

5813-58

05/19/2010

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

MAY 19 2010

Jamie Quon  
Regulatory Scientist  
The Clorox Company  
c/o PS&RC; P.O. Box 493  
Pleasanton, CA 94566-0803

Subject: **Spruce-Ups**  
EPA Registration Number 5813-58  
Notification Application April 27, 2010  
EPA Received Date April 28, 2010

Dear Mr. Quon:

This will knowledge receipt of your notification, submitted under the provisions of FIFRA section 3c 9. Based on a review of the submitted material the following comment apply.

**Proposed Amendment:**

- Add non-pesticidal labeling text Per PR Notice 98-10

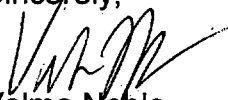
**General Comments:**

Based on a review of the material submitted, the following comment apply:


The notification is acceptable. A copy has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact Drusilla Copeland at (703) 308-6224.

Sincerely,

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

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							

	United States <b>Environmental Protection Agency</b> Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number  JQ0062
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**Application for Pesticide - Section I**

<b>1. Company/Product Number</b> 5813-58	<b>2. EPA Product Manager</b> Velma Noble	<b>3. Proposed Classification</b> <input type="checkbox"/> None <input type="checkbox"/> Restricted
<b>4. Company/Product (Name)</b> Spruce-Ups	<b>PM#</b> 31	
<b>5. Name and Address of Applicant (Include ZIP Code)</b> The Clorox Company c/o PS&RC; P. O. Box 493 Pleasanton, CA 94566-0803  <input type="checkbox"/> Check if this is a new address		<b>6. Expedited Review.</b> In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____  Product Name _____


**Section - II**

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

**Explanation:** Use additional page(s) if necessary. (For section I and Section II.)

Submission of a label notification to add non-pesticidal labeling text. One strike-out and five clean label copies are enclosed. This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. § 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under § 12 and § 14 of FIFRA.

**Section - III**

<b>1. Material This Product Will Be Packaged In:</b>				<b>2. Type of Container</b>	
<b>Child-Resistant Packaging</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Unit Packaging</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Water Soluble Packaging</b> <input type="checkbox"/> Yes <input type="checkbox"/> No			
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
				<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____	
<b>3. Location of Net Contents Information</b> <input type="checkbox"/> Label <input type="checkbox"/> Container		<b>4. Size(s) Retail Container</b>		<b>5. Location of Label Directions</b> <input type="checkbox"/> _____	
<b>6. Manner in Which Label is Affixed to Product</b>				<input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled	
<b>Section - IV</b>					
<b>1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)</b>					
<b>Name</b> J. Evelyn Lawson		<b>Title</b> Senior Regulatory Information Scientist		<b>Telephone No. (Include Area Code)</b> (925) 425-6842	
<b>Certification</b> I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.					<b>6. Date Application Received</b>  (Stamped)
<b>2. Signature</b> 		<b>3. Title</b> Regulatory Scientist			
<b>4. Typed Name</b> Jamie Quon		<b>5. Date</b> April 27, 2010			

Note: ***Bold, italicized text is information for the reader and is not part of the label.*** [Bracketed information is optional text.] Underlined text is new. Strike-through (~~text~~) means removed.  
R0192-39

# 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](http://www.clorox.com) or call [us  
toll free at] 1-800-227-1860 -or- (800) 227-1860. [Learn more at  
[cloroxclassrooms.com](http://cloroxclassrooms.com)]

Mfd. for The Clorox Company, 1221 Broadway, Oakland, CA 94612.  
© 1997, 2007 Made in the U.S.A.

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

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

[PLEASE RECYCLE THIS PACKAGING.]



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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:** [Refill only with this product.] [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:** [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 -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]:** [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.

-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 toward 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].

Note: ***Bold, italicized text is information for the reader and is not part of the label.*** [Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed. R0192-39

### 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. [Precognize 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].

Not recommended for use on unfinished, unsealed, unpainted, waxed, oiled or worn surfaces. Test a small area first.

#### **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 or 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](http://www.clorox.com/redcross). The American Red Cross name and emblem are used with its permission, which in no way constitutes an endorsement, express or implied, of any product or company.

