



## OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

July 29, 2025

Tony Herber  
Agent  
CLOROX CO., THE  
Electronic Transmittal: therber@srcconsultants.com

Subject: PRIA Label and CSF Amendment – To add virucidal disinfection claims, new alternate CSFs and Alternative Brand names.  
Product Name: SWAN  
EPA Registration Number: 5813-89  
Received Date: 12/23/2024  
Action Case Number: 00640259

Dear Mr. Herber:

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

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. Pursuant to 40 CFR 156.10(a)(6), 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.

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

- Basic, dated 5/27/2011
- Alternates A01-A04, dated 3/24/2017
- Alternates A05-A06, dated 8/15/2018

- Alternates A07-A14, dated 12/3/2024

The following alternate brand names have been added to the product record:

- Clorox Toilet Bowl Cleaner Super Cling
- Clorox Toilet Bowl Cleaner Super Cling with Bleach
- Clorox Toilet Bowl Cleaner Micro-scrubbing Gel
- Clorox Toilet Bowl Cleaner Micro-scrubbing Gel with Bleach
- Clorox Toilet Bowl Cleaner Deep-scrubbing Gel
- Clorox Toilet Bowl Cleaner Deep-scrubbing Gel with Bleach
- Clorox Toilet Bowl Cleaner Ultra Foamer
- Clorox Toilet Bowl Cleaner Ultra Foamer with Bleach
- Clorox Toilet Bowl Cleaner Ultra Cleaning Foamer
- Clorox Toilet Bowl Cleaner Ultra Cleaning Foamer with Bleach
- Clorox Toilet Bowl Cleaner Clinging Gel
- Clorox Toilet Bowl Cleaner Clinging Gel with Bleach
- Clorox Toilet Bowl Cleaner Total Whitening
- Clorox Toilet Bowl Cleaner Total Whitening with Bleach
- Clorox Toilet Bowl Cleaner Complete Whitening
- Clorox Toilet Bowl Cleaner Complete Whitening with Bleach
- Clorox Toilet Bowl Cleaner Whiten & Brighten
- Clorox Toilet Bowl Cleaner Whiten & Brighten with Bleach
- Clorox Toilet Bowl Cleaner Foaming Gel
- Clorox Toilet Bowl Cleaner Foaming Bleach Gel
- Clorox Toilet Bowl Cleaner Foaming Gel with Bleach
- Clorox Toilet Bowl Cleaner Power Foaming Gel
- Clorox Toilet Bowl Cleaner Power Foaming Gel with Bleach
- Clorox Toilet Bowl Cleaner Power Cleaning Foaming Gel
- Clorox Toilet Bowl Cleaner Power Cleaning Foaming Gel with Bleach
- Clorox Toilet Bowl Cleaner Quick-Foam Gel
- Clorox Toilet Bowl Cleaner Quick-Foam Gel with Bleach
- Clorox Toilet Bowl Cleaner Quick-Foam Cleaning Gel
- Clorox Toilet Bowl Cleaner Quick-Foam Cleaning Gel with Bleach
- Clorox Toilet Bowl Cleaner Water-activated Foam
- Clorox Toilet Bowl Cleaner Water-activated Foam with Bleach
- Clorox Toilet Bowl Cleaner Water-activated Cleaning Foam
- Clorox Toilet Bowl Cleaner Water-activated Cleaning Foam with Bleach
- Clorox Toilet Bowl Cleaner Deep Clean Foam
- Clorox Toilet Bowl Cleaner Deep Clean Foam with Bleach
- Clorox Toilet Bowl Cleaner Fast-Foaming Action
- Clorox Toilet Bowl Cleaner Fast-Foaming Action with Bleach

- Clorox Toilet Bowl Cleaner Fast-Foaming Cleaning Action
- Clorox Toilet Bowl Cleaner Fast-Foaming Cleaning Action with Bleach

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

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact [Oiguenblik.Emilia@epa.gov](mailto:Oiguenblik.Emilia@epa.gov) or [Fuller.Demson@epa.gov](mailto:Fuller.Demson@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

