



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

November 18, 2020

Jamie Venable  
Associate Research Fellow  
The Clorox Company  
P.O. Box 493  
Pleasanton, CA 94566-0803

Subject: Label Amendment: Emerging Viral Pathogens Claim  
Product Name: Swan  
EPA Registration Number: 5813-89  
Application Date: August 13, 2020  
Decision Number: 565632

Dear Mr. Venable:

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

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

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), [https://www.epa.gov/sites/production/files/2016-09/documents/emerging\\_viral\\_pathogen\\_program\\_guidance\\_final\\_8\\_19\\_16\\_001\\_0.pdf](https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf), you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
  - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
    - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
      - A. CDC Current Outbreak List for “U.S. Based Outbreaks” ([www.cdc.gov/outbreaks](http://www.cdc.gov/outbreaks)),
      - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification ([www.cdc.gov/outbreaks](http://www.cdc.gov/outbreaks)) (also released through the CDC’s Health Alert Network (HAN) notification process)
      - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page ([www.cdc.gov/hai/outbreaks](http://www.cdc.gov/hai/outbreaks))
    - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page ([www.oie.int/wahis\\_2/public/wahid.php/Diseaseinformation/WI](http://www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI)).
      - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup are large non-enveloped, and enveloped.
      - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against Rotavirus and Rhinovirus 39 are suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

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

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact the disinfectants list at [disinfectantslist@epa.gov](mailto:disinfectantslist@epa.gov).

Sincerely,



Demson Fuller, Product Manager 32  
Regulatory Management Branch I  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

Enclosure: stamped label

**Label identification**

SWAN, EPA Reg. No. 5813-89

R0674205

12:30 11/3/20

**ACCEPTED**

11/18/2020

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. 5813-89

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

**Now[!]** -and/or- **New[ly][!]** -and/or- **Improved[!]** may be added anywhere to a claim and will be used only 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.

The terms "urinal"/"urinals" can be substituted or added where the terms "toilet"/"toilets" appear.

All final labeling will contain cleaning instructions.

All use sites on the label may be listed in conjunction with an image of the use site.

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

# SWAN

**KEEP OUT OF REACH OF CHILDREN**

**DANGER: CORROSIVE**

See back panel for additional precautionary labeling.

ACTIVE INGREDIENT:

Sodium Hypochlorite ..... 2.4%

OTHER INGREDIENTS: ..... 97.6%

TOTAL: ..... 100.0%

[Contains 2.28% available chlorine]

Contains no phosphorus

**NET Contents:** \_\_\_\_\_

## PRECAUTIONARY STATEMENTS

### Hazards to Humans and Domestic Animals

#### DANGER: CORROSIVE.

Causes irreversible eye damage. Causes skin irritation. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals. Do not get in eyes, on skin, or on clothing. For prolonged use, wear gloves. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse. [Use only in well-ventilated areas.]

#### FIRST AID:

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

**IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

**IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.

IN ALL CASES, call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. Clorox Information Line: 1-800-227-1860

**NOTE TO PHYSICIAN:** Probable mucosal damage may contraindicate the use of gastric lavage.

#### Physical and Chemical Hazards:

**STRONG OXIDIZING AGENT:** Mix only with water according to label directions. Mixing this product with chemicals (e.g., ammonia or acids) may release hazardous gases irritating to eyes, lungs, and mucous membranes.

[Avoid contact with clothes, fabric, carpet, wood, painted and paper surfaces.]

QUESTIONS? COMMENTS? Please visit us at [www.clorox.com](http://www.clorox.com) or CALL 1-800-227-1860

For more [product -and/or- ingredient] information, visit [IngredientsInside.com](http://IngredientsInside.com) -or- *insert website(s)*.

For [a] Spanish translation of product directions -or- instructions -or- information, visit *insert website*.



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

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

EPA Reg. No. 5813-89

EPA Est. No. 5813-CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF), CA-3 (A8 or H8); 58455-IN-1 (C6), IN-2 (O1); 71681-IL-1 (03), IL-2 (24); 71106-GA-2 (E8)

Beginning of batch code indicates Est. No.

