

5813-73

9/24/2012

1/14



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON D C 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

J Evelyn Lawson  
Federal registration Specialist  
The Clorox Company  
P O Box 493  
Pleasanton California 94566 0803

SEP 24 2012

Subject **Clorox Everest**  
EPA Registration No 5813 73  
Notification Date August 31 2012  
EPA Receipt Date September 5 2012

Dear Ms Lawson

This letter acknowledges receipt of your notification submitted under the provisions of PR Notice 98 10 and 40CFR 152 46

**Proposed Notification**

Addition of packaging related text

**General Comments**

Based on a review of the submitted materials your notification for the additional packaging related text is acceptable and will be made a part of the records on file The package related text includes the statements Better Refill with Smart Tube Technology and experience compared to historical Clorox spray packaging

Should you have any questions or comments concerning this letter you may contact me by telephone at (703) 308 6233 or by e mail at [noble.velma@epa.gov](mailto:noble.velma@epa.gov) When submitting information or data in response to this letter a copy of this letter should accompany the submission to facilitate processing

Sincerely

A handwritten signature in black ink, appearing to read "Velma Noble", is written over a horizontal line.

Velma Noble

Product Manager

Regulatory Management Branch I  
Antimicrobials Division (7510P)

2/14

Please read instructions on reverse before completing

Form Approved C No 2070-0060, Approval expires 2 28 95



United States  
Environmental Protection Agency  
Washington DC 20460

☐ Registration  
☐ Amendment  
☒ Other

OPP Identifier Number  
EE0141

### Application for Pesticide Section I

|  |                                      |   |
|--|--------------------------------------|---|
| 1 Company/Product Number<br>5813 73  | 2 EPA Product Manager<br>Velma Noble | 3 Proposed Classification<br><input type="checkbox"/> None <input type="checkbox"/> Restricted  |
| 4 Company/Product (Name)<br>Clorox® Everest  | PM#<br>31                            |   |
| 5 Name and Address of Applicant (Include ZIP Code)<br>The Clorox Company<br>c/o PS&RC P O Box 493<br>Pleasanton CA 94566 0803<br><input type="checkbox"/> Check if this is a new address |                                      | 6 Expedited Review In accordance with FIFRA Section 3(c)(3)<br>(b)(i) my product is similar or identical in composition and labeling to<br>EPA Reg No _____<br>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 non mandatory text per PR Notice 98 10 Addition of packaging related text on 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<br><input type="checkbox"/> Yes<br><input type="checkbox"/> No   | Unit Packaging<br><input type="checkbox"/> Yes<br><input type="checkbox"/> No | Water Soluble Packaging<br><input type="checkbox"/> Yes<br><input type="checkbox"/> No | <input type="checkbox"/> Metal<br><input type="checkbox"/> Plastic<br><input type="checkbox"/> Glass<br><input type="checkbox"/> Paper<br><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<br><input type="checkbox"/> Label <input type="checkbox"/> Container  |   | 4 Size(s) Retail Container   |  | 5 Location of Label Directions |                  |
| 6 Manner in Which Label is Affixed to Product<br><input type="checkbox"/> Lithograph<br><input type="checkbox"/> Paper glued<br><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<br>J Evelyn Lawson   |  | Title<br>Federal Registration Specialist   |  | Telephone No (Include Area Code)<br>(925) 425 6847 |  |
| <b>Certification</b><br>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<br>(Stamped) |
| 2 Signature<br>   |  | 3 Title<br>Federal Registration Specialist |  |  |  |
| 4 Typed Name<br>Elisa Estremera   |  | 5 Date<br>August 31 2012                   |  |  |  |

# CLOROX® EVEREST

ACTIVE INGREDIENT

Alkyl (C<sub>12</sub> 40% C<sub>14</sub> 50% C<sub>16</sub> 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] \_\_\_\_\_

NOTED  
Reviewed By *gbe*  
Reviewed By *gbe*

## 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](http://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](http://www.pine-sol.com) or [www.409.com](http://www.409.com) or [www.clorox.com](http://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

