s] -and/or- kill[s] -and/or- effective against flu virus[es]
- Fight[s] -and/or- stop[s] -and/or- prevent[s] -and/or- reduce[s] the spread of [99.9% of] [illness-causing] bacteria -and/or- viruses -and/or- germs<sup>1</sup> on hard, nonporous surfaces [in your [list any use site] [this cold -and/or- flu season]]
- Fight[s] -and/or- stop[s] -and/or- prevent[s] -and/or- reduce[s] the spread of [99.9% of] [illness-causing] bacteria on hard, nonporous surfaces [in your [list any use site]]
- For use at home or on the go
- [Hey] [Mom] [Teacher[s]] [I] [,] [Be] [Are you] Ready for [[back-to]-school\*\*] [[the] cold -and/or- flu season] [the holiday[s] season]] [?] [!]
- Just one step kills 99.9% of [germs<sup>1</sup>] [bacteria]
- Kills 99.9% of bacteria in [just] 30 seconds<sup>1</sup>
- Kills 99.9% of [common] household germs<sup>1</sup>
- Kill[s] [99.9% of] -or- Effective against -or- [Disinfect Bacteria<sup>1</sup>, <sup>2</sup>] [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] bacteria<sup>1</sup>
- Kills 99.9% of germs<sup>2</sup> that cause cold and flu viruses
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses<sup>3</sup>
- Kill[s] -or- Remove[s] -or- Effective against Human coronavirus [ATCC VR 740]
- Kill[s] -or- Remove[s] -or- Effective against Influenza A2 virus [ATCC VR 544] [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]:
  - Campylobacter jejuni [ATCC 29428]
  - [E. coli] (Escherichia coli 0157:H7) [ATCC 51657]
  - [Herpes] (Herpes simplex virus type 1) [ATCC VR-260]
  - Human coronavirus [ATCC VR 740]
  - [HIV] (Human immunodeficiency virus type 1)
  - [the virus that causes the flu -or- the flu virus] (Influenza A2) [ATCC VR 544]
  - [Kleb] (Klebsiella pneumoniae) [ATCC 4352]
  - [Listeria] (Listeria monocytogenes) [ATCC 19117]
  - [Pseudomonas] (Pseudomonas aeruginosa) [ATCC 15442]
  - [RSV] (Respiratory syncytial virus) [ATCC VR 26]
  - [the virus that causes the cold -or- the cold virus] (Rhinovirus type 14) [ATCC VR 284]
  - [the virus that causes diarrhea -or- the diarrhea virus] (Rotavirus WA)
  - Salmonella enterica -or- [Salmonella choleraesuis] (Salmonella) [ATCC 10708]
  - [Staph] (Staphylococcus aureus) [ATCC 6538]
  - [Strep] (Streptococcus pyogenes) [ATCC 19615]
- Kills [the] [common] cold and/or flu virus[es]<sup>3</sup>
- Kills the virus[es] that cause[s] [the] [common] cold[s] and/or flu<sup>3</sup>
- 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
- Put Clorox Disinfecting Wipes on your school\*\* supply list to help keep your child's classroom clean
- Quick and easy cart disinfecting
- Remove or Eliminate or Kill the cold -and/or- flu virus [this season]
- Remove or Eliminate or Kill the germs<sup>1</sup> that cause the cold -and/or- flu virus [this season]
- Removing -and/or- Killing -and/or- Fighting -and/or- Eliminating germs<sup>1</sup> -and/or- bacteria -and/or- virus[es] since 1913 -or- for [nearly] insert number years

7 8 13

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**Antibacterial Claims continued:**

- Removes or Eliminates or Kill 99.9% of germs\* that cause cold and flu virus
- Sanitizes in [just] 30 seconds†
- [Say] Boo to the Influenza virus [this year -or- winter -or- flu virus season] [with Clorox® [Disinfecting] Wipes -or- Clorox® Disinfecting products]
- [Teachers] Clean up the classroom [with Clorox Disinfecting Wipes]
- [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 [bacteria -and/or- viruses -and/or- germs may be of concern] [you are concerned about bacteria -and/or- viruses -and/or- germs] [on hard, nonporous surfaces]
- 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

