

5813-73

10-18-2007



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

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

OCT 18 2007

Evelyn Lawson
Senior Registration Specialist
The Clorox Company
c/o PS&RC; P.O. Box 493
Pleasanton, CA 94566

Subject: Clorox Everest
EPA Reg. No 5813-73
Application Dated Sept 20, 2007
Receipt Date: Sept 21, 2007

Dear Evelyn Lawson

The following notification submitted in connection with registration under the provisions of PR Notice 98-10, Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) section 3(c)9. is unacceptable.

Proposed Notification

- Addition of "**Sweepstakes Information and Claims**" to Label.

Comments

Based on a review of the material submitted, the following comments apply:
This application for notification to add "**Sweepstakes Information and Claims**" is unacceptable. A determination must be made as to whether the additional label acceptable to be added as a notification. This revised label must be resubmitted as a label amendment.

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

Sincerely,

Velma Noble
Product Manager (31)
Regulatory Management Branch 1
Antimicrobial Division (7510c)

CONCURRENCES							
SYMBOL	7510c						
USERNAME							
DATE	10-17-07						



United States
Environmental Protection Agency
Washington, DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier Number
MH0002

Application for Pesticide - Section I

1. Company/Product Number 5813-73	2. EPA Product Manager Velma Noble	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Clorox® Everest	PM# 31	
5. Name and Address of Applicant (Include ZIP Code) The Clorox Company c/o PS&RC; P. O. Box 493 Pleasanton, CA 94566-0803 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

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

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

Notification: revised label. We have added sweepstakes entry information and claims; see page 5. We are submitting 1 strike-out/underlined copy, and 5 clean copies. This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. § 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____		
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/>	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input type="checkbox"/> Other _____			

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)					
Name J. Evelyn Lawson		Title Senior Regulatory Information Scientist		Telephone No. (Include Area Code) (925) 425-6842	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.					6. Date Application Received (Stamped)
2. Signature 		3. Title Regulatory Scientist			
4. Typed Name Myranda Hanstedt		5. Date September 20, 2007			

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Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]
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CLOROX® EVEREST

KEEP OUT OF REACH OF CHILDREN

CAUTION:

See back panel for additional
precautionary statements.

ACTIVE INGREDIENTS:

Alkyl (C₁₂ 40%; C₁₄ 50%; C₁₆ 10%) dimethyl benzyl ammonium chloride 0.3%

OTHER INGREDIENTS: 99.7%

TOTAL INGREDIENTS: 100.0%

NET CONTENTS _____

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling. Avoid contact with foods.

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. **If on skin or clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

STORAGE AND DISPOSAL:

Store out of reach of children. Do not reuse empty container. -or- Refill only with this product.

[Rinse and] offer empty container for recycling. If recycling is not available, discard container in trash.

Mfd. for & ©2007 THE CLOROX COMPANY,
1221 Broadway, Oakland, CA 94612

Made in [the] U.S.A.

Clorox is a registered trademark of The Clorox Company

QUESTIONS [? -or- OR] COMMENTS? CALL 1-800-227-1860

[or visit www.pine-sol.com -or- www.409.com -or- www.clorox.com]

EPA Reg. No. 5813-73

EPA Est. No. 5813-CA-03, 5813-CA-04, 5813-GA-01,
58455-IN-01, 58455-IN-02, 36727-IL-01

(Actual EPA Est. No. in code above -or- below -or- on neck of bottle)



Important Facts:

Bottle made from _____% post-consumer recycled plastic

Contains no phosphorus

Not harmful to septic systems -or- tanks

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DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

To Operate:

[Open hinged cover of sprayer and snap into opening on top. -or- Turn nozzle [counterclockwise] to "spray" -or- "stream" [setting]. -or- Adjust [nozzle] to desired pattern. -or- To open, turn the purple nozzle.] Spray 6-8 inches from surface, [[rub] [wipe] with [brush,] [paper towel,] [sponge,] [lint-free cloth] or [cloth]]. [Do not breathe spray or mist.]

[[This product] Can be used on -or- won't harm most washable surfaces.] [Not recommended for use on soft vinyl, varnishes, or aluminum.] [If applied to those surfaces, rinse and wipe dry immediately.] [For painted surfaces, test small area first. -or- For best results, always test a small area before washing -or- applying.]

