



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

May 2, 2018

J. Evelyn Lawson
Federal Registration Specialist
The Clorox Company
C/O PS&RC
P.O. Box 493
Pleasanton, CA 94566-0803

Subject: Label Amendment: Add Emerging viral pathogen and Ebola claims
Product Name: SPRUCE-UPS
EPA Registration Number: 5813-58
Application Date: January 09, 2017
Decision Number: 525876

Dear Ms. Lawson:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
 - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 - A. CDC Current Outbreak List for “U.S. Based Outbreaks” (www.cdc.gov/outbreaks),
 - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification (www.cdc.gov/outbreaks) (also released through the CDC’s Health Alert Network (HAN) notification process)
 - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)
 - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page (www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI).
 - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is, enveloped.
 - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against *Rotavirus [Strain WA]* is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms 1 through 4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact Mohammad Alavi at (703) 347-0522, or via email at Alavi.mohammad@epa.gov.

Sincerely,



Eric Miederhoff
Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure

Label identification

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

R0192495

12:45 4/26/18

ACCEPTED

05/02/2018

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

Formatting notes

Applicable for all claims

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

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&"

All directions may be written in numbered form or in paragraph form.

Optional text may be placed anywhere on the label/container.

Highlighted 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 ^[12] **Do not use as a
diaper wipe or 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]

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%

TOTAL: 100.000%

Contains no phosphorus

Package made from **insert**% post-consumer recycled plastic.

Net Contents _____

***Each package type and size will bear the actual net contents
in pounds and ounces***

____ **Premoistened -or- [Wet] [Scrubbing] Wipes**

-or- Refills -or- Packages

____ " x ____ " -or- ____ in[ch] [wipe] [____ cm x ____ cm]

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.

Questions 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] A list of this product's

ingredients is available at www.IngredientsInside.com

-or- A list of [this product's] [***product name***] ingredients is available at

[***insert company website***] -or- For more product ingredient information visit

www.IngredientsInside.com.

Mfd. for The Clorox Company, 1221 Broadway, Oakland, CA 94612.

© YYYY Made in [the] U.S.A. [of global components -and/or- ingredients.]

Clorox is a registered trademark of The Clorox Company.

EPA Reg. No. 5813-58.

EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG), IL-2 (VF), GA-4 (MR); 8251-OH-1 (Q6), WI-2 (KW), WI-3 (KV), WI-5 (UQ); 50757-WI-1 (VN);

58455-IN-1 (C6), IN-2 (01); 56952-AR-1 (RL), WI-1 (RK); 62401-NJ-1 (JW); 71681-IL-1 (03), IL-2 (24); 52631-NJ-1 (UW)

Beginning of batch code indicates Est. No.

Patents: www.thecloroxcompany.com/patents

For Canister:

To Open Package: [Open lid and] [pull out wipe] [from center of roll -or- from center -or- from an angle]. [[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 Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the new [roll -and/or- stack] [of] wipes into the canister and replace the lid. -or- Insert pouch into empty canister and replace the lid.
4. [Use as instructed by canister label.]

-or-

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the open end of canister over [exposed portion of] the new roll of wipes. Turn both over so that the roll slides into the canister. -or- Slide -or- Place new roll of wipes into the empty canister. Replace the lid.
4. [Use as instructed by canister label.]

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. See [refill] pouch for [full] product information.

For pouch -or- flat pack 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 Flat Pack

Peel -and/or- reseal [here]

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 sec[onds] [(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].

For Flatpack:

To Open Package:

1. Open [click-lock] [closure] and peel back -or- remove seal.
2. Pull out wipe [, use as directed].
3. [When finished,] [firmly] close [click-lock] [closure] to retain moisture. [A “snap” should be heard, indicating that it is properly closed.]

For Flat stack:

To Open Package:

1. Open lid and grasp -or- grab the corner of the wipe. Thread -or- pull the wipe through the [dispensing] opening -or- orifice. Next -or- following sheet[s] pop[s] up automatically.
2. Close lid [to keep wipes moist]. [A “snap” [should be heard, to] indicate[s] the lid is properly closed.]
3. [Refill canister when empty.]

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Take [approximately 75] [some] wipes [from] [the stack] [the bag], and place them in[to] the canister.
4. Replace the lid [onto the canister].
5. [Close] [seal] strip on the refill bag [to keep wipes moist]. -or- Slide zipper closed [to] [seal bag] [and] [keep wipes moist].
6. [Use as instructed by canister label.]

Optional graphics. May be placed anywhere on label/container.



[Do Not Flush]



how2recycle.info



how2recycle.info



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]

DIRECTIONS FOR USE

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

TO CLEAN [HARD, NON-POROUS SURFACES] [AND REMOVE ALLERGENS¹³]: Wipe surface clean with **this product**. Let air dry.

TO CLEAN LARGE SURFACES: Wipe surface clean with **this product** -or- **insert ABN**. Let air dry.

TO CLEAN FLOORS WITH SWEEPER: 1. Unfold and wrap cloth around sweeper head with smooth side of wipe contacting sweeper head. 2. Push wipe edge into grippers on top of sweeper head. 3. Wipe floor and allow to air dry. No rinsing required.

TO SANITIZE: [Use to sanitize] [/deodorize] hard, nonporous non-food contact surfaces: Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 10 sec[onds]. 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 min[utes]. [To kill specified viruses¹⁴, let stand 15 sec[onds] -or- kills specified viruses¹⁴ in 15 sec[onds]; all other viruses, let stand 4 min[utes]. -or- **this option to be used only if all viruses on the label have a 15 second contact time. See Organism table.** To kill viruses, let stand 15 sec[onds]]. Let surface dry. For highly soiled surfaces, clean excess dirt first. For surfaces that may come in contact with food, a potable water rinse is required. This product is not for use on dishes, glassware, or eating utensils.

Optional instructions for scrubbing wipes -or- heavy duty wipes, when applicable:

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 non-food contact surfaces. Wipe surface; use enough wipes for treated surfaces to remain wet for 10 sec[onds]. 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 min[utes]. To kill specified viruses¹⁴, let stand 15 sec[onds] -or- kills specified viruses¹⁴ in 15 sec[onds]; all other viruses, let stand 4 min[utes]. -or- **this option to be used only if all viruses on the label have a 15 second contact time. See Organism table.** To kill viruses, let stand 15 sec[onds]. Let surface dry. For highly soiled surfaces, clean excess dirt first. **To be added optionally if Ebola virus is also on the label:** To kill -or- Kills specified viruses²⁵, [let stand] [in] 15 sec[onds]. To kill Ebola virus, let stand 20 sec[onds].

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

This product will not harm most surfaces including acrylic, sealed fiberglass, sealed granite, finished hardwood and vinyl. For best [cleaning] results, avoid [soft] [glossy] [shiny] [polished] [plastics] [metals] [unfinished wood] [copper] [aluminum] [painted surfaces] [fabric]. [If in doubt,] [Test a small [inconspicuous] area first -or- before using].

Not recommended for use on unpainted wood [and], unfinished, unsealed, unpainted, waxed, oiled or worn surfaces [-or- flooring]. [Test a small area first.]

[For toys, rinse with water after wiping with -or- using the product.]

Use as directed. Suitable for use -or- can be used -or- compatible on -or- with polyurethane treated wood. [Test a small area first].

Non-living Allergen Claims

- Removes -and/or- Controls **insert number between 90 and 99.9%** of common [indoor -and/or- outdoor] allergens¹³
- Removes -or- Controls common [indoor] [and outdoor] allergens¹³ [of concern]
- [**This product**] Removes [more than -or- greater than -or- over] [**insert number between 90 and 99.9%** of] [the following allergens]: **insert allergen(s) from allergen list**
- Wipes Away [**insert number between 90 and 99.9%** of] [The Most] [Common] Allergens¹³

Special Instructions for Use Against HIV-1 , HBV, HCV and Ebola virus.

This product kills HIV-1, HBV, Ebola virus and HCV on precleaned hard, nonporous surfaces/objects previously soiled with blood/body fluids in health care settings [(hospitals, nursing homes)] or other settings in which there is an expected likelihood of soiling of hard, nonporous surfaces/objects with blood or body fluids, and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus (HIV-1) (associated with AIDS), Hepatitis B Virus (HBV), [Human] Hepatitis C Virus (HCV) and Ebola virus.

