

5813-91

05-25-2011

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

1/15

J. Evelyn Lawson
Clorox Professional Products Company
c/o PS&RS; P.O. Box 493
Pleasanton, CA 94566-0803

MAY 25 2011

SUBJECT: Gemstone
EPA Registration Number: 5813-91
Application Dated: April 22, 2011
Receipt Date: April 25, 2011

Dear Ms. Lawson:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

- Addition of web site and EPA establishment numbers/format per PR Notice 98-10.

Based on a review of the submitted information, this notification is acceptable. Your proposed changes will be made part of the record for this file.

General Comments

Should you have any questions concerning this letter, please contact Emilia Oiguenblik at (703) 347-0109 or Velma Noble at (703) 308-6233.

Sincerely,



Velma Noble
Product Manager (31)
Regulatory Management Branch I
Antimicrobials Division (7510P)

CONCURRENCES

SYMBOL							
SURNAME							
DATE							

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United States
Environmental Protection Agency
Washington, DC 20460

Registration
 Amendment
 Other

OPP Identifier Number
EE0105

Application for Pesticide - Section I

1. Company/Product Number 5813-91	2. EPA Product Manager Velma Noble	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Gemstone	PM# 31	
5. Name and Address of Applicant (Include ZIP Code) The Clorox Company c/o PS&RC; P. O. Box 493 Pleasanton, CA 94566-0803 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification of web site and additional EPA establishment numbers/format per PR Notice 98-10. This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. § 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under § 12 and § 14 of FIFRA. Enclosed are 1 marked-up label + 5 clean copies

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal	<input type="checkbox"/> Plastic
				<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/>	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input type="checkbox"/> Other _____		

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)					
Name J. Evelyn Lawson		Title Senior Regulatory Information Scientist		Telephone No. (Include Area Code) (925) 425-6842	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.					6. Date Application Received (Stamped)
2. Signature 		3. Title Regulatory Scientist			
4. Typed Name Elisa Estremera		5. Date April 22, 2011			

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Gemstone

Active Ingredients:

Didecyl dimethyl ammonium chloride	0.94%
n Alkyl (C ₁₄ 50%, C ₁₂ 40%, C ₁₆ 10%) dimethyl benzyl ammonium chloride	0.62%
Other Ingredients:	98.44%
Total.....	100.00%

**KEEP OUT OF REACH OF CHILDREN
WARNING**

See back panel for additional precautionary statements.

Net Contents: _____

Important Facts:

Bottle made from ___% post-consumer recycled plastic
Contains no phosphorous
Not harmful to septic systems -or- tanks

Questions or Comments? Call [toll-free] [at] 1-800-227-1860 -or- (787) 641-4943 (in Puerto Rico)
-or- [[Please] Visit -or- Check [out] [our website at]] (*insert website*) www.clorox.com
[for more information] [on Clorox@] -or- www.cloroxprofessional.com
[for more information] [on this product]
For MSDS sheets -or- information [please] go to: www.thecloroxcompany.com
-or- www.cloroxprofessional.com

A list of this product's ingredients is available at www.CloroxCSR.com
Mfd. for & © 2007 The Clorox Company, 1221 Broadway, Oakland, CA 94612
[and Dist. by & © XXXX Clorox Commercial Company,
[Ave. Chardon, #350, Torre Chardon, Suite 320,] San Juan, PR 00918].
(bracketed text for Puerto Rico only) Made in [the] U.S.A -or- Made in Puerto Rico
Clorox is a registered trademark of The Clorox Company.
Commercial Solutions is a registered trademark of Clorox Professional Products Company

EPA Reg. No. 5813-91

Preferred EPA Est. No. language: if no plant code available

EPA Est. No. 5813-PR-1

Language similar to the following is needed if more than one EPA Est. No. listed above

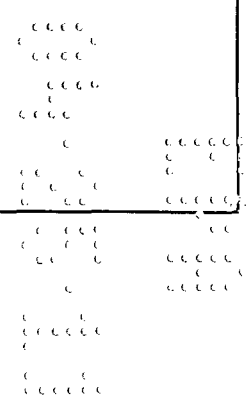
Actual EPA Est. No. in code above -or- below.

