NOV 2 5 2009

J. Evelyn Lawson
Senior Regulatory Information Scientist
The Clorox Company
c/o PS&RC; P.O. Box 493
Pleasanton, CA 94566-0803

SUBJECT:

Spruce-Ups.

EPA Registration Number: 5813-58 Application Date: October 22, 2009 Receipt Date: October 26, 2009

Dear Ms. Lawson:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended.

• Add H1N1 Claims as per Agency guidance.

Based on a review of the submitted information, this notification is acceptable. Your proposed label language is in agreement with the Agency Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (Formerly called Swine Flu). This notification will be made part of the record for this file.

# **General Comments**

Should you have any questions concerning this letter, please contact Tracy Lantz at (703) 308-6415.

Sincerely,

Velma Noble

Product Manager (31)

Regulatory Management Branch I Antimicrobials Division (7510P)

SYMBOL ) 7510P

SURNAME ) Jak

DATE | 11 | 24 | 69

Please read instructions on reverse before compl. form	7	Form Appr	oved MB No. 20	070-0060. Approval expires 2-28-9	
United States  Environmental Protection Agency Washington, DC 20460		ey [	Registrat Amendm  ✓ Other	OPP Identifier Number	
Appli	cation for Pe	sticide - Secti	on I		
1. Company/Product Number 5813-58		2. EPA Product Manager  Velma Noble  3. Proposed Classification  None  Restricted			
4. Company/Product (Name) Spruce-Ups	1	РМ# 31			
5. Name and Address of Applicant (Include ZIP Code)	t (Include ZIP Code) 6. Expedited		iw. In accordan	ce with FIFRA Section 3(c)(3)	
The Clorox Company c/o PS&RC P. O. Box 493 Pleasanton, CA 94566-0803	t	(b)(i), my product is similar or ide to: EPA Reg. No.			
Check if this is a new address	· ] !	Product Name _		1	
	Section	on - II			
Amendment - Explain below.  Resubmission in response to Agency letter dated _		Final printed labels in repsonse to Agency letter dated "Me Too" Application.			
✓ Notification - Explain below.		Other - Explain below.			
Notification of H1N1 label claims per Agency guidance listed This notification is consistent with the provisions of PR Notice labeling or the confidential statement of formula of this produ EPA. I further understand that if this notification is not consis FIFRA and I may be subject to enforcement action and pena	e 95-2 and EPA reg ct. I understand tha tent with the terms Ities under sections	ulations at 40 CFR 15: t it is a violation of 18 t of PR Notice 95-2 and 12 and 14 of FIFRA.	2.46, and no other o J.S.C. Sec. 1001 to	changes have been made to the willfully make any false statement to	
	Section	n - III			
1. Material This Product Will Be Packaged In:					
Child-Resistant Packaging  Yes  No  * Certification must be submitted  Unit Packaging  Yes  No  If "Yes" Unit Packaging wgt. conta	er If "Yes"	No. per	2. Type of C	Container  Metal Plastic Glass Paper Other (Specify)	
3: Location of Net Contents Information 4. Size	(s) Retail Containe		5. Location of Labe	ol Directions	
Label Container					
6. Manner in Which Label is Affixed to Product	Lithograph Paper glued Stenciled	Other			
	Sectio	n - IV			
1. Contact Point (Complete items directly below for identi-	fication of individu	al to be contacted, if	necessary, to pro	cess this application.)	
Name J. Evelyn Lawson	Title Senior	Regulatory Informa	. 1	Telephone []o. ([r.clude Area Code) (925) 425-6342	
Cer I certify that the statements I have made on this for I acknowledge that any knowlingly false or misleadi both under applicable law.				pleto. Received	
2. Signature J. Evelyn Lawson	3. Title	enior Regulatory Infor	i i		
4. Typed Name	5. Date		· · · · · · · · · · · · · · · · · · ·		

J. Evelyn Lawson

October 22, 2009



October 23, 2009

Ms. Velma Noble, Product Manager 31 U.S. Environmental Protection Agency Document Processing Desk (NOTIF) Office of Pesticide Programs -7504P One Potomac Yard 2777 S. Crystal Drive Arlington, VA 22202

Subject:

Spruce-Ups, EPA Reg. No. 5813-58

H1N1 claims added to master label

**OPP EL0196** 

Dear Ms. Noble:

Per Agency guidance from the EPA website at http://www.epa.gov/oppad001/h1n1-guide.html dated October 22, 2009, The Clorox Company is submitting a revised label for expedited review. The label claims for H1N1 have not deviated from the labeling recommendations in Section III of your website guidance.