Special instructions for using this product to clean and decontaminate against HIV-1, HBV, HCV and Ebola virus on surfaces/objects soiled with blood/bodyfluids:

Personal Protection: When handling items soiled with blood or body fluids, use disposable impervious gloves, gowns, masks and eye coverings. **Cleaning Procedure:** Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product. **Contact Time:** Allow surface to remain wet for 15 sec[onds] for HIV-1, HBV and HCV; for Ebola virus, 20 sec[onds]. **Disposal of Infectious Materials:** Use disposable impervious gloves, gowns, masks and eye coverings. Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

Pesticidal/Disinfection/Sanitization Claims

- 5 -or- 4 -in-1: Traps Grease -and/or- Dissolves Soap Scum -and/or- Kills [99.9% of] Germs† -and/or- Breaks Down Dirt -and/&/or- Sanitizes
- 10-second sanitization¹
- 16x faster at killing [99.9% of] cold and flu viruses³
- 16x faster at killing [99.9% of] viruses¹⁴
- Anti-bacterial wipes -or- formula
- Bacteria -and/or- virus† -and/or- germ† fighting [formula]
- Bacteria-fighting -or- Germ† -fighting formula
- Be ready for school¹⁶ by including **this product** on your [back to school¹⁶ -and/or- home] shopping list
- Can help reduce the risk of cross-contamination on treated surfaces
- Clean -and/or- disinfect on the go
- Clean. Disinfect. Carry on.
- [Clean] [cleaning] -and/or- [disinfect] [disinfecting] your [hard] surfaces in one step[!] -or- without stopping [your life] [your family's life]
- Cleaner and disinfectant in one
- Cleans -and/or- disinfects -and/or- deodorizes [[all] in one step] when following disinfection use directions.
- Clean[s] and disinfect[s] anywhere indicated on the label -or- everywhere indicated on the label
- Clean and disinfect in every room
- Cleans -and/or- disinfects -and/or- deodorizes
- Clean[s] -and/or- disinfect[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household] germs† -or- bacteria -and/or- virus[es]‡ [on] [from] [your] [children's] toys¹⁶
- 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 2*** ***Use Surfaces: Table 1***]
- 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 viruses⁴ -and/or- [the] flu virus[es]⁵ -and/or- cold and flu viruses³ [commonly found in -or- on ***Use Sites: Table 2*** ***Use Surfaces: Table 1***]
- 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] flu virus⁵ -and/or- virus† -and/or- [other] germs† -and/or- virus[es]‡ [commonly found in -or- on ***Use Sites: Table 2*** ***Use Surfaces: Table 1***]
- Cleans -and/or- disinfects all in one step [when following disinfection use directions]
- Cleans away -or- Removes the gunk [that] bacteria feed on
- Cleans -or- Breaks through [dirt and] grime
- Cleans -or- removes odor-causing [residue] -or- [film[s]] -or- [bacteria] -or- [grime]
- Cleans stains -or- spills -or- messes **XX** times its size
- Cleans the soils -or- scum -or- grime -or- surfaces where germs† -or- Influenza⁵ -or- cold virus⁴ -or- bacteria [can] hide -and/or- [thrive]
- [Contains] Disinfecting cleaning with [soft] non-linting wipe
- Convenient cart disinfecting
- Deodorizes Surfaces & Air
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart
- Disinfecting Cleaning wipes for Auto -or- car Surfaces
- Disinfecting wipes -or- formula
- Disinfects in [just] 4 min[utes]
- Disinfects [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria²
- Disinfects -or- Disinfecting Formula and -or- while gentle on auto -or- car surfaces
- Dissolves -and/or- [powers through layers of] grime
- Destroys gunk -or- dirt -or- grime that can be a feeding ground for bacteria
- Destroys -or- cleans [away] [the] gunk that can be a feeding ground for bacteria
- Destroys -or- Removes -or- Cleans [away] [soap] scum -or- grime -or- stains -or- soil [caused by bacteria]
- Dual action [to] [:] [clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- [Each wipe is] [**XX**] thicker for heavy duty -or- deep cleaning [and disinfecting][§§]
- [Each wipe is] strong enough to wipe away -and/or- clean weather-battered filth and disinfect^P
- [Each wipe is] versatile for deep + -and/or- & -and/or- and touch-up cleaning
- [Easily¹⁵ -and/or- Effectively -and/or- Conveniently] clean[s] -and/or- disinfect[s]
- Easy cart disinfecting
- [Easy¹⁵ -and/or- convenient] way to clean -and/or- disinfect
- [Easy¹⁵] Cleaning -and/or- disinfecting to go
- Effective against [2009] H1N1 [Flu Virus]¹⁹
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- Eliminates -and/or- cleans [the] slimy films where germs† -and/or- bacteria [can] thrive -and/or- hide
- [Eliminate] [Remove] [Clean] [Disinfect] [Germs† -or- bacteria] on ***Use Sites Table 2 and Use Surfaces Table 1***
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] ***tested as Salmonella choleraesuis*** Salmonella enterica²¹ (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 hard, nonporous surfaces] -and/or- [hard, nonporous surfaces]
- Fight[s] -and/or- kill[s] -and/or- effective against cold viruses⁴
- Fight[s] -and/or- kill[s] -and/or- effective against colds and flu viruses³
- Fight[s] -and/or- kill[s] -and/or- effective against flu virus⁵
- Fight[s] -or- reduce[s] bacteria² -and/or- viruses† -and/or- germ† on hard, nonporous surfaces [in your ***insert use site(s) from Table 2*** [this cold -and/or- flu season]
- Fight[s] -or- reduce[s] bacteria² on hard, nonporous surfaces [in your ***insert use site(s) from Table 2***]

- For use at home or on the go
- [Great] Lint-free cleaning [and disinfecting]
- Helps kill 99.9% of germs† before they multiply and thrive^P
- [Hey] [Mom] [Teacher[s]] [!] [,] [Be] [Are you] Ready for [[back-to-school]¹⁶] [[the] cold -and/or- flu season] [the holiday[s] [season]] [?] [!]
- Just one step kills 99.9% of germs† -and/or- bacteria
- Kills **Xx** more antibiotic-resistant bacteria than before
- Kills **X%** more [micro]organisms than before
- Kills[:] [99.9% of] antibiotic-resistant bacteria¹⁰
- Kills [2009] H1N1 [Flu Virus]¹⁹
- Kills 99.9[99]% of bacteria¹ in [just] 10 sec[onds]
- Kills 99.9% of Bacteria -and/or- Viruses† -or- germs
- Kills [99.9% of] cold and flu viruses³ -or- viruses¹⁴ [16x] faster [than previous Clorox Disinfecting Wipes¹] [than ever before]
- Kills [99.9% of] cold and flu viruses³ -or- viruses¹⁴ in [just] 15 sec[onds]
- Kills 99.9% of [common] bathroom -and/or- kitchen germs³¹
- Kills 99.9% of [common] [household] germs†!
- Kills [99.9% of] [common household] germs† to help prevent the spread of germs† in high traffic areas -or- from surface to surface -or- from hot spot[s] [to hot spot]
- Kills [99.9% of] **insert organism from organism table in insert corresponding contact time from organism table**
- Kills [99.9% of] germs† -and/or- bacteria where they hide
- Kills 99.9% of germs† before they [can] multiply and thrive
- Kill[s] [99.9% of] -or- Effective against -or- [Disinfect Bacteria¹³] -or- [that cause odor] -or- [that cause scum and slime on hard surfaces] in [just] 4 min[utes]
- Kills [99.9% of] Rotavirus [the virus that causes diarrhea -or- the diarrhea virus -or- ([most] common cause of childhood diarrhea)]
- Kills [:] [99.9% of] [various] viruses³ that cause cold and flu.
- Kills[:] [99.999% of] bacteria^{1, 3} [in [just] 10 sec[onds]][,] a common cause of food borne illness -or- that may cause food-poisoning
- Kills [99.9% of] Germs† including [2009] H1N1 [Flu Virus]¹⁹
- Kills 99.9[99]% [of] household bacteria¹ in [just] 10 sec[onds]
- Kill[s] 99.9[99]% of -or- Remove[s] -or- Effective against [odor causing] [Common] [household] [kitchen -and/or- bathroom] bacteria¹ [in just 10 sec[onds]]
- Kills 99.9% of viruses³ that cause cold and flu
- Kills bacteria -and/or- viruses† that cause respiratory infection: Bordetella pertussis [(cause of whooping cough)] -and/or- Klebsiella pneumoniae [(cause of pneumoniae)] -and/or- Respiratory Syncytial virus [(RSV)] [(cause of respiratory infections in infants)] -and/or- Human Coronavirus [(the virus that causes the cold -or- the cold virus)] -and/or- Influenza A2 virus [the virus that causes the flu -or- flu virus]
- Kills Cold & Flu Viruses³
- Kills[:] Cold & Flu Viruses³ -and/or- Staph⁷ -and/or- Salmonella²⁶ -and/or- Strep²⁹ -and/or- E. coli²⁵ -and/or- MRSA⁷ -and/or- Listeria⁸ -and/or- Enterobacter aerogenes
- Kills Germs† and Viruses[†] that May Make Pets Sick [-Including Newcastle Disease virus, Canine Distemper virus]
- Kills [even] -or- Effective against antibiotic resistant bacteria³⁰
- Kills Germs† -and/or- Flu Viruses⁵ [including [2009] H1N1]¹⁹
- Kills germs† that can hide in grime -and/or- [kitchen messes] -and/or- [bathroom messes] -and/or- [bathroom hot spots]
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] [common] [household] germs† -or- bacteria
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] bacteria -and/or- germs† [all] around [your] [the] [bathroom -or- restroom -and/or- kitchen] [school¹⁶] [classroom] [home] [house] [office] [work -or- office] [place] [environment^P]
- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses⁶
- Kill[s] -or- Remove[s] -or- Effective against Human Coronavirus
- Kill[s] -or- Remove[s] -or- Effective against Influenza A2 virus [ATCC VR-544] [the virus that causes the flu] -or- Rotavirus
- [Kill[s] -or- Remove[s] -or- Effective against] [the following]
- Kills the bacteria²⁸ that [can] cause[s] bath tub ring[s] [organisms:] **Insert organism(s) from Disinfection Organism table**
- Kills [the] [common] [99.9% of] cold⁴ -and/or- flu virus[es]³ -or- 5 including H1N1 virus -or- Swine Flu virus -and/or- H3N2 virus -and/or- H5N1 -and/or- Influenza A2 virus -and/or- Human Coronavirus -and/or- Bird Flu virus -or- Avian Flu virus⁸
- Kills[:] the organisms that can cause pneumonia -and/or- whooping cough
- Kills the virus[es] that cause[s] [the] [common] colds⁴ -and/or- flu³ -or- 5
- Leaves hard, nonporous surfaces disinfected
- Locks in -or- removes dirt, grease, and grime
- 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 step -or- Everywhere indicated on the label -or- Anywhere indicated on the label
- [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
- Patented -or- Advanced Disinfecting Formula
- Penetrates messes -or- soils
- Plus **insert product name or icons representing product**
- Proven to Kill **insert number based on Organism table** [Common] Viruses† and Bacteria
- Put **this product** on your school¹⁶ supply list to help keep your child's classroom clean
- Reaches the places [where] germs† hide
- Remove -or- Eliminate -or- Kill cold and flu viruses³ -or- cold virus⁴ -or- flu virus⁵ [this season]
- Remove -or- Eliminate -or- Kill viruses³ that cause colds and flu [this season]
- Removing -and/or- Killing -and/or- Fighting -and/or- Eliminating germs† -or- bacteria -and/or- virus[es]† for [nearly] **insert number** years
- Removes dirt -and/or- [grease] -and/or- [soap scum] that can promote bacteria growth
- Removes germy† residue¹⁸
- Removes -or- cleans [away] more dirt -and/or- grease -and/or- grime with each wipe¹¹