**Antibacterial Claims:**

- 30-second sanitization<sup>1</sup>
- Anti-bacterial wipes -or- formula
- Bacteria -and/or- virus -and/or- germ fighting [formula]
- Bacteria-fighting -or- Germ-fighting formula
- Be ready for school\*\* by including Clorox Disinfecting Wipes on your [back to school\*\*] [home] shopping list
- Can help reduce the risk of cross-contamination [on treated surfaces]
- Clean. Disinfect. Carry on.
- Clean -and/or- disinfect on the go
- Cleaner and disinfectant in one
- Cleans -and/or- disinfects -and/or- deodorizes
- Clean[s] and disinfect[s] anywhere\* -or- everywhere\*
- Clean[s] -and/or- disinfect[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household] germs† -and/or- bacteria -and/or- virus[es] [on] [from] [your] [children's] toys\*\*\*
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germs† -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 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/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] Avian flu virus -and/or- virus -and/or- [other] germs† -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] bacteria<sup>1, 2</sup>
- Dual action [to] [:] [clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- [Easily] [Effectively] [Conveniently] clean[s] -and/or- disinfect[s]
- [Easy] [convenient] way to clean -and/or- disinfect
- [Easy] Cleaning -and/or- disinfecting to go
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- [Eliminate] [Remove] [Clean] [Disinfect] [Germs† -and/or- bacteria] on **Use Sites Table 1** and **Use Surfaces Table 2**
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] [common] [household] germs† -and/or- bacteria
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] bacteria -and/or- germs† [all] around [your] [the] [bathroom -or- restroom] [kitchen] [school\*\*] [classroom] [home] [house] [office] [work -or- office] [place] [environment]]
- Fight[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<sup>4</sup>
- 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>5</sup>
- Fight[s] -or- reduce[s] the spread of [illness-causing] bacteria<sup>2</sup> -and/or- viruses<sup>3</sup> -and/or- germs† 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] bacteria<sup>2</sup> 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†] [bacteria]
- Kills 99.9% of bacteria in [just] 30 seconds<sup>1</sup>
- Kills 99.9% of [common] [household] germs†!
- Kills 99.9% of [common] bathroom -and/or- kitchen germs†!

Note: **Bold, italicized text is information for the retailer and is not part of the label.** [Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed. R0192-39

**Antibacterial Claims continued:**

- Kill[s] [99.9% of] -or- Effective against -or- [Disinfect Bacteria<sup>1</sup> <sup>2</sup>] -or- [that cause odor] -or- [that cause scum and slime on hard surfaces] in [just] 4 minutes
- Kill[s] 99.9% of -or- Remove[s] -or- Effective against [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria<sup>1</sup>
- Kills 99.9% of viruses<sup>3</sup> that cause cold and flu
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses<sup>6</sup>
- Kill[s] -or- Remove[s] -or- Effective against Human coronavirus [ATCC VR 740]
- Kill[s] -or- Remove[s] -or- Effective against Influenza A2 virus [ATCC VR 544] [the virus that causes the cold and flu] -or- Rotavirus WA [diarrhea-causing virus]
- [Kill[s] -or- Remove[s] -or- Effective against] [the following] [organisms:]
  - Campylobacter jejuni [ATCC 29428]
  - [E. coli] (Escherichia coli O157:H7) [ATCC 51657]
  - [Herpes] (Herpes simplex virus type 1) [ATCC VR-260]
  - Human coronavirus [ATCC VR 740]
    - [HIV] (Human immunodeficiency virus type 1)
  - [the virus that causes the flu -or- the flu virus] (Influenza A2) [ATCC VR 544]
  - [Kleb] (Klebsiella pneumoniae) [ATCC 4352]
  - [Listeria] (Listeria monocytogenes) [ATCC 19117]
  - [Pseudomonas] (Pseudomonas aeruginosa) [ATCC 15442]
  - [RSV] (Respiratory syncytial virus) [ATCC VR 26]
  - [the virus that causes the cold -or- the cold virus] (Rhinovirus type 14) [ATCC VR 284]
  - [the virus that causes diarrhea -or- the diarrhea virus] (Rotavirus WA)
  - Salmonella enterica -or- [Salmonella choleraesuis] (Salmonella) [ATCC 10708]
  - [Staph] (Staphylococcus aureus) [ATCC 6538]
  - [Strep] (Streptococcus pyogenes) [ATCC 19615]
- Kills [the] [common] cold and/or flu virus[es]<sup>3</sup>
- Kills the virus[es] that cause[s] [the] [common] cold[s] and/or flu<sup>3</sup>
- Leaves hard, nonporous surfaces disinfected
- Moist with cleaners -and/or- disinfectants
- One-step cleaning -and/or- disinfecting -and/or- deodorizing
- [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] Anytime -or- Daily -or- Every day -or- In one easy step -or- Everywhere\* -or- Anywhere\*
- [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] on hard, nonporous [bathroom -and/or- kitchen] surfaces -or- on household surfaces [every day] -or- Throughout the house [kitchen and bathroom] -or- All over your house
- Put Clorox Disinfecting Wipes on your school\*\* supply list to help keep your child's classroom clean
- Quick and easy cart disinfecting
- Remove -or- Eliminate -or- Kill cold and flu viruses<sup>3</sup> -or- cold virus<sup>4</sup> -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† -and/or- bacteria -and/or- virus[es] since 1913 -or- for [nearly] **insert number** years
- Removes -or- Eliminates -or- Kill 99.9% of viruses<sup>3</sup> that cause cold and flu
- Sanitizes in [just] 30 seconds<sup>1</sup>
- [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/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

