



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

June 25, 2025

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

Subject: Notification per PRN 98-10 – To Make Label Revisions
Product Name: CDQ
EPA Registration Number: 5813-79
Received Date: 03/11/2025
Action Case Number: 00646816

Dear Ms. Wilkinson:

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.

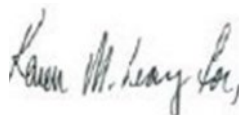
The label submitted with the application has been stamped “Notification” and will be placed in our records.

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) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Assurance.

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Action Case Number 00646816

If you have any questions, please contact Karen Leavy at (202)-566-0668 or by email at Leavy.Karen@epa.gov.

Sincerely,

A handwritten signature in dark ink, appearing to read "Karen M. Leavy". The signature is written in a cursive, flowing style.

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

Label identification

CDQ, EPA Reg. No. 5813-79

R0512389.1N

15:30 3/5/25

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:

06/25/2025

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: 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 -and/or- 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.

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

[Learn more at cloroxclassrooms.com]

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

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

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

-or-

Produced -or- Manufactured -or- Made in [the] U.S.A. -or- China -or- Dominican Republic -or- Canada [and] Repackaged -or- Packed -or- Boxed -or- Packaged -or- Assembled -or- Wrapped -or- Bundled in [the] U.S.A. -or- China -or- Dominican Republic -or- Canada [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 (O1); 56952-AR-1 (RL), WI-1 (RK), WI-2 (VV);

62401-NC-2 (PK), NJ-1 (JW); 71681-GA (JQ), IL-1 (O3), IL-2 (24); 63650-WI-1 (1Y); 41925-WI-2 (TA); 92067-FL-1 (YH); 4313-TX-1 (2M); 95598-AZ-1 (YF); 91683-NJ-1 (DS); 98961-DOM-1 (SN); 87189-CHN-1 (DZ), CHN-2 (TJ) **Any combination of this list may appear on a specific product label** [Beginning of batch code indicates Est. No.]

Patents: www.thecloroxcompany.com/patents

For a Spanish translation of product directions -or- instructions -or- information, visit www.clorox.com/es.

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







Prevents odor-causing bacteria^Δ growth for **24 HOURS**

Prevents odor-causing bacteria^Δ growth for **48 HOURS**

Prevents odor-causing bacteria^Δ growth for **72 HOURS**

Prevents odor-causing bacteria^Δ growth for **96 HOURS**

Prevents odor-causing bacteria^Δ growth for **24 HOURS**

24 HOURS

Prevents odor-causing bacteria^Δ growth for **72 HOURS**

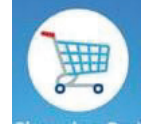
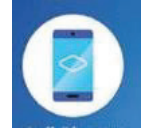
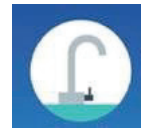
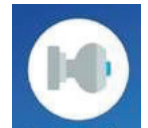
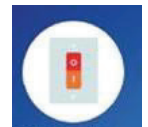
72 HOURS

Prevents odor-causing bacteria^Δ growth for **48 HOURS**

48 HOURS

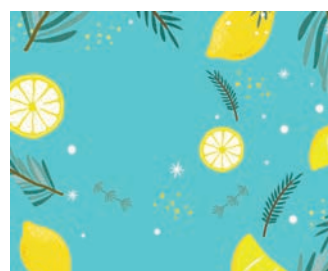
Prevents odor-causing bacteria^Δ growth for **96 HOURS**

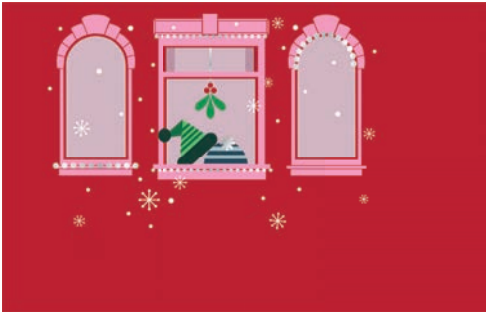
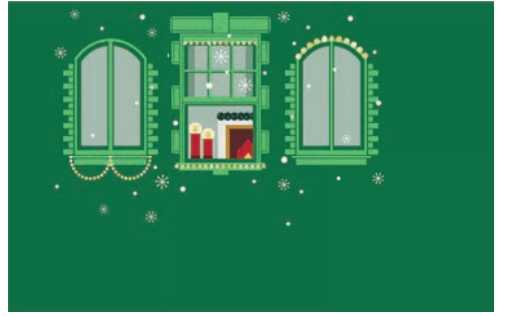
96 HOURS



81

To be used as scent descriptor graphics only





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 -and/or- along mounting surface] until [bracket -or- 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 -or- to keep wipes moist -or- 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 -or- to keep wipes moist -or- 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 -or- 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 -or- bag, and place them in[to] the canister.
4. Replace the lid [onto the canister].
5. Close -or- seal strip on the refill bag [to keep wipes moist]. -or- Slide zipper closed [to] [seal bag -and/or- 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 ALLERGENS¹⁵]: 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: For visibly soiled surfaces, clean first. Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 10 sec[onds]. Let surface dry.

To spot sanitize [and deodorize] soft surfaces -or- fabrics[:] [Use the] [soft -or- smooth side of] [wipe] [to sanitize/deodorize soft surfaces -and/or- fabrics.] For visibly soiled surfaces, clean first. Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 4 minutes. Let air dry. For residential use only.

TO DISINFECT [AND DEODORIZE][:] [Use to disinfect] hard, nonporous surfaces: For visibly soiled surfaces, clean first. 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 -or- 12 second contact time; see Organism Table: To kill -or- Kills specified viruses²⁵, allow surfaces to remain visibly wet for 15 -or- 12 sec[onds].

To be added optionally if Rotavirus is also on the label: To kill -or- Kills specified viruses²⁵, allow surfaces to remain visibly wet for 15 sec[onds]. To kill Rotavirus, allow surfaces to remain visibly wet for 4 min[utes].

To be added optionally if Ebola Virus is also on the label: To kill -or- Kills specified viruses²⁵, allow surfaces to remain visibly wet for 15 sec[onds]. To kill Ebola Virus, allow surfaces to remain visibly wet for 20 sec[onds].

Let surface dry. 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 FOR UP TO 7 DAYS [such as glazed ceramic tile]: Preclean visibly soiled surfaces. Wipe [hard nonporous] surface until visibly 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 96 hours** on [pre-cleaned], hard, nonporous non-food contact surfaces: Wipe [hard nonporous] [non-food contact] surface until visibly 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]: For visibly soiled surfaces, clean first. 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 visibly wet for 10 sec[onds]. Let surface dry.

TO DISINFECT: For visibly soiled surfaces, clean first. 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 -or- 12 second contact time; see Organism Table: To kill -or- Kills specified viruses²⁵, allow surfaces to remain visibly wet for 15 -or- 12 sec[onds].

To be added optionally if Rotavirus is also on the label: To kill -or- Kills specified viruses²⁵, allow surfaces to remain visibly wet for 15 sec[onds]. To kill Rotavirus, allow surfaces to remain visibly wet for 4 min[utes].

To be added optionally if Ebola Virus is also on the label: To kill -or- Kills specified viruses²⁵, allow surfaces to remain visibly wet for 15 sec[onds]. To kill Ebola Virus, allow surfaces to remain visibly wet for 20 sec[onds].

Let surface dry.

Soft Surface Cleaning Directions for Use

For Soft Surface [Stain] Spot Application -or- Treatment: Wipe surface clean with this product. Let air dry. Always test on a hidden section -or- area of fabric. For first time use on soft surfaces, spot test a small, inconspicuous area [and check with manufacture care guide before use]. **To spot treat -or- remove [tough] stains [as a Pretreat]:** For small stains, apply directly [to [tough] stains] and leave for ***insert number*** min[utes]. Wash as usual with [detergent and] product. If in doubt, test for colorfastness.

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 visibly 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, granite²²², 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- delicate -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]].

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.

Antimicrobial Claims

- 3-in-1⁷⁴[.] Cleans [tough messes] -and/or- Disinfects -and/or- Freshens -and/or- Neutralizes odors -and/or- Kills Germs[†] -and/or- deodorizes **These actions can appear in any order following "3-in-1".**
- 3 in 1⁷⁴: Cleaner, Disinfectant & Deodorizer
- 3-in-1⁷⁴[.] disinfect[s], clean[s], -or- cuts grease -and/or- protect[s] surfaces³³ -or- lifts dirt
- 3-in-1⁷⁴[.] [Kill Germs[†]] [Disinfects][.][+] Cleans -or- Scrubs [Tough Messes][.][+] Removes [More than] 99% of Allergens¹⁵ [with] [TripleWeave[™]] [Texture]
- 3-in-1⁷⁴[. -or- :] Kills Germs[†][. -or- and]. Clean tough messes -and/or- Neutralizes odors -or- deodorizes **These actions can appear in any order following "3-in-1".**
- 3-in-1⁷⁴[. -or- :] Kills 99.9% of Germs[†] [and] Cleans tough messes -and/or- Neutralizes odors -or- deodorizes **These actions can appear in any order following "3-in-1".**
- 5 -or- 4 -in-1⁷⁴[.] Traps Grease -and/or- Dissolves Soap Scum -and/or- Kills [99.9% of] Germs[†] -and/or- Breaks Down Dirt -and/or- Sanitizes
- 10-second sanitization¹³
- [**insert number** < 50%] Thicker^{§§}! Cleans Tough Messes + Disinfects [with TripleWeave[™]] -and/or- Texture]
- [**insert number** < 50%] Thicker^{§§}, [disinfects and] long lasting cleaning
- [**insert number** < 50%] Thicker^{§§} -and/or- 98 -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
- **XX** hour -or- **X** day surface protection against -or- from odor-causing bacteria[△] growth **XX is less than or equal to 96 hours and X is less than or equal to 4 days**
- **XX** hours -or- **X** days [of] Odor Prevention -or- Odor Fighting -or- Odor-Free Protection -or- Defense Against Odors -or- Odor Defense by preventing growth of odor-causing bacteria[△] **XX is less than or equal to 96 hours and X is less than or equal to 4 days**
- [An] effective soft surface sanitizer [for [use in -or- on] **insert surfaces from table 5**]
- Anti-bacterial wipes -or- formula
- Bacteria -and/or- virus[‡] -and/or- germ[†] killing [formula]
- Bacteria-killing -or- Germ[†] killing formula
- Banish odor-causing bacteria[△] growth for [up to] **XX** hours **XX is less than or equal to 96 hours**
- Can help reduce the risk of cross-contamination on treated surfaces
- Classrooms -or- schools¹⁶ are cleaner with **this product** -or- [disinfecting] wipes
- Clean -and/or- disinfect on the go
- Clean [& sanitize] over **XX** [household] surfaces [without bleaching surfaces] [including kitchen counters⁵⁸, sinks, light switches, door handles, smartphones, gaming consoles, fitness equipment, couches⁸⁶ -and/or- soft surfaces]
- Clean. Disinfect. Carry on.
- Cleaner and disinfectant in one
- Clean[ing] -and/or- disinfect[ing] without stopping your [family's] life
- Cleaning -and/or- disinfecting that fits into your life
- Cleans -and/or- disinfects -and/or- deodorizes [[all] in one step[△]] when following disinfection use directions
- Clean[s] and disinfect[s] anywhere^[P] indicated on the label -or- everywhere indicated on the label
- Clean and disinfect in every room
- Clean [& disinfect] over 100 [household] surfaces [without bleaching surfaces] [including kitchen counters⁵⁸, sinks, light switches, door handles, smartphones, gaming consoles, fitness equipment, couches -or- soft surfaces & more]⁵¹ **couches will only be used in a cleaning only claim**
- Clean, disinfect and deodorize in one step⁵¹
- Cleans:
 - Cleans 2x better on grease, soap scum & grime¹⁸
 - Cleans soft surfaces⁶⁵
 - Clean[s] & disinfect[s] over 100 hard, nonporous surfaces [including kitchen counters⁵⁸, sinks, light switches, door handles, smartphones, gaming consoles, fitness equipment & more]
- Clean[s] -and- disinfect[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household^P] germs[†] -or- bacteria -and/or- viruses[‡] [on -or- from] [your] [children's] [toys¹⁷]
- Clean[s] & disinfect[s] over **XX** hard, nonporous surfaces [including kitchen counters⁵⁸, sinks, light switches, door handles, smartphones, gaming consoles, fitness equipment] **where XX is a number between 10 and 100**
- Clean [& sanitize] over **XX** [household -and/or- on-the-go] surfaces [without bleaching surfaces] [including **insert surfaces from table 1 -and/or- 5**] **where XX is a number between 10 and 100**
- Clean[s] away -and- kill[s] -and/or- eliminate[s] 99.9% -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germs[†] -and/or- viruses[‡] [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] 99.9% -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- get[s] rid of [99.9% of] cold viruses⁹³ -and/or- [the] flu virus⁹⁴ -and/or- cold and flu viruses¹⁴ [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/or- kill[s] -and/or- eliminate[s] 99.9% of -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- get[s] rid of [99.9% of] [the] flu virus⁹⁴ -and/or- virus[‡] -and/or- [other] germs[†] [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
- Clean[s] [messes -or- surfaces] & kill[s] 99.9% of bacteria [on **insert surfaces from table 1 -and/or- 5**]
- Cleans -and/or- Spot sanitizes common household upholstery surfaces
- 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
- Clean[s] grease, grime, and kill[s] 99.9% of germs[†]
- Cleans [the] slimy films where germs[†] -and/or- bacteria [can] thrive -and/or- hide^P
- Cleans the soils -or- **insert soil(s)/stain(s) from Table 4** -or- scum -or- grime -or- surfaces where germs[†] -or- Influenza⁹⁴ -or- cold viruses⁹³ -or- bacteria [can] hide -and/or- thrive^P
- Disinfection - and/or - Refreshing Clean -and/or- Active Odor Defense
- [Contains] Disinfecting cleaning with [soft] non-linting wipe
- Convenient cart disinfecting
- Disinfect and scrub clean

- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect [hard, non-porous surfaces of] plane seats^[53] -and/or- hotel interiors^[53] -and/or- auto surfaces^[53] **brackets surrounding "53" must be removed unless "hard, non-porous surfaces of" appears in claim**
- Disinfect hard surfaces, Clean common fabrics
- Disinfect -or- kill germs[†] without bleaching surfaces
- Disinfect your cart
- Disinfecting Cleaning wipes for Auto -or- car Surfaces^P
- Disinfecting wipes -or- formula
- Disinfect[s]⁸⁷ and dust[s] -or- Dust[s] and disinfect[s]⁸⁷
- Disinfects hard, nonporous surfaces against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 15 sec[onds]]
- Disinfects high touch areas -or- surfaces [including *insert Table 1 use surfaces*]
- Disinfects in [just] 4 min[utes]
- Disinfects [common] [household] [kitchen -and/or- bathroom] bacteria^{82, P}
- Disinfects -or- Disinfecting Formula and -or- while gentle on auto -or- car surfaces^P
- Disinfect -or- clean [your bathroom] without the bleach smell
- 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]
- Disinfects -and/or- deodorizes -and/or- freshens **X[s]** [of] surfaces **where X is a number from 10 to 100**
- Disinfects the hard, non-porous surfaces your family touches the most
- Don't stop [your] [family] life for cleaning -and/or- disinfecting
- Dual action [to] [:] [clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- DuraPly Weave -or- Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs[†]] -or- [Multi-Surface Wipe]
- [Each wipe is] strong enough to wipe away -and/or- clean weather-battered filth and disinfect^P
- [Easily]⁴³ -and/or- Effectively -and/or- Conveniently] clean[s] -and/or- disinfect[s]
- [Easy]⁴³ -and/or- convenient] way to clean -and/or- disinfect
- [Easy]⁴³ Cleaning -and/or- disinfecting to go
- Easy -or- Simple -or- Quick-to-load refill -or- roll -or- [disinfecting] wipes
- Effective against H1N1 [Flu Virus]⁴¹
- Effective against -or- Kills SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 15 sec[onds]]^P
- [Effective] [bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant^P -and/or- cleaner
- Effective -or- Goodbye -or- Removes Germs[†] -or- Must-Haves -or- Yass -or- Yas -or- Bonus Features -or- How Nice -or- No Thank You -Kills 99.9% of viruses[‡] & bacteria -and/or- Covid-19 virus[‡] -Removes [99% of] allergens¹⁵
- Banishes [or prevents] odor-causing bacteria[△] for up to 96 hours
- Helps to prevent mildew for up to 7 days
- Mildew growth is no match for this product -or- **insert full product name⁵³**
- Kills cold & flu viruses¹⁴, Staph²³, Salmonella²², Strep²⁴, E. coli¹¹, MRSA⁹⁶ & Kleb¹²
- Eliminates 99.9% of odor-causing bacteria on soft surfaces
- From [*insert surfaces from table 1 -and/or- 5*] to [*insert surfaces from table 1 -and/or- 5*], clean[s] & kill[s] 99.9% of bacteria
- Kills most common viruses⁷¹ harmful to pets
- Kills viruses⁷¹ that may make pets -or- fur babies sick
- Eliminates 99.9% of germs[†] and kills COVID-19 Virus[‡]
- Eliminate[s] 99.9% of -and/or- Remove -and/or- Disinfect Germs[†] -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*
- [Engineered with] Over 100 years of cleaning and disinfecting expertise -or- experience
- For daily [use] [cleaning -and/or- disinfecting]
- For use on hard, nonporous, non-food contact surfaces [including -or- of -or- in]: *insert use site(s) from Table 2*
- Great -or- perfect for on-the-go [discreet] disinfection
- Great for use as a soft surface sanitizer [on *insert surfaces from table 5*]
- [Great] Lint-free cleaning [and disinfecting]
- [Germy[†]] Messes... Meet your match!
- Helps kill 99.9% of germs[†] before they multiply and thrive^P Disinfect the surfaces touched by your family
- [Hey] [Mom -and/or- Teachers][! -or- .] [Be -or- Are you] Ready for [back-to-]school¹⁶ -and/or- [the] cold -and/or- flu season -and/or- the holiday [season][? -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[†]
- Just one step⁵¹ kills 99.9% of germs[†] -and/or- bacteria
- Keeps odor-causing bacteria[△] from growing for up to -or- as long as **XX hours X is less than or equal to 96 hours**
- Keeps -or- prevents odor-causing bacteria[△] from coming back for [up to] **XX hours X is less than or equal to 96 hours**
- Kills **XX** more antibiotic-resistant bacteria than before¹⁸
- Kills **X%** more [micro]organisms than before¹⁸
- Kill[s] -and/or- effective against [99.9% [of]] bacteria on soft surfaces
- Kills H1N1 [Flu Virus]⁴¹
- Kills[:] [99.9% of] [**x[+]**] antibiotic-resistant bacteria¹⁰
- Kills 99.9% of Bacteria -and/or- Viruses[‡] -or- germs[†]
- Kills 99.9[99]% of bacteria¹³ in [just] 10 sec[onds]
- Kills [99.9% of] cold and flu viruses¹⁴ -or- viruses²⁵ [16x] faster [than previous Clorox[®] Disinfecting Wipes₁] [EPA Reg. No. 5813-79] [than ever before]
- Kills [9 9.9% of] cold and flu viruses¹⁴ -or- viruses²⁵ in [just] 15 sec[onds]
- Kills 99.9% of [common] bathroom -and/or- kitchen germs^{29, P}
- Kills 99.9% of [common] [household^P] germs[†]!
- Kills [99.9% of] [common household^P] germs[†] to help reduce the spread of germs[†] in high traffic areas -or- from surface to surface -or- from hot spots [to hot spot]
- Kills [99.9% of] germs[†] -and/or- bacteria where they hide^P
- Kills 99.9% of Germs[†] -and/or- Viruses[‡] -and/or- Bacteria + -or- -and/or- COVID-19 Virus[‡]
- Kills 99.9% of germs[†] before they [can] multiply and thrive^P
- Kills [99.9% of] Germs[†] and H1N1 [Flu Virus]⁴¹
- Kills 99.9% of Germs -and/or- Viruses[‡] -and/or- Bacteria -and/or- COVID-19 Virus [and] Variants[‡]
- Kills 99.9% of germs[†] -or- viruses[‡] & bacteria on high touch surfaces [including *insert Table 1 use surfaces*]
- Kills [99.9% of] Rotavirus
- Kills[:] [99.9% of] [various] viruses⁹³ that cause cold and flu

- Kills[:] [99.999% of] bacteria¹³ [in [just] 10 sec[onds]]
- Kills 99.9[99]% [of] bacteria¹³ [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] bacteria¹³ [in just 10 sec[onds]] **will be added if optional use areas above are used in claim:** on hard, nonporous surfaces
- Kills 99.9% of Viruses[†] + Bacteria [on your *insert use surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3*]
- Kills 99.9% of viruses¹⁴ that cause cold and flu
- Kill[s] -and/or- effective against [99.9% [of]] Salmonella enterica [(Salmonella)]
- Kill[s] -and/or- effective against [99.9% [of]] Escherichia coli [(E. coli)]
- Kill[s] -and/or- effective against Avian flu Virus⁴² [on hard, nonporous surfaces]
- Kill[s] -and/or- effective against cold viruses⁹³
- Kill[s] -and/or- effective against cold and flu viruses¹⁴
- Kill[s] -and/or- effective against flu virus⁹⁴
- [Kills bacteria and] leaves [a] lasting fresh scent
- Kills[:] Cold & Flu Viruses¹⁴ -and/or- Staph²³ -and/or- Salmonella²² -and/or- Strep²⁴ -and/or- E. coli¹¹ -and/or- MRSA⁹⁶ -and/or- Listeria⁹⁷ -and/or- Klebsiella aerogenes -and/or- Kleb¹²
- Kills cold, flu and COVID-19 viruses⁷⁵ in 15 seconds
- Kills COVID-19 Virus [and] Variants[×]
- Kills Germs[†] and Viruses[†] that May Make Pets Sick[:] Newcastle Disease Virus, Canine Distemper Virus
- Kills [even] -or- Effective against antibiotic resistant bacteria¹⁰
- Kills Germs[†] [-and/or- Flu Viruses⁹⁴ [and H1N1]⁴¹]
- Kills germs[†], cleans[, and is versatile], -and/or- [and is] fun
- Kills germs[†] that can hide in grime -and/or- kitchen messes -and/or- bathroom messes -and/or- bathroom hot spots^P
- Kills germs²⁰ without the bleach smell
- Kills -or- Disinfects against -or- Effective against [the] COVID-19 virus[◇] -or- virus that causes COVID-19[◇] [in 15 sec[onds]]
- Kills -or- Eliminates 99.9% -or- Destroys -or- Gets rid of [99.9% of] [common -and/or- household^P] germs[†] -and/or- bacteria
- Kills -or- Eliminates 99.9% -or- Destroys -or- Gets rid of [99.9% of] bacteria -and/or- germs[†] [all] around [your -or- the] bathroom -or- restroom -and/or- kitchen -and/or- school¹⁶ -and/or- classroom -and/or- home^P -or- house^P -and/or- office -and/or- work -or- office place
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household^P Viruses^{95, 83}
- 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 H1N1 influenza A Virus [(formerly called swine flu)]
- Kills the bacteria²¹ that [can] cause[s] bath tub rings
- Kills [the] [common] [99.9% of] cold -and/or- flu viruses¹⁴ [: H1N1 virus -or- Swine Flu virus -and/or- H3N2 virus -and/or- H5N1 Virus -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 cough³¹
- Kills the viruses that cause[s] [the] [common] colds and/or flu¹⁴
- Leaves hard, nonporous surfaces disinfected
- Life [doesn't -or- shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- Locks in -or- removes dirt, grease, and grime
- [Low-Streak -or- Low Visible 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 visible residue] [Formula -or- Wipe] [Great -or- Use it -and/or- For] [cleaning -and/or- disinfecting] Every day[:] [on] hard, nonporous [surfaces]
- Makes [cleaning -and/or- disinfecting] [your job] easier⁴³ [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work][‡]
- Mildew growth⁵³ is no match for this product -or- **insert full product name** for up to 7 days
- Moist with cleaners -and/or- disinfectants
- [More] efficient [bathroom -and/or- kitchen -and/or- home -or- household -and/or- office] cleaning -and/or- disinfecting
- [Now] clean[s] -and/or- sanitize[s] soft surfaces [[including][:] **insert soft surfaces from table 5**]
- One-step⁵¹ cleaning -and/or- disinfecting -and/or- deodorizing
- [One step⁵¹ 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 step⁵¹ -or- Everywhere indicated on the label -or- Anywhere^P indicated on the label
- [One step⁵¹ 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^P
- 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 visible residue -or- low-film -or- no-film -or- clear-drying [formula]
- [Try -and/or- Our] Thickest [Disinfecting] Wipe [[Clorox[®]] Ultra Clean]]^[!] [Recommended]
 - [For -or- To][:] **may use none, some or all items from list below**
 - [1] Disinfect[s] -and/or- Kill[s] Germs[†] -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] Stovetop⁸¹ Spills
- Patented Disinfecting Formula
- Penetrates messes -or- soils -or- **insert soil(s)/stain(s) from Table 4**
- **People & Pets: header will only be used with the claims below**
 - Kills 99.9% of viruses[†] & bacteria[or germs[†]] -and/or- Covid-19 virus[◇] -and/or- cold & flu viruses¹⁴
 - Kills 99.9% of [most] viruses harmful to pets⁷¹ [or viruses that may make pets sick⁷¹]
 - Removes [99% of] allergens¹⁵
- Plus **insert product name or icon(s) representing product**
- Prevents Tough -and/or- Trash Bacterial[△] odors on surfaces [with ease]
- Prevents [Tough -and/or- Intense -and/or- Musty -and/or- Lingering -and/or- Stubborn] Bacterial[△] Odors -and/or- Mildew Odors
- Prevents odor-causing bacteria and odor buildup [and keeps surfaces smelling fresh longer][△]
- Prevents -or- Inhibits -or- Stops -or- Reduces odor-causing bacteria[△] growth -or- the growth of odor-causing bacteria[△] for [up to] **XX hours -or- X days XX is less than or equal to 96 hours and X is less than or equal to 4 days**
- Prevents -or- inhibits -or- stops -or- protects against odor-causing bacteria^[!][△] 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*]^[36]