**Alternate language: note: all Est. Nos. listed in this format must have plant code in parentheses;
(note: styles cannot be mixed)**

EPA Est. No. 5813-CA-3 (A8), GA-1 (A4), GA-2 (VG); 58455-IN-1 (C6);

71681-GA-1 (JQ), IL-1 (GU), IL-1 (24)

Beginning of batch code indicates Est. No.



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PRECAUTIONARY STATEMENTS

Hazards To Humans And Domestic Animals

WARNING. Causes substantial but temporary eye injury. Harmful if absorbed through the skin. Do not get in eyes or on clothing. Wear protective eyewear (goggles, face shield or safety glasses). Remove contaminated clothing and wash before reuse. Avoid contact with skin. 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 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 a poison control center or doctor. Do not give anything by mouth to an unconscious person.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling poison control center or doctor or going for treatment.

If container size is 5 gallons or larger, use the following Environmental Hazards statement:

ENVIRONMENTAL HAZARDS:

Do not discharge effluent containing this product into lakes, streams, ponds, estuaries, oceans, or other waters unless in accordance with the requirements of a National Pollutant Discharge Elimination System (NPDES) permit and the permitting authority has been notified in writing prior to discharge. Do not discharge effluent containing this product to sewer systems without previously notifying the local sewage treatment plant authority. For guidance contact your State Water Board or Regional Office of the EPA.

Residential/Household uses

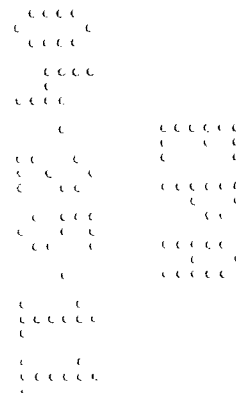
STORAGE AND DISPOSAL:

Store out of reach of children. Nonrefillable container. Do not reuse or refill container. [Please] recycle empty container or discard in trash.

Professional/Institutional uses

STORAGE AND DISPOSAL:

Do not contaminate water, food or feed by storage or disposal. Store out of reach of children. Nonrefillable container. Do not reuse or refill this container. Offer empty container for recycling. If recycling is not available, discard container in trash. [Triple rinse, then] [please] recycle empty container or discard in trash.



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DIRECTIONS FOR USE

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

GENERAL USE DIRECTIONS

[DILUTION: 1:32 -or- 4 oz. per gallon of water [488 ppm Active Quat]]

GENERAL CLEANING: Mix -or- Use 4 oz. [1/2 cup] per gallon of water -or- 2 oz. per 1/2 gallon of water. Thoroughly wet surface with solution [before rinsing -or- wiping -or- mopping]. [Then rinse -or- wipe -or- mop.] [For heavily soiled areas, a precleaning step is required.]

TO DISINFECT [AND CLEAN] [THROUGHOUT YOUR HOME]: Mix 4 oz. [1/2 cup] per gallon of water -or- 2 oz. per 1/2 gallon of water. Thoroughly wet surface with solution. Apply with a cloth, mop, sponge, [or coarse sprayer,] or by soaking. [For sprayer applications, use a coarse spray device. Spray 6-8 inches from surface, rub with a brush, cloth or sponge. Do not breathe spray.] Let stand 10 minutes before rinsing -or- wiping -or- mopping. -or- Let stand for 10 minutes. Rinse or wipe dry with a clean cloth or sponge or allow to air dry. [For heavily soiled areas, a precleaning step is required.] For surfaces that may come in contact with food, potable water rinse is required. [Rinsing of floors is not necessary unless they are to be waxed or polished.] [Prepare a fresh solution daily or more often if the solution becomes diluted or visibly soiled.]

FOR TOUGH -or- HEAVY-DUTY [CLEANING] JOBS: [Use 2 oz. of this product per 24 oz. of water.] -or- [Use 8 to 12 oz. of this product per gallon of water.] Pour directly on sponge or soil. Rinse thoroughly with clean water.