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

### Optional Graphics



## DIRECTIONS FOR USE

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

### To Open Child Resistant Cap -or- Closure:

Squeeze sides [of cap -or- closure] where symbols -or- arrows indicate and twist counterclockwise one quarter turn. [Cap -or- closure] does not come off. To reseal -or- To close [tightly], turn [cap -or- closure] clockwise [until tightly closed].  
-or- Squeeze and twist to open. Close tightly.  
[Use in well-ventilated area.]

### To Clean, Sanitize, and/or Disinfect Toilet Bowl:

- [1] Flush toilet [before cleaning]. [To open: Squeeze and turn.] [Cap does not come off.]  
[Lower cap so bottle is below the rim.]
- [2] Apply 6 [fl] oz -or- 1/4 of bottle -or- 3/4 cup [of this product] under and around rim [to coat the inside of bowl]. For SARS-CoV-2, apply 8 [fl] oz -or- 1 cup.
- [3] Scrub entire bowl [with a stiff brush] and allow to sit for 5 min[utes] for sanitizing -and/or- 10 min[utes] for disinfecting.
- [4] Do not allow pets or children to access the toilet during this time.
- [5] Flush toilet. [Rinse brush in fresh water after use.] [Close cap after each use.]

(Note that prolonged contact with metal, old porcelain or worn plastic laminate may cause discoloration. In addition, do not use with ammonia, as hazardous gases may be released.)

*The following graphics may be used with above DFU language*



### **Residential/Household uses**

#### **Storage and Disposal:**

Store in a location inaccessible to children. Tightly close cap between uses. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available or place in trash.