- Prevents -or- Inhibits -or- Stops -or- Reduces odor-causing bacteria[△] growth -or- the growth of odor-causing bacteria[△] for [up to] **XX** hours ***X is less than or equal to 96 hours*** -and/or- 4 days
- Prevents -or- inhibits -or- stops -or- protects against odor-causing bacteria[[△]] growth for up to 96 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***]^[36]
- Prevents the growth of mildew for up to 7 days⁵³
- Proven to Kill ***insert number based on Organism Table*** [Common] Viruses[‡] and Bacteria
- Reaches the places [where] germs[†] hide^P
- Reduce[s] bacteria -and/or- viruses[‡] -and/or- germs[†] on hard, nonporous surfaces [in your ***insert use sites from Table 2***] [this cold -and/or- flu season]
- Reduce[s] bacteria on hard, nonporous surfaces [in your ***insert use site(s) from Table 2***]
- Remains -or- stays active against odor-causing bacteria [for] **XX** hours²⁸ ***XX is a number less than or equal to 96***
- Remove -or- Eliminate 99.9% -or- Kill cold and flu viruses¹⁴ -or- cold viruses⁹³ -or- flu virus⁹⁴ [this season]
- Remove -or- Eliminate 99.9% -or- Kill viruses¹⁴ that cause colds and flu [this season]
- Removes -and/or- Controls ***insert number between 90 and 99.9%*** of common [indoor -and/or- outdoor] allergens¹⁵
- Removes dirt -and/or- [grease] -and/or- [soap scum] that can promote bacteria growth
- Removes germ[†] residue²⁰
- Removes [More than] 99% of [Pet] Allergens¹⁵
- Removes -or- banishes -or- extinguishes -or- harms the bad:
 - Kills germs[†] and Viruses[‡] -or- [99.9% of] [household^P] germs[†] -and/or- viruses[‡] -and/or- bacteria^[82] -and/or- COVID-19 virus[◇]
 - Disinfects [and cleans] high touch surfaces -and/or- household^P surfaces ***footnote "82" must be used unless "household and bacteria" both appear in claim***
 - Kills pet-harming viruses [or viruses that may make pets sick]⁷¹
 - Prevents mildew for up to 7 days⁵³
 - Removes allergens¹⁵
- Removes 99% of [allergens, including] pet dander, dust mites & pollen allergens -or- particles -or- debris -or- matter
- Removes -or- Cleans [the] stuck-on messes -or- scum -or- grime where germs[†] -or- bacteria [can] hide^P
- Removes -or- Controls common [indoor] [and outdoor] allergens¹⁵ [of concern]
- Removes -or- Eliminates 99.9% of -or- Kills 99.9% of viruses that cause cold and flu
- Same [trusted] Cleaning Power -and/or- Disinfecting [now with [a -or- an]] new -and/or- improved [Fresh] Scent -and/or- fragrance ***"trusted" only to be used with Cleaning Power***
- Sanitize[s] -or- Disinfect[s] -or- Clean[s] without bleaching [hard -and/or- soft -or- any] surfaces^[# -and/or- 74]
- Sanitizes in [just] [10 sec[onds]^{13]}
- Sanitizes soft surfaces -and/or- fabrics -and/or- cotton -and/or- polyester -and/or- polycotton -and/or- ***insert surfaces from table 5*** in 4 min[utes]
- [Say] Boo to the Influenza virus⁹⁴ [this year -or- winter -or- flu virus⁹⁴ season] [with Clorox[®] wipes [***this product***] -or- Clorox[®] Disinfecting products]
- Say Goodbye to -or- No More -or- Controls -or- Prevents Lingering -and/or- Stubborn -and/or- Tough [Pet -and/or- Trash] [Bacterial[△]] Odors [Effectively -and/or- with ease]
- Send Germs[†] Packing
- Simplifies [cleaning -and/or- disinfecting]
- Simplify [cleaning -and/or- disinfecting]
- Soft side for wiping -or- cleaning dirt away and disinfecting
- 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***]
- Stops -or- prevents -or- inhibits -or- Reduces odor-causing bacteria[[△]] [re-] growth for [up to] **XX** hours ***X is less than or equal to 96 hours***
- 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***]
- Targets the places where bacteria hide and multiply^P
- Tested [and proven effective] against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 15 sec[onds]]^P
- Tested -and/or- Proven [Effective] on COVID-19 Virus [and] Variants[×]
- The Disinfecting Wipe used by [at least] 20 Million Moms -or- parents
- The Disinfecting Wipe used by [at least] 25 Million Households -or- [/] Families
- [The] easy⁴³ way to clean -and/or- disinfect [all over^P -and/or- your -or- the bathroom -and/or- kitchen -and/or- house -and/or- office -and/or- work [place]]
- [***The product*** [is -or- are] the easy⁴³ way to [touch-up] [clean -and/or- disinfect
- [***This product***] are your daily defense against germs[†]
- [***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***
- The scrubbing [power] [side] of a sponge in a disinfecting wipe
- Thicker -and/or- Heavier wipe for [cleaning] your biggest messes [and disinfecting [hard, nonporous surfaces]] [all around the house -or- home^[P]]
- This cleaner -and/or- disinfectant combines cleaning and disinfecting [in one product -or- in one step⁵¹]
- [Touch-up] Clean[s] and disinfect[s]
- [Triple Action:] Clean, disinfect and prevent odor-causing bacteria[△] growth [for up to] **XX** hrs]
- TripleWeave^[TM] Texture, removes [more than] 99% of allergens¹⁵
- Use in public -or- common places where [bacteria -and/or- viruses[‡] -and/or- germs[†] may be of concern] [you are concerned about bacteria -and/or- viruses[‡] -and/or- germs[†]]^P [on hard, nonporous surfaces] ***qualifier may be removed when "on hard, nonporous surfaces" is in claim***
- Use [in public -or- common] places where germs[†] may be of concern -or- you are concerned about germs[†],^P
- Use [in [public] places] where germs[†] may be of concern
- 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]

- **Versatile⁸⁴ [and-or] Practical [or] Bonus Features [or] How Nice:**

- Clean, disinfect and deodorize in one step⁵¹
- Multi-surface wipe: Cleans over 100 [common household] surfaces [including *insert surfaces from table 1* -and-or- *soft surfaces from table 5*]
- Great for use on finished hardwood, sealed granite, & stainless steel
- Safe on -and-or- cleans [hard nonporous surfaces like -or- such as -or- including] smartphones, gaming consoles, fitness equipment [exercise stuff], & more⁵³
- Disinfects high touch areas including kitchen counters, sinks, light switches, & door handles
- Cleans soft surfaces including carpets & upholstery⁶⁵
- Cleans, disinfects & smells great
- Doubles your cleaning power on grease, soap scum, & grime¹⁸
- Cleans 2x better on grease, soap scum, & grime¹⁸
- [Wet] [household -and-or- disinfecting] wipes

- Wipe [with] [new -and/or- improved] [look -or- pattern -or- color] disinfects -and/or- scrubs -and/or- [designed to] absorb[s] grease -and/or- [has -or- with] thicker texture⁴⁹ -and/or- cleans farther⁴⁹
- Wipes Away [*insert number between 90 and 99.9%* of] [The Most] [Common] Allergens¹⁵
- Wipes -or- cleans away build-up to kill [99.9% of] bacteria [in their home] or [where they live]^P
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting
- With Active Ingredients to prevent odor causing bacteria[△] [buildup]
- [You can] clean -and/or- disinfect [~~Xx~~] more -or- larger surface [area] [vs. Clorox® Disinfecting Wipes₁] [EPA Reg. No. 5813-79]

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.

Organism Table

Hard, Nonporous Surface Disinfection		
Bacteria	Strain and/or ATCC	Contact Time
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]
Klebsiella 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]
Listeria monocytogenes [(Listeria)]	[ATCC 19117]	4 min[utes]
Multi-drug Resistant [(MDR)] Acinetobacter baumannii ^[90]	[ATCC 19606]	4 min[utes]
Multi-Drug Resistant [(MDR)] Enterococcus faecium ^[91]	[ATCC 51559]	4 min[utes]
Multi-drug resistant Streptococcus pneumoniae ^[92]	[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]
Vancomycin Resistant Enterococcus faecalis [(VRE)]	[ATCC 51575]	4 min[utes]
Fungus	Strain and/or ATCC	Contact Time
Candida albicans	[ATCC 10231]	4 min[utes]

Viruses Enveloped	Strain and/or ATCC	Contact Time
*H1N1 Influenza A Virus (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 Virus 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 A/Hong Kong/8/68]	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]
*SARS-CoV-2 [(cause of COVID-19)]	[Strain USA-WA1/2020]	15 sec[onds]
*SARS-CoV-2 [(cause of COVID-19)]	hCoV-19/Alpha/204820464/2020 [(B.1.1.7)] [(NR-54000)]	12 sec[onds]
*SARS-CoV-2 [(cause of COVID-19)]	hCoV-19/Beta/KRISP-EC-K005321/2020 [(B.1.351)] [(NR-54008)]	12 sec[onds]
*SARS-CoV-2 [(cause of COVID-19)]	hCoV-19/Alpha/CA_CDC_5574/2020 [(B.1.1.7)] [(NR-54011)]	15 sec[onds]
‡. ##Ebola Virus	[Zaire-Kikwit]	20 sec[onds]
Virus Large Non-Enveloped	Strain and/or ATCC	Contact Time
*Rotavirus	[Strain WA]	4 min[utes]
Hard, Nonporous Non-food Contact Surface Sanitization		
Bacteria	Strain and/or ATCC	Contact Time
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]

<i>Soft Surface Sanitization as a spot treatment</i>		
<i>Bacteria</i>	<i>Strain and/or ATCC</i>	<i>Contact Time</i>
Klebsiella aerogenes	[ATCC 13048]	4 min[utes]
Staphylococcus aureus	[ATCC 6538]	4 min[utes]
<i>Fungistat</i>		
<i>Fungus</i>	<i>Strain and/or ATCC</i>	
Aspergillus niger	[ATCC 6275]	

General/Miscellaneous Claims

- **X** pack **X** is a number between 2 and 5
- **XX** 1 ct wipes **XX** is a number between 0 and 1000
- [+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]
- 1 [*insert ABN*] = X [regular] Clorox® Disinfecting Wipes₁ [EPA Reg. No. 5813-79][*\$\$\$*]
- 1 job, 1 wipe. [*insert number* < 50%] Thicker for Powerful Cleaning^{ss}
- 1 -or- one[-]handed dispensing -and/or- [flip &] pull
- #1 Cleaning Wipe
- 2 in 1 Cleaner & [Air] [Room] Freshener
- 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger^{ss} -or- [100 or 200]% stronger [textured] [wipe]^{ss}
- **Xx** -or- **XX%** better Better on Soap Scum^{ss} **X** is a number less than 3 and **XX** is a number less than 300
- 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger^{ss}
- 2x Thicker. 2x Longer Lasting¹⁸
- 2x strength [and durability]¹⁸
- 3 Canisters With 3 Matching Refills [Pouches]
- [3 in 1] Cleans -and/or- Deodorizes -and/or- Freshens [hard -and/or- soft surfaces]
- 3 textured layers
- 3X -or- 4X -or- 5X Cleaning Power^{oo}
- 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]¹⁸
- 4 -or- 3 Products [in 1]^{tt} [Container] [of This Product -or- *insert ABN*]
- 4 Refill Pouches for *insert number*-Count Canisters
- 4x Cleaning Action[:] Deodorization, [Kitchen] Grease, Soap Scum, [Floor] Soils
- **X** day[s] of freshness in 4 minutes **X** is less than or equal to 4 days
- 5X Stronger for a Powerful Clean^f
- 100% Clorox Cleaning Performance [with a new scent]
- *Insert a number from 1-100%* more cleaning ingredients^{ss}
- *insert number between 5 and 15x* Cleaning Power⁹⁸
- [*insert number* < 50%] Thicker -or- Textured [for more Cleaning Power] [for more Scrubbing Power]^{ss}
- [*insert number* < 50%] Thicker! 4X Cleaning Power^{oo}
- **x%** thicker³⁸ -or- triple layered -or- **x** layers [,] [cleans **XX** -or- **x%** more^f -or- lasts **XX** -or- **x%** longer^f -or- cleans **XX** better^f -and/or- tear resistant]
- [Look][**x%** thicker³⁸ -or- Tripled layered -or- **x** layers for] **xx** [cleaning] action[s]⁹ -or- power⁹
- [Look] [**x%** thicker³⁸ -or- Tripled layered -or- **x** layers for] **xx**[cleaning] action⁹⁸ -or- power⁹⁸
- [**XX**] more cleaning layers [in every wipe]
- **XX%** Thicker^{ss}! [Cleans Tough Messes]
- **XX%** faster *insert soil(s)/stain(s) from Table 4* removal³³ -or- 38-or- *f*
- [**XX%**] with -or- made with natural origin ingredients
- [#] Convenient -or- [easily] portable to go packs
- A cleaner clean
- Absorbs [and breaks down] greasy -and/or- oily spills⁵⁸
- Adds Irresistible Gain® -or- Febreze® Freshness³⁴
- Adhesive comes off cleanly **Claim to be used with specific packaging with an adhesive backing**
- Adhesive holds on strongly **Claim to be used with specific packaging with an adhesive backing**
- Adhesive removes without damage [or visible residue] **Claim to be used with specific packaging with an adhesive backing**
- Adhesive removes without damaging [most] [household] surfaces **Claim to be used with specific packaging with an adhesive backing**
- Advanced cleaning technology -or- power
- Advanced Odor Control[,] - and/or - Refreshing New Scent
- Advanced triple weave texture. Cleans 2X Better^f [on Soap Scum -and/or- Grease -and/or- Grime]
- After use, just toss wipes away
- All Warm and Fuzzy [White Peach & Vanilla] or [Vanilla & Peach Blossom] **to be used as part of a scent descriptor**
- 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 visible residue formula]
- Also try -or- learn more about [our] [other] [convenient] Clorox® wipes, go to -or- visit 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
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
- Attacks Stuck on Messes, -and/or- Neutralizes Odors, -and/or- [for] Sparkling Clean Surfaces
- Available in *insert number* other designs
- [Back to] school checklist -or- essential item
- Back-to-school¹⁶ [essential]
- Be prepared -or- ready for back to school
- Be ready for school¹⁶ by including **this product** on your [back to school¹⁶ -and/or- home] shopping list
- Best value cleaning wipe⁶³
- 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 Clean, Brighter Day
- Better -and/or- more value per canister⁸⁹
- Better -or- Stronger -or- Thicker Wipe!
- [Better] value!

