



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

November 21, 2018

Tony Herber  
Agent  
c/o PS/RC; P.O. Box 493  
Pleasanton, CA 94566-0803

Subject: Notification per PRN 98-10 – To update label language  
Product Name: CDQ  
EPA Registration Number: 5813-79  
Application Date: October 18, 2018  
Decision Number: 545733

Dear Mr. Herber:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

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 the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. 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) list 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. 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 Compliance.

If you have any questions, you may contact Emilia Oiguenblik by phone at 703 347 0199, or via email at [Oiguenblik.emilia@epa.gov](mailto:Oiguenblik.emilia@epa.gov) or Eric Miederhoff by phone at 703 347 8028, or via email at [Miederhoff.eric@epa.gov](mailto:Miederhoff.eric@epa.gov).

Sincerely,

A handwritten signature in blue ink that reads "E. Miederhoff".

Eric Miederhoff  
Product Manager 31  
Regulatory Management Branch I  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

**Label identification**

CDQ, EPA Reg. No. 5813-79

R0512302

14:35 11/15/18

**NOTIFICATION**

5813-79

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

11/21/2018

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

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

# CDQ

## KEEP OUT OF REACH OF CHILDREN CAUTION

See back -and/or- bottom -and/or- side panel for additional precautionary statements.

**For travel/trial sizes or dispensers:** <sup>[19]</sup> Do not use as a diaper wipe or for personal cleansing

**For dispensers/canisters:** Do not use as a diaper wipe or for personal cleansing -or- Not for use as a personal wipe [For complete instructions -or- directions, see pouch]

ACTIVE INGREDIENTS:

n-Alkyl (C14, 60%; C16, 30%; C12, 5%; C18, 5%)	
Dimethyl Benzyl Ammonium Chloride . . . . .	0.184%[+]
n-Alkyl (C12, 68%; C14, 32%) Dimethyl Ethylbenzyl	
Ammonium Chloride . . . . .	0.184%[+]
OTHER INGREDIENTS: . . . . .	99.632%
TOTAL: . . . . .	100.000%

Contains no phosphorus  
Package made from *insert number*% post-consumer recycled plastic.

**Net Contents** \_\_\_\_\_  
**Each package type and size will bear the actual net contents in pounds and ounces**

\_\_\_\_ Premoistened -or- [Wet] [Scrubbing] Wipes  
-or- Refills -or- Packages

\_\_\_\_" x \_\_\_\_" -or- \_x\_ in[ch] wipe [\_\_\_\_cm x \_\_\_\_cm]

## PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes or clothing. 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. Call a poison control center for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For further information, call (800) 227-1860.

## PHYSICAL OR CHEMICAL HAZARDS

Do not use or store near heat or open flame.

## STORAGE AND DISPOSAL

***Canister -or- Tub not intended to be refilled by the consumer:***

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Nonrefillable container. Do not reuse or refill this empty container. Offer empty container for recycling. If recycling is not available discard container in trash.

***Canister -or- Tub intended to be refilled by the consumer:***

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Do not reuse or refill except as described in the directions for use. Refill only with this product. Offer empty container for recycling. If recycling is not available discard container in trash.

***Container intended to be refilled with this product for resale***

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Refillable container. Refill this container with this product only. Do not reuse this container for any other purpose. When empty, return to point of sale.

***[Pouch] [Refill]:***

***[Dispenser and Pouch/Refill]***

Dispose of wipe in trash after use. Do not flush. [Reseal pouch between uses to retain moisture][, if used without tub]. Offer for recycling if available or discard empty pouch -or- bag -or- wrapper in trash.

Questions or Comments? [Please] visit [www.clorox.com](http://www.clorox.com) or call [us toll free at] 1-800-227-1860 -or- (800) 227-1860.

[Learn more at [cloroxclassrooms.com](http://cloroxclassrooms.com)]

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

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

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

Clorox is a registered trademark of The Clorox Company.

EPA Reg. No. 5813-79

EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG), GA-4 (MR), IL-2 (VF); 8251-OH-2 (Q6), WI-2 (KW), WI-3 (KV), WI-5 (UQ);

50757-WI-1 (VN), WI-3 (2J); 52631-NJ-1 (UW); 58455-IN-1 (C6), IN-2 (01); 56952-AR-1 (RL), WI-1 (RK), WI-2 (VV);

62401-NJ-1 (JW); 71681-GA (JQ), IL-1 (03), IL-2 (24)

Beginning of batch code indicates Est. No.

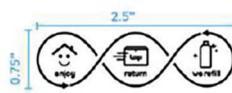
Patents: [www.thecloroxcompany.com/patents](http://www.thecloroxcompany.com/patents)

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

Optional graphics. May be placed anywhere on label/container.



[[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)]



[Do not flush]



**For Canister.**

**To Open Package:** [Open lid and] [pull out wipe] [from center of roll -or- from center -or- from an angle]. [[The] next sheet -or- wipe pops up automatically.] [When finished,] close lid to retain moisture.

-or-  
PULL WIPE FROM CENTER -or-

**For Canister.**

**To Open Package:** Flip open dispensing flap and remove lid by lifting upward. Pull up corner of **CENTER SHEET**, twist to a point and thread through small opening in lid. DO NOT push finger through opening [your finger may become stuck]. Replace lid and **PULL WIPE AT AN ANGLE**; the next sheet pops up automatically. When finished, close lid flap to retain moisture.

-or-

**For Canister.**

**To Open Package:** [Open lid and] pull out wipe through -or- from [one of] the large openings -or- from the central opening. [Pull the wipe [at an angle] [toward the small opening] so that the next wipe is held in place -and/or- does not fall back in.] [When finished,] close lid to retain moisture.

-or-

**To open package:** Remove lid. Pull out wipe from center of roll. Replace lid. Pull wipe through lid. Close lid to retain moisture.

**To Refill [Wipes Canister]:**

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the new [roll -and/or- stack] [of] wipes into the canister and replace the lid. -or- Insert pouch into empty canister and replace the lid.
4. [Use as instructed by canister label.]

-or-

**To Refill [Wipes Canister]:**

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the open end of canister over [exposed portion of] the new roll of wipes. Turn both over so that the roll slides into the canister. -or- Slide -or- Place new roll of wipes into the empty canister. Replace the lid.
4. [Use as instructed by canister label.]

**For Tub and Pouch/Refill:**

**To Open Package:** [Flip open dispensing flap and remove lid by lifting upward.] Place refill -or- pouch in tub. Open pouch by peeling back seal. Insert sheet through opening in lid. Replace lid. The next sheet pops up automatically. When finished, close lid flap to retain moisture. See [refill] pouch for [full] product information.

-or-

[Open closure and remove seal.] Pull out wipe from center of stack. Next sheet pops up automatically. Close lid to retain moisture.

**For pouch -or- flat pack only:**

**To Open Package:** [Open pouch by] peel[ing] back seal. When finished, close to retain moisture.

**For Refills: To Open Package -or- To Refill:**

[Open [existing] container -or- canister according to label directions.] [Tear] open [refill -or- package] by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch. Remove [one] refill [from refill package -or- sleeve -or- container -or- pouch -or- bag]. [Open refill [by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch.]] [Turn upside down.] Slide -or- insert [pre-moistened] wipes -or- refill into existing -or- empty canister -or- container. Replace lid [on existing canister]. Close -or- reseal refill package -or- sleeve -or- container -or- pouch -or- bag.

-or-

- Remove lid, insert wipes and replace lid.
- Pull out wipe from center of roll.
- Next sheet pops up automatically.
- Close lid to retain moisture.

-or-

- Keep dispensing flap of [existing -and/or- current -and/or- empty] container -or- canister closed.
- Open [existing -and/or- current -and/or- empty] container -or- canister by [lightly] squeezing [it] and removing lid by lifting -and/ or- twisting [it] upward.

**For Flat Pack**

Peel -and/or- reseal [here]

**For Dispenser and Pouch/Refill:**

**TO ATTACH [DISPENSER]:** Clean surface with rubbing alcohol and let it dry. Peel paper from adhesive [pads] [strips] and attach to surface. Press firmly for 10 sec[onds]. [(For best results, open refill door and apply pressure directly over adhesive [pads] [strips])]. Can be attached to tile, glass, finished wood and metal surfaces.

Not recommended for use on wallpaper, [painted wallboard, plasterboard or drywall,] bare wood or particleboard.

**TO REFILL [DISPENSER]:** Remove label from pouch. Slide pouch into dispenser through refill door. Open lid and pull first wipe through opening; the next wipe pops up automatically.

**TO REMOVE [DISPENSER]:** Insert knife, twine or dental floss between dispenser and wall. Carefully cut tape between adhesive surfaces. Remove remaining residue with thumbnail or mild adhesive remover. Caution: improper removal may damage surfaces.

-or-

**TO REMOVE [DISPENSER]:** Hold [dispenser -or- bracket] [with one hand]. Grab removable tab [with other hand]. [Slowly] pull tab several inches [in direction of arrow] [along mounting surface] until [bracket] [dispenser] releases. [Repeat with second tab.]

-or-

- Insert green plastic lid into the dispenser cover with the flap open and pointing back toward the stand. [(Replace the green plastic lid each time the dispenser is refilled with wipes.)]
- Cut or tear open pouch evenly at notch.
- Place pouch inside the dispenser. (Do not remove roll of wipes from pouch.)
- Insert corner of center sheet through opening on the green plastic lid. (Do not push finger through the opening.)
- Close dispenser cover.
- Pull first wipe at an angle to ensure proper threading.

**For To Go package:**

**TO OPEN PACKAGE:** Flip -or- Pull open dispensing flap. Insert -or- Pull first wipe through opening in pouch. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

-or-

**TO OPEN PACKAGE:** Flip -or- Pull open dispensing flap. Open pouch by peeling back [film] [inner seal]. Pull first wipe by grabbing center of wipe. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

**For Flatpack:**

**To Open Package:**

1. Open [click-lock] [closure] and peel back -or- remove seal.
2. Pull out wipe [, use as directed].
3. [When finished,] [firmly] close [click-lock] [closure] to retain moisture. [A “snap” should be heard, indicating that it is properly closed.]

**For Flat stack:**

**To Open Package:**

1. Open lid and grasp -or- grab the corner of the wipe. Thread -or- pull the wipe through the [dispensing] opening -or- orifice. Next -or- following sheets pop[s] up automatically.
2. Close lid [to keep wipes moist]. [A “snap” [should be heard, to] indicate[s] the lid is properly closed.]
3. [Refill canister when empty.]

**To Refill [Wipes Canister]:**

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Take [approximately 75] [some] wipes [from] [the stack] [the bag], and place them in[to] the canister.
4. Replace the lid [onto the canister].
5. [Close] [seal] strip on the refill bag [to keep wipes moist]. -or- Slide zipper closed [to] [seal bag] [and] [keep wipes moist].
6. [Use as instructed by canister label.]

## DIRECTIONS FOR USE

IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING.

**TO CLEAN [HARD, NONPOROUS SURFACES] [AND REMOVE ALLERGENS<sup>15</sup>]:** Wipe surface clean with *this product*. Let air dry.

**TO CLEAN LARGE SURFACES:** Wipe surface clean with *this product* -or- *insert ABN*. Let air dry.

**TO CLEAN FLOORS WITH SWEEPER:** 1. Unfold and wrap cloth around sweeper head with smooth side of wipe contacting sweeper head. 2. Push wipe edge into grippers on top of sweeper head. 3. Wipe floor and allow to air dry. No rinsing required.

**TO CLEAN COTTON -and/or- POLYESTER:** Remove as much of the wet stain as possible using a clean, damp paper towel. Wipe surface clean with this product -or- *insert ABN* in a circular motion.

**TO SANITIZE[:]** [Use to sanitize]/[deodorize] hard, nonporous non-food contact surfaces: Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 10 sec[onds]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

**TO DISINFECT [AND DEODORIZE][:]** [Use to disinfect] hard, nonporous surfaces: Wipe surface [to be disinfected]; use enough wipes for treated surface to remain visibly wet for 4 min[utes].

**To be added optionally only if all viruses on the label have a 15 second contact time; see Organism Table:** To kill -or- Kills specified viruses<sup>25</sup>, [let stand] [in] 15 sec[onds].

**To be added optionally if Rotavirus is also on the label:** To kill -or- Kills specified viruses<sup>25</sup>, [let stand] [in] 15 sec[onds]. To kill Rotavirus, let stand 4 min[utes].

**To be added optionally if Ebola Virus is also on the label:** To kill -or- Kills specified viruses<sup>25</sup>, [let stand] [in] 15 sec[onds]. To kill Ebola Virus, let stand 20 sec[onds].

Let surface dry. For highly soiled surfaces, clean excess dirt first.

For surfaces that may come in contact with food, a potable water rinse is required. This product is not for use on dishes, glassware, or eating utensils.

**TO PREVENT -OR- INHIBIT -OR- CONTROL THE GROWTH OF MILDEW ON HARD, NONPOROUS SURFACES** [such as glazed ceramic tile]: Wipe [hard nonporous] surface until thoroughly wet. Allow to air dry. Repeat application weekly or when growth reappears.

To prevent -or- inhibit -or- control the growth of odor-causing bacteria [for [up to] **XX XX is less than or equal to 24 hours**] on [pre-cleaned], hard, nonporous [non-food contact] surfaces: Wipe [hard nonporous] [non-food contact] surface until thoroughly wet. Allow to air dry.

***Optional instructions for scrubbing wipes -or- heavy duty wipes, when applicable***

**TO CLEAN:** Use the textured -or- scrubbing side of the wipe to remove tough soils. Use the soft -or- smooth side to wipe dirt away. If the textured -or- scrubbing side gets dirty, fold the wipe, keeping the textured -or- scrubbing side inside. Let air dry.

**TO SANITIZE [AND DEODORIZE]:** Use the soft -or- smooth side of wipe to sanitize/deodorize hard, nonporous non-food contact surfaces. Wipe surface; use enough wipes for treated surfaces to remain wet for 10 sec[onds]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

**TO DISINFECT:** Use the soft -or- smooth side of wipe to disinfect hard, nonporous surfaces. Wipe surface to be disinfected; use enough wipes for treated surfaces to remain visibly wet for 4 min[utes].

**To be added optionally only if all viruses on the label have a 15 second contact time; see Organism Table:** To kill -or- Kills specified viruses<sup>25</sup>, [let stand] [in] 15 sec[onds].

**To be added optionally if Rotavirus is also on the label:** To kill -or- Kills specified viruses<sup>25</sup>, [let stand] [in] 15 sec[onds]. To kill Rotavirus, let stand 4 min[utes].

**To be added optionally if Ebola Virus is also on the label:** To kill -or- Kills specified viruses<sup>25</sup>, [let stand] [in] 15 sec[onds]. To kill Ebola Virus, let stand 20 sec[onds].

Let surface dry. For highly soiled surfaces, clean excess dirt first.

***Special Instructions for Use Against HIV-1, HBV, HCV and Ebola Virus***

This product kills HIV-1, HBV, HCV and Ebola Virus on precleaned hard, nonporous surfaces/objects previously soiled with blood/body fluids in health care settings [(hospitals, nursing homes)] 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 (HIV-1) (associated with AIDS), Hepatitis B Virus (HBV), [Human] Hepatitis C Virus (HCV) and Ebola Virus.

***Special instructions for using this product to clean and decontaminate against HIV-1, HBV, HCV and Ebola Virus on surfaces/objects soiled with blood/body fluids:***

**Personal Protection:** When handling items soiled with blood or body fluids, use disposable impervious gloves, gowns, masks and eye coverings.

**Cleaning Procedure:** Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product.

**Contact Time:** Allow surface to remain wet for 15 sec[onds] for HIV-1, HBV and HCV and 20 sec[onds] for Ebola Virus. **Disposal of Infectious**

**Materials:** Use disposable impervious gloves, gowns, masks and eye coverings. Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

Not for cleaning or sanitizing skin. Do not use as a diaper wipe or for personal cleansing.