- Removes -or- Cleans [the] stuck-on messes -or- scum -or- grime where germs† -or- bacteria [can] hide
- Removes -or- Eliminates -or- Kills 99.9% of viruses³ that cause cold and flu
- Sanitizes in [just] [10 sec[onds¹³]]
- [Say] Boo to the Influenza virus [this year -or- winter -or- flu virus⁵ season] [with Clorox® wipes [**this product**] -or- Clorox® Disinfecting products]
- Soft side for wiping -or- cleaning dirt away and disinfecting
- Targets the places where bacteria hide and multiply^P
- [Teachers] Clean up the classroom [with **this product**]
- The Disinfecting Wipe used by [at least] 20 Million Moms
- The Disinfecting Wipe used by [at least] 25 Million Households -or- [/] Families
- [**The product** [is] [are]] the easy¹⁵ way to [touch-up] [clean] [and] disinfect
- The scrubbing [power] [side] of a sponge in a disinfecting wipe
- There are many uses for [**this product**] and here are a few:
 - bathroom surfaces
 - kitchen surfaces
 - Kids' -or- Children's [play]room or family den
 - window blinds
- Thicker -and/or- Heavier wipe for [cleaning] your biggest messes [and disinfecting [hard, nonporous surfaces]] [all around the house -or- home^P]
- This [cleaner -and/or- disinfectant] combines cleaning and disinfecting [in one product] [in one step]
- [**This product**] is -or- are your daily defense against germs†
- [Touch-up] Clean[s] and disinfect[s]
- Use [in [public] places] where germs† may be of concern
- 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
- Wipes -or- cleans away build-up to kill [99.9% of] bacteria [in their home] or [where they live]
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting
- [You can] clean -and/or- disinfect [**Xx**] more -or- larger surface[s] [area] [vs. Clorox Disinfecting Wipes¹]

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

Emerging Viral Pathogens

Product name -or- this product qualifies for emerging pathogen claims against Enveloped viruses

<i>For an emerging viral pathogen that is an...</i>	<i>... follow the directions for use for the following organisms on the label:</i>
Enveloped virus	Rotavirus

Product name -or- this product has demonstrated effectiveness against viruses similar to **insert name of emerging virus** on hard, nonporous surfaces. Therefore, **product name** -or- this product can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Insert name of illness/outbreak is caused by **insert name of emerging virus**. **Product name** -or- this product kills similar viruses and therefore can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Organism Table

Sanitization		
Bacteria	Strain and/or ATCC	Contact Time
Campylobacter jejuni	[ATCC 29428]	10 sec[onds]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]	10 sec[onds]
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]	10 sec[onds]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	10 sec[onds]
Salmonella enterica ²¹ [(Salmonella)]	[ATCC 10708]	10 sec[onds]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	10 sec[onds]
Streptococcus pyogenes [(Strep)]	[ATCC 19615]	10 sec[onds]
Disinfection		
Bacteria	Strain and/or ATCC	Contact Time
Bordetella pertussis	[ATCC 12743]	4 min[utes]
Burkholderia cepacia	[ATCC 25416]	4 min[utes]
Campylobacter jejuni	[ATCC 29428]	4 min[utes]
Carbapenem Resistant Klebsiella pneumoniae	[ATCC BAA-1705]	4 min[utes]
Enterobacter aerogenes	[ATCC 13048]	4 min[utes]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 51657]	4 min[utes]
Extended Spectrum Beta Lactamase (ESBL) producing Escherichia coli (ESBL producing E.coli)	[ATCC BAA-196]	4 min[utes]
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]	4 min[utes]
Listeria monocytogenes [(Listeria)]	[ATCC 19117]	4 min[utes]
Multi-drug Resistant [(MDR)] Acinetobacter baumannii ^[22]	[ATCC 19606]	4 min[utes]
Multi-Drug Resistant [(MDR)] Enterococcus faecium ^[23]	[ATCC 51559]	4 min[utes]
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]	4 min[utes]
Salmonella enterica ²¹ [(Salmonella)]	[ATCC 10708]	4 min[utes]
Serratia marcescens	[ATCC 14756]	4 min[utes]
Shigella flexneri serotype 1B	[ATCC 9380]	4 min[utes]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	4 min[utes]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	4 min[utes]
Streptococcus pyogenes [(Strep)]	[ATCC 19615]	4 min[utes]

Enveloped Viruses	Strain and/or ATCC	Contact Time
‡2009-H1N1 Influenza A virus (Novel H1N1)	[Strain A/Mexico/4108/2009, CDC #2009712192]	15 sec[onds]
‡Avian Influenza A (H3N2) virus§ [(Avian Reassortant)]	[ATCC VR-2072], Strain A; Washington; 897/80 X A/Mallard; New York;6750;78]	15 sec[onds]
‡Avian influenza [Type A] virus§ (H5N1)	[Strain VN5N1-PR8/CDC-RG CDC #2006719965]	15 sec[onds]
‡Avian Influenza A (H7N9) virus§	Strain wildtype A/Anhui/1/2013, CDC # 2013759189	15 sec[onds]
‡Bovine Viral Diarrhea Virus (Surrogate for Human Hepatitis C Virus)	[Strain Oregon C24V - genotype 1]	15 sec[onds]
‡Canine Distemper Virus	[ATCC VR-128] [Strain Lederle]	15 sec[onds]
‡Duck hepatitis B virus (Human hepatitis B surrogate)	[10/29/11 Strain]	15 sec[onds]
‡Herpes Simplex virus [type 1] [(Herpes)]	[ATCC VR-733] [Strain F(1)]	15 sec[onds]
‡Herpes Simplex virus type 2	[ATCC VR-734] [Strain G]	15 sec[onds]
‡Human Coronavirus	[ATCC VR-740 Strain 229-E]	15 sec[onds]
‡Human Immunodeficiency Virus type 1 [(HIV-1)]	[Strain HTLV-IIIB]	15 sec[onds]
‡Influenza virus [Type A2] [Flu Virus]	[ATCC VR-544] [Strain Hong Kong]	15 sec[onds]
‡Newcastle disease virus	[ATCC VR-108] [Strain B1, Hitchner or Blacksburg]	15 sec[onds]
‡Parainfluenza virus Type 3	[ATCC VR-93] [Strain C243]	15 sec[onds]
‡Respiratory syncytial virus (RSV)	[ATCC VR-26] [Strain Long]	15 sec[onds]
‡Ebola virus	[Zaire-Kikwit]	20 sec[onds]
Virus Small Non-Enveloped	Strain and/or ATCC	Contact Time
‡Rotavirus	[Strain WA]	4 min[utes]

