

5813-58

02/15/2008

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

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

FEB 15 2008

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: Nov 19, 2007
EPA Received Date: Nov 20, 2007

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
- Adding sent descriptors, packaging directions, cleaning claims, and antibacterial claims.

Conditions

Revise the label as follows:

On page 4 delete the statement "**list any use site/surface**" this statements needs to be clarified by listing which use site this product will be used.

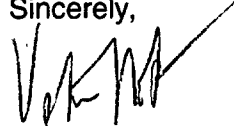
General Comments

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.

CONCURRENCES							
SYMBOL	JAL						
SURNAME							
DATE	2-13-08						

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

Sincerely,

A handwritten signature in black ink, appearing to read 'Velma Noble', with a long horizontal stroke extending to the right.

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.

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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/canisters: (Do not use as a diaper wipe or for personal cleansing
-or- Not for use as a personal wipe)
(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. [Learn more at 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, -GA-1.
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.

R0192-33.1

ACCEPTED
with COMMENTS
in EPA Letter Dated:

FEB 15 2008

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 -or- from center]. [The] next sheet -or- wipe pops up automatically. [When finished,] close lid to retain moisture.

-or-

PULL WIPE FROM CENTER -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) -or- from the central opening. [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.

TO OPEN PACKAGE -OR- TO REFILL: [Open [existing] container -or- canister.] Place refill -or- pouch in canister -or- container. Open refill [by removing seal -or- by peeling seal]. Replace lid [on existing canister -or- container].

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.



American
Red Cross

Dedicated to a Healthier World

CHARITY LANGUAGE/LOGO/SYMBOL — back panel

More than 11 million people seek health and safety skills from the American Red Cross every year. Clorox proudly supports the American Red Cross by donating 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. 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.

R0192-33.1

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Antibacterial Claims:

- 30 second sanitization¹
- 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] germs¹ -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] germs¹ -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] cold viruses² -and/or- [the] flu virus[es]³ -and/or- cold and flu viruses⁴ [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] germs¹ -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^{1,2}
- 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] [Germs¹ -and/or- bacteria] on Use Sites Table 1 and Use Surfaces Table 2
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] [common] [household] germs¹ -and/or- bacteria
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] bacteria -and/or- germs¹ [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] [Salmonella choleraesuis] -or- Salmonella enterica (Salmonella)
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% 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 viruses⁴
- Fight[s] -and/or- kill[s] -and/or- effective against colds and flu viruses⁴
- Fight[s] -and/or- kill[s] -and/or- effective against flu virus⁴
- Fight[s] -or- reduce[s] the spread of [illness-causing] bacteria² -and/or- viruses² -and/or- germs¹ on hard, nonporous surfaces [in your] [*list any use site*] [this cold -and/or- flu season]
- Fight[s] -or- reduce[s] the spread of [illness-causing] bacteria² on hard, nonporous surfaces [in your] [*list any use site*]]
- For use at home or on the go
- [Hey] [Mom] [Teacher[s]] [!] [.] [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 [germs¹] [bacteria]
- Kills 99.9% of bacteria in [just] 30 seconds¹
- Kills 99.9% of [common] [household] germs¹
- Kills 99.9% of [common] bathroom -and/or- kitchen germs¹
- Kill[s] [99.9% of] -or- Effective against -or- [Disinfect Bacteria¹, ²] -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 viruses² that cause cold and flu
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses⁴
- 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]³
- Kills the virus[es] that cause[s] [the] [common] cold[s] and/or flu⁴
- Leaves hard, nonporous surfaces disinfectant
- 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 cold and flu viruses³ -or- cold virus⁴ -or- flu virus⁵ [this season]
- Remove -or- Eliminate -or- Kill viruses² that cause colds and flu [this season]
- Removing -and/or- Killing -and/or- Fighting -and/or- Eliminating germs¹ -and/or- bacteria -and/or- virus[es] since 1913 -or- for [nearly] *insert number* years

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Antibacterial Claims continued:

- Removes or Eliminates or Kill 99.9% of viruses³ that cause cold and flu
- Sanitizes in [just] 30 seconds¹
- [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

- ¹ [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus [ATCC 6538]
- ² [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]
- ³ Rhinovirus type 14 [ATCC VR 284], Influenza A2 [ATCC VR 544]
- ⁴ Rhinovirus type 14 [ATCC VR 284]
- ⁵ Influenza A2 [ATCC VR 544]
- ⁶ Rotavirus WA, Influenza A2, Rhinovirus type 14

- ⁷ 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]
- ¹¹ Salmonella enterica -or- [Salmonella choleraesuis] [ATCC 10708], Staphylococcus aureus [(Staph)] [ATCC 6538], Escherichia coli O157:H7 [E. coli] [ATCC 51657], Listeria monocytogenes [ATCC 19117], Campylobacter jejuni [ATCC 29428], Rotavirus [Strain WA]

*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

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General/Cleaning Claims: continued

- [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
- 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] [even] appropriate -or- great for [kitchen -and/or- bathroom -and/or- household] [surfaces] [places] [like] [stainless steel -and/or- other] metal -and/or- glass -and/or- mirrors -and/or- [dark] tile [stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks] [, too]
- [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]
- [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
- 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:

New [!] to be used as a claim descriptor only for the first 6 months of product on shelf