- \* [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus [ATCC 6538],
- \* [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus [ATCC 6538], Salmonella enterica -or- [Salmonella choleraesuis] (Salmonella) [ATCC 10708], [Pseudomonas] Pseudomonas aeruginosa [ATCC 15442], [E. coli] Escherichia coli O157:H7 [ATCC 51657], [Listeria] Listeria monocytogenes [ATCC 19117], Campylobacter jejuni [ATCC 29428], [Strep] Streptococcus pyogenes [ATCC 19615]
- \* Rotavirus WA, Influenza A2 [ATCC VR 544], Rhinovirus type 14 [ATCC VR 284]
- \* Campylobacter jejuni [ATCC 29428], Escherichia coli O157:H7 (E. coli) [ATCC 51657], Klebsiella pneumoniae (Kleb) [ATCC 4352], Listeria monocytogenes (Listeria) [ATCC 19117], Pseudomonas aeruginosa (Pseudomonas) [ATCC 15442], Salmonella enterica -or- [Salmonella choleraesuis] (Salmonella) [ATCC 10708], Staphylococcus aureus (Staph) [ATCC 6538], Streptococcus pyogenes (Strep) [ATCC 19615], Rhinovirus [type 14] [ATCC VR-284], Rotavirus [Strain WA], Avian influenza [A] virus [ATCC VR-2072], Herpes simplex virus [type 1] (Herpes) [ATCC VR-260], [Human] coronavirus [ATCC VR-740], Influenza [A] [flu virus] [ATCC VR-544], Respiratory syncytial virus (RSV) [ATCC VR-26]

\*Hard, nonporous, non-food contact surfaces

\*\*Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.

\*\*\*Rinse with water after wiping with -or- using the product.

**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 insert number count size
- [Also] [Now] [Great] [Made] [Works well]] [Appropriate] [on -or- for] [stainless steel -and/or- metal -and/or- glass surfaces] [stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks -and/or- mirrors -and/or- dark tile] [with] [because of] [due to] [the] [new] [low-streak -or- residue formula]
- 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]
- Classrooms -or- schools\*\* are cleaner with this product -or- [disinfecting] wipes
- Clean before you shop
- Clean up the classroom [with this product -or- wipes]
- 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 to a shine!
- 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
- Donate this product [to your child's classroom -or- school]\*\*
- 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
- [Even] Better scrubbing -and/or- cleaning [power]
- Every hard, nonporous surface in [your] [the] [kitchen] [bathroom] [house] deserves -or- can -or- could use a wipe
- Everything [you need] is already in the wipe
- Fast
- Fits [in] [a(n)] [your] [current] [existing] [insert number] [Clorox] [Disinfecting] [Wipes] [this product] canister -or- container
- 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
- Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- Great for the classroom
- [Great] for [the] school(s)\*\* -or- classroom(s)
- [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
- [Hey Mom] Take this -or- this product to [my] classroom -or- school\*\* -or- teacher\*\*
- [Hey Mom] Take this product -or- me to [my] classroom -or- school\*\* -or- teacher\*\*
- Holds up to your toughest messes -or- jobs -or- stains
- [Improved formula] [for] [low -or- less -or- lower] streaking -or- residue!
- Just pull, wipe clean and toss
- Just wipe [once] - no clean-up [after wipe] needed
- Leaves your bathroom fresh and clean
- Life doesn't have to stop for cleaning

R0192-32.1

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**General/Cleaning Claims: continued**