R0674223

11:00 12/2/24

**ACCEPTED**

07/29/2025

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**

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

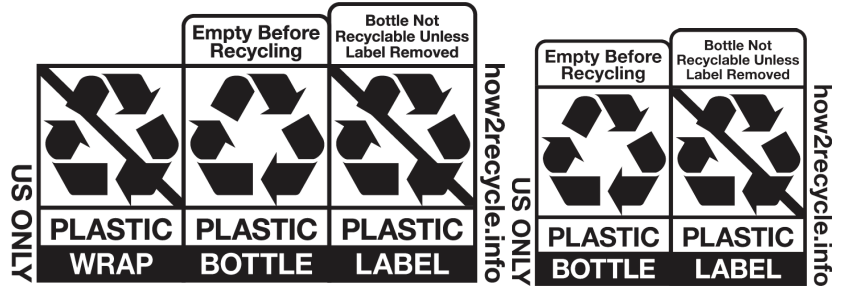
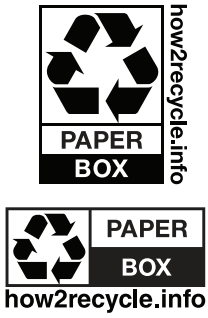
EPA Reg. No. 5813-89

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 (O3), IL-2 (24); 71106-GA-2 (E8)

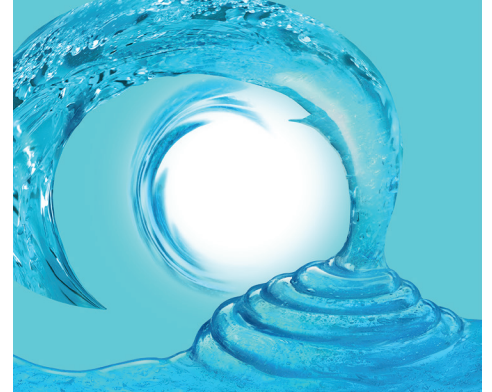
Beginning of batch code indicates Est. No.

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

## Optional Graphics



## Scent descriptor icons



*This graphic is for a cross-promotional claim for another product*



## 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 [and eliminate stains]:

- [1] Apply [enough] product under and around rim to coat the inside of the bowl.
- [2] Allow product to sit for **XX** min[utes]. **XX is a number between 1 & 10**
- [3] Do not allow children or pets to access the toilet during this time.
- [4] Flush toilet. [Close cap after every use.]

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

- [1] Flush toilet [before cleaning] and preclean visibly soiled surfaces. [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.
- [3] Scrub entire bowl [with a stiff brush] and allow surface to remain visibly wet 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.)

### To prevent -or- inhibit -or- control the growth of odor-causing bacteria [for [up to] XX hours] **XX is less than or equal to 48 hours** [under the rim -and/or- below the toilet seat [cover] -and/or- around the [toilet] base [of the toilet] -and/or- along the outside of the toilet [seat] -and/or- on surfaces not in contact with [the] [toilet] water]:

- [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 the rim [to coat the inside of bowl] -or- directly to the toilet water and mix [with a [stiff] brush].
- [3] [Apply solution by] Scrub[ing] under the rim -and/or- below the toilet seat [cover] -and/or- around the [toilet] base [of the toilet] -and/or- along the out side of the toilet [seat] [with a stiff brush].
- [4] Allow product to air dry.