General/Cleaning Claims

- 1 [**insert ABN**] = X [regular] Clorox Disinfecting Wipes1[$\$ \$ \$$]
- 2 in 1 Cleaner & [Air] [Room] Freshener
- [3 in 1] [Cleans][,] [&] [Deodorizes][,] [&][Freshens]
- 3X -or- 4X -or- 5X cleaning power
- 4x Cleaning Action[:]
- Deodorization
- [Kitchen] Grease
- Soap Scum
- [Floor] Soil[s]
- 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] [Great] [Made] [Works [well]] [Appropriate] [on -or- for] [stainless steel -and/or- metal -and/or- glass surfaces] [stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors -and/or- faucets -and/or- sinks -and/or- mirrors -and/or- dark tile] [with] [because of] [due to] [the] [low-streak -or- residue formula]
- Also try -or- learn more about [our] [other] [convenient] Clorox® wipes **insert web address**
- [Also] Try [These] [Other -and/or- New] Clorox Products -or- Wipes[!]
- [A(n)] [Even] [Better] [Great] [Easy] Everyday cleaner
- Big[ger] messes call for a better -or- stronger -or- thicker -or- heavier wipe[s]
- Bleach[-]free [formula]
- Bonus[!] -or- Combo -or- Family -or- Variety Pack [includes:]
- Check out our website for [more] [the latest] information on germs† that affect your family [www.clorox.com] -or- [www.cloroxdisinfectingwipes.com]
- Classrooms -or- schools¹⁶ are cleaner with **this product** -or- [disinfecting] wipes
- Clean before you shop
- Clean [even] more -or- multiple surfaces with wipes -or- **this product**
- Clean up the classroom [with **this product** -or- wipes]
- Clean with just a wipe -or- touch
- Clean your cart
- [Cleaning -and/or- disinfecting] that fits into your life
- Cleans 2X As Much Surface Area -or- Dirt -or- Soap Scum -or- Grime -or- Grease
- 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
- Clear-Drying Formula for Multiple Surfaces
- Contains cleaning formula with premium large size, non-linting wipe
- Convenient
- Convenient cart cleaning
- Convenient, [tough] [real] cleaning!
- Cuts Through Tough Grease & Grime
- Deodorizing/deodorizes
- Designed to Leave Out on the Counter[!]
- Does not contain bleach
- Does not leave greasy appearance or feel
- Donate **this product** [to your child's classroom -or- school]¹⁶
- Don't miss a beat with **this product**
- Don't stop [your] [family] life for [cleaning -and/or- disinfecting]
- Dries clear
- DuraPly Weave -or- Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs†] -or- [Multi-Surface Wipe]
- DuraPly Weave -or- Texture -or- Technology for Better Cleaning
- DuraPly Weave -or- Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Dual-Sided [Wipe] -or- Two-Sided [Wipe] -or- 2-Sided [Wipe]: Textured [side] for [stubborn] [baked on] [tough] messes, Smooth [side] for shiny surfaces -or- touch-ups
- [Each -or- quilted wipe] cleans as much as **X** [regular -or- original] Clorox Disinfecting Wipes1
- [Each -or- quilted wipe] does the cleaning job of **X** Clorox Disinfecting Wipes1
- [Each -or- quilted wipe is] [designed to] stay[s] wet longer [than Clorox Disinfecting Wipes1] [for] [**Xx** the cleaning power] -or- [extended cleaning]
- [Each -or- quilted wipe] Keeps cleaning when other wipes[s] stop -or- can't -or- quit
- [Each -or- quilted wipe] lasts [**Xx**] longer [than Clorox Disinfecting Wipes1]
- [Each wipe] cleans as much [mess] as a spray cleaner and **X** paper towels
- [Each wipe has] 2x/3x/4x more cleaning power to tackle [tough] outdoor messes -or- jobs
- [Each wipe has] -and/or- [With] DuraThick -or- UltraThick -or- MegaThick -or- TripleWeave -or- MoistureLock Technology [for cleaning [3x] more than Clorox Disinfecting Wipes1]
- [Each wipe has] -or- [With] -or- [Quilted wipe with] TimeRelease Technology [to stay wet longer, for more cleaning power] [than Clorox Disinfecting Wipes1]
- [Each wipe is] [**Xx**] thicker $\$ \$$
- [Each wipe is] [**Xx**] thicker $\$$
- [Each wipe] thoroughly -or- deep[ly] cleans heavily soiled surfaces -or- heavy -or- your biggest messes
- Easy
- Easy Dispensing Package[!]
- Easy one hand cleaning!
- Easily keep your car [or truck] clean
- [Easily] Lifts away dirt, dust and debris [from auto -or- car] [surfaces]
- Easily removes ground in dirt, dust & grime
- [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 wipe away dirt, debris, dust & grime

