



## OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

January 24, 2025

Christina Wilkinson  
Regulatory Agent,  
The Clorox Company  
Electronic Transmittal: cwilkinson@srcconsultants.com

Subject: PRIA Label and CSF Amendment – Updating Labeling Claims and Revising  
Alternate CSFs A26, A27, and A28  
Product Name: Clorox Everest  
EPA Registration Number: 5813-73  
Received Date: 02/09/2024  
Action Case Number: 00499009

Dear Ms. Wilkinson:

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

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

Please note that the record for this product currently contains the following CSF(s):

- Basic CSF dated 07/11/2017
- Alternate CSF A01 dated 11/17/2020
- Alternate CSF A02-A08 dated 08/10/2021
- Alternate CSF A16 and A17 dated 11/05/2018
- Alternate CSF A20 dated 08/10/2021

- Alternate CSF A21-A24 dated 11/05/2018
- Alternate CSF A25 dated 08/10/2021
- Alternate CSF A26-A28 dated 01/11/2024
- Alternate CSF A37 dated 11/05/2018
- Alternate CSF A38 dated 01/28/2019
- Alternate CSF A39 dated 11/05/2018
- Alternate CSF A40 dated 08/10/2021

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process, FIFRA section 12(a)(1)(B). Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Assurance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Karen Leavy by phone at (202)-566-0668, or via email at [Leavy.Karen@epa.gov](mailto:Leavy.Karen@epa.gov).

Sincerely,

A handwritten signature in blue ink, appearing to read "Luisa C. Samalot-Freire".

Luisa C. Samalot-Freire, Product Manager (31)  
Regulatory Management Branch I  
Antimicrobials Division (7510M)  
Office of Pesticide Programs  
U.S. Environmental Protection Agency

Enclosure: stamped label

**Label identification**

Clorox® Everest, EPA Reg. No. 5813-73

R0536389

13:00 1/17/25

**Formatting notes** (applicable for all claims)

**Now[!]** -and/or- **New[ly][!]** -and/or- **Improved[!]** may be added anywhere to a claim and will only be used for the first 6 months of product on shelf.

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

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

Bracketed information is optional text.

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

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

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

All use surfaces and/or use sites on the label may be listed in conjunction with an image of the use surface and/or use site.

Text may be bold or all capitalized on label.

Highlighted text is new. Strike-through text means removed.

# Clorox® Everest

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION:**

See back panel for additional precautionary statements.

[NET] [CONTENTS] \_\_\_\_\_

**ACTIVE INGREDIENT:**

Alkyl (C<sub>12</sub> 40%; C<sub>14</sub> 50%; C<sub>16</sub> 10%)

dimethyl benzyl ammonium chloride ..... 0.3%

OTHER INGREDIENTS:..... 99.7%

TOTAL:..... 100.0%

Contains no phosphorus

**ACCEPTED**

**01/24/2025**

Under the Federal Insecticide, Fungicide  
and Rodenticide Act as amended, for the  
pesticide registered under

EPA Reg. No. 5813-73

**PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes or skin. Remove and wash contaminated clothing before reuse. Wash thoroughly with soap and water after handling.

**FIRST AID:**

**If in eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. **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.

Questions [? -or- or] Comments? Call 1-800-227-1860

[or visit [www.formula409.com](http://www.formula409.com) -or- [www.clorox.com](http://www.clorox.com)]

For more [product -and/or- ingredient] information, visit [IngredientsInside.com](http://IngredientsInside.com) -or- [www.smartlabel.org](http://www.smartlabel.org).

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

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

Clorox is a registered trademark of The Clorox Company

**insert trademark** is a trademark of The Clorox Company -or- Clorox Professional Products Company

EPA Reg. No. 5813-73

EPA Est. No. 5813-CA-3 (A8 or H8), CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF); 40873-CA-1 (PG); 52379-MI-2 (JX); 71681-IL-1 (03), IL-2 (24); 58455-IN-1 (C6), IN-2 (01); 71106-GA-2 (E8); 36727-IL-1 (JM); 8251-WI-3 (KV), OH-1 (Q6); 98348-IL-1 (MQ)

Beginning of batch code indicates Est. No.

Patents: [www.thecloroxcompany.com/patents/](http://www.thecloroxcompany.com/patents/)

For a Spanish translation of product directions -or- instructions -or- information, visit [www.clorox.com](http://www.clorox.com).

## Packaging Related Statements and Icons

[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 [spray bottle]:** Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upward[s]] to remove. [After refilling spray bottle,] Replace trigger by aligning red [tip] tube on trigger with -or- to small [opening -or- tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [to close] [until it clicks] [-and/or- locks into place]].

-or-

**To refill [spray bottle]:** Twist [trigger] [on spray bottle] [1/4 turn -or- 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[ped]] tube [on trigger [head] over [small] -or- tube 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]

-or-

**To Refill Spray Bottle:** Turn trigger on spray bottle counterclockwise and pull upward to remove. After refilling spray bottle, replace trigger by aligning red tube on trigger to small opening inside bottle and push down..

- 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[, ] -or- Snap Down to Close.

-or-

[1.] [TO REMOVE:] Twist & pull up

[2.] [TO REPLACE:] Align [red] tip [to tube] & push down

[Unlock the trigger before use.]

[Lock the trigger after use.]

-or-

EASY REFILL -or- TO REFILL

[1] Twist [trigger] [1/4 turn] and pull up [to remove]. Fill [spray] bottle with refill solution.

[2] [To replace trigger,] align [red] tip [tube] on trigger over opening on inside of the bottle.

[3] Press down [on [the] trigger] [until it clicks [into place]].

-or-

EASY REFILL -or- TO REFILL

[TO REMOVE:] Twist [trigger] [1/4 turn] turn and pull up [with force].

[TO REFILL:] [Carefully] fill spray [bottle] with [same] refill solution.

[TO REPLACE:] Align [red] tip on trigger over [red] opening [on] side of bottle and press down on [until trigger clicks [into place]].

[When empty,] purchase refill bottle and reuse trigger -and/or- sprayer -and/or- head -and/or- nozzle. Remove the [reusable] trigger -and/or- sprayer -and/or- head -and/or- nozzle from the empty bottle [by turning counter-clockwise to release]. Remove cap [from refill bottle] and place trigger -and/or- sprayer -and/or- head -and/or- nozzle<sup>16</sup> on [it -or- refill bottle] [at a 90° angle]. [Push down and] Twist trigger -and/or- sprayer -and/or- head -and/or- nozzle [clockwise] [1/4 turn] onto full -or- new [refill] bottle to secure -or- until it locks [into place].

Do not refill [empty] [container] with a product that is not **Insert ABN**

-or-

Refill [empty] [container] only with **Insert ABN**.

[Refill bottle should be same capacity of empty bottle.] [Ensure that [capacity of] empty bottle and refill bottle are the same.]

### ***Operating Trigger***

#### **To Operate:**

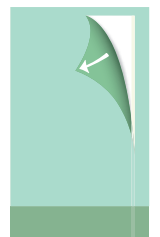
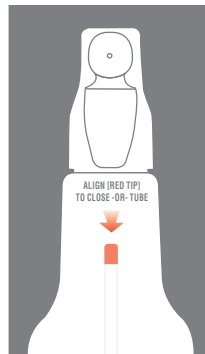
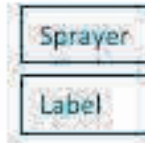
[Open hinged cover of sprayer and snap into opening on top. -or- Turn nozzle to ON [[counterclockwise] to “spray” -or- “stream” [setting]]. -or- Adjust [nozzle] to desired pattern. -or- To open, turn the purple nozzle.] Spray 6-8 inches from surface, [[rub -or- wipe] with brush -and/or- paper towel -and/or- sponge -and/or- [lint-free] 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, sealed granite, sealed marble, wall coverings or any surfaces about which you are unsure, test [a] small, inconspicuous area [first] -or- For best results, always test a small area before washing -or- applying.]

Turn nozzle to ON.

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

## Optional Graphics



**Kills COVID-19 virus**



**3·in·1**

**3·in·1**

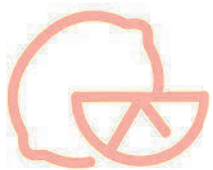




Prevents odor-causing  
bacteria<sup>^</sup> growth for  
**24 HOURS**

Prevents odor-causing  
bacteria<sup>^</sup> growth for  
**48 HOURS**

Prevents odor-causing  
bacteria<sup>^</sup> growth for **24 HOURS**  
Prevents odor-causing  
bacteria<sup>^</sup> growth for **48 HOURS**



APPLE BLOSSOM



FRESH MINT EUCALYPTUS



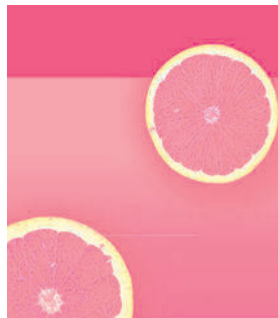
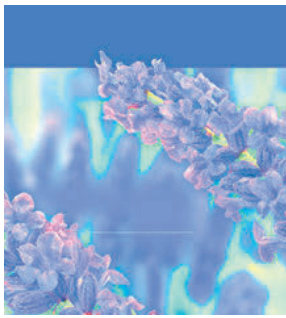
EUCALYPTUS PEPPERMINT



LEMONGRASS MANDARIN



LEMON ORANGE BLOSSOM





## REFILL INSTRUCTIONS:



Remove Disposable Cap



Push Down and Twist Nozzle onto Refill Bottle

## HOW TO REFILL



REMOVE • REPLACE • READY

### 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.

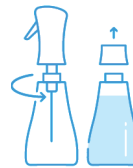


Twist off, Refill    Align Tip to Tube    Push Snap-or-Down to Close



Twist Off, Refill    Align Tip to Tube    Push Down to Close

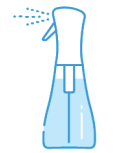
## HOW TO REFILL



Remove



Replace



Ready



[ TWIST & PULL UP ]



[ ALIGN TUBE & PUSH DOWN ]

## REFILL INSTRUCTIONS:



Remove Disposable Cap



Push Down and Twist Nozzle onto Refill Bottle

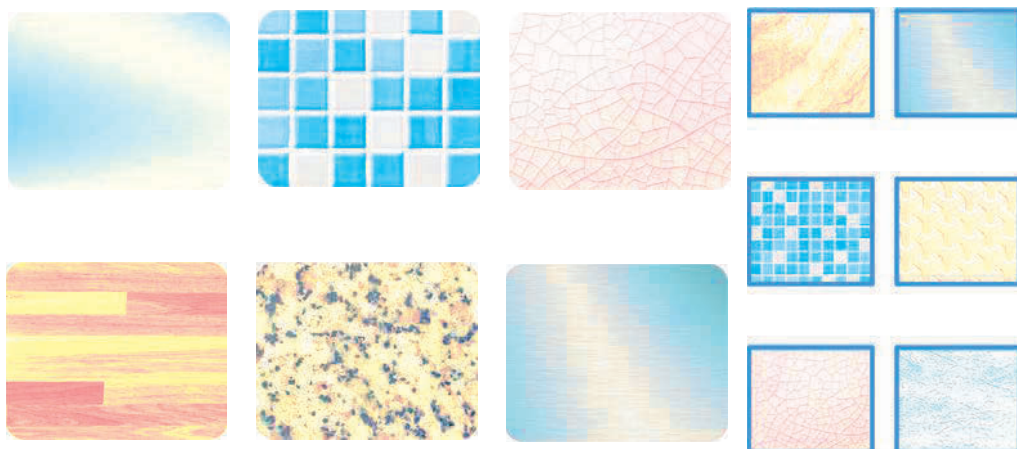
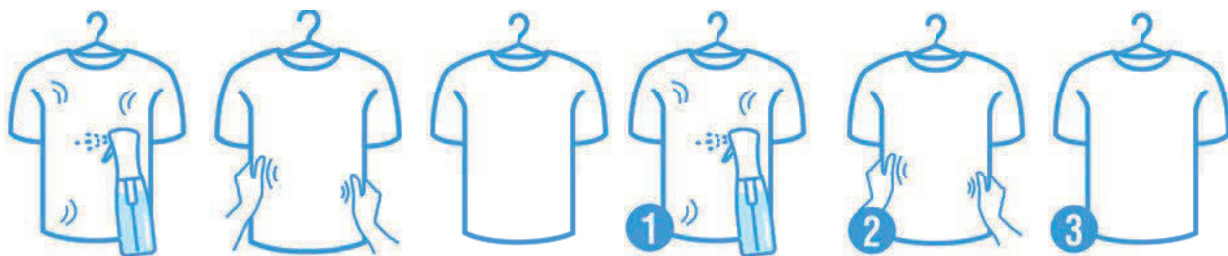


[TO REFILL:]  
[TWIST & PULL UP]  
[ALIGN TUBE & PUSH DOWN]

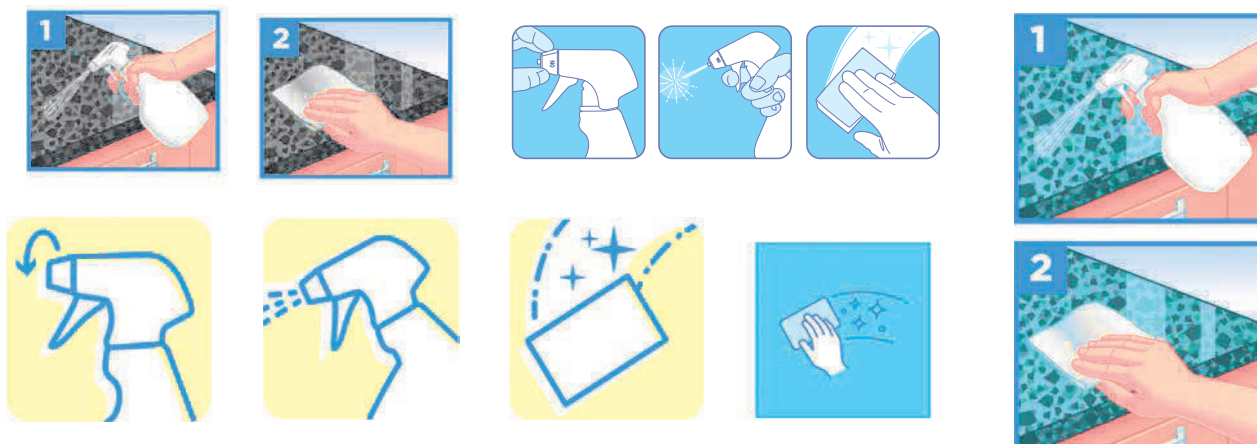


Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)

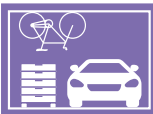
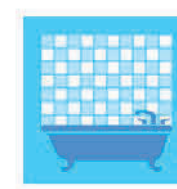




*The following graphics may be used with DFU language*



*Use Site Graphics*





## DIRECTIONS FOR USE

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

### **Allergen Removal**

**To [clean and] remove allergens<sup>†</sup> on hard, nonporous surfaces:** [Open hinged cover of sprayer and snap into opening on top. -or- Turn nozzle to ON [[counterclockwise] to “spray” -or- “stream” [setting]] . -or- [Adjust [nozzle] to desired pattern. -or- To open, turn the [purple] nozzle. -and/or- [Set trigger to SPRAY.]] Spray 6-8 in[ches] from surface [with trigger sprayer] and wipe excess. Allow to air dry. No rinsing is required. [If streaking is observed, wipe with a clean, damp [microfiber] cloth -or- paper towel].