- Big[er] messes call for a better -and/or- stronger -and/or- thicker -and/or- heavier wipe^{ss}
- Big size
- [Big] [Value] Can
- Bleach[-]free [formula]
- Bonus[!] -or- Combo -or- Family -or- Variety Pack [includes:]
- BPA-free
- Built for on-the-go
- Box Tops for Education
- Bright -and/or- Sparkling -and/or -and/or- Welcoming -and/or- Clean -and/or- Kitchen Friendly[△] -and/or- Refreshing [Home] Scent[s] -or- Fragrance[s]
- Brightens [hard -and/or- soft surfaces][including][:][*insert surfaces from table 1* -and/or- *insert surfaces from table 5*]
- Bring to -or- take to your classroom -or- the teacher
- [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*
- Buy -or- get **x** for your home -or- you [and **x** for your school -or- classroom -or- teacher]
- Buy -or- get **x** for your School -or- Classroom -or- Teacher [and **x** for your Home -or- You]
- [Buy] Two for home, one for school¹⁶ -or- the car -or- purse -or- to go
- Can be used⁷⁹ to clean soft surfaces⁶⁵ [too]!
- [Can] [easily] Slip -or- Fit into a purse -and/or- pocket -and/or- diaper bag¹⁹ -and/or- backpack -and/or- gym bag -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]
- Canister made from renewable sources/ingredients
- Cast your [design] vote [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting *insert number*]
- Catch Those Rays [Coconut & Waterlily] *to be used as part of a scent descriptor*
- Check out our website for [more] [the latest] information on germs that affect your family www.clorox.com -or- www.cloroxdisinfectingwipes.com
- Choose-or- Create-or- Pick[-]a-[-][wipe] size
- Choose-a-size [wipe]
- Clean before you shop
- Clean common fabrics, such as *insert soft surface(s) from Table 5*
- Clean [even] more -or- multiple surfaces with wipes -or- *this product*
- Clean [from Clorox®] to -or- on the go -or- and go
- Clean more messes¹⁰⁰
- Clean more messes with our largest value pack
- Clean more with fewer wipes⁸⁸
- Clean -or- Wipe up messes [and go]
- Clean up the classroom [with *this product* -or- wipes]
- Clean with Confidence. [Clean with Clorox®]
- Clean with just a wipe -or- touch
- Clean your cart
- [Cleans] **Xx** better -and/or- faster -and/or- more [on] [Kitchen] Grease -and/or- [Soap] Scum -and/or- [Kitchen] Grime^{ss}
- [Cleans] **Xx** better³³ -or- ³⁸ -and/or- faster -and/or- more [on] [Kitchen] Grease -and/or- [Soap] Scum -and/or- [Kitchen] Grime^{ss} [or] Doubles your cleaning power on grease, soap scum & grime¹⁸
- Cleans **Xx** better³³ -or- ³⁸ -or- [¢] **X is a number less than 10**
- Cleans **Xx** -or- **x%** more[¢]
- Cleans [**Xx** -or- **x%**] tougher messes¹⁸
- Cleans 2X As Much Surface Area -or- Dirt -or- [better on] Soap Scum -and/or- Grease & Grime] -and/or- Grime -or- Grease[¢]
- Cleans 2x better¹⁸ -or- [¢] [and protects surfaces³³] [on Soap Scum, Grease and Grime]
- Cleans and leaves [a pleasant] scent
- Cleans -and/or- Effective for -and/or- Great for cleaning [both] hard and soft surfaces⁶⁵ [too!]
- Cleans & Protects -and/or- shields Surfaces for [faster -and/or- easier] clean-up³³
- Cleans & Protects Surfaces³³
- Cleans and protects surfaces³³ at -or- in *insert use site(s) from Table 2*
- Cleans Better! [Low -or- Less Visible Residue Left Behind!]
- Clean[s] grease and grime
- Cleans [light -or- everyday] messes
- Cleans longer than ever -or- previous [disinfecting] wipes
- Cleans more surface area[¢] -or- ³⁸
- 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 -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
- Cleans stains -or- spills -or- messes **XX** times its size
- Cleans to a shine!
- Cleans [tough] *insert soil(s)/stain(s) from Table 4* on your floors
- Cleaning for a reason
- Cleaning powered by Clorox®
- [Cleaning] is best enjoyed with music
- Cleans 2x better on grease & grime⁸⁵
- Cleans -and/or- Eliminates Odors -and/or- Leaves [Long Lasting] Fresh Scent
- Clear-Drying Formula for Multiple Surfaces
- Clorox® brings beauty [artistry] [elegance] [trendy] to cleaning!
- Clorox is proud to help -or- support parents -and/or- teachers -and/or- schools
- Clorox -or- We stand[s] with -or- support[s] -or- champion[s] teachers
- Clorox supports cleaner schools
- Clorox supports teachers -and/or- schools -or- classrooms -or- students
- Clorox thanks teachers(!)
- Clorox® Wipe and -or- 'N Go Disinfecting Wipes
- [Cloth-like] [softer] [feel]
- Collect all [of the Designer Series] canisters!
- Color-safe
- Combo Pack
- [Comes in [a]] Recyclable package -or- packaging
- Coming soon
- Compact size [fits anywhere -and/or- easy to store]
- Compact size [for storage]
- Compare [and buy -or- choose]
- Compare -or- Try [Our -or- these] [other great] Wipes
- Complete Refill Pack for *insert number* [Club Pack]
- Contains cleaning formula with premium large size, non-linting wipe

- [Contains] Same Clorox® wipes [you love] -or- same wipes, easier to grab
- Convenient
- [Convenient and] easy to use
- Convenient cart cleaning
- [Convenient] Size
- Convenient, [tough] [real] cleaning!
- Convenient wipes that give you a powerful clean with a fresh, beautiful scent
- Costco Exclusive! [Our] Thickest [Clorox®] [Disinfecting] Wipe^{ss}
- Crank up -or- turn on the tunes and clean -or- get cleaning
- Creativity starts with a clean space
- Cross me off your back-to-school¹⁶ list
- Cuts cleaning time by **Xx**[∞]
- Decorate your home -and/or- kitchen -and/or- bathroom -and/or- office counter[']s -and/or- bathrooms [with designer wipes]
- Demolishes Even Stuck on Messes
- Deodorizing -and/or- deodorizes [hard -and/or- soft surfaces]
- Designed to Leave Out on the Counter[!]
- Designer -or- Decorator -or- Holiday -or- Seasonal series -and/or- Collection
 - Discreet -or- small [pack[age]] for on-the-go [use] -or- to use on-the-go -or- to take on-the-go -or- to take anywhere
- Dispenses [Comes out] one wipe at a time
- Dispenses [wipes] like a tissue
- Dispensing is effortless!
- Dissolve[s] -and/or- Pick[s] up dirt, [don't] [doesn't] [just] push it around
- Dissolves -and/or- [powers through layers of] grime
- Dissolves grease in seconds⁴⁴
- Do more cleaning, use less⁹⁹
- Do not remove label/cut out Box Tops for Education proof of purchase until product has been completely used
- Does not leave [behind] visible -or- greasy residue
- Does not leave greasy appearance or feel
- Does not leave [a] strong -or- intense smell [behind]
- [Doesn't -or- No more] pinch[ed] fingers!
- Doesn't [or Won't] leave a smell [or] odor [behind]
- Donate **this product** [to your child's classroom -or- school¹⁶]
- Don't let your Holidays Get Messy
- Don't miss a beat with **this product**
- Double -or- Dual -or- Two-sided [scrubbing] [wipes]
- Double -or- Super Value [Size -and/or- Pack]
- [Double -or- Triple] Reinforced wipe
- Drops -or- Slides into an empty [disinfecting] [wipes] canister -or- container
- Dries clear
- Dual action
- 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-purpose wipe. Scrubs and wipes away messes.
- Dual Sided: For Quick Touch[-]Ups AND Textured for Tough Messes
- [Dual sided:] **insert number less than 10X -or- less than 1000%** stronger[§] -and/or- tougher[§] 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 wipe. Scrubby on messes, smooth on surfaces.
- [Dual sided] [with] [Strong -or- tough] blue fibers -and/or- **insert soil(s)/stain(s) from Table 4**-catching ridge
- [Each -or- quilted wipe] cleans as much as **X** [regular -or- original] Clorox® [Scentiva] Disinfecting Wipes₁ [EPA Reg. No. 5813-79]
- [Each -or- quilted wipe] cleans -or- picks up -or- traps -or- tackles [**Xx**] more dirt -and/or- grime [than Clorox® Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each -or- quilted wipe] does the cleaning job of **X**
- [Each -or- quilted wipe has] 2x [the] cleaning agent -or- power -or- solution -or- liquid [vs. Clorox® Disinfecting Wipes₁] [EPA Reg. No. 5813-79] [for] [more cleaning power] -or- [extended] -or- [extra strength] [cleaning] Clorox® [Scentiva] Disinfecting Wipes₁ [EPA Reg. No. 5813-79]
- [Each -or- quilted wipe is] [designed to] stay[s] wet longer [than Clorox® [Scentiva] Disinfecting Wipes₁] [EPA Reg. No. 5813-79] [for] [**Xx** the cleaning power] -or- [extended cleaning]
- [Each -or- quilted wipe] Keeps cleaning when other wipes^{ss} stop -or- can't -or- quit
- [Each -or- quilted wipe] lasts [**Xx**] longer [than Clorox® Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each wipe] cleans as much [mess] as a spray cleaner and **X** paper towels
- [Each wipe has] **Xx** more cleaning power [than Clorox® Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [[Each wipe has] **X%** more cleaning power [than regular Clorox® Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each wipe has] 2x/3x/4x more cleaning power to tackle [tough] outdoor messes -or- jobs¹⁸ -and/or- 38 -and/or- [§]
- [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][§]
- [Each wipe has an] extra thick [core]
- [Each wipe has] -and/or- [With] DuraThick -or- UltraThick -or- MegaThick -or- TripleWeaveTM -or- MoistureLock Technology [for cleaning [3x] more than Clorox® [Scentiva] Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each wipe has] -or- [With] -or- [Quilted wipe with] TimeRelease Technology to stay wet longer[, for more cleaning power]^{ss}
- [Each wipe is] **X%** more effective at cleaning messes [than Clorox® Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each wipe is] [so] [strong] [that it] -or- [enough to] power[s] through [even] your biggest messes
- [Each wipe is] [**Xx**] thicker for heavy duty -or- deep cleaning^{ss}
- [Each wipe is] [**Xx**] thicker[§]
- [Each wipe is] [**Xx** / **X%**] thicker than Clorox® Disinfecting Wipes₁ [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] 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
- Easier -or- Easy [to Use] -or- Improved [Dispensing -or- Dispenser]!
- Easier Than Ever to Use -or- Pull [Wipes] [Out]!
- [Easily] Grab [wipes] one at a time
- [Easily] removes the following -or- easily cleans the following⁵² -or- use to clean soils:
 - Fingerprints

- Toothpaste
- Body wash
- Shaving cream
- Shampoo
- Hair gel
- Cosmetics
- Lotion
- Soap scum
- Grease & grime
- 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 -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 -and/or- Simple Dispensing!
- Easy Breezy Dispensing
- Easy-carry handle
- Easy Dispensing Package[!]
- Easy one hand cleaning!
- Easy [one-handed] dispensing [for quicker cleans]
- [Easy] One-handed dispensing -or- Dispense [wipes] with [only] [just] one hand
- Easy -or- Better -or- Advanced Dispensing
- Easy -or- Better -or- Dispensing Lid -or- Closure -or- Cap
- Easy -or- Simple -or- Quick-loading refill -or- roll -or- [disinfecting] wipes
- Easy open lid
- Easy -or- easier to recycle⁶⁰
- Easy -or- EZ Start Lid -or- Cap
- Easy on [your] hands
- Easy pop [top]
- Easy pull from start to finish
- Easy pull; saves time
- Easy start & stop [lid]
- Easy start dispensing!
- Easy storage -or- to store
- Easy to carry
- Easy to dispense
- Easy to dispose of
- Easy to grip -and/or- hold -and/or- handle
- Easy to Open -or- Thread
- Easy [to] pull [wipes]
- Easy to store & stack
- Easy-to-use dispenser
- Easy to Use Lid
- [Easily] fits in your pocket -and/or- purse -and/or- backpack
- 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
- Effective, fast sanitization and fun⁵⁴
- Effectively cleans up -or- cuts -or- removes grease [& grime]
- Effortless cleaning with one hand
- Effortless dispensing!
- Effortless Dispensing[!] [-] [is] [as] easy as pulling a tissue!
- Eliminates 99% of Odors [wherever you wipe - and/or - around the house - and/or - under 5 minutes]^P
- Eliminates dirt and soils -or- **insert soil(s)/stain(s) from Table 4**
- Eliminates odors [on soft surfaces]
- Eliminates -or- Neutralizes Odors without just masking^P
- Eliminates -or- Neutralizes Odors caused by spoiled food -and/or- freezer burn -and/or- raw meat[△]
- Eliminates -or- Neutralizes Odors at their source -and/or- around the house -and/or- wherever you wipe^P
- Eliminates -or- Neutralizes Odors in under 5 minutes^P
- Eliminates -or- Neutralizes Odors with Odor Eliminators^P
- Eliminates -or- Neutralizes [Tough -and/or- Intense -and/or- Musty -and/or- Lingering -and/or- Stubborn -and/or- Rotten -and/or- Foul] Food Odors -and/or- Trash Odors -and/or- Pet Odors -and/or- Unpleasant Odors -and/or- [**X**] Day Old Odors -and/or- Trapped Odors -and/or- Fridge⁵⁸ Odors^P **where X is a number less than 10**
- Engineered -or- Designed in the USA
- [Enjoy] enhanced Scents & Clorox® cleaning power – All -or- 2 in 1[!]
- Enter -or- Vote [now] [and win]
- Essential -and/or- Important -or- Key School supply checklist [item]
- [Even] Better scrubbing -and/or- cleaning [power]
- [Even] more wipes [per package -or- container -or- canister]
- 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
- [Even] stronger [wipes] [a] [Better Wipes]^{§§}
- Every hard, nonporous surface in [your -or- the] [kitchen -and/or- bathroom -and/or- house] deserves -or- can -or- could use a wipe
- Extended -and/or- Steady Release with -or- For Long Lasting [Gain®] Freshness³⁴
- Extra-Large, Extra-Thick Wipes
- Extra Large -or- Wide
- Extra strength cleaning
- Extra wide & thick for big messes
- Fast drying: leaves no dull or sticky residue
- Fastest cleaning wipe⁷⁶
- Feel the difference with [our] honeycomb texture -or- wipe
- Feels -or- works like a cloth
- **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]
- Fits almost anywhere^{§§§}
- Fits [in] [a[n] -or- your] [current -or- existing] [**insert number**] [Clorox®] [wipes -or- **this product**] canister -or- container
- Fits in your -and/or- car glove compartment
- Fits [Swiffer[®]] [Sweeper]] [most] Mop[-]heads [sweepers]
- [Flat -and/or- Flexible -and/or- Soft] [Pack] Fits in [your -or- the] purse -and/or- glove compartment -and/or- diaper bag¹⁹ -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 of fragrances
- **For CSF A06 -or- CSFs with no fragrances** No fragrances -or- scents added
- **For CSF A06 -or- CSFs with no fragrances** Unscented