- [Easily] wipes clean
- Effortless cleaning with one hand
- Effortless Dispensing[!] [-] [is] [as] easy as pulling a tissue!
- Eliminates dirt and soils
- [Enjoy] Enhanced Scent[s] & Clorox Cleaning Power – All -or- 2 in 1!
- [Even] Better scrubbing -and/or- cleaning [power]
- Even stronger -and/or- more durable [than ever]
- [Even] stronger than [tough] [stubborn] [baked-on] [dried-on] [kitchen] grease -and/or- grime -and/or- dirt -and/or- soap scum -and/or- [everyday] [bathroom] [kitchen] messes -and/or- build-up
- 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
- Extra-Large, Extra-Thick Wipes
- Extra Large -or- Wide
- Extra wide & thick for big messes
- Fast drying: leaves no dull or sticky residue
- Fits [in] [a(n)] [your] [current] [existing] [*insert number*] [Clorox®] [wipes] [*this product*] canister -or- container
- [Flat] [Flexible] [Soft] [Pack] Fits in [the] small spaces
- [Flat] [Flexible] [Soft] [Pack] Fits in [your] [the] purse -and/or- glove compartment -and/or- diaper bag¹² -and/or- gym bag
- For a cleaner -and/or- fresher [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- For a Complete Clean [that] You Can See & Smell
- 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 multiple surfaces
- For use at home or in public areas -or- places
- [For] [use in] tub[s] -and/or- shower[s]
- For use on grocery cart and basket handles
- For use on hard, nonporous, non-food-contact surfaces [of]: *insert use surface(s) from Table 1*
- For use while traveling
- Free [!] Sample
- Fresh Take on Clean
- Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- Gentle for surfaces
- [Gentle] Formula cleans and quickly lifts off dust, dirt, grime and spills
- Gentle on -or- Cleans A [Variety Of] [Multiple] Surfaces *insert surface(s) from Table 2 -and/or- insert surface material(s) from Table 3*
- Great for the classroom
- [Great] for [the] school(s)¹⁶ -or- classroom(s)
- [Great] For traveling -or- For use at work -or- For use in public restrooms -or- For use on hard, nonporous surfaces -or- For floor(s) [touch-ups] -or- For touch-up cleaning
- Great for your car's dashboard, vinyl, consoles and more!
- [Great] Lint-free cleaning
- Great on -or- works on[:] *insert surface material(s) from Table 3 or surface(s) from Table 1*
- Great -or- ideal for [cleaning -or- use on] [most] hard, nonporous surfaces [including glazed ceramic, glass, finished wood, acrylic, sealed fiberglass, sealed granite, finished hardwood, vinyl, stainless steel, mirrors, car seats^P, cup holders, toilet seats, desks, computer keyboards, telephones, sinks, garbage cans, refrigerator exteriors, counters, faucets, bath tubs, computers, telephones, door knobs, light switches]
- Great -or- Perfect [size] for [the] [your] [:] car(s) -and/or- glove compartment[s] -or- box[es]-and/or- purse[s] -and/or- diaper bag[s]¹² -and/or- gym bag[s] -and/or- travel -and/or- public restrooms -and/or- public areas -and/or- grocery carts -and/or- hotels -and/or- airplane trays -and/or- changing tables [!]
- Great -or- Tough Cleaning [Power] [in a] [Thick] Wipe]
- Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
- [Hey Mom] Take this -or- *this product* to [my] classroom -or- school¹⁶ -or- teacher¹⁶
- [Hey Mom] Take *this product* -or- me to [my] classroom -or- school¹⁶ -or- teacher¹⁶
- Holds up to your toughest messes -or- jobs -or- stains
- [Improved formula] [for] [low -or- less -or- lower] streaking -or- residue!
- Individually Cut Sheets Dispense Easier[!]
- Individually Wrapped for Freshness[!]
- Just pull, wipe clean and toss
- Just wipe [once] - no clean-up [after wipe] needed
- Lasting Freshness
- [Leave[s] -or- Leaving Behind][a] Delightful[ly] Fresh Scent[s]!
- Leaves your bathroom fresh and clean
- Leaves Your Surfaces Gleaming
- Less Plastic to Throw Away[!]
- Life doesn't have to stop for cleaning
- Life [doesn't] [shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- Lift away dirt and debris
- Lint-Free Cleaning Wipe
- Lint-free – won't leave greasy residue on hands
- [Look] Less streaking -or- residue
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [cleans -and/or- disinfects] [for] [Shiny -or- Multiple Surfaces]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [Delivers] a Clean you can [see -and/or- smell -and/or- feel] [notice]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] clean[s] thoroughly
- [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] [exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks] -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors [, 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] [exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks] -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors
- [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^P]
- 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-Purpose Cleaning Wipes
- Multi-Surface Cleaner for Spills and Messes
- Multi-Surface [formula -or- wipe]
- **NEW in circle - sticker**
- New Year. Fresh Start.
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- [No-streak] -or- [Streak-free] formula
- No-Touch [Easy] Refill
- Odor-neutralizing [fresh] [scents] [technology] [formula[s]]
- One-Handed Dispensing[!]
- [One] [Versatile] [low-streaking -or- residue] wipe for [all] hard, nonporous [kitchen -and/or- bathroom -and/or- household] surfaces
- [One wipe] cleans [an entire] -and/or- [a 12-person] dining room table
- [One wipe] cleans an entire bathtub -or- refrigerator exterior -or- room -or- kitchen -or- bathroom
- One Wipe, Multiple Surfaces
- Only disinfecting wipe formulated for [your] Shiny [Kitchen -and/or- Bathroom] Surfaces
- Only [disinfecting] wipe with [a] [this amazing] low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying [formula]
- Outdoor dirt -or- grime calls for a better -or- stronger -or- thicker -or- heavier wipe\$\$
- Patented -or- Exclusive formula -or- lotion -or- wipe
- Perfect for cleaning up around the toilet
- Perfect -or- Great for outdoor dirt -or- grime -or- furniture^P
- Perfect -or- Great for patio furniture^P
- Powers Through Grease, Soap Scum & Grime
- Powerful cleaning -and/or- degreasing action -or- formula
- Powerful Cleaning -or- Great -or- Suitable for auto -or- car surfaces
- Powerful Clorox [Cleaning] Formula and Compatible for auto -or- car surfaces
- Powerful soap scum -and/or- grease -and/or- grime -and/or- dirt fighting -or- cutting formula -or- technology
- Powerful[ly] Clean, Delightful[ly] [Re]Fresh[ing] Scent[s]!
- [Provide(s)/Providing/The] Incredible Clean[ing] [That] You'd Expect from Clorox.
- Quick
- Quick and Easy Cart Cleaning
- Quick and Easy Cleaning Everywhere^P
- Quick and Easy Cleaning for Kitchen Surfaces^P
- Quick auto -or- car interior cleaning
- [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!] 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^P
- [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 -or- existing] [**insert number**] [Wipes] [**this product**] canister -or- container
- Removes dirt, dust and soils [from auto -or- car surfaces]
- [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]] [!]
- Safe to -or- for use on **insert surface material(s) from Table 3**
- [Small] [Handy] [size] [wipes] [Great -or- Perfect] for small [cleaning] jobs!
- Smells as Good as it Cleans
- Suitable for use -or- Can be used -or- Compatible on -or- with Multiple Surfaces
- See the [low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying] difference [on mirrors -and/or- glass -and/or- shiny surfaces]
- Simplifies [cleaning -and/or- disinfecting]
- Simplify [cleaning -and/or- disinfecting]
- Single Sheet Dispensing[!]
- Some [moments] [things] shouldn't be interrupted
- Specially formulated for a variety of surfaces -or- kitchen surfaces
- Specially formulated for Multiple -or- Shiny 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
- Strong -or- durable enough for [tough] [messes] [jobs] [stains] [difficult -or- uneven surfaces] [all around the house^P]
- Tackle large cleaning jobs with just 1 wipe
- Textured wipe traps more dirt
- [The Cleaning Wipe] used by [at least] 20 Million Moms
- [The Cleaning Wipe] Used by [at least] 25 Million Households -or- Families
- 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] [Multipurpose -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places [like] exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors
- [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] [Non-Scratch] [Scrubbing] [Scrubby] [Multipurpose -or- occasion] wipe[:] [cleans] [great] [works [well]] [suitable] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household -or- **insert surface(s) from Table 1**] surfaces -or- places [like] **insert Use Site(s) Table 2** [!]
- [The] only wipe with a low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying 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^P
- Thicker. [and] [Stronger.] [Longer Lasting.] -or- [More Cleaning Power.]§§
- [Thick[er]] Textured Wipe[s] [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- **This product** [is] [are] premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
- [**This Product**][-] Tough[er] -and/or- Small[er] -and/or- Thick[er] -and/or- Strong[er] -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- Stains[!]
- Tough on grease, dirt and grime
- 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[!]
- Tough on messes, easy on surfaces
- [Tough][.] [Strong] [Micro-]Scrub[ly][ing] Action[!]
- Tough[er] -and/or- Small[er] -and/or- Thick[er] -and/or- Strong[er] -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier [wipes] Scrub Through -or- For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- Stains[!]
- 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
- TripleWeave Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs[†]] -or- [Multi-Surface Wipe]
- TripleWeave Texture -or- Technology for Better Cleaning
- TripleWeave Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Try Me
- Use Everywhere indicated on the label -or- Anywhere indicated on the label
- Use on [grocery] carts and baskets
- Use on [grocery] cart handles and basket handles
- Use on hard, nonporous surfaces anywhere indicated on the label [you travel] [throughout the house]
- Use on hard, nonporous, non-food contact surfaces [in]: **insert use surface(s) from Table 1**
- Use on hard, nonporous surfaces: plastic, vinyl upholstery, metal, glass, and painted surfaces
- Use on -or- Try on -or- Can be used on -or- Perfect [for] -or- designed [for] -or- specialized [for] -or- formulated [for][:] [a variety of surfaces] [including] **insert surface(s) from Table 1 or surface material(s) from Table 3**
- 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 indicated on the label]
- [Virtually] no streaks -or- residue -or- film -or- trace left behind
- [Virtually] streak-free -or- film-free -or- residue-free shine [clean]
- Will not harm most surfaces
- Will not leave behind greasy appearance or feel
- Wipe away [the] [tough] bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [soils] [dirt] [grime]
- [Wipe] Cleans better -and/or- lasts longer [than ever]
- Wipes away -and/or- powers through -and/or- attacks -and/or- [even] cleans [tough] [stubborn] [baked-on] [dried-on] [kitchen] grease -and/or- grime -and/or- dirt -and/or- soap scum -and/or- [everyday] [bathroom] [kitchen] messes -and/or- build-up
- Wipes won't dry out²⁰
- With a bleach-free formula
- With a pleasant fragrance
- Won't leave greasy residue on hands

- 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]
- [You can] clean an entire garage with just **X** wipes
- [You can] clean an entire room -or- kitchen -or- refrigerator exterior -or- bathroom with just X wipes

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

- Fights -or- Cuts [Through] -or- Wipes out [tough] [kitchen] Grease[,] [Wipes Clean]

NOTE: Big Jobs™ All-Purpose Cleaning Wipes -or- ***insert ABN*** should not be used on marble, aluminum, copper or wood that is unfinished, unsealed, unpainted, waxed, oiled or worn. Test a small area first.