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

[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

[Remove]

1. Remove trigger sprayer
-or- cap from empty bottle.

[Pour]

2. Unscrew cap on refill and
pour contents directly into
empty bottle.

[Use]

3. Replace trigger sprayer and
use as you normally would.

-or-

Unscrew cap and transfer
your trigger to this bottle.

CLEANING

General: [Household/Kitchen/Bathroom/Floor] Cleaning: [Remove cooking ingredients and cooked food from areas to be cleaned.] Spray product straight onto soils and wipe clean [with a dry paper towel or lint-free cloth or sponge]. -or- [Spray soiled area, then wipe clean.] Repeat for heavily soiled areas.

Alternate for Direct Application or Refill Bottle:

Apply this product full strength onto soils and wipe clean [with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag]. Repeat for heavily soiled areas.

To Clean/Remove Soap Scum: Spray product onto soils and wipe clean [with a dry paper towel or lint-free cloth or sponge]. -or- Just spray on and wipe off [with a dry paper towel or lint-free cloth or sponge]. No scrubbing or rinsing necessary. For best results, use a dry paper towel or lint-free cloth. Repeat for heavily soiled areas. For stubborn stains or heavily soiled areas or tougher jobs, allow product to penetrate [dirt and/or soap scum] before wiping. For best results, use regularly to prevent dirt and soap scum build up.

To Clean [Nonporous] Surfaces -and/or- Floors: [Spray soiled area, then wipe clean. -or- For spot cleaning, spray straight from bottle and wipe clean with damp sponge -or- mop.] [For larger areas, [remove trigger sprayer and] mix one cup of this product per gallon of warm water and apply with a sponge -or- mop.]

To Clean Toilets: To clean and deodorize toilet bowl, squirt liberally (1/2 cup) on toilet sides and upper toilet bowl rim. Swab -or- brush all surfaces thoroughly and flush.

Claims:

- A better way to clean
- An effective [non-food contact surface] cleaner for use in the kitchen, bathroom, bedroom, and other household areas
- Can be used diluted for lighter cleaning tasks or full strength for big jobs
- Can be used for a variety of indoor and outdoor cleaning tasks
- Can be used full strength or diluted [for a variety of heavy duty to lighter cleaning tasks]
- Clean up with the one thing that can handle the kitchen
- Cleaner [for Household Use]
- Cleans [all] [washable] floors [including] [no-wax floors] [linoleum] [vinyl] [and] [glazed ceramic tile]
- Cleans everyday kitchen [and] -or- bathroom messes
- Cleans [everyday messes] [grease and grime] throughout the house
- Cleans [Fast,] [All Over the House] [in Kitchens and Bathrooms]
- Cleans kitchen [and] -or- bathroom surfaces
- Cleans kitchens to a beautiful shine
- Cleans soap scum -or- dirt -or- build-up
- Cleans [surfaces] throughout the house
- Cleans kitchen, bathroom, and other household surfaces
- Cleans the toughest soils
- Cleans tough [grease] [kitchen] [bathroom] messes [without smearing] [fast]
- [Combines deep cleaning power with -or- Has] [the] anti-streaking ingredients [of a glass cleaner]
- Contains [more -and/or- powerful] grease cutters
- Cuts [through] [tough] grease [and] [grime] [and] [messes] [quickly] [and easily] [without a trace] [of residue]
- Cuts [through] tough kitchen [and] -or- bathroom [grease] [grime] [and] [soils]
- Cuts cleaning time
- Cuts -or- Cleans greasy dirt -and/or- soap scum -and/or- bathroom soils [fast]
- Cuts -or- Cleans Grime in Kitchens and Bathrooms [Fast]
- Cuts -or- Cleans Kitchen and Bathroom and Household Grime and/or Soils [Fast]
- Daily kitchen cleaner
- Deep clean [formula]
- Deep cleaning [cleaner -or- formula]
- Degreaser
- Degreases
- Dissolves [greasy] [kitchen] [bathroom] messes [and odors] [on contact -or- instantly]
- Dissolves grease on contact [-or- instantly]
- Dissolves messes [to a shine] [without a trace] [of residue]