### Antimicrobial Claims

- **Xx** -or- **X**-in-1 action[:][,] Cleans -and/or- Disinfects -and/or- Deodorizes -and/or- Whitens -and/or- Removes Stains -and/or- Destroys Stains
- A bleach product for toilet cleaning and disinfecting
- A bleach product for toilet [bowl] cleaning and sanitizing
- A toilet product for cleaning and disinfecting [against Staphylococcus aureus [(Staph)], Salmonella enterica **tested as Salmonella choleraesuis** [(Salmonella)], Pseudomonas aeruginosa [(Pseudomonas)], Candida albicans [(Candida)], Enterococcus -or- Streptococcus faecalis [(Enterococcus)], Influenza A2 Virus, Rhinovirus [39], -and/or- Rotavirus [in 10 min[utes]]
- Also kills 99.9% of Klebsiella pneumoniae [(Kleb)] and Staphylococcus aureus [(Staph)]!
- An effective sanitizer [for use in the bathroom toilet]
- Antibacterial [formula -or- action]
- Antibacterial [formula] -or- Disinfecting [formula]
- Bacteria-fighting -or- Germ-fighting -or- Virus<sup>‡</sup> fighting formula
- Bactericide -and/or- Bactericidal -and/or- Virucide<sup>‡</sup> -and/or- Virucidal<sup>‡</sup> -and/or- Germicide -and/or- Germicidal
- [Bleach] Toilet [bowl] sanitizer
- Bleach toilet disinfectant [-and/or- cleaner]
- Brightens as it cleans and disinfects
- Broad spectrum disinfectant [cleaner]
- Cleans and kills 99.9% of germs
- Cleans, kills 99.9% of germs -or- sanitizes and freshens with the effectiveness of Clorox<sup>®</sup> bleach
- Cleans -and/or- brightens -and/or- deodorizes -and/or- disinfects [with the power of [Clorox<sup>®</sup>] bleach]
- Cleans, sanitizes -or- kills 99.9% of germs, and deodorizes
- [Cleans,] [whitens,] [brightens] and sanitizes -or- kills 99.9% of germs
- Disinfect[s]
- Disinfecting bleach cleaner [for toilets]
- Disinfects [and cleans] toilet [bowl] surfaces [against Staphylococcus aureus [(Staph)], Enterococcus -or- Streptococcus faecalis [(Enterococcus)], Salmonella enterica **tested as Salmonella choleraesuis** [(Salmonella)], Pseudomonas aeruginosa [(Pseudomonas)], Candida albicans [(Candida)], Influenza A2 Virus, Rhinovirus [39], -and/or- Rotavirus [in 10 min[utes]]
- Disinfects [and cleans your toilet] [against Salmonella enterica **tested as Salmonella choleraesuis** [(Salmonella)], Staphylococcus aureus [(Staph)], and Enterococcus -or- Streptococcus faecalis [(Enterococcus)]]
- Disinfects [your toilet -or- toilet bowl]
- Disinfects against -or- Kills [common] toilet bacteria -or- germs[: Staphylococcus aureus [(Staph)], Enterococcus -or- Streptococcus faecalis [(Enterococcus)], Salmonella enterica **tested as Salmonella choleraesuis** [(Salmonella)], Pseudomonas aeruginosa [(Pseudomonas)], Candida albicans [(Candida)], Influenza A2 Virus, Rhinovirus [39], -and/or- Rotavirus]
- Disinfects and deodorizes by killing [common] [toilet] germs and controlling their odors
- Disinfects -and/or- Deodorizes [against odor-causing bacteria -or- germs]
- Disinfects hard, nonporous surfaces against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 10 min[utes]]
- Disinfects nonporous hard -or- solid surfaces of toilet bowls
- Disinfects under the rim
- Effective against -or- Kills SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 10 min[utes]]<sup>P</sup>
- [Effective] Toilet disinfectant [in presence of [5%] soil load -or- organic soil]
- Eliminates odors caused by bacteria -or- germs -or- Controls odors produced by [common] [toilet] germs
- Germ-fighting [formula]
- Has the effectiveness of Clorox<sup>®</sup> [bleach] to kill 99.9% of [household] germs -or- bacteria
- In-bowl sanitizer
- Kills 99.9% of [common] [household] [odor-causing] bacteria: Klebsiella pneumoniae [(Kleb)] -and/or- Staphylococcus aureus [(Staph)] [in 5 min[utes]]
- Kills 99.9% of germs
- Kills 99.9% of Germs -and/or- Viruses<sup>‡</sup> -and/or- Bacteria + -or- including COVID-19 Virus<sup>‡</sup>
- Kills 99.9% of [household] bacteria [in toilet -and/or- on hard nonporous toilet bowl surfaces]
- Kills 99.9% of [household] bacteria -or- germs
- Kills 99.9% of [household] germs on hard nonporous toilet bowl surfaces
- Kills 99.9% of germs as it cleans
- Kills 99.9% of household germs -or- bacteria with the effectiveness of Clorox<sup>®</sup> [bleach]
- Kills 99.9% of the following organisms in 5 min[utes]: Klebsiella pneumoniae [(Kleb)] and Staphylococcus aureus [(Staph)]
- Kills -and/or- Disinfects Rotavirus
- Kills bacteria -or- germs while it cleans [and disinfects]
- Kills germs<sup>[†]</sup>
- Kills odor-causing bacteria
- Kills odor-causing bacteria[: Salmonella enterica **tested as Salmonella choleraesuis** [(Salmonella)], Pseudomonas aeruginosa [(Pseudomonas)], Staphylococcus aureus [(Staph)], Enterococcus -or- Streptococcus faecalis [(Enterococcus)]] in the toilet bowl
- Kills [common] bacteria[: Staphylococcus aureus [(Staph)], Enterococcus -or- Streptococcus faecalis [(Enterococcus)], Salmonella enterica **tested as Salmonella choleraesuis** [(Salmonella)], -and/or- Pseudomonas aeruginosa [(Pseudomonas)]]
- Kills [common] germs[: Staphylococcus aureus [(Staph)], Enterococcus -or- Streptococcus faecalis, Salmonella enterica **tested as Salmonella choleraesuis** [(Salmonella)], Pseudomonas aeruginosa [(Pseudomonas)], Candida albicans [(Candida)], Influenza A2 Virus, Rhinovirus [39], -and/or- Rotavirus [in 10 min[utes]]
- Kills odor causing bacteria -or- germs in the toilet
- Kills -or- controls [greater than 99.9% of] bacteria -or- germs
- Kills -or- Disinfects against -or- Effective against [the] COVID-19 virus<sup>‡</sup> -or- virus that causes COVID-19<sup>‡</sup> [in 10 min[utes]]