Fragrance/Scent Descriptors and Claims

- 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]
- Citrus Blend
- [Clean] [Refreshing] [Great] 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]
- Fresh Brazilian Blossoms
- Fruit(y) [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Gardenia [bloom] [breeze] [burst] [blossom] [fresh]
- Great [scent] for [the] [your] [***insert use or usage site***]
- [Great] scent[,] [same] [great] wipe]
- Hawaiian Sunshine -or- Aloha
- 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]
- Ocean [breeze] [fresh] [winds] [mist]
- Orange [blast] [breeze] [burst] [fresh] [fusion]
- Pacific Breeze and Coconut
- Petal [breeze] [pink] [rush]
- Rain [clean] [fresh] [fusion] [shower]
- River [burst] [clean] [fresh] [rush] [splash]
- Rose [of the tropics]
- Serene Clean
- 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]
- Spa 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] [scent] ***insert scent descriptor***
- Tuscan Lavender and Jasmine
- 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

for CSF A06 only

- Fragrance -or- scent free
- Free and clear
- No fragrance[s] -or- scent[s] added
- Unscented

Packaging Claims

- 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger[*\$\$*] -or- [100 or 200]% stronger [textured] [wipe][*\$\$*]
- 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger[*\$\$*]
- 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 -or- Two for *insert Use Site(s) from Table 2*, one -or- two for *insert Use Site(s) from Table 2*
- [Big] [Value] Can
- [Buy] Two for home, one for school¹⁶ -or- the car -or- purse -or- to go
- [Can] [easily] Slip -or- Fit into a [purse] [pocket] [diaper bag¹²] [backpack] [glove compartment -or- box] [car] [minivan] [SUV] [lunch box -or- bag] [briefcase] [luggage] [suitcase]
- Clorox® brings beauty [artistry] [elegance] [trendy] to cleaning!
- Clorox® Wipe [&] [and] ['N] Go Disinfecting Wipes
- Collect all [of the Designer Series] canisters!
- Combo Pack
- Coming soon
- Compact size for storage
- 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
- Dispensing is effortless!
- [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] Dispensing
- [Easy] [Better] [Dispensing] Lid -or- Closure -or- Cap
- Easy Breezy Dispensing
- Easy-carry handle
- Easy Grip -or- Hold [Canister] [Package]
- [Easy] One-handed [dispensing] -or- Dispense [wipes] with [only] [just] one hand -or- Grab [wipes] [a wipe] [and wipe] with [just] [only] one hand -or- [Easily] Grab [wipes] one at a time
- Easy open lid
- Easy -or- EZ Start Lid -or- Cap
- Easy on [your] hands
- Easy pop [top]
- Easy pull from start to finish
- 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!
- [Even] more wipes [per package -or- container -or- canister]
- [Even] stronger [wipe[s]] [a] [Better Wipe[s]] [*\$\$*]
- Fits almost anywhere*\$\$\$*
- Fits in [your] [car] glove compartment
- Get 1 wipe at a time, every time!
- Great for the road -and/or- travel -or- traveling!
- Great for [the -or- your] *insert Use Site(s) from Table 2* -and/or- use on *insert Use Surface(s) from Table 1*!
- Great for [those] [life's] [your family's] unexpected messes
- [Great] [Perfect] [for] [Take It -or- Taking it] [Clean -or- Cleaning] On the Go[!]
- Guaranteed to not dry out!²⁰
- [Guaranteed to] Pull[s] Wipes One at a Time!
- Guaranteed to stay moist²⁰
- [Guaranteed] Wipes stay moist²⁰ -or- wet
- [Have you tried -or- Look[ing] for -or- Also try] [the -or- our] [redesigned] [easier-to-use] [tissue-like dispenser -or- packaging] [*this product*] [oval] [package -or- design]
- Keep -or- Carry [one] [some] [a package -or- pouch -or- pack] in your purse -and/or- diaper bag¹² -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 wipes³²
- *insert percent* more wipes³²
- *insert wipe dimensions* wipes
- *insert number* wipes [per package -or- container -or- canister]
- [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]

- Made with xx% Less Plastic[!] / Less Packaging[!]
- [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
- Not for Individual Sale
- Our [Best] [Easiest] [Smoothest] Dispensing Ever!
- Part of [a] Multi-Pack
- [Perfect for] Use with the [*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
- [Refill] [Pouch] [Canister] Combo Pack
- Refillable [with *insert number* wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- Regular [wipe] [size] -or- Large [wipe] [size]
- Removable sticker
- [Resealable] On-the-Go Pack -or- Size[!]
- Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
- Same easy dispensing
- Same great [product] [wipes]. [Easier] [simpler] form -or- package -or- packaging.
- Single sheet dispensing!
- Soft Packaging [for] [Easy Storage]
- Stackable [disinfecting] [wipes] refills -or- package(s) -or- pouches
- Stay-wet -or- Moisture-lock -or- Stay-tight -or- Air-lock package -and/or- seal -and/or- pouch -and/or- pack
- Stays -and/or- Keeps moist -and/or- wet [better than ever -or- before]
- Take Clorox® wipes [*this product*] [with you] on the go[:] [on] travel -and/or- [in -or- on] *insert Use Site(s) from Table 2* -and/or- *Use Surface(s) from Table 1* -and/or- [your] [the] purse -and/or- diaper bag¹² -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], [with a -or- an] easier -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]
- *This product* [Wipes] To Go
- 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 -or- for] [*insert Use Surface(s) from Table 1*][!]
- Tub refill
- Unique dispenser
- 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] [An] Air-tight [seal -and/or- pouch -and/or- pack]
- [With] [Individually cut] wipes [that dispense one at a time]!
- [With] Pop action

Heavy Duty Claims

- [Xx] more cleaning layers [in every wipe]
- Better -and/or- Stronger -and/or- Textured wipe cleans -and/or- removes -and/or- works great on *insert Use Surface(s) from Table 1*
- [Better] [Stronger] [Thicker] Wipe!
- Clean and scrub clean
- Cleans longer than ever -or- previous [disinfecting] wipes
- Cleans -or- Removes -or- Fights -or- Good for -or- Great on -or- Works great on [kitchen] [tough] [soap scum] [baked-on] [grease] [soils] [messes] [spaghetti sauce] [kitchen messes] [dirt] [soils] [bathroom messes]
- [Designed with] [micro-scrubbers] [to] clean[s] [2X or 3X or 4X] as much surface area -or- dirt -or- soap scum -or- grime -or- grease[§§]
- 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
- [Each -or- quilted wipe] cleans -or- picks up -or- traps -or- tackles [Xx] more dirt -and/or- grime [than Clorox Disinfecting Wipes1]
- [Each -or- quilted wipe has] 2x the cleaning agent -or- power -or- solution -or- liquid [vs. Clorox Disinfecting Wipes1] [for] [more cleaning power] -or- [extended] -or- [extra strength] [cleaning]
- [[Each wipe has] X% more cleaning power [than regular Clorox Disinfecting Wipes1]
- [Each wipe has] Xx more cleaning power [than Clorox Disinfecting Wipes1]
- [Each wipe has a] cloth-like feel [for a cloth-like clean] -or- [for more cleaning power] -or- [for longer cleaning] -or- [to stay wet longer]§§
- [Each wipe has an] extra thick [core]
- [Each wipe is] X% more effective at cleaning messes [than Clorox Disinfecting Wipes1]
- [Each wipe is] [Xx] thicker§
- [Each wipe is] [Xx] thicker§§
- [Each wipe is] [Xx / X%] thicker than Clorox Disinfecting Wipes1
- [Each wipe is] extra thick for -or- to clean[ing] [the] -or- [your] biggest -and/or- heaviest -and/or- toughest messes.
- [Each wipe is] [so] [strong] [that it] -or- [enough to] power[s] through [even] your biggest messes
- Easy to grip -and/or- hold -and/or- handle
- Extra strength cleaning
- Feel the difference with [our] honeycomb texture -or- wipe
- Feels -or- works like a cloth
- For tough messes throughout the house
- Great -or- Tough Cleaning [Power] [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]
- 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]
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]
- Keeps cleaning longer than ever -or- previous [disinfecting] wipes
- Lasts longer than ever -or- previous [disinfecting] wipes
- [One canister has] more cleaning power than X rolls of paper towels
- One side is like a scrubbing sponge, the other is like a wipe
- Our longest lasting -or- thickest [disinfecting] wipe [ever]
- Picks up, -and/or- [traps] [dirt], -and/or- [crumbs], -and/or- [hair]
- [Premium] -or- [Thicker] wipe [for more cleaning power]
- Quilted [cleaning] [!]
- Quilted substrate -or- wipe cleans better§§
- Redesigned for Better Cleaning
- Redesigned to Clean Better!
- [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]
- [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]
- [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]
- [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]
- [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]
- [Reinforced] [with] Quilted [strength]
- Releases [the right amount of] cleaning agent [when you need it] [for bigger messes]