- Life [doesn't] [shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
  - [Look] [Now] Less streaking -or- residue
  - Low-streak formula [dries clear] [eliminates need to wipe down after use]
  - [Low-streak -or- residue] [Formula -or- Wipe] [Cleans] [[is] appropriate -or- great for] [kitchen -and/or- bathroom -and/or- household] [surfaces] [places] [like] [stainless steel -and/or- metal -and/or- glass -and/or- mirrors -and/or- dark tile] [stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks]
  - [Low-streak -or- residue] [Formula -or- Wipe] [Delivers] [A] Clean you can [see -and/or- smell -and/or- feel] [notice]
  - [Low-streak -or- residue] [Formula -or- Wipe] Clean[s] thoroughly
  - [Low-streak -or- residue] [Formula -or- Wipe] [For a] more -or- visible -or- apparent -or- noticeable -or- satisfying clean
  - [Low-streak -or- residue] [Formula -or- Wipe] [Great] [Use it] [For] [cleaning -and/or- disinfecting] Every day[,] [on] hard, nonporous [surface[s]]
  - [Low-streak -or- residue] [Formula -or- Wipe] [leaves] Less -or- Fewer [visible] spots -or- spotting -or- blotches -or- marks [than [ever] before]
  - [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean multiple [household] surfaces [with wipes]
  - [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean[s] [throughout] [around] [in] [the -or- your] [house]\*
  - Low/lower streak[ing] formula
  - 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
  - Multi-Surface formula
  - [Low-streak -or- residue] [Formula -or- Wipe] For all of your [kitchen] [bathroom] [household] surfaces [like] [stainless steel -and/or- metal -and/or- glass -and/or- mirrors] [stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks]
  - No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
  - [Now] [A(n)] [Even] [Better] [Great] [Easy] Everyday cleaner
  - [Now] Even stronger -and/or- more durable [than ever]
  - [Now] [Wipe] Cleans better -and/or- lasts longer [than ever]
  - [One] [Versatile] [low-streaking -or- residue] wipe for [all] hard, nonporous [kitchen -and/or- bathroom -and/or- household] surfaces
  - Only [disinfecting] wipe with [a] [this amazing] low-streak [formula] -and/or- honeycomb wipe!
  - Patented -or- Exclusive formula -or- lotion -or- wipe
  - 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\*
  - Reduces dust and/or pet dander and/or dust mite matter
  - Refill for [a(n)] [your] [current] [existing] /insert number/ [Clorox] [Disinfecting] [Wipes] [this product] canister -or- container
  - [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]] [!]
  - See the [low-streak] difference [on mirrors -and/or- glass]
  - 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
  - Strong -or- durable enough for [tough] [messes] [jobs] [stains] [difficult -or- uneven surfaces] [all around the house]
  - [The] [Multi- purpose -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places [like] stainless steel -and/or- metal -and/or- glass -and/or- mirrors
  - [The] [Multi- purpose -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places [like] stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks
  - 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 easy way to clean -and/or- disinfect [all over] [your] [the] [bathroom] [kitchen] [house] [office] [work -or- office [place] [environment]] [place]
  - The easy way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [office -or- work [place] [environment]] [place] clean every day
  - The easy way to keep your house clean every day
  - The easy way to clean all over the house
  - The easy way to touch-up clean your bathroom every day
  - [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[!]
  - Trap[s] -and/or- pick[s] up -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
  - [Trapper] [pockets] [ridges] [texture] get[s] into [crevices] [nooks & crannies] [cracks] [uneven places] for a [more thorough] [better] clean
  - Try Me
  - Use Everywhere\* -or- Anywhere\* on hard, nonporous surfaces
  - Use [in] [public] places where germs may be of concern
  - Use on [grocery] carts and baskets
  - Use on [grocery] cart handles and basket handles
  - Use on hard, nonporous surfaces anywhere\* [you travel] [throughout the house]
  - Use [the product] -or- the wipe[s] throughout the house
  - [Use the product -or- the wipes] for [light] touch-up -or- light -or- everyday -or- daily -or- quick cleaning -or- clean-ups [all over the house] [anytime -and/or- anywhere\*]
  - [Virtually] streak free [shine] [clean]
  - Will not harm most surfaces
  - 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
  - Works [great] on [shiny] [high gloss] [high shine] surfaces [such as stainless steel -and/or- mirrors -and/or- glass tables -and/or- chrome -and/or- [dark] enamel -and/or- [dark] tile -and/or- dark surfaces]
- 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
- \*\*Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.