For Institutional Use:

DILUTION: 1:24 -or- 2/3 cup per gallon of water [650 ppm]

GENERAL CLEANING: Mix -or- Use 2/3 cup per gallon of water. Thoroughly wet surface with solution [before rinsing -or- wiping -or- mopping]. [Then rinse -or- wipe -or- mop.]

TO DISINFECT [AND CLEAN]: Mix 2/3 cup per gallon of water. Thoroughly wet surface with solution. Apply with a cloth, mop, sponge, [or coarse sprayer]. Let stand 10 minutes before rinsing -or- wiping -or- mopping. -or- Let stand for 10 minutes. Rinse or wipe dry with a clean cloth or sponge or allow to air dry. For heavily soiled areas, a precleaning step is required. For surfaces that may come in contact with food, potable water rinse is required. [Rinsing of floors is not necessary unless they are to be waxed or polished.] [Prepare a fresh solution daily or more often if the solution becomes diluted or visibly soiled.]

FOR TOUGH -or- HEAVY-DUTY [CLEANING] JOBS: [Use 2 oz. of this product per 24 oz. of water.] -or- [Use 8 to 12 oz. of this product per gallon of water.] Pour directly on sponge or soil. Rinse thoroughly with clean water.

TOILET BOWLS: [To clean toilet bowls,] apply diluted solution around the bowl and up under the rim. [Stubborn stains may require brushing.]

TOILET BOWLS: [To disinfect toilet bowls,] preclean to remove the heavy soil, then [remove or expel over the inner trap the residual bowl water] -or- [empty bowl]. Pour in 3 ounces of the diluted solution. Brush bowl completely, making sure to get under the rim. Let stand for 10 minutes [or overnight], then flush.

DISINFECTION OF BARBER/BEAUTY/SALON INSTRUMENTS AND TOOLS: Tools (such as combs, brushes, razors, scissors, and other shop tools) can be disinfected by immersing in a 4 oz. [1/2 cup] per gallon solution -or- 2 oz. per 1/2 gallon of solution for a contact time of 10 minutes. Prepare a fresh solution daily or more often if the solution becomes diluted or visibly soiled.

For Institutional Use:

DISINFECTION OF BARBER/BEAUTY/SALON INSTRUMENTS AND TOOLS: Tools (such as combs, brushes, razors, scissors, and other shop tools) can be disinfected by immersing in a 2/3 cup per gallon solution for a contact time of 10 minutes. Prepare a fresh solution daily or more often if the solution becomes diluted or visibly soiled.

DEODORIZATION INSTRUCTIONS: [To Deodorize Non-Food Contact Surfaces:] Thoroughly wet surfaces. Let stand 10 minutes. Then wipe -or- mop. -or- Let stand 10 minutes before wiping -or- mopping. For heavily soiled areas, a precleaning is required.

MILDEWSTATIC INSTRUCTIONS: [This product will effectively control the growth of mold and mildew plus the odors caused by them when applied to hard, nonporous surfaces such as walls, floors, and table tops.] Apply solution [4 oz. [1/2 cup] per gallon of water -or- 2 oz. per 1/2 gallon of water] with a cloth, mop, sponge, [or coarse sprayer,] making sure to wet all surfaces completely. Let air dry. Prepare a fresh solution for each use. Repeat application weekly or when growth reappears.

Note: ***Bold, italicized text is information for the reader***; ***not part of the label.*** [Bracketed information is optional text.] Underlined text is new. Strike-through (~~text~~) means removed.
R0691-8.1

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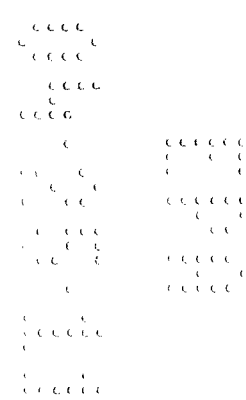
DIRECTIONS FOR USE continued

For Institutional Use:

MILDEWSTATIC INSTRUCTIONS: [This product will effectively control the growth of mold and mildew plus the odors caused by them when applied to hard, nonporous surfaces such as walls, floors, and table tops.] Apply solution [2/3 cup per gallon of water] with a cloth, mop, sponge, [or coarse sprayer,] making sure to wet all surfaces completely. Let air dry. Prepare a fresh solution for each use. Repeat application weekly or when growth reappears.