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CLEANING CONTINUED

- Easily cleans the -and/or- Toughest [on] grease [and grime] [throughout the house]
- Effectively removes [everyday] soils on: Table 1 use sites
- Eliminates -or- Removes [kitchen] [bathroom] odors
- Fast [Strong] cleaning power
- Fast action [kitchen] [bathroom] cleaner
- Fast, easy cleaning solution
- Floor cleaner
- Formula [for bathrooms -and/or- kitchens]
- Formula fights grease even better
- Formulated for kitchen messes [-or- all kitchen cleaning needs]
- Good for everyday cleaning [and] -or- for your toughest household messes
- Good for most indoor and outdoor cleaning tasks
- Grease cutter -or- fighter -or- cutting formula -or- fighting formula
- [Great] For Everyday Use [in Kitchens and Bathrooms] [All Over the House]
- Improved [-or- Special] [grease fighting] [kitchen cleaning] [formula]
- Kitchen cleaning made easy
- Makes your [-or- my -or- the] [cleaning] job easier [in the] [kitchen] [bathroom] [household] [all over the house]
- Maximum Cleaning, Minimum Effort
- [Now] Better kitchen cleaning
- [Now] Cleans even better [on grease]
- [Now] Cleans without streaks
- Now [even] tougher [-or- better] on [kitchen] grease [-or- messes]
- Now fights grease better
- [Now] Great for Kitchens and/or Bathroom [soils] too
- [Now] Great in the Kitchen and Bathroom
- Now more -or- Improved grease fighting power
- [Now] Works on Soap Scum
- One cleaner to get a truly clean kitchen
- Perfect [Ideal] for [greasy] [tough] [grimy] messes [around your -or- my -or- the] [home] [house] [living room] [kitchen] [bathroom] [bedroom]]
- Powerful APC -or- All Purpose Cleaner -or- Kitchen Cleaner
- Powerful Formula, Easy Clean
- Powerful grease cutter
- Powerful [kitchen] [bathroom] cleaner
- Powerful, Quick & Easy
- Powers through [tough] [kitchen] [grease] [messes] [dirt]
- Powers through tough grease and grime [-or- messes] [all over the house] [including [kitchen] [grease and grime] [and] [bathroom soils] [such as soap scum]]
- Powers through your -or- my -or- the toughest cleaning jobs
- Prevents [odors] [dirt] [soap scum] [build up]
- Pure -or- Purely -or- True -or- Truly Clean
- Quickly cuts through the toughest grease
- Removes [and] [or] Cleans the soils listed in Table 2
- Removes [-and/or- Cleans] [everyday] kitchen messes
- Special kitchen-cleaning formula
- Specially formulated -or- Specifically -or- Made for kitchen cleaning
- Starts cleaning [-or- to work] on contact [-or- instantly]
- Starts to work before you [even] [do -or- start to] wipe
- Still Great for Bathroom [Soils] and/or soap scum
- [Still] Great for Cleaning Power [-or- Kitchens]
- [Still] Tough on Greasy Soils
- Strong [cleaner]
- Strong enough to cut through automotive grease, yet won't harm fabric
- [The] One Step Cleaner
- [The] [Powerful] Scent of Clean -or- Real Clean
- This product's formula cleans
- Tough cleaning with a [bleach-free] [citrus] [fresh] [lemon] [light] [lime] [natural] [orange] scent
- Toughest on grease
- Unbeatable [on] grease removal
- Unbeatable on [kitchen] [bathroom] messes

Use Sites:

See Table 1

DEODORIZATION -or- SANITIZATION

To Deodorize -and/or- To Sanitize Non-Food Contact Surfaces: Spray until thoroughly wet. Let stand 30 seconds [half a minute]. Then wipe. -or- Let stand 30 seconds [half a minute] before wiping. For heavily soiled areas, a precleaning is required.

Alternate for Direct Application and Refill Bottle:

To Deodorize -and/or- To Sanitize Non-Food Contact Surfaces: Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 30 seconds [half a minute]. Then wipe. -or- Let stand 30 seconds [half a minute] before wiping. For heavily soiled areas, a precleaning is required.