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**Fragrance/Scent Descriptors and Claims:**

- Berry [blast] [breeze] [boom] [burst] [fresh]
- Blossom [blast] [breeze] [burst] [clean] [fresh]
- Bursting [petals] [bouquet]
- Cascading [clean] [falls]
- Floral [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Fresh [blast] [breeze] [burst]
- Fruit(y) [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Garden [bloom] [breeze] [escape] [fresh] [power] [surge]
- Herbal [blast] [breeze] [clean] [energy] [fresh] [fusion]
- Island [bloom] [bouquet] [breeze] [power]
- Lavender [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Lemon [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Lime [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Mandarin [Orange]
- Mint [burst] [cooling] [rush]

- Morning [burst] [clean] [dew] [fresh] [fusion] [mist]
- Mountain [breeze] [clean] [fresh] [spring]
- Ocean [breeze] [fresh] [winds]
- Orange [blast] [breeze] [burst] [fresh] [fusion]
- Petal [breeze] [pink] [rush]
- Rain [clean] [fresh] [fusion] [shower]
- Red apple [rush]
- Rose [of the tropics]
- Shower [breeze] [burst] [fresh] [fusion]
- Spring [bloom] [breeze] [burst] [clean] [shower]
- Sweet [blast] [breeze] [burst] [fruit] [clean]
- Tropical [bloom] [rainfall] [rose] [shower]
- Waterfall [clean] [burst] [rush] [splash]
- Whitewater [clean] [burst] [falls] [mist] [rush] [splash]
- Wildflower [clean] [blast] [breeze] [burst] [escape] [fusion] [power]

*Any claim above could be preceded by bold -or- clean -or- crisp -or- fresh -or- good -or- great -or- invigorating -or- light -or- long-lasting -or- nice -or- pleasant -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm*

*Any claim above could be followed with aroma -or- bouquet -or- fragrance -or- perfume -or- odor -or- scent -or- smell*

**Packaging Claims:**

- 3 Canisters With 3 Matching Refill(s) [Pouches]
- 4 Refill Pouches for [*insert number*] Count Canisters
- 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
- [Bleach-free] Clean [from Clorox] to go -or- on the go -or- [ & ] [and] go
- [Buy] One for [Use Sites: Table 1], one for [Use Sites: Table 1]
- [Buy] Two for [Use Sites: Table 1], one for [Use Sites: Table 1]
- [Buy] Two for [Use Sites: Table 1], two for [Use Sites: Table 1]
- [Big] [Value] Can
- [Buy] Two for home, one for school\*\* -or- the car -or- purse -or- to go
- [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]
- Clorox® brings beauty [artistry] [elegance] [trendy] to cleaning!
- Clorox® [Disinfecting] Wipes To Go
- Clorox® Wipe [ & ] [and] [N] Go Disinfecting Wipes
- Collect all [of the Designer Series] canisters!
- Combo Pack
- Complete Refill Pack for [*insert*

- number*] [Club Pack]
- [Contains] Same Clorox® wipes [you love] -or- same wipes, easier to grab
- [Convenient] [Size]
- [Convenient and] easy to use
- Decorate your [home] [kitchen] [bathroom] counter(s) [office] [bathroom(s)] [with designer wipes]
- Designer -or- Decorator -or- Holiday -or- Seasonal series
- Dispenses [Comes out] one wipe at a time
- 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-carry handle
- [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 open lid
- Easy -or- EZ Start Lid -or- Cap
- Easy pop [top]
- Easy start & stop [lid]
- Easy storage -or- to store
- Easy to carry
- Easy to Open -or- Thread
- Easy to [store] [stack]
- Easy-to-use dispenser
- Easy to Use Lid
- Fits almost anywhere\*
- Fits in [your] [car] glove compartment
- Great [for] on the go!
- Great for the road -and/or- travel -or- traveling!