- Kills the flu virus<sup>††</sup>
- Leaves [toilet] surfaces sanitized
- Leaves toilet [bowl] sanitary
- Removes stains and leaves toilet bowl sanitized
- [Removes stains and] Leaves bowl sanitary -and/or- sanitized
- Removes tough stains and kills 99.9% of germs
- Sanitizer [for toilet use]
- Sanitizes [toilet -or- bowl] surfaces [in 5 min[utes]]
- Sanitizes in 5 min[utes]
- Sanitizes -or- Kills odor-causing bacteria[: Klebsiella pneumoniae [(Kleb)] -and/or- Staphylococcus aureus [(Staph)]]
- Sanitizes toilet surfaces [in 5 min[utes]]
- Sanitizes under the rim
- Sanitizes while it cleans
- Sanitizing -or- Antibacterial [formula]
- Sanitizing bleach cleaner for toilets
- Tested [and proven effective] against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 10 min[utes]]<sup>P</sup>
- [Thick gel] Clings -and/or- Coats [under the rim] [to] Kill[s] 99.9% of [bacteria -and/or- germs] [under the rim]

- This cleaner disinfectant combines cleaning and disinfecting
- This product cleans and disinfects simultaneously
- This product cleans and sanitizes simultaneously
- This product combines cleaning and sanitizing
- This product is a sanitizer for bowl surfaces [against Klebsiella pneumoniae [(Kleb)] and Staphylococcus aureus [(Staph)]]
- This product kills 99% of Staphylococcus aureus [(Staph)] and Klebsiella pneumoniae [(Kleb)], common bacteria found on toilet surfaces
- This product kills Salmonella enterica **tested as Salmonella choleraesuis** [(Salmonella)], Staphylococcus aureus [(Staph)], and Enterococcus -or- Streptococcus faecalis [(Enterococcus)] found in -or- on the toilet
- Toilet disinfectant [-and/or- cleaner]
- Unique gel formula cleans and kills 99.9% of germs -or- sanitizes with the effectiveness of Clorox<sup>®</sup> bleach

**Disinfecting claims require 10 minute contact time**  
**Germ claims require 10 minute contact time**

### Emerging Viral Pathogen Claims

This product meets the criteria to make claims against certain emerging pathogen claims from the following viral categories:

- Enveloped viruses
- Large non-enveloped viruses

<i>For an emerging viral pathogen that is a/an...</i>	<i>... following the directions for use for the following organisms on the label:</i>
Enveloped virus	Rotavirus Rhinovirus 39
Large, non-enveloped virus	Rhinovirus 39

**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 **pathogen-specific website address** for additional information.



<b>Disinfection Organisms</b>		
<b>Bacteria</b>	<b>ATCC or Strain</b>	<b>Contact Time</b>
Enterococcus -or- Streptococcus faecalis [(Enterococcus)]	[ATCC 51299]	10 min[utes]
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]	10 min[utes]
Salmonella enterica <i>tested as Salmonella choleraesuis</i> [(Salmonella)]	[ATCC 10708]	10 min[utes]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	10 min[utes]
<b>Fungus</b>		
<b>Fungus</b>	<b>ATCC or Strain</b>	<b>Contact Time</b>
Candida albicans [(Candida)]	[ATCC 10231]	10 min[utes]
<b>Viruses Enveloped</b>		
<b>Viruses Enveloped</b>	<b>ATCC or Strain</b>	<b>Contact Time</b>
‡Influenza A2 Virus	[Charles River Laboratories]	10 min[utes]
‡SARS-CoV-2 [(cause of COVID-19)]	[Strain USA-WA1/2020]	10 min[utes]
<b>Virus Large Non-Enveloped</b>		
<b>Virus Large Non-Enveloped</b>	<b>ATCC or Strain</b>	<b>Contact Time</b>
‡Rotavirus	[Strain WA]	10 min[utes]
<b>Virus Small Non-Enveloped</b>		
<b>Virus Small Non-Enveloped</b>	<b>ATCC or Strain</b>	<b>Contact Time</b>
‡Rhinovirus [39]	[ATCC VR-340]	10 min[utes]
<b>Sanitization Organisms</b>		
<b>Bacteria</b>	<b>ATCC or Strain</b>	<b>Contact Time</b>
Staphylococcus aureus [(Staph)]	[ATCC 6538]	5 min[utes]
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]	5 min[utes]