*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
- **Xx** [more] cleaning -and/or- deodorizing -and/or- germ kill -and/or- bacteria kill -and/or- sanitizing<sup>1</sup> -or- <sup>6</sup> **X is a number between 1 and 9**
  - A bleach product for toilet bowl cleaning and disinfecting
  - A bleach product for toilet bowl cleaning and sanitizing
  - A toilet bowl 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]
  - Bactericidal [formula -or- action]
  - Bactericidal[formula] -or- Disinfecting [formula]
  - Bacteria-killing -or- Germ-killing -or- Virus<sup>‡</sup> killing formula
  - Bactericide -and/or- Bactericidal -and/or- Virucide<sup>‡</sup> -and/or- Virucidal<sup>‡</sup> -and/or- Germicide -and/or- Germicidal
  - Bacteriostat — prevents growth of bacteria for **XX** hours<sup>5</sup> **XX is a number less than or equal to 48 hours**
  - [Bleach] Toilet bowl sanitizer
  - Bleach toilet bowl disinfectant [-and/or- cleaner]
  - Brightens as it cleans and disinfects<sup>2</sup>
  - Broad spectrum disinfectant [cleaner<sup>2</sup>]
  - Cleans and kills 99.9% of germs
  - Cleans as it sanitizes
  - Cleans, disinfects and freshens with the effectiveness of Clorox® bleach
  - Cleans -and/or- brightens -and/or- deodorizes[with the power of [Clorox®] bleach]
  - Cleans [and disinfects] with [the effectiveness of -or- the strength of -or- the power of] Clorox® bleach
  - Cleans, disinfects and deodorizes
  - [Cleans,] [whitens,] [brightens] and sanitizes -or- kills 99.9% of germs
  - Disinfect[s]
  - Disinfecting bleach cleaner for toilet bowls
  - 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 bowl]
  - Disinfects against -or- Kills [common] toilet bowl 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<sup>†</sup>] [toilet bowl] 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
  - Disinfects [your] [toilet] [bowl] [in [just] 10 minutes]
  - 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 bowl disinfectant [in presence of [5%] soil load -or- organic soil]
  - Eliminates odors caused by bacteria -or- germs -or- Controls odors produced by [common<sup>†</sup>] [toilet bowl] germs
  - Engineered to clean -and/or- designed to disinfect
  - [Enjoy] **XX%** more [product -and/or- cleaning -and/or- sanitizing]<sup>1</sup> -or- <sup>6</sup> **XX is a number up to 100**
  - Germ-killing [formula]
  - Has the effectiveness of Clorox® [bleach] to kill 99.9% of [household<sup>†</sup>] 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 -and/or- COVID-19 Virus<sup>‡</sup>
  - Kills 99.9% of [household<sup>†</sup>] bacteria [in toilet bowl -and/or- on hard nonporous toilet bowl surfaces]
  - Kills 99.9% of [household<sup>†</sup>] bacteria -or- germs
  - Kills 99.9% of [household<sup>†</sup>] germs on hard nonporous toilet bowl surfaces
  - Kills 99.9% of germs as it cleans<sup>2</sup>
  - Kills 99.9% of household<sup>†</sup> germs -or- bacteria with the effectiveness of Clorox® [bleach]
  - Kills 99.9% of the following organisms in 5 min[utes]: Klebsiella pneumoniae [(Kleb)] and Staphylococcus aureus [(Staph)]
  - Kills Rotavirus
  - Kills bacteria -or- germs while it cleans<sup>2</sup> [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 bowl
  - Kills -or- controls [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 bowl] 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 bowl] surfaces [in 5 min[utes]]
  - Sanitizes in 5 min[utes]
  - Kills odor-causing bacteria[: *Klebsiella pneumoniae* [(Kleb)] -and/or- *Staphylococcus aureus* [(Staph)]]
  - Sanitizes toilet bowl surfaces [in 5 min[utes]]
  - Sanitizes under the rim
  - Sanitizes while it cleans<sup>3</sup>
  - Sanitizes [your] [toilet] [bowl] [in [just] 5 minutes]
  - Sanitizing -or- Bactericidal [formula]
  - Sanitizing bleach cleaner for toilet bowls
  - 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<sup>2</sup>
- This product cleans and disinfects simultaneously<sup>2</sup>
- This product cleans and sanitizes simultaneously<sup>3</sup>
- This product combines cleaning and sanitizing<sup>3</sup>
- 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 bowl 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 bowl
- Toilet bowl 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

***This product*** has demonstrated effectiveness against viruses similar to ***insert name of emerging virus*** on hard, nonporous internal toilet bowl 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.

<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

<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 <b>tested as Salmonella choleraesuis</b> [(Salmonella)]	[ATCC 10708]	10 min[utes]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	10 min[utes]
<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>ATCC or Strain</b>	<b>Contact Time</b>
‡Influenza A Virus (H1N1)	[ATCC VR-1469, Strain A/PR/8/34]	10 min[utes]
‡Human Coronavirus	[ATCC VR-740, Strain 229-E]	10 min[utes]
‡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>ATCC or Strain</b>	<b>Contact Time</b>
‡Rotavirus	[Strain WA]	10 min[utes]
<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