### **Disinfection**

**To [Clean and] Disinfect Hard, Nonporous Surfaces:**

**[Spray application]** Spray 6-8” from surface and allow treated surface to remain visibly wet for 10 min[utes] [before wiping]. [For Herpes simplex virus Type 2 -and/or- Human Coronavirus -and/or- Influenza A virus -and/or- Human Immunodeficiency Virus Type 1 (HIV-1) -and/or- Respiratory syncytial virus (RSV) -and/or- SARS-CoV-2, surface must remain visibly wet for 30 sec[onds].] For visibly soiled areas, a precleaning is required.

### **[Direct Application]**

Directly apply [this product] with a [lint-free] cloth -or- sponge -or- mop -or- rag and allow treated surface to remain visibly wet for 10 min[utes]. [For Herpes simplex virus Type 2 -and/or- Human Coronavirus -and/or- Influenza A virus -and/or- Human Immunodeficiency Virus Type 1 (HIV-1) -and/or- Respiratory syncytial virus (RSV) -and/or- SARS-CoV-2, surface must remain visibly wet for 30 sec[onds].] Then wipe. For visibly soiled areas, [a] precleaning [step] is required.

For surfaces that may come into contact with food, a potable water rinse is required. Do not use on glasses, dishes, or utensils.

### **Alternate Instructions for Use with Continuous Sprayer Packaging:**

[Prime trigger by pumping [trigger] a few times before first use.] [Hold trigger 6-8” -or- inches from surface.]

**To Disinfect Hard, Nonporous Surfaces:** Spray and allow treated surface to remain visibly wet for 10 min[utes]. [For Herpes simplex virus Type 2 -and/or- Human Coronavirus -and/or- Influenza A virus -and/or- Human Immunodeficiency Virus Type 1 (HIV-1) -and/ or- SARS-Cov-2 treated surface must remain visibly wet for 30 sec[onds].] [Then wipe -or- [Let the product]air dry [after application].] For visibly soiled areas, [a] precleaning [step] is required. Food contact surfaces must be rinsed with potable water. Do not use on glasses, dishes, or utensils. Avoid contact with foods.

**KILLS HIV ON PRECLEANED HARD, NONPOROUS SURFACES/OBJECTS PREVIOUSLY SOILED WITH BLOOD/BODY FLUIDS** in healthcare settings or other settings in which there is an expected likelihood of soiling of hard, nonporous surfaces/objects with blood or body fluids and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus 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 must 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 sec[onds].

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.

Turn nozzle to “on” and spray 6–8 inches from surface. Spray until thoroughly wet. **To [Deodorize and] Sanitize Non-Food Contact Surfaces:** Treated surface must remain visibly wet for 30 sec[onds] [before wiping].

**To Disinfect:**Treated surface must remain visibly wet for 10 min[utes] [before wiping]. [For Herpes simplex virus Type 2 -and/or- Human Coronavirus -and/or- Influenza A virus -and/or- Human Immunodeficiency Virus Type 1 (HIV-1) -and/or- SARS-CoV-2 surface must remain visibly wet for 30 sec[onds].] For visibly soiled areas, [a] precleaning [step] is required. For surfaces that may come into contact with food, a potable water rinse is required.

**Use On:** Hard, nonporous surfaces such as glazed ceramic, sealed granite and glass. Do not use on glasses, dishes, or utensils.

**To [Deodorize] Sanitize Non-Food Contact Surfaces:** Spray and allow surface to remain visibly wet for 30 sec[onds] [half a min[ute]]. Then wipe. -or- Treated surface must remain visibly wet for 30 sec[onds] [half a min[ute]] before wiping. For visibly soiled areas, [a] precleaning [step] 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 [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Treated surface must remain visibly wet for 30 sec[onds] [half a min[ute]]. Then wipe. -or- Treated surface must remain visibly wet for 30 sec[onds] [half a min[ute]] before wiping. For visibly soiled areas, a precleaning is required.

***Alternate Instructions for Use with Continuous Sprayer Packaging:***

[Prime trigger by pumping [trigger] a few times before first use.] [Hold trigger 6-8" -or- in[ches] from surface.]

**To Sanitize Non-Food Contact Hard Nonporous Surfaces:** Spray and allow treated surface to remain visibly wet for 30 sec[onds]. [Then wipe -or- [Let the product] air dry [after application].] For visibly soiled areas, [a] precleaning [step] is required.

***Soft Surface Sanitization<sup>34</sup>***

**To Spot Sanitize [and eliminate odors [on]] -and/or- remove wrinkles -and/or- static on] clothing -or- fabrics -or- soft surfaces -or- insert use surfaces from Table 5<sup>34</sup>:**

- [1] [Prime trigger by pumping a few times [before first use]]. Pre-clean visibly soiled surfaces. Spray [evenly] until fabric -or- clothing is wet. DO NOT SATURATE.
- [2] [To Spot Sanitize<sup>34</sup> [and remove odors] on clothing -or- fabrics -or- soft surfaces,] wait for 60 sec[onds] -or- 1 min[ute] while visibly wet. [To remove wrinkles, tug and stretch clothing -or- fabric.][ Avoid contact with wet surfaces.]
- [3] Air dry [by hanging or laying flat.] [For tough -and/or- stubborn odors, repeat.]

[This product can be used on most washable fabrics. For first-time use on soft surfaces -or- clothing -or- fabrics -or- **insert use surfaces from Table 5**, spot test a small, inconspicuous area. Allow product to dry completely. No discoloration means this product can be safely used on the fabric.] [Pre-test in an inconspicuous area before use -or- using.]

**To [spot] Sanitize Soft -or- Fabric surfaces:** Let stand for 60 seconds [-or- 1 minute]. Let air dry. [For difficult odors, repeat application] [Kills [effective against] [99.9% of] **insert soft surface sanitization bacteria from Organism Table**. -or-

**To [spot] [Sanitize] Soft -or- Fabric surfaces:** Spray until Fabric is wet. DO NOT SATURATE. Let stand for 60 seconds [-or- 1 minute]. Let air dry. [ Pre-clean visibly soiled surfaces.] [For difficult odors, repeat application] [Kills [effective against] [99.9% of] **Insert soft surface sanitization bacteria sanitization bacteria from Organism Table**.

***Fungistat***

**To Inhibit Mold or Mildew Growth on hard, nonporous non-food contact surfaces:** Thoroughly preclean [the] surface [following the [general] cleaning directions]. Spray and allow treated surface to remain visibly wet for 10 min[utes]. Then wipe. Repeat [application] [to inhibit -and/or- prevent -and/or- control mold and mildew growth] every 7 days -or- weekly -or- in weekly intervals -or- when mold [and mildew][growth] appears. Effective against *Aspergillus brasiliensis* [(mildew)].

***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 [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Treated surfaces must remain visibly wet for 10 min[utes]. Then wipe. Repeat [application] [to inhibit -and/or- prevent -and/or- control mold and mildew growth] every 7 days -or- weekly -or- in weekly intervals -or- when mold [and mildew] [growth] appears. Effective against *Aspergillus brasiliensis* [(mildew)].

***Alternate Instructions for Use with Continuous Sprayer Packaging:***

[Prime trigger by pumping [trigger] a few times before first use.] [Hold trigger 6-8" -or- inches from surface.]

***[Hard Surface Fungistat]***

**To Inhibit -and/or- Prevent -and/or- Control Mold -and/or- Mildew Growth on Hard, Nonporous Non-food Contact Surfaces:** Thoroughly preclean [the] surface. Spray and allow treated surface to remain visibly wet for 10 min[utes]. Then wipe -or- Allow to air dry. Repeat [application][to inhibit -and/or- prevent - and/or- control mold and mildew growth] every 7 days -or - weekly -or- in weekly intervals -or- when mold [and mildew][growth] appears. Effective against *Aspergillus brasiliensis* [(mildew)].

### ***Bacteriostat***

**To Inhibit -or- Prevent -or- Control the Growth of Odor-Causing Bacteria for [up to] 24 -or- 48 -or- 96 hours on Precleaned Hard, Nonporous Non-food Contact Surfaces:** Spray [surface] until thoroughly wet. Allow to air dry. For visibly soiled surfaces, [a] precleaning [step] is required.

### ***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 Cleaning:***

**To Clean:** [Turn nozzle to ON.] Spray soiled areas and wipes with paper towel or cloth. For heavily soiled areas allow the product to sit for [a few] [several] minutes -or- 1 minute. For painted surfaces, sealed granite, sealed marble, wall coverings or any surfaces about which you are unsure, test a small, inconspicuous area.

### ***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 -and/or- Remove Soap Scum:]** Spray [product] onto soils -or- soiled areas and wipe [clean] with [a -and/or- 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]. **next 3 sentences optional** 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 -and/or- heavily soiled areas [or tougher jobs], allow [the] product to sit -or- penetrate dirt -and/or- soap scum for 1 -or- a few -or- several minutes [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 gal[lon] 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.

### ***Air Freshening -and/or- Deodorizing***

To Freshen -and/or deodorize the air, [hold bottle upright and] spray towards the center of the room.

[Always test on a small area before use.]

[ Do not spray towards the face.]

[Use in a well-ventilated area.] [[Open window or use [exhaust] fan to] establish -or- ensure adequate -or- proper ventilation -or- air flow [by opening window or using [exhaust] fan]]



***Residential/Household Refillable bottles; may be added to the refill bottle when packaged with a smaller size spray bottle***

**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/nonrefillable container***

**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/nonrefillable container***

**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:** Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available or place in trash.