We enclose the following:

- Application for Registration (EPA Form 8570-1) (OPP EL0196)
- Underlined label with new claims underlined
- Clean label

We request that your response be emailed to <a href="https://creativecommons.org/creat

Please contact me at (925) 425-6842 or Elisa Estremera-Pasky at (925) 425-6199 or if you have any questions.

Sincerely,

-J. Evelyn Lawson

Senior Regulatory Information Scientist

The Clorox Company

Email: CTCPSERC@Clorox.com

J. Evelyn Kawson

c/o PS&RC P.O. Box 493 Pleasanton, CA 94566-0803

(925) 425-6842 Fax: (925) 425-4496

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.

# 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]

Ouestions or Comments? [Please] visit www.clorox.com or call [us toll free at] 1-800-227-1860 -or- (800) 227-1860. [Learn more at cloroxclassrooms.com] Mfd. for The Clorox Company, 1221 Broadway, Oakland, CA 94612. Clorox is a registered trademark of The Clorox Company.

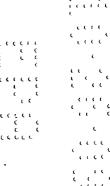
EPA Reg. No. 5813-58. EPA Est. No. 56952-AR-1, WI-1; 8251WI-1, WI-2, WI-3,
WI-4, WI-5; 58455-IN-1; 5813-CA-4, CA-5; 52631-NJ-1; 62401-NJ-1; 71681-IL-1, IL-2, GA-1.

See Batch Code for Actual Est. No. U.S. Patent(s) [pending] -or- (insert numbers)

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 Net Contents\_ Premoistened -or- [Wet] [Scrubbing] Wipes -or- Refills -or- Packages

[Package made from \_\_\_\_\_% post-consumer recycled plastic. -or- Package -or- Canister contains minimum \_\_\_\_\_% post-consumer recycled plastic.] [PLEASE RECYCLE THIS PACKAGING.]











# 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.

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.

# 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: [Refill only with this product.] [Open [existing] container -or- canister.] Place refill -or- pouch in canister -orcontainer. Open refill [by removing seal -or- by peeling seal]. Replace lid [onexisting 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.

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

# For Refills:

TO OPEN PACKAGE -OR- TO REFILL: [Refill only with this product.] [Open [existing] container -or- canister according to label directions.] [Tear] open [refill -or- package] by pulling on [the] tear strip -or- removing seal -orpulling 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 -ortearing 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.

- · Remove lid, insert wipes and replace lid.
- . Pull out wipe from center of roll.
- . Next sheet pops up automatically.
- · Close lid to retain moisture.
- · Keep dispensing flap of [existing] [current] [empty] container -or- canister
- 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]: [Refill only with this product.] Remove label from pouch. Slide pouch into dispenser through refill door. Open lid and pull first wipe through opening; the 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.

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.]

- Insert green plastic lid into the dispenser cover with the flap open and pointing back toward the stand. (Replace the green plastic lid each time the dispenser is refilled with wines.)
- · 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].

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).

EPA Reg. No. 5813-58 Spruce-Ups Page 3 of 13

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. <u>Underlined text is new</u>, Strike-through (text) means removed.

# **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 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. [Preclean 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) contacts 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 preclean or decontaminate critical or semicritical 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] [unfinished wood] [copper] [aluminum] [painted surfaces] [fabric]. [If in doubt,] [test] on a small inconspicuous area [before using].

This product will not harm most surfaces including acrylic, fiberglass, sealed granite, finished hardwood 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 not intended to be refilled by the consumer:

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Nonrefillable container. Do not reuse or refill this empty container. Offer empty container for recycling. If recycling is not available discard container in trash.

# Canister -or- Tub intended to be refilled by the consumer:

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Do not reuse or refill except as described in the directions for use. Refill only with this product. 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]. Offer for recycling if available circleard empty pouch -or- bag -or- wrapper in trash.

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Note: Bold, Italicized text is information for the reader and is not part of the label. [Bracketed information is optional text.]

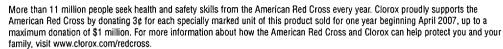
Text separated by a diamond bullet (\*) denotes -and/or- options. <u>Underlined text is new.</u> Strike-through (text) means removed.



### 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.

# CHARITY LANGUAGE/LOGO/SYMBOL — back panel



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.