**This product** will not harm most surfaces including acrylic, sealed fiberglass, granite<sup>aaa</sup>, finished hardwood -and/or- cotton -and/or- polyester and vinyl.

For best [cleaning] results, avoid [soft -and/or- glossy -and/or- shiny -and/or- polished -and/or- plastics -and/or- metals -and/or- unfinished wood -and/or- copper -and/or- aluminum -and/or- painted surfaces -and/or- fabric]. [If in doubt,] [Test a small area first].

Not recommended for use on unpainted wood [and], unfinished, unsealed, unpainted, waxed, oiled or worn surfaces [-or- flooring]. [Test a small area first.]

[For toys, rinse with water after wiping with -or- using the product.]

Use as directed. Suitable for use -or- can be used -or- compatible on -or- with polyurethane treated wood. [Test a small area first].

### Pesticidal/Disinfection/Sanitization Claims

- 3-in-1: disinfect[s], clean[s], -or- cuts grease [and] protect[s] surfaces<sup>33</sup> -or- lifts dirt
- 3-in-1 [Kill Germs<sup>†</sup>] [Disinfects][,][+] Cleans -or- Scrubs [Tough Messes][,][+] Removes [More than] 99% of Allergens<sup>15</sup> [with] [TripleWeave<sup>™</sup>] [Texture]
- 5 -or- 4 -in-1: Traps Grease -and/or- Dissolves Soap Scum -and/or- Kills [99.9% of] Germs<sup>†</sup> -and/or- Breaks Down Dirt -and/or- Sanitizes
- 10-second sanitization<sup>13</sup>
- 16x faster at killing [99.9% of] cold and flu viruses<sup>14</sup>
- 16x faster at killing [99.9% of] viruses<sup>25</sup>
- [**insert number** < 50%] Thicker<sup>§§</sup>! Cleans Tough Messes + Disinfects [with] [TripleWeave<sup>™</sup>] [Texture]
- [**insert number** < 50%] Thicker<sup>§§</sup>, [disinfects] [and] long lasting cleaning
- [**insert number** < 50%] Thicker<sup>§§</sup> -and/or- 9 -and/or- 18 -and/or- 38 -and/or- 39 to Clean -or- outlast [Tough Messes] -or- for Deep Cleaning [and] Disinfect[ing]] -or- to absorb -or- cut through [more] **†-and/or-** tough] grease
- Anti-bacterial wipes -or- formula
- Bacteria -and/or- virus<sup>‡</sup> -and/or- germ<sup>†</sup> fighting [formula]
- Bacteria-fighting -or- Germ<sup>†</sup>-fighting formula
- Can help reduce the risk of cross-contamination on treated surfaces
- Classrooms -or- schools<sup>16</sup> are cleaner with **this product** -or- [disinfecting] wipes
- Clean -and/or- disinfect on the go
- Clean. Disinfect. Carry on.
- Cleaner and disinfectant in one
- Cleans -and/or- disinfects -and/or- deodorizes [[all] in one step] when following disinfection use directions.
- Clean[s] and disinfect[s] anywhere<sup>[P]</sup> indicated on the label -or- everywhere indicated on the label
- Clean and disinfect in every room
- Clean[s] -and- disinfect[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household] germ<sup>‡</sup> -or- bacteria -and/or- virus<sup>es</sup> **†** [on] **†-or-** from [your] [children's] [toys<sup>17</sup>]
- Clean[s] away -and- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germs<sup>†</sup> -and/or- virus<sup>es</sup> **†** [commonly found in -and/or- on **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Clean[s] away -and- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] cold viruses<sup>4</sup> -and/or- [the] flu virus<sup>es</sup> **†** <sup>5</sup> -and/or- cold and flu viruses<sup>14</sup> [commonly found in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Clean[s] away -and kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] flu virus<sup>5</sup> -and/or- virus<sup>‡</sup> -and/or- [other] germs<sup>†</sup> ~~-and/or- virus<sup>es</sup> **†**~~ [commonly found in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Cleans -and/or- disinfects all in one step when following disinfection use directions
- Cleans away -or- Removes the gunk [that] bacteria feed on
- Cleans -or- removes odor-causing residue -and/or- film -and/or- bacteria -and/or- grime
- Cleans the soils -or- **insert soil(s)/stain(s) from Table 4** -or- scum -or- grime -or- surfaces where germs<sup>†</sup> -or- Influenza<sup>5</sup> -or- cold virus<sup>4</sup> -or- bacteria [can] hide -and/or- thrive
- [Contains] Disinfecting cleaning with [soft] non-linting wipe
- Convenient cart disinfecting
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart
- Disinfecting Cleaning wipes for Auto -or- car Surfaces
- Disinfecting wipes -or- formula
- Disinfects in [just] 4 min[utes]
- Disinfects [odor-causing] [common] [household] [kitchen -and/or- bathroom] bacteria<sup>28</sup>
- Disinfects -or- Disinfecting Formula and -or- while gentle on auto -or- car surfaces
- Destroys gunk -or- dirt -or- grime that can be a feeding ground for bacteria
- Destroys -or- cleans [away] [the] gunk that can be a feeding ground for bacteria
- Destroys -or- Removes -or- Cleans [away] [soap] scum -or- grime -or- stains -or- soil [caused by bacteria]
- Dual action [to] [:] [clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- [Each wipe is] [**Xx**] thicker for heavy duty -or- deep cleaning [and disinfecting]<sup>§§</sup>
- [Each wipe is] strong enough to wipe away -and/or- clean weather-battered filth and disinfect<sup>P</sup>
- [Easily<sup>43</sup> -and/or- Effectively -and/or- Conveniently] clean[s] -and/or- disinfect[s]
- [Easy<sup>43</sup> -and/or- convenient] way to clean -and/or- disinfect
- [Easy<sup>43</sup>] Cleaning -and/or- disinfecting to go
- Easy -or- Simple -or- Quick-to-load refill -or- roll -or- [disinfecting] wipes
- Effective against [2009] H1N1 [Flu Virus]<sup>41</sup>
- [Effective] [bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- Eliminates -and/or- cleans [the] slimy films where germs<sup>†</sup> -and/or- bacteria [can] thrive -and/or- hide
- Eliminate -and/or- Remove -and/or- Disinfect Germs<sup>†</sup> -and/or- bacteria in **insert use site(s) from Table 2** -and/or- on **insert surface material(s) from Table 3** -and/or- on **insert use surface(s) from Table 1**
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] Salmonella enterica [(Salmonella)]
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] Escherichia coli [(E. coli)]
- Fight[s] -and/or- kill[s] -and/or- effective against Avian flu Virus<sup>42</sup> [on hard, nonporous surfaces]
- Fight[s] -and/or- kill[s] -and/or- effective against cold viruses<sup>4</sup>
- Fight[s] -and/or- kill[s] -and/or- effective against cold and flu viruses<sup>14</sup>



- Fight[s] -and/or- kill[s] -and/or- effective against flu virus<sup>5</sup>
- Fight[s] -or- reduce[s] bacteria -and/or- viruses<sup>‡</sup> -and/or- germs<sup>†</sup> on hard, nonporous surfaces [in your **insert use sites from Table 2**] [this cold -and/or- flu season]
- Fight[s] -or- reduce[s] bacteria on hard, nonporous surfaces [in your **insert use site(s) from Table 2**]
- For use on hard, nonporous, non-food contact surfaces [including -or- of -or- in]: **insert use site(s) from Table 2**
- [Great] Lint-free cleaning [and disinfecting]
- [Germy<sup>†</sup>] Messes... Meet your match!
- Helps kill 99.9% of germs<sup>†</sup> before they multiply and thrive
- [Hey] [Mom -and/or- Teachers][!H-or- .] [Be -or- Are you] Ready for [back-to-]school<sup>16</sup> -and/or- [the] cold -and/or- flu season -and/or- the holiday [season][?H-or- !]
- Ideal -or- Great for Cleaning and Disinfecting [your] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- It's a fresh start, unless you are a germ<sup>†</sup>
- Just one step kills 99.9% of germs<sup>†</sup> -and/or- bacteria
- Kills **Xx** more antibiotic-resistant bacteria than before<sup>18</sup>
- Kills **X%** more [micro]organisms than before<sup>18</sup>
- Kills [2009] H1N1 [Flu Virus]<sup>41</sup>
- Kills[: ] [99.9% of] **[x[+]]** antibiotic-resistant bacteria<sup>10</sup>
- Kills 99.9% of Bacteria -and/or- Viruses<sup>‡</sup> -or- germs<sup>†</sup>
- Kills 99.9[99]% of bacteria<sup>13</sup> in [just] 10 sec[onds]
- Kills [99.9% of] cold and flu viruses<sup>14</sup> -or- viruses<sup>25</sup> [16x] faster [than previous Clorox<sup>®</sup> Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79] [than ever before]
- Kills [99.9% of] cold and flu viruses<sup>14</sup> -or- viruses<sup>25</sup> in [just] 15 sec[onds]
- Kills 99.9% of [common] bathroom -and/or- kitchen germs<sup>29</sup>
- Kills 99.9% of [common] [household] germs<sup>†</sup>!
- Kills [99.9% of] [common household] germs<sup>†</sup> to help prevent the spread of germs<sup>†</sup> in high traffic areas -or- from surface to surface -or- from hot spots [to hot spot]
- Kills [99.9% of] germs<sup>†</sup> -and/or- bacteria where they hide
- Kills 99.9% of germs<sup>†</sup> before they [can] multiply and thrive
- Kills [99.9% of] Germs<sup>†</sup> including [2009] H1N1 [Flu Virus]<sup>41</sup>
- Kills [99.9% of] Rotavirus
- Kills[: ] [99.9% of] [various] viruses<sup>4</sup> that cause cold and flu.
- Kills[: ] [99.999% of] bacteria<sup>13</sup> [in [just] 10 sec[onds]]
- Kills 99.9[99]% [of] bacteria<sup>13</sup> in [just] 10 sec[onds]
- Kills 99.9% of odor-causing bacteria for a better clean
- Kill[s] 99.9[99]% of -or- Remove[s] -or- Effective against [odor-causing] [Common] [household -or- kitchen -and/or- bathroom] bacteria<sup>13</sup> [in just 10 sec[onds]]
- Kills 99.9% of Viruses<sup>‡</sup> + Bacteria [on your **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Kills 99.9% of viruses<sup>14</sup> that cause cold and flu
- Kills bacteria -and/or- viruses that cause respiratory infection: Bordetella pertussis [(cause of whooping cough)] -and/or- Klebsiella pneumoniae -and/or- Respiratory Syncytial Virus [(RSV)] [(the virus that causes the cold -or- the cold virus)] -and/or- Human Coronavirus [(the virus that causes the cold -or- the cold virus)] -and/or- Influenza A2 Virus [the virus that causes the flu -or- flu virus]
- Kills[: ] Cold & Flu Viruses<sup>14</sup> -and/or- Staph<sup>23</sup> -and/or- Salmonella<sup>22</sup> -and/or- Strep<sup>24</sup> -and/or- E. coli<sup>11</sup> -and/or- MRSA<sup>7</sup> -and/or- Listeria<sup>8</sup> -and/or- Enterobacter aerogenes -and/or- Kleb<sup>12</sup>
- Kills Germs<sup>†</sup> and Viruses<sup>‡</sup> that May Make Pets Sick[: ] Newcastle Disease Virus, Canine Distemper Virus
- Kills [even] -or- Effective against antibiotic resistant bacteria<sup>10</sup>
- Kills Germs<sup>†</sup> [-and/or- Flu Viruses<sup>5</sup> [including [2009] H1N1]<sup>41</sup>]
- Kills germs<sup>†</sup> that can hide in grime -and/or- kitchen messes -and/or- bathroom messes -and/or- bathroom hot spots
- Kills the bacteria<sup>21</sup> that [can] cause[s] bath tub rings
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] [common -and/or- household] germs<sup>†</sup> -and/or- bacteria
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] bacteria -and/or- germs<sup>†</sup> [all] around [your -or- the] bathroom -or- restroom -and/or- kitchen -and/or- school<sup>16</sup> -and/or- classroom -and/or- home -or- house<sup>p</sup> -and/or- office -and/or- work -or- office place
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses<sup>6</sup>
- Kill[s] -or- Remove[s] -or- Effective against Human Coronavirus
- Kill[s] -or- Remove[s] -or- Effective against Influenza A2 Virus [the virus that causes the flu] -or- Rotavirus
- [Kill[s] -or- Remove[s] -or- Effective against] [the following] [organisms:] **insert organism(s) from Disinfection Organism Table**
- Kills Pandemic 2009 H1N1 influenza A Virus [(formerly called swine flu)]
- Kills [the] [common] [99.9% of] cold -and/or- flu virus[es]<sup>14</sup> including H1N1 virus -or- Swine Flu virus -and/or- H3N2 virus -and/or- H5N1 -and/or- Influenza A2 Virus -and/or- Human Coronavirus -and/or- Bird Flu virus -or- Avian Flu virus
- Kills[: ] the organism that can cause whooping cough<sup>31</sup>
- Kills the virus[es] that cause[s] [the] [common] colds and/or flu<sup>14</sup>
- Leaves hard, nonporous surfaces disinfected
- Locks in -or- removes dirt, grease, and grime
- Moist with cleaners -and/or- disinfectants
- One-step cleaning -and/or- disinfecting -and/or- deodorizing
- [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] Anytime -or- Daily -or- Every day -or- In one step -or- Everywhere indicated on the label -or- Anywhere<sup>p</sup>] indicated on the label
- [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] on hard, nonporous [bathroom -and/or- kitchen] surfaces -or- on household surfaces [every day] -or- Throughout the house [kitchen and bathroom] -or- All over your house<sup>p</sup>
- **[Try -and/or- Our] Thickest [Disinfecting] Wipe [[Clorox<sup>®</sup>] Ultra Clean]]!** [Recommended]
  - [For]-or- To[: ] **may use none, some or all items from list below**
  - [1] Disinfect[s] -and/or- Kill[s] Germs<sup>†</sup> -and/or-
  - [2] Trap[s] -and/or- Lift[s] Messes -and/or- dirt -and/or-
  - [3] Dissolve[s] -and/or- Cut[s] Grease and Grime -and/or-
  - [4] Remove[s] Caked-on Food -and/or- Gunk -and/or-
  - [5] Remove[s] Stovetop Spills
- Patented -or- Advanced Disinfecting Formula
- Penetrates messes -or- soils -or- **insert soil(s)/stain(s) from Table 4**
- Plus **insert product name or icon(s) representing product**
- Proven to Kill **insert number based on Organism table** [Common] Viruses<sup>‡</sup> and Bacteria
- Put **this product** on your school<sup>16</sup> supply list to help keep your child's classroom clean