## Antimicrobial Claims

- 1 -or- One Step Disinfection<sup>38</sup> -and/or- sanitization<sup>15</sup>
  - 1 -or- One Product, Many Uses: Eliminate Odors. Disinfect hard surfaces. Sanitize soft surfaces.
  - 2 in 1 Air & [soft] surface odor eliminator<sup>46</sup>
  - 2-in-1<sup>44</sup>[:] Sanitizer<sup>34</sup> -and/or- Deodorizer -and/or- Odor Eliminator -and/or- Wrinkle Releaser
  - 3-in-1<sup>44</sup>[:] Sanitizer<sup>34</sup>, Deodorizer -or- Odor Eliminator, [and] Wrinkle Releaser
  - 3-in-1<sup>44</sup>[:] Sanitizes<sup>34</sup>, Deodorizes -or- Eliminates Odors, [and] Releases wrinkles
  - 3-in-1<sup>44</sup>[:] Sanitizes<sup>34</sup> [Fabrics], Deodorizes & Disinfects Hard Non-porous surfaces<sup>18</sup>
  - 3-in-1<sup>44</sup>: Cleans [tough messes] -and/or- Disinfects -and/or- Freshens -and/or- Deodorizes -and/or- Kills Germs<sup>†</sup> **These actions can appear in any order following “3-in-1”.**
  - 4 in 1<sup>44</sup>: Cleans, deodorizes, disinfects, [&] -or- [and] shines<sup>18</sup>
  - 4 in 1<sup>44</sup>: kills 99.9% germs, **x%** streak free, cleans and deodorizes<sup>18</sup> **X is less than or equal to 100%**
  - 4-in-1<sup>44</sup>[:] Sanitizes<sup>34</sup> and/& Removes Wrinkles, Odors, and Static
  - 4-in-1<sup>44</sup>[:] Sanitizer<sup>34</sup>, Deodorizer, and Wrinkle and Static Remover
  - 3-in-1<sup>44</sup>: Sanitizes Fabrics<sup>34</sup>, Eliminates Odors, Disinfects Hard [Non-porous] Surfaces<sup>18</sup>
  - 60 seconds -or- 1 [min]ute is all it takes to kill [99.9% of] bacteria<sup>34</sup>
  - **XX** hours -or- **X** days [of] odor prevention -or- odor fighting -or- odor-free protection -or- defense against odors -or- odor defense by preventing growth of odor-causing bacteria<sup>△</sup> **XX is less than or equal to 96 hours and X is less than or equal to 4 days**
  - **XX** more disinfecting<sup>38</sup> -or- sanitizing<sup>15</sup> solution per application<sup>40</sup>
  - One-step disinfectant<sup>38</sup> -and/or- sanitizer<sup>15</sup>
  - [A proven] Sanitizer [for Clothing -or- Fabrics]<sup>34</sup>
  - [All] disinfecting -or- sanitizing solution, no propellant
  - An effective disinfectant for use in the kitchen -and/or- bathroom -and/or- bedroom -and/or- other household areas<sup>P</sup>
  - An effective non-food contact surface sanitizer for use in the kitchen -and/or- bathroom -and/or- bedroom -and/or- other household areas<sup>P]</sup>
  - Antibacterial [Formula] -or- Antimicrobial
  - Antibacterial [Formula] Clothing -or- Fabric Spray[er] -or- Spray
  - Antibacterial -or- Germicidal<sup>†</sup> Cleaning [on hard, nonporous surfaces] [for Kitchens -and/or- Bathrooms -or- All Over the House<sup>P</sup> -or- Throughout the House<sup>P]</sup>
  - [Approved to] Kill[s] [over] [more than] [**X**] [types of] illness causing [germs <sup>†</sup>] -or- [bacteria<sup>48</sup> and viruses<sup>‡</sup>] -or- [bacteria<sup>48</sup>] -or- [viruses<sup>‡</sup>] **X is less than or equal to number of independent bacteria and virus strains listed for Hard, Non-porous Surface Disinfection in the Organism Table**
  - [Bacteria -and/or- virus<sup>‡</sup>]-fighting -or- germ<sup>†</sup> fighting [formula]
  - Cleaner and [disinfectant -or- sanitizer] in one<sup>38</sup> -or- <sup>15</sup>
  - Cleans and disinfects [all over the house<sup>P</sup> -or- everywhere<sup>P</sup>] [on hard, nonporous surfaces]
  - Cleans -or- shines -or- sanitizes washable kitchen -and/or- bathroom -and/or- household surfaces -and/or- fixtures [throughout the home <sup>P]</sup>
  - Clorox® disinfecting technology
  - Combines disinfection with freshness to eliminate odors<sup>18</sup>
  - Complete coverage for disinfection -or- sanitization
  - Complete [spray] coverage for quick sanitization
  - Controls [the toughest -or- tough] [kitchen -and/or- bathroom] odors caused by bacteria[, mold, and mildew]
  - Cover[s] -and/or- Disinfect[s] -and/or- Sanitize[s] large areas
  - Deodorizes as it disinfects -and/or- sanitizes
  - Deodorizes by killing odor-causing bacteria [at their source]
  - Deodorizes by killing odor-causing bacteria -and/or- germs<sup>†</sup> [at their source]
  - Disinfect -or- sanitize [common -and/or- household] [hard -and/or- soft] surfaces
  - Disinfect -or- sanitize with a fine spray
  - Disinfect -or- sanitize with no wiping
  - Disinfect -or- sanitize with our [new] sustainable packaging
  - Disinfect -or- sanitizes hard, nonporous surfaces inside and outside your home
  - Disinfectant [for Household Use] on hard, nonporous surfaces
  - Disinfection -and/or- Refreshing clean -and/or- Active odor defense
  - Disinfect[ion] -and/or- sanitize -or- sanitization with less work
  - Disinfection -or- sanitization [Value] Pack
  - Disinfects<sup>P</sup> -and/or- deodorizes -and/or- freshens **X** surfaces<sup>57</sup>
- Note to Reviewer: X is a number from 10 to 100**
- Disinfects -and/or- sanitizes hard, nonporous surfaces that matter
  - Disinfects -and/or- sanitizes -and/or- deodorizes [your] car surfaces<sup>P</sup>
  - Disinfects -and/or- sanitizes the hardest to reach areas
  - Disinfects -or- sanitizes hard surfaces
  - Disinfects -or- sanitizes high traffic areas
  - Disinfects -or- sanitizes your door handles
  - Disinfects -or- sanitizes your outdoor hard non-porous surfaces
  - Disinfection -and/or- sanitization
  - Disinfect[s]<sup>P</sup> -and/or- deodorize[s] -and/or- sanitize[s] [everyday items] [like] [**insert use surface(s) from Table 1** -and/or- **insert soft surface(s) from Table 5**<sup>34]</sup>
  - Disinfect[s] -and/or- sanitize[s] high touch surfaces
  - Disinfect or Sanitize without damage to surfaces<sup>18</sup> -or- <sup>24</sup>
  - Disinfects hard, nonporous surfaces against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 30 sec[onds]]
  - Disinfects hard, nonporous surfaces and sanitizes soft<sup>34</sup> surfaces
  - Disinfectant & Odor Eliminator<sup>18</sup>
  - Disinfects surfaces against odor-causing [household -or- kitchen -and/or- bathroom] bacteria
  - Disinfect[s] the -or- your **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- **insert use site(s) from Table 2** [this [flu<sup>9</sup>] season]
  - Disinfects the hard, non-porous surfaces your family touches the most
  - Disinfects [washable] kitchen surfaces by killing [99.9% of] germs<sup>†</sup> -and/or- bacteria -and/or- viruses<sup>‡</sup> -and/or- a fungus
  - Doesn't just cover up bad odors - it eliminates 99.9% of odor-causing bacteria
  - Dual action formula [deodorizes and disinfects]<sup>38</sup>
  - Dual action formula [deodorizes and disinfects -or- sanitizes]<sup>38</sup>
  - Easily clean and disinfect
  - Effective against -or- Kills SARS-CoV-2<sup>P</sup> [the cause of -or- the coronavirus that causes COVID-19] [in 30 sec[onds]]
  - [Effectively] deodorizes -or- controls -or- helps remove -or- eliminates odors [produced by odor-causing bacteria] [on hard nonporous surfaces -and/or- soft surfaces<sup>34]</sup>
  - Effortless disinfection -or- sanitization
  - Eliminate[s] and/or Kill[s] 99.9% of odor causing bacteria
  - Eliminates -and/or- Neutralizes odors in the air caused by odor-causing bacteria<sup>30</sup> -or- 31 -or- 32 -and/or- 33

- Eliminates -and/or removes [the toughest -or- tough] odors caused by bacteria -and/or- mold and mildew
- Eliminates odors at the source
- Eliminates odors[by killing [99.9% of] [odor-causing] bacteria [that cause them]]
- Eliminates odors caused by bacteria [and mildew] [and non-fresh foods]
- Eliminates odors -and/or helps remove -and/or helps destroy odors [on soft surfaces -and/or- fabrics] [at the source]
- Eliminates odors in the air<sup>46</sup>
- Eliminates -and/or- neutralizes -and/or- removes pet odors [even -or- on soft surfaces] **insert use site(s) from Table 2**
- Eliminates -or- helps remove -or- helps destroy odors [by killing **must remove brackets if “eliminates” in claim** [99.9% of] bacteria [that cause them]]
- Eliminates -or- Removes [kitchen -and/or- bathroom] odors
- Eliminates tough odors<sup>18</sup>
- [Everyday -or- Daily] disinfectant<sup>p</sup> -or- sanitization spray
- [Everyday -or- Daily] disinfectant -or- sanitization spray -or- sprayer
- Fight[s] -or- reduce[s] the spread of germs<sup>†</sup> between treated hard, nonporous surfaces
- For disinfection without a strong lingering scent
- Freshens the air by killing 99.9% of [odor-causing] bacteria on surfaces<sup>[18]</sup>
- Fungicidal
- Germicidal<sup>†</sup> against the following [organisms][:] -or- [**this product**] kills the following [organisms][:] -or- Kills the following [organisms][:] **insert organism(s) from Disinfection Organism Table** [when used as directed] [for spray application]
- Germicidal<sup>†</sup> formula
- Gets rid of [the toughest -or- tough] odors by killing the bacteria [that cause them] [at the source]
- Helps prevent the build-up of odors by killing odor-causing bacteria [on soft surfaces -and/or- fabrics]
- [Helps] Remove[s] or [helps] destroy[s] [the toughest -or- tough] odors [caused by bacteria[, mold, and mildew]]
- Helps to control -and/or- prevent mold & mildew [on **insert use surface(s) from Table 1**]
- Inhibits -or- controls the growth of mold and mildew for 7 days
- Keeps odors away by killing odor-causing bacteria
- Kills [99.9% of] bacteria on soft surfaces
- Kills [99.9% of] [common] [household] germs<sup>†</sup>
- Kills 99.9% of Bacteria & Viruses<sup>‡</sup>
- Kills [99.9% of] bacteria on soft surfaces<sup>34</sup> -or- clothes<sup>34</sup> -and/or- fabrics<sup>34</sup>
- Kills 99.9% of bacteria on your -or- household hard -and/or- soft surfaces
- Kills 99.9% of bacteria on your -or- household hard non-porous -and/or- soft surfaces<sup>34</sup>
- Kills [99.9% of] Germs<sup>†</sup>
- Kills 99.9% of Germs<sup>†</sup> -and/or- Viruses<sup>‡</sup> -and/or- Bacteria -and/or- COVID-19 Virus<sup>✦</sup>
- Kills 99.9% of germs<sup>†</sup> in and out of [the] home<sup>p</sup>
- Kills 99.9% of germs<sup>†</sup> on 100 surfaces<sup>57</sup>
- Kills 99.9% of germs -or- disinfects -or- sanitizes hundreds of **must remove brackets around “hard, nonporous” when “disinfects” in claim** [hard, [nonporous]] surfaces on the go
- Kills 99.9% of [household<sup>30</sup>] [odor-causing] bacteria [in 60 sec[onds] -or- in a minute<sup>15</sup>] on soft surfaces<sup>34</sup> -and/or- [on] clothing<sup>34</sup> -or- fabrics<sup>34</sup>
- Kills 99.9% of [household] [odor-causing] bacteria [in 30 sec[onds] -or- in half a minute<sup>15</sup>]<sup>p</sup>
- Kills 99.9% of [household] [odor-causing] bacteria [in 60 sec[onds] -or- in a minute<sup>15</sup>] on soft surfaces<sup>34</sup>
- Kills 99.9% of odor-causing bacteria and leaves behind a pleasant scent.
- Kills [99.9% of] [odor-causing] bacteria [at the source] [on clothing -or- fabrics<sup>34</sup>]
- Kills [99.9% of] [odor-causing] bacteria [on **insert surface materials from table 5**] [in 60 sec[onds] -or- 1 min[ute]]
- Kills 99.9% of [household] bacteria [in 30 sec[onds] -or- in half a minute<sup>15</sup>]
- Kills [99.9% of] [kitchen -and/or- bathroom] bacteria [in sec[onds] <sup>15</sup>]
- Kills [99.9% of] **insert organism(s) from Disinfection Organism Table**
- Kills 99.9% of **insert organism(s) from Sanitization Organism Table** [on hard, nonporous surfaces] [in 30 sec[onds] -or- in half a minute<sup>15</sup>]
- Kills 99.9% of odor-causing bacteria and [keeps] [prevents] it from coming back for [up to] 24 -or- 48 hours<sup>Δ</sup>
- Kills [99.9% of] odor causing bacteria [at the source]
- Kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- fight[s] **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] [the] Avian Influenza A Virus on precleaned hard, nonporous surfaces
- Kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] [the] [bacteria -and/or- viruses<sup>‡</sup> -or- germs<sup>†</sup>] [on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- in **insert use site(s) from Table 2**]
- Kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] [the] bacteria -and/or- viruses<sup>‡</sup> -and/or- [other] germs<sup>†</sup> [[commonly] found in **insert use site(s) from Table 2** -and/or- on [the] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** ]
- Kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] [the] bacteria -and/or- viruses<sup>‡</sup> -and/or- [other] germs<sup>†</sup> [commonly] found [on [the] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- **insert use site(s) from Table 2**] surfaces your kids -and/or- pets [may] touch every day
- Kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [the] [from] **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] bacteria -and/or- viruses<sup>‡</sup> -and/or- [other] germs<sup>†</sup> [on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- in **insert use site(s) from Table 2**] [this [flu<sup>9</sup>] season]
- Kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] bacteria -and/or- viruses<sup>‡</sup> -and/or- [other] germs<sup>†</sup> [on -or- from] [your] [children's] toys
- Kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] **insert organism(s) from Disinfection Organism Table** [[commonly] found in -or- on [the] [**insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- **insert use site(s) from Table 2**]]

- Kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] [the] flu [influenza] virus<sup>9</sup> [commonly] found in **insert use site(s) from Table 2** -and/or- on [the] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- [Kills 99.9% of bacteria<sup>48</sup> and] leaves [a] lasting fresh scent
- Kills -or- eliminates -or- destroys odors -or- odor-causing bacteria -or- **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] bacteria, will not harm your clothes -or- fabrics
- Kills -or- removes -or- eliminates -or- neutralizes -or- deodorizes [99.9% of] [yucky -or- icky -or- smelly] [airborne] odors
- Kills bacteria to eliminate odors between washes
- Kills certain viruses<sup>‡</sup> [in 30 sec[onds] -or- in half a minute<sup>‡</sup>]
- Kills Cold and Flu viruses<sup>5</sup> [in 30 sec[onds]]
- Kills E. Coli<sup>6</sup> -and/or- Salmonella<sup>7</sup>
- Kills Flu Virus<sup>9</sup>
- Kills [household] bacteria [and sanitizes without bleaching surfaces]
- Kills [household] bacteria -or- germs<sup>†</sup> -or- viruses<sup>‡</sup> on washable kitchen -and/or- bathroom -and/or- household surfaces -and/or- fixtures [throughout the home<sup>‡</sup>]
- Kills Influenza A Virus[, the virus that causes the common flu] [in 30 sec[onds] -or- in half a minute]
- Kills [most] bacteria -and/or- germs<sup>†</sup> -and/or- viruses<sup>‡</sup> [while it cleans] [tough -and/or- everyday] [kitchen -and/or- bathroom -and/or- household] [messes]
- Kills odor causing bacteria in the kitchen -and/or- bathroom
- Kills odor causing bacteria on surfaces to keep [the] air fresh
- Kills -or- Disinfects against -or- Effective against [the] COVID-19 virus<sup>◇</sup> -or- virus that causes COVID-19<sup>◇</sup> [in 30 sec[onds]]
- Kills -or- Eliminates **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] odor-causing bacteria [so odors don't linger]
- Kills -or- Eliminates bacteria that cause [mal -or- lingering -or- stubborn] odors
- Kills -or- Eliminates **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] bacteria detergents leave behind
- Kills -or- Eliminates -or- Removes **must remove brackets around “99.9% of” when “eliminate[s]” in claim** [99.9% of] [the] [odor-causing] bacteria [that] detergent can't -or- cannot
- Kills Staph and Salmonella<sup>4</sup>
- Laundry Refresher Fabric Sanitizer<sup>34</sup>
- Low-Streak -or- Low Visible Residue -or- Low-Film -or- No-Film -or- Clear-Drying [Formula -or- Spray] [cleans -and/or- disinfects] [for] [Shiny -or- Multiple Surfaces]
- Neutralizes odors at the source<sup>19</sup>
- No odor-causing Bacteria; No smell -or- stink -or- odor -or- funk
- On-the-go Sanitizing
- One pull of the trigger sanitizes **XX** feet -or- inches of counter -or- clothing -or- fabric **XX is a number between 1 and 20**
- One step cleaning and sanitizing<sup>15</sup>
- One-step disinfectant<sup>38</sup> -and/or- sanitizer<sup>15</sup>
- One step reset -and/or- refresh<sup>15 -or- 38</sup>
- Prevents mold and mildew growth for 7 days
- Prevents odor-causing bacteria<sup>△</sup> growth on hard, nonporous surfaces for up to 24 -or- 48 hours
- Prevents odor-causing bacteria<sup>△</sup> and odor buildup [and keeps surfaces smelling fresh]
- Prevents odor-causing bacteria<sup>△</sup> [for **XX** hours -or- **X** days] [and keeps surfaces smelling fresh] **XX is less than or equal to 96 hours and X is less than or equal to 4 days.**
- Prevents -or- Inhibits -or- Stops -or- Reduces odor-causing bacteria<sup>△</sup> growth -or- the growth of odor-causing bacteria<sup>△</sup> for [up to] **XX** hours -or- **X** days **XX is less than or equal to 96 hours and X is less than or equal to 4 days**
- Prevents the growth of odor-causing bacteria<sup>△</sup> on hard, nonporous surfaces for up to 24 -or- 48 hours
- Prevents tough bacterial<sup>△</sup> odors [with ease]
- Prevents [tough -and/or- intense -and/or- musty -and/or- lingering -and/or- stubborn] bacterial<sup>△</sup> odors -and/or- mildew odors
- Removes -or- Eliminates odors by killing odor-causing bacteria on soft surfaces<sup>34</sup> -or- fabrics<sup>34</sup> -or- clothing<sup>34</sup>
- Same [trusted] cleaning power -and/or- disinfecting -and/or-, [now with [a -or- an]] new -and/or- improved [**insert fragrance descriptor**] scent -and/or- fragrance **“trusted” only to be used with cleaning power**
- Sanitize -and/or- remove odors between washes
- Sanitize[s] in one step<sup>15</sup>
- Sanitizes fabrics [all] around the home<sup>34</sup>
- Sanitizer [for Household Use] on hard, nonporous surfaces
- Sanitizer<sup>34</sup> [for clothing -or- fabrics]
- Sanitizes everything from [your] countertops -and/or- to [your] [living room] couches -and/or- to [your] cars
- Sanitizes fabrics [all] around the home
- Sanitizes [**insert soft surface(s) from Table 5**]
- Sanitizes hard and soft surfaces around your home so you don't have to worry
- Sanitizes household surfaces from your countertops to your couch
- Sanitizes [kitchen -and/or- household -and/or- bathroom] hard, nonporous surfaces [in 30 sec[onds] -or- in half a minute]
- Sanitizes clothing -or- soft surfaces -or- fabrics [in 60 sec[onds] -or- in one minute]<sup>34</sup>
- Sanitizes [most types of] surfaces<sup>21, 18</sup> **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Sanitizes soft surfaces
- Say goodbye to -or- No more -or- Controls -or- Prevents lingering -and/or- Stubborn and/or- tough [pet -and/or- trash] [bacterial] odors [effectively -and/or- with ease]
- Soft surface sanitizer
- Spot sanitize[s] your clothes
- Tested [and proven effective] against SARS-CoV-2<sup>P</sup> [the cause of -or- the coronavirus that causes COVID-19] [in 30 sec[onds]]
- Spray and go<sup>18</sup> fabric sanitizer<sup>34</sup>
- The modern & versatile way to disinfect & deodorize<sup>18</sup>
- The modern [improved] and versatile way to disinfect -and/or- disinfect hard surfaces -and/or- sanitize fabrics<sup>34</sup> -and/or- eliminate odors -and/or- deodorize<sup>18</sup>
- This product is a Broad Spectrum disinfectant -and/or- bactericide tested using the AOAC Germicidal Spray Products test method
- This product is effective against the pathogenic fungus Trichophyton interdigitale **tested as Trichophyton mentagrophytes** [(Athlete's Foot Fungus)] when used as directed for disinfection with a contact time of 10 min[utes] on hard, nonporous surfaces in bathrooms, including shower stalls, floors, and glazed bathroom tiles

- 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 sec[onds] -or- in half a minute] against ***insert organism(s) from Sanitization Organism Table***
- This product will effectively inhibit the growth of mildew and the odors caused by them for 7 days when applied to hard, nonporous surfaces
- Triple action formula; Disinfects hard surfaces, sanitizes soft surfaces, deodorizes air<sup>44</sup>
- Triple -or- 3x action formula deodorizes -or- removes odors, sanitizes<sup>34</sup>, -and- removes wrinkles
- [Up to] ***X*** hours of odor-causing bacterial<sup>△</sup> protection [on surfaces] ***X is less than or equal to 96 hours***
- [Unique -and/or- modern -and/or- special -and/or- unique design -and/or- novel -and/or- distinct -and/or- premium] trigger -or- sprayer -or- sprayer head -or- sprayer technology to evenly [cover] [sanitize] [household] [hard -and/or- soft] surfaces
- Use in public -and/or- common places on hard, nonporous surfaces where bacteria -and/or- viruses<sup>‡</sup> -and/or- [other] germs<sup>†</sup> may be of concern -or- you are concerned about
- Use on soft surfaces -and/or- fabrics where [odor-causing] bacteria can linger-or- hide<sup>34</sup>
- Use on soft surfaces -and/or- fabrics where bacteria can linger -or- hide
- Use [***this product name***] every day to kill germs<sup>48</sup>
- Virucidal<sup>‡</sup>
- With active ingredients to prevent odor-causing bacteria <sup>△</sup> -and/or- odor buildup



## Organism Table

<b>Hard, Non-porous surface Disinfection</b>	
<b>Bacteria</b>	<b>ATCC and/or Strain</b>
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]
Listeria monocytogenes [(Listeria)]	[ATCC 19117]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]
Salmonella enterica <sup>[1]</sup> [(Salmonella)]	[ATCC 10708]
Staphylococcus aureus [(Staph)]	[ATCC 6538]
<b>Fungus</b>	<b>ATCC and/or Strain</b>
Trichophyton interdigitale <b>tested as Trichophyton mentagrophytes</b> [(Athlete's Foot Fungus)]	[ATCC 9533]
<b>Viruses Enveloped</b>	<b>ATCC and/or Strain</b>
‡Avian Influenza A <sup>s</sup> [(H3N2)] Virus [(Avian flu)]	[ATCC VR-2072] [(Avian Reassortant)] [Strain A/ Washington/897/80 X A/Mallard/New York/6750/78]
‡Herpes simplex Virus Type 2	[Strain G, ATCC VR-734]
‡Human Coronavirus [(common cold virus)]	[ATCC VR-740] [Strain 229E]
‡Human Immunodeficiency Virus Type 1 [(HIV-1)]	
‡Influenza A Virus [(common flu virus)]	[ATCC VR-544] [Strain Hong Kong]
‡Respiratory syncytial virus [(RSV)]	[ATCC VR-26] [Strain Long]
‡SARS-CoV-2 [(cause of COVID-19)]	[Strain USA-WA1/2020]
<b>Virus Large, Non-Enveloped</b>	<b>ATCC and/or Strain</b>
‡Human Rotavirus	[ATCC VR-2018] [Strain WA]
<b>Hard, Non-porous Surface Sanitization</b>	
<b>Bacteria</b>	<b>ATCC and/or Strain</b>
Enterobacter aerogenes	[ATCC 13048]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]
Salmonella enterica <sup>[1]</sup> [(Salmonella)]	[ATCC 10708]
Staphylococcus aureus [(Staph)]	[ATCC 6538]
Streptococcus pyogenes [(Strep)]	[ATCC 19615]
[Vancomycin Resistant] Enterococcus faecalis [(VRE)]	[ATCC 51299]
<b>Hard, Non-porous Surface Fungistat</b>	<b>ATCC and/or Strain</b>
Aspergillus brasiliensis [(mildew)]	[ATCC 16404]
<b>Soft Surface Sanitization</b>	
<b>Bacteria</b>	<b>ATCC and/or Strain</b>
Klebsiella pneumoniae	[ATCC 4352]
Pseudomonas aeruginosa	[ATCC 15442]
Staphylococcus aureus [(Staph)]	[ATCC 6538]



### ***Emerging Viral Pathogen Claims***

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions for use indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category:

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

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

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

### General/Miscellaneous Claims

- \_\_\_ [fl] oz = [More than] \_\_\_ [fl] oz Trigger Bottles
- 0[%] Propellant[s]
- 100% Clorox cleaning performance [with a new scent]
- 2 in 1 Cleaner & Freshener
- 2 starter kits + 1 refill
- 3-in-1 (**note to reviewer: used with 3 approved uses/claims**)
- [3 in 1] [Cleans][,] [&] [Deodorizes][,] [&][Freshens]
- 3 Pack = 48 [fl] oz
- 3 Pack = 96 [fl] oz
- 3 -or- 4 pack[!]
- 4 Pack = 64 [fl] oz
- 4x [Deodorizing] Fragrance [Ingredient]<sup>11</sup>
- 4x Fine -or- Fresh Fragrance [Ingredient]<sup>11</sup>
- 45% More vs. 22 [fl] oz size -or- **X%** More vs. **X** [fl] oz size
- 100% recyclable [refill] bottle
- [400%] More [Fine] Fragrance [Ingredient]<sup>11</sup>
- **X** oz. for the price of **X** oz.<sup>39</sup>
- **X%** [cheaper] [less expensive] [off]<sup>39</sup>
- **X** for the price of **X**
- **X%** [Free] [Bonus] [More]
- **X**[%] [more] [value] [affordable]<sup>39</sup>
- **XX** more coverage<sup>40</sup>
- **X** Month's Supply
- **X** pack [!] Dual Pack Pocket [size] [pack] Twin Pack
- 0% dyes **Note to Reviewer: will only be used with CSFs with no dye**
- A better way to clean
- A better way to keep your -or- my -or- the kitchen looking clean
- A kitchen that is ready-to-go
- A polished-clean kitchen
- [Adds a] light[, fresh] scent
- Advanced odor control[, -and/or- Refreshing new scent
- Aerosol-free packaging
- Air dry and go
- Air odor eliminator -and/or- deodorizer -and/or- fighter
- [All purpose] [bleach-free] [cleaner] [is] tough on grease [and] [grime], [and] easy -or- safe on surfaces
- Allow clothes to [lay] dry
- All purpose cleaner is tough on grease and grime and easy on surfaces
- Align to close
- [Also] Great -or- Made -or- Works [well] -or- Appropriate on -or- for **insert surface material(s) from Table 3** -and/or- **insert surface(s) from Table 1** -and/or- in **insert use sites from Table 2** [with -or- because of -or- due to] [the] [low-streak -or- low visible residue formula]
- All-Spray -or- Easy Spray -or- Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] [Technology]
- Always test on a small area before use
- [An effective] [non-food contact surface] [cleaner] for use in [the] [kitchen], [bathroom], [bedroom], [and] [other] household [areas]
- Anti-odor technology
- Attacks [stuck on] messes, -and/or- Neutralizes odors, -and/or- [for] sparkling clean surfaces
- Available in refills
- Backed by Clorox®
- Bathroom -and/or- locker room [surfaces]
- Best of Clorox® -or- Clorox® and [Formula] 409
- [Be -or- Get] RefillSmart<sup>TM</sup>[!]
- Better kitchen cleaning
- Better Refill with Smart Tube Technology<sup>†</sup>
- Bleach[-]Free
- [Bleach-free] [formula] [cleaner], [Hard on [dirt], [grease], -and/or- [grime]], safe -or- easy on [your] [household -or- kitchen -or- bathroom] surfaces
- [Bleach-free formula -or- cleaner] works on many surfaces<sup>18</sup>
- Bonus [size -or- pack]
- Botanical inspired fragrances
- Bottle and trigger are 100% recyclable<sup>45</sup>
- BPA-Free<sup>XX</sup> [package -or- packaging] [(Bisphenol A)]
- Breaks apart odor-causing molecules[, eliminating unpleasant smells]
- Bright -and/or- Sparkling -and/or- Welcoming -and/or- Clean -and/or- Kitchen Friendly<sup>22</sup> -and/or- Refreshing Home Scent(s) -or- Fragrance[s]
- Buy **X** Get **X** Free
- Can be used for a variety of indoor -and/or- outdoor cleaning tasks
- Cheaper than two -or- 2 32 fl oz trigger [sprays]<sup>12</sup>
- Clean up with the one thing that can handle the kitchen
- Cleaner [for Household Use]
- Cleans 40% More Per Spray<sup>14</sup>
- Cleans a variety of -or- many surfaces [throughout the house]
- Cleans -and/or- Eliminates odors -and/or- Leaves [a] [Long Lasting] Fresh Scent
- Cleans -or- Removes [more than] 99% of [pet] allergens<sup>†</sup>
- Cleans [all] [washable] floors[: ] [no-wax -and/or- **insert surface material(s) from Table 3** floors]
- Cleans even better [on grease]
- Cleans everyday kitchen -and/or- bathroom messes
- Cleans [everyday messes] [grease and grime] throughout the house<sup>P</sup>
- Cleans [Fast,] [All over the House<sup>P</sup>] [in Kitchens -and/or- Bathrooms]
- Cleans kitchen [and] -or- bathroom surfaces
- Cleans kitchen -and/or- bathroom -and/or- other household surfaces
- Cleans kitchens to a beautiful shine
- Cleans like Clorox®, smells like [**this product name**] -or- [**this scent name**]
- Cleans messes in & around the house
- Cleans soap scum -or- dirt -or- build-up
- Cleans [surfaces] throughout the house<sup>1P</sup>
- Cleans the toughest soils
- Cleans tough [grease] [kitchen -and/or- bathroom] messes [without smearing] [fast]
- Clean your clothes -or- fabrics -or- laundry right[, ] the first time
- Cleans without bleaching surfaces -and/or- fabrics
- Cleans without streaks
- Clear formula
- Clothing -or- Fabric Refresher -or- Reviver
- Clorox® technology -or- disinfecting technology
- Color[-]safe [formula -or- guaranteed]
- [Combines deep cleaning power with -or- Has] [the] anti-streaking ingredients [of a glass cleaner]
- Comfortable + easy to use [sprayer -or- trigger -or- sprayer]
- Combined -or- dual cleaning power of Clorox® and [Formula] 409