#### Antibacterial Claims:

· 30-second sanitization1

Dedicated to a Healthier World

- · 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/ordestroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germs' -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/ordestroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] cold viruses<sup>4</sup> -and/or- [the] flu virus[es]<sup>5</sup> -and/or- cold and flu viruses<sup>3</sup> [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/ordestroy[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] germst -and/or- virus[es] [commonly found in -or- on [Use Sites: Table 1] [Use Surfaces: Table 2]]
- · [Cleans -and/or- disinfects all in one step]
- 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] bacteria1.2
- 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] [Germs\* -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/orgerms<sup>†</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]] [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 viruses
- Fight[s] -and/or- kill[s] -and/or- effective against colds and flu viruses<sup>3</sup>
- Fight[s] -and/or- kill[s] -and/or- effective against flu virus<sup>3</sup>
   Fight[s] -or- reduce[s] the spread of [illness-causing] bacteria<sup>2</sup> -and/orviruses3 -and/or- germs1 on hard, nonporous surfaces [in your] [list any use site: Table 1] [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: Table 1]]
- · 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 [germs<sup>1</sup>] [bacteria]
- . Kills 99.9% of bacteria in [just] 30 seconds'
- Kills 99.9% of [common] [household] germs¹!
   Kills 99.9% of [common] bathroom -and/or- kitchen germs¹¹
- 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
- Kiil[s] 99.9% of -or- Remove[s] -or- Effective against [odor causing] [Common] [household] [kitchen -and/or- bathroom] bacteria¹
- Kills 99.9% of viruses<sup>3</sup> that cause cold and flu-
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses
- 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
- [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) [ATCF 191/7], [Pseudomonas] (Pseudomonas aeruginosa) [ATCC 15442]
  - [RSV] (Respiratory syncytial virus) [ATCC VR 26] c
  - [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 (MA) c c
  - Salmonella enterica -or- [Salmonella choleraesuis]
  - (Salmonella) [ATCC 10708] (Salmonella) [ATCC 10708]

    - [Staph] (Staphylococcus aureus) [ATCC 6536] (CC 19615]

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### Antibacterial Claims continued:

- . Kills [the] [common] cold and/or flu virus[es]3
- Kills the virus[es] that cause[s] [the] [common] cold[s] and/or flu³
- · 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 cold and flu viruses3 -or- cold virus4 -or- flu virus<sup>5</sup> [this season]
- Remove -or- Eliminate -or- Kill viruses<sup>3</sup> that cause colds and flu [this season]
- Removing -and/or- Killing -and/or- Fighting -and/or- Eliminating germs<sup>†</sup> -and/or- bacteria -and/or- virus[es] since 1913 -or- for [nearly] insert number years
- 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 [is] [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
- Kids' -or- Children'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/orgerms 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

- <sup>1</sup> [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus
- <sup>2</sup> (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 0157:H7 [ATCC 51657], [Listeria] Listeria monocytogenes [ATCC 19117], Campylobacter jejuni [ATCC 29428], [Strep] Streptococcus pyogenes [ATCC 19615]
- <sup>3</sup> Rhinovirus type 14 [ATCC VR 284], Influenza A2 [ATCC VR 544] <sup>4</sup> Rhinovirus type 14 [ATCC VR 284] <sup>5</sup> Influenza A2 [ATCC VR 544]

- 8 Rotavirus WA, Influenza A2, Rhinovirus type 14
- <sup>1</sup> Campylobacter jejuni [ATCC 29428], Escherichia coli 0157: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]
- "Salmonella enterica -or- [Salmonella choleraesuis] [ATCC 10708], Staphylococcus aureus [(Staph)] [ATCC 6538], Escherichia coli 0157: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.

# Pandemic 2009 H1N1 Influenza A virus\*\*\*

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (Product Name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

مناب والرماء والركام المنطول والمتلاف والمنافرة موافيها والموسق من والمتعول والرواع فالمتاه المنطور المثار

\*\*\* per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (tormerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html