- Alpine [air] [blast] [burst] [fresh] [meadow] [mist] [rain] [splash] [waterfall]
- Aqua [blast] [burst] [clean] [mist] [rain] [splash] [waterfall]
- Aromatic
- Bay [breeze] [mist]
- [Blue] [Clear] [Sparkling] Wave
- [Blue] [Sun-Kissed] Mist
- Bursting [petals] [bouquet]
- [Calm] [Breezy] Outdoor[s] [fresh] [breeze]
- [Calming] [French] [Lush] [Mountain] [Provence] [Sheer] [Soft] [Sun-Drenched] [Sun-Kissed] [Wild] Lavender
- Cascading [clean] [falls]
- [Cherry] Blossom [blast] [breeze] [burst] [clean] [fresh]
- [Clean] [Refreshing] [Great] [New] scent
- [Country] [Open] [Sun-Kissed] [Sun-Drenched] [Lush] Meadow [flowers] [blossom[s]]
- [Country] [Festive] [Fresh-Picked] [Holiday] [Rustic] [Seasonal] [Sun-Kissed] [Sun-Drenched] Bouquet [fresh] [fusion]
- [Crystal] [Classic] [Holiday] [Sparkling] Clean [breeze] [linen] [mist] [& fresh]
- [Crystal] [Sparkling] Clear [breeze] [& clean] [dew] [mist] [rain] [splash] [water[s]] [waterfall]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] [Red] [Green] Apple [rush] [& pear] [blossom] [splash]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] Pear [blossom] [splash]
- [Festive] [Holiday] Eucalyptus [fresh] [breeze] [blast] [burst] [medley] [forest]
- [Festive] [Holiday] Fresh [blast] [breeze] [burst]
- [Festive] [Holiday] [Lush] Orchard [breeze] [fresh] [harvest] [dew] [mist] [blossom[s]]
- [Festive] [Holiday] [Seasonal] Berry [blast] [breeze] [boom] [burst] [fresh]
- [Festive] [Holiday] [Seasonal] Mint [burst] [cooling] [rush]
- [Festive] [Seasonal] Floral [blast] [breeze] [burst] [clean] [fresh] [fusion] [mist]
- [Festive] [Seasonal] Wildflower [clean] [blast] [breeze] [burst] [escape] [fusion] [power]
- Fragrance -or- scent free
- Free and clear
- Fruit(y) [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Gardenia [bloom] [breeze] [burst] [blossom] [fresh]
- Great [scent] for [the] [your] *(insert use or usage site)*
- Hibiscus [bloom] [breeze] [burst] [blossom] [fresh]
- [Holiday] Essence [of clean]
- [Holiday] [Festive] [Lush] Garden [bloom] [breeze] [escape] [fresh] [power] [surge]
- [Holiday] Herbal [blast] [breeze] [clean] [energy] [fresh] [fusion]
- Island [bloom] [bouquet] [breeze] [power]
- Jasmine [bloom] [breeze] [burst] [blossom] [fresh]
- Lavender [blast] [breeze] [burst] [clean] [fresh] [fusion] [& chamomile] [& herbs] [aromatherapy] [escape] [fields] [flowers] [garden] [harvest] [meadows] [valley] [whisper]
- Lemon [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Light[ly] scent [ed]
- Lime [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Mandarin [Orange]
- [Misty] [Sheer] [Sunshine] [Soft] [Gentle] Breeze
- Morning [burst] [clean] [dew] [fresh] [fusion] [mist]
- Mountain [breeze] [clean] [fresh] [spring]
- New scent[.] [same] [great] wipe
- No fragrance[s] -or- scent[s] added
- Ocean [breeze] [fresh] [winds] [mist]
- Orange [blast] [breeze] [burst] [fresh] [fusion]
- Petal [breeze] [pink] [rush]
- Rain [clean] [fresh] [fusion] [shower]
- River [burst] [clean] [fresh] [rush] [splash]
- Rose [of the tropics]
- Shower [breeze] [burst] [fresh] [fusion]
- [Simply] Country [breeze] [whisper] [calm] [fresh] [blossom[s]] [spring] [stream]
- [Soft] [Gentle] [Washed] Cotton [soft] [fresh] [whisper]
- [Soft] [Sun-Kissed] Linen [fresh]
- [Sparkling] Glacier [mist] [splash] [blast] [burst]
- Spring [bloom] [blossom] [breeze] [burst] [clean] [mist] [shower]
- Sweet [blast] [breeze] [burst] [rush] [splash] [fruit] [clean]
- Tropical [bloom] [rainfall] [rose] [shower] [breeze]
- [Tropical] Palm [breeze] [escape]
- Try [this] [our] [new] [scent] *(insert scent descriptor)*
- Unscented
- Veranda [breeze] [flowers] [blossom[s]]
- Waterfall [clean] [burst] [rush] [splash]
- Whitewater [clean] [burst] [falls] [mist] [rush] [splash]

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- soothing -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm -or- cool

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

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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

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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
- For tough messes throughout the house
- Great -or- Tough Cleaning in a [Thick] Wipe
- 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]
- [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
- [Wow] Scrubs like a sponge
- 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- Low-Streak 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
- [Wow] Scrubs like a sponge

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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 [in] an empty canister -or- container]

Miscellaneous Claims

- Box Tops for Education
- Cast your [design] vote [at 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>> 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>> -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 [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>> -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>> -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 Sites: Table 1**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

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

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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