

5813-73

7/27/2012

1/14

Ms J Evelyn Lawson
Federal Registration Specialist
The Clorox Company
c/o PS&RC P O Box 493
Pleasanton CA 94566 0803

JUL 27 2012

Subject **Clorox Everest**
EPA Registration Number 5813 73
Notification Application Dated July 6 2012
EPA Received Date July 9 2012

Dear Ms Lawson

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

Proposed Amendment

To delete – in front of IN 2 (01) in the EPA Est No section (page 2)
Added H8 in EPA Est No section added packaging instructions
Added 4 new graphics
Add new packaging claims (page 3)

General Comments

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

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

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

Sincerely



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

CONCURRENCES

SYMBOL									
SURNAME									
DATE									

2/14



United States
Environmental Protection Agency
Washington DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier Number

EL0446

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 of labeling modifications per PR Notice 98 10 we have deleted in front of IN 2 (01) in the EPA Est No section (page 2) and added or H8 in EPA Est No section and we have added packaging instructions added 4 new graphics and new packaging claims (page 3)
This notification is consistent with the provisions of PR Notice 98 10 and EPA regulations at 40 CFR 152 46 and no other changes have been made to the labeling or the confidential statement of formula of this product I understand that it is a violation of 18 U S C § 1001 to willfully make any false statement to EPA I further understand that if this notification is not consistent with the terms of PR Notice 98 10 and 40 CFR 152 46 this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under § 12 and § 14 of FIFRA

Section III

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 Federal Registration Specialist	
		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 Data Application Received (Stamped)
2 Signature 		3 Title Federal Registration Specialist	
4 Typed Name J Evelyn Lawson		5 Date July 6 2012	

3/14

CLOROX® EVEREST

ACTIVE INGREDIENT

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

OTHER INGREDIENTS

TOTAL

0.3%
99.7%
100.0%

KEEP OUT OF REACH OF CHILDREN

CAUTION:

See back panel for additional precautionary statements

[NET] [CONTENTS] _____

NOTIFICATION
Date Reviewed 3/27/12
Reviewed By JS

4/14

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

Residential/Household (Refillable bottles)

STORAGE AND DISPOSAL Store out of reach of children or persons unfamiliar with its use Do not reuse or refill except as described in the directions for use Offer for recycling if available or place in trash

Residential/Household (Bottles used to refill trigger)

STORAGE AND DISPOSAL Store out of reach of children or persons unfamiliar with its use Nonrefillable container Do not reuse or refill this container Offer for recycling if available or place in trash

Commercial/Institutional/Industrial (Refillable bottles)

STORAGE AND DISPOSAL Do Not Contaminate Water Food or Feed by Storage and Disposal **Storage** Store out of reach of children or persons unfamiliar with its use **Pesticide Disposal** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility **Container Disposal** Do not reuse or refill except as described in the directions for use Offer for recycling if available or place in trash

Commercial/Institutional/Industrial (Bottles used to refill trigger)

STORAGE AND DISPOSAL Do Not Contaminate Water Food or Feed by Storage and Disposal **Storage** Store out of reach of children or persons unfamiliar with its use **Pesticide Disposal** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility **Container Disposal** Do not reuse or refill except as described in the directions for use Offer for recycling if available or place in trash

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]

Mfd for & ©YYYY 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 3 (A8 or H8) CA 4 CA 5 GA 1 (A4) GA 2 (VG) IL 2 (VF) 40873 CA 1 (PG) 71681 GA 1 (JQ) IL 1 (GU) IL 2 (24) 58455 IN 1 (C6) -IN 2 (01) 71106 GA 2 (E8) 36727 IL 1 (JM)

Beginning of batch code indicates Est No



Important Facts

Bottle made from _____% post consumer recycled plastic

Contains no phosphorus

Not harmful to septic systems or tanks

NOTIFICATION
Date Reviewed 7/27/06
Reviewed By [signature]

5/14

Packaging Related Statements and Icons

[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]

[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

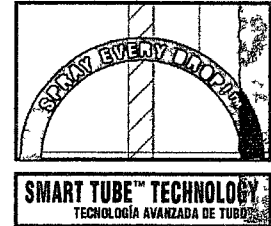
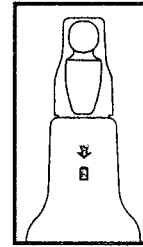
[Remove trigger sprayer from empty bottle] unscrew cap and transfer your trigger to this bottle