- Reaches the places [where] germs<sup>†</sup> hide
- Remove -or- Eliminate -or- Kill cold and flu viruses<sup>14</sup> -or- cold virus<sup>4</sup> -or- flu virus<sup>5</sup> [this season]
- Remove -or- Eliminate -or- Kill viruses<sup>14</sup> that cause colds and flu [this season]
- Removing -and/or- Killing -and/or- Fighting -and/or- Eliminating germs<sup>†</sup> -or- bacteria -and/or- viruses<sup>†</sup> for [nearly] **insert number** years
- Removes dirt -and/or- [grease] -and/or- [soap scum] that can promote bacteria growth
- Removes germy<sup>†</sup> residue<sup>20</sup>
- Removes -or- Cleans [the] stuck-on messes -or- scum -or- grime where germs<sup>†</sup> -or- bacteria [can] hide
- Removes -or- Eliminates -or- Kills 99.9% of viruses<sup>14</sup> that cause cold and flu
- Sanitizes in [just] [10 sec[onds]<sup>13</sup>]
- [Say] Boo to the Influenza virus<sup>5</sup> [this year -or- winter -or- flu virus<sup>5</sup> season] [with Clorox<sup>®</sup> wipes [**this product**] -or- Clorox<sup>®</sup> Disinfecting products]
- Send Germs<sup>†</sup> Packing
- Soft side for wiping -or- cleaning dirt away and disinfecting
- Targets the places where bacteria hide and multiply<sup>P</sup>
- [Teachers] Clean up the classroom [with **this product**]
- The Disinfecting Wipe used by [at least] 20 Million Moms
- The Disinfecting Wipe used by [at least] 25 Million Households -or- [/] Families
- [The] easy way to clean -and/or- disinfect [all over<sup>P†</sup> -and/or- your -or- the bathroom -and/or- kitchen -and/or- house -and/or- office -and/or- work -or- office [place]]
- [**The product** [is -or- are] the easy<sup>43</sup> way to [touch-up] [clean -and/or- disinfect
- The scrubbing [power] [side] of a sponge in a disinfecting wipe
- There are many uses for **this product** and here are a few:
  - bathroom surfaces
  - kitchen surfaces
  - Kid's -or- Children's [play]room or family den
  - window blinds
- Thicker -and/or- Heavier wipe for [cleaning] your biggest messes [and disinfecting [hard, nonporous surfaces]] [all around the house -or- home<sup>[P]</sup>]
- This [cleaner -and/or- disinfectant] combines cleaning and disinfecting [in one product] [in one step]
- This product has demonstrated effectiveness against Influenza A2 Virus and is expected to inactivate all Influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- [Touch-up] Clean[s] and disinfect[s]
- Use in public -or- common places where [bacteria -and/or- viruses<sup>†</sup> -and/or- germs<sup>†</sup> may be of concern] [you are concerned about bacteria -and/or- viruses<sup>†</sup> -and/or- germs<sup>†</sup>] [on hard, nonporous surfaces]
- Use [in public -or- common] places where [germs<sup>†</sup> may be of concern] -or- you are concerned about germs<sup>†</sup>
- Use on hard, nonporous, non-food contact surfaces [such as] [in]: **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Use [**the product**] -or- [the wipes] to [disinfect] -and/or- [touch-up clean]
- [Wet] [household -and/or- disinfecting] wipes
- Wipes -or- cleans away build-up to kill [99.9% of] bacteria [in their home] or [where they live]
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting
- [You can] clean -and/or- disinfect [**Xx**] more -or- larger surface [area] [vs. Clorox<sup>®</sup> Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79]

### Non-living Allergen Claims

- Removes -and/or- Controls **insert number between 90 and 99.9%** of common [indoor -and/or- outdoor] allergens<sup>15</sup>
- Removes [More than] 99% of [Pet] Allergens<sup>15</sup>
- Removes -or- Controls common [indoor] [and outdoor] allergens<sup>15</sup> [of concern]
- [**This product**] Removes [more than -or- greater than -or- over **insert number between 90 and 99.9%** of] [the following allergens]: **insert allergen(s) from allergens listed in footnote 15**
- TripleWeave<sup>[TM]</sup> Texture, removes [more than] 99% of allergens<sup>15</sup>
- Wipes Away [**insert number between 90 and 99.9%** of] [The Most] [Common] Allergens<sup>15</sup>

### **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	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.

#### ***Disinfection Organism Table***

<b><i>Bacteria</i></b>	<b><i>Strain and/or ATCC</i></b>	<b><i>Contact Time</i></b>
Bordetella pertussis	[ATCC 12743]	4 min[utes]
Burkholderia cepacia	[ATCC 25416]	4 min[utes]
Campylobacter jejuni	[ATCC 29428]	4 min[utes]
Carbapenem Resistant Klebsiella pneumoniae	[ATCC BAA-1705]	4 min[utes]
Enterobacter aerogenes	[ATCC 13048]	4 min[utes]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 51657]	4 min[utes]
Extended Spectrum Beta Lactamase (ESBL) producing Escherichia coli (ESBL producing E.coli)	[ATCC BAA-196]	4 min[utes]
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]	4 min[utes]
Legionella pneumophila	[ATCC 33153]	4 min[utes]
Listeria monocytogenes [(Listeria)]	[ATCC 19117]	4 min[utes]
Multi-drug Resistant [(MDR)] Acinetobacter baumannii <sup>[1]</sup>	[ATCC 19606]	4 min[utes]
Multi-Drug Resistant [(MDR)] Enterococcus faecium <sup>[2]</sup>	[ATCC 51559]	4 min[utes]
Multi-drug resistant Streptococcus pneumoniae <sup>[3]</sup>	[ATCC 700677]	4 min[utes]
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]	4 min[utes]
Salmonella enterica [(Salmonella)]	[ATCC 10708]	4 min[utes]
Serratia marcescens	[ATCC 14756]	4 min[utes]
Shigella flexneri serotype 1B	[ATCC 9380]	4 min[utes]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	4 min[utes]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	4 min[utes]
Streptococcus pyogenes [(Strep)]	[ATCC 19615]	4 min[utes]
Streptococcus suis	[ATCC 43765]	4 min[utes]
<b><i>Fungus</i></b>	<b><i>Strain and/or ATCC</i></b>	<b><i>Contact Time</i></b>
Candida albicans	[ATCC 10231]	4 min[utes]

<b>Viruses Enveloped</b>	<b>Strain and/or ATCC</b>	<b>Contact Time</b>
‡2009-H1N1 Influenza A Virus (Novel H1N1)	[Strain A/Mexico/4108/2009, CDC #2009712192]	15 sec[onds]
‡Avian Influenza A (H3N2) Virus [(Avian Reassortant)]	[ATCC VR-2072], Strain A; Washington; 897/80 X A/ Mallard; New York;6750;78]	15 sec[onds]
‡Avian influenza [Type A] Virus (H5N1)	[Strain VNH5N1-PR8/CDC-RG CDC #2006719965]	15 sec[onds]
‡Avian Influenza A (H7N9) Virus	Strain wildtype A/Anhui/1/2013, CDC # 2013759189	15 sec[onds]
‡. ‡Bovine Viral Diarrhea Virus [(Surrogate for Human Hepatitis C Virus)]	[Strain Oregon C24V - genotype 1]	15 sec[onds]
‡Canine Distemper Virus	[ATCC VR-128] [Strain Lederle]	15 sec[onds]
‡Cytomegalovirus	[ATCC VR-538] [Strain AD-169]	15 sec[onds]
‡. ‡Duck hepatitis B Virus [(Human Hepatitis B surrogate)]	[10/29/11 Strain]	15 sec[onds]
‡Herpes Simplex Virus [Type 1] [(Herpes)]	[ATCC VR-733] [Strain F(1)]	15 sec[onds]
‡Herpes Simplex Virus Type 2	[ATCC VR-734] [Strain G]	15 sec[onds]
‡Human Coronavirus	[ATCC VR-740 Strain 229-E]	15 sec[onds]
‡. ‡Human Immunodeficiency Virus Type 1 [(HIV-1)]	[Strain HTLV-IIIB]	15 sec[onds]
‡Influenza Virus [Type A2] [Flu Virus]	[ATCC VR-544] [Strain Hong Kong]	15 sec[onds]
‡Influenza Virus Type B	[ATCC VR-823 Strain B/Hong Kong/5/72]	15 sec[onds]
‡Measles Virus	[Strain Edmonston; ATCC VR-24]	15 sec[onds]
‡MERS (Middle Eastern Respiratory Syndrome)-Associated Coronavirus (MERS-CoV)		15 sec[onds]
‡Mumps Virus	[Strain Jones; ATCC VR-1438]	15 sec[onds]
‡Newcastle disease Virus	[ATCC VR-108] [Strain B1, Hitchner or Blacksburg]	15 sec[onds]
‡Parainfluenza Virus Type 3	[ATCC VR-93] [Strain C243]	15 sec[onds]
‡Respiratory Syncytial Virus (RSV)	[ATCC VR-26] [Strain Long]	15 sec[onds]
‡SARS-associated Coronavirus	[CDC strain 200300592]	15 sec[onds]
‡. ‡Ebola Virus	[Zaire-Kikwit]	20 sec[onds]
<b>Virus Large Non-Enveloped</b>	<b>Strain and/or ATCC</b>	<b>Contact Time</b>
‡Rotavirus	[Strain WA]	4 min[utes]
<b>Sanitization Organism Table</b>		
<b>Bacteria</b>	<b>Strain and/or ATCC</b>	<b>Contact Time</b>
Campylobacter jejuni	[ATCC 29428]	10 sec[onds]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]	10 sec[onds]
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]	10 sec[onds]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	10 sec[onds]
Salmonella enterica [(Salmonella)]	[ATCC 10708]	10 sec[onds]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	10 sec[onds]
Streptococcus pyogenes [(Strep)]	[ATCC 19615]	10 sec[onds]
<b>Fungistat</b>		
<b>Fungus</b>	<b>Strain and/or ATCC</b>	
Aspergillus niger	[ATCC 6275]	

## General/Cleaning Claims

- 1 [**insert ABM**] = X [regular] Clorox® Disinfecting Wipes<sub>1</sub> [EPA Reg. No. 5813-79][<sup>§</sup><sup>§</sup><sup>§</sup>]
- 1 -or- one[-]handed dispensing -and/or- [flip &] pull
- #1 Cleaning Wipe
- 2 in 1 Cleaner & [Air] [Room] Freshener
- 2x Thicker. 2x Longer Lasting<sup>18</sup>
- 2x strength [and durability]<sup>18</sup>
- [3 in 1] Cleans -and/or- Deodorizes -and/or- Freshens
- 3 textured layers
- 3X -or- 4X -or- 5X Cleaning Power<sup>∞</sup>
- 3X -or- 4X Cleaning Power: Thick, strong, long lasting, [scrubby] texture
- 3X -or- 4X -or- 5X Cleaning Power[:] Thicker -and/or- Stronger -and/or- Longer lasting -and/or- More cleaning solution -and/or- Scrubby [texture]<sup>18</sup>
- 4 -or- 3 Products [in 1]<sup>‡‡</sup> [Container] [of This Product -or- **insert ABM**]
- 4x Cleaning Action[:] Deodorization, [Kitchen] Grease, Soap Scum, [Floor] Soils
- **x%** thicker<sup>38</sup> -or- triple layered -or- **x** layers [,] [cleans **Xx** -or- **x%** more<sup>§</sup> -or- lasts **Xx** -or- **x%** longer<sup>§</sup> -or- cleans **Xx** better<sup>§</sup> -and/or- tear resistant]
- [**x%** thicker<sup>38</sup> -or- Tripled layered -or- **x** layers for] **xX** [cleaning] action<sup>9</sup> -or- power<sup>9</sup>
- **XX%** faster **insert soil(s)/stain(s) from Table 4** removal<sup>33 -or- 38 -or- §</sup>
- Advanced triple weave texture. Cleans 2X Better<sup>§</sup> [on Soap Scum -and/or- Grease -and/or- Grime]
- After use, just toss wipes away
- Also available in [the] **insert fragrance descriptor(s)** [varieties]
- Also available in [the] 75 -or- 70 -or- 33 count Value [Size] and the 9 count To Go Size
- Also available in the **insert number** count size
- [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** [with -or- because of -or- due to] [the] [low-streak -or- low-residue formula]
- Also try -or- learn more about [our] [other] [convenient] Clorox® wipes **insert web address**, go to -or- visit [www.clorox.com](http://www.clorox.com)
- [Also] Try [These] [Other -and/or- New] Clorox® products -or- wipes[!]
- Amazing [transporting] [scents]
- [A(n)] [Even -and/or- Better -and/or- Great -and/or- Easy] Everyday cleaner
- Back-to-school<sup>16</sup> essential
- Be ready for school<sup>16</sup> by including **this product** on your [back to school<sup>16</sup> -and/or- home] shopping list
- Better Clean, Brighter Day
- Big[ger] messes call for a better -and/or- stronger -and/or- thicker -and/or- heavier wipe<sup>§§</sup>
- Bleach[-]free [formula]
- Bonus[!] -or- Combo -or- Family -or- Variety Pack [includes:]
- **Built for on-the-go**
- Check out our website for [more] [the latest] information on germs† that affect your family [www.clorox.com](http://www.clorox.com) -or- [www.cloroxdisinfectingwipes.com](http://www.cloroxdisinfectingwipes.com)
- Clean before you shop
- Clean [even] more -or- multiple surfaces with wipes -or- **this product**
- Clean up the classroom [with **this product** -or- wipes]
- Clean with just a wipe -or- touch
- Clean your cart
- [Clean[ing] -and/or- [disinfect[ing] without stopping [your [family's] life]
- [Cleaning -and/or- disinfecting] that fits into your life
- Cleans **Xx** better<sup>33 -or- 38</sup> **X is a number less than 10**
- **Cleans Xx -or- x%** more<sup>§</sup>
- Cleans [**Xx** -or- **x%**] tougher messes<sup>18</sup>
- Cleans 2X As Much Surface Area -or- Dirt -or- [better on] Soap Scum -and/or- Grease & Grime] -and/or- Grime -or- Grease<sup>§</sup>
- Cleans 2x better<sup>18 -or- §</sup> [and protects surfaces<sup>33</sup>] [on Soap Scum, Grease and Grime]
- Cleans and leaves [a pleasant] scent
- Cleans & Protects -and/or- shields Surfaces for [faster -and/or- easier] clean-up<sup>33</sup>
- Cleans & Protects Surfaces<sup>33</sup>
- Cleans and protects surfaces<sup>33</sup> at -or- in **insert use site(s) from Table 2**
- Cleans Better! [Low -or- Less Residue Left Behind!]
- Cleans more surface area<sup>§ -or- 38</sup>
- Cleans [on the spot] with [a] fresh -and/or- pleasant -or- nice -or- good -or- great -and/or- strong -and/or- relaxing -or- pleasing -and/or- warm -or- **insert fragrance descriptor(s)** -or- fragrance smell -or- scent
- Cleans -or- Breaks through [dirt and] grime
- Cleans stains -or- spills -or- messes **XX** times its size
- Cleans to a shine!
- Clear-Drying Formula for Multiple Surfaces
- **Compact size [fits anywhere -and/or- easy to store]**
- Compare [and buy -or- choose]
- Compare -or- Try [Our -or- these] [other great] Wipes
- Contains cleaning formula with premium large size, non-linting wipe
- Convenient
- Convenient cart cleaning
- Convenient, [tough] [real] cleaning!
- Convenient wipes that give you a powerful clean with a fresh, beautiful scent
- Costco Exclusive! [Our] Thickest [Clorox®] [Disinfecting] Wipe<sup>§§</sup>
- Cross me off your back-to-school<sup>16</sup> list
- Deodorizing -and/or- deodorizes
- Designed to Leave Out on the Counter[!]
- Dissolves -and/or- [powers through layers of] grime
- Dissolves grease in seconds<sup>\*44</sup>
- Does not contain bleach
- Does not leave greasy appearance or feel
- Donate **this product** [to your child's classroom -or- school<sup>16</sup>]
- Don't let your Holidays Get Messy
- Don't miss a beat with **this product**
- Don't stop [your] [family] life for cleaning -and/or- disinfecting
- Dries clear
- DuraPly Weave -or- Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs†] -or- [Multi-Surface Wipe]
- DuraPly Weave -or- Texture -or- Technology for Better Cleaning