[To inhibit mold or mildew growth on hard, nonporous surfaces:]

Thoroughly preclean the surface following the [general] cleaning directions. Thoroughly wet surface. Let stand 10 minutes. Then wipe -or- mop. Reapply as new growth appears.



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CLEANING CLAIMS

- Best on [kitchen] [floor] [household] [institutional] messes -or- tasks
- Better [kitchen -and/or- [floor] [bathroom] [household] [institutional]] cleaning
- Clean up with the one thing that can handle your -or- the kitchen -and/or- [floor[s]] [household]
- Cleans -or- Fights grease -and/or- [dirt] [grime] [messes] [soils]
- Cleans soap scum -or- dirt -or- build-up
- Cleans [the] tough[est] soils -and/or- [dirt] [messes] [grease] [grime]
- Cleans tough [grease] [kitchen] [bathroom] [floor] [household] [institutional] messes [without smearing] [fast]
- Cleans without bleach[ing]
- Cleans [without streaks] [to a shine]
- Cleans -and/or- dissolves dirt -and/or- [grease] [grime] on contact
- Contains -or- Has grease -and/or- [dirt] [grime] fighting power
- Contains [powerful] grease -and/or- [dirt] [grime] cutters
- Cuts -or- Cleans greasy dirt -and/or- [soap scum] [kitchen] [bathroom] [household] [institutional] [floor] [soils] [fast]
- Cuts -or- Cleans grime -and/or- [dirt] [grease] [in kitchens -and/or- bathrooms] [on floors] [fast]
- Cuts -or- Cleans kitchen -and/or- [bathroom] [household] [institutional] [floor] grime -and/or- [soils] [dirt] [fast]
- Cuts [through] [tough] grease -and/or- [grime] [messes] [dirt] [quickly] [and easily] [without a trace] [of residue]
- Cuts through [tough] kitchen -and/or- [bathroom] [household] [institutional] [floor] dirt -and/or- [grease] [grime] [soils]
- Deep cleaning [cleaner -or- formula]
- Defend against [the] dirt [constantly] [getting] tracked into your house -or- kitchen [by shoes -and/or- pets -and/or- kids] [from outside] [every day]
- Degreaser
- Degreases
- Dissolves [greasy] [kitchen] [bathroom] [household] [institutional] [floor] messes [on contact]
- Dissolves grease -and/or- [dirt] [grime] on contact
- Dissolves messes [to a shine] [without a trace] [of residue]
- [Easily cleans the] Toughest [on] grease -and/or- [grime] [dirt] [throughout the house] [on hard, nonporous surfaces]
- [Effectively] remove[s] [everyday] soils -and/or- [dirt] [grime] [messes] (on **Table 1 use sites and surfaces**, in **Table 1 use locations**)
- Eliminate[s] -or- Remove[s] [kitchen] [bathroom] [household] [institutional] odors
- [Fast action] [kitchen] [bathroom] [household] [institutional] [floor] cleaner
- Fast, easy cleaning solution
- Formula fights grease -and/or- [dirt] [grime] [messes]
- Formulated for kitchen -or- floor cleaning -or- messes -or- [all kitchen -or- floor cleaning needs]
- Good for everyday cleaning -and/or- for your -or- the toughest [kitchen -and/or- [household] [institutional] [bathroom] [floor]] messes
- Good for most indoor and outdoor cleaning tasks
- Grease cutter -or- fighter -or- cutting formula -or- fighting formula
- Grease fighting -and/or- [kitchen -and/or- [bathroom] [floor] [household] [institutional] cleaning] formula
- Great [cleaning power] [for] [kitchens] [floors] [[household] [institutional] cleaning]
- Great for bathroom[s] [soils -and/or- soap scum]
- Great for kitchen[s] -and/or- bathroom[s] -and/or- floor[s] [soils -and/or- dirt] [too]
- [Kitchen -and/or- floor] cleaning done right
- Makes your -or- my -or- the [floor] [kitchen] [household] [institutional] [bathroom] [cleaning] job easier [in -or- on the] [kitchen] [bathroom] [floor] [all over the house] [on hard, nonporous surfaces]
- One cleaner to get [a] truly clean kitchen -and/or- floor[s] -or- [household] [institutional] surfaces
- Perfect -or- Ideal for [greasy] [tough] [grimy] messes [around your -or- my -or- the] [home] [house] [living room] [kitchen] [bathroom] [bedroom]]
- Powerful [grease] [dirt] [grime] [soil] [cutter]
- Powers through [tough] [kitchen] [floor] [household] [institutional] [grease] [messes] [dirt] [grime]
- Powers through [tough] grease -and/or- [grime] [messes] [dirt] [all over the house] [including [kitchen] [floor] [grease and grime] [and] [bathroom soils] [such as soap scum]]
- Powers through your -or- my -or- the toughest [cleaning] jobs
- Prevents odors -and/or- [dirt] [soap scum] [build up]
- Quickly cuts [through] [the toughest] [kitchen] [floor] [household] [institutional] grease -and/or- [dirt] [grime]
- Reduces dust -and/or- [pet dander] [dust mite matter]
- Remove[s] -and/or- Clean[s] (**soils listed in Table 2**)
- Remove[s] -and/or- Clean[s] [everyday] [kitchen] [floor] [household] [institutional] messes
- Starts cleaning [-or- to work] on contact
- Starts to work before you [even] [do] [start to] wipe -or- mop
- Strong [cleaner]
- Strong cleaning power
- Strong enough to cut through automotive grease, yet won't harm fabric
- The convenient -or- easy way to keep your home -and/or- [house] [kitchen] [floor[s]] [household] [surfaces] looking clean -or- "just cleaned" [every day]
- Tough on [greasy] [grimy] soils
- Tough -or- Works on [kitchen] [floor] [household] [institutional] grease -and/or- [messes] [dirt] [soils]
- Tough[est] on grease -and/or- dirt -and/or- grime
- Unbeatable [on] grease -and/or- dirt -and/or- grime [removal]
- Unbeatable on [kitchen] [bathroom] [floor] [household] [institutional] messes
- Works on Soap Scum