To refill Turn trigger on spray bottle [~~1/8th~~ 1/4 turn] counterclockwise [and pull upwards] to remove [After refilling spray bottle] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [and/or push [sprayer] [straight] down [until it clicks] [and/or locks into place]]

or

To refill Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up or upward[s]] to remove [Fill spray bottle with refill solution.] [After refilling spray bottle.] [to replace trigger.] Align [red tip] tube on trigger [head] over [small] opening or tube [on] [the] inside [of the bottle] [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle] Press [straight] down on the trigger [head]. [applying even pressure] [until it clicks and/or locks] [into place].

When almost empty or To spray every drop[][] tilt bottle downward or at a downward angle [while spraying]
[To foam (close screen on nozzle) or spray (open screen on nozzle)]
To Foam or Spray Turn or Rotate nozzle to ON



Packaging Related Claims

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

Align to close

Economy [insert size 32 fl oz and less] and/or [Size]

Get or Spray Every Drop['] [™]

Medium [insert size 24 fl oz and less] and/or [Size]

Patented design bottle

Recyclable bottle

Small [insert size 16 fl oz and less] and/or [Size]

Smart Tube[®] [™] Technology

NOTIFICATION
Date Reviewed 1/27/12
Reviewed By EE

6/14

DIRECTIONS FOR USE

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

OPERATING TRIGGER

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]

Use on hard nonporous surfaces 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

NOTIFICATION
Date Reviewed 7/27/12
Reviewed By ES

7/19

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 and/or bathroom and/or 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 and/or [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/or [Bathroom] [Household] [Grime] [Soils] [Fast]
Daily kitchen cleaner

Deep clean [formula]
Deep cleaning [cleaner or formula]
Degreaser
Degreases
Easily cleans the and/or Toughest [on] grease [and grime] [throughout the house]
Easy Clean
Effectively removes [everyday] soils on **Table 1 use sites**
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 or my or the 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]
[Great] for [the] school[s] and/or classrooms and/or work and/or [the] office
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 [soil] ton
[Now] Great in the Kitchen and/o Bathroom
Now more or Improved grease fighting power
[Now] Works on Soap Scum
One cleaner to get a truly clean kitchen

NOTIFICATION
Date Reviewed 7/21/12
Reviewed By EO

8/14

CLEANING continued

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 Cleaning Formula

Powerful grease cutter

Powerful [kitchen] [bathroom] cleaner

Powerful Quick & Easy

Powers through or thru [tough] [kitchen] grease and/or [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 and/or [dirt] [soap scum] [build up]

Quickly cuts through the toughest grease

Removes and/or Cleans ***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] Dissolve[s] [greasy] [kitchen] [bathroom] messes [and odors] [on contact or instantly]

[Starts to] Dissolve[s] grease on contact [or instantly]

[Starts to] Dissolve[s] messes [to a shine] [without a trace] [of residue]

Starts to work before you [even] [do or start to] wipe

Still great for bathroom and/or kitchen 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

True or Truly Clean

Unbeatable [on] grease removal

Unbeatable on [kitchen] [bathroom] messes

Use Sites

See Table 1

NOTIFICATION
Date Reviewed 1/27/12
Reviewed By ESE

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 and/or [bathroom] [bedroom] [other household areas]

Antibacterial [Formula]

Cleans or shines or sanitizes washable kitchen and/or bathroom and/or household surfaces and/or fixtures [throughout the home]

Deodorizer [for Household Use]

Deodorizes or Eliminates [food odors] [like garlic and onion] [left behind on kitchen surfaces] [after cooking]

Deodorizes with [or and has] a [clean] [fresh] [pine] scent

Deodorizes [washable] hard nonporous surfaces

Eliminates odors caused by bacteria [and mildew] [and non fresh foods]

Eliminates or Removes [kitchen] [bathroom] odors

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 [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 ***any organism from List 1***

Organisms (List 1)

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

Use Sites

See Table 1

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

All surfaces that come in contact with food must be rinsed with potable water Do not use on glasses dishes or utensils

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 and/or [bathroom] [bedroom] [other household areas]

Antibacterial [Formula]

Antibacterial or Germicidal Cleaning [on hard nonporous surfaces] [for Kitchens and/or Bathrooms or All Over the House or Throughout the House]