- DuraPly Weave -or- Texture -or- Technology [to lock in more particles -and/or- dirt -and/or- messes]
- Dual Sided: For Quick Touch[-]Ups AND Textured for Tough Messes
- [Dual sided:] **insert number less than 10X** -or- **less than 1000%** stronger<sup>¢</sup> -and/or- tougher<sup>¢</sup> blue fibers -and/or- and particle -and/or- dirt-catching -and/or- trapping ridges -or- pockets
- [Dual sided] [wipe/action:] [1]) blue [microweave] fibers [to] scrub [tough] messes, [2]) patented -and/or- textured -and/or- quilted -and/or- diamonds- and/or- ridges lift -and/or- trap **insert soil(s)/stain(s) from Table 4**
- Dual-Sided [Wipe] -or- Two-Sided [Wipe] -or- 2-Sided [Wipe]: Textured [side] for [stubborn -and/or- baked on] [tough] messes, Smooth [side] for shiny surfaces -or- touch-ups
- [Dual sided] [with] [Strong -or- tough] blue fibers -and/or- **insert soil(s)/stain(s) from Table 4**-catching ridges
- [Each -or- quilted wipe] cleans as much as **X** [regular -or- original] Clorox® [Scentiva] Disinfecting Wipes<sub>1</sub> [EPA Reg. No. 5813-79]
- [Each -or- quilted wipe] does the cleaning job of **X** Clorox® [Scentiva] Disinfecting Wipes<sub>1</sub> [EPA Reg. No. 5813-79]
- [Each -or- quilted wipe is] [designed to] stay[s] wet longer [than Clorox® [Scentiva] Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79] [for] [**X** the cleaning power] -or- [extended cleaning]
- [Each -or- quilted wipe] Keeps cleaning when other wipes<sup>ss</sup> stop -or- can't -or- quit
- [Each -or- quilted wipe] lasts [**X**] longer [than Clorox® Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79]
- [Each wipe] cleans as much [mess] as a spray cleaner and **X** paper towels
- [Each wipe has] 2x/3x/4x more cleaning power to tackle [tough] outdoor messes -or- jobs<sup>18</sup> -and/or- 38 -and/or- <sup>¢</sup>
- [Each wipe has] -and/or- [With] DuraThick -or- UltraThick -or- MegaThick -or- TripleWeave<sup>TM</sup> -or- MoistureLock Technology [for cleaning [3x] more than Clorox® [Scentiva] Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79]
- [Each wipe has] -or- [With] -or- [Quilted wipe with] TimeRelease Technology [to stay wet longer, for more cleaning power] [than Clorox® [Scentiva] Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79]
- [Each wipe is] [**X**] thicker<sup>¢</sup>
- [Each wipe is] versatile for deep -and/or- and touch-up cleaning
- [Each wipe] thoroughly -or- deep[ly] cleans heavily soiled surfaces -or- heavy -or- your biggest messes
- Easy -and/or- pull -and/or- flat -and/or- flex -and/or- flexible -and/or- soft -and/or- compact -and/or- pack[age] save[s] space[!]
- Easy Dispensing Package[!]
- Easy one hand cleaning!
- Easy [one-handed] dispensing [for quicker cleans]
- **Easy pull; saves time**
- **Easy to store & stack**
- Easily keep your car [or truck] clean
- [Easily] Lifts away dirt, dust and debris [from auto -or- car] [surfaces]
- Easily removes ground in dirt, dust & grime
- [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [dirt] [soils -or- **insert soil(s)/stain(s) from Table 4**] [grime] [soap scum][!]
- Easily wipe away dirt, debris, dust & grime
- [Easily] wipes clean
- Effortless cleaning with one hand
- Effortless Dispensing[!] [-] [is] [as] easy as pulling a tissue!
- Eliminates dirt and soils -or- **insert soil(s)/stain(s) from Table 4**
- [Enjoy] enhanced Scents & Clorox® cleaning power – All -or- 2 in 1[!]
- [Even] Better scrubbing -and/or- cleaning [power]
- Even stronger -and/or- more durable [than ever]
- [Even] stronger than [tough] [stubborn] [baked-on] [dried-on] [kitchen] grease -and/or- grime -and/or- dirt -and/or- soap scum -and/or- [everyday bathroom]-**and/or-** kitchen] messes -and/or- build-up
- Every hard, nonporous surface in [your -or- the] [kitchen -and/or- bathroom -and/or- house] deserves -or- can -or- could use a wipe
- Extra-Large, Extra-Thick Wipes
- Extra Large -or- Wide
- Extra wide & thick for big messes
- Fast drying: leaves no dull or sticky residue
- Fits [in] [a(n) -or- your] [current -or- existing] [**insert number**] [Clorox®] [wipes -or- **this product**] canister -or- container
- [Flat -and/or- Flexible -and/or- Soft] [Pack] Fits in [your -or- the] purse -and/or- glove compartment -and/or- diaper bag<sup>19</sup> -and/or- gym bag
- **[Flip top -and/or- Patented lid] Easy to pull**
- For a cleaner -and/or- fresher bathroom -or- restroom -and/or- kitchen -and/or- home -or- house -and/or- place -and/or- work -or- office [place]
- For a Complete Clean [that] You Can See & Smell
- **For CSF A06 -or- CSFs with no fragrances** Fragrance -or- scent free
- **For CSF A06 -or- CSFs with no fragrances** Free and clear
- **For CSF A06 -or- CSFs with no fragrances** No fragrances -or- scents added
- **For CSF A06 -or- CSFs with no fragrances** Unscented
- For daily [use] [cleaning -and/or- disinfecting]
- For [light] -or- touch-up – daily -or- quick cleaning -or- clean-ups [in one easy step]
- For household surfaces indoor and outdoor
- For use at home or in public areas -or- places
- For use at home or on the go
- [For] use in **insert surface(s) from Table 1**
- For use on grocery cart and basket handles
- For use while traveling
- Free[!] Sample
- Freshens the -or- your bathroom -and/or- restroom -and/or- kitchen -and/or- home -or- house -and/or- work -or- office [place]
- [Gentle] Formula cleans and quickly lifts off dust, dirt, grime and spills
- Gentle on -or- Cleans A Variety Of -or- Multiple Surfaces **insert surface(s) from Table 2**
- Get -or- Choose -or- Pick the -or- **a right -or- best wipe [for] {you} -or- your -or- the job**
- **Grab & go [handi wipe -or- portable pack] -and/or- saves time -and/or- for all messes]**
- [Great] For floor<sup>(s)</sup> [touch-ups]
- Great for **insert surface material(s) from Table 3**
- Great for the classroom
- [Great] for [the] school<sup>(s)</sup><sup>16</sup> -**and/or-** classroom<sup>(s)</sup>
- [Great] For touch-up cleaning
- [Great] For traveling
- [Great] For use at work
- [Great] For use in public restrooms
- [Great] For use on hard, nonporous surfaces

- Great for your car's dashboard, vinyl, consoles and more!
- [Great] Lint-free cleaning
- Great on -or- works on[:] **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3**
- Great -and/or- Perfect [size] for [the -or- your][:] **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3 -and/or- insert use site(s) from Table 2 -and/or-** cars -and/or- glove compartments -or- boxes -and/or- purses -and/or- diaper bags<sup>19</sup> -and/or- gym bags -and/or- travel -and/or- public restrooms -and/or- public areas -and/or- grocery carts -and/or- hotels -and/or- airplane trays -and/or- changing tables[!]
- **Great -or- perfect -or- essential -or- 4 -or- for [back-to-]school<sup>16</sup> -and/or- home -and/or- classroom**
- Great -or- Tough Cleaning [Power] [in a [Thick] Wipe]
- Great [scent] for the -or- your **insert use site(s)**
- Grease Fighting Formula cuts cleaning time by **Xx<sup>¢</sup>**
- Guaranteed to repel tough stains<sup>33 -and/or- 32]</sup>
- Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
- [Hey Mom] Take this -or- **this product** to [my] classroom -or- school<sup>16</sup> -or- teacher<sup>16</sup>
- [Hey Mom] Take **this product** -or- me to [my] classroom -or- school<sup>16</sup> -or- teacher<sup>16</sup>
- Holds up to your toughest messes -or- jobs -or- stains
- Home. Clean. Clorox®
- [Improved formula] [for] [low -or- less -or- lower] streaking -or- residue!
- Individually Cut Sheets Dispense Easier[!]
- Individually Wrapped for Freshness[!]
- **Insert number less than 10X** strength<sup>¢</sup> -or- Toughness<sup>¢</sup> -and/or- [tough] dirt -and/or- grime-trapping -or- catching fibers -or- ridges
- **Insert number less than 10x** stronger<sup>¢</sup> [with] [tough] [blue fibers] to outlast -or- power through tough messes
- **Insert number less than 10X** scrubber<sup>¢</sup> -or- <sup>§§</sup> [for] [to tackle] [on] [stuck -or- dried -or- burnt on -or- sticky messes]
- **Insert number less than 10X** strength<sup>¢</sup> [with] [tough -or- strong -or- powerful] [blue -or- ToughBlue -or- Microweave] fibers -and/or- ridges [to clean -or- on -or- that trap -or- pick up] [tough messes -or- **insert soil(s)/stain(s) from Table 4**]
- **Insert number less than 10x** stronger<sup>9</sup> -and/or- 18 -and/or- 38 -and/or- 39 to remove [tough] stains
- **Insert number less than 10x** tougher -or- stronger -or- more powerful -or- better<sup>9</sup> -and/or- 18 -and/or- 38 -and/or- 39 on grease -or- soap scum -or- tough messes
- Just pull, wipe clean and toss
- Just wipe [once] - no clean-up [after wipe] needed
- Lasting Freshness
- **Lasts Xx -or- x<sup>0</sup>% longer<sup>¢</sup>**
- [Leave[s] -or- Leaving Behind] [a] Delightful[ly] [Fresh] **and/or- Amazing** Scents!
- Leaves your **insert use site(s) from Table 2** fresh and clean
- Leaves Your Surfaces Gleaming
- Less Plastic to Throw Away[!]
- Life doesn't have to stop for cleaning
- Life [doesn't -or- shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- Lift away dirt and debris
- Lifts stains and soils instantly
- Lint-Free Cleaning Wipe
- Lint-free – won't leave greasy residue on hands
- Long lasting [clean] [scents]
- [Look] Less streaking -or- residue
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [cleans -and/or- disinfects] [for] [Shiny -or- Multiple Surfaces]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [Delivers] a Clean you can [see -and/or- smell -and/or- feel] **and/or-** notice]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] clean[s] thoroughly
- [Low-streak -or- residue] [Formula -or- Wipe] [Cleans] [[is] [even] appropriate -or- great for] [kitchen -and/or- bathroom -and/or- household] [surfaces] [places] [like] [stainless steel -and/or- [other] metal -and/or- glass -and/or- mirrors -and/or- [dark] tile] [exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks] -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors [, too]
- [Low-streak -or- residue] [Formula -or- Wipe] For all of your [kitchen] [bathroom] [household] surfaces [like] **insert surface material(s) from Table 3 -and/or- insert surface(s) from Table 1**
- [Low-streak -or- residue] [Formula -or- Wipe] [Great] **and/or-** Use it] **and/or-** For [cleaning -and/or- disinfecting] Every day[.] [on] hard, nonporous [surfaces]
- [Low-streak -or- residue] [Formula -or- Wipe] [leaves] Less -or- Fewer [visible] spots -or- spotting -or- blotches -or- marks [than [ever] before]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean multiple [household] surfaces [with wipes]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean[s] [throughout] **and/or-** around] [in] **and/or-** the -or- your] [house<sup>P</sup>]
- Low[er] streak[ing] formula
- Makes [cleaning -and/or- disinfecting] [your job] easier [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work]<sup>9 -and/or- ¢</sup>
- Makes daily cleaning easy [easier than ever]!<sup>9 -and/or- ¢</sup>
- Makes your job easier in the kitchen -and/or- bathroom<sup>9 -and/or- ¢</sup>
- Maximum Cleaning, Minimum Effort
- Moist Household [Cleaning] Wipes
- **Moisture -or- patented -or- tight lock -and/or- lid[.] [keeps wipe wet]**
- More durable<sup>18</sup>
- [More] efficient [bathroom -and/or- kitchen -and/or- home -or- household -and/or- office] cleaning -and/or- disinfecting
- Multi-Purpose Cleaning Wipes
- Multi-Surface Cleaner for Spills and Messes
- Multi-Surface **and/or-** formula **and/or-** wipe<sup>¢</sup>
- **NEW in circle - sticker**
- New Year. Fresh Start.
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- [No-streak] -or- [Streak-free] formula
- No-Touch [Easy] Refill
- Odor-neutralizing [fresh] [scents] **and/or-** technology] **and/or-** formulas]

- One-Handed Dispensing[!]
- [One] [Versatile] [low-streaking -or- residue] wipe for [all] hard, nonporous [kitchen -and/or- bathroom -and/or- household] surfaces
- [One wipe] cleans [an entire] -and/or- [a 12-person] dining room table
- [One wipe] cleans an entire bathtub -or- refrigerator exterior -or- room -or- kitchen -or- bathroom
- One Wipe cleans your kitchen counters -and/or- table -and/or- stovetop
- One Wipe, Multiple Surfaces
- One wipe prevents the growth of [odor-causing] bacteria for up to **XX hours XX is a number less than or equal to 24**
- Only disinfecting wipe formulated for [your] Shiny [Kitchen -and/or- Bathroom] Surfaces
- Only [disinfecting] wipe with [a] [this amazing] low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying [formula]
- **Opens with one hand**
- **Our #1 -or- smartest -or- brightest -or- brilliant -or- best choice -or- value [pack] for B[ack][i>[-]t[o][i>[-]S[chool]<sup>16</sup> -and/or- school<sup>16</sup> & home -and/or- classrooms -and/or- School Supply Lists -and/or- parents -and/or- moms -and/or- teachers**
- Outdoor dirt -or- grime calls for a better -or- stronger -or- thicker -or- heavier wipe<sup>§§</sup>
- Patented -or- Exclusive formula -or- lotion -or- wipe
- Perfect for cleaning up around the toilet
- Perfect -or- Great for outdoor dirt -or- grime -or- furniture<sup>P</sup>
- Perfect -or- Great for patio furniture<sup>P</sup>
- Powerful cleaning -and/or- degreasing action -or- formula
- Powerful Cleaning -or- Great -or- Suitable for auto -or- car surfaces
- Powerful[ly] Clean, Delightful[ly] [Re]Fresh[ing] Scents!
- Powerful Clorox [Cleaning] Formula and Compatible for auto -or- car surfaces
- Powers Through [tough] Grease -and/or- Soap Scum -and/or- Grime [the first -or- 1<sup>st</sup> time]
- Prevents -or- inhibits -or- stops -or- protects against bacteria[!]<sup>35</sup> growth [for up to **XX hours where XX is less than or equal to 24**] [in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert use surface material(s) from Table 3**]<sup>[36]</sup>
- Prevents -or- inhibits -or- stops -or- protects against odor-causing bacteria[!] growth [for up to 24 hours] [in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert use surface material(s) from Table 3**]<sup>[36]</sup>
- Protects surfaces<sup>33</sup> [for an easier clean]
- Protects surfaces<sup>33</sup> to clean **Xx X is a number less than 10** better<sup>§§</sup>
- **Pulls - or - dispenses one -or- 1 [wipe] at a time**
- Put me on -or- add me to your school list; take me to school<sup>16</sup>
- Quick
- Quick and Easy Cart Cleaning
- Quick and Easy Cleaning Everywhere<sup>P</sup>
- Quick and Easy Cleaning for Kitchen Surfaces<sup>P</sup>
- Quick auto -or- car interior cleaning
- Quick clean-up for the holidays
- Quick pull [wipes] for a faster clean
- Redesigned -and/or- Improved Wipe! Makes [Tough] Cleaning Simple[r] -or- Easier than Ever -or- a Breeze!
- Redesigned -and/or- Improved] Wipe! Makes [Tough -or- Real] Cleaning Effortless! -or- Easier!
- Redesigned -and/or- Improved Wipe! [Tough] -or- [Real] Cleaning Has Never Been Easier -or- Simpler!
- Redesigned for Better Cleaning
- [Redesigned!] Bigger -or- Larger -and/or- Softer -and/or- Thicker -and/or- Stronger -or- Tougher -and/or- Textured -and/or- Long-lasting Wipe!
- [Redesigned!] Cleans Better[!], -and/or- Easier to Use -or- Clean!
- [Redesigned] No- -or- Low-Streak Formula! [Cleans better!] [Low -or- Less Residue Left Behind!]
- [Redesigned!] Picks up -and/or- traps dirt -and/or- crumbs -and/or- hair
- [Redesigned!] Tackles tough messes [on [multiple] surfaces]
- Redesigned to Clean Better!
- [Redesigned!] to clean multiple surfaces
- [Redesigned!] [Wipe!] For that shine all around your kitchen -and/or-bathroom
- [Redesigned!] [Wipe!] For that “brand-new” look and shine
- [Redesigned!] [Wipe!] Leaves your home looking like new
- [Redesigned!] [Wipe] Cleans Better [Than Ever]
- Refill for [a(n) -or- your] [current -and/or- existing] **insert number** [Wipes] **this product** canister -or- container
- [Reinforced with] Blue -or- ToughBlue -and/or- microweave -or- Powerweave fibers to power through -or- clean tough messes
- [Reinforced with] [Powerful] [blue -or- ToughBlue -or-Microweave -or- Powerweave] fibers [for] [added] strength -and/or- durability
- Remains -or- stays active [for] **XX hours<sup>28</sup> XX is a number less than or equal to 24**
- Removes dirt, dust and soils -or- **insert soil(s)/stain(s) from Table 4** [from auto -or- car surfaces]
- Removes -or- Eliminates -or- Attacks -or- Gets rid of -or- Melts away tough [soap scum] [**insert site(s) from Table 2**] [dirt] [soils -or- **insert soil(s)/stain(s) from Table 4**] [grime][!]
- Retains [X%] more moisture<sup>18</sup>
- Safe [to -or- for use] on [the following surface materials:] **insert surface material(s) from Table 3**
- Safe on Granite<sup>222</sup> -and/or- Finished Hardwood -and/or- Stainless Steel
- Same great wipe now cleans and protects your [-or- on more] surfaces<sup>33</sup>
- See the [low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying] difference [on mirrors -and/or- glass -and/or- shiny surfaces]
- Select -or- Choose -or- Pick[-]a[-]wipe
- Shields Surfaces for 5x cleaning action<sup>34</sup>
- Simplifies [cleaning -and/or- disinfecting]
- Simplify [cleaning -and/or- disinfecting]
- Single Sheet Dispensing[!]
- Some moments -or- things shouldn't be interrupted
- [Space-saving -or- saver] design -and/or- pack
- Specially formulated for a variety of surfaces -or- kitchen surfaces
- Specially formulated for Multiple -or- Shiny Surfaces
- [Specially formulated] For [use in] the bathroom
- Specially formulated to clean [a variety of surfaces] [throughout -or- all over -or- around<sup>P</sup>] the house -or- kitchen and bathroom
- [Specially formulated] Use daily [to clean bathroom soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion -or- **insert soil(s)/stain(s) from Table 4**]
- Spot clean[ing] -or- touch-up clean[ing] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] **insert fragrance descriptor(s)** smell -or- scent
- Spring Into Clorox<sup>®</sup> clean
- **Stock up & stack up[!]**