- For [light] -or- touch-up – daily -or- quick cleaning -or- clean-ups [in one easy step]
- For long lasting -and/or- everyday -and/or- whole-home [refreshing] clean -and/or- freshness³⁴ [that revitalizes any space]
- For household surfaces indoor and outdoor^P
- For Multi-Surface -and/or- Multi-Room [Everyday] Use[: Kitchen, Bathroom and more⁵⁶]
- For tough messes throughout the house
- 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 on -or- For use cleaning soft surfaces -or- fabrics [such as **insert surface(s) from Table X**]
- For use while traveling
- For you:
 - Long lasting -and/or- extraordinary scents
- [Formula] Won't -or- Will not bleach [hard- or- soft] surfaces -or- clothes- or- fabrics^[# -and/or- 74- and/or- 79]
- Formulated for hard^P and soft surfaces^{65 -and/or- 79}
- Free[!] Sample
- Freshens -and/or- Refreshes multiple [small] spaces -and/or- surfaces with long lasting scent -and/or- by eliminating odors -and/or- without just masking³⁴ **qualifier required when 'by eliminating odors' is not included**
- Freshens the -or- your bathroom -and/or- restroom -and/or- kitchen -and/or- home -or- house -and/or- work -or- office [place]
- From the inventor of disinfecting wipes
- Fun -and/or- Good -and/or- Playful -or- Hello -or- Keeps the Good -or- How Nice -or- No Thank You:
 - Long lasting scents
- [XX] hrs of Gain[®] -or- Febreze[®] Freshness³⁴ **where XX is less than 12**
- Gain[®] -or- Febreze[®] Freshness³⁴ [that Lasts [XX hrs]] **where XX is less than 12**
- [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
- Get 1 wipe at a time, every time!
- [Get] more wipes [at] the [same -and/or- old -and/or- original] price
- Go to cloroxforschools.com for details -or- information on how to donate
- Grab [a] wipe [and wipe] with [just -or- only] one hand
- Grab & go [handi wipe -or- portable pack] -and/or- saves time -and/or- for all messes]
- [Great] For floor [touch-ups]
- Great for -or- Safe on -or- for cleaning smart phones, electronics, rugs, upholstery surfaces
- 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 for the road -and/or- travel -or- traveling!
- Great -or- Made for sharing with others -or- friends -and/or- family
- Great -or- Perfect for [light] everyday messes
- Great -or- perfect for [one time] gummy[†] jobs [on-the-go]
- [Great -or- Perfect] [for] [Take [It] -or- Taking it] [Clean[ing]] On the Go[!]
- Great -or- Safe for [cleaning] [hard and] soft surfaces⁶⁵ -or- fabrics [too!]
- [Great] scent[,] [same [great] wipe]
- Great for **insert surface material(s) from Table 3**
- Great for the classroom
- [Great] for [the] schools¹⁶ -and/or- classrooms
- [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 bags¹⁹ -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] for [use on] kid's play -and/or- pet area⁷⁴
- Great -or- perfect -or- essential -or- 4 -or- for [back-to-]school¹⁶ -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)**
- Great [value -and/or- for] [school¹⁶ -and/or- home -and/or- back to school¹⁶ -and/or- spring cleaning -and/or- holidays]
- Grease Fighting Formula cuts cleaning time by **Xx**[‡]
- Guaranteed to not dry out!²⁶
- [Guaranteed to] Pull[s] Wipes One at a Time!
- Guaranteed to repel tough stains^[33 -and/or- 32]
- [Guaranteed] Wipes stay moist²⁶ -or- wet
- Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
- [Has a] mild[,] -or- pleasant scent
- Hassle free dispensing
- Hassle free lid
- [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]
- Help us [with our canister makeover] [pick our future -or- next [canister] design]
- Helping Classrooms Thrive with DonorsChoose.org
- Helps maintain a clean, fresh fridge⁵⁸ -and/or- home [between deep cleans]
- [Hey Mom] Take this -or- **this product** to [my] classroom -or- school¹⁶ -or- teacher
- [Hey Mom] Take **this product** -or- me to [my] classroom -or- school¹⁶ -or- teacher
- Holds up to your toughest messes -or- jobs -or- stains
- Home. Clean. Clorox[®]
- 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]
- [Improved formula] [for] [low -or- less -or- lower] streaking -or- visible residue!
- [Individual] refills -or- rolls -or- package -or- pouch [stay[s]-or- keep[s]] moist -and/or- fresh
- Individually Cut Sheets Dispense Easier[!]
- Individually Wrapped[!]
- Individually wrapped 1 ct -or- count wipes **scent descriptor may be added to claim**
- 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 designer name** Designer Collection -and/or- Series
- **Insert number less than 10X** strength[§] -or- Toughness[§] -and/or- [tough] dirt -and/or- grime-trapping -or- catching fibers -or- ridges
- **Insert number less than 10x** stronger[§] [with] [tough] [blue fibers] to outlast -or- power through tough messes
- **Insert number less than 10X** scrubbiest[§] -or- §§ [for] [to tackle] [on] [stuck -or- dried -or- burnt on -or- sticky messes]
- **Insert number less than 10X** strength[§] [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** stronger⁹⁸ -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- better⁹⁸ -and/or- 18 -and/or- 38 -and/or- 39 on grease -or- soap scum -or- tough messes
- **Insert number** canisters = **insert number** [regular -or- previous] canisters⁴⁸
- **Insert number; number will be struck over with "x"** [Now -or- New[!]] **insert number larger than first number** wipes[!]⁴⁸
- **Insert number** more -or- extra wipes⁴⁸ [per canister -or- pack]
- **Insert number** wipes [per canister -or- per pack]
- **Insert number**% thicker [and more textured]³⁰ -or- 38 for -or- to outlast tough[er] messes
- **Insert number** free -or- extra -or- more wipes
- **Insert number**% off
- **Insert number** wipes [per package -or- container -or- canister]
- [Includes] **insert number** count refill [pack] -or- Contains **insert number** wipes
- **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]!
- **Insert percent** Bigger [quilted] [wipes²⁷] [to tackle -or- power through -or- outlast tough messes]
- **Insert percent** more wipes²⁷
- **Insert wipe dimensions** wipes
- It's [always] a good idea to test in an inconspicuous place first
- [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]
- Just pull, wipe clean and toss
- Just wipe [once] - no clean-up [after wipe] needed
- Keep -or- Carry [one -or- some -or- a package -or- pouch -or- pack] in your purse -and/or- diaper bag¹⁹ -and/or- backpack -and/or- gym bag
- Keep your school -or- classroom cleaner
- Keeps cleaning longer than ever -or- previous [disinfecting] wipes
- Keeps the good:
 - Extraordinary scents
 - Safe for use phones, gaming consoles, [and] exercise equipment⁵⁷
- [& **insert use surface(s) from Table 1**]
- -Adds fun to your cleaning routine
- -In a convenient wipe [for on-the-go]
- Lasting Freshness
- Lasts **XX** -or- **x%** longer[§]
- Lasts longer than ever -or- previous [disinfecting] wipes
- Leaves no -or- low -or- little visible residue [behind]
- [Leave[s] -or- Leaving Behind] [a] Delightful[ly] [Fresh -and/or- Amazing] Scents!
- Leave me out on the counter [to make cleaning easier]!
- Leaves your home -and/or- [your] kitchen[△] -and/or- bathroom refreshed -and/or- revitalized - and/or- [with a] burst of freshness³⁴
- Leaves your **insert use site(s) from Table 2** fresh and clean
- Leaves Your Surfaces Gleaming
- Less plastic⁶⁰
- Less plastic, more durable⁶⁰
- Less Scrubbing - Let Clorox do the work for you
- Less water means lower carbon emissions in shipping
- Life doesn't have to stop for cleaning
- Lift away dirt and debris
- Lifts stains and soils instantly
- Light[ly] scent[ed]
- Limited Edition
- Lint-Free Cleaning Wipe
- Lint-free – won't leave greasy residue on hands
- Long lasting [clean] scents
- Long lasting **XX** hours -or- **X** days Odor Defense -or- defense against lingering odors **XX is less than or equal to 96 hours and X is less than or equal to 4 days**
- Long Lasting -and/or- Great Scent for [Continuous] Freshness³⁴
- [Look] Less streaking -or- visible residue
- Look[ing] for all **insert number** -or- other designs [to match your home]
- 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]
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- [Low-Streak -or- Low Visible 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 Visible 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 Visible 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 Visible Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] clean[s] thoroughly
- [Low-streak -or- visible 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 stovetops⁸¹ -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks] -or- stovetop⁸¹ exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors [, too]
- [Low-streak -or- low visible 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- low visible residue] [Formula -or- Wipe] [leaves] Less -or- Fewer [visible] spots -or- spotting -or- blotches -or- marks [than [ever] before]
- [Low-streak -or- low visible residue] [Formula -or- Wipe] [Lets you] Clean multiple [household] surfaces [with wipes]
- [Low-streak -or- low visible residue] [Formula -or- Wipe] [Lets you] Clean[s] [throughout -or- around] [in -or- the -or- your] [house^P]
- Low[er] streak[ing] formula
- Lower cost per wipe
- Canister -and/or- Lid -and/or- Package Made stronger with -or- Now with less plastic⁶⁰
- Made using less fossil fuels⁶⁰
- Canister -and/or- Lid -and/or- Package [Made with] **XX%** less plastic⁶⁰
- Canister -and/or- Lid -and/or- Package Made with xx% Less Plastic[!] / Less Packaging[!]
- Canister -and/or- Lid -and/or- Package [Made with] **XX%** PCR (post-consumer recycled content) -or- recycled plastic
- Canister -and/or- Lid -and/or- Package Made with x% recycled plastic⁵⁹
- Made with 100% renewable energy
- Made with less greenhouse gas emissions⁶⁰
- Made with plant-based cloth **To be used only with plant-based substrates**
- Canister -and/or- Lid -and/or- Package Made with leftover plastic [from factories -or- [production] plants]⁷³
- Canister -and/or- Lid -and/or- Package Made with our own recycled waste
- Canister -and/or- Lid -and/or- Package Made with recycled material
- Makes daily cleaning easy [easier than ever]!\$
- Make Heavy Duty Cleaning Easy
- Make Some Waves [Coconut & Waterlily]**to be used associated with a scent descriptor**
- Makes your job easier in the kitchen -and/or- bathroom\$
- Manufactured -or- Assembled in the USA
- Match me to your home décor!
- Max -or- Advanced Cleaning Performance⁹⁹
- Maximum Cleaning, Minimum Effort
- Mega [XL] pack
- Mixed [refill -or- pouch -or- canister] Pack
- Moist Household [Cleaning] Wipes
- Moisture -or- patented -or- tight lock -and/or- lid[,] [keeps wipe wet]
- Moisture-lock refill -or- package -or- pouch
- [Money-saving] [Canister and] Refill [Value] **insert number** Pack
- More Cleaning Power¹⁰⁰
- More Cleaning Power with our largest value pack
- More durable¹⁸
- More [of the same great] product -or- wipes for less!
- More wipes per canister⁸⁹
- Most cleaning power⁷⁷
- Multi-refill pack
- More wipes, more savings⁴⁸
- Multi-Purpose Cleaning Wipes
- Multi-Surface Cleaner for Spills and Messes
- Multi-Surface [formula -and/or- wipe]
- Multi-surface wipe: Cleans over [**insert number between 1 and 100**] [household] surfaces
- Music is known to -or- Music can increase cleaning enjoyment
- Nature-inspired scents
- Never Be Basic [White Peach & Vanilla] or [Vanilla & Peach Blossom]
- [New!] Clearview™ canister
- **NEW in circle - sticker**
- [NEW LOOK -or- New canister -or- This Canister] saves water -or- uses less water⁶⁰ -and/or- creates fewer greenhouse gas emissions⁶⁰ -and/or- lowers fossil fuel consumption⁶⁰
- NEW LOOK -or- This canister -or- New design saves **XX** pounds of plastic [annually]⁶⁰
- New Year. Fresh Start.
- No strong odor
- No strong -or- intense smell left behind
- No Hassle Lid -or- Cap
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- No One is an Island [Coconut & Waterlily]**to be used associated with a scent descriptor**
- No -or- less⁸⁸ visible foam[y mess], streaks -and/or- residue
- No pinched fingers!
- [No-streak] -or- [Streak-free] formula
- No surface damage⁴⁴
- No threading [required]
- No-Touch [Easy] Refill
- No wasted wipes
- Non-Compostable
- Non-Flushable
- Not for Individual Sale
- Not recommended for use on leather or silk
- [Now is your chance to] Customize your [wipes] canister|
- Now made with more durable material⁶⁰
- [Now] [with] a fresh[er⁸⁸] fragrance experience -or- Fragrance that lasts -or- All Day Fragrance with day and night -and/or- all day -and/or- Long-Lasting Odor Control
- Odor-neutralizing [fresh] [scents -and/or- technology -and/or- formulas]
- Odorless -or- unscented **only used for CSFs with no fragrance**
- [One canister has] more cleaning power than **X** rolls of paper towels
- One-Handed Dispensing[!]
- One side is like a scrubbing sponge, the other is like a wipe
- [One] [Versatile] [low-streaking -or- low visible 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- stovetop⁸¹
- One Wipe, Multiple Surfaces
- Opens with one hand
- Our #1 -or- smartest -or- brightest -or- brilliant -or- best choice -or- value [pack] for B[ack][][t][o][][S][chool]¹⁶ -and/or- school¹⁶ & home -and/or- classrooms -and/or- School Supply Lists -and/or- parents -and/or- moms -and/or- teachers
- Our Best -or- Advanced -or- Easiest -or- Smoothest Dispensing [Ever!]
- [Our] better -or- best look
- Our largest wipe[, so you can clean farther -or- further]
- Our largest wipe, in our largest value pack
- Our longest lasting -or- thickest [disinfecting] wipe [ever]
- Outdoor dirt -or- grime calls for a better -or- stronger -or- thicker -or- heavier wipe⁸⁸
- Own Your Adventure [Coconut & Waterlily] **to be used associated with a scent descriptor**