### Cleaning/Miscellaneous Claims

- 4X Cleaning Action[:][,] Cleans -and/or- Deodorizes -and/or- Whitens -and/or- Removes Stains -and/or- Destroys Stains
- **Xx** [the] Cleaning Power[:][,] Cleans -and/or- Deodorizes -and/or- Whitens -and/or- Removes Stains -and/or- Destroys Stains
- **X%** thicker<sup>1</sup> -or- **Xx** thicker<sup>1</sup>
- [Also] Try Clorox® Automatic Toilet Bowl Cleaner<sub>1</sub> -and/or- Clorox® Bleach Automatic Toilet Bowl Cleaner II -or- **insert ABN** [to extend time between deep cleans -and/or- to keep your toilet fresh -and/or- sanitary -and/or- clean [with every flush]]
- [Also] Try Clorox® ToiletWand® Disposable Toilet Cleaning System -or- **insert ABN** [and eliminate that dirty brush]
- An effective cleaner for use in the toilet -or- on toilet surfaces
- Better cleaning power -or- formula
- Bleach in the bowl!
- Brightens -and/or- whitens [-and/or- removes [dirt] stains]
- Brightens and whitens your bowl
- Brightens -and/or- whitens as it cleans
- Brightens with the power of Clorox® bleach
- Cleaning power of [Clorox®] bleach in [one] [gel] [formula]
- Cleans [your toilet bowl]
- Cleans -and/or- deodorizes
- Cleans -and/or- deodorizes with the power of [Clorox®] bleach
- Cleans -and/or- freshens
- Clings -and/or- coats and rinses away for a [sparkling -or- deep] clean
- Complete -and/or- full -and/or- total coverage -or- coating -and/or- dispensing
- Clorox® [bleach] cleaning power
- Contains a powerful cleaner plus [Clorox®] bleach
- Contains cleaners
- Contains sodium hypochlorite plus a cleaner
- [Crisp -and/or- Sparkling] Lemon [Clean -and/or- Zest -and/or- Fresh] [Scent]
- Cleans and deodorizes the toilet bowl [water]
- Clinging action coats the bowl for deep-down cleaning
- Clings to sides of bowl better
- Coats the bowl to dissolve stains
- Concentrate[d] formula
- Contains biodegradable cleaning agents -and/or- cleaners -and/or- surfactants -and/or- soaps and detergents
- Contains no abrasives -or- acids
- Deodorizes and has a clean, fresh scent -or- fragrance
- Destroys toilet ring
- Dispenses [in] [a] wide [band] to completely -or- fully -or- totally coat the bowl
- Easy grip bottle
- Easy to use [for cleaning]
- Effectiveness of [Clorox®] bleach with a clean, fresh scent
- For [cleaning] use on both white and colored hard surfaces
- For a cleaner, fresher toilet
- For cleaner, fresher toilet -or- bathroom
- Freshens toilet bowl -or- bathroom
- Fully dissolves [in the bowl water] – no messy residue to remove
- Great -and/or- Strong -and/or- Powerful -and/or- Lasting -and/or- Lingering bleach smell -or- scent
- Great for toilets
- Has a clean, fresh scent -or- fragrance
- Has the [cleaning] power of bleach
- Helps keep [the -or your] toilet [bowl] clean, clear, and free of odor
- Helps keep [the -or your] toilet [bowl] fresh and clean
- Improved bottle
- Improved clinging action
- Improved Formula
- Improved scent
- Keeps [the -or- your] toilet [bowl] bleach-clean
- Leaves bathroom -and/or- toilet [bowl] fresh and clean
- Leaves the bowl bleach-fresh
- Leaves [the -or- your] [toilet] bowl bleach-clean!
- Leaves toilet -and/or- bowl sparkling clean
- Leaves toilet [surfaces] [clean and] sanitary
- Makes your [cleaning] job easier
- Manual -or- Bleach toilet bowl cleaner
- [New bottle,] Same great value
- Non-abrasive formula for cleaning -or- which will not scratch surfaces
- Non-abrasive formula [that will not scratch surfaces]
- Not harmful to plumbing and septic systems -or- Safe for [plumbing and] septic systems
- Ocean Mist [Scent]
- Our [thickest] toilet bowl cleaner [is **X%** thicker<sup>1</sup>]
- Pleasant fragrance
- [Powerful] **Xx** cleaning -or- **X**-in-1 cleaning [power -or- action][:][,] Cleans -and/or- Deodorizes -and/or- clings [**XX%**] longer<sup>1</sup> -and/or- Whitens -and/or- Removes Stains -and/or- Destroys Stains
- Powerful clinging -and/or- coating gel [[and] stain removing -and/or- whitening -and/or- stain destroying -and/or- rust removing]] [action]
- Powerful clinging -and/or- coating gel [action -and/or- dissolves -or- eliminates tough stains]
- Prevents rust -and/or- hard water -and/or- toilet ring [build up]
- [Quickly] Destroys -and/or- powers through -and/or- eliminates [mold stains -and/or- mildew stains -and/or- bio stains] [without scrubbing]
- Rain Clean -or- Fresh [Breeze] -or- Mountain Fresh -or- Sparkling Wave -or- Cool Wave -or- Natural Breeze [Scent]
- [Removes -or- destroys] [strong enough to handle] tough stains [in seconds]
- Removes -or- Prevents -or- Eliminates odors
- Removes stains -and/or- leaves bowl sanitary
- Removes stains and whitens with the power of Clorox® bleach
- Safe for colored toilets -and/or- porcelain
- The bleach in this product breaks down almost entirely to salt and water -and/or- This bottle is made of \_\_\_% post-consumer recycled [HDPE] plastic -and/or- [This product is] [S]uitable for septic [systems] -and/or- wastewater systems -or- treatment plants
- The only [Toilet Bowl [Cleaner]] -and/or- [[clinging] gel] [with] -or- [that contains] Clorox® bleach
- [Thick -and/or- Powerful cleaning gel] clings [**XX%**] longer<sup>1</sup>
- Thick Clorox® bleach toilet bowl cleaner