- Stops -or- prevents -or- inhibits bacteria[!]<sup>35</sup> [re-]growth [for up to **XX** hours **where XX is less than or equal to 24**] [in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert use surface material(s) from Table 3**]
- Stops -or- prevents -or- inhibits odor-causing bacteria[!] [re]growth [for up to **XX** hours **where XX is less than or equal to 24**] [in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert use surface material(s) from Table 3**]
- Store [**x%**] more & save space<sup>46</sup>
- Strong -and/or- durable [enough] [for -or- to handle] scrubbing -and/or- cleaning [tough] messes
- Strong enough for the -or- your toughest messes
- Strong -or- durable enough for [tough] messes -and/or- jobs -and/or- stains -and/or- difficult -or- uneven surfaces [all around the house<sup>P</sup>]
- Suitable for use -or- Can be used -or- Compatible on -or- with Multiple Surfaces
- Suitable -or- Great -or- Ideal for cleaning -or- use on [most] hard, nonporous surfaces [including **insert surface material(s) from Table 3** -and/or- **insert surface(s) from Table 1**]
- Tackle large cleaning jobs with just 1 -or- wipe
- Textured to lift [**insert number <50%**] more dirt<sup>38</sup>
- Textured wipe traps more dirt -or- Engineered to Capture **Xx** more Dirt & Grime<sup>88</sup>
- The Cleaning Wipe used by [at least] 20 Million Moms
- The Cleaning Wipe used by [at least] 25 Million Households -or- Families
- The convenient way to keep your home looking “just cleaned”  
The [convenient -and/or- easy -and/or- effective] way to keep your home -or- house -and/or- bathroom -and/or- kitchen -and/or- common areas -and/or- office -and/or- work -or- office area -and/or- place looking “just cleaned”
- [**The**] easy way to keep [**your**] home -or- house -and/or- bathroom -and/or- kitchen -and/or- common areas -and/or- office -or- work [place] clean every day
- The easy way to keep your house clean every day
- The easy way to clean all over the house<sup>P</sup>
- The easy way to touch-up clean your bathroom every day
- [**The**] [**Multipurpose** -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places [like] **insert surface(s) from Table 1**
- [**The**] [**Non-Scratch** -and/or- Scrubbing -and/or- Scrubby -and/or- Multipurpose -or- occasion] wipe[:] cleans [great -and/or- works [well] -or- [is] suitable] [on kitchen -and/or- bathroom -and/or- household -and/or- **insert use site(s) from Table 2** surfaces -and/or- **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- in -or- places [like] **insert use site(s) from Table 2** -and/or- for **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**!]
- [**The**] only wipe with a low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying formula [for shiny surfaces]!
- [**The product** is -or- the wipes are] [always] ready to use
- The smart -and/or- bright -and/or- brilliant choice -or- value [pack] for B[ack]-[t][o]-[S][chool]<sup>16</sup> -and/or- school<sup>16</sup> & home -and/or- classrooms -and/or- School Supply Lists -and/or- parents -and/or- moms -and/or- teachers
- The smell of clean
- The wipe that does it all...anytime<sup>P</sup>
- Thicker -and/or- **Xx -or- X%** stronger -and/or- more durable<sup>‡</sup>
- Thicker. [and] [Stronger.] [Longer-Lasting.] -or- [More Cleaning Power.]<sup>§§</sup>
- Thicker. Stronger. Longer Lasting.<sup>18</sup>
- [Thick[er]] Textured Wipes [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- [**This product**] are your daily defense against germst
- **This product** [is] [are] premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
- [**This Product**]- Tough[er] -and/or- Small[er] -and/or- Thick[er] -and/or- Strong[er] -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- **insert soil(s)/stain(s) from Table 4** -or- Stains][!]
- Tough on grease, dirt and grime
- Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] [bathroom -or- restroom] [kitchen] [household] [office] [work -or- office place] soils -or- **insert soil(s)/stain(s) from Table 4**!]
- Tough on messes, easy on surfaces
- Tough on pet stains -and/or- dirt pets leave behind
- [Tough][,] [Strong] [Micro-]Scrub[by][ing] Action[!]
- Tough[er] -and/or- Small[er] -and/or- Thick[er] -and/or- Strong[er] -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier [wipes] Scrub Through -or- For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- **insert soil(s)/stain(s) from Table 4** -or- Stains][!]
- Trap & Lock: Dust and hair for a **Xx** more effective clean
- Trap[s] -and/or- pick[s] up -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
- [Trapper -and/or- pockets -and/or- ridges -and/or- texture] get[s] into crevices -and/or- nooks & crannies -and/or- cracks -and/or- uneven places for a more thorough -and/or- better clean
- TripleWeave<sup>™</sup> Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germst] -or- [Multi-Surface Wipe]
- TripleWeave<sup>™</sup> Texture -or- Technology for Better Cleaning
- TripleWeave<sup>™</sup> Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Try Me
- Try [this -or- our] [scent] **insert scent descriptor(s)**
- Use Everywhere indicated on the label -or- Anywhere<sup>P</sup> indicated on the label
- Use [in [public] places] where germst may be of concern
- Use on [grocery] carts and baskets
- Use on [grocery] cart handles and basket handles
- Use on hard, nonporous surfaces anywhere<sup>P</sup> indicated on the label [you travel] [throughout the house<sup>P</sup>]
- Use on hard, nonporous surfaces: plastic -and/or- vinyl upholstery -and/or- metal -and/or- glass -and/or- painted surfaces
- Use on -or- Try on -or- Can be used on -or- Perfect -or- designed -or- specialized -or- formulated [for][:] [a variety of surfaces] [including] **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Use **this product** -or- the wipes throughout the house

- [Use **the product** -or- the wipes] for [light] touch-up -or- light -or- everyday -or- daily -or- quick cleaning -or- clean-ups [all over the house<sup>P</sup>] [anytime -and/or- anywhere<sup>P</sup>] indicated on the label]
  - [Virtually] no streaks -or- residue -or- film -or- trace left behind
  - [Virtually] streak-free -or- film-free -or- residue-free shine [clean]
  - Will not harm most surfaces
  - Will not leave behind greasy appearance or feel
  - Wipe away [the] [tough] bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [soils -or- **insert soil(s)/stain(s) from Table 4**] -and/or- dirt -or- grime
  - [Wipe] Cleans better -and/or- lasts longer [than ever]
  - [Wipe] [Product] Guide -or- Selector -or- Selection
  - Wipes away -and/or- powers through -and/or- attacks -and/or- [even] cleans [tough] [stubborn] [baked-on] [dried-on] [kitchen] grease -and/or- grime -and/or- dirt -and/or- soap scum -and/or- [everyday] [bathroom -and/or- kitchen] messes -and/or- build-up
  - Wipes won't dry out<sup>26</sup>
  - With a bleach-free formula
  - With a pleasant fragrance
  - [With] **insert number less than 10x** grease -and/or- soap scum -and/or- stain fighting power<sup>38</sup> -and/or- <sup>39</sup>
  - [With] [Powerful] soap scum -and/or- grease -and/or- grime -and/or- dirt fighting -or- cutting -or- dissolving formula -or- technology
  - [With] Powershield<sup>®</sup>[<sup>TM</sup>] -and/or- CloroMax<sup>®</sup>[<sup>TM</sup>] -and/or- Clorox Complete<sup>®</sup>[<sup>TM</sup>] [[a] patented Clorox<sup>®</sup> ingredients -or- formula -or- technology -or- compound -or- complex -or- effect -or- ingredient blend -or- system -or- mixture]
  - Won't leave greasy residue on hands
  - 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]
  - [You can] clean an entire garage with just **X** wipes
  - [You can] clean an entire room -or- kitchen -or- refrigerator exterior -or- bathroom with just **X** wipes
- This claim is not to be used with any one-step cleaning and disinfecting claim on the label**
- Fights -or- Cuts [Through] -or- Wipes out [tough] [kitchen] Grease[,] [Wipes Clean]
- NOTE:** Big Jobs<sup>™</sup> All-Purpose Cleaning Wipes -or- **insert ABN** should not be used on marble, aluminum, copper or wood that is unfinished, unsealed, unpainted, waxed, oiled or worn. Test a small area first.

### Miscellaneous Claims

- Box Tops for Education
- Cast your [design] vote [at [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- by texting **insert number**]
- Cleaning for a reason
- Do not remove label/cut out Box Tops for Education proof of purchase until product has been completely used
- Enter -or- Vote [now] [and win]
- Go to [cloroxforschools.com](http://www.cloroxforschools.com) for details -or- information on how to donate
- [Great] scent[,] [same [great] wipe]
- Help us [with our canister makeover] [pick our future -or- next [canister] design]
- Helping Classrooms Thrive with DonorsChoose.org
- Limited Edition
- Look out [on shelf -or- in stores] for [a] [our] [decorative -and/or- beautiful -and/or- pretty -and/or- hip -and/or- fun -and/or- trendy -and/or- Designer] [Series] packaging -or- canisters -or- containers -or- [oval] [packages -or- shapes]
- [Now is your chance to] Customize your [wipes] canister
- Powering Classrooms with DonorsChoose.org
- Proud partner/sponsor of DonorsChoose.org
- [Same great wipes!] [Decorative -and/or- Beautiful -and/or- Pretty -and/or- Hip -and/or- Fun] -and/or- Trendy] [Oval] packaging -or- packages -or- canisters -or- containers -or- shapes
- See back -or- sticker for details -or- rules -or- instructions
- See details -or- rules -or- instructions [on back -or- sticker]
- See -or- Visit [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> for details -or- rules -or- instructions
- See [the -or- our] ads -or- series in **insert publication name(s)**
- See your favorite design [hit shelves] [in stores]
- Support a Classroom, Build a Future. Clorox + DonorsChoose.org
- Support Classrooms with Clorox and DonorsChoose.org
- Visit [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- text **insert number** to vote -or- pick [for] [a] [your -or- the] [future -or- next -or- favorite] [canister -and/or- design]
- Visit **insert website** [www.clorox.com](http://www.clorox.com) [to get involved] [-and/or- to participate] [-and/or- to vote] [for more information -or- details]
- [Visit -or- Check [out] our website at] [www.clorox.com](http://www.clorox.com) [for more information] [on Clorox<sup>®</sup>]
- [Vote for a] Chance to win prizes
- Vote [online] [now] for a -or- the -or- your [future -or- next -or- favorite] design [at [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- by texting **insert number**]
- Vote -or- Tell us -or- Share [your opinion -or- story] at **insert website** [www.clorox.com](http://www.clorox.com)
- We support DonorsChoose.org
- What [design] do you want to see [next] [in the future]?
- What [design] would look good -or- best in [your -or- the] **insert use site(s) from Table 2** -and/or- [on **insert use surface(s) from Table 1**]?]
- What would you Wipe Out?
- Wipe Rewards. Visit [clorox.com](http://www.clorox.com) for details
- [You] Choose -or- Decide [a] [your -or- the] [future -or- next -or- favorite] [design] [at [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- by texting **insert number**] [to hit shelves -or- stores]
- [Your] [favorite] **this product** [wipes] [are] [Also] Available in [a -or- our] [decorative -and/or- beautiful -and/or- pretty -and/or- hip -and/or- fun -and/or- trendy -and/or- Designer] [Series] packaging -or- canisters -or- containers -or- [oval] [packages -or- shapes]
- [You're invited to] Be [a -or- our] design expert
- [You're invited to] Share your opinion