# General/Cleaning Claims:

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

- · 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
- -and/or- metal -and/or- glass surfaces] [stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks -and/or- mirrors -and/ordark tile] [with] [because of] [due to] [the] [new] [low-streak -or- residue
- 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]
- 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] your [hard] surfaces in one easy step[!] -or- without stopping [your life] [your family's life]
- · [Cleaning -and/or- disinfecting] that fits into your life
- · Cleans and leaves scent
- 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
- · Convenient, [tough] [real] 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]
- Dual-Sided [Wipe] -or- Two-Sided [Wipe] -or- 2-Sided [Wipe]: Textured [side] for [stubborn] [baked on] [tough] messes, Smooth [side] for shiny surfaces
- Easy
- Easy one hand cleaning!
- [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
- Effortless cleaning with one hand
- [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
- 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
- · 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]
- Gentle for surfaces.
- · 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
- [Hey Mom] Take this -or- this product to [my] classroom -or- school\*\* -orteacher\*
- [Hey Mom] Take this product -or- me to [my] classroom -or- school\*\* -or-
- · 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 Designed for Multiple Surfaces -or- Thick -or- Textured -or- Dual-Sided -or- Our Softest [Wipe] [Designed] [for Multiple Surfaces] -and/or- [Our] Strongest Wipe [Designed] [for Multiple Surfaces]

  - Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- [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/ormirrors -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/orglass -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 -orapparent -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 daily cleaning easy [easier than ever]!
- · 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 -or- Multisurface -or- Clear Drying -or- Clean Drying [formula] [Wipe] [for a Complete Clean -and/or- for Effortless Cleaning -and/or- Tough on Messes -and/or- For Multiple Surfaces][,] [Easy on Surfaces]
- New Year. Fresh Start.
- . 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
- · One Wipe, [Multiple Surfaces,] [Complete -or- Visibly -or- Effortless Clean]
- Only [disinfecting] wipe with [a] [this amazing] low-streak [formula] -and/orhonevcomb wipe!
- Patented -or- Exclusive formula -or- lotion -or- wipe
- Perfect for cleaning up around the toilet
- · Quick and Easy Cart Cleaning



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.

# General/Cleaning Claims: continued New[!] [& Improved] to be used as a claim descriptor only for the first 6 months of product on shelf

- . Quick and Easy Cleaning Everywhere\*
- . Quick and Easy Cleaning for Kitchen Surfaces\*
- [Redesigned] [& Improved] [Low Residue] [Formula]! [Cleans Better!] [No Streaks -or- Less Streaks Left Behind!1
- [Redesigned!] [Bigger -or- Larger], [&] [-and/or-] [Softer], [&] [-and/or-] [Thicker], [&] [-and/or-] [Stronger -or- Tougher], [&] [-and/or-] [Textured], [-and/or-] [Long-lasting] Wipe!
- [Redesigned!] Cleans Better [!], [&] [-and/or-] [Easier to Use]! -or- [Easier to Clean
- . Redesigned for Better Cleaning
- [Redesigned] [Improved] Wipe! [Tough] -or- [Real] Cleaning Has Never Been
- [Redesigned] [Improved] Wipe! Makes [Tough] Cleaning Simple[r] -or- Easier than Ever -or- a Breeze!
- [Redesigned] [Improved] Wipe! Makes [Tough] -or- [Real] Cleaning [Effortless!] -or- [Easier!]
- [Redesigned] [No Streak -or- Low Streak] [Formula]! [Cleans Better!] [Low Residue -or- Less Residue Left Behind!]
- [Redesigned!] Picks up, -and/or- [traps] [dirt], -and/or- [crumbs], -and/or-[hair]
- [Redesigned!] Safe for multiple surfaces
- [Redesigned!] Tackles tough messes [on surfaces -or- multiple surfaces]
- · [Redesigned!] to clean multiple surfaces
- [Redesigned!] [Wipe!] For that shine all around your kitchen -and/or-bathroom
- [Redesigned!] [Wipe!] For that "brand-new" look and shine
- [Redesigned!] [Wipe!] Leaves your home looking like new [Redesigned!] [Wipe] Cleans Better [Than Ever]!
- · Redesigned to Clean Better!
- 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/oroffice -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
- Spot clean[ing] -or- touch-up clean[ing] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell
- . 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] [Multipurpose -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -orplaces [like] stainless steel -and/or- metal -and/or- glass -and/or- mirrors
- [The] [Multipurpose -or- occasion] wipe: [cleans] [great] [works [well]] [on or- in or- for] [kitchen -and/or- bathroom -and/or- household] surfaces orplaces [like] stovetops -and/or- microwaves -and/or- refrigerators -and/orfaucets -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 only wipe with a low-streak formula [for shiny surfaces]!
- [The product is -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- fother! [tough] [bathroom -or- restroom] [kitchen] [household] [office] [work -oroffice 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
- 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
- . 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]
- · Works great on shiny surfaces such as stainless steel, sealed granite, sealed marble, glass, mirrors and chrome