Claims:

- An effective non-food contact surface sanitizer for use in the kitchen, bathroom, bedroom, and other household areas
- Antibacterial [Formula]
- Cleans -or- shines -or- sanitizes washable kitchen and/or bathroom and/or household surfaces and fixtures [throughout the home]
- Deodorizer [for Household Use]
- Deodorizes [-or- Eliminates] [food odors] [like garlic and onion] [left behind on kitchen surfaces] [after cooking]
- Eliminates odors caused by bacteria [and mildew] [and non-fresh foods]
- Kills [household] bacteria [and sanitizes without bleaching]
- Kills 99.9% of [household] bacteria [in 30 seconds] [in half a minute]
- Kills odor causing bacteria in the kitchen -or- bathroom
- [Now] Kills 99.9% of (any organism from List 1) [on hard, nonporous surfaces] [in 30 seconds] [in half a minute]
- One step cleaning and sanitizing
- Removes -or- Eliminates odors
- Sanitizer [for Household Use]
- Sanitizes
- Sanitizes [kitchen] [household] [bathroom] surfaces [in 30 seconds] [in half a minute]
- This product is a sanitizer for hard and nonporous, non-food contact area surfaces according to the method for Sanitizers – Non-Food Contact Surfaces, modified in the presence of 5% organic serum, [in 30 seconds] [in half a minute] against: see organism list

Organisms: (List 1)

Enterobacter aerogenes [ATCC 13048], Staphylococcus aureus (Staph) [ATCC 6538], Escherichia coli O157:H7 (E. coli) [ATCC 35150], Streptococcus pyogenes (Strep) [ATCC 19615], [Vancomycin Resistant] Enterococcus faecalis (VRE) [ATCC 51299], Salmonella choleraesuis (Salmonella) [ATCC 10708]

Use Sites:

See Table 1

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DISINFECTION

To Disinfect: Spray until thoroughly wet. Let stand 10 minutes. For Herpes simplex virus Type 2, Influenza A [Hong Kong virus] or Human Immunodeficiency Virus Type 1 (HIV-1), let stand for 30 seconds. Then wipe. For heavily soiled areas, a precleaning is required.

Alternate for Direct Application and Refill Bottle:

To Disinfect: Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 10 minutes. Then wipe. For heavily soiled areas, a precleaning is required.

Claims:

- An effective disinfectant for use in the kitchen, bathroom, bedroom, and other household areas
- Antibacterial [Formula]
- Antibacterial -or- Germicidal* Cleaning Power [on hard, nonporous surfaces] [for Kitchens and Bathroom -or- All Over the House -or- Throughout the House]
- Cleaner and disinfectant in one
- Cleans and disinfects [all over the house] [everywhere] [on hard, nonporous surfaces]
- Disinfectant [for Household Use]
- Disinfects [Germ*]
- Disinfects [washable] kitchen surfaces including killing [99.9% of] [harmful] germ* -and/or- bacteria -and/or- viruses[†] -and/or- fungi
- Easily clean and disinfect
- Fungicidal -or- Antifungal
- Germicidal* formula
- Kills 99.9% of [common] [household] germs [in seconds]
- Kills [99.9% of] Germ*
- Kills [99.9% of] [kitchen] [bathroom] bacteria [in seconds]
- Kills [99.9% of] (any organism in List 2)
- Kills certain viruses[†] [in 30 seconds] [in half a minute]
- Kills [E. Coli] [Salmonella] [harmful kitchen germs]
- Kills Flu Virus
- Kills [harmful] [household] bacteria -or- germ* -or- viruses[†] on washable kitchen and/or bathroom and/or household surfaces and fixtures [throughout the home]
- Kills Influenza A [Hong Kong virus] [, the virus that causes the common flu] [in 30 seconds] [in half a minute]

- [Now] kills [most] [household] bacteria -or- germ* -or- viruses[†] [while it cleans] [tough] [everyday] [kitchen] [bathroom] [household] [messes]
- Prevents the spread of germs on hard, nonporous surfaces
- This product is a Broad Spectrum disinfectant, bactericidal according to the AOAC Germicidal Spray Products test method
- This product is effective against the pathogenic fungi Trichophyton mentagrophytes (Athlete's Foot Fungus) when used as directed for disinfection with a contact time of 10 minutes on hard, nonporous surfaces in bathrooms, including shower stalls, floors, and glazed bathroom tiles
- Virucidal[†] -or- Antiviral[†]

Germicidal* against the following [organisms]: -or- [This product] kills the following [organisms]: -or- Disinfects against the following [organisms]:

Organisms: (List 2)