- [Compatible with] -or- [Won't harm] -or- [For use on] high touch surfaces<sup>47</sup>
- Complete coverage [in seconds] -or- on your most complex items
- Complete coverage
- Contains [more -and/or- powerful] grease cutters
- Contains no dyes -or- added colors -and/or- perfumes -or- fragrance **Note to Reviewer: claim will only be used with CSFs with no dye and/or fragrance**
- Continuous spray technology
- Continuous spray[er] [that lets you go faster]
- Continuous sprayer provides a fine spray for even coverage
- Controls -and/or- helps remove -and/or- helps destroy -and/or- eliminates [pet -or- smoke] odors
- Control where you spray
- Controls -or- fights -or- gets rid of [the toughest -or- tough] [kitchen -and/or- bathroom -and/or- pet] odors [in the air]
- Controlled coverage
- Convenient and easy to use sprayer for even coverage
- Convenient size to bring on the go
- Convenient [and fast-working -or- fast-drying cleaner]
- Cover a large area quickly
- Cover quickly
- Crease -or- wrinkle release[r] -or- remove[r]
- Cuts [through -and/or- tough] grease -and/or- [grime -and/or- messes [quickly] -and/or- easily [without a trace] [of residue]
- Cuts through tough kitchen -and/or- bathroom grease -and/or- grime -and/or- 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 -and/or- Household -and/or- Grime -and/or- Soils [Fast]
- Daily kitchen cleaner
- Deep clean [formula]
- Deep cleaning [cleaner -or- formula]
- Deep cleans, smells good. No tradeoffs!
- Degreaser
- Degreases
- Degreasing Multi-Surface Cleaner
- Delightfully Fresh & Powerfully Clean!
- Delivers a [fine] spray for even coverage
- Delivers even coverage
- Deodorizer -or- Deodorizes
- Deodorizer [for Household Use]
- Deodorizes [& Freshens] Surfaces & Air<sup>[33]</sup>
- Deodorizes -or- Eliminates [food odors] [like garlic and onion] [left behind on kitchen surfaces] [after cooking]
- Deodorizes [surfaces and] air<sup>[33]</sup>
- Deodorizes with [-or- and has] a [clean -and/or- fresh -and/or- **insert fragrance descriptor(s) from Fragrance/Scent Descriptors**] scent
- Deodorizes [washable] hard, nonporous surfaces
- Designed for -or- Perfect for use on -or- around desks -and/or- play areas -and/or- other surfaces in kid areas<sup>8</sup>
- Designed for [your] already worn, but not dirty clothes
- Designed to refresh -and/or- dry wash your chardrobe -or- wardrobe
- Destroys 100% [of] Grease<sup>[17]</sup> [& Grime] [Guaranteed]
- Destroys -or- Removes 100% [of] grease<sup>[17]</sup> [& grime] [guaranteed]
- Developed -or- formulated with your kitchen in mind
- Dissolves Tough Grime
- Dissolves Messes On Contact
- Do less laundry
- Does not leave [a] strong -or- intense -or- clinical -or- overpowering smell [behind]
- Does not miss a spot
- Does the work for you
- Doesn't just mask, eliminates -and/or- removes odors
- Doesn't spray more than needed
- Don't mask odors, eliminate [and replace] with a [pleasant] -or- [fresh] scent<sup>18</sup>
- Don't mask -or- cover-up odors, eliminate them
- Dries quickly -or- fast
- Dry wash [spray]
- Dry wash spray for clothes -and/or- fabrics
- Dye-Free [and Fragrance-Free]
- [Easy to use,] no-drip -or- no-spill -or- no-mess nozzle -or- spout
- Easy to use nozzle -or- refill
- Easily cleans the -and/or- Toughest [on] grease [and grime] [throughout the house<sup>P</sup>]
- Easily removes wrinkles
- Easy Clean
- Easy Drop Delivery -and/or- Refill
- Easy refill[!] [model]
- Easy -and/or- convenient to use
- Easy spraying [, no heavy cans]
- Easy to [control -or- hold and] spray
- Economy **insert size 32 fl oz and less** -and/or- [Size]
- [Economy] refill [size]
- Effectively removes [everyday] soils on **insert use surface(s) from Table 1**
- Eliminates -and/or- neutralizes -and/or- removes -and/or- helps remove -and/or- helps destroy pet odors [even -or- on soft surfaces] **insert use site(s) from Table 2**<sup>34</sup>
- Eliminates -and/or- helps remove -and/or- helps destroy airborne fabric -and/or- soft surface -and/or- hard surface odors
- Eliminates lingering odors [in the air]
- Eliminates -or- Neutralizes odors at their source -and/or- around the house<sup>P</sup>
- Eliminates -or- Neutralizes odors caused by spoiled food -and/or- freezer burn<sup>22</sup>
- Eliminates -or- Neutralizes odors in under **X** minutes<sup>P</sup> **X is a number less than or equal to 10**
- Eliminates -or- Neutralizes odors without just masking<sup>P</sup>
- Eliminates -or- Neutralizes [tough -and/or- intense -and/or- musty -and/or- lingering -and/or- stubborn -and/or- rotten -and/or- foul] food odors -and/or- trash odors -and/or- pet odors -and/or- unpleasant odors -and/or- [**X**] day old odors -and/or- trapped odors -and/or- fridge<sup>52</sup> odors<sup>P</sup> **X is a number less than 10**
- Eliminates odors caused by bacteria [and mildew] [and non-fresh foods]
- Eliminates -or- helps remove -or- helps destroy odors and freshens soft surfaces -and/or- fabrics
- Eliminates -or- helps remove -or- helps destroy odors [instead of masking them]
- Eliminates -or- Removes [kitchen -and/or- bathroom] odors [on clothing -or- fabrics]
- Eliminates -or- removes odor from lightly worn clothing
- Eliminates -or- removes odors -or- smells -or- stink -or- must -or- funk on [workout -or- athletic] clothing -or- clothes -or- fabric[s]
- Eliminates The Toughest Soils The First Time Around

- Eliminates -or- helps remove -or- helps destroy [the toughest] odors and leaves your home smelling fresh
- Eliminates unwanted odors
- Eliminates odors with a burst of freshness<sup>53</sup>
- [Enjoy] Enhanced Scents & Clorox Cleaning Power – All -or-2 in 1!
- Enjoy the fresh [citrus] [herbal] scent -or- fragrance
- Ergonomically optimized -or- designed
- Even coverage
- [Even] removes [*insert number between 90 and 99.9%* of] allergens<sup>4</sup> -and/or- dust mite matter -and/or- pet dander
- [Even] tougher -or- better on [kitchen] grease -or- messes
- Evenly coating spritz -or- spray
- Every *X* bottles used saves *Y* gallons of water *X is a number 1 to 10, Y is a number 1 to 100*
- Everyday [formula] [use]
- Experiential scents [- takes you away]
- Extend life of your clothes -or- fabrics[, wash less [often]]
- Extend[s] life of clothes [with less fading -and/or- shrinking]
- Extra [Value] [Pack]
- [EZ -or- Easy] [Spray] Refill Kit -or- Pack -or- Package
- Fabric -and/or- soft surface -and/or- hard surface deodorizer
- Fabric -or- Clothing Sanitizer<sup>34</sup>
- Fast [Strong] cleaning power
- Fast action [kitchen -and/or- bathroom] cleaner
- Fast, easy cleaning solution
- Fights grease better
- Fights tough -or- lingering -or- stubborn laundry odors
- Fills -or- equal to two -or- 2 32 fl oz trigger [sprays]<sup>3</sup>
- Fills the room with [freshness<sup>53</sup>] -or- [a fresh scent]
- Fine spray allows product to get to hard to reach areas
- [Fine spray for] better -or- improved coverage
- Floor cleaner
- For a cleaner, fresher household
- For a Complete Clean that You Can See & Smell
- For long lasting -and/or- everyday -and/or- whole-home [refreshing] clean -and/or- freshness<sup>53</sup> [that revitalizes any space]
- For -or- Use between washes
- For hard-to-wash items -or- clothing -or- fabrics
- For Multi-Surface -and/or- Multi-Room [Everyday] Use[: Kitchen, Bathroom and more<sup>56</sup>]
- For painted surfaces, test small area first
- For that “brand-new” look and shine
- For use in [*insert use site(s) from Table 2*]
- For use on both white and colored hard, nonporous surfaces
- [For use on -or- Use this product on] [Washable] Hard, Nonporous [Household] surface materials [throughout the house<sup>P</sup>][: *insert use surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3*]
- [For] Wrinkle-[free] -and/or- Odor-[free] -and/or- Static-free [clothing]
- For your favorite jacket -and/or- jeans -and/or- shoes -and/or- sneakers [and other hard to wash clothing]
- [[Formula] 409] [with] [the] cleaning power of Clorox®
- Formula [for bathrooms -and/or- kitchens]
- Formula fights grease even better
- Formulated for kitchen messes [-or- all kitchen cleaning needs]
- Formulated for synthetic -and/or- natural -and/or- cotton -or- most common fabrics
- [Formulated -or- made without] BPA[-Free]
- [Formulated -or- made without] Phthalate[-Free]
- Formulated to satisfy [-or- Satisfies] your sense of clean [-or- the senses]
- Formulated without bleach
- [Fragrance] formulated [with malodor control technology] to make your home smell fresh
- Fragrance-Free **Note to Reviewer: For CSFs without fragrance**
- Fragrance made with *X%* added essential oil
- Fragrance -or- Scent made with blends [*X%* added essential oil]
- Free & Clear<sup>36</sup> **Note to Reviewer: only used with CSFs with no dye or fragrance**
- Free from -or- made without -or- formulated without dyes -and/or- aerosols -and/or- propellants [in packaging -or- formula]
- Free of [added] dyes -or- colors -and/or- perfumes -and/or- fragrance **Note to Reviewer: For CSFs without fragrance**
- [Free of perfumes & -or- and] Clear of dyes **Note to Reviewer: will only be used with CSFs with no dye**
- Free yourself from propellant[s] -or- gases -and/or- pressurized containers
- Free -or- clear of dyes **Note to Reviewer: will only be used with CSFs with no dye**
- Fresh scent [-or- streak-free] formula
- Fresh Take on Clean
- Freshens air<sup>[33]</sup>
- Freshens for [up to] *X* hours *X is a number less than or equal to 96*
- Freshens -and/or- Refreshes multiple [small] spaces -and/or- surfaces with long lasting scent -and/or- by eliminating odors -and/or- without just masking<sup>53</sup> **qualifier required when ‘by eliminating odors’ is not included**
- Freshens surfaces
- Freshens the -or- your *insert use site from Table 2* -or- workplace -or- work [environment]
- Freshen[s] [up] your home -or- room
- Freshness -or- Fresh scent in every room
- From the Makers of Clorox®
- Fully recyclable bottle and trigger -or- sprayer!<sup>45</sup>
- Funnel-free [refill]
- Garage [surfaces]
- Gentle on fabrics -and/or- clothing -and/or- fibers
- Get a noticeably clean kitchen
- Get -or- Spray Every Drop[!]<sup>[TM]</sup>
- Get long-lasting fragrance out of your cleaning routine
- Get rid of odors
- Get rid of -or- eliminate -or- remove [lingering] [household -and/or- pet -and/or- food -and/or- cooking -and/or- bathroom -and/or- smoke] odors
- Gets to the heart of [the toughest -or- tough] odors
- Give your home a signature scent with Scentiva
- Glass & Chrome [-or- Surface] cleaner
- Good for everyday cleaning [and] -or- for your -or- my -or- the toughest [household] messes
- Good for most indoor and outdoor cleaning tasks
- Good -or- great for most indoor and outdoor cleaning tasks
- Grease cutter -or- fighter -or- cutting formula -or- fighting formula
- Grease Cutting [Multi-Surface Cleaner]
- Great for everyday cleaning
- [Great] For Everyday Use [in [the] Kitchens -and/or- Bathrooms] [All Over the House<sup>P</sup>]
- Great for everyday items<sup>18</sup>
- Great for Kitchens -and/or- Bathroom [soils] too
- Great for nooks and crannies