# 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.



Note: Bold, Italicized text is Information for the reader and is not part of the label. [Bracketed information is optional text.] Text separated by a diamond bullet (♠) denotes -and/or- options. Underlined text is new. Strike-through (text) means removed. EPA Reg. No. 5813-58 Spruce-Ups Page 8 of 13

# 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]
   [Caim] [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]
- [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]

- [Festive] [Holiday] Eucalyptus [fresh] [breeze] [blast] [burst] [medley] [forest]
   [Festive] [Holiday] Fresh [blast] [breeze] [burst]
   [Festive] [Holiday] [Lush] Orchard [breeze] [fresh] [harvest] [dew] [mist]
- [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]
- [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]
- [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-tasting -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

# Packaging Claims:

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

- 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]
- [As easy as] [Just like] pulling a tissue
- 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]
- Available in [insert number] other designs
- [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!
- · Coming soon
- 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
- · Dispenses [wipes] like a tissue
- · [Doesn't] [No more] pinch[ed] fingers!
- Double -or- Super Value [Size] [Pack]
- · Easier -or- Easy [to Use] -or- Improved [Dispensing] [Dispenser]!
- Easier Than Ever to Use -or- Pull [Wipes] [Out]!
- Easy -and/or- Simple Dispensing! /
- . [Easy] [Better] [New] [&] [Improved] Dispensing
- [Easy] [Better] [New] [&] [Improved] [Dispensing] Lid -or- Closure -or- Cap
- Easy Breezy Dispensing



# Packaging Claims continued:

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

- · 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 Grip -or- Hold [Canister] [Package]
- · Easy open lid
- Easy -or- EZ Start Lid -or- Cap
- · Easy on [your] hands
- · Easy pop [top]
- · Easy start & stop [lid]
- · Easy start dispensing!
- . Easy storage -or- to store
- · Easy to carry
- · Easy to Open -or- Thread
- · Easy to pull wipes
- · Easy to [store] [stack] · Easy-to-use dispenser
- · Easy to Use Lid
- · Effortless dispensing!
- Fits almost anywhere\*
- · Fits in [your] [car] glove compartment
- · Get 1 wipe at a time, every time!
- . 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 to not dry out!
- [Guaranteed to] Pull[s] Wipes One at a Time!
- . Guaranteed to stay moist
- · [Guaranteed] Wipes stay moist -or- wet
- [Have you tried -or- Look[ing] for -or- Also try] [the -or- our] [new] [redesigned] [easier-to-use] [tissue-like dispenser -or- packaging] [Clorox Disinfecting Wipes] [oval] [package -or- design]
- [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 dispensing!
- · 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]
- · 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 canister1
- 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]
- · Leave me out on the counter [to make cleaning easier]!
- Look[ing] for all insert number -or- other designs [to match your home]
- [Makes] [wipes] [as] easy to grab [as they are to use]
- · Match me to your home décor!
- 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
- . No Hassle Lid -or- Cap
- No pinched fingers!
- 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[1]
- [Now] 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger[†]
- Now dispensing is effortless!
- [Now] [even] more wipes [per package -or- container -or- canister]
- [Now] [even] stronger [wipe[s]] [a] [Better Wipe[s]] [1]
- [Now] insert number wipes [per package -or- container -or- canister]
- [Now] [With] [An] Air-tight [seal -and/or- pouch -and/or- pack]
- [Now with] [Individually cut] wipes [that dispense one at a time]!
- · Our [Best] [Easiest] [Smoothest] Dispensing Ever!
- [Perfect for] Use with the [Clorox] [Disinfecting] [Wipes] [this product] easy
- · Perfect size for kitchens -or- bathrooms
- Pop-up [top]
- · Portable -or- Can be reattached (with bracket)
- Portable size
- · Prevents wipes from bunching!
- [Pulls] [Dispenses] 1 wipe at a time!
- Pull 'n' go
- · Pull-N-Wipe Lid -or- Cap
- Pulls Wipes Effortlessly [Every Time]!
- · Pull wipes [from center [opening]] [like a tissue]
- . [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
- · Redesigned dispensing -or- dispenser -or- packaging -or- package [that's easier to use -and/or- dispense]
- Refill pack
- [Refill] [Pouch] [Canister] Combo Pack
- · Refillable [with insert number wipes] -or- [Dispenser] Refill [pack] [for dispenser1
- Regular [wipe] [size] -or- Large [wipe] [size]
- Same easy dispensing
- · Same great [product] [wipes]. New [easier] [simpler] form -or- package -orpackaging.
- Single sheet dispensing!
- 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-
- . [The cleaning power of Clorox wipes] [same Clorox Wipes], [now with a -oran] easier -and/or- new -and/or- innovative -and/or- redesigned packaging -ordispensing -or- package
- [The Designer Series is] Beautiful [elegant] enough to leave out [on counter(s)] [desk(s)] [in bathroom] [in kitchen] [in office]
- The [same] [Clorox] wipes [you love]
- 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]