- Great for [the] [your] [use on] [Use Sites: Table 1] [Use Surfaces: Table 2] [!]
- Great for [those] [life's] [your family's] unexpected messes
- [Guaranteed] Wipes stay moist -or- wet
- [Improved] Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
- [Improved] Stay-wet -or- Moisture-lock -or- Stay-tight -or- Air-lock package -and/or- seal -and/or- pouch -and/or- pack
- Keep -or- Carry [one] [some] [a package -or- pouch -or- pack] in your purse -and/or- diaper bag -and/or- backpack -and/or- gym bag
- Hassle free lid
- [Individual] refills -or- rolls -or- package -or- pouch [stay(s)] [keep(s)] [moist] [fresh]
- Individually-wrapped for [freshness] [moisture-protection]
- [Individually wrapped refills -or- rolls -or- [disinfecting] wipes are] As fresh as the [disinfecting] wipes you use now
- Individually-wrapped to [stay] [keep] [moist] [fresh]
- [Individually wrapped to be] As fresh as your [regular] [normal] [disinfecting] wipes
- Individually wrapped to preserve [freshness] [moisture]
- *Insert number* free -or- extra -or- more wipes
- *Insert number*% off
- *Insert percent* Bigger quilted wipes\*
- *Insert percent* more wipes\* [\*vs. *insert number* count Clorox Disinfecting Wipes canister]
- *Insert wipe dimensions* wipes

- [Includes] *insert number* count refill [pack] -or- Contains *insert number* wipes
- [It's] the easy way to grab a wipe
- [Just] [Easily] Pop open [with one hand] [for easy use]
- Just like grabbing -or- dispensing [facial] tissues [from a box]
- [Makes] [wipes] [as] easy to grab [as they are to use]
- Mixed [refill] [pouch] [canister] Pack
- Moisture lock lid
- Moisture-lock refill -or- package -or- pouch
- [Money-saving] [Canister and] Refill [Value] [*insert number*] Pack
- 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 hassle lid
- No threading [required]
- No wasted wipes
- [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[!]
- [Now] [even] more wipes [per package -or- container -or- canister]
- [Now] *insert number* wipes [per package -or- container -or- canister]
- [Now] [With] [An] Air-tight [seal -and/or- pouch -and/or- pack]
- [Perfect for] Use with the [Clorox] [Disinfecting] [Wipes] [this product] easy start lid

10 8 13

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**Packaging Claims continued:**

- 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
- Quick-clip -or- convenient handle
- Ready pull
- Refill pack
- [Refill] [Pouch] [Canister] Combo Pack
- Refillable [with *insert number* wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- Regular [wipe] [size] -or- Large [wipe] [size]
- Same easy dispensing
- Same great [product] [wipes]. New [easier] [simpler] form -or- package -or- packaging.
- Stackable [disinfecting] [wipes] refills -or- package(s) -or- pouches
- Stays -and/or- Keeps moist -and/or- wet [better than ever -or- before]
- Take Clorox® [Disinfecting] Wipes [with you] on the go[: ] [on] travel -and/or- [in -or- on] [Use Sites: Table 1] -and/or- [Use Surfaces: Table 2] -and/or- [your] [the] purse -and/or- diaper bag -and/or- gym bag
- Takes up less [space] [room] [than your [current] [existing] canister -or- container]
- [The Designer Series is] Beautiful [elegant] enough to leave out [on counter(s)] [desk(s)] [in bathroom] [in kitchen] [in office]
- Three pack -or- multi-pack
- Twin pack -or- two pack -or- dual pack
- To Go [pack] [size]
- [To Go] [Purse] [Trial] [Travel] [Pocket] Size -or- Pouch -or- Pak
- Travel [size -or- pack]
- Trial [size -or- pack] -or- Paper towel size [8.5"x11"]
- Try me [on] [for] [Use Surfaces: Table 2] [!]
- Tub refill
- Value pack
- Value size
- Value Twin
- [Wipes] Stay[s] wet -or- moist longer
- Wipe up [and go]
- [With] Pop action

