

5813-73

4/21/2014

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

Elisa Estremera
The Clorox Company
c/o PS&RS; P.O. Box 493
Pleasanton, CA 94566-0803

APR 21 2014

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

SUBJECT: Chlorox® Everest
EPA Registration Number: 5813-73
Application Dated: March 27, 2014
Receipt Date: March 28, 2014

Dear Ms. Estremera:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

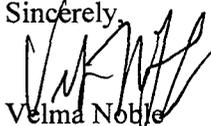
- To add non-mandatory recycling logos per PR Notice 98-10.

Based on a review of the submitted information, this notification is acceptable. Your proposed changes will be made part of the record for this file.

General Comments

Should you have any questions concerning this letter, please contact Emilia Oiguenblik at (703) 347-0199 or Velma Noble at (703) 308-6233.

Sincerely,



Velma Noble

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

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.] Highlighted text is new. Strike-through (text) means removed.
R0536280

CLOROX® EVEREST

NOTIFICATION
Date Reviewed: 4/21/14
Reviewed By: E. O'Connell

ACTIVE INGREDIENT:

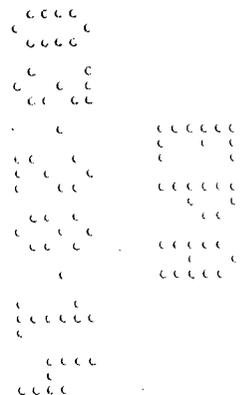
Alkyl (C₁₂ 40%; C₁₄ 50%; C₁₆ 10%)
dimethyl benzyl ammonium chloride 0.3%
OTHER INGREDIENTS:..... 99.7%
TOTAL:..... 100.0%

KEEP OUT OF REACH OF CHILDREN

CAUTION:

See back panel for additional precautionary statements.

[NET] [CONTENTS] _____



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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-

• [[Easy] Refill [Instructions on [the] Back]]

• Twist off, Refill. Align Tip to Tube.
Push, Snap to Close.

-or-

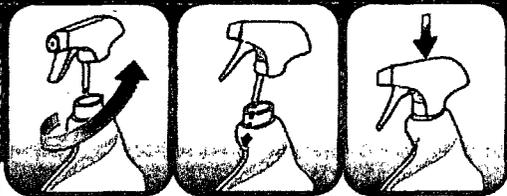


Optional graphic



TO REFILL SPRAY BOTTLE:

Twist trigger on spray bottle counterclockwise and pull upward to remove. Refill spray bottle. To replace trigger, align red tipped tube on trigger over tube opening inside of the bottle. Press straight down on the trigger until it clicks into place.



Twist off, Refill Align Tip to Tube Push, Snap to Close

More Savings [!][,] Less Waste [!]-or- More Savings [!]*

*50% less plastic vs. five -or- 5 32 fl oz trigger sprays (**180 oz bottle**)

-or-

*55% less plastic vs. four -or- 4 32 fl oz trigger sprays (**136 oz bottle**)

-or-

*56% less plastic vs. four -or- 4 32 fl oz trigger sprays (**128 oz bottle**)

-or-

*46% less plastic vs. two -or- 2 32 fl oz trigger sprays (**64 oz bottle**)

-or-

*28% less plastic vs. one -or- 1 32 fl oz trigger spray (**32 oz bottle**)

-or-

* ___% less plastic vs. (**insert # of bottles**) fl oz trigger spray

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Packaging Related Claims:

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

- ___ oz. = [More than] ___ oz. Trigger Bottles
- Align to close
- Better Refill with Smart Tube Technology[‡]
- Cleans 40% More Per Spray^{‡‡‡}
- 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
- Twin -or- Value Pack
- ‡ experience compared to historical Clorox Spray packaging
- ‡‡‡ Based on lab testing [on Kitchen Grease] compared to -or- vs. previous offering

Optional Packaging Recycling Logos:



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.

CLEANING:

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

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

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CLEANING continued:

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

- [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 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

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

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

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DISINFECTION:

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

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†

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DISINFECTION continued:

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

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]

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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:

[Now -and/or- New[!] -and/&/or- Improved[!]] *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™[!]
- 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 -and/or- Refill
- 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[!]+
- 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

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GENERAL CLAIMS continued:

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

- 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% -or- ___% less plastic [when compared to] [vs.] [in comparison to] two -or- 2 32 fl oz -or- 2 ___ 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!

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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 -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	Ships
Campers	Homes	Nurseries	Shops
Churches	Hotels	Offices	Subways
Children's [game] rooms	Households	Pet areas	Supermarkets
Convenience stores	[Institutional] laundromats	Pharmacies	Toolsheds
Correctional facilities	Institutions	Play areas -or- rooms	Trains
[Damp] storage areas	Kennels	Playground	Trolleys
Day care centers	Kid's -or- child's [play]room	[Police -and/or- fire] vehicles	Vacation homes
Dens	Kitchen[s] [surfaces]		Warehouse clubs
	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]	[Door] [cabinet] [appliance] knobs	Gym equipment	Plastic shower curtains
Bathtubs	Door[s] [frames]	[Hard] plastic -or- vinyl	Playground equipment
Boats	Doorknobs	Highchairs (non-food contact areas)	Playpens
Bottom of pots and pans	Drawer pulls	[Kid's] play [structures] [equipment] [furniture] [tables]	Portable toilet exterior[s]
Burner trays	Dressing carts	[Kitchen] appliance exteriors	Range hoods
Cabinets -or- cupboards	Elevator buttons	Lamps	Recycling bins
Cages	Baked enamel	Light switches [fixtures] [panels]	Refrigerator door handles
Car interiors	Exhaust fans	Lockers	Refrigerator exterior[s] [surfaces]
Chairs	Fiberglass surfaces	[Medicine] cabinets	RVs
[Children's] furniture	[Filing] cabinets	Metal [blinds] [work benches]	Shelves and drawers
Chrome exterior[s] [surfaces of] urinals -and/or- toilets	Finished -or- painted hardwood -or- [woodwork] [window sills]	Microwave exterior[s] [surfaces]	[Shower] doors
Closets	Fixtures	Office machinery	Shower stalls -or- showers
[Clothes] [diaper] hampers	Floors [around toilets]	Office -or- bedroom -or- bedside furniture	Shower [walls]
Cooler exteriors	Freezer exterior	Outdoor grill exteriors	Signs
Countertops -or- counters	Garage surfaces	Outdoor -or- patio furniture	Sinks
Cribs	Garbage cans	Oven doors	Sports equipment
Crystal (non-food contact areas)	Glass	Pet areas -or- surfaces	Stainless steel
Desks	Glass-topped furniture	Piano keys	Staplers
[Diaper] changing tables -or- areas	Glazed porcelain [tiling -or- tile]	Plastic laundry hampers [baskets]	Stereo consoles
Diaper pails	[Grocery store] carts		Stovetops -or- stoves
[Dining] [fast food] [kitchen] [picnic] [play] [restaurant] [tray] tables			Synthetic marble
			Tables
			[Tiled] walls

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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