Use Locations/Sites/Surfaces: See Table 1
Soils: See Table 2

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DEODORIZATION CLAIMS

- Deodorizer [for household use] [for institutional use]
- Deodorizer for use in the kitchen -and/or- [bathroom] [bedroom] [and other [household] [institutional] areas]
- [Deodorizes and] has a [clean, fresh] (***any scent descriptor listed under GENERAL CLAIMS***) scent
- Deodorize[s] -or- Eliminate[s] -or- Remove[s] [food] [pet] [tracked in] odors [like garlic and onion] [left behind on kitchen -or- floor surfaces] [after cooking]
- Eliminates odors [caused by bacteria] [and] [mildew] [non-fresh foods] [tracked into your home] [from outside] [by shoes -and/or- pets -and/or- kids]
- Kill[s] odor causing bacteria [in the kitchen -or- bathroom] [on [floors] -and/or- [hard, nonporous] [household] [institutional] surfaces]
- Made for [kitchen] [floor] [bathroom] [household] [institutional] surfaces and odors

Effective against Organisms at 1:32 -or- 1:24 use-dilution: Enterobacter aerogenes, Staphylococcus aureus [Staph] (ATCC 6538), Escherichia coli, Streptococcus pyogenes [Strep], Salmonella choleraesuis [Salmonella] -or- Salmonella enterica [Salmonella] (ATCC 10708), Proteus mirabilis, Proteus vulgaris

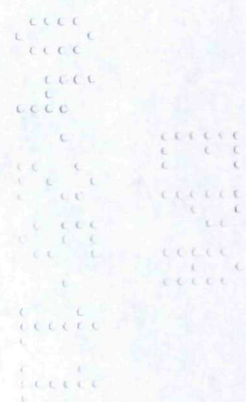
Use Locations/Sites/Surfaces: See Table 1

MILDEWSTAT CLAIMS

- Inhibits -or- controls the growth of mold and mildew
- Mildewstatic
- Prevents mold and mildew growth
- This product [is mildewstatic and] will effectively inhibit the growth of mildew and the odors caused by mildew when applied to hard, nonporous surfaces