\*vs *insert wipe dimensions* size

\*In comparison to [prior] [past] [previous] [old] wipe [material] -or- Versus [prior] [past] [previous] [old] wipe [material]

**Heavy Duty Claims:**

- Better -and/or- Improved -and/or- Stronger -and/or- Textured wipe cleans -and/or- removes -and/or- works great on [Use Surfaces: Table 2]
- [Better] [Improved] [Stronger] [Thicker] Wipe!
- 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]
- Disinfect and scrub clean
- [Cloth-like] [softer] [feel]
- Dissolve[s] -and/or- Pick[s] up dirt, [don't] [doesn't] [just] push it around
- [Double] [Dual] [Two]-sided scrubbing wipes
- [Double] [Triple] Reinforced wipe
- Dual action
- Easy to grip -and/or- hold -and/or- handle
- Feel the difference with [our] [improved] honeycomb texture -or- wipe
- Feels like a cloth
- Honeycomb texture -or- weave -or- material [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- Honeycomb texture -or- wipe cleans [better] [more soils -and/or- messes]
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]
- [Improved] Honeycomb [wipe -or- cloth -or- fabric] [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- [Improved] Texture[d] [wipe] great on [greasy] [all] messes
- [Improved] Textured [thick] wipe [cleans] [shines] better
- [Improved] Textured wipe lasts longer
- [Improved] Wipe grabs more soil -and/or- dirt -and/or- grease
- [New texture] [Thick wipe] Stays wet [longer]
- [Now] [Reinforced] [with] Quilted [strength]
- Now thicker -and/or- stronger
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave cloth [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave fibers [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- [Now] [Wow] Scrubs like a sponge
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave pockets [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave ridges [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave technology [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- [Now] With stay-wet technology
- One side is like a scrubbing sponge, the other is like a wipe
- Soft side for wiping -or- cleaning dirt away and disinfecting
- Soft weave wipe cleans [Use Surfaces: Table 2] better [in] [Use Sites: Table 1]
- Softer wipe
- Specially formulated -or- designed -or- with patented technology to [clean better] -or- [trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Stays wet longer -or- holds moisture longer
- Textured -or- scrubby -or- rough [side] -or- [scrubbing fibers] for [scrubbing] [cleaning] [removing] [wiping] [tough] [stains] [soils] [messes]
- Texture traps more soil -and/or- dirt -and/or- grease -and/or- germs
- Textured wipe [works] better on tough stains
- Textured wipe reduces streaks [on] [Use Surfaces: Table 2]
- The scrubbing [power] [side] of a sponge in a disinfecting wipe
- Thick -and/or- soft wipe
- [Thick] Wipe cleans -and/or- scrubs -and/or- disinfects better
- Thick wipe with "moisture seal" -or- "moisture lock"
- [Thick] [Wipe] Stays wet -and/or- moist longer
- Thicker -and/or- stronger wipe cleans -and/or- dissolves -and/or- absorbs [more] soil -or- messes better
- Thicker wipe removes more stains
- [Thicker] [Wipe] [Is] Tougher on stains -and/or- soil -and/or- dirt -and/or- grease
- [Thicker] Quilted wipe
- [Thicker,] [stronger] wipe
- [Virtually] Lint Free
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting
- [With] [moisture] [trapper] pockets -or- ridges -or- [added] [more] texture to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs

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**Environmental Claims for Refills**

- Less plastic -or- waste -or- material [to throw away]
- [Package] [Uses] [Made from] [Made with] ***insert percent%*** less plastic -or- waste -or- material