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

- Alpine [air -and/or- blast -and/or- burst -and/or- fresh -and/or- meadow -and/or- mist -and/or- rain -and/or- splash -and/or- waterfall]
- Aqua [blast -and/or- burst -and/or- clean -and/or- mist -and/or- rain -and/or- splash -and/or- waterfall]
- Aromatic
- Bay breeze -and/or- mist
- [Blue -and/or- Clear -and/or- Sparkling] Wave
- [Blue -and/or- Sun-Kissed] Mist
- Bursting [petals -and/or- bouquet]
- [Calm -and/or- Breezy] Outdoors [fresh -and/or- breeze]
- [Calming -and/or- French] [Lush -and/or- Mountain -and/or- Provence -and/or- Sheer -and/or- Soft -and/or- Sun-Drenched -and/or- Sun-Kissed -and/or- Wild] Lavender
- Cascading [clean -and/or- falls]
- [Cherry] Blossom [blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh]
- Citrus Blend
- [Clean -and/or- Refreshing -and/or- Great] scent
- [Country -and/or- Open -and/or- Sun-Kissed -and/or- Sun-Drenched -and/or- Lush] Meadow [flowers -and/or- blossoms]
- [Country -and/or- Festive -and/or- Fresh-Picked -and/or- Holiday -and/or- Rustic -and/or- Seasonal -and/or- Sun-Kissed -and/or- Sun-Drenched] Bouquet [fresh -and/or- fusion]
- [Crystal -and/or- Classic -and/or- Holiday -and/or- Sparkling] Clean [breeze -and/or- linen -and/or- mist] [& fresh]
- [Crystal -and/or- Sparkling] Clear [breeze] [& clean -and/or- dew -and/or- mist -and/or- rain -and/or- splash -and/or- water[fall]]
- [Festive -and/or- Fragrant -and/or- Holiday -and/or- Seasonal -and/or- Simply -and/or- Sparkling -and/or- Red -or- Green] Apple -or- Pear [rush] [& pear] [blossom -and/or- splash]
- [Festive -and/or- Holiday] Eucalyptus -and/or- fresh -and/or- breeze -and/or- blast -and/or- burst -and/or- medley -and/or- forest]
- [Festive -and/or- Holiday -and/or- Lush] Orchard [breeze -and/or- fresh -and/or- harvest -and/or- dew -and/or- mist -and/or- blossoms]
- [Festive -and/or- Holiday -and/or- Seasonal] Berry [blast -and/or- breeze -and/or- boom -and/or- burst -and/or- fresh]
- [Festive -and/or- Holiday -and/or- Seasonal] Mint [burst] [cooling] [rush]
- [Festive -and/or- Seasonal] Floral [blast] [breeze] [burst] [clean] [fresh] [fusion] [mist]
- [Festive -and/or- Seasonal] Wildflower [clean -and/or- blast -and/or- breeze -and/or- burst -and/or- escape -and/or- fusion -and/or- power]
- Fresh and Clean
- Fresh Brazilian Blossoms
- Fruit[y] [blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion]
- Gardenia -or- Hibiscus [bloom -and/or- breeze -and/or- burst -and/or- blossom -and/or- fresh]
- Hawaiian Sunshine -or- Aloha
- [Holiday] Essence [of clean]
- [Holiday -and/or- Festive -and/or- Lush] Garden [bloom -and/or- breeze -and/or- escape -and/or- fresh -and/or- power -and/or- surge]
- [Holiday] Herbal [blast -and/or- breeze -and/or- clean -and/or- energy -and/or- fresh -and/or- fusion]
- Island [bloom -and/or- bouquet] [breeze -and/or- power]
- Jasmine [bloom -and/or- breeze -and/or- burst -and/or- blossom -and/or- fresh]
- Lavender [blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion] [& chamomile] [& herbs -and/or- aromatherapy -and/or- escape -and/or- fields -and/or- flowers -and/or- garden -and/or- harvest -and/or- meadows -and/or- valley -and/or- whisper]
- Light[ly] scent[ed]
- Lime -or- Orange Shower [blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion]
- Mandarin [Orange]
- [Misty -and/or- Sheer -and/or- Sunshine -and/or- Soft -and/or- Gentle Breeze]
- Morning [burst -and/or- clean -and/or- dew -and/or- fresh -and/or- fusion -and/or- mist]
- Mountain [breeze -and/or- clean -and/or- fresh -and/or- spring]
- Ocean [breeze -and/or- fresh] [winds] [mist]
- Pacific Breeze and Coconut
- Petal [breeze -and/or- pink -and/or- rush]
- Rain [clean -and/or- fresh -and/or- fusion -and/or- shower]
- River -or- Waterfall -or- Whitewater [clean -and/or- burst [falls -and/or- mist -and/or- rush -and/or- splash]
- Rose [of the tropics]
- Serene Clean
- [Simply] Country [breeze -and/or- whisper -and/or- calm -and/or- fresh -and/or- blossoms -and/or- spring -and/or- stream]
- [Soft -and/or- Gentle -and/or- Washed] Cotton [soft -and/or- fresh -and/or- whisper]
- [Soft -and/or- Sun-Kissed] Linen [fresh]
- Spa Fresh
- [Sparkling -and/or- Crisp] Lemon -or- Citrus -and/or- Blend -and/or- Zest -and/or- blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion -and/or- twist]
- [Sparkling] Glacier [mist -and/or- splash -and/or- blast -and/or- burst]
- Spring [bloom -and/or- blossom -and/or- breeze -and/or- burst -and/or- clean -and/or- mist -and/or- shower]
- Sweet [blast -and/or- breeze -and/or- burst -and/or- rush -and/or- splash -and/or- fruit -and/or- clean]
- Tropical [bloom -and/or- rainfall -and/or- rose -and/or- shower -and/or- breeze]
- [Tropical] Palm [breeze -and/or- escape]
- Tuscan Lavender and Jasmine
- Veranda [breeze -and/or- flowers -and/or- blossoms]

***Any claim above can be preceded by bold -or- clean -or- crisp -or- fresh -or- good -or- great -or- invigorating -or- light -or- long-lasting -or- nice -or- pleasant -or- soothing -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm -or- cool -and/or- followed with aroma -or- bouquet -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean***

### Packaging Claims

- 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger<sup>SS</sup> -or- [100 or 200]% stronger [textured] [wipe]<sup>SS</sup>
- 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger<sup>SS</sup>
- 3 Canisters With 3 Matching Refills [Pouches]
- 4 Refill Pouches for *insert number*-Count Canisters
- [Adhesive] Comes off cleanly
- [Adhesive] Holds on strongly
- [Adhesive] Removes without damage [or residue]
- [Adhesive] Removes without damaging [most] [household] surfaces
- As easy as grabbing -or- dispensing [facial] tissues [from a box]
- [As easy as] [Just like] pulling a tissue
- Attach [‘em -or- them] [wipes] where you need -or- use [‘em -or- them] [most]
- Attachable [dispenser] -or- [Safely] attaches -or- can be attached [to] tile -and/or- glass -and/or- mirrors -and/or- windows -and/or- finished wood -and/or- cabinets -and/or- metal surfaces -or- metal appliances -and/or- painted wallboard -and/or- plasterboard -and/or- drywall
- Available in *insert number* other designs
- Big size
- [Bleach-free] Clean [from Clorox®] to -or- on the go -or- and go
- [Buy] One -or- Two -or- 1 -or- 2 for *insert use site(s) from Table 2*, one -or- Two -or- 1 -or- 2 for *insert use site(s) from Table 2*
- [Big] [Value] Can
- [Buy] Two for home, one for school<sup>16</sup> -or- the car -or- purse -or- to go
- [Can] [easily] Slip -or- Fit into a purse -and/or- pocket -and/or- diaper bag<sup>19</sup> -and/or- backpack -and/or- glove compartment -or- box -and/or- car -and/or- minivan and/or- SUV [lunch box -or- bag] [briefcase -and/or- luggage -and/or- suitcase]
- Clorox® brings beauty [artistry] [elegance] [trendy] to cleaning!
- Clorox® Wipe and -or- ‘N Go Disinfecting Wipes
- Collect all [of the Designer Series] canisters!
- Combo Pack
- Coming soon
- Compact size [for storage]
- Complete Refill Pack for *insert number* [Club Pack]
- [Contains] Same Clorox® wipes [you love] -or- same wipes, easier to grab
- [Convenient] Size
- [Convenient and] easy to use
- Decorate your home -and/or- kitchen -and/or- bathroom -and/or- office counter[‘](s) -and/or- bathroom(s) [with designer wipes]
- Designer -or- Decorator -or- Holiday -or- Seasonal series -and/or- Collection
- Dispenses [Comes out] one wipe at a time
- Dispenses [wipes] like a tissue
- Dispensing is effortless!
- [Doesn’t] ~~+~~ -or- No more] pinch[ed] fingers!
- Double -or- Super Value [Size -and/or- Pack]
- Drops -or- Slides into an empty [disinfecting] [wipes] canister -or- container
- Easier -or- Easy [to Use] -or- Improved [Dispensing -or- Dispenser]!
- Easier Than Ever to Use -or- Pull [Wipes] [Out]!
- Easy -and/or- Simple Dispensing!
- Easy -or- Better -or- Advanced Dispensing
- Easy -or- Better -or- Dispensing Lid -or- Closure -or- Cap
- Easy Breezy Dispensing
- Easy-carry handle
- Easy -and/or- Flat -and/or- Flexible -and/or- Soft -and/or- Pull -and/or- N’Go -and/or- Pac[k] [Fits in [the] small spaces]
- [Easy] One-handed dispensing -or- Dispense [wipes] with [only] [just] one hand
- [Easily] Grab [wipes] one at a time
- Easy open lid
- Easy -or- EZ Start Lid -or- Cap
- Easy on [your] hands
- Easy pop [top]
- Easy pull from start to finish
- Easy -or- Simple -or- Quick-loading refill -or- roll -or- [disinfecting] wipes
- Easy start & stop [lid]
- Easy start dispensing!
- Easy storage -or- to store
- Easy to carry
- Easy to Open -or- Thread
- Easy [to] pull [wipes]
- Easy to store -and/or- stack
- Easy-to-use dispenser
- Easy to Use Lid
- Effortless dispensing!
- [Even] more wipes [per package -or- container -or- canister]
- [Even] stronger [wipes] [a] [Better Wipes]<sup>SS</sup>
- Fits almost anywhere<sup>SSS</sup>
- Fits in your -and/or- car glove compartment
- Fits [Swiffer®][LTL] [Sweeper]] [most] Mop[-]heads [sweepers]
- Get 1 wipe at a time, every time!
- Grab ~~+~~ [a] wipe [and wipe] with [just -or- only] one hand
- Great for the road -and/or- travel -or- traveling!
- Great for [the -or- your *insert use site(s) from Table 2*] [use on *insert use surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3*][!]
- Great for [those -or- life’s -or- your family’s] unexpected messes
- [Great -or- Perfect] [for] [Take [It] -or- Taking it] [Clean -or- Clean[ing]] On the Go[!]
- Great [value ~~+~~ -and/or- for] [school<sup>16</sup> -and/or- home -and/or- back to school<sup>16</sup> -and/or- spring cleaning -and/or- holidays]
- Guaranteed to not dry out!<sup>26</sup>
- [Guaranteed to] Pull[s] Wipes One at a Time!
- ~~Guaranteed to stay moist<sup>26</sup>~~
- [Guaranteed] Wipes stay moist<sup>26</sup> -or- wet
- [Have you tried -or- Look[ing] for -or- Also try] [the -or- our] [redesigned] ~~+~~ -and/or- easier-to-use] [tissue-like dispenser -or- packaging] [*this product*] [oval] [package -or- design]
- Keep -or- Carry [one -or- some -or- a package -or- pouch -or- pack] in your purse -and/or- diaper bag<sup>19</sup> -and/or- backpack -and/or- gym bag
- Hassle free dispensing
- Hassle free lid
- [Individual] refills -or- rolls -or- package -or- pouch [stay[‘s]] -or- keep[‘s]] moist -and/or- fresh
- Individually wrapped for freshness -and/or- moisture-protection
- [Individually wrapped refills -or- rolls -or- [disinfecting] wipes are] As fresh as the [disinfecting] wipes you use now
- Individually wrapped to stay -or- keep moist -and/or- fresh
- [Individually wrapped to be] As fresh as your regular -or- normal -and/or- disinfecting wipes
- Individually wrapped to preserve freshness -and/or- moisture

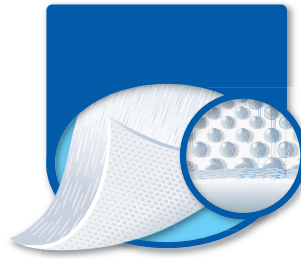
- **Insert number** free -or- extra -or- more wipes
- **Insert number**% off
- **Insert percent** Bigger [quilted] [wipes<sup>27</sup>] [to tackle -or- power through -or- outlast tough messes]
- **Insert percent** more wipes<sup>27</sup>
- **Insert wipe dimensions** wipes
- **Insert number** wipes [per package -or- container -or- canister]
- [Includes] **insert number** count refill [pack] -or- Contains **insert number** wipes
- [It's] the easy way to grab a wipe
- Just drop -or- slip -or- slide the refill -or- roll -or- [disinfecting] wipes in [an empty canister -or- container]
- [Just] [Easily] Pop open [with one hand] [for easy use]
- Just like grabbing -or- dispensing [facial] tissues [from a box]
- Leave me out on the counter [to make cleaning easier]!
- Look[ing] for all **insert number** -or- other designs [to match your home]
- Made with xx% Less Plastic[!] / Less Packaging[!]
- [Makes] [wipes] [as] easy to grab [as they are to use]
- Match me to your home décor!
- Mixed [refill -or- pouch -or- canister] Pack
- Moisture-lock refill -or- package -or- pouch
- [Money-saving] [Canister and] Refill [Value] **insert number** Pack
- Multi-refill pack
- No Hassle Lid -or- Cap
- No pinched fingers!
- No surface damage<sup>44</sup>
- No hassle lid
- No threading [required]
- No wasted wipes
- Not for Individual Sale
- Our Best -or- Advanced -or- Easiest -or- Smoothest Dispensing [Ever!]
- [Our] better -or- best look
- Paper towel size [8.5"x11"]
- Part of [a] Multi-Pack
- [Perfect for] Use with the **this product** easy start lid
- Perfect size for kitchens -and/or- bathrooms
- Pop-up [top]
- Portable -or- Can be reattached [with bracket]
- Portable size
- Prevents wipes from bunching!
- Proprietary lid -or- Moisture lock lid
- [Pulls] ~~+~~ ~~or~~ Dispenses] 1 wipe at a time!
- Pull 'n' go
- Pull-N-Wipe Lid -or- Cap
- Pulls Wipes Effortlessly [Every Time]!
- Pull wipes [from center [opening]] [like a tissue]
- [Put[s]] wipes where you need -or- use them -or- want them
- [Put[s]] wipes within [easy] [arm's] reach -or- at your fingertips
- Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile
- Quick-clip -or- convenient handle
- Ready pull
- Redesigned dispensing -or- dispenser -or- packaging -or- package [that's easier to use -and/or- dispense]
- Refill pack
- [Refill -or- Pouch -or- Canister] Combo Pack
- Refillable [with **insert number** wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- Regular [wipe] [size] -or- Large [wipe] [size]
- [Resealable] On-the-Go Pack -or- Size[!]
- Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
- Same easy dispensing
- Same [Great] [Clorox®] Wipes
- Same great [product] [wipes]. [Easier] [simpler] form -or- package -or- packaging.
- Same Number -or- # of Wipes
- Single sheet dispensing!
- [Small] [size] [wipes] [Great] [Perfect] for small [cleaning] jobs!
- Soft Packaging [for] [Easy Storage]
- Stackable [disinfecting] [wipes] refills -or- package(s) -or- pouches
- Stay-wet -or- Moisture-lock -or- Stay-tight -or- Air-lock package -and/or- seal -and/or- pouch -and/or- pack
- Stays -and/or- Keeps moist -and/or- wet [better than ever -or- before]
- Take Clorox® wipes -or- **this product** [with you] on the go[:] [on] travel -and/or- [in] **insert use site(s) from Table 2** -and/or- **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- your -or- the purse -and/or- diaper bag<sup>19</sup> -and/or- gym bag
- Takes up less space -or- room [[than your [current -or- existing] canister -or- container]]
- [The cleaning power of Clorox® wipes] [same Clorox® wipes], [with a -or- an] easier -and/or- innovative -and/or- redesigned packaging -or- dispensing -or- package
- [The Designer Series is] Beautiful -and/or- elegant enough to leave out [on counter(s) -and/or- desk(s) -and/or- in bathroom -and/or- in kitchen -and/or- in office]
- The [same] [Clorox®] wipes [you love]
- **This product** [Wipes] To Go
- Three pack -or- multi-pack
- Twin pack -or- two pack -or- dual pack
- To Go [pack] [size]
- [To Go] [Purse] ~~+~~ ~~and/or~~ Trial] ~~+~~ ~~and/or~~ Travel] ~~+~~ ~~and/or~~ Pocket] Size -or- Pouch -or- Pak -or- pack
- ~~Travel size~~
- ~~Trial size -or- pack~~
- Try me [on] [for] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** [!]
- Tub refill
- Unique dispenser
- Value size
- Value Twin
- Wipes Come Out One at a Time!
- Wipes don't bunch together!
- Wipes [pull out] [dispense] effortlessly!
- [Wipes] Stay[s] wet -or- moist longer
- Wipe up [and go]
- [With] [An] Air-tight [seal -and/or- pouch -and/or- pack]
- [With] [Individually cut] wipes [that dispense one at a time]!
- [With] Pop action