- Great for removing odors -or- deodorizing your clothes -or- clothing -or- fabrics
- Great for small items -and/or- large surfaces
- [Great] for [the] schools -and/or- classrooms -and/or- work -and/or- [the] office
- [Great] for [use on] kid's play -and/or- pet living areas<sup>18</sup>
- Great for use on soft surfaces<sup>34</sup>
- Great in the Kitchen -and/or- Bathroom
- Great on counters, couches, cars, and more
- Great on hard -and/or- soft<sup>34</sup> surfaces
- Great -or- Perfect for a last minute touch-up
- Great -or- Perfect for [anyone] on[-]the[-]go
- Great -or- Perfect for students -and/or- travelers -and/or- busy professionals -and/or- outerwear
- [Greater than -or- More than -or- Over] 4x [Deodorizing] Fragrance [Ingredient]<sup>11</sup>
- [Greater than -or- More than -or- Over] 4x Fine -or- Fresh Fragrance [Ingredient]<sup>11</sup>
- [Greater than -or- More than] [400%] More [Fine] Fragrance [Ingredient]<sup>11</sup>
- Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
- Hard on [dirt], [grease] -and/or- [grime], safe -or- easy- on [household -or- kitchen -or- bathroom] surfaces
- [Important Facts:] Bottle made from \_\_\_\_\_% post-consumer recycled plastic -and/or- Not harmful to septic systems -or- tanks
- Hang or flatten clothes OR fabrics. Spray.
- Hard to reach areas
- Has a [fresh] [clean] [pleasant] fragrance -or- scent
- Help prevent airborne odors<sup>46</sup>
- Household [surfaces]
- Improve your teenager's room's smell
- Improved kitchen formula
- Improved -or- Special [grease fighting kitchen cleaning] [formula]
- Increased coverage with spraying<sup>11</sup>
- **Insert fragrance descriptor(s)** pleasant -or- pleasing -and/or- powder scent[ed]
- [Instantly] Eliminates -and/or- fights -and/or- removes -and/or- targets -and/or- [helps] remove(s) -and/or- [helps] destroy odors [in any room] while freshening the air [with a light -and/or- pleasant scent -or- fragrance]
- Institutional [size]
- Iron[ing] Aid
- Just spray [and wipe] -or- go
- Just the right amount of spray
- Keep odors away for [up to] **X** hours<sup>18</sup> **X is a number less than or equal to 96**
- Keep trigger -or- sprayer -or- sprayer head -or- nozzle [for] [future] [use] [with] [refill -or- refillable] [bottle]
- Keep clothes -or- clothing -or- laundry -or- fabrics fresher -and/or- longer
- Keep your favorite shirt -or- jacket -or- sweater -or- sweats -or- jeans -or- leggings [around,] longer
- Keeps your home smelling fresh<sup>53</sup>
- Kitchen cleaning done right
- Kitchen cleaning made easy
- Kitchen(s) [counters -and/or- surfaces]<sup>8</sup>
- Kosher
- Last Drop Access
- Bottle lasts [up to] **X** Months
- Leaves a clean scent so you know it is working
- Leaves a [light -and/or- fresh -and/or- pleasant] scent [that's not -or- that isn't overpowering]
- Leaves a [fresh -and/or- clean -and/or- pleasant -and/or- nice -and/or- good -or- great -or- strong -or- pleasing -or- botanical -or- aromatic -or- citrusy -or- herbal] scent
- [Leaves a] light -or- neutral -or- fresh scent
- Leaves behind a fresh scent<sup>18</sup>
- Leaves no smeary residue
- [Leave[s] -or- Leaving Behind] [a] Delightful[ly] Fresh Scents!
- Leaves your -or- the -or- my home -or- house<sup>P</sup> smelling clean -and/or- fresh
- Leaves your -or- my -or- the home -or- house<sup>P</sup> smelling clean with a [light] fresh [citrus -or- lemon -and/or- lime -and/or- orange] scent
- Leaves your home -and/or- [your] kitchen<sup>22</sup> -and/or- bathroom refreshed -and/or- revitalized -and/or- with a burst of freshness<sup>53</sup>
- Leaves Your Surfaces Gleaming
- Less [plastic] waste with refillable -and/or- reusable -and/or- sustainable packaging -and/or- bottles -and/or- trigger[s] -or- sprayer[s]
- Lifts -or- removes [deep] odors -and/or- soils and/or- soap scum and/or- grease and/or- dirt
- Light weight spray[ers] -or- sprayer
- Lightly scented
- Long lasting -and/or- great scent for [continuous] freshness<sup>53</sup>
- Long-Lasting Scent
- Long-Lasting [freshness<sup>53</sup>] -or- [scent] -or- [fragrance]
- Long lasting [**XX** hours -or- **X** days] odor defense -or- defense against lingering odors **XX is less than or equal to 96 hours and X is less than or equal to 4 days**
- Long-lasting freshness -or- fresh clothes -or- fabrics
- Longer Lasting Freshness<sup>11</sup>
- Love it or your money back
- Low -or- No filming -and/or- streaking
- Low-streak formula [for] [cleans] shiny surfaces!
- Low-Streak -or- Low Visible Residue -or- Low-Film -or- No-Film -or- Clear-Drying [Formula -or- Spray][.] [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Spray]
- Made for kitchen surfaces and odors
- Made for your [-or- my -or- the] kitchen
- Made in the USA of globally sourced materials
- Made in the USA, with US and imported ingredients
- Made with 100% renewable energy
- Made without -or- formulated without [packaging -or- formula] dyes
- Make your clothes -or- clothing last
- Makes hard-to-clean fabrics smell fresh
- Makes your -or- my -or- the [cleaning] job easier [in the kitchen -and/or- bathroom -or- household -or- all over the house<sup>P</sup>]
- Match your mood with Scentiva fragrances
- Maximum Cleaning, Minimum Effort
- Medium **insert size 24 fl oz and less** -
- Maximum Clean[ing], Minimum Effort
- Max[imum][-]strength odor eliminator -and/or- [Size]
- Mega [value -or- pack -or- size]
- Mess-free -or- Leak-free nozzle -or- spout
- Mess-free [refill]
- Money saving [can -or- bottle -or- refill -and/or- pack -and/or- value]
- More coverage in fewer sprays<sup>40</sup>



- More [of the same -and/or- great] product -or- spray [for less]
- More -or- Improved grease fighting power
- [More] than **X%** Free
- More Savings, Less Waste[!]<sup>2 -or- 49</sup>
- More Savings [!][,] Less Waste [!] -or- More Savings [!]\*
- Multipurpose
- Multi-Surface [Degreaser]
- Multi-Surface[, Glass, and Chrome]
- Multi-Surface Grease [& Grime] Cleaner
- Never miss a spot again
- New -and/or- improved [fresh] [lemon] scent!
- No [Added] Dyes -or- Fragrance -or- Perfumes **Note to Reviewer: For CSFs with no dye or fragrance.**
- No funnel needed -or- required -or- necessary
- No more pressurized cans
- No mixing
- No -or- Low visible foam[y mess], streaks -and/or- residue
- No over-wetting
- No propellants
- No rinse required on non-food contact surfaces
- No scrubbing necessary -or- required -or- needed
- No sticky residue
- No streaking or filming
- No strong -or- intense -or- clinical -or- overpowering smell left behind
- No [unpleasant] fumes
- No visible residue
- No waste -or- wasteless Bottle
- [Now] [with] a fresh[er<sup>54</sup>] fragrance experience -or- Fragrance that lasts -or- All day fragrance with day and night -and/or- all day -and/or- long-lasting odor control
- [Now] with more sustainable packaging<sup>40</sup>
- Odor Eliminator [for [workout] clothes -and/or- gear]
- Odor neutralizing -or- neutralizer
- Odor-neutralizing [fresh] [scents -and/or- technology -and/or- formulas]
- One cleaner for many surfaces<sup>18</sup>
- One cleaner to get a [truly] clean kitchen -or- house
- One cleaner works on many surfaces<sup>18</sup>
- One-touch ergonomic sprayer
- Packaging made with **X%** recycled plastic
- Packaging made with **insert number between 1-100%** less plastic [per fl. oz [of product]]<sup>49</sup>
- Packaging is 100% recyclable when label is removed
- Passes the kitchen torture -or- everyday use test
- Patented design bottle
- Penetrates & Removes Tough Soils
- Perfect -or- Ideal for [greasy -and/or- tough -and/or- grimy] messes [around [your -or- my -or- the]] -or- [on [your -or- my -or- the]] [**insert use site(s) from Table 2**]
- Perfume-Free **Note to Reviewer: For CSFs with no fragrance/perfume**
- Powered by Clorox®
- Powerful APC -or- All Purpose Cleaner -or- Kitchen Cleaner
- Powerful Clean, Fun-tastic Scents!
- Powerful clean, safe -or- easy on [your] [household -or- kitchen -or- bathroom] surfaces
- Powerful Cleaning Formula
- Powerful grease cutter
- Powerful [kitchen -and/or- bathroom] cleaner
- Powerful, Quick & Easy Cleaner
- [Powerful[ly] Clean,] Delightful[ly] Fresh -and/or- Refreshing Scents!
- Powers through -or- thru [tough] [kitchen] grease -and/or- [messes] [dirt]
- Powers through tough grease and grime [-or- messes] [all over the house<sup>P</sup>] [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]
- Propellant -or- aerosol[-]free [packaging]
- Provide[s] -or- Providing [The] Incredible Clean[ing] [That] You'd Expect From Clorox
- Pump spray
- Purse [size -and/or- pack]
- Quick dry spray
- Quick coverage
- Quickly cuts through the toughest grease
- [Quickly] refresh[es] clothing look and smell
- Radiant -or- Shiny clean surfaces[, ] -and/or- Refreshing scent
- Ready to use [Bottle -or- Spray] [Pack]
- Ready-to-use spray
- Recycl[abl]e bottle
- Recyclable -or- recycle in your closest facility
- Recycle in your [single stream] bin
- Refill -or- refillable
- Refill [Bottle -or- Pack -or- Kit]
- Refill container -or- bottle is 100% recyclable when label is removed
- Refill sold separately
- Refill [spray bottle] with ease
- Refillable -and/or- reusable<sup>35</sup> packaging
- Refresh any room -and/or- space -and/or- surface with **insert fragrance descriptor from Fragrance/Scent Descriptors**
- Refresh. Rewear. Repeat.
- Refresh -or- Dry Wash your chairrobe -or- wardrobe
- Refresh -or- revive between washes
- Refresh your clothes on the go
- Refresh your clothing -and/or- fabrics
- Refresh your space
- Refresh[es] -and/or- de-wrinkle[s] -and/or- freshen[s] -and/or- deodorize[s] clothes -or- clothing -or- fabrics [between washes]
- Remove label and -or- to recycle bottle
- Remove -or- eliminate [tough -and/or- laundry] odors[, don't [just] mask them]
- Remove the label to keep it out of the landfill -or- ocean -or- Great Pacific Garbage Patch!
- Remove [the] wrinkles without a steam -and/or- iron
- Removes 100% [of] Grease [& Grime] [Guaranteed]
- Removes -and/or- Cleans **insert stain(s)/soil(s) from Table 4**
- Removes -and/or- Cleans [everyday] kitchen messes
- Removes -and/or- Controls -and/or- Wipes away **insert number between 90 and 99.9%** of [[the most] common] [indoor] allergens<sup>t</sup>
- Removes -and/or- Controls -and/or- Wipes away common [indoor] allergens<sup>t</sup> [of concern]
- [Removes and] resists wrinkles
- Removes dust mite matter -or- particles, cockroach matter -or- particles and pet dander allergens found in dust
- Removes [household] dust mite matter -or- particles, cockroach matter -or- particles and pet dander allergens<sup>t</sup> [found in dust]
- Removes -or- Eliminates odors