**Value Claims**

- [Better] [Improved] value!
- [Get] more wipes [at] the [same] [old] [original] price
- ***Insert number*** [more] [wipes] for the price of ***insert price!***
- ***Insert percent%*** [cheaper] [less expensive] [off]
- ***Insert percent%*** [more] [value] [affordable]!
- [Money-saving] [Canister and] Refill [Value] [***insert number***] Pack
- [Now] ***insert percent%*** more [wipes]!
- Now lower cost per wipe
- [Now] more [of the same great] [product] [wipes] for less!
- Refills save you money
- Same great [product] [wipes] at a [better] [improved] value!
- Save ***insert percent%***!
- Save money and plastic [with Clorox®] [Disinfecting] [Wipes] refills

**Usage Claims**

- [Drops] [Slides] into an empty [disinfecting] [wipes] canister -or- container
- [Easy] [Simple] [Quick]-loading refill -or- roll -or- [disinfecting] wipes
- [Easy] [Simple] [Quick]-to-load refill -or- roll -or- [disinfecting] wipes
- Just [drop] [slip] [slide] the refill -or- roll -or- [disinfecting] wipes in [an empty canister -or- container]

**Miscellaneous Claims**

- Box Tops for Education
- Cast your [design] vote [at [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- by texting ***insert number***]
- Do not remove label/cut out Box Tops for Education proof of purchase until product has been completely used
- Enter -or- Vote [now] [and win]
- [Get involved!] Support -or- Participate in [Clorox's] [our] Wipe Out campaign [benefiting [worthy] [celebrity-supported] causes -or- charities] [!]
- Help us [with our canister makeover] [pick our future -or- next [canister] design]
- Look out [on shelf -or- in stores] for [a] [our] [new] [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -or- container[s] -or- oval] [package[s]] [shape[s]]
- [Now is your chance to] Customize your [wipes] canister
- [Same great wipes!] [Decorative] [Beautiful] [Pretty] [Hip] [Fun] [Trendy] [Oval] packaging -or- package[s] -or- canister[s] -or- container[s] -or- shape[s]
- See back -or- sticker for details -or- rules -or- instructions
- See details -or- rules -or- instructions [on] [back -or- sticker]
- See -or- Visit [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> for details -or- rules -or- instructions
- See [the] [our] [ads -or- series] in ***insert publication name(s)***
- See your favorite design [hit shelves] [in stores]
- Visit [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- text ***insert number*** to vote -or- pick [for] [a] [your] [the] [future -or- next -or- favorite] [canister] [design]
- Visit ***insert website*** [to get involved] [to participate] [to pledge -and/or- vote] [for more information -or- details]
- [Visit -or- Check out] our website at [www.clorox.com](http://www.clorox.com) [for more information] [on Clorox®]
- [Vote for a] Chance to win prizes
- Vote [online] [now] for [a] [the] [your] [future -or- next -or- favorite] design [at [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- by texting ***insert number***]
- Vote -or- Tell us -or- Share [your opinion -or- story] at ***insert website***
- What [design] do you want to see [next] [in the future]?
- What [design] would look good -or- best [on] [in] [your] [the] [Use Sites: Table 1] [Use Surfaces: Table 2]?
- What would you Wipe Out?
- Wipe Out is [a program -or- campaign] presented by [the makers of] Clorox® Disinfecting Wipes
- [You] Choose -or- Decide [a] [your] [the] [future -or- next -or- favorite] [design] [at [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- by texting ***insert number*** [to hit shelves -or- stores]
- [Your] [favorite] [***this product***] [wipes] [are] [Now] [Also] Available in [a] [our] [new] [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -or- container[s] -or- oval] [package[s]] [shape[s]]
- [You're invited to] Be [a] [our] design expert
- [You're invited to] Share your opinion

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**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  
Malls  
[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  
Work[place]

**For use on non-critical surfaces in:**

Dental Offices  
Hospitals

Laboratories  
Medical Clinics

Nursing Homes  
Patient Rooms

Physician Offices  
Veterinary Offices

\*\*Confirm school policy allows for  
use and/or donation of product.  
Adults must deliver donations  
[directly] to schools.