*Pseudomonas aeruginosa (Pseudomonas) [ATCC 15442], Staphylococcus aureus (Staph) [ATCC 6538], Salmonella choleraesuis (Salmonella) [ATCC 10708], Trichophyton mentagrophytes (Athlete's Foot Fungus) [ATCC 9533], Herpes simplex virus Type 2[†] [Strain G, ATCC VR-734], Influenza A [Hong Kong virus] (common flu virus)[†] [ATCC VR-544], Human Immunodeficiency Virus Type 1 (HIV-1)[†] [when used as directed] [for spray application]

Use Sites:

See Table 1

Mildewstat:

To Inhibit Mold or Mildew Growth on hard, nonporous surfaces: Thoroughly preclean [the] surface following the [general] cleaning directions. Spray until thoroughly wet. Let stand 10 minutes. Then wipe. Reapply as new growth appears.

Alternate for Direct Application and Refill Bottle:

To Inhibit Mold or Mildew Growth on hard, nonporous surfaces: Thoroughly preclean [the] surface following [general] cleaning directions. Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 10 minutes. Then wipe. Reapply as new growth appears.

- Inhibits -or- controls the growth of mold and mildew
- Prevents mold and mildew growth
- This product will effectively inhibit the growth of mildew and the odors caused by them when applied to hard, nonporous surfaces
- This product is mildewstatic and will effectively inhibit the growth of mildew and the odors caused by mildew when applied to hard, nonporous surfaces

Organisms:

Aspergillus niger (mildew) [ATCC 16404], Trichophyton mentagrophytes (Athlete's Foot Fungus) [ATCC 9533]

KILLS HIV ON PRECLEANED ENVIRONMENTAL SURFACES/OBJECTS

PREVIOUSLY SOILED WITH BLOOD/BODY FLUIDS in healthcare settings or other settings in which there is an expected likelihood of soiling of inanimate 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 Type 1 (HIV-1) (associated with AIDS).

SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 ON SURFACES/OBJECTS SOILED WITH BLOOD/BODY FLUIDS

PERSONAL PROTECTION: Clean-up should always be done wearing protective latex gloves, gowns, masks and eye protection.

CLEANING PROCEDURE: Blood and other body fluids containing HIV must be thoroughly cleaned from surfaces and objects before application of this product.

CONTACT TIME: Leave surface wet for 30 seconds.

For all other organisms, see directions for required contact times.

DISPOSAL OF INFECTIOUS MATERIALS: Blood, body fluids, cleaning materials and clothing should be autoclaved and disposed of according to local regulations for infectious waste disposal.

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GENERAL CLAIMS:***Scent descriptors:***

- [Citrus] [Lemon] [Rain] [Spring] [Summer] [Sun] [Sunburst] Clean
- [Citrus] [Lime] Blend -or- Zest
- Clean -or- Soft Cotton
- [Cotton] [Citrus] [Laundry] [Lemon] [Linen] [Pure] [Rain] [Refreshing]
- [Serene] [Spring] [Summer] [Sunburst] Clean
- [Crisp] [Lemon] [Lime] [Natural] Breeze
- Crisp Linen -or- Morning
- Crisp -or- Sunny Citrus

- Fresh [Bleach-free] [Citrus] [Clean] [Lemon] [Light] [Lime] [Mist] [Natural] [Orange] Scent
- Fresh [Cotton] [Linen] [Mist] [Rain]
- [Laundry] [Lemon] [Ultra] [Watery] Fresh
- Lime Blast
- Mild, clean, pleasant, pleasing, citrus, orange, lemon, lime, light, fresh, mint, mist, natural, powder, floral scent[ed]
- Morning Dew
- Orange Power

Non-disinfectancy-related bullets/bursts/sentences:

- A better way to keep your -or- my -or- the kitchen looking clean
- A kitchen that is ready-to-go
- A polished-clean kitchen
- Bleach Free
- Cleans without bleaching [-or- bleach]
- Clear formula
- Contains no abrasives, harsh acids
- Contains no bleach
- Contains no [dyes] [perfumes] [fragrance] [added colors]
- Deep Cleaning
- Developed [-or- formulated] with your kitchen in mind
- Dye-Free [and Fragrance-Free]
- Easy to use
- For a cleaner, fresher household
- For use on both white and colored hard surfaces
- Formulated to satisfy [-or- Satisfies] your sense of clean [-or- the senses]
- Fragrance-Free
- Free of [added] [dyes] [perfumes] [fragrance] [colors]
- [Free of perfumes & -or- and] Clear of dyes
- Fresh scent [-or- streak-free] formula
- Get a noticeably clean kitchen
- Glass & Chrome [-or- Surface]
- Great for everyday use [in the kitchen -or- bathroom]
- Improved kitchen formula
- Institutional [size]
- Just spray and wipe
- Kitchen cleaning done right