[Bacteria and/or virus†] fighting or germ fighting [formula]

Cleaner and disinfectant in one

Cleans and disinfects [all over the house] [everywhere] [on hard nonporous surfaces]

Disinfectant [for Household Use]

Disinfects [Germs]

Disinfect[s] the or your ***list any Table 1 use site/surface*** [this season] [this flu season]

Disinfects [washable] kitchen surfaces including killing [99 9 / of] germs and/or bacteria and/or viruses† and/or fungi

Easily clean and disinfect

Fight[s] or reduce[s] the spread of germs on hard nonporous surfaces

Fungicidal or Antifungal

Germicidal formula

Kills [99 9% of] [common] [household] germs [in seconds]

Kills [99 9% of] Germs

Kills [99 9% of] [kitchen] [bathroom] bacteria [in seconds]

Kills [99 9 / of] ***any organism in List 2***

Kill[s] and/or eliminate[s] and/or disinfect[s] and/or destroy[s] and/or remove[s] and/or attack[s] and/or fight[s] [99 9% of] [the] Avian Influenza A [virus] on precleaned environmental surfaces

Kill[s] and/or eliminate[s] and/or disinfect[s] and/or destroy[s] and/or remove[s] and/or fight[s] [99 9% of] [the] [common] ***list any Table 1 use site/surface*** [bacteria and/or viruses†] or germs

Kill[s] and/or eliminate[s] and/or disinfects and/or destroy[s] and/or remove[s] and/or fight[s] [99 9% of] [the] [[bacteria and/or viruses†] [and other germs]] or germs [[commonly] found in or on [the] ***list any Table 1 use site/surface***]

Kill[s] and/or eliminate[s] and/or disinfects and/or destroy[s] and/or remove[s] and/or fight[s] [99 9% of] [the] [[bacteria and/or viruses†] [and other germs]] or germs [commonly] found on [the] ***list any Table 1 use site/surfaces*** surfaces your kids and/or pets [may] touch every day

Kill[s] and/or eliminate[s] and/or disinfects and/or destroy[s] and/or remove[s] and/or fight[s] [the] ***list any Table 1 use site/surface*** [from] [99 9% of] [common] [household] [[bacteria and/or viruses†] [and other germs]] or germs [this season] [this flu season]

Kill[s] and/or eliminate[s] and/or disinfects and/or destroy[s] and/or remove[s] and/or fight[s] [99 9% of] [common] [household] [[bacteria and/or viruses†] [and other germs]] or germs [on] [from] [your] [children s] toys

Kill[s] and/or eliminate[s] and/or disinfects and/or destroy[s] and/or remove[s] and/or fight[s] [99 9% of] ***list any organism*** [[commonly] found in or on [the] ***list any Table 1 use site/surface***]

Kill[s] and/or eliminate[s] and/or disinfects and/or destroy[s] and/or remove[s] and/or fight[s] [99 9% of] [the] flu [influenza] virus [[commonly] found in or on [the] ***list any Table 1 use site/surface***]

Kills certain viruses† [in 30 seconds] [in half a minute]

Kills [E Coli] [Salmonella] [kitchen germs]

Kills Flu Virus

Kills [household] bacteria or germs or viruses† on washable kitchen and/or [bathroom] [household surfaces and/or 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 germs or viruses† [while it cleans] [tough] [everyday] [kitchen] [bathroom] [house hold] [messes]

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

Use in public and/or common places where bacteria and/or viruses [and other germs] or germs may be of concern [you are concerned about [[bacteria and/or viruses†] [and other germs]] or germs] [on hard nonporous surfaces]

Use in public or common places where bacteria may be of concern or you are concerned about bacteria on hard nonporous surfaces]

Fungicidal† or Antiviral†

NOTIFICATION
Date Reviewed 7/22/12
Reviewed By [signature]

10/14

DISINFECTION continued

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

Organisms (List 2)