- Removes [trapped-in -and/or- stubborn] odors
- Restores your kitchen to a clean state
- Reuse sprayer -or- trigger -or- sprayer [to save plastic]
- Reusable sprayer -or- trigger [head]
- Revive[s] -and/or- Freshen[s] your outfits -or- clothes -or- fabrics
- Revive your chardrobe -or- wardrobe
- Revive [your] clothes instantly
- Revive [worn out] clothes -or- clothing -or- fabrics [without laundry -or- washing]
- Rewear -or- Reset -or- Refresh [your clothes -or- fabrics], don't replace [them]
- Rewear -or- refresh [your clothes] [more] [between washes]
- Will not bleach clothing or surfaces
- Will not harm children's -or- baby -or- infant clothing -or- items -or- laundry -or- fabrics
- Safe for use on ***insert fabric type from Table 5***
- Will not harm [or discolor] [washable] colored -and/or- white fabrics -and/or- items -and/or- clothes -and/or- laundry -and/or- garments
- Will not harm [or discolor] pet[']s laundry
- Will not harm -or- may be used on common household surfaces from your countertops to your couch<sup>21</sup>
- Can be used on [most] colors -or- fabrics
- Use on [most] [washable] colors -and/or- whites -and/or- fabrics -and/or- clothes -and/or- laundry -and/or- delicates
- Use on -or- will not discolor most -or- all colors -and/or- fabrics
- Use on your counters -or- countertops, couches or cars
- Use on soft surfaces
- Will not harm -or- use on ***insert soft surface(s) from Table 5***
- Use on your [favorite] hard and soft surfaces
- Safe for use on counters, glazed tile, sealed stone & wood, [&] -or- [and] glass
- Safe for use on ***insert surface material(s) from Table 3*** -and/or- ***Table 1*** -and/or- ***Table 2***
- Safe for use on kitchen surfaces, bathroom tubs & glazed tiles, [&] -or- [and] sealed hardwood floors
- Safe for use on most counters, tile, stone, wood, [&] -or- [and] glass
- [Safe for use on -or- Use this product on] [Washable] Hard, Nonporous [Household] surface materials [throughout the house]<sup>P</sup> [:] ***insert use surface(s) from Table 1*** -and/or- ***insert surface material(s) from Table 3*** -and/or- ***use site(s) from Table 2***
- Same cleaning, ***insert number between 1-100%*** less [plastic] [packaging]<sup>49</sup>
- Same cleaning power<sup>50</sup>
- Same [effective -or- great] product, [made] [with] less plastic<sup>49</sup>
- Same [great -or- effective] product, smarter package<sup>50</sup>
- [Same product], [made] [with] more sustainable packaging<sup>49</sup> -or- less waste<sup>49</sup> -or- less plastic<sup>49</sup>
- Satisfaction Guaranteed
- Save \$**X** -or- **X%** [with each purchase]
- Save plastic by reusing the sprayer -or- trigger
- Save -or- Saving water [together] [with less washing -or- laundering]
- Saves a shopping trip<sup>10</sup>
- Save money by reusing the trigger -or- sprayer -or- nozzle
- Save time, money, and water [with less washing -or- water]
- Scent blends
- Secure nozzle -or- spout [means no drip]
- See the [low-streak -or- low visible residue -or- low-film -or- no-film -or- clear-drying] difference [on mirrors -and/or- glass -and/or- shiny surfaces]
- Serious Grease-Busting Power
- [Significantly] less packaging waste<sup>51</sup>
- Six -or- 6 month supply[!]<sup>13</sup>
- Small ***insert size 16 fl oz and less*** -and/or- [Size]
- [Small[er]] spray -or- droplets get to hard to reach areas
- Smart Tube<sup>®</sup> [TM] Technology
- Smells as Good as it Cleans
- Softens -or- Freshens your clothes -or- clothing
- Special kitchen-cleaning formula
- Specially formulated -or- Specifically -or- Made for kitchen cleaning
- Special -or- Premium Surfaces
- Spray anywhere<sup>P</sup> [in -or- on] ***insert use surface(s) from Table 1*** -and/or- ***insert use site(s) from Table 2*** -and/or- ***insert soft surfaces from Table 5***
- Spray, Dry, and Go
- Spray it down and forget it<sup>18</sup>
- Spray and go<sup>18</sup>
- Spray and walk away<sup>18</sup>
- Spray & Walk Away -or- Go<sup>18</sup>
- Spray multiple things -or- surfaces at once<sup>18</sup>
- Spray, tug, [smooth,] [and] [hang] dry[, and go]
- Spray on the go
- Spray the funk -or- stink -or- odor -or- smells out
- Sprayer that does not hurt your hand<sup>18</sup>
- Spray [This product] [on hard -and/or- soft surfaces] and go -or- walk away<sup>18</sup>
- Sprays where you want <sup>18</sup>
- Stainless Steel
- Starter Kit
- Static Remover -or- Removes Static
- Starter Kit -or- Pack
- Starts cleaning [to work] on contact [-or- instantly]
- [Starts to] Dissolve[s] [greasy] [kitchen -and/or- 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
- Start with a clean slate
- Still great for bathroom -and/or- kitchen soils -and/or- soap scum
- [Still] Great [for] Cleaning Power -or- Kitchens
- [Still] Tough on Greasy Soils
- Streak-free
- Streak Free Shine
- Stop odors at the source and add scents you love
- Strong cleaner
- Strong enough to cut through automotive grease, yet won't harm fabric
- Surface Cleaner + Odor Neutralizer
- Sustainable packaging
- Take control of the odor in your home
- Take it more places
- Targeted coverage
- Tear [here [to remove label and recycle bottle]]
- Tear [off] [label] [and recycle bottle]
- The cleaning power of Clorox<sup>®</sup>

- [The] [Powerful] Scent of Clean -or- Real Clean
- [This product] Removes [more than -or greater than -or over] [**insert number between 90 and 99.9%**] of the following allergen(s): cat dander -and/or- cockroach debris -and/or- cockroach matter -and/or- cockroach particles -and/or- dog dander -and/or- dust mite debris -and/or- dust mite matter -and/or- dust mite particles -and/or- pet dander -and/or- timothy grass -and/or- pollen particles -and/or- grass
- This product removes dust mite matter -or- particles, cockroach matter -or- particles, pet dander while cleaning hard, nonporous surfaces[: ] sinks, counters and fiberglass tubs.
- This product's formula cleans
- Tough cleaning with a [citrus] [fresh] [lemon] [light] [lime] [orange] scent
- Tough on odors
- Tough on odors, gentle on clothing -or- fabrics -or- soft surfaces
- Toughest on grease
- Travel -and/or- Trial [size -and/or- pack]
- Trigger is 100% recyclable
- Trigger -or- sprayer & bottle are 100% recyclable
- Trigger -or- Sprayer does not contain metal and can be recycled
- Trigger spray
- Tried and true [cleaning power of Clorox®]
- True -or- Truly Clean
- Trusted formula[s] in new formats
- Try a value refill!
- [TSA] Allowed [size]
- Tug and smooth fabric
- Twin -or- Value Pack
- Unbeatable -and/or- All day -and/or- long lasting scent -or- endurance, for all day -and/or- continuous freshness<sup>53</sup>
- Unbeatable [on] grease removal
- Unbeatable on [kitchen -and/or- bathroom] messes
- Uninterrupted spraying
- Up to [a] 30% [discount] [cheaper] [free][!]<sup>2</sup>
- [Up to] **X** hour[s] [of] [long-lasting] fragrance [enjoyment]<sup>18</sup>  
**X is a number less than or equal to 24**
- Up to **XX** uses -or- applications per bottle -or- can
- Use after wearing or before your next wear
- Use anywhere on hard, nonporous surfaces -and/or- **insert soft surface from Table 5** -and/or- [in -or- on] **insert use surface(s) from Table 1** -and/or- **insert use site(s) from Table 2**
- [Use as a] [Pourable] refill for this product -and/or- [multi-surface] cleaner
- Use on [tough] messes [in & around the house]
- Use -or- pair with [a] value refill!
- [[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]
- [Value -and/or- multi -and/or- twin] pack
- [Value -and/or- Economy -and/or- Budget] size -or- refill
- Value [size -and/or- pack]
- Value size -or- refill [212 fl. oz -or- **insert number between 50-400** fl. oz]
- Value size -or- refill [212 fl. oz] = [More than] **insert number between 1 and 12** spray bottles
- Versatile
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox® -or- about [Clorox® products]]
- Wash less, save water[, ] [save money]
- Wash your clothes -or- laundry -or- fabrics less
- Will not harm [most] fabrics -or- throw rugs -or- clothing -or- soft surfaces
- With **insert fragrance descriptor(s) from Fragrance/Scent Descriptors** fragrance
- Works [great] on [shiny -and/or- high-gloss -and/or- high shine] surfaces [such as stainless steel -and/or- mirrors -and/or- glass tables -and/or- chrome -and/or- [dark] enamel -and/or- [dark] tile -and/or- dark surfaces]
- [With [the]] cleaning strength of Clorox®
- [With [the]] degreasing power of [Formula] 409
- [With [the]] Trusted cleaning power of Clorox®
- Works for you so you don't have to
- Works on a variety of surfaces
- Works on a wide range of household surfaces, both indoors and outdoors
- Works on many surfaces
- Works on over 100 different hard, nonporous surfaces [in your home -and/or- on the go -and/or- in and out of the home]
- Works on Soap Scum
- Works -or- great -or- effective on hard and soft surfaces

### ***Fragrance/Scent Descriptors***

***Any fragrance descriptor below can be preceded by bold -or- clean -or- crisp -or- fresh -or- good -or- great -or- invigorating -or- ultra -or- light -or- long- lasting -or- nice -or- pleasant -or- soothing -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm -or- cool -or- mild -or- sparkling -or- sweet -or- touch of -and/or- followed with***

***aroma -or- bouquet -or- blend -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean -or- zest -or- blossom -or- power -or- mist -or- fusion -or- sky -or- glade -or- breeze -or- fresh -or- blast -or- bloom -or- burst -or- air -or- meadow -or- waterfall -or- rain -or- splash -or- dew -or- flower -or- bliss -or- grove -or- twist***

***Scent descriptors may be combined with or without the use of “and” or “&”.***

- |  |  |  |
|--|--|--|
| • Aloe Vera                            | • Hibiscus                                   | • Pear                                 |
| • Alpine [Air]                         | • Honeysuckle                                | • Peppermint                           |
| • Amber or Ambery                      | • Japanese Plum                              | • Petitgrain                           |
| • Apple                                | • Jasmine                                    | • Pine                                 |
| • Aqua                                 | • Laundry -and/or- Lemon -and/or- Ultra      | • Pineapple                            |
| • Aromatic                             | -and/or- Watery                              | • Pure                                 |
| • Awakening                            | • Lavandin                                   | • Rain [Clean -or- Shower]             |
| • Bamboo [Flower]                      | • [Sweet] Lemon [Flower]                     | • Refreshing                           |
| • Bay -and/or- Boatside -and/or- Beach | • Lemonade                                   | • River -or- Waterfall -or- Whitewater |
| -and/or- Seaside Breeze                | • Lemongrass                                 | • Rose                                 |
| • Bergamot                             | • Light                                      | • Sage                                 |
| • Berry                                | • Lily of the Valley                         | • Sandalwood                           |
| • Black Currant                        | • [Key] Lime                                 | • Sea [Salt - and/or- Minerals]        |
| • [Blue] Wave                          | • Linen -or- Morning                         | • Serene                               |
| • Brazilian Blossoms                   | • Mango                                      | • [Soft -or- Washed] Cotton            |
| • Breeze -and/or- Meadow               | • Magnolia                                   | • Spa                                  |
| • Cactus Water                         | • Mandarin                                   | • Spearmint                            |
| • Cascade -or- Cascading [Falls]       | • Mediterranean -and/or- Tahitian Citrus     | • Spring                               |
| • Cedar Leaf                           | Bloom  | • Summer                               |
| • Cedarwood                            | • Mediterranean -and/or- Tahitian Grapefruit | • Sun[burst]                           |
| • Cherry                               | Bloom  | • Sunny Citrus                         |
| • Citrus -and/or- Lime -and/or- Citron | • Melon                                      | • [Sunny] Citron                       |
| • [Citrus] Island                      | • Mild                                       | • Tahitian Citrus Bloom -or- Grove     |
| • Clean                                | • Mint                                       | • Tahitian Grapefruit Splash           |
| • [Clear] Water[s]                     | • Morning Dew                                | • Tangerine                            |
| • Clove                                | • Mountain                                   | • Tonka Bean                           |
| • Coconut & Waterlily                  | • Muguet                                     | • Tropical                             |
| • Crisp -and/or- Lemon -and/or- Lime   | • Musk -or- Musky                            | • [Tuscan] Lavender [and Jasmine]      |
| • Cucumber -or- Cucumber Water         | • Natural                                    | • Vanilla [Bean]                       |
| • Cyclamen                             | • Nectarine                                  | • Violet                               |
| • Cyprus Orange [Blossom] [Peel]       | • Oakmoss                                    | • Violet Leaf                          |
| • Dew[y]                               | • Ocean                                      | • Waterlily                            |
| • Dragon Fruit                         | • Orange [Peel]                              | • Watery                               |
| • Eucalyptus                           | • Orchard                                    | • White Lavender                       |
| • Floral                               | • Original                                   | • White Woods                          |
| • Fresh                                | • Orris                                      | • Woody                                |
| • Geranium                             | • Outdoor[s]                                 | • Ylang Ylang                          |
| • Glacier                              | • Ozonic                                     |  |
| • Grapefruit [ & Orange Blossom]       | • Pacific -or- Atlantic                      |  |
| • Green                                | • [Pacific Breeze and] Coconut]              |  |
| • Green Melon                          | • Palm [Leaves]                              |  |
| • Guava Nectar                         | • Passionfruit -or Passionflower             |  |
| • Hawaiian Sunshine -or- Aloha         | • [Summer -or- White -or- Sun-kissed]        |  |
| • Heliotrope                           | Peach  |  |