- Leaves no smeary residue
- Leaves your -or- my -or- the home -or- house smelling clean with a [light] fresh [citrus] [lemon] [lime] [mist] [natural] [orange] scent
- Low -or- No filming -and/or- streaking
- Made for kitchen surfaces and odors
- Made for your [-or- my -or- the] kitchen
- Multi-Surface, Glass, and Chrome
- No [Added] Dyes -or- Fragrance -or- Perfumes
- No mixing
- No [Unpleasant] [Irritating] Fumes
- No streaking or filming
- Non Chlorine Formula: Will not bleach clothing or colored surfaces
- Non-abrasive formula [will not scratch surfaces]
- [Now] streak-free
- Passes the kitchen torture -or- everyday use test
- Perfume-Free
- Pump spray
- Restores your kitchen to a clean state
- Special [-or- Premium] Surfaces
- Stainless Steel
- Start with a clean slate
- Streak Free Shine
- Trigger spray
- [Value] [multi] [twin] pack
- Value Pack
- Versatile
- Works on a wide range of household surfaces, both indoors and outdoors
- Works quickly

SWEEPSTAKES INFORMATION AND CLAIMS:

You could WIN *Insert name of grand prize* in Formula 409's® 50th Anniversary Sweepstakes -or- *Insert name of Sweepstakes*, or one of many daily instant win prizes! See back for instant win code and enter at www.insertURL. No Purchase Necessary.

Formula 409® is celebrating its 50th Anniversary -or- *Insert name of Sweepstakes* by giving away hundreds of prizes, and you may be an instant winner! -or- Enter today for your chance to be an instant winner of daily prizes -or- the winner of *insert name of grand prize* in Formula 409® Brand Cleaner's *insert name of Sweepstakes*. To find out if you have the right formula and are an instant winner, scratch off the box and enter your unique code at www.insertURL. SCRATCH HERE.

Enter at www.insertURL

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ONLY OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Promotion ends *insert date*. For Official Rules, prize descriptions and odds disclosure, visit <http://www.insertURL>. Sponsor: *Insert full sponsor name and full mailing address.*

Help celebrate Formula 409's® 50th Anniversary -or- *Insert name of Sweepstakes* - visit www.insertURL for details on how you can participate in the celebration!

- [50th Anniversary -or- Special] Bonus [45% or 50%]! 33 oz or 32 oz for the 22 oz price.
- [50th Anniversary -or- Special] Value Edition -or- Pack! 45% or 50% more!
- [50th Anniversary -or- Special] Limited Edition! 33 oz or 32 oz for the 22 oz price.
- [50th Anniversary -or- Special] Bonus -or- Value Pack!
- 50th -or- 75th -or- 100th Anniversary
- Celebrating 50 -or- 75 -or- 100 Years of Formula 409!
- Celebrate the 50th -or- 75th -or- 100th Anniversary of Formula 409!

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Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

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TABLE 1

Use Sites:

Airplanes	Dorms	Lavatories	Public facilities
Airports	Elevators	Laundry rooms	Public restrooms
Ambulances	Emergency vehicles	Living areas -or- rooms	Public telephone[s] [booths]
Automobiles	Factories	Lounges	Recreational centers -or- facilities
Basements	Family areas -or- rooms	Malls	[Rental] cars
Bathroom -or- locker room	Fast food restaurants	[Manufacturing] plants	Rest stops
facilities [surfaces]	Garages	Markets	Restaurants
Bathrooms	Gas stations	Mass merchandisers, discount	Restrooms
Bedrooms	Grocery stores	retailers -and/or- general	School buses
Boats	Gymnasiums	merchandise store[s]	Schools
Bowling alleys	Gyms	Military installations	Shelters
Buses	Health clubs	[Mobile] home[s]	Ships
Butcher shops	Home centers	Motels	Shops
Cafeterias	Homes	Motor homes	Subways
Campers	Hotels	Mudrooms	Supermarkets
Churches	Households	Nurseries	Toolsheds
Children's [game] rooms	[Institutional] laundromats	Offices	Trains
Convenience stores	Institutions	Pet areas	Trolleys
Correctional facilities	Kennels	Pharmacies	Vacation homes
[Damp] storage areas	Kid's -or- child's [play] room	Play areas -or- rooms	Warehouse clubs
Day care centers	Kitchen[s] [surfaces]	Playground	
Dens	Laboratories	[Police -and/or- fire] vehicles	