Organisms: Aspergillus flavus, Aspergillus fumigatus, Aspergillus glaucus var tonophilus, Candida albicans, Trichophyton mentagrophytes [Athlete's Foot Fungus] [a cause of ringworm]

Use Locations/Sites/Surfaces: See Table 1



DISINFECTION CLAIMS

- A smart way to clean -and/or- disinfect [your -or- the bathroom -and/or- [kitchen] [floor[s]] [home] [household] [institutional] [office -or- work [place] [area] [environment]]]
- A [kitchen] [bathroom] [floor] [household] [institutional] cleaner that [doesn't just clean, it also] disinfects [bathroom] [floor[s]] [home] [removes the dirt -and/or- germs tracked in] [by shoes -and/or- pets -and/or- kids] [from outside] [every day]
- A multi purpose, germicidal detergent effective in the presence of a moderate amount of organic soil (5% serum)
- An effective disinfectant [for use] [on floors -or- [hard, nonporous] [household] [institutional] surfaces] [in the kitchen -and/or- [bathroom] [bedroom] [other [household] [institutional] areas]]
- An effective [non-food contact surface] cleaner -and/or- disinfectant [for use [in -or- on [the]] [kitchen -and/or- [bathroom] [bedroom] [floor[s]] [around the house]]
- Antibacterial [Formula]
- Antibacterial -or- Germicidal [on hard, nonporous surfaces] [for kitchens and bathrooms] [throughout -or- all over the house] [on floors]
- [Bacteria -and/or- virus]-fighting -or- germ-fighting [formula]
- Bactericidal
- Bleach Free [Disinfecting]
- Clean [and disinfect] [the] [kitchen] [bathroom] [floor] [household] [institutional] messes -and/or- dirt -and/or- germs [that gather on your -or- the floor[s]]
- Cleaner -and/or- Disinfectant [in one] [for Household Use] [for institutional Use]
- Cleans -and/or- disinfects [all] [washable] floors [including [no-wax floors] [finished wood floors] [linoleum] [vinyl] [glazed ceramic tile] [and] [sealed stone]]
- Cleans -and/or- disinfects -and/or- deodorizes [in one easy step] [the dirt and germs tracked onto floors] [by shoes -and/or- pets -and/or- kids]
- Cleans -and/or- disinfects [everyday] kitchen -and/or- [bathroom] [household] [institutional] [floor] messes [on hard, nonporous surfaces]
- Cleans -and/or- disinfects [everyday messes] [floors] [grease and grime] [fast,] [all over -or- throughout the house] [on hard, nonporous surfaces] [in kitchens and bathrooms]
- Cleans and disinfects [[on] [hard, nonporous] surfaces] [all over -or- throughout the house] [on floors] [high-traffic areas]
- Cleans -and/or- disinfects kitchen[s] -and/or- [bathroom[s]] [hard, nonporous] [household] [institutional] [floor[s]] [surfaces] [to a [beautiful] shine]
- Cleans -and/or- disinfects [kitchen] [bathroom] [floor] [and other] [hard, nonporous] [household] surfaces
- Clean[s] -and/or- disinfect[s] [tough] [bathroom -and/or- [restroom] [kitchen] [household] [institutional] [office -or- work [place] [area] [environment]]] [floor[s]] [grime] [dirt] [soils] and kill[s] [bathroom -and/or- kitchen] germs -and/or- bacteria -and/or- viruses