## Heavy Duty Claims

- 1 job, 1 wipe. [*insert number* < 50%] Thicker for Powerful Cleaning<sup>§§</sup>
- 5X Stronger for a Powerful Clean<sup>§</sup>
- [*insert number* < 50%] Thicker -or- Textured [for more Cleaning Power] [for more Scrubbing Power]<sup>§§</sup>
- [*insert number* < 50%] Thicker! 4X Cleaning Power<sup>∞</sup>
- [*Xx*] more cleaning layers [in every wipe]
- **XX%** Thicker<sup>§§!</sup> [Cleans Tough Messes]
- Better -and/or- Stronger -and/or- Textured wipe cleans -and/or- removes -and/or- works great on ***insert use surface(s) from Table 1*** -and/or- ***insert surface material(s) from Table 3***
- Better -or- Stronger -or- Thicker Wipe!
- [Cleans] **Xx** better -and/or- faster -and/or- more [on] [Kitchen] Grease -and/or- [Soap] Scum -and/or- [Kitchen] Grime<sup>§§</sup>
- Cleans longer than ever -or- previous [disinfecting] wipes
- Cleans -or- Removes -or- Fights -or- Good for -or- Great on -or- Works great on kitchen -and/or- tough -and/or- soap scum -and/or- baked-on grease -and/or- soils -and/or- ***insert soil(s)/stain(s) from Table 4*** -and/or- messes -and/or- spaghetti sauce -and/or- kitchen messes -and/or- dirt -and/or- bathroom messes -and/or- pet areas -and/or- stains -and/or- soils
- Cuts cleaning time by **Xx**<sup>∞</sup>
- Cleans [tough] ***insert soil(s)/stain(s) from Table 4*** on your floors
- Demolishes Even Stuck on Messes
- [Designed with] [micro-scrubbers] [to] clean[s] [2X -or- 3X -or- 4X] as much surface area -and/or- dirt -and/or- soap scum -and/or- grime -and/or- grease<sup>§§</sup>
- Disinfect and scrub clean
- [Cloth-like] [softer] [feel]
- Dissolve[s] -and/or- Pick[s] up dirt, [don't] [doesn't] [just] push it around
- Double -or- Dual -or- Two-sided [scrubbing] [wipes]
- [Double -or- Triple] Reinforced wipe
- Dual action
- [Each -or- quilted wipe] cleans -or- picks up -or- traps -or- tackles [**Xx**] more dirt -and/or- grime [than Clorox<sup>®</sup> Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79]
- [Each -or- quilted wipe has] 2x [the] cleaning agent -or- power -or- solution -or- liquid [vs. Clorox<sup>®</sup> Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79] [for] [more cleaning power] -or- [extended] -or- [extra strength] [cleaning]
- [[Each wipe has] **X%** more cleaning power [than regular Clorox<sup>®</sup> Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79]
- [Each wipe has] **Xx** more cleaning power [than Clorox<sup>®</sup> Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79]
- [Each wipe has a] cloth-like feel [for a cloth-like clean] -or- [for more cleaning power] -or- [for longer cleaning] -or- [to stay wet longer]<sup>§</sup>
- [Each wipe has an] extra thick [core]
- [Each wipe is] **X%** more effective at cleaning messes [than Clorox<sup>®</sup> Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79]
- [Each wipe is] [**Xx**] thicker<sup>§</sup>
- [Each wipe is] [**Xx** / **X%**] thicker than Clorox<sup>®</sup> Disinfecting Wipes<sub>1</sub> [EPA Reg. No. 5813-79]
- [Each wipe is] extra thick for -or- to clean[ing] [the] -or- [your] biggest -and/or- heaviest -and/or- toughest messes.
- [Each wipe is] [so] [strong] [that it] -or- [enough to] power[s] through [even] your biggest messes
- Easy to grip -and/or- hold -and/or- handle
- Extra strength cleaning
- Feel the difference with [our] honeycomb texture -or- wipe
- Feels -or- works like a cloth
- For tough messes throughout the house
- Great -or- Tough Cleaning [Power] [in a [Thick] Wipe]
- Honeycomb texture -or- weave -or- material grabs -and/or- picks up -and/or- traps [more] [of] [your] dirt -and/or- soil -and/or- grease -and/or- messes
- Honeycomb texture -or- wipe cleans [better] [more soils -or- ***insert soil(s)/stain(s) from Table 4*** -and/or- messes]
- Honeycomb [wipe -or- cloth -or- fabric] [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]
- Keeps cleaning longer than ever -or- previous [disinfecting] wipes
- Lasts longer than ever -or- previous [disinfecting] wipes
- Make Heavy Duty Cleaning Easy
- [One canister has] more cleaning power than **X** rolls of paper towels
- One side is like a scrubbing sponge, the other is like a wipe
- Our longest lasting -or- thickest [disinfecting] wipe [ever]
- Penetrates Dirt for **Xx** more Cleaning Power<sup>§§</sup>
- [Premium] -or- [Thicker] wipe [for more cleaning power]
- Quilted [cleaning] [!]
- Quilted substrate -or- wipe cleans better<sup>§</sup>
- [Reinforced] [with] Quilted [strength]
- Releases [the right amount of] cleaning agent [when you need it] [for bigger messes]
- Removes -or- cleans [away] more dirt -and/or- grease -and/or- grime with each wipe<sup>§§</sup>
- Scrubs out -or- away [even -or- tough] messes
- Scrubbier [for [cleaning] tough messes]
- [Smaller -and/or- Tougher -and/or- Thicker -and/or- Stronger -and/or- More Durable -and/or- Textured -and/or- Ultra-thick] Wipe [With] [Powerful] [Micro-Fibers -or- Scrubbing-Fibers -and/or- Micro-[Scrubbing] Fibers -or- Power -and/or- Micro-Scrubber -or- Micro-Scrubbing Texture -or- Textured] Micro-Scrubbers[!]] [Cut[s] through -or- For] [Tough -and/or- Stubborn -and/or- Baked On -and/or- Sticky] [Messes -or- Soils -or- Stains ***insert soil(s)/stain(s) from Table 4***] [with less [effort -or- scrubbing]<sup>§§</sup>] [!]
- Soft side for wiping -or- cleaning dirt away
- Soft weave wipe cleans ***insert surface(s) from Table 1*** -and/or- ***insert surface material(s) from Table 3*** better [in] ***insert use site(s) from Table 2***
- Softer wipes
- Specially formulated -or- designed -or- with patented technology to [clean better] -or- [trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Stays wet longer -or- holds moisture longer
- Super scrubby -or- Scrubby texture

- [Texture[d] -and/or- Thick wipe] Stays wet [longer]
- Texture traps more soil -and/or- dirt -and/or- grease -and/or- germst
- [Textured -and/or- micro-scrubbing] fibers -or- wipe last[s] [**X**] longer<sup>§§</sup>
- [Textured -and/or- micro-scrubbing] fibers -or- wipe last[s] [**2X** **or** **3X** **or** **4X**] longer<sup>§§</sup>
- [Textured -and/or- micro-scrubbing] fibers -or- wipe scrub[s] away -or- break[s] [through -or- up] -or- power[s] through -or- remove[s] -or- clean[s] [tough -or- stubborn -or- baked on] messes -or- soils -or- **insert soil(s)/stain(s) from Table 4** -or- stains -or- soap scum -or- grime [2X or 3X or 4X] faster<sup>§§</sup>
- [Textured -and/or- micro-scrubbing] [fibers] [wipe] [to] trap[s] -and/or- lifts -and/or- pick[s] [up] -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] [**2X** or **3X**] more particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs -and/or- grease -and/or- soap scum -and/or- tough messes<sup>§§</sup>, <sup>§</sup> -and/or- 18-and/or- 38 -and/or- 39
- Textured -or- scrubby -or- rough [side] -or- [scrubbing fibers] for scrubbing -and/or- cleaning -and/or- removing -and/or- wiping [tough] stains -and/or- soils -or- **insert soil(s)/stain(s) from Table 4** [messes]
- Textured [thick] wipe [cleans] [shines] better
- Texture[d] [wipe] great on [greasy] [all] messes
- [Textured wipe] [with] [**2X** or **3X** or **4X**] cleaning power [on] [tough -or- stubborn -or- baked on] messes -and/or- soils -or- **insert soil(s)/stain(s) from Table 4** -and/or- stains -and/or- soap scum -and/or- grime<sup>§§</sup> -and/or- <sup>§</sup>
- Textured wipe lasts longer
- Textured wipe [works] better on tough stains
- Textured wipe reduces streaks [on **insert use surfaces from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Textured Wipes Cleans **Xx** faster<sup>§§</sup> -and/or- <sup>§</sup>
- The scrubbing [power] [side] of a sponge in a wipe
- Thick -and/or- Low-Streak Wipe
- Thick -and/or- soft wipe
- Thick Wipes and Low-Streak Formula for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere<sup>P</sup>] [Around -or- Throughout the Home -or- Office -or- School<sup>16</sup>]!
- Thick, Low-Streak Wipes [for] [Cleaning] [Clean[s]] Multiple Surfaces [Anywhere<sup>P</sup>] [Around -or- Throughout the Home -or- Office -or- School<sup>16</sup>]!
- Thick, Low-Streak Wipes for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere<sup>P</sup>] [Around -or- Throughout the Home -or- Office -or- School<sup>16</sup>]!
- Thick -and/or- Strong -and/or- Textured -and/or- Heavy Duty Wipes work[s] great on [tough] [dirt -and/or- soil -and/or- grease -and/or- messes -and/or- soap scum] [Anywhere<sup>P</sup>] [Around -or- Throughout the Home -or- Office -or- School<sup>16</sup>]!
- Thick -and/or- Strong -and/or- Textured -and/or- Heavy Duty Wipes Clean[s] Tough Messes [Anywhere<sup>P</sup>] [Around -or- Throughout the Home -or- Office -or- School<sup>16</sup>]!
- Thick -and/or- Strong -and/or- Textured -and/or- Heavy Duty Wipes for [Everyday] [Daily] [Tough] [Messes] [Cleaning] [Anywhere<sup>P</sup>] [Around -or- Throughout the Home -or- Office -or- School<sup>16</sup>]!
- [Thick wipe] absorbs messes -or- spills
- [Thick] [Wipe] Stays wet -and/or- moist longer
- Thick wipe with “moisture seal” -or- “moisture lock”
- Thicker -and/or- stronger [wipe]
- Thicker weave [wipe] [for more cleaning power]
- [Thick[er]] Wipe[!] cleans -and/or- scrubs better[!]
- [Thicker wipe] [Is] Tougher on stains -and/or- soil -and/or- dirt -and/or- grease -and/or- soap scum
- [Thicker wipe] [to be] tough on your biggest messes
- Thicker -and/or- stronger wipe cleans -and/or- dissolves -and/or- absorbs [more] soil -or- messes better
- [Thicker] [wipe] removes [more] **and/or** tough stains -or- grease -or- grime -or- dirt -or- soap scum [the first -or- 1<sup>st</sup> time]
- [Thick[er]] Quilted wipes [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- [This product -or- **Insert ABN** -or- these -or- quilted wipes] clean[s] [**Xx**] more surface area<sup>§</sup>
- [This product -or- **Insert ABN** -or- these -or- quilted wipes] clean[s] [**Xx**] more surface area [than Clorox<sup>®</sup> Disinfecting Wipes<sub>1</sub>] [EPA Reg. No. 5813-79]
- [TripleWeave<sup>™</sup>] [Texture] [for More Scrubbing Power] [Locks-in Dirt [and Crumbs]]
- [Virtually] Lint Free
- Wipe grabs more soil -and/or- dirt -and/or- grease -and/or- soap scum<sup>§§</sup>
- Wiping -or- smooth -or- soft side for cleaning dirt away
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave cloth [for] [added strength -and/or- better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave fibers [for] [added strength -and/or- better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave [for] [added strength -and/or- better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave pockets [for] [added strength -and/or- better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave ridges [for] [added strength -and/or- better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave technology [for] [added strength -and/or- better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]

- [With] [moisture] [trapper] pockets -or- ridges -or- [added] [more] texture to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
- [With] [Powerful] Micro-Fibers -or- Scrubbing-Fibers -or- Micro-Scrubbing [Fibers -or- Power] -or- Micro-Fiber Power -or- Micro-[Scrubber -or- Scrubbing] Texture -or- [Textured] Micro-Scrubbers] [To -or- That] Scrub[s] Away -or- Break[s] [Through -or- Up] -or- Remove[s] -or- Clean[s] [Tough -or- Stubborn -or- Baked on] Messes -or- Soils -or- **insert soil(s)/stains(s) from Table 4** -or- Stains -or- Soap Scum [Better] [Conveniently][!]
- With stay-wet technology
- [Wow] Scrubs like a sponge



- More -or- Larger [textured] scrubbing -or- [textured] scrubby surface -or- bumps -or- nodes -or- spots

#### Environmental Refill Claims

- Less plastic -or- waste -or- material [to throw away]
- [Package] Made from -or- with -or- Uses **insert number%** less plastic -or- waste -or- material

#### Value Claims

- [Better] value!
- [Get] more wipes [at] the [same -and/or- old -and/or- original] price
- **Insert number** [more] [wipes] for the price of **insert price!**
- **Insert number%** [cheaper -or- less expensive] [off]
- **Insert number%** [more] [value -and/or- affordable]!
- [Money-saving] [Canister and] Refill [Value] [**insert number**] Pack
- **Insert number%** more [wipes]!
- Lower cost per wipe
- More [of the same great] product -or- wipes for less!
- Refills save you money
- [Same -and/or- Great] [Clorox®] wipes [at a Better Value[!]]
- Same great product -and/or- wipes at a [better] value!
- Save **insert percent%**!
- Save money and plastic [with Clorox® [wipes -or- **this product**] refills]
- [Value:] Buy **insert number**, Get **X%** more for free
- [Value:] Buy **insert number**, Get **insert number** Bonus Packs -or- Canisters
- [Value:] Buy **insert number**, Get **insert number** Free
- Value pack
- [Value:] [Receive -or- Get] **XX** & more for free

#### Cross-Promotional Claims

- [+1] [Free] [bonus] [sample] [pack] [Now with a free] [Try a -or- our] [Comes with] [Now with] [Take a] [**insert product name** -and/or- **insert fragrance descriptor(s)**] wipes [Home]
- [Try] [Our] [Free][!] sample -and/or- product -and/or- giveaway [inside -or- included -or- attached]