Surfaces: [For use on -or- Use this product on] [Washable] Hard, Nonporous Surfaces [throughout the house]:

Appliance exterior[s] [surfaces]	Drawer pulls	Metal work benches	Tables
[Bathroom] [kitchen] faucet[s]	Dressing carts	Microwave exterior	[Tiled] walls
[handles]	Elevator buttons	Office machinery	Tires
Bathtubs	Enamel	Office -or- bedroom -or- bedside	Toilet -and/or- urinal exterior[s]
Boats	Exhaust fans	furniture	[surfaces]
Bottom of pots and pans	Fiberglass	Outdoor grill exteriors	Toilet seats
Burner trays	[Filing] cabinets	Outdoor -or- patio furniture	[Toilet] [toilet flush] [telephone]
Cabinets/cupboards	Finished hardwood	Oven doors	[dishwasher] [cabinet] [door]
Cages	Finished or painted woodwork	Pet areas/surfaces	handles
Car interiors	Finished window sills	Piano keys	Tools
Chairs	Fixtures	Plastic laundry hampers [baskets]	Toy boxes -or- storage bins
[Children's] furniture	Floors [around toilets]	Plastic patio furniture/lawn chairs	Trailers
Chrome	Freezer exterior	Plastic shower curtains	[Training] toilets
Chrome exterior surfaces of	Garage surfaces	Playground equipment	Trash cans
urinals and/or toilets	Garbage cans	Playpens	Trash compactors
Closets	Glass	Portable toilet Exterior[s]	Tubs [and] -or- glazed
[Clothes] [diaper] hampers	Glass-topped furniture	[Public -or- pay] telephones	[ceramic] tile
Cooler exteriors	Glazed porcelain [tiling -or- tile]	-or- phone booths	Vanity tops
Countertops -or- counters	[Grocery store] carts	Range hoods	Vehicles
Cribs	[Grocery] basket -or- cart handles	Recycling bins	Vending machine surfaces
Crystal (non-food contact area)	Gym equipment	Refrigerator door handles	[Vinyl] linoleum
Desks	[Hard] plastic -or- vinyl	Refrigerator exterior	[Vinyl] wallpaper
[Diaper] changing tables/areas	Highchairs (non-food	RVs	[Washers/dryers] [washing
Diaper pails	contact areas)	Shelves and drawers	machine[s]] [exterior[s]]
[Dining] [fast food] [kitchen]	[Kid's] play [structures]	[Shower] doors	[Washable] floors [including
[picnic] [play] [restaurant]	[equipment] [furniture] [tables]	Shower stalls -or- showers	linoleum, no-wax, vinyl,
[tray] tables	[Kitchen] appliance exteriors	Shower [walls]	and glazed ceramic tile]
Dining room surfaces -and/or-	Lamps	Signs	Washable kitchen surfaces
tables -and/or- fast food	Light switches [fixtures] [panels]	Sinks	[Washable] walls
restaurant tables	Lockers	Sports equipment	Wastebaskets
[Door] [cabinet] [appliance] knobs	[Medicine] cabinets	Stainless steel	Windows
Door[s] [frames]	Metal	Staplers	Windshields
Doorknobs	Metal blinds	Stereo consoles	
Drain boards		Stovetops or stoves	
		Synthetic marble	

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TABLE 2**Soils:**

[Automotive] [splattered] grease	Dirt	Heel marks	Pet stains
Bathtub ring	Fingerprints	Juice stains	Smudges
Beverage stains	Food [-or- greasy -or- oily] spills	Mud	Soap scum
Cosmetics	[-or- splatters -or- messes]	[Outdoor] grime	Sticky food messes [-or- spills]
Crayon and pencil [marks]	Food stains	Pen -or- ink [marks]	Wine stains

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