- Thick coating -and/or- clinging -and/or- gel -and/or- formula [with bleach]
- Thick formula
- Thick gel formula coats the bowl [and dissolves stains] for deep-down cleaning
- Thicker formula
- This product [with bleach] in a [unique] gel formula
- Twin -or- Value -or- 2 -or- 3 Pack
- Unscented
- Use this product undiluted in homes, schools, and other non-medical toilet bowl locations [such as]: ***insert use site(s) from Table***

- Whitens and brightens
- Will not harm -or- Safe for plumbing or septic systems
- With clinging action
- With more bleach [in every bottle]
- Whitens with the power of Clorox® bleach
- Wide band -and/or- dispensing [for] [complete -and/or- full -and/or- total] [coverage -and/or- coating -and/or- dispensing] [with one quick motion -or- with one easy squeeze]
- Will not scratch surfaces
- Won't splash or drip [and will rinse away easily]
- www.Clorox.com

#### ***Use Sites***

Airports	Convenience Stores	Institutional Facilities	[Public] Restrooms
Athletic Facilities	Day Care Centers	Institutions	Public Transportation Areas
Bars	Dressing Rooms	Jails	Restaurants
Bath Areas	Exercise Facilities	Libraries	Retail Centers
Bathrooms	Factories	Locker Rooms	Shopping Malls
[Business -and/or- Office]	Fitness Centers	Malls	Shower Areas
Buildings	Grocery Stores	Motels	Transportation Terminals
Cafeterias	Gyms	Nurseries	Universities
Campgrounds	Health Clubs	Offices	
Colleges	Hotels	Public Facilities	

#### ***Footnotes***

<sup>1</sup> vs. ***Clorox® toilet bowl insert ABN***

† Staphylococcus aureus [(Staph)], Enterococcus [(Streptococcus)] faecalis, Salmonella enterica ***tested as Salmonella choleraesuis***, Pseudomonas aeruginosa [(Pseudomonas)], Candida albicans, Influenza A2 Virus, Rhinovirus [39], -and/or- Rotavirus

†† Influenza A2 virus

‡ [Viruses]

◇ Kills SARS-CoV-2 on hard, nonporous surfaces

<sup>P</sup> on hard, nonporous surfaces