# Packaging Claims continued:

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

- 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 Come Out One at a Time!
- · Wipes don't bunch together!
- · Wipes [pull out] [dispense] effortlessly!

- . [Wipes] Stay[s] wet -or- moist longer
- · Wipe up [and go]
- · [With] Pop action

# \*vs insert wine dimensions size

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

# Heavy Duty Claims:

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

- 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
- 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
- Honevcomb texture -or- weave -or- material (grabs -and/or- picks up -and/ortraps] [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/ormesses1
- [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 [New!] [& Improved!] [Redesigned!] with "micro clean" -or- 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/orgrip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair and/or- crumbs1
- Now [New1] [& Improved!] [Redesigned!] with "micro clean" -or- 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/orgrip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs1
- Now [New!] [& Improved!] [Redesigned!] with "micro clean" -or- 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 [New!] [& improved!] [Redesigned!] with "micro clean" -or- 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/orgrip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs)
- Now [New!] [& Improved!] [Redesigned!] with "micro clean" -or- 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/ordust -and/or- dirt -and/or- hair -and/or- crumbs]

- [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- grap -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs1
- . [Now] With stay-wet technology
- · One side is like a scrubbing sponge, the other is like a wipe
- . [Redesigned!] with "micro clean"
- . 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[s] and Low-Streak Formula for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere\*] [Around -or- Throughout the Home -or-Office -or- School\*
- Office -or- School\*\*]!

  Thick, Low-Streak Wipe[s] [for] [Cleaning] [Clean[s]] Multiple Surfaces
  [Anywhere\*] [Around -or- Throughout the Home -or- Office -or- School\*\*]!

  Thick, Low-Streak Wipe[s] for [Everyday] [Daily] [Tough] [Cleaning] [Messes]
- [Anywhere\*] [Around -or- Throughout the Home -or- Office -or- School\*\*]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] work[s] great on [tough] [dirt -and/or- soil -and/or- grease -and/or- messes] [Anywhere\*] [Around -or-Throughout the Home -or- Office -or- School\*\*]!

  • [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] Clean[s] Tough Messes
- [Anywhere\*] [Around -or- Throughout the Home -or- Office -or- School\*\*]!

   [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] for [Everyday] [Daily]
  [Tough] [Messes] [Cleaning] [Anywhere\*] [Around -or- Throughout the Home -or- Office -or- School\*\*]!
  • [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





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. <u>Underlined text is new.</u> Strike-through (<del>text</del>) means removed.

# **Environmental Claims for Refills**

· Less plastic -or- waste -or- material [to throw away]

• [Package] [Uses] [Made from] [Made with] insert percent% less plastic -orwaste -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 <a href="http://www.clorox.com">http://www.clorox.com</a> -and/orby 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]
- Look out [on shelf -or- in stores] for [a] [our] [new] [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -orcontainer[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 <a href="http://www.clorox.com">http://www.clorox.com</a> 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 <a href="http://www.clorox.com">http://www.clorox.com</a> -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] Ion Clorox®1
- . [Vote for a] Chance to win prizes
- Vote [online] [now] for [a] [the] [your] [future -or- next -or- favorite] design [at www.clorox.com <a href="http://www.clorox.com">http://www.clorox.com</a> -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 -or- Clorox [Points] [Rewards] [Credits] [Extras][,] [Enter code to redeem at insert website][,] [Visit insert website for great news -or- offers -or-

# Note: Text for contest/sweepstakes

- 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 <a href="http://www.clorox.com">http://www.clorox.com</a> -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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Text separated by a diamond bullet (\*) denotes -and/or- options. Underlined text is new. Strike-through (text) means remove

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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

Bathroom[s] -or- Locker Room

Facilities [Surfaces]

Facilities (Surface 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]

Fitness Center[s] [Equ 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

Kids' -or- Children's [Play]room[s]

-or- [Family] Den[s] 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]] [Walting

Room[s]] [Exam[ination] Room[s] -or- Table[s]]

Military Installations

Motels Motor Homes

Motorboats -or- Houseboats

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\*\* 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 noncritical 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.