- [Smaller][.] [Tougher][.] [Thicker][.] [Stronger][.] [More Durable][.] [Textured][.] [Ultra-thick] Wipe [With] [Powerful] [Micro-Fibers] [Scrubbing-Fibers] [Micro-Scrubbing Fibers -or- Power] [Micro-Fiber Power] [Micro-Scrubber -or- Micro-Scrubbing Texture] [Textured] Micro-Scrubbers[!] [Cut[s] through -or- For] [Tough] [Stubborn] [Baked On] [Sticky] [Messses -or- Soils -or Stains] [with less [effort -or-scrubbing]²⁴] [!]
- Soft side for wiping -or- cleaning dirt away
- Soft weave wipe cleans **insert Use Surface(s) from Table 1** better [in **insert Use Site(s) from Table 2**]
- 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
- [Texture] [Thick wipe] Stays wet [longer]
- Texture traps more soil -and/or- dirt -and/or- grease -and/or- germst
- [Textured] [micro-scrubbing] [fibers] [wipe] last[s] [**X**] longer[**\$\$**]
- [Textured] [micro-scrubbing] [fibers] [wipe] last[s] [2X or 3X or 4X] longer[**\$\$**]
- [Textured] [micro-scrubbing] [fibers] [wipe] scrub[s] away -or- break[s] [through -or- up] -or- power[s] through -or- remove[s] -or- clean[s] [tough -or- stubborn -or- baked on] messes -or- soils -or-stains -or- soap scum -or- grime [2X or 3X or 4X] faster[**\$\$**]
- [Textured] [micro-scrubbing] [fibers] [wipe] trap[s] -and/or- pick[s] -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] [2X or 3X or 4X] more particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs -and/or- grease -and/or- soap scum[**\$\$**]
- Textured -or- scrubby -or- rough [side] -or- [scrubbing fibers] for [scrubbing] [cleaning] [removing] [wiping] [tough] [stains] [soils] [messes]
- Textured [thick] wipe [cleans] [shines] better
- Texture[d] [wipe] great on [greasy] [all] messes
- [Textured wipe] [with] [2X or 3X or 4X] cleaning power [on] [tough -or- stubborn -or- baked on] messes -and/or- soils -and/or- stains -and/or- soap scum -and/or- grime[**\$\$**]
- Textured wipe lasts longer
- Textured wipe [works] better on tough stains
- Textured wipe reduces streaks [on] **Use Surfaces: Table 1**
- The scrubbing [power] [side] of a sponge in a wipe
- Thick -and/or- Low-Streak Wipe
- Thick -and/or- soft wipe
- Thick Wipe[s] and Low-Streak Formula for [Everyday] [Daily] [Tough] [Cleaning] [Messses] [Anywhere^P] [Around -or- Throughout the Home -or- Office -or- School¹⁶]
- Thick, Low-Streak Wipe[s] [for] [Cleaning] [Clean[s]] Multiple Surfaces [Anywhere^P] [Around -or- Throughout the Home -or- Office -or- School¹⁶]
- Thick, Low-Streak Wipe[s] for [Everyday] [Daily] [Tough] [Cleaning] [Messses] [Anywhere^P] [Around -or- Throughout the Home -or- Office -or- School¹⁶]
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] work[s] great on [tough] [dirt -and/or- soil -and/or- grease -and/or- messes -and/or- soap scum] [Anywhere^P] [Around -or- Throughout the Home -or- Office -or- School¹⁶]
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] Clean[s] Tough Messes [Anywhere^P] [Around -or- Throughout the Home -or- Office -or- School¹⁶]
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] for [Everyday] [Daily] [Tough] [Messses] [Cleaning] [Anywhere^P] [Around -or- Throughout the Home -or- Office -or- School¹⁶]
- [Thick wipe] absorbs messes -or- spills
- Thicker -and/or- stronger
- Thicker weave [wipe] [for more cleaning power]
- [Thick[er]] Wipe[!] cleans -and/or- scrubs better[!]
- [Thicker wipe] [Is] Tougher on stains -and/or- soil -and/or- dirt -and/or- grease -and/or- soap scum
- [Thicker wipe] [to be] tough on your biggest messes
- Thick wipe with “moisture seal” -or- “moisture lock”
- [Thick] [Wipe] Stays wet -and/or- moist longer
- [Thicker,] [stronger] wipe
- 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
- [Thick[er]] Quilted wipe[s] [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- [This product] -or- **insert ABN** -or- [these -or- quilted wipes] clean[s] [**Xx**] more surface area[$\$ \notin$]
- [This product] -or- **insert ABN** -or- [these -or- quilted wipes] clean[s] [**Xx**] more surface area [than Clorox Disinfecting Wipes¹]
- [Virtually] Lint Free
- Wipe grabs more soil -and/or- dirt -and/or- grease -and/or- soap scum[**\$\$**]
- Wiping -or- smooth -or- soft side for cleaning dirt away
- 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]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave fibers [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]

- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave pockets [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave ridges [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave technology [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- [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
- [With] [Powerful] Micro-Fibers -or- Scrubbing-Fibers -or- Micro-Scrubbing [Fibers -or- Power] -or- Micro-Fiber Power -or- Micro-[Scrubber -or- Scrubbing] Texture -or- [Textured] Micro-Scrubbers] [To -or- That] Scrub[s] Away -or- Break[s] [Through -or- Up] -or- Remove[s] -or- Clean[s] [Tough -or- Stubborn -or- Baked on] Messes -or- Soils -or- Stains -or- Soap Scum [Better] [Conveniently][!]
- With stay-wet technology
- [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

Value Claims

- [Better] 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
- **Insert percent%** more [wipes]!
- Lower cost per wipe
- More [of the same great] [product] [wipes] for less!
- Refills save you money
- [Same Great] Clorox® wipes at a Better Value[!]
- Same great [product] [wipes] at a [better] value!
- Save **insert percent%** !
- Save money and plastic [with Clorox®] [wipes] [**this product**] refills]

Usage Claims

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

Miscellaneous Claims

- Box Tops for Education
- Cast your [design] vote [at www.clorox.com <http://www.clorox.com> -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]
- Help us [with our canister makeover] [pick our future -or- next [canister] design]
- Limited Edition
- Look out [on shelf -or- in stores] for [a] [our] [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] [-and/or- to 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 [in] [your -or- the] **insert Use Site(s) from Table 2** [on] **insert Use Surface(s) from Table 1?**
- What would you Wipe Out?
- Wipe Rewards. Visit clorox.com for details
- [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] [Also] Available in [a] [our] [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

Table 1 Use Surfaces

Appliances [Appliance] [Exterior[s]] [Surfaces] [Outside of] Baby[’s] Room[s] -and/or- Furniture -and/or- Surfaces -and/or- Areas (Cribs, Changing Tables, Diaper Pails) Baseboards Basements [Bathroom] [Kitchen] Faucets [Handles] [Bath]tubs Bed Rails Bed Springs and Frames Bidet[s] Blinds Cabinets/Cupboards Cages Car Interiors Car -or- Booster Seats Cat -and/or- Dog -and/or- Pet Dish[es] -or- Soiled Surface[s] [Cell] [Smart] Phone Chairs [Children’s] Furniture Chrome Exterior Surfaces of Urinals and/or Toilets [Classroom] Desks Closets [Clothes] [Diaper] Hampers Computer[s] [Laptop[s]] [Netbook[s]] [Keyboards] Consoles Cooler Exteriors Counters Countertops Dashboard 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 -or- handles Doorknobs Drain Boards Drawer Pulls Dressing Carts Drinking Fountains ¹⁷ Elevator Buttons [Exam[ination] Table[s] Faucets [Filing] Cabinets Finished Hardwood[s] ^[24] Floors Floors Around Toilets Gaming Systems Garage shelving -and/or- [storage] cabinets (metal, plastic, sealed hardwood) Garbage Cans Garbage Disposals General Use[s] Glass [tables -or- tabletops] [Grocery [Store]] [Shopping] Basket Handles [Grocery [Store]] [Shopping] Cart Handles [Grocery [Store]] [Shopping] Carts Gym Equipment Hampers Hand Dryer Buttons Handrails Highchairs ¹⁷ [Kid’s] Play [Structures] [Equipment] [Furniture] [Tables] Lamps Laundry Rooms LCD -and/or- Navigation Screens Light Switches [Fixtures] [Panels] Litter Boxes 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 Painted Surfaces Paper Towel [Dispensers] [Holders] Patio Furniture/Lawn Chairs PDA [Personal Digital Assistant] Pet -or- Dog Houses -and/or- Crates -and/or- Furniture -and/or- Areas -and/or- Surfaces Picnic Tables Plastic Shower Curtains Playground Equipment Playpens Polyurethane Finished Hardwood Pool maintenance equipment 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] ¹⁶ [Toys ¹⁷] [Supplies] Surface[s] Sealed Granite [Countertops] [Shower] Doors Shower [Walls] Showers Signs Sinks Stainless Steel [Appliances] Staplers Steering Wheels Stereo Consoles Stovetop Exteriors	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 Tool box -and/or- tool[s] [sets] Toys ¹⁷ Toy Boxes Toy Storage Bins Training Toilets Training Tools Trash Cans Trash Compactors [TV] [Wii] [Remote[s]] [Controls] [Under] Sinks Vending Machine Surfaces Vinyl Upholstery [Vinyl] Wallpaper Walkers Walls Washing Machines [Washers -and/or- Dryers] [Exterior[s]] [Outside of] Wastebaskets [Water] [Drinking] Fountain [Toggles] [Handles] Wheelchairs Windows Work bench (metal, plastic, sealed hardwood) [Wood] Doors [For surfaces that incorporate electronic components, please consult manufacturer’s instructions]
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Table 2 Use Sites