- 2-in-1: bowl and brush deodorizing -and/or- cleaning
- [4X Cleaning Action[:][:]] Cleans -and/or- Deodorizes -and/or- Whitens -and/or- Removes Stains -and/or- Destroys Stains
- **XXx** Foaming Power -or- Action **XX is a number between 1 and 100**
- **Xx** More value<sup>1</sup> -or- <sup>6</sup> **X is a number up to 9**
- **XX [-]pack X is a number up to 24**
- **Xx** [the] value **X is a number up to 9**
- **XX%** less scrubbing<sup>1</sup> -or- <sup>6</sup> **XX is a number up to 100**
- **XX%** more [tough] stain removal<sup>1</sup> -or- <sup>6</sup> **XX is a number up to 100**
- **XX%** more free<sup>1</sup> **XX is a number up to 100**
- **XX%** more value<sup>1</sup> -and/or- product -and/or- cleaning [power] [per ounce] **XX is a number up to 100**
- **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>
- **XX%** lighter weight<sup>[1]</sup> -and/or- less plastic<sup>[1]</sup> -and/or- packaging<sup>[1]</sup> [than previous bottle] **XX is a number up to 100. Either footnote '1' or "than previous bottle" must be used with claim**
- **Xx** Scrubbing Action -or- Power [for a deeper -or- better -or- more effective -or- thorough clean]<sup>6</sup>
- **XXx** whitening<sup>6</sup> -and/or- power<sup>6</sup> -or- action<sup>6</sup> -or- strength<sup>6</sup> **XX is a number up to 100**
- **XX%** Whitening Power<sup>6</sup> -or- Action<sup>6</sup> -or- Strength<sup>6</sup> **XX is a number up to 100**
- A powerful -and/or- reliable -and/or- versatile clean, [every time]
- [Also] Try Clorox® Automatic Toilet Bowl Cleaner<sup>1</sup> -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 -and/or- stronger cling[ing action]<sup>1</sup> -or- <sup>6</sup>
- Better cleaning power -or- formula<sup>1</sup> -or- <sup>6</sup>
- Bleach in the bowl!
- Bonus [size]
- 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
- Brush-free clean
- Cleaning power of [Clorox®] bleach in [one] [gel] [formula]
- Cleans away everyday dirt and grime
- Cleans -or- gets rid of the pink ring in your -or- the toilet [without scrubbing]
- Cleans -or- whitens -or- eliminates -or- destroys pink ring -or- pink stain[s] [in the toilet]
- 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
- Clorox has been keeping toilets clean for [over] **X** years -or- since 1913 **X is a number up to equal to the age of the company. "over" will not be used if the number used is the age of the company.**
- Complete -and/or- full -and/or- maximum [bowl]- and/or- total coverage -or- coating -and/or- dispensing
- Complete -and/or- full -and/or- total coverage -or- coating -and/or- dispensing
- Clorox® [bleach] cleaning power
- Concentrated [cleaning power]
- Contains a powerful cleaner plus [Clorox®] bleach
- Contains cleaners
- Contains sodium hypochlorite plus a cleaner
- Convenient -or- convenience
- [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
- Delivers **XX%** more product per squeeze [for easier coating]<sup>1</sup> **XX is a number up to 100**
- 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
- Doesn't leave behind [any] residue
- Easy grip bottle
- Easy to close
- Easy to reach under the rim
- Easy to use [for cleaning]
- Easy under-the-rim cleaning
- Effectiveness of [Clorox®] bleach with a clean, fresh scent
- Eliminate -or- remove -or- dissolve pink ring[s] -or- stain[s] [with the power of Clorox bleach]
- Entire bottle can be recycled -and/or- is recyclable
- Ergonomic bottle grip
- Fast-acting foam that's tough on [bathroom -and/or- hard water -and/or- stubborn -and/or- mineral] stains
- Fast-acting foam[ing] [gel] -or- action -or- power [that's tough on bathroom -and/or- hard water]
- [Fast-acting] Foaming action [thoroughly -or- quickly cleans -and/or- deodorizes [for you] -and/or- stubborn -and/or- mineral] stains
- For all [your] toilet -and/or- cleaning needs
- 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
- Give your bowl the Clorox clean you trust
- Great -and/or- Strong -and/or- Powerful -and/or- Lasting -and/or- Lingering bleach smell -or- scent
- Great -and/or- Strong -and/or- [Long-]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
- Hygienic clean
- Improved consumer experience -and-or- improved usage experience<sup>1</sup>
- [Improved] ease of use -and-or- dispensing<sup>1</sup>
- Improved bottle
- Improved clinging action
- Improved Formula
- Improved scent
- [Just] Pinch, Twist and Go
- Keeps [the -or- your] toilet [bowl] bleach-clean
- Keeps [your] toilet [bowl] hygienic -and-or- clean -and-or- free of odor -and-or- deodorized -and-or- sanitary -and-or- fresh [for longer]<sup>6</sup>
- Leak-proof cap
- 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
- Less clogging<sup>1</sup>