- Packa[ging] has -or- comes with [extra] storage for used wipe[s]⁸⁰
- Pack[aging] is resealable
- Paper towel size [8.5"x11"]
- Part of [a] Multi-Pack
- Patented -or- Exclusive formula -or- lotion -or- wipe
- Patented cleaning power -and/or- formula
- [Patented] [[Microdrop] Technology] [delivers -or- for [a]] low-streak clean[ing]
- Penetrates Dirt for **Xx** more Cleaning Power⁸⁸
- [Perfect -or- buy] for your school -and/or- classroom -and/or- teacher -and/or- home
- Perfect for cleaning up around the toilet
- Perfect -or- Great for outdoor dirt -or- grime -or- furniture^P
- Perfect -or- Great for patio furniture^P
- [Perfect for] Use with the **insert product name** easy start lid
- Perfect for your pocket -and/or- purse -and/or- backpack
- Perfect size for kitchens -and/or- bathrooms
- Platinum Clean
- Picks up dust -and/or- messes
- Pop-up [top]
- Portable -or- Can be reattached [with bracket]
- Portable size
- Powerboost cleaning texture -or- cleaning technology
- 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
- Powering Classrooms with DonorsChoose.org
- Powers Through [tough] Grease -and/or- Soap Scum -and/or- Grime [the first -or- 1st time]
- Powers through grease, lifts dirt
- Powerwipe cleaning texture -or- cleaning technology
- [Premium] -or- [Thicker] wipe [for more cleaning power]
- Prevents wipes from bunching!
- Proprietary lid -or- Moisture lock lid
- Protects surfaces³³ [for an easier clean]
- Protects surfaces³³ to clean **Xx X is a number less than 10** better⁸⁸
- Proud partner/sponsor of DonorsChoose.org
- Pulls - or - dispenses one -or- 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 me on -or- add me to your school list; take me to school¹⁶
- Put **this product** on your school¹⁶ supply list to help keep your child's classroom clean
- [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 cleaning
- Quick and Easy Cart Cleaning
- Quick and Easy Cleaning Everywhere^P
- Quick and Easy Cleaning for Kitchen Surfaces^P
- Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile cleaning
- Quick auto -or- car interior cleaning
- Quick clean-up for the holidays
- Quick-clip -or- convenient handle
- Quick pull [wipes] for a faster clean
- Quilted [cleaning][!]
- Quilted substrate -or- wipe cleans better^f
- Radiant Clean Surfaces[,] - and/or - Cleans 3x Better^f[,] -and/or- Refreshing Scent
- Ready pull
- 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 dispensing -or- dispenser -or- packaging -or- package [that's easier to use -and/or- dispense]
- 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 Visible 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
- Refill pack
- **Refill** Less plastic -or- waste -or- material [to throw away]
- [Refill -or- Pouch -or- Canister] Combo Pack
- Refillable [with **insert number** wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- **Refills** [Package] Made from -or- with -or- Uses **insert number%** less plastic -or- waste -or- material
- Refills save you money
- Refresh any room -and/or- space -and/or- surface with Gain[®] [Original] Scent
- Regular [wipe] [size] -or- Large [wipe] [size]
- [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
- [Reinforced] [with] Quilted [strength]
- Releases [the right amount of] cleaning agent [when you need it] [for bigger messes]
- Removes dirt, dust and soils -or- **insert soil(s)/stain(s) from Table 4** [from auto -or- car surfaces]
- Removes -or- cleans [away] more dirt -and/or- grease -and/or- grime with each wipe⁶
- 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]][]
- Removes -or- Helps remove -or- lift [common] clothing stains such as grass -and/or- sweat -and/or- food -and/or- mustard -and/or- [ballpoint] ink -and/or- makeup⁶⁶
- Removes soap scum
- Removes -or- Helps remove -or- lift stains -or- grease & grime from soft surfaces⁶⁵
- [Resealable] On-the-Go Pack -or- Size[!]
- Resealable [On-the-Go] Pack[aging] -or- Size[!]
- Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
- Retains [X%] more moisture¹⁸
- Safe for use on [or cleans] [most] smartphones, gaming consoles, [exercise stuff [or] fitness equipment & more⁵³
- Safe [for use] on -or- Safe to clean carpets -and/or- rugs [too!]
- Safe on -or- Safe for cleaning -or- Cleans **insert surface material(s) from Table 3 -and/or- insert soft surface(s) from Table 5**
- Safe on smartphones, gaming consoles, and other electronics⁶²
- **Safe on [or safe for use on]:**
 - Common kitchen [or household] surfaces
 - Bathroom tiles, sinks & tubs
 - Sealed wood floor
 - Soft surfaces⁶⁵
- Safe [to -or- for use] on [the following surface materials:] **insert surface material(s) from Table 3**
- Safe on Granite^{66a} -and/or- Finished Hardwood -and/or- Stainless Steel
- Safe to -or- for use on many -or- most -or- common household surfaces including -or- like **insert Table 3 surface materials**
- Safe to use on more than **XX** surfaces⁵⁶ **XX is a number between 1 and 100**
- Same easy dispensing
- Same [Great] [Clorox®] Wipes
- Same great [product] [wipes]. [Easier] [simpler] form -or- package -or- packaging.
- Same great wipe now cleans and protects your [-or- on more] surfaces³³
- [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
- Same great wipe -or- product -or- cleaner, now [cleans] more surfaces!
- Same Number -or- # of Wipes
- Say Yes to Zest [pink] [Grapefruit & Orange Blossom]
- Scan QR code for classroom resources -or- to enter sweepstakes -or- for a chance to win money for your school -or- you and your school -or- you and your teacher
- Scentiva plus music = fun⁵⁴
- Scentiva recommends you turn on music prior to cleaning⁵⁵
- Scrubbier [for [cleaning] tough messes]
- Scrubs out -or- away [even -or- tough] messes
- 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>> for details -or- rules -or- instructions
- See [the -or- our] ads -or- series in **insert publication name(s)**
- See the [low-streak -or- low visible residue -or- low-film -or- no-film -or- clear-drying] difference [on mirrors -and/or- glass -and/or- shiny surfaces]
- See your favorite design [hit shelves] [in stores]
- See when you're running low [and never run out of wipes]
- Select-a-wipe
- Select -or- Choose -or- Pick[-]a[-]wipe
- Show your support [for teachers]
- Single Sheet Dispensing[!]
- [Small] [size] [wipes] [Great] [Perfect] for small [cleaning] jobs!
- [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]]⁶⁰] [!]
- Small[er] wipe for less waste^{60]}
- Smells like coconut
- Smells like grapefruit
- Smells like lavender
- Smells like pineapple [and mango]
- Smells like [white] peach[es] [and vanilla]
- Soap Scum buster
- Soft cloth -or- wipe
- Soft feel
- Soft Packaging [for] [Easy Storage]
- Soft spun cloth -or- wipe
- Soft [touch] [cloth -or- wipe]
- 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
- 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 -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]
- Specially formulated to clean [a variety of surfaces] [throughout -or- all over -or- around^P] 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® clean
- Stackable [disinfecting] [wipes] refills -or- packages -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]
- Stays wet longer -or- holds moisture longer
- Stock up & stack up[!]
- Store [~~x~~%] more & save space⁴⁶
- Streak-less finish
- 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^P]
- Stronger -or- More durable canister⁶⁰
- 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**]
- Super scrubby -or- Scrubby -or- [new] texture
- Support a Classroom, Build a Future. Clorox + DonorsChoose.org
- Support Classrooms with Clorox and DonorsChoose.org
- Surface Cleaner + Odor Neutralizer
- Tackle large cleaning jobs with just 1 -or- wipe
- 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 bag¹⁹ -and/or- gym bag
- Takes up less space -or- room [[than your [current -or- existing] canister -or- container]]
- [Teachers] Clean up the classroom [with **this product**]
- Textured to lift [**insert number <50%**] more dirt³⁸
- Textured wipe traps more dirt -or- Engineered to Capture **Xx** more Dirt & Grime^{§§}
- Textured wipe for better scrubbing
- Thank you Teachers(!)
- [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 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 Designer Series is] Beautiful -and/or- elegant enough to leave out [on counters -and/or- desks -and/or- in bathroom -and/or- in kitchen -and/or- in office]
- [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^P
- The easy way to touch-up clean your bathroom every day
- [The] [Multipurpose -or- occasion] wipe: [cleans -and/or- dusts] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places [like] **insert site(s) from Table 2**
- [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 visible residue -or- low-film -or- no-film -or- clear-drying formula [for shiny surfaces]!
- [This product is] produced -or- manufactured with 100% renewable energy
- [**The product** is -or- the wipes are] [always] ready to use
- The [same] [Clorox®] wipes [you love]
- The smart -and/or- bright -and/or- brilliant choice -or- value [pack] for B[ack][t][o][S][chool]¹⁶ -and/or- school¹⁶ & 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^{P, 84}
- 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- **Xx** -or- **X%** stronger -and/or- more durable^f
- Thicker. [and] [Stronger.] [Longer-Lasting.] -or- [More Cleaning Power.]^{§§}
- Thicker. Stronger. Longer Lasting.¹⁸
- [Thick[er]] Textured Wipes [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- **This product** [is] [are] premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
- [**This product**] Removes [more than -or- greater than -or- over insert number between 90 and 99.9% of] [the following allergens: -or- allergens including] **insert allergen(s) from allergens listed in footnote 15**
- [**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][!]
- **This product** [Wipes] To Go
- Three pack -or- multi-pack
- To Go [pack] [size]
- [To Go] [Purse -and/or- Travel -and/or- Pocket] Size -or- Pouch -or- Pak -or- pack
- [Total] Odor Elimination [under 5 minutes] [wherever you wipe]^P
- 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[y][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™ Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germst] -or- [Multi-Surface Wipe]
- TripleWeave™ Texture -or- Technology for Better Cleaning
- TripleWeave™ Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Trusted -or- used by moms -and/or- dads -or- parents -and/or- caregivers -and/or- nurses -and/or- dermatologists -and/or- doctors -and/or- [**insert profession here**]
- Try Me
- Try me [on] [for] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** [!]
- [Try] [Our] [Free][!] sample -and/or- product -and/or- giveaway [inside -or- included -or- attached]
- Try [this -or- our] [scent] **insert scent descriptor(s)**
- Tub refill
- Twin pack -or- two pack -or- dual pack
- Ultra Cleaning Strength
- Unbeatable -and/or- All Day -and/or- Long Lasting Scent -and/or- Freshness -or- Endurance³⁴, All Day -and/or- for Continuous Freshness
- Unique dispenser
- [Up to] **XX** Days - and/or - **X** Weeks of Freshness¹⁰¹ [in every can] **where XX is less than 100 and X is less than 50**
- Use as a pre-treatment to remove stains
- Use Everywhere indicated on the label -or- Anywhere[P] indicated on the label
- Use for [cleaning] soft surfaces⁶⁵ [including][:] **insert surface(s) from Table 5**
- Use on [grocery] carts and baskets
- Use on [grocery] cart handles and basket handles
- Use on hard, nonporous surfaces anywhere[P] indicated on the label [you travel] [throughout the house[P]]
- Use on hard, nonporous surfaces: plastic -and/or- vinyl upholstery -and/or- metal -and/or- glass -and/or- painted surfaces
- Use on -or- for [cleaning] hard or soft 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^P] [anytime -and/or- anywhere[P] indicated on the label]
- [[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]
- Value size -or- pack
- Value Twin
- [Virtually] no streaks -or- visible residue -or- film -or- trace left behind
- [Virtually] streak-free -or- film-free -or- shine [clean]
- Visit 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 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 [for more information] [on Clorox®]
- Visit -or- Go to cloroxforschools.com for classroom resources -or- to enter sweepstakes -or- to win money for you -and/or- your school - and/or- your teacher
- [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>> -and/or- by texting **insert number**]
- Vote -or- Tell us -or- Share [your opinion -or- story] at 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?
 - 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 [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- grease⁸⁸
 - [Wipe] [Product] Guide -or- Selector -or- Selection
 - Wipe Rewards. Visit clorox.com for details
 - 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 Come Out One at a Time!
 - Wipes don't bunch together!
 - Wipes -or- Thickness built to last [through tough cleaning]
 - Wipes [pull out] [dispense] effortlessly!
 - [Wipes] Stay[s] wet -or- moist longer
 - [With] Active OdorShield -or- Active OdorBlock -or- Active Odor Defense -or- OdorGuard+ -or- OdorShield Pro -or- [Refreshing] Clean Odor Control Technology³⁴
 - With Gain® Odor Eliminators
 - [With] [Individually cut] wipes [that dispense one at a time]!
 - [With] Pop action
 - Wipes won't dry out²⁶
 - With a pleasant fragrance
 - [With] **insert number less than 10x** grease -and/or- soap scum -and/or- stain fighting power³⁸ -and/or- 39
 - [With] [Powerful] soap scum -and/or- grease -and/or- grime -and/or- dirt fighting -or- cutting -or- dissolving formula -or- technology