**Table 1 Use Surfaces<sup>b</sup>**

Appliance exterior [surfaces]	Doorknobs	Lockers	Sneeze Guards
Baby carriage <sup>[28]</sup>	Drain boards	[Medicine] cabinets	Sport[s][ing] equipment
[Bathroom -and/or- kitchen] faucets -and/or- handles	Drawer pulls	Metal blinds -and/or- work benches	Staplers
Bathroom -and/or- locker room surfaces	Dressing carts	Microwave exterior [surfaces]	Stereo consoles
Bathtubs	Elevator buttons	Mirror	Stove[top]s <sup>8</sup>
Bed Frame	Exhaust fans	Mop -or- broom	Strollers <sup>[28]</sup>
Bidet	Faucet	Office machinery	Tables <sup>8</sup>
Booster Seats <sup>[28]</sup>	Fiberglass surfaces	Office -and/or- bedroom -and/or- bedside furniture	Target areas used by your pet
Bottom of pots and pans	[Filing] cabinets	Outdoor grill exteriors	Telephones
Brooms	Finished -and/or- painted hardwood -or- woodwork	Outdoor -and/or- patio [furniture]	[Tiled] walls
Burner trays	Fixtures	Oven doors	Tires
Cabinets -and/or- cupboards	Floors [around toilets]	Patio furniture	Toilet -and/or- urinal exterior [surfaces]
Cages	Patio[s] [furniture]	Pens	Toilet seats
Car interiors	Pet chew toys <sup>8</sup>	Pet surfaces	Toilet -and/or- toilet flush -and/or- telephone -and/or- dishwasher -and/or- cabinet -and/or- door handles
Car[s] [seats]	Pet harness -or- leash <sup>[8]</sup>	Plastic [baby -and/or- children] toys <sup>[28 -or- 8]</sup>	Tools
Chairs	Freezer exterior	Plastic laundry hampers [baskets]	Toy boxes -and/or- storage bins
[Children's] furniture	Furniture	Plastic patio furniture -and/or- lawn chairs	Trailers
Chrome exterior [surfaces of] urinals -and/or- toilets	Garage surfaces	Plastic shower curtains	[Training] toilets
Closets	Garbage cans	Playground equipment	Trash cans
[Clothes -and/or- diaper] hampers	Glass-topped furniture	Playpens	Trash compactors
Cooler exteriors	Glazed ceramic tile	Portable toilet exteriors	Tubs
Counter[top]s <sup>8</sup>	Glazed porcelain tiling -or- tile	Range hoods	Vanity tops
Cribs	[Grocery store] carts	Recycling bins	Vending machine surfaces
Crib rails <sup>[28]</sup>	[Grocery] basket -or- cart handles	Refrigerator door handles	[Vinyl] wallpaper
Desks	Gym equipment	Refrigerator exteriors [surfaces]	Washers -or- washing machine -and/or- dryer exteriors
[Diaper] changing tables	Handrail[s]	Remote [controls]	[Washable] floors [including linoleum, no-wax, vinyl, and glazed ceramic tile]
Diaper pails	Highchairs (non-food contact)	Salad Bar <sup>[28]</sup>	Washable kitchen surfaces <sup>8</sup>
Dining [room] -and/or- fast food -and/or- kitchen -and/or- picnic -and/or- play -and/or- restaurant [tray] tables <sup>8</sup>	Highchair seat <sup>[28]</sup>	Shelves and drawers	[Washable] walls
Dining room surfaces <sup>8</sup>	Indoor furniture	Shoes	Wastebaskets
Dish [pails -or- racks] <sup>[28]</sup>	[Kid's] play [structures] -and/or- equipment -and/or- furniture -and/or- tables	[Shopping] bags	[Welcome] mat
Door -and/or- cabinet -and/or- appliance -and/or- knobs	Kitchen counters -and/or- surfaces <sup>8</sup>	Shower [curtain] [plastic] [liner]	Wheelchairs
Door [frames]	[Kitchen] appliance exteriors	[Shower] doors	Window [sills -or- ledges]
Door handles	Lamps	Shower stalls -or- showers	Windshields
	Light switches -and/or- fixtures -and/or- panels	Shower [walls]	
	Litter boxes	Signs	
		Sinks	

**Table 2 Use Sites<sup>p</sup>**

Airplanes	Discount retailers	Lavatories	Public restrooms
Airports	Dorms	Laundry rooms	[Public -or- Pay] [tele]phone booths]
Ambulances	Elevators	Living areas -or- rooms	Recreational centers -or- facilities
Attic	Emergency vehicles	Lounges	[Rental] cars
Automobiles	Factories	Malls	Rest stops
Basements	Family areas -or- rooms	Manufacturing plants	Restrooms
Bathrooms	[Fast food] restaurants <sup>8</sup>	Markets	RVs
Bathroom -and/or- locker room [facilities]	Garages	Mass merchandisers	School buses
Bedrooms	Gas stations	Military installations	Schools
Boats	General merchandise stores	Mobile homes	Shelters
Bowling alleys	Grocery stores <sup>8</sup>	Motels	Ships
Buses	Gymnasiums	Motor homes	Shops
Butcher shops <sup>8</sup>	Gyms	Mudrooms	Storage [area -or- room]
Cafeterias <sup>8</sup>	Health clubs	Nurseries	Subways
Campers	Home centers	Offices	Supermarkets <sup>8</sup>
Churches	Homes	[Outdoor] Patios	Taxis
Children's [game] rooms	Hotels	Pet areas	Toolsheds
Convenience stores <sup>8</sup>	Households	Pet cages -or- enclosures -or- crates -or- carriers <sup>[8]</sup>	Trains
Correctional facilities	[Institutional] laundromats	Pharmacies	Trolleys
[Damp] storage areas	Institutions	Play areas -or- rooms	Vacation homes
Day care centers	Kennels	Playground	Vehicles
Dens	Kid's -or- child's [play]room	[Police -and/or- fire] vehicles	Warehouse clubs
[Diaper] changing areas	Kitchens <sup>8</sup>	Public facilities	
	Laboratories		

**Table 3 Surface Materials**

Acrylic	Crystal (non-food contact)	Glazed Tile	Sealed Granite
Baked enamel	Fiberglass	[Hard] plastic -or- vinyl	Stainless steel
Brass	Finished -or- painted hardwood	Laminate [surfaces]	Synthetic marble
Ceramic	Glass	Marlite <sup>AAA</sup>	Tin
Chrome	Glazed ceramic	Metal	[Vinyl] linoleum
Copper	Glazed porcelain	Parquet	

**Table 4 Stains/Soils**

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

**Table 5 Soft Surfaces<sup>34</sup>**

Athletic wear -or- Active Wear	Casual wear	Jackets	Rayon [Blend]
Activewear	Clothing	Jeans -or- Pants	Sandals
Bathroom mat	Cotton [fabric]	[Kids] Backpack -or- school bag	Seat cushion
Bedding	Couch[es]	Laundry	Shoes
Bedsread	Denim	Lycra <sup>®</sup>	Shoe interior
Beds	Diaper bag	Microfiber	Slippers
Blazers	Duvet cover	Nylon	Sneakers
Blouses	[Fabric] gym bag	Pet beds -or- blankets -or- clothes <sup>[8]</sup>	Sofas
Box spring [cover]	[Fabric] shower curtain	Polyester	Spandex
Car seats	Fabrics		Sponges

Stuffed [plush] toys  
Sweatshirts  
Synthetic[s] [Clothing]

Throw rugs  
Towels  
Uniforms -or- work clothes

[Upholstered] chairs -or-  
furniture  
Window treatments -or- curtains

[Winter] coats  
Wool

***Alternative Brand Names***

Clorox® Clothing Sanitizer  
Clorox® Clothing Sanitizer Spray  
Clorox® Dry Wash  
Clorox® Dry Wash Spray  
Clorox® Fabric Sanitizer2  
Clorox® Fabric Sanitizer Spray  
Clorox® For Colors Clothing Sanitizer

Clorox® For Colors Clothing Sanitizer Spray  
Clorox® For Colors Fabric Sanitizer  
Clorox® For Colors Fabric Sanitizer Spray  
Clorox® Revive  
Clorox® For Colors Revive  
Clorox2™ For Colors Dry Wash  
Clorox2™ For Colors Dry Wash Spray



## Footnotes

- <sup>1</sup> **tested as *Salmonella choleraesuis***
- <sup>2</sup> 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
- <sup>3</sup> of this product
- <sup>4</sup> *Staphylococcus aureus* and *Salmonella enterica*<sup>[1]</sup>
- <sup>5</sup> Human Coronavirus, Respiratory Syncytial virus (RSV) and Influenza A Virus
- <sup>6</sup> *Escherichia coli* [(*E. coli*)]
- <sup>7</sup> *Salmonella enterica*<sup>[1]</sup>
- <sup>8</sup> a potable water rinse is required
- <sup>9</sup> Influenza A Virus
- <sup>10</sup> [when compared to] [vs.] purchasing one 32 fl oz Formula 409® Antibacterial All-Purpose Cleaner trigger spray
- <sup>11</sup> vs. -or- compared to **insert ABN**
- <sup>12</sup> [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
- <sup>13</sup> based on average volume per month usage cycle
- <sup>14</sup> Based on lab testing [on kitchen grease] compared to -or- vs. previous offering
- <sup>15</sup> When used according to sanitization directions
- <sup>16</sup> Not included with refill bottle
- <sup>17</sup> HCPA DCC 17 Soil A]
- <sup>18</sup> when used as directed
- <sup>19</sup> odor-causing [bacteria]
- <sup>20</sup> for cleaning
- <sup>21</sup> always test on a hidden area first
- <sup>22</sup> [on] non-food contact surfaces
- <sup>23</sup> vs Clorox Clinical Air + Surface Sanitizer -or- Clorox 4-in-One Disinfecting Spray -or- leading aerosol
- <sup>24</sup> Always check manufacturer instructions and test on a hidden area first [for color-fastness]]
- <sup>28</sup> Rinse food-contact surfaces as directed -or- When used as directed -or- with potable water rinse -or- a potable water rinse is required]
- <sup>30</sup> Kills **Insert hard, nonporous disinfection bacteria from Organism Table** on hard, nonporous surfaces
- <sup>31</sup> Kills **Insert hard, nonporous sanitization bacteria from Organism Table** on hard, nonporous surfaces
- <sup>32</sup> Kills **Insert soft surface sanitization bacteria from Organism Table** on soft surfaces
- <sup>33</sup> [Use in a well-ventilated area.] [[Open window or use [exhaust] fan to] establish -or- ensure adequate -or- proper ventilation -or- air flow [by opening window or using [exhaust] fan]]
- <sup>34</sup> for use as a spot sanitizer on fabrics and textiles
- <sup>35</sup> Refill only with this product
- <sup>36</sup> Free of fragrance and clear of dyes
- <sup>38</sup> when used according to disinfection directions on nonfood contact surfaces
- <sup>39</sup> vs. [**X** oz] Clorox Disinfecting Spray [**X** oz]
- <sup>40</sup> vs. non-reusable trigger sprays
- <sup>44</sup> when used according to each applicable direction
- <sup>45</sup> Follow label instructions. Remove product label prior to recycling.
- <sup>46</sup> by killing 99.9% of odor-causing bacteria on surfaces
- <sup>47</sup> for use on commonly touched surfaces such as door knobs, light switches, appliance exterior, etc
- <sup>48</sup> See product label for list of organisms killed on hard, nonporous surfaces
- <sup>49</sup> [Less plastic] when compared to -or- vs. **insert number between 1-10; insert number between 10-50** fl. oz [trigger] [spray] bottles
- <sup>50</sup> vs. previous offering of **insert product name**
- <sup>51</sup> vs. [current] -and/or- **insert number between 20-180** fl. oz **insert product name** jug -or- [trigger] bottle
- <sup>52</sup> Rinse with potable water after use if in contact with food surface
- <sup>53</sup> cleans & leaves a scent
- <sup>54</sup> vs. -or- compared to previous -or- prior **insert product name**
- <sup>55</sup> when used every **X** days -or- weekly **X is less than or equal to 7 days**
- <sup>56</sup> **insert surfaces from Table 1, 3 or 5 or insert use sites from table 2**
- <sup>57</sup> **insert surfaces from Table 1 or Table 3**
- <sup>†</sup> *Staphylococcus aureus*, *Salmonella enterica*, Influenza A Virus and **insert organism(s) from Disinfection Organism Table**
- <sup>[‡</sup> Viruses]
- <sup>△</sup> on hard, nonporous non-food contact surfaces. Allow product to air dry.
- <sup>◇</sup> Kills SARS-CoV-2 on hard, nonporous surfaces
- <sup>§</sup> Kills Avian Influenza A virus on precleaned hard, nonporous surfaces
- <sup>ℙ</sup> [on] hard, nonporous surfaces [of]
- <sup>ℓ</sup> cat dander -and/or- cockroach debris -and/or- cockroach matter -and/or- cockroach particles -and/or- dog dander -and/or- dust mite debris -and/or- dust mite matter -and/or- dust mite particles -and/or- pet dander -and/or- timothy grass -and/or- pollen particles -and/or- grass
- <sup>\*</sup> 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. 4 -or- four 32 fl oz trigger sprays (**128 oz bottle**) -or- 46% less plastic vs. 2 -or- two 32 fl oz trigger sprays (**64 oz bottle**) -or- 28% less plastic vs. 1 -or- one -or- 1 32 fl oz trigger spray (**32 oz bottle**) -or- **insert number** % less plastic vs. (**insert # of bottles**) fl oz trigger spray
- <sup>ℓ</sup> experience compared to historical Clorox® spray packaging
- <sup>λλλ</sup> Marlite[®] is a [registered] trademark of [Marlite, Inc.] [a subsidiary of] [Marlite, Inc.] [or one or more of its affiliates]