Avian Influenza A [(H3N2)] Virus [(Avian Reassortant)] [Strain A/Washington/897/80 X A/Mallard/New York/6750/78] [(Avian flu)] [ATCC VR 2072] ‡ Escherichia coli [(E coli)] [ATCC 11229] † Herpes simplex virus Type 2 [Strain G ATCC VR 734] [Hospital Acquired] Methicillin resistant Staphylococcus aureus [(HA]MRSA)] [ATCC 33592] † Human Immunodeficiency Virus Type 1 [(HIV 1)] † Influenza A [Hong Kong virus] [(common flu virus)] [ATCC VR 544] ‡ Listeria monocytogenes [(Listeria)] [ATCC 19117] Methicillin resistant Staphylococcus aureus [(MRSA)] [ATCC 33592] Pseudomonas aeruginosa [(Pseudomonas)] [ATCC 15442] Salmonella enterica **tested as Salmonella choleraesuis** [(Salmonella)] [ATCC 10708] Staphylococcus aureus [(Staph)] [ATCC 6538] Trichophyton mentagrophytes [(Athlete s Foot Fungus)] [ATCC 9533] [when used as directed] [for spray application]

‡ on precleaned environmental surfaces

Use Sites

See Table 1

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 A 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 A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus

This product has demonstrated effectiveness against influenza A 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**

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 brasiliensis **tested as Aspergillus niger** [(mildew)] [ATCC 16404] Trichophyton mentagrophytes [(Athlete s Foot Fungus)] [ATCC 9533]

NOTIFICATION
Date Reviewed 7/21/12
Reviewed By [Signature]

DISINFECTION continued

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 must be autoclaved and disposed of according to local regulations for infectious waste disposal

GENERAL CLAIMS

New [and or & Improved][¹] *to be used as a claim descriptor only for the first 6 months of product on shelf*

Scent descriptors

[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] [Cotton] [Lemon] [Light]
[Lime] [Linen] [Mist] [Natural] [Orange] [Rain] [Scent]

[Laundry] [Lemon] [Ultra] [Watery] Fresh
Lime Blast
Mild and/or [citrus] [clean] [floral] [fresh] [lemon] [lime] [light]
[mint] [mist] [natural] [orange] [pleasant] [pleasing] [powder]
scent[ed]
Morning Dew
Orange Power
With real pine essence and/or fragrance

NOTIFICATION
Date Reviewed 7/31/12
Reviewed By [Signature]

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
All Spray or Easy Spray or Empt Ease or Reliaspray or
Spray All [Bottle] [Technology]
[Be] [Get] RefillSmart[TM][¹]
Bleach Free
Cheaper than [two] [2] 32 fl oz trigger[s] [sprays]
Cleans without bleaching or bleach
Clear formula
Contains no abrasives harsh acids
Contains no bleach and/or [dyes] [perfumes] [fragrance] [added colors]
Deep Cleaning
Developed or formulated with your kitchen in mind
Dye Free [and Fragrance Free]
Easy Drop Delivery
Easy to use
[Economy] refill [size]
Fills or equal to [two] [2] 32 fl oz trigger[s] [sprays]
For a cleaner fresher household
For use on both white and colored hard nonporous surfaces
Formulated to satisfy [or Satisfies] your sense of clean [or the senses]
Fragrance Free

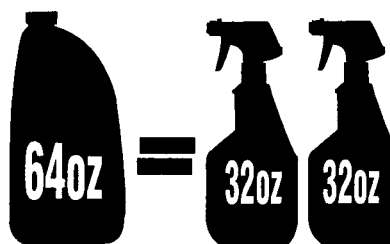
Free of [added] dyes and/or [perfumes] [fragrance] [colors]
[Free of perfumes & or and] Clear of dyes
Fresh scent [or streak free] formula
Get a noticeably clean kitchen
Glass & Chrome [or Surface]
Great for everyday use [in the kitchen or bathroom]
Improved kitchen formula
Institutional [size]
Just spray and wipe
Kitchen cleaning done right
Last Drop Access
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
More Savings Less Waste[¹][¹]
Multi Surface Glass and Chrome
No [Added] Dyes or Fragrance or Perfumes
No mixing
No [Unpleasant] [Irritating] Fume
No streaking or filming
No Waste or Wasteless Bottle
Non Chlorine Formula Will not bleach clothing or colored surfaces

GENERAL CLAIMS continued

Non abrasive formula [will not scratch surfaces]
[Now] streak free
Passes the kitchen torture or everyday use test
Perfume Free
Pump spray
Recycle bottle
Restores your kitchen to a clean state
Saves a shopping trip††
Six or 6 month supply[!]
Special [or Premium] Surfaces
Stainless Steel
Start with a clean slate
Streak Free Shine
Trigger spray
Up to [a] 30 % [discount] [cheaper] [free][!]
[Use as a] [Pourable] refill for this product and/or [multi surface]
cleaner
[Value] [multi] [twin] pack
[Value] [Economy] [Budget] size or refill
Value Pack
Versatile
[Visit or Check [out] our website at] www.clorox.com [for more
information] [on Clorox® or about [Clorox® products]]
Works on a wide range of household surfaces both indoors and
outdoors