- Less scrubbing <sup>1-or-6</sup> [for a better clean] -and-or- minimizes scrubbing [for a better clean]
- Limited edition **6-month limitation to claim on pack**
- Limited [time] value pack -or- offer **6-month limitation to claim on pack**
- Lightweight bottle
- [Limited] value edition -or- offer **6-month limitation to claim on pack**
- Makes your [cleaning] job easier
- Manual -or- Bleach toilet bowl cleaner
- [Micro-scrubbers] [Micro-scrubbing action -or- power -or- technology] [quickly] eliminates tough stains and rings [in seconds]
- Micro-Scrubbing particles for **XX%** more scrubbing -or- cleaning power -or- less scrubbing -or- a faster clean<sup>6</sup> **XX is a number up to 100**
- Micro-Scrubbing technology to quickly remove stains
- Multi-functional cleaning
- New -and-or- Improved bottle
- [New -and-or- improved] Easier [to] squeeze<sup>1</sup>
- New -and-or- improved -and-or- easier dispensing nozzle [for complete -and-or- total coverage [with [more] ease]]<sup>1</sup>
- [New bottle,] Same great value
- [New] no clog nozzle<sup>1</sup>
- Non-abrasive formula for cleaning -or- which will not scratch surfaces
- Non-abrasive formula [that will not scratch surfaces]
- [No scrub -or- scrubbing needed] [Scrub-less clean][:][:] just coat, wait, and flush
- No scrubbing [for a better clean]
- No slip grip
- 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>]
- [Package] Made with **XX%** recycled plastic **XX is a number up to 100**
- 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]
- [Powerful] [clinging -and-or- coating] [gel] [action] dissolves -or- eliminates [tough -or- stubborn] hard water -and-or- mineral -and-or- rust -and-or- toilet ring -and-or- [pink ring -or- circle -or- stain[s]] -or- stuff -or- film -or- coat[ing] -or- layer [stains]
- Powers through pink ring[s] [in seconds]
- Removes **XXx** -or- **XX%** more pink ring[s] -and-or- stain[s] **XX is a number up to 100**
- 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
- Scrub-free clean
- Specially designed bottle -and-or- closure [helps] control[s] the flow
- Specially designed bottle -and-or- closure controls the pour
- Specially designed bottle -and-or- closure helps prevent splashing
- Specially designed bottle -and-or- handle to [help] [you] get [your] [bleach] [toilet cleaner] where you want it [with confidence]
- Specially designed bottle -or- closure allows you to clean right -and-or- with ease
- Specially designed bottle -or- closure for a comfortable -and-or- controlled -and-or- balanced pour -and-or- experience
- Stain -and-or- odor protection
- 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]s] -and-or- [[clinging] gel] [with] -or- [that contains] Clorox® bleach
- [The] right tool for a nasty job
- [Thick -and-or- Powerful cleaning gel] clings [**XX%**] longer<sup>1</sup>
- Thick gel [formula] coats the bowl -and-or- dissolves stains [for deep-down cleaning]
- Thick Clorox® bleach toilet bowl cleaner
- Thick coating -and-or- clinging -and-or- gel -and-or- formula [with bleach]
- [Thick] [Foaming action -or- power -or- formula] sticks [to] and breaks down grime
- [Thick] [Foaming power- or action -or- formula -or- technology] coats and/or- penetrates -and-or- dissolves tough hard water -and-or- mineral -and-or- [pink ring -or- circle -or- stain[s]] -or- film -or- stuff
- Thick formula
- Thick gel formula coats the bowl [and dissolves stains] for deep-down cleaning
- Thicker formula
- [This] bottle [is] made with **XX%** [post-consumer] recycled plastic **XX is a number up to 100**

- This product [with bleach] in a [unique] gel formula
- Tough cleaning -and/or- stain removing -or- dissolving formula [does the work for you]
- 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**
- Value Size
- Whitening -and/or- cleaning made easy
- 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 -and/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] Buildings	Fitness Centers	Malls	Shower Areas
Cafeterias	Grocery Stores	Motels	Transportation Terminals
Campgrounds	Gyms	Nurseries	Universities
Colleges	Health Clubs	Offices	
	Hotels	Public Facilities	

#### Footnotes

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

<sup>2</sup> when used according to disinfection directions

<sup>3</sup> when used according to sanitization directions

<sup>5</sup> Under the rim -and/or- below the toilet seat [cover] -and/or- around the [toilet] base [of the toilet] -and/or- along the outside of the toilet [seat] -and/or- on surfaces not in contact with [the] [toilet] water. Allow product to air dry.

<sup>6</sup> vs. toilet brush + water

† 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

♠ on hard, nonporous surfaces