Airplane[s] -or- Plane [Lavatory -or- Lavatories] [Tray Tables]	Elevators	Lavatories	Public Facilities
Airports	[Exam[ination] Room[s]	Living Areas -or- Rooms	Public Restrooms
Ambulances	Factory[ies] -or- Plants	Locker Rooms	Public Telephone[s] [Booths]
Automobiles	Family Rooms/Areas	Lounges	Recreational Centers [Facilities]
Basements	Fast Food Restaurants	Malls	[Rental] Cars
Bathroom[s] -or- Locker Room	Fitness Center[s] [Equipment]	[Manufacturing] Plants	Rest Stops
Facilities [Surfaces]	Floors -or- Flooring	Markets	Restaurants
Boats	Garages	Mass Merchandisers, Discount	Restrooms
Bowling Alleys	Garbage -or- Trash Cans	Retailers -and/or- General	School ¹⁶ Buses
Buses	Gas Stations	Merchandise Stores	School ¹⁶ -or- City -or- Public
Butcher Shops	Grocery Stores	[Medical] Clinics	Transit -or- Commuter Buses
Cafeterias	Gymnasiums	[Medical -or- Dental -or-	Schools ¹⁶
Camper[s] -or- RV[s] -or-	Gyms	Physician's -or- Doctor's -or-	Shelters
Trailer[s] -or- [Mobile]	Health Clubs	Nurse's -or- Pediatrician's]	Ships
Home[s]	Home Centers	[Office[s]] [Waiting Room[s]]	Shops
Campgrounds	Homes [Households]	Military Installations	Storage Areas
Cars	Hotels	Motels	Subways
Church[es]	[Households]	Motor Homes	Supermarkets
[Common] [Classroom]	Industrial Facilities	Motorboats -or- Houseboats	Trains
[School] ¹⁶ [Play] Areas	Institutional Kitchens	Nurseries	Trolleys
Convenience Stores	[Institutional] Laundromats	Nursing Home[s] -or-	Vacation Homes
Correctional Facilities	Institutions	Convalescent Home[s] -or-	Vehicle [Interior[s]] [Exterior[s]]
[Damp] Storage Areas	Jungle Gym[s]	Senior [Citizens'] Home[s]	Veterinary Clinics [‡] -or- Offices [‡]
Day Care Centers	Kennels	Offices	Warehouse Clubs
Dens	Kids' -or- Children's	Pet Areas	Work[place]w
Dorms	[Play]room[s] -or- [Family]	Pharmacies	
Elder Care Centers	Den[s]	Play Areas	
[Elementary] Schools ¹⁶ -or-	Kitchen[s] [Surfaces	Play Rooms	
Colleges -or- Universities	-or- Appliances]	Playground Equipment	
	Laboratories	Playgrounds	

Table 3 Surface Materials

Chrome	Interior Plastics	Sealed hardwood	Vinyl
Glass	Metal	Stainless Steel	
Glazed Tiles	Sealed Granite	Plastic	

Footnotes

- ¹ [(Kleb)] *Klebsiella pneumoniae*, [(Staph)] *Staphylococcus aureus* and **insert 10 second sanitization organisms from organism table.**
- ² [(Kleb)] *Klebsiella pneumoniae*, [(Staph)] *Staphylococcus aureus*, *Salmonella enterica*²¹ (*Salmonella*), [(Pseudomonas)] *Pseudomonas aeruginosa*, [(E. coli)] *Escherichia coli* O157:H7, [(Listeria)] *Listeria monocytogenes*, *Campylobacter jejuni*, *Streptococcus pyogenes* [(Strep)]
- ³ [(Human)] Coronavirus, Respiratory syncytial virus [(RSV)], Influenza A2 virus [H1N1, H3N2, H5N1, H7N9]
- ⁴ [(Human)] Coronavirus, Respiratory syncytial virus [(RSV)]
- ⁵ Influenza A2 virus
- ⁶ Rotavirus, Influenza A2 virus
- ⁷ Methicillin-resistant *Staphylococcus aureus*
- ⁸ *Listeria monocytogenes*
- ¹⁰ Multi-drug Resistant [(MDR)] *Acinetobacter baumannii*[²²], Extended Spectrum Beta Lactamase [(ESBL)] producing *Escherichia coli*, Multi-Drug Resistant [(MDR)] *Enterococcus faecium*[²³], Carbapenem Resistant *Klebsiella pneumoniae*, Methicillin-resistant *Staphylococcus aureus* [(MRSA)]
- ¹¹ vs. -or- versus [water on a] paper towel
- ¹²¹ **Do not use as a diaper wipe or for personal cleansing**
The qualifier¹²¹ will be used for claims relating to carrying in diaper bag[s]
- ¹³ cat dander, cockroach debris, cockroach matter, cockroach particles, dog dander, dust mite debris, dust mite matter, dust mite particles, pet dander, timothy grass, pollen particles, grass.
this list of allergens may be used in its entirety or a subset may be used
- ¹⁴ **insert 15 second virus from Organism table**
- ¹⁵ The words "easy" and "easily" can only be used with cleaning claims
- ¹⁶ Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.
- ¹⁷ [For toys,] Rinse with water after wiping with -or- using the product.
- ¹⁸ Kills 99.9% of germst[†] when used as directed
- ¹⁹ **This claim to be accompanied by one of the claims from the Agency guidance document dated October 22, 2009**
- ²⁰ when used as directed
- ²¹ **tested as *Salmonella choleraesuis***
- ²² **This strain of Multi-drug Resistant *Acinetobacter baumannii* has shown resistance to the following antibiotics:** Cefazolin, Ertapenem, Gentamicin, and Trimethoprim/Sulfa.]
- ²³ **This strain of Multi-drug Resistant *Enterococcus faecium* has shown resistance to the following antibiotics:** Amikacin, Ampicillin, Gentamicin, Penicillin, Tobramycin, and Vancomycin.]
- ²⁴ Use as directed. Suitable for use -or- can be used -or- compatible on polyurethane treated wood. [Test a small area first].
- ²⁵ *Escherichia coli* O157:H7
- ²⁶ *Salmonella enterica*²¹ (*Salmonella*[²⁶])
- ²⁷ *Staphylococcus aureus*
- ²⁸ *Serratia marcescens*
- ²⁹ *Streptococcus pyogenes*
- ³⁰ Multi-drug Resistant [(MDR)] *Acinetobacter baumannii*[²²], Extended Spectrum Beta Lactamase [(ESBL)] producing *Escherichia coli*, Multi-Drug Resistant [(MDR)] *Enterococcus faecium*[²³], Carbapenem Resistant *Klebsiella pneumoniae*, Methicillin-resistant *Staphylococcus aureus* [(MRSA)]
- ³¹ *Salmonella enterica*²¹ *Staphylococcus aureus* [(Staph)], *Escherichia coli* O157:H7 [E. coli], *Listeria monocytogenes*, *Campylobacter jejuni*, Rotavirus
- ³² vs. **insert number** count **this product** canister]
- §§ In comparison to prior -or- past -or- previous -or- old wipe [material] -or- versus -or- vs. prior -or- past -or- previous [-or- old] wipe [material] -or- than -or- compared to previous -or- other [Clorox] [Disinfecting] wipes -or- [vs.] Clorox Disinfecting Wipes1 [EPA Reg. No. 5813-79]
- §§§ vs **insert wipe dimensions** size
- § vs. -or- than -or- compared to a [wet] paper towel
- §§ vs. -or- than bargain/store brand paper towels
- §§§ (in terms of surface area for cleaning)
- † *Pseudomonas aeruginosa* (*Pseudomonas*), *Salmonella enterica*²¹ (*Salmonella*), *Staphylococcus aureus* (*Staph*), **insert a virus from the Organism table, as required for the qualified germs claim; then insert any other bacteria or virus desired from the Disinfection Organism table**
- ‡ For use on noncritical surfaces in:
- ‡ Viruses
- ‡ [on] hard, nonporous, surfaces [of] [identified on this label]