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. <u>Underlined text is new.</u> Strike-through (text) means removed.

# Use Surfaces: Table 2

#### For use on hard, nonporous surfaces [such as]:

Appliances [Appliance]
[Exterior[s]] [Surfaces] [Outside of]
Baby Furniture (Cribs, Changing
Tables, Diaper Pails)

Basements

[Bathroom] [Kitchen] Faucets

[Handles] [Bath]tubs Bed Rails

Bed Springs and Frames

Bidet[s] Blinds

Cabinets/Cupboards

Cages Car Interiors

Cat -and/or- Dog -and/or- Pet Dish[es]

-or- Soiled Surface[s] [Children's] Furniture

Chrome Exte

Chrome Exterior Surfaces of Urinals

and/or Toilets [Classroom] Desks Closets

[Clothes] [Diaper] Hampers Computer[s] [Keyboards]

Cooler Exteriors Counters Countertops Desks

[Diaper] Changing Tables/Areas

Diaper Pails

Dining Room Surfaces -and/or-Tables -and/or- Fast Food

Restaurant Tables

[Dining] [Fast Food] [Kitchen] [Picnic] [Play] [Restaurant] [Tray] Tables [Door] [Cabinet] [Appliance] Knobs

Door Frames

Doorknobs Drain Boards Drawer Pulls Dressing Carts Drinking Fountains\*

Elevator Buttons Faucets [Filing] Cabinets Finished Hardwood[s]

Floors
Floors Around Toilets
Garbage Cans
Garbage Disposals
General Use[s]

Glass [tables -or- tabletops]

Glazed Tiles

[Grocery [Store]] [Shopping] Basket

Handles
[Grocery [Store]] [Shopping] Cart
Handles

[Grocery [Store]] [Shopping] Carts

Gym Equipment Hampers Hand Dryer Button

Hand Dryer Buttons Handrails Highchairs\*

[Kid's] Play [Structures] [Equipment]

[Furniture] [Tables] Lamps

Laundry Rooms

Light Switches [Fixtures] [Panels]

Lockers [Manual] Pencil Sharpeners [Medicine] Cabinets

Metal Work Benches Microwave[s] [Exterior[s]] [Outside[s] of] Mirrors [bathroom] Non-Food-Contact Surfaces of Highchairs

Office -or- Bedside Furniture Office Machinery

Paper Towel [Dispensers] [Holders] Patio Furniture/Lawn Chairs Pet Areas/Surfaces

Picnic Tables Plastic Shower Curtains Playground Equipment

Playpens

Porta-Pottie[ies] -or- Portable

Bathroom[s]

[Public -or- Pay] Telephones -or-

Phone Booths
Range Hoods
Recycling Bins
Refrigerator Door Handles
Refrigerator[s] Exterior[s]

Refrigerator[s] Exterior[s]
[Outside of]
Restaurant High Chairs

[Salad Bar] [Buffet] [Cafeteria]
Sneeze Guard[s]

[School]\*\* [Toys\*] [Supplies] Surface[s]

[Sealed] Granite [Countertops]
[Shower] Doors

Shower [Walls] Showers Signs

Sinks Stainless Steel [Appliances]

Staplers
Stereo Consoles
Stove Tops
Tables
[Tiled] Walls

[Toilet] [Toilet Flush] [Faucet] [Telephone] [Dishwasher] [Cabinet] [Door] Handles

Toilet -and/or- Urinal Exterior[s] [Surfaces] -or- Exterior Toilet Surfaces

Toilet Seats
Toys\*
Toy Boxes
Toy Storage Bins
Training Toilets
Training Tools
Trash Cans
Trash Compactors

[TV] [Remote[s]] [Controls]

[Under] Sinks Vending Machine Surfaces

[Vinyl] Wallpaper Walkers Walls

Washing Machines [Washers -and/or-Dryers] [Exterior[s]] [Outside of] Wastebaskets

Wastebaskets
[Water] [Drinking] Fountain [Toggles]

[Handles] Wheelchairs Windows

\*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.