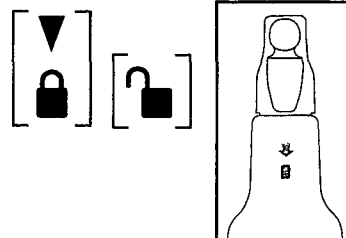
NOTIFICATION  
Date Reviewed 6/29/12  
Reviewed By BC

### 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]

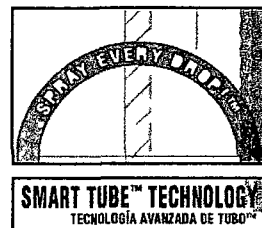
or

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

**To refill** Turn trigger on spray bottle [1/4 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]

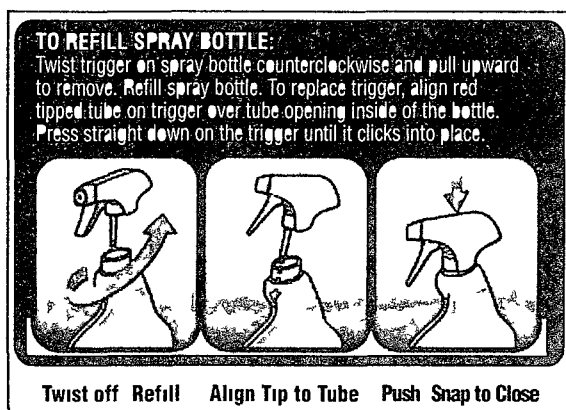


When almost empty or To spray every drop [ ] [ ] tilt bottle downward or at a downward angle [while spraying]

[To foam (close screen on nozzle) or spray (open screen on nozzle)]

To Foam or Spray Turn or Rotate nozzle to ON

or



NOTIFICATION  
3 tet viewed 9/24/13  
over dry De

### 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

Better Refill with Smart Tube Technology<sup>1</sup>

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

<sup>1</sup>experience compared to historical Clorox Spray packaging

## 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 9/24/13  
Reviewed By [Signature]

7/14

## 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 [soils] too

[Now] Great in the Kitchen and/or Bathroom

Now more or Improved grease fighting power

[Now] Works on Soap Scum

One cleaner to get it truly clean kitchen

Date Reviewed: 7/24/12

Reviewed By: [Signature]

### 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

### 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 ***tested 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

NOTIFICATION

to be Reviewed  
by



## 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] [household] [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]

Virucidal† or Antiviral†

NOTIFICATION  
To be Reviewed  
Reviewed By

### 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  
Reviewed 9/24/12  
Reviewed By DR

### 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

#### 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™[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]††

Multi Surface Glass and Chrome

No [Added] Dyes or Fragrance or Perfumes

No mixing

No [Unpleasant] [Irritating] Fumes

No streaking or filming

No Waste or Wasteless Bottle

Non Chlorine Formula Will not bleach clothing or colored surfaces

NOTIFICATION

Reviewed 9/24/12

Reviewed By [Signature]

### 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**

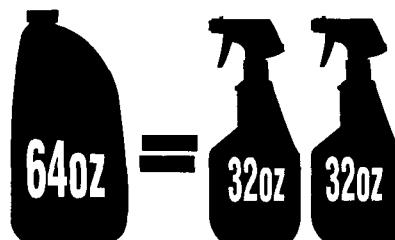
[when compared to] [vs ] 32 fl oz Formula 409 Antibacterial All Purpose Cleaner trigger [spray] in most stores based on average retail price and/or volume

†† [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  
Reviewed By 9/24/00  
Reviewed By OC

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

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

NOTIFICATION  
3 tet-viewed 9/24/12  
10/1/12 dBV

14/14

**TABLE 1**

***Surfaces continued***

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

NOTIFICATION  
Date Reviewed 9/24/13  
Reviewed By [Signature]