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

[Air]plane Tray Tables	Dining Room Surfaces -and/or- Tables -and/or- Fast Food Restaurant Tables	Locker Room Surfaces Lockers	[School <sup>16</sup> -and/or- Toys <sup>17</sup> ] Supplies Surfaces
Baby[’s] Rooms -and/or- Furniture -and/or- Surfaces	[Dining -and/or- Fast Food -and/or- Kitchen -and/or- Picnic -and/or- Play -and/or- Restaurant -and/or- Tray] Tables	[Manual] Pencil Sharpeners	[Shower] Doors
Baseboards	[Dining -and/or- Fast Food -and/or- Kitchen -and/or- Picnic -and/or- Play -and/or- Restaurant -and/or- Tray] Tables	[Medicine] Cabinets	Shower [Walls]
Basements	[Door -and/or- Cabinet -and/or- Appliance] Knobs	Metal -and/or- plastic Work Benches	Showers
[Bathroom -and/or- Kitchen] Faucets [Handles]	Door Frames -or- handles	Non-Food Contact Surfaces of Highchairs	Signs
[Bathroom] Mirrors	Drain Boards	Office -and/or- Bedside Furniture	Staplers
[Bath]tubs	Drawer Pulls	Office Machinery	Steering Wheels
Bed Rails	Dressing Carts	[Outside of] Appliances Exteriors -and/or- Surfaces]	Stereo Consoles
Bed Springs and Frames	Drinking Fountains <sup>17</sup>	[Outside of] Microwaves	Stovetop Exteriors
Bidets	Elevator Buttons	[Exteriors] <b>must use either “outside of” or “exterior”</b>	[Tiled] Walls
Blinds	Exam[ination] Tables	[Outside of] Refrigerators	[Toilet] Flush -and/or- Faucet -and/or- Telephone -and/or- Dishwasher -and/or- Cabinet -and/or- Door Handles
Cabinets	Faucets	[Exteriors] <b>must use either “outside of” or “exterior”</b>	Toilet -and/or- Urinal Exteriors [Surfaces] -or- Exterior Toilet Surfaces
Cages	[Filing] Cabinets	Overbed Tables	Toilet Seats
Car Interiors	Fitness Center Equipment	Painted Surfaces	Tool box -and/or- tools [sets]
Car -or- Booster Seats	Floors [Around Toilets]	Paper Towel Dispensers -and/or- Holders	Toy Boxes
Car Seats	Gaming Systems	Patient Beds	Toy Storage Bins
Cat -and/or- Dog -and/or- Pet Soiled Surfaces	Garage shelving -and/or- [storage] cabinets (metal, plastic, sealed hardwood)	[Patient] Chairs	Training Tools
[Cell -and/or- Smart] Phone	Garbage Cans	Patio Furniture	Trash Cans
[Child] Strollers <sup>17</sup>	Garbage Disposals	P[ersonal] D[igital] A[ssistant]s	Trash Compactors
[Children’s] Furniture	Glass table[tops]	Pet -or- Dog Houses -and/or- Crates -and/or- Furniture -and/or- Surfaces	[TV -and/or- Wii] [Remotes] [Controls]
[Children’s -or- Child’s -or- Pet’s] Toys <sup>17</sup>	Glazed tiles	Picnic Tables	Ultrasound devices -or- machines (external) <sup>Δ</sup>
Chrome Exterior Surfaces of Urinals -and/or- Toilets	[Grocery [Store]] [Shopping] Basket -or- Cart Handles	Plastic Shower Curtains	[Under] Sinks
[Classroom] Desks	[Grocery [Store]] [Shopping] Carts	Playground Equipment	Vending Machine Surfaces
Closets	Gym Equipment	Playpens	Vinyl upholstery
[Clothes -and/or- Diaper] Hampers	Hand Dryer Buttons	Pool maintenance equipment	[Vinyl] Wallpaper
Computers -and/or- Laptops -and/or- [Netbooks -and/or- Keyboards]	Handrails	Porta-Potties -or- Portable Bathrooms	Walkers
Consoles	Highchairs <sup>17</sup>	[Potty] Training Toilets -or- Chairs	Walls
Cooler Exteriors	[Kid’s] [Play] Structures -and/or- Equipment -and/or- Furniture -and/or- Tables	[Public -or- Pay] Telephones -or- Phone Booths	Washing Machines [Washers -and/or- Dryers] [Exteriors] [Outside of]
Counter[top]s <b>insert surface material(s) from Table 3</b>	Kitchen [Surfaces -and/or- Appliances]	Range Hoods	Wastebaskets
Cribs	Lamps	Recycling Bins	[Water -and/or- Drinking] Fountain [Toggles -and/or- Handles]
Cup Holders	Laundry Rooms	Refrigerator Door Handles	Wheelchairs
Cupboards	Lawn Chairs	Restaurant High Chairs	Windows
Dark Tile	LCD -and/or- Navigation Screens	[Salad Bar -and/or- Buffet] -and/or- Cafeteria]	[Wood <sup>40</sup> ] Doors
Dashboard	Light Switches -and/or- Fixtures -and/or- Panels	Sneeze Guards	
Dental chairs <sup>Δ</sup>	Litter Boxes		
Dental lamps <sup>Δ</sup>			
Diagnostic Equipment			
[Diaper] Changing Tables			
Diaper Pails			

**Table 2 Use Sites<sup>9</sup>**

[Air]plane Lavatories	Factories	Lobbies	Recreational Centers -and/or- Facilities
Airports	Family Rooms -or- Areas	Locker Room [Facilities]	[Rental] Cars
Ambulances	Fast Food Restaurants	Long Term Care Facilities	Rest Stops
Apartments	Fitness Centers	Lounges	Restaurants
Automobiles	Floors -or- Flooring	Malls	Restrooms
Basements	Garages	Manufacturing Plants	RVs
Bathrooms	Garbage -or- Trash Cans	Markets	School <sup>16</sup> Buses
Boats	Gas Stations	Mass Merchandisers	School <sup>16</sup> -and/or- City -and/or- Public Transit -and/or- Commuter Buses
Bowling Alleys	General Merchandise Stores	Medical Clinics <sup>‡</sup>	Schools <sup>16</sup>
Break rooms	Grocery Stores	Military Installations	Shelters
Buses	Gym[nasium]s	[Mobile] Homes	Ships
Butcher Shops	Gyms	Motels	Shops
Cafeterias	Health Clubs	Motor Homes	Storage Areas
Campers	Healthcare Facilities	Motorboats	Subways
Campgrounds	Home [Centers]	Nurseries	Supermarkets
Cars	Hospitals	Nursing Homes <sup>‡</sup>	Surgery Centers <sup>[25]</sup>
Churches	Hotels	Offices [Area]	Trailers
Colleges	Houseboats	Outpatient Healthcare Facilities <sup>[25]</sup>	Trains
Common -and/or- Classroom -and/or- School <sup>16</sup> -and/or- Play Areas	House[hold]s	Pet Areas	Trolleys
Convenience Stores	Industrial Facilities	Pharmacies	Universities
Correctional Facilities	[Institutional] Kitchens	Physician's Offices	Vacation Homes
[Damp] Storage Areas	[Institutional] Laundromats	Play Areas	Vehicle [Interiors -and/or- Exteriors]
Day Care Centers	Institutions	Play Rooms	Veterinary Clinics <sup>‡</sup> -or- Offices <sup>‡</sup>
Dens	Jungle Gyms	Playground Equipment	Waiting Rooms
Dental Offices <sup>[25]</sup>	Kennels	Playgrounds	Warehouse Clubs
Discount Retailers	Kid's -or- Children's [Play]rooms -or- [Family] Dens	Public Facilities	Work[places]
Dorms	Laboratories	Public Restrooms	
[Elementary] Schools <sup>16</sup>	Lavatories	Public Telephone [Booths]	
Elevators	Living Areas -and/or- Rooms	Reception Areas	

**Table 3 Surface Materials**

Acrylic	Galvanized steel	Polyurethane finished hardwood
Aluminum	Glazed ceramic	Porcelain enamel
Brass	Glazed porcelain	Quartz
Chrome	Granite <sup>222</sup>	Sealed fiberglass
Corian <sup>®</sup> [λ]	[Interior] plastics	Sealed granite
[Diaper] changing areas	Laminates	Sealed hardwood
Finished hardwoods <sup>[30]</sup>	Marlite <sup>®</sup> [λλλ]	Sealed marble
Finished wood	Metal	Stainless steel
Formica <sup>®</sup> [λλ]	Plastic	Vinyl
Glass	Polyurethane	Wood <sup>40</sup>

**Table 4 Soils/Stains**

barbeque sauce  
blood  
body oils  
coffee [stains]  
cosmetics  
crumbs  
dirt  
dust  
fecal matter  
fingerprints  
food residues -or- soils  
[fruit] juices -or- stains  
~~grease~~  
grime

hair  
hair gel  
hair spray  
hand and body lotion  
ink  
~~[kitchen -and/or- bathroom~~ **insert use**  
**site(s) from Table 2]** messes  
-and/or- stains -and/or- soils  
[kitchen] grease  
laboratory stains  
maple syrup  
mayonnaise  
milk  
mud

other common soils -and/or- stains  
other organic matter  
particles  
shaving cream  
soap  
[soap] scum  
[soft] drinks  
soy sauce  
spaghetti sauce  
spills  
tomato [sauce]  
toothpaste  
watermelon  
wine

## Footnotes

- [1] **This strain of Multi-drug Resistant *Acinetobacter baumannii* has shown resistance to the following antibiotics:** Cefazolin, Ertapenem, Gentamicin, and Trimethoprim/Sulfa.]
- [2] **This strain of Multi-drug Resistant *Enterococcus faecium* has shown resistance to the following antibiotics:** Ampicillin, Gentamicin, Penicillin, and Vancomycin.]
- [3] **This strain of Multi-drug Resistant *Streptococcus pneumoniae* has shown resistance to the following antibiotics:** Azithromycin, Clindamycin, Meropenem, and Penicillin(nonmening)]
- 4 [Human] Coronavirus, Respiratory Syncytial Virus [(RSV)]
- 5 Influenza A2 Virus
- 6 Rotavirus, Influenza A2 Virus, Respiratory Syncytial Virus
- 7 Methicillin-resistant *Staphylococcus aureus* [(MRSA)]
- 8 *Listeria monocytogenes*
- 9 ~~v[ersu]s paper towel~~ Disinfects -and/or- cleans -and/or- deodorizes -and/or- removes **insert soil(s)/stains(s) from Table 4** -and/or- removes allergens -and/or- leaves a scent
- 10 Multi-drug Resistant [(MDR)] *Acinetobacter baumannii*[1], Extended Spectrum Beta Lactamase [(ESBL)] producing *Escherichia coli*, Multi-Drug Resistant [(MDR)] *Enterococcus faecium*[2], Carbapenem Resistant *Klebsiella pneumoniae*, Methicillin-resistant *Staphylococcus aureus* [(MRSA)]
- 11 *Escherichia coli* O157:H7
- 12 *Klebsiella pneumoniae*
- 13 [(Kleb)] *Klebsiella pneumoniae*, [(Staph)] *Staphylococcus aureus* and **insert 10 second organism(s) from Sanitization Organism Table**
- 14 [Human] Coronavirus, Respiratory Syncytial Virus, Influenza A2 Virus, Influenza Virus Type B, Avian Influenza viruses [H1N1, H3N2, H5N1, H7N9]
- 15 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
- 16 Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.
- 17 [For toys.] Rinse with water after wiping with -or- using the product
- 18 compared to -or- v[ersu]s[.] Clorox® Disinfecting Wipes<sub>1</sub> [EPA Reg. No. 5813-79]
- 19 Do not use as a diaper wipe or for personal cleansing; **will be used for claims relating to carrying in diaper bags**
- 20 Kills 99.9% of germst
- 21 *Serratia marcescens*
- 22 *Salmonella enterica*
- 23 *Staphylococcus aureus*
- 24 *Streptococcus pyogenes*
- 25 **insert 15 second virus from Organism Table**
- 26 when used as directed -or- according to the directions [for use]
- [27 vs. **insert number** count **this product** canister]
- 28 by preventing the growth of odor-causing bacteria
- 29 *Salmonella enterica* **tested as *Salmonella choleraesuis***, *Staphylococcus aureus* [(Staph)], *Escherichia coli* O157:H7 [(*E. coli*)], *Listeria monocytogenes*, *Campylobacter jejuni*, Rotavirus
- 30 Use as directed. Suitable for use -or- can be used -or- compatible on polyurethane treated wood. [Test a small area first].
- 31 *Bordetella pertussis*
- 32 **Insert Soil(s)/Stains(s)** from Table 4
- 33 by reducing or via reduction of soil adhesion
- 34 Cleans -and/or- Leaves a scent -and/or- removes grime -and/or-
- Removes Allergens -and/or- Deodorizes -and/or- Protects<sup>33</sup> odor-causing bacteria
- <sup>35</sup> Use as directed on [non-]food contact surfaces
- <sup>36</sup> Do not use on unpainted wood and unfinished, unsealed, unpainted, waxed, oiled or worn surfaces or carpets.
- <sup>37</sup> compared to -or- v[ersu]s[.] Clorox® Anywhere™ Wipes
- <sup>38</sup> compared to -or- v[ersu]s[.] Clorox® [Scentiva] Disinfecting Wipes<sub>1</sub> [EPA Reg. No. 5813-79]
- <sup>39</sup> finished hardwood
- <sup>40</sup> 2009-H1N1 Influenza A Virus
- <sup>41</sup> Avian Influenza A Virus
- <sup>42</sup> The words “easy” and “easily” can only be used with cleaning claims
- ~~43 when used~~ In **XX** sec[onds]
- ~~44~~ compared to -or- v[ersu]s[.] a canister with equivalent number of wipes -or- 75 c[oun]t canister
- 46 [Please] consult manufacturers’ instructions [for appropriate use] [before use]
- † *Pseudomonas aeruginosa* [(*Pseudomonas*)], *Salmonella enterica* **tested as *Salmonella choleraesuis*** [(*Salmonella*)], *Staphylococcus aureus* [(*Staph*)], **insert a virus from the Organisms table, as required for the qualified germs claim; then insert any other bacteria or virus desired from the Disinfection Organisms table.**
- [†† Does not include weight of dry wipe]
- ‡ [Viruses]
- ‡‡ [Bloodborne pathogens]
- ¶ [on] hard, nonporous surfaces [of] [identified on this label]
- § v[.] [ersu] s[.] -or- than -or- compared to a [water on [a]] [wet] -and/or- leading -and/or- store brand -and/or- bargain paper towels
- §§§ (in terms of surface area for cleaning)
- §§ In comparison to prior -or- past -or- previous -or- old wipe [material] -or- v[ersu]s -or- vs[.] prior -or- past -or- previous -or- old wipe [material] -or- than -or- compared to previous -or- other [Clorox] [Disinfecting] wipes -or- [vs.] Clorox® Disinfecting Wipes<sub>1</sub> [EPA Reg. No. 5813-79]
- §§§ vs **insert wipe dimensions** size
- ∞ Thicker -and/or- Stronger -and/or- Longer lasting -and/or- More cleaning solution -and/or- Scrubby] texture in comparison to -or- versus -or- vs. Clorox® Disinfecting Wipes<sub>1</sub> [EPA Reg. No. 5813-79] -or- prior -or- past -or- previous -or- old wipe [material] -or- than previous wipes
- ∞∞ Sealed Granite
- ∞∞∞ Based on Retail Sales
- ‡ For use on noncritical surfaces in:
- ‡‡ a deodorizer -and/or- sanitizer -and/or- disinfectant - and/or- allergen<sup>15</sup> remover
- [‡‡‡ Swiffer®] is a registered trademark of the Procter & Gamble Company]
- [^ Corian®] is a [registered] trademark of [E. I. du Pont de Nemours and Company] [a subsidiary of] [E. I. du Pont de Nemours and Company] [or one or more of its affiliates]]
- [[^^] Formica®] is a [registered] trademark of [The Diller Corporation] [a subsidiary of] [Formica] [Formica Corporation] [or one or more of its affiliates]]
- [[[^^] Marlite®] is a [registered] trademark of [Marlite, Inc.] [a subsidiary of] [Marlite, Inc.] [or one or more of its affiliates]]