- [With] Powershield[®][™] -and/or- CloroMax[®][™] -and/or- Clorox Complete[®][™] [[a] patented Clorox® ingredients -or- formula -or- technology -or- compound -or- complex -or- effect -or- ingredient blend -or- system -or- mixture]
- Without -or- No bleach smells -or- odors
- Won't harm -or- Will not harm [most -and/or- common -or- kitchen surfaces]
- 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
- [You] Choose -or- Decide [a] [your -or- the] [future -or- next -or- favorite] [design] [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting **insert number**] [to hit shelves -or- stores]
- You Deserve Flowers [Lavender & Jasmine]

- You Radiate Joy [White Peach & Vanilla] or [Vanilla & Peach Blossom]
- [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
- [You're the] Juice to My Squeeze [Pineapple & Mango]

NOTE: Big Jobs[™] 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.

Fragrance/Scent Descriptors

Any fragrance descriptor below can be preceded by bold -or- clean -or- crisp -or- fresh -or- good -or- great -or- invigorating -or- 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 -or- blossom -or- flower

Any combination of one or more of these fragrances may be used together with an &, + or and.

- Aloe Vera
- Alpine -and/or- 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
- Anise
- Apricot
- Aqua [blast -and/or- burst -and/or- clean -and/or- mist -and/or- rain -and/or- splash -and/or- waterfall]
- Aromatic
- Bamboo
- Bay -and/or- fresh breeze -and/or- mist -and/or- Spring -and/or- Meadow -and/or- Boatside and/or- Beach -or- Seaside Breeze
- [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]
- Cinnamon
- Citron
- Citrus Blend
- Citrus Island Bloom
- Clear -or- Crisp Water[s]
- Cloves
- Coconut & Waterlily
- Coconut Wave
- Coffee Bean
- [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]
- Cranberry
- Crush it Coconut
- [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]]
- Cyprus Orange Blossom
- Day Glow
- Dragon Fruit
- Dream big Peach
- Electric Lavender
- [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/or- [Serene] Clean -and/or- Linen -and/or- Dewy -and/or- Orchard [Fresh] -and/or- Aloe [Fresh]
- Fresh Brazilian Blossoms
- [Fresh] Blooms -and/or- Sparkle -and/or- Cotton -and/or- Blossoms
- Fruit[y] [blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion]
- Garden Essence
- Gardenia -or- Hibiscus [bloom -and/or- breeze -and/or- burst -and/or- blossom -and/or- fresh]
- Get it [pink] Grapefruit
- Ginger
- Go wild Pineapple
- Grapefruit & Orange Blossom
- Guava Nectar
- Hawaiian Sunshine -or- Aloha
- [Herbal -or- Sweet] Citrus -or- Lemon
- Hibiscus & Mango
- Hint of
- [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]
- Honey
- Honeysuckle
- Hypnotic Coconut
- Island [blo[ss]om -and/or- bouquet] [breeze -and/or- power]
- Japanese Plum Blossom
- Jasmine [bloom -and/or- breeze -and/or- burst -and/or- blossom -and/or- fresh]
- Juicy Pineapple
- 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]
- Lavender Dazzle
- Lemon & Basil -or- Ginger -or- Honey -or- Neroli -or- Sunshine -or- Bergamont -or- Sea Spray -or- Blossoms -or- Jasmine -or- Gardenia -or- White Tea
- Lemonade [& Sea Breeze]
- Lily

- Lillies -and/or- Lemon -and/or- Linens
- [Key] Lime -and/or- Mandarin -and/or- Orange [Shower -or- blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion]
- Limoncello
- Love you Lavender
- Maple
- Mango & Tangerine
- Meadow Bliss
- Melon
- Mediterranean -and/or- Tahitian Citrus Bloom
- Mediterranean -and/or- Tahitian Grapefruit Bloom
- Mediterranean Citrus Grove
- [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 -and/or- breeze -and/or- clean -and/or- fresh -and/or- spring [awakening]
- Nectarine
- Ocean [breeze -and/or- fresh] [winds -and/or- mist]
- Ocean Mist -and/or- Eucalyptus -and/or- Water Lily
- Ocean & Air
- Pacific Breeze and Coconut
- Passionflower
- Passionfruit
- Peach Blossom & Vanilla
- Peach Crush
- Peppermint
- Petal [breeze -and/or- pink -and/or- rush]
- Pine
- Pineapple
- Pineapple & Hibiscus
- Pineapple to the Max
- Pineapple Vibe
- Pink Grapefruit
- [Pink] Grapefruit Pop
- [Pink] Grapefruit Unhinged
- [Summer -or- sun-kissed -or- white -or- Possessed by] Peach
- Pumpkin
- 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]
- Cactus -or- Rose Water
- Rosemary
- Sea Minerals
- [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- Sparkle -and/or- Zest -and/or- blast -and/or- breeze -and/or- grove -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion -and/or- twist] -and/or- Meyer Lemon - and/or- Berry -and/or- Sweet Musk -and/or- Verbena
- [Sparkling] Glacier [mist -and/or- splash -and/or- blast -and/or- burst]
- Spice
- Spring [bloom -and/or- blossom -and/or- breeze -and/or- burst -and/or- clean -and/or- mist -and/or- shower]
- Sunkissed -and/or- White Sands
- Sunny Citron
- Sweet [blast -and/or- breeze -and/or- burst -and/or- rush -and/or- splash -and/or- fruit -and/or- clean]
- [Sweet] Mango
- Tahitian Grapefruit Splash
- Touch of Lemon
- Thyme
- Tropical [bloom -and/or- rainfall -and/or- rose -and/or- shower -and/or- breeze]
- [Tropical] Palm [breeze -and/or- escape -or- leaves]
- [Tuscan] Lavender and Jasmine
- Vanilla
- Veranda [breeze -and/or- flowers -and/or- blossoms]
- Water Lily
- Watermelon

Table 1 Use Surfaces^a

[Air]plane Tray Tables	[Dining -and/or- Fast Food -and/or- Kitchen -and/or- Picnic -and/or- Play -and/or- Restaurant -and/or- Tray] Tables	Lockers	Sneeze Guards
Baby[’s] Rooms -and/or- Furniture -and/or- Surfaces	[Door -and/or- Cabinet -and/or- Appliance] Knobs	[Manual] Pencil Sharpeners	[School] ¹⁶ -and/or- Toys ¹⁷
Baseboards	Door Frames -or- handles	Marker [exteriors]	Supplies Surfaces
Basements	Drain Boards	[Medicine] Cabinets	Sealed Granite ³⁶
[Bathroom -and/or- Kitchen] Faucets [Handles]	Drawer Pulls	Metal -and/or- plastic Work Benches	[Shower] Doors
[Bathroom] Mirrors	Dressing Carts	Non-Food Contact Surfaces of Highchairs	Shower [Walls] -and/or- surfaces
[Bath]tubs	Drinking Fountains ¹⁷	Office -and/or- Bedside Furniture	Showers
Beakers -and/or- test tubes	Elevator Buttons	Office Machinery	Signs
Bed Rails	Exam[ination] Tables	[Outside of] Appliances	Staplers
Bed Springs and Frames	Faucets	[Outside of] Microwaves	Stainless Steel ⁷⁰
Bidets	[Filing] Cabinets	[Exteriors] must use either “outside of” or “exterior”	Steering Wheels
Blinds	Finished Wood ³⁶	[Outside of] Refrigerators	Stereo Consoles
Cabinets	Fitness Center Equipment	[Exteriors] must use either “outside of” or “exterior”	Stovetop ⁸¹ Exteriors
Cages	Floors -or- Flooring		[Tiled] Walls
Car Interiors	Floors [Around Toilets]		[Toilet] Flush -and/or- Faucet -and/or- Telephone
Car -or- Booster Seats	Gaming Consoles ⁶²		-and/or- Dishwasher
Car -or- House Keys ⁶²	Gaming Systems		-and/or- Cabinet
Car Seats	Garage shelving -and/or- [storage] cabinets (metal, plastic, sealed hardwood)		-and/or- Door Handles
Cat -and/or- Dog -and/or- Pet Soiled Surfaces	Garbage -or- Trash Cans	Overbed Tables	Toilet Exterior
[Cell -and/or- Smart] Phone	Garbage Disposals	Paint Palettes	Toilet -and/or- Urinal Exteriors
[Child] Strollers ¹⁷	Glass table[tops]	Painted Pencils	[Surfaces] -or- Exterior Toilet
[Children’s] Furniture	Glazed tiles	Painted Surfaces	Surfaces
[Children’s -or- Child’s -or- Pet’s] Toys ¹⁷	Globes	Paper Towel Dispensers -and/or- Holders	Toilet Seats
Chrome Exterior Surfaces of Urinals -and/or- Toilets	[Grocery [Store]] [Shopping] Basket -or- Cart Handles	Patient Beds	Tool box -and/or- tools [sets]
[Classroom] Desks	[Grocery [Store]] [Shopping] Carts	[Patient] Chairs	Toy Boxes
Closets	Gym Equipment	Patio Furniture	Toy Storage Bins
[Clothes -and/or- Diaper] Hampers	Hand Dryer Buttons	P[ersonal] D[igital] A[ssistant]s	Training Tools
Computers -and/or- Laptops -and/or- [Netbooks -and/or- Keyboards	Handrails	Pet -or- Dog Houses -and/or- Crates -and/or- Furniture -and/or- Surfaces	Trash Cans
Consoles	Highchairs ¹⁷	Picnic Tables	Trash Compactors
Cooler Exteriors	[Kid’s] [Play] Structures	Plastic -and/or- hard, nonporous music note symbols	Tubs -or- Shower Wall[s]
Counter[top]s insert surface material(s) from Table 3	-and/or- Equipment -and/or- Furniture -and/or- Tables	Plastic -and/or- Model Rocket	[TV -and/or- Wii] [Remotes] [Controls]
Cribs	Kitchen counter[top]s ³⁶	Plastic Shower Curtains	Ultrasound devices -or- machines (external) [#]
Cup Holders	Kitchen [Surfaces -and/or- Appliances]	Playground Equipment	[Under] Sinks
Cupboards	Lamps	Playpens	Vending Machine Surfaces
Dark Tile	Laundry Rooms	Pool maintenance equipment	Vinyl upholstery
Dashboard	Lawn Chairs	Porta-Potties -or- Portable Bathrooms	[Vinyl] Wallpaper
Dental chairs [#]	LCD -and/or- Navigation Screens	[Potty] Training Toilets -or- Chairs	Walkers
Dental lamps [#]	Light Switches -and/or- Fixtures -and/or- Panels	[Public -or- Pay] Telephones -or- Phone Booths	Walls
Diagnostic Equipment	Light bulbs ⁵⁰	Range Hoods	Washing Machines [Washers -and/or- Dryers] [Exteriors] [Outside of]
[Diaper] Changing Tables	Litter Boxes	Recycling Bins	Wastebaskets
Diaper Pails	Locker Room Surfaces	Refrigerator Door Handles	[Water -and/or- Drinking] Fountain [Toggles -and/or- Handles]
Dining Room Surfaces -and/or- Tables -and/or- Fast Food Restaurant Tables		Restaurant High Chairs [Salad Bar -and/or- Buffet] -and/or- Cafeteria]	Wheelchairs
			Windows
			[Wood ⁴⁰] Doors

Table 2 Use Sites^p

[Air]plane[s] ^[69]	[Diaper] changing areas	[Play]rooms -or- [Family]	Public Telephone [Booths]
[Air]plane Lavatories	Discount Retailers	Dens	Public Transportation
Airplane tray table[s]	Doorknob[s]	Laboratories	Reception Areas
Airports	Dorms	Lavatories	Recreational Centers -and/or-
Ambulances	[Elementary] Schools ¹⁶	Light switch[es]	Facilities
Apartments	Elevators	Living Areas -and/or- Rooms	[Rental] Cars
Automobiles	Factories	Lobbies	Rest Stops
Basements	Family Rooms -or- Areas	Locker Room [Facilities]	Restaurants
Bathrooms	Fast Food Restaurants	Long Term Care Facilities	Restrooms
Boats	Faucet[s]	Lounges	RVs
Bowling Alleys	Fitness Centers	Malls	School ¹⁶ Buses
Break rooms	Garages	Manufacturing Plants	School ¹⁶ -and/or- City
Buses	Gas Stations	Markets	-and/or- Public Transit
Butcher Shops	Gas Station Pump[s]	Mass Merchandisers	-and/or- Commuter Buses
Cafeterias	General Merchandise Stores	Medical Clinics ^{\$\$}	Schools ¹⁶
Campers	Grocery Stores	Military Installations	Shelters
Campgrounds	Gym Equipment	[Mobile] Homes	Ships
Car[s]	Gym[nasium]s	Motels	Shopping Cart[s]
Car -and/or- Steering	Gyms	Motor Homes	Shops
Wheel[s] ^[69]	Health Clubs	Motorboats	Storage Areas
Car Cupholder[s]	Healthcare Facilities	Nurseries	Subway[s] ⁶⁹
Car Door Handle[s]	Home [Centers]	Nursing Homes ^{\$\$}	Supermarkets
Cell Phone[s]	Hospitals	Office[s]	Surgery Centers
Churches	Hotel[s] [rooms]	Offices [Area]	Trailers
Classroom[s]	Houseboats	Outpatient Healthcare	Trains
Colleges	House[hold]s	Facilities	Trolleys
Common -and/or- Classroom	Industrial Facilities	Pet Areas	Universities
-and/or- School ¹⁶ -and/or-	[Institutional] Kitchens	Pharmacies	Vacation Homes
Play Areas	[Institutional] Laundromats	Physician's Offices	Vehicle [Interiors -and/or-
Convenience Stores	Institutions	Play Areas	Exteriors]
Correctional Facilities	Jungle Gyms	Play Rooms	Veterinary Clinics ^{\$\$} -or-
[Damp] Storage Areas	Kennels	Playground Equipment	Offices ^{\$\$}
Day Care Centers	Key[s]	Playgrounds	Waiting Rooms
Dens	Keyboard[s]	Public Facilities	Warehouse Clubs
Dental Offices	Kid's -or- Children's	Public Restrooms	Work[places]