- Clean[s] -and/or- disinfect[s] your -or- the kitchen -and/or- [bathroom] [restroom] [floor[s]] [house] [home] [office] [work -or- office [area] [environment] [place]] against -or- from [99.9% of] [household] [institutional] [kitchen] germs -and/or- bacteria -and/or- viruses
- Cleans -and/or- shines -and/or- disinfects [washable] [hard, nonporous] [kitchen -and/or- bathroom] [floors] [[household] [institutional] surfaces [and fixtures]] [throughout the home]
- [Cleans and] kills [99.9% of] germs
- [Clean[s] away -or- out] [Kill[s]] [Eliminate[s]] [Destroy[s]] [Remove[s]] [Attack[s]] [Get[s] rid of] [99.9% of] [the] bacteria -and/or- germs -and/or- viruses [commonly found in -or- on [kitchen[s]] [bathroom[s]] [restroom[s]] [floors] [households] [institutions] [homes] [work -or- office [places] [environments] [areas]] [offices]]
- Clean[ing] -and/or- disinfect[ing] [the] [your] [bathroom] [restroom] [kitchen] [floor[s]] [house] [home] [office] [work -or- office [place] [area] [environment]] against -or- from [99.9% of] [household] [institutional] [kitchen] germs -and/or- bacteria -and/or- viruses
- Cuts cleaning [and disinfecting] time
- Daily kitchen -and/or- [bathroom] [floor] [household] [institutional] cleaner -and/or- disinfectant
- Disinfects -and/or- cleans -and/or- deodorizes in one [labor saving] step
- Disinfects [germs] [even when diluted]
- Disinfects [hard, nonporous] [washable] [kitchen] [floor] [household] [institutional] surfaces including killing [99.9% of] germs -and/or- bacteria -and/or- viruses -and/or- fungi
- Disinfect -or- kill germs with less! Kills germs -or- Disinfect by diluting only 4 oz. -or- 1/2 cup to 1 gallon of water
- Disinfect[s] the -or- your ***list any use site/surface*** [this season -or- flu season]
- Easily clean -and/or- disinfect
- [Effective] [***list use site/surface***] disinfectant -and/or- cleaner
- Eliminates -or- Removes [tough] [kitchen] [bathroom] [household] [institutional] [floor] dirt and germs
- Eliminate[s] [visible] dirt and [invisible] germs [on your -or- the floor[s]] [in your -or- the house]
- For [a] cleaner, fresher [disinfected] household[s] -and/or- [institution[s]] [kitchen[s]] [bathroom[s]] [floor[s]]
- Full [disinfecting] efficacy even when diluted [4 oz. to 1 gallon water -or- 2 oz. to 1/2 gallon water]
- Full [disinfecting] even when diluted [2/3 cup to 1 gallon of water] (***For Institutional Use***)
- Fungicidal -or- Antifungal
- Germicidal [formula]
- Great disinfecting value! Only 4 oz. -or- 1/2 cup per 1 gallon of water
- [Heavy Duty] Disinfecting All Purpose Cleaner
- Kills [99.9% of] (***any organism listed below***) [on hard, nonporous surfaces] [even when diluted]
- Kill[s] [99.9% of] [common] [household] [institutional] [kitchen] germs [on [the] floor[s]] [even when diluted]
- Kill[s] [99.9% of] [household] [institutional] [kitchen] bacteria -and/or- germs [[that get] tracked into your -or- the home] [by shoes -and/or- pets -and/or- kids] [from outside] [every day] [even when diluted]
- Kills [99.9% of] [kitchen] [bathroom] [household] [institutional] bacteria [on [the] floor[s]] [even when diluted] [ordinary dish soap can't]