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**For use on hard, nonporous surfaces [such as]:****Use Surfaces: Table 2**

Appliances [Appliance]	Door Frames	Metal Work Benches	Tables
[Exterior[s]] [Surfaces] [Outside of]	Doorknobs	Microwave[s] [Exterior[s]]	[Tiled] Walls
Baby Furniture [Cribs, Changing	Drain Boards	[Outside[s] of]	[Toilet] [Toilet Flush] [Faucet]
Tables, Diaper Pails)	Drawer Pulls	Mirrors [bathroom]	[Telephone] [Dishwasher] [Cabinet]
Basements	Dressing Carts	Office -or- Bedside Furniture	[Door] Handles
[Bathroom] [Kitchen] Faucets	Drinking Fountains*	Office Machinery	Toilet -and/or- Urinal Exterior[s]
[Handles]	Elevator Buttons	Paper Towel [Dispensers] [Holders]	[Surfaces] -or- Exterior Toilet
[Bath]tubs	Faucets	Patio Furniture/Lawn Chairs	Surfaces
Bed Rails	[Filing] Cabinets	Pet Areas/Surfaces	Toilet Seats
Bed Springs and Frames	Finished Hardwood[s]	Picnic Tables	Toys*
Bidet[s]	Floors	Plastic Shower Curtains	Toy Boxes
Blinds	Floors Around Toilets	Playground Equipment	Toy Storage Bins
Cabinets/Cupboards	Garbage Cans	Playpens	Training Toilets
Cages	Garbage Disposals	Porta-Pottie[ies] -or- Portable	Training Tools
Car Interiors	General Use[s]	Bathroom[s]	Trash Cans
Cat -and/or- Dog -and/or- Pet Dish[es]	Glass [tables -or- tabletops]	[Public -or- Pay] Telephones -or-	Trash Compactors
-or- Soiled Surface[s]	Glazed Tiles	Phone Booths	[TV] [Remote[s]] [Controls]
[Children's] Furniture	[Grocery [Store]] [Shopping] Basket	Range Hoods	[Under] Sinks
Chrome	Handles	Recycling Bins	Vending Machine Surfaces
Chrome Exterior Surfaces of Urinals	[Grocery [Store]] [Shopping] Cart	Refrigerator Door Handles	[Vinyl] Wallpaper
and/or Toilets	Handles	Refrigerator[s] Exterior[s]	Walkers
[Classroom] Desks	[Grocery [Store]] [Shopping] Carts	[Outside of]	Walls
Closets	Gym Equipment	Restaurant High Chairs	Washing Machines [Washers -and/or-
[Clothes] [Diaper] Hampers	Hampers	[Salad Bar] [Buffet] [Cafeteria]	Dryers] [Exterior[s]] [Outside of]
Computer[s] [Keyboards]	Hand Dryer Buttons	Sneeze Guard[s]	Wastebaskets
Cooler Exteriors	Handrails	[School]** [Toys*] [Supplies]	[Water] [Drinking] Fountain [Toggles]
Counters	High chairs*	Surface[s]	[Handles]
Countertops	Non-Food Contact Surfaces of	[Sealed] Granite [Countertops]	Wheelchairs
Desks	High chairs	[Shower] Doors	Windows
[Diaper] Changing Tables/Areas	[Kid's] Play [Structures] [Equipment]	Shower [Walls]	
Diaper Pails	[Furniture] [Tables]	Showers	
Dining Room Surfaces -and/or-	Lamps	Signs	
Tables -and/or- Fast Food	Laundry Rooms	Sinks	
Restaurant Tables	Light Switches [Fixtures] [Panels]	Stainless Steel [Appliances]	
[Dining] [Fast Food] [Kitchen] [Picnic]	Lockers	Staplers	
[Play] [Restaurant] [Tray] Tables	[Manual] Pencil Sharpeners	Stereo Consoles	
[Door] [Cabinet] [Appliance] Knobs	[Medicine] Cabinets	Stove Tops	

\*rinse with water after wiping with  
-or- using the product  
\*\*Confirm school policy allows for  
use and/or donation of product.  
Adults must deliver donations  
[directly] to schools.

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