Table 3 Surface Materials

Acrylic	Glazed ceramic [tile]	Porcelain enamel
Aluminum	Glazed porcelain	Quartz
Brass	Granite ^{aaa}	Sealed fiberglass
Chrome	[Interior] plastics	Sealed granite
Corian ^[®] [λ]	Laminates	Sealed hardwood
Finished hardwoods ^[¥]	Marlite ^[®] [λλλ]	Sealed -or- synthetic marble
Finished wood	Metal	Stainless steel
Formica ^[®] [λλ]	Plastic	Vinyl
Glass	Polyurethane	Wood ⁴⁰
Galvanized steel	Polyurethane finished hardwood	

Table 4 Soils/Stains

Barbeque sauce	Hair gel	Particles
Blood	Hair spray	Shaving cream
Body oils	Hand and body lotion	Soap
Coffee [stains]	Ink	[Soap] scum
Cosmetics	[insert use site(s) from Table 2] Messes	[Soft] drinks
Crumbs	-and/or- stains -and/or- soils	Soy sauce
Dirt	[Kitchen] grease	Spaghetti sauce
Dust	Laboratory stains	Spills
Fecal matter	Maple syrup	Tomato [sauce]
Fingerprints	Mayonnaise	Toothpaste
Food residues -or- soils	Milk	Watermelon
[Fruit] juices -or- stains	Mud	Wine
Grime	Other common soils -and/or- stains	
Hair	Other organic matter	

Table 5 Soft Surfaces

Airplane Interiors	Exercise mats	Shower curtain [fabric]
Airplane seats ^[67]	[Fabric] gym bags	Slippers
Baby carriages	[Fabric] shower curtains	Sofas ^[67] [cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label
Baby prams	[Fabric] window treatments	Soft [fabric] surfaces ^[66, 67, 68]
Back [School] packs ^[67]	Fabric[s]	Soft surfaces ^[67, 68]
Bathroom mat	Gloves ^[67]	Sports equipment [lining]
Bedding	Gym bag[s] [fabric]	Stroller [seats]
Blankets	Hats	Stuffed animals
Blinds	Headrests ^[67]	Stuffed [plush] toys
Booster Seat	Highchair seat[s]	Suitcase [luggage] ^[67]
Box spring [covers]	Hotel interiors	Sweatshirt ^[66]
[canvas -or- fabric ^[67]] Sneakers	[Household] Seat cushion[s] [cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label	Towels
Car -or- Automobile interiors ^[67]	Jackets	Umbrella
Car seat[s]	Jeans	[Upholstered] armchairs ^[67] [cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label
Carpet[s] only to be used with soft surface cleaning directions for use, not to be used with soft surface sanitization	Linens	[Upholstered] couches ^[67] [cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label
[Car] upholstery [surfaces] "surfaces" will be used when soft surface sanitization directions for use are on label	Mats [for day care]	[Upholstered] furniture ^[67]
Chairs	Mattress[es] [cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label	Upholstery [cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label
Clothing ^[66]	Mop -and/or- Broom	Washcloth[s]
Clothing Laundry bag [fabric]	Pillow ^[68] [cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label	Wheelchair pad -and/or- seat
Color safe surfaces	Pockets	Window treatments [fabric] [cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label
Contaminated clothing ^[66]	Purses ^[67]	
Cot Mattress cover	Rags	
Couches ^[67]	Rugs	
Curtains	Seat -and/or- sofa -and/or- soft cushions ^[67]	
Cushion [pillows] [cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label	[cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label	
Diaper bag	Shades	
Dog -and/or- pet bed [cover -and/or- surface] brackets required to be removed if soft surface sanitization directions for use are on label	Sheets	
Drap[er]ies	Shoe[s] [canvas -and/or- fabric -and/or- interior] ^[67]	
Duvet cover		

Table 6 Soft Surface Materials

Cotton	Nylon
Cotton -and/or- Polyester [blend] [fabric]	Polyester
Cotton/Polyester/Nylon/Wool - any blend of these fibers	Rayon Blend

Wool **only to be used with soft surface cleaning directions for use, not to be used with soft surface sanitization directions for use on label**

Footnotes

- ⁹⁰ This strain of Multi-drug Resistant *Acinetobacter baumannii* has shown resistance to the following antibiotics: Cefazolin, Ertapenem, Gentamicin, and Trimethoprim/Sulfa
- ⁹¹ This strain of Multi-drug Resistant *Enterococcus faecium* has shown resistance to the following antibiotics: Ampicillin, Gentamicin, Penicillin, and Vancomycin
- ⁹² This strain of Multi-drug Resistant *Streptococcus pneumoniae* has shown resistance to the following antibiotics: Azithromycin, Clindamycin, Meropenem, and Penicillin(nonmening)
- ⁹³ [Human] Coronavirus, Respiratory Syncytial Virus [(RSV)]
- ⁹⁴ Influenza A2 Virus
- ⁹⁵ Rotavirus, Influenza A2 Virus, Respiratory Syncytial Virus
- ⁹⁶ Methicillin-resistant *Staphylococcus aureus* [(MRSA)]
- ⁹⁷ *Listeria monocytogenes*
- ⁹⁸ Disinfects -and/or- cleans -and/or- deodorizes -and/or- removes **insert soil(s)/stains(s) from Table 4** -and/or- removes allergens¹⁵ -and/or- leaves a scent and/or- Protects³³ -and/or- removes tough stains -and/or- removes caked-on food -and/or- textured for scrubbing -and/or- durable -and/or- cuts through grease [and grime] -and/or- traps [and lifts] dirt -and/or- safe on **insert surface material(s) from Table 3** -and/or- removes soap scum -and/or- low streak -and/or- low visible residue -and/or- triple layer
- 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 Virus [Type A2], [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 Wipes₁ [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 germs†
- ²¹ *Serratia marcescens*
- ²² *Salmonella enterica*
- ²³ *Staphylococcus aureus*
- ²⁴ *Streptococcus pyogenes*
- ²⁵ **insert 12 or 15 second virus(es) 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*, *Staphylococcus aureus* [(Staph)], *Escherichia coli* O157:H7 [(E. coli)], *Listeria monocytogenes*, *Campylobacter jejuni*, Rotavirus
- ³⁰ vs. **insert ABN** [[EPA Reg. No. 5813-79] 9 -and/or- 15 ct [offering]]
- ³¹ *Bordetella pertussis*
- ³² **Insert Soil(s)/Stains(s) from Table 4**
- ³³ by reducing or via reduction of soil adhesion
- ³⁴ cleans & leaves a scent
- ³⁶ Use as directed on [non-]food contact surfaces
- ³⁷ Do not use on unpainted wood and unfinished, unsealed, unpainted, waxed, oiled or worn surfaces or carpets
- ³⁸ compared to -or- v[ersu]s[.] **insert name of Clorox® nonregistered wipe**
- ³⁹ compared to -or- v[ersu]s[.] Clorox® [Scentiva] Disinfecting Wipes₁ [EPA Reg. No. 5813-79]
- ⁴⁰ finished hardwood
- ⁴¹ H1N1 Influenza A Virus
- ⁴² Avian Influenza A Virus
- ⁴³ The words “easy” and “easily” can only be used with cleaning claims
- ⁴⁴ In **XX** sec[onds]
- ⁴⁶ compared to -or- v[ersu]s[.] a canister with equivalent number of wipes -or- 75 c[oun]t canister
- ⁴⁸ vs. previous club **insert ABN this product** [EPA Reg. No. 5813-79] [offerings] -and/or- **insert ABN this product** [EPA Reg. No. 5813-79] [**insert number** wipes c[oun]t -and/or- **insert ABN this product** [EPA Reg. No. 5813-79] [**insert number 6 or smaller** x **insert number of wipes** c[oun]t]
- ⁴⁹ vs. a single layer wipe -or- a wet paper towel -or- **insert name of Clorox® nonregistered wipe**
- ⁵⁰ unplugged[; allow to cool down [before using]]
- ⁵¹ when used according to disinfection directions for use on non-food contact surfaces
- ⁵² hard, non-porous surfaces and soft surfaces
- ⁵³ On hard, nonporous surfaces when following directions for use
- ⁵⁴ Based on fragrance experience
- ⁵⁵ not required for cleaning, use according to directions for use
- ⁵⁶ **insert surfaces from Table 1, 3 or 5 or insert use sites from table 2**
- ⁵⁷ [**insert surface from surface table**]. Kills SARS-CoV-2 on hard, non-porous surfaces. “Kills Viruses† that May Make Pets Sick[:] Newcastle Disease Virus, Canine Distemper Virus”

- ⁵⁸ Rinse with potable water after use if in contact with food surface
- ⁵⁹ Made with **XX%** Post-consumer recycled plastic/PCR/
pre-consumer and/or post-industrial recycled plastic
- ⁶⁰ vs [previous] Clorox Disinfecting Wipes **XX** count HDPE -or- PET
canister **where XX is a number between 1 and 100**
- ⁶² [Always] follow manufacturer's instructions for cleaning and
disinfecting of electronics
- ⁶³ based on price per square area cleaned
- ⁶⁴ to clean same surface area
- ⁶⁵ fabrics and textiles
- ⁶⁶ Do not clean while wearing. Not recommended on leather or silk.
- ⁶⁷ Not recommended for use on leather
- ⁶⁸ Not recommended for use on silk
- ⁶⁹ For use on interior surfaces
- ⁷⁰ For use on exterior surfaces of appliances
- ⁷¹ Newcastle Disease Virus, Canine Distemper Virus
- ⁷³ Trim waste (~15g per canister created) are reused to mold new
canisters
- ⁷⁴ Use as directed
- ⁷⁵ Kills Influenza A2 Virus, Human Coronavirus, Respiratory Syncytial
Virus, SARs-CoV-2 on hard, non-porous surfaces
- ⁷⁶ visible clean vs. leading competitor/competitors
- ⁷⁷ surface area cleaned vs. leading competitor
- ⁷⁹ when used according to soft surface spot application -or-
treatment directions for use
- ⁸⁰ until disposed according to storage and disposal instructions
- ⁸¹ allow surfaces to come to room temperature prior to treatment
- ⁸² **insert any bacteria from Disinfection Organism Table**
- ⁸³ **insert any virus from Disinfection Organism Table**
- ⁸⁴ Disinfects hard, non-porous surfaces when disinfection directions
for use are followed. Sanitizes hard, non-porous surfaces when
sanitization directions for use are followed
- ⁸⁵ compared to a [wet] paper towel
- ⁸⁶ for spot sanitization of couch surfaces
- ⁸⁷ when used according to disinfection directions
- ⁸⁸ versus former clorox disinfecting wipes [based on amount of
formula/more cleaning agents]
- ⁸⁹ versus former Clorox Disinfecting Wipes
- ⁹⁹ Compared to -or- v[ersu]s[.] **insert name of Clorox® unregistered
-or- registered wipe**
- ¹⁰⁰ vs. our **XX** ct **X** pack **XX is a number between 15-150 and X is a
number between 2-8**
- ¹⁰¹ when used as directed every **X** days **X is a number between 1
and 4**
- # [Please] consult manufacturers' instructions [for appropriate use]
[before use]
- † Pseudomonas aeruginosa [(Pseudomonas)], Salmonella enterica
[(Salmonella)], Staphylococcus aureus [(Staph)], **insert a virus
from the Organism Table, as required for the qualified germs
claim; then insert any other bacteria or virus desired from the
Disinfection Organism Table**
- †† Does not include weight of dry wipe
- [‡ Viruses]
- [‡‡ Bloodborne pathogens]
- △ on non-food contact surfaces
- ✧ Kills SARS-CoV-2 on hard, nonporous surfaces
- × Kills SARS-CoV-2 [and] variants hCoV-19/Alpha
[/204820464/2020] [(B.1.1.7)] [(NR-54000)], hCoV-19/Beta
[/KRISP-EC-K005321/2020] [(B.1.351)] [(NR-54008)],
hCoV-19/Alpha[/CA_CDC_5574/2020] [(B.1.1.7)] [(NR-54011)]
on hard, nonporous surfaces
- Ⓟ [on] hard, nonporous surfaces [of] [identified on this label]
- ℳ v[.][ersu]s[.] -or- than -or- compared to a [water on [a]] [wet
-and/or- leading -and/or- store brand -and/or- bargain] paper
towel[s]
- ℳℳ For use on noncritical surfaces in:
- ℳℳℳ (in terms of surface area for cleaning)
- §§ In comparison to prior -or- past -or- previous -or- old wipe
[material] -or- v[ersu]s[.] prior -or- past -or- previous -or- old
wipe [material] -or- than -or- compared to previous -or- other
[Clorox] [Disinfecting] wipes -or- [vs.] Clorox® Disinfecting Wipes1
[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-
v[ersu]s Clorox® Disinfecting Wipes1 [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
- ℳ a deodorizer -and/or- sanitizer -and/or- disinfectant - and/or-
allergen¹⁵ remover
- ℳℳℳ 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]
- ¥¥ Use as directed. Suitable for use -or- can be used -or- compatible
on polyurethane treated wood. [Test a small area first].