<sup>1</sup> [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus [ATCC 6538]

<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 O157: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]

<sup>6</sup> Rotavirus WA, Influenza A2, Rhinovirus type 14

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed. R0192-39

**Antibacterial Claims continued:**

- † *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]
- †† *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.

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

**Claims:**

- 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.
- \*\*\* per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" [www.epa.gov/oppad001/h1n1-guide.html](http://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 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] 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
- 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]
- 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 cleaning
- [Hey Mom] Take this -or- this product to [my] classroom -or- school\*\* -or- teacher\*\*
- [Hey Mom] Take -or- donate this -or- this product -or- me -or- wipes to [my] [your] 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 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/or- mirrors -and/or- [dark] tile] [stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- 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]

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed. R0192-39

**General/Cleaning Claims continued:**

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

- [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 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/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\***
- [Redesigned] [ & Improved] [Low Residue] [Formula]! [Cleans Better!] [No Streaks -or- Less Streaks Left Behind!]
- [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 Easier -or- Simpler!
- [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/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] [Multipurpose -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] [Multipurpose -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"

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**General/Cleaning Claims continued:**

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

- 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- [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]
  - 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.

**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]

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed. R0192-39

***Fragrance/Scent Descriptors and Claims continued:***

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

- [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***

***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
- 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
- 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
- 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

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**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 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] 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]
- 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[†]
- [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]] [†]
- [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 start lid
- 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

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**Packaging Claims continued:**

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

- [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.
- 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- container]
- [The cleaning power of Clorox wipes] [same Clorox Wipes], [now with a -or- an] easier -and/or- new -and/or- innovative -and/or- redesigned packaging -or- dispensing -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]
- 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 wipe 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
- 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 [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/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 [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 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]

**Heavy Duty Claims continued:**

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

- 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/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 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] [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 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\*\*]!
- 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

**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

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**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 -or- Clorox [Points] [Rewards] [Credits] [Extras][,] [Enter code to redeem at **insert website**][,] [Visit **insert website** for great news -or- offers -or- rewards]
- 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 <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