Works quickly
45% More vs 22 [fl] oz size or **X% More vs X [fl] oz size**

[when compared to] [vs] 32 fl oz Formula 409 Antibacterial All
Purpose Cleaner trigger [spray] in most stores based on average
retail price and/or volume
†† [when compared to] [vs] purchasing one 32 fl oz Formula 409
Antibacterial All Purpose Cleaner trigger spray
‡‡ 40% less plastic [when compared to] [vs] [in comparison to]
two or 2 32 fl oz Formula 409 Antibacterial All Purpose Cleaner
trigger sprays
§ of this product
§§ based on average volume per month usage cycle



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!

NOTIFICATION
Date Reviewed 1/27/12
Reviewed By EAB

13/14

TABLE 1

Use Sites

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

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

Appliance exterior[s] [surfaces]	Dining room surfaces and/or tables and/or fast food restaurant tables	[Grocery] basket or cart handles	Plastic patio furniture or lawn chairs
[Bathroom] [kitchen] faucet[s] [handles]	restaurant tables	Gym equipment	Plastic shower curtains
Bathtubs	[Door] [cabinet] [appliance] knobs	[Hard] plastic or vinyl Highchairs (non food contact areas)	Playground equipment
Boats	Door[s] [frames]	[Kid s] play [structures] [equipment] [furniture] [tables]	Playpens
Bottom of pots and pans	Doorknobs	[Kitchen] appliance exteriors	Portable toilet exterior[s]
Burner trays	Drain boards	Lamps	Range hoods
Cabinets or cupboards	Drawer pulls	Lockers	Recycling bins
Cages	Dressing carts	Light switches [fixtures] [panels]	Refrigerator door handles
Car interiors	Elevator buttons	Medicine cabinets	Refrigerator exterior[s] [surfaces]
Chairs	Baked enamel	Metal [blinds] [work benches]	RVs
[Children s] furniture	Exhaust fans	Microwave exterior[s] [surfaces]	Shelves and drawers
Chrome exterior[s] [surfaces of] urinals and/or toilets	Fiberglass surfaces	Office machinery	[Shower] doors
Closets	[Filing] cabinets	Office or bedroom or bedside furniture	Shower stalls or showers
[Clothes] [diaper] hampers	Finished or painted hardwood or [woodwork] [window sills]	Outdoor grill exteriors	Shower [walls]
Cooler exteriors	Fixtures	Outdoor or patio furniture	Signs
Countertops or counters	Floors [around toilets]	Oven doors	Sinks
Cribs	Freezer exterior	Pet areas or surfaces	Sports equipment
Crystal (non food contact areas)	Garage surfaces	Piano keys	Stainless steel
Desks	Garbage cans	Plastic laundry hampers [baskets]	Staplers
[Diaper] changing tables or areas	Glass		Stereo consoles
Draper pails	Glass topped furniture		Stovetops or stoves
[Dining] [fast food] [kitchen] [picnic] [play] [restaurant] [tray] tables	Glazed porcelain [tiling or tile]		Synthetic marble
	[Grocery store] carts		Tables
			Tile J, walls

NOTIFICATION
Date Reviewed 7/21/12
Reviewed By [Signature]

14/19

TABLE 1

Surfaces continued

Tires	Toy boxes or storage bins	Vehicles	Washable kitchen surfaces
Toilet and/or urinal exterior[s] [surfaces]	Trailers	Vending machine surfaces	[Washable] walls
Toilet seats	[Training] toilets	[Vinyl] linoleum	Wastebaskets
[Toilet] [toilet flush] [telephone] [dishwasher] [cabinet] [door] handles	Trash cans	[Vinyl] wallpaper	Windows
Tools	Trash compactors	[Washers or dryers] [washing machine[s]] [exterior[s]]	Windshields
	Tubs [and] or glazed [ceramic] tile	[Washable] floors [including linoleum no wax vinyl and glazed ceramic tile]	
	Vanity tops		

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

NOTIFICATION
Date Reviewed 7/27/12
Reviewed By EO