**Use Sites: Table 1**

**Use on hard, nonporous surfaces in:**

Airplane -or- Plane [Lavatory -or- Lavatories] [Tray Tables]	Elevators	Malls	Playgrounds
Airports	Emergency Vehicles	[Manufacturing] Plants	[Police -and/or- Fire] Vehicles
Ambulances	Factory[ies] -or- Plants	Markets	Public Facilities
Automobiles	Family Rooms/Areas	Mass Merchandisers, Discount Retailers -and/or- General	Public Restrooms
Basements	Fast Food Restaurants	Merchandise Stores	Public Telephone[s] [Booths]
Bathroom[s] -or- Locker Room Facilities [Surfaces]	Fitness Center[s] [Equipment]	[Medical] Clinics	Recreational Centers [Facilities]
Boats	Garages	[Medical -or- Dental -or- Physician's -or- Doctor's -or- Nurse's -or- Pediatrician's]	[Rental] Cars
Bowling Alleys	Gas Stations	[Office[s]] [Waiting Room[s]]	Rest Stops
Buses	Grocery Stores	[Exam[ination] Room[s]]	Restaurants
Butcher Shops	Gymnasiums	-or- Table[s]]	Restrooms
Cafeterias	Gyms	Military Installations	School** Buses
Camper[s] -or- RV[s] -or- Trailer[s] -or- [Mobile] Home[s]	Health Clubs	Motels	School** -or- City -or- Public Transit -or- Commuter Buses
Campgrounds	Home Centers	Motor Homes	Schools**
Cars	Homes [House holds]	Motorboats -or- Houseboats	Shelters
Church[es]	Hotels	Nurseries	Ships
[Common] [Classroom] [School]** [Play] Areas	[Households]	Nursing Home[s] -or- Convalescent Home[s] -or- Senior [Citizens'] Home[s]	Shops
Convenience Stores	Industrial Facilities	Offices	Storage Areas
Correctional Facilities	Institutional Kitchens	Pet Areas	Subways
[Damp] Storage Areas	[Institutional] Laundromats	Pharmacies	Supermarkets
Day Care Centers	Institutions	Play Areas	Trains
Dens	Jungle Gym[s]	Play Rooms	Trolleys
Dorms	Kennels	Playground Equipment	Vacation Homes
Elder Care Centers	Kids' -or- Children's [Play room[s] -or- [Family] Den[s]		Vehicle [Interior[s]] [Exterior[s]]
[Elementary] Schools** -or- Colleges -or- Universities	Kitchen[s] [Surfaces]		Veterinary Clinics
	Laboratories		Warehouse Clubs
	Lavatories		Work[place]
	Living Areas -or- Rooms		
	Locker Rooms		
	Lounges		

**For use on noncritical surfaces in:**

Dental Offices	Laboratories	Nursing Homes	Physician Offices
Hospitals	Medical Clinics	Patient Rooms	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] [Exterior[s]] [Surfaces] [Outside of]	Door Frames Doorknobs Drain Boards Drawer Pulls Dressing Carts Drinking Fountains*	[Outside[s] of] Mirrors [bathroom] Non-Food-Contact Surfaces of High Chairs Office -or- Bedside Furniture Office Machinery Paper Towel [Dispensers] [Holders] Patio Furniture/Lawn Chairs Pet Areas/Surfaces Picnic Tables Plastic Shower Curtains Playground Equipment Playpens Porta-Pottie[ies] -or- Portable Bathroom[s] [Public -or- Pay] Telephones -or- Phone Booths Range Hoods Recycling Bins Refrigerator Door Handles Refrigerator[s] Exterior[s] [Outside of] Restaurant High Chairs [Salad Bar] [Buffet] [Cafeteria] Sneeze Guard[s] [School]** [Toys*] [Supplies] Surface[s] [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 [Water] [Drinking] Fountain [Toggles] [Handles] Wheelchairs Windows
Baby Furniture (Cribs, Changing Tables, Diaper Pails)	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 Buttons Handrails High Chairs* [Kid's] Play [Structures] [Equipment] [Furniture] [Tables]		
Basements [Bathroom] [Kitchen] Faucets [Handles] [Bath]tubs Bed Rails Bed Springs and Frames Bidet[s] Blinds Cabinets/Cupboards Cages Car Interiors Cat -and/or- Dog -and/or- Pet Dish[es] -or- Soiled Surface[s] [Children's] Furniture Chrome Chrome Exterior Surfaces of Urinals and/or Toilets [Classroom] Desks Closets [Clothes] [Diaper] Hampers Computer[s] [Keyboards] Cooler Exteriors Counters Countertops Desks [Diaper] Changing Tables/Areas Diaper Pails Dining Room Surfaces -and/or- Tables -and/or- Fast Food Restaurant Tables [Dining] [Fast Food] [Kitchen] [Picnic] [Play] [Restaurant] [Tray] Tables [Door] [Cabinet] [Appliance] Knobs	Microwave[s] [Exterior[s]]		
			*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.