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DISINFECTION CLAIMS Continued

- Kill[s] -and/or- [help[s]] eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- [help[s]] get[s] rid of -and/or- reduces -and/or- fights -and/or- effective against [99.9% of] [the] [common] [**list any use site/surface**] [bacteria -and/or- viruses] -or- germs
- Kill[s] -and/or- [help[s]] eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- [help[s]] get[s] rid of -and/or- reduces -and/or- fights -and/or- effective against [99.9% of] [the] [[bacteria -and/or- viruses] [and other germs]] -or- germs [[commonly] found in -or- on [the] [**list any use site/surface**]]
- Kill[s] -and/or- [help[s]] eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- [help[s]] get[s] rid of -and/or- reduces -and/or- fights -and/or- effective against [99.9% of] [the] [[bacteria -and/or- viruses] [and other germs]] -or- germs [commonly] found on [the] [**list any use site/surface**] surfaces your kids -and/or- pets [may] touch every day
- Kill[s] -and/or- [help[s]] eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- [help[s]] get[s] rid of -and/or- reduces -and/or- fights -and/or- effective against [99.9% of] [common] [household] [[bacteria -and/or- viruses] [and other germs]] -or- germs [on] [from] [your] [children's] toys
- Kill[s] -and/or- [help[s]] eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- help[s] get[s] rid of -and/or- reduces -and/or- fights -and/or- effective against [99.9% of] **list any organism** [[commonly] found -in/or- on [the] **list any use site/surface**]
- Kill[s] -and/or- [help[s]] eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- [help[s]] get[s] rid of -and/or- reduces -and/or- fights -and/or- effective against [99.9% of] [the] flu [influenza] virus [[commonly] found -in/or- on [the] **list any use site/surface**]
- Kill[s] -and/or- help[s] eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- help[s] get[s] rid of -and/or- reduces -and/or- fights -and/or- effective against [the] [**list any use site/surface**] [from] [99.9% of] [common] [household] [[bacteria -and/or- viruses] [and other germs]] -or- germs [this season -or- flu season]
- Kill[s] bacteria on [the] surfaces [your kids -and/or- pets touch every day]
- [Kill[s]] [Eliminate[s]] [Remove[s]] [Get[s] rid of] [99.9% of] [the] germs -and/or- bacteria -and/or- viruses [in your home -and/or- [office -or- work [place] [area] [environment]] [school] [classroom] [kitchen]]
- Kills E. coli -and/or- Salmonella [kitchen] [germs] [even when diluted]
- Kills flu virus†
- Kill[s] [household] [institutional] bacteria -and/or- germs -and/or- viruses on [washable] kitchen -and/or- [bathroom] [household] [institutional] floor[s] -and/or- surfaces [and fixtures] [throughout the home] [even when diluted]
- Kills [household] [institutional] bacteria [and disinfects] [without bleaching]
- Kills Influenza A virus [Texas] [even when diluted]
- Kills [most] [household] [institutional] bacteria -and/or- germs -and/or- viruses [while it cleans -and/or- disinfects] [tough] [everyday] [kitchen] [bathroom] [household] [institutional] [floor] [messes]
- Kills -or- effective against Listeria monocytogenes [(Listeria)]
- Kill[s] -or- Remove[s] -or- Effective against Avian Influenza [virus] (Influenza A/Victoria/73) on precleaned environmental surfaces
- Kitchen -and/or- [floor] [household] [institutional] cleaning -and/or- disinfecting made easy
- [Kitchen] [bathroom] [floor] [household] [institutional] [surface] cleaner -or- cleaning -and/or- disinfectant
- Multi-purpose -or- Floor cleaner -and/or- disinfectant
- One step cleaning -and/or- disinfecting
- One-Step Germicidal Cleaner and Deodorant
- [Retain[s] full disinfecting efficacy] [Kills germs] [-or- disinfect] by diluting only 4 oz. [-or- 1/2 cup] to 1 gallon [-or- gal.] of water -or- 2 oz. to 1/2 gallon [-or- gal.] of water
- Retain[s] full disinfecting efficacy by diluting only 2/3 cup to 1 gallon of water (**For Institutional Use**)
- Salmonellacidal
- Specially designed -or- formulated to clean -and/or- disinfect
- Staphylocidal
- [The] One Step Cleaner -and/or- Disinfectant
- This product is a Broad Spectrum disinfectant, bactericidal according to the AOAC Germicidal Spray Products test method
- This product is effective against the pathogenic fungi Trichophyton mentagrophytes (Athlete's Foot Fungus) when used as directed for disinfection with a contact time of 10 minutes on hard, nonporous surfaces in bathrooms, including shower stalls, floors, and glazed bathroom tiles
- [This product's formula] cleans -and/or- disinfects
- This product, when used as directed is formulated to disinfect the following hard, nonporous surfaces: (**any use site/surface listed in Table 1**)
- Tough [kitchen] [bathroom] [floor] [household] [institutional] cleaning -and/or- disinfecting with a [bleach-free] (**any scent descriptor listed under GENERAL CLAIMS or combination thereof**) scent
- Use in public -and/or- common places where bacteria -and/or- viruses [and other germs] -or- germs may be of concern [you are concerned about [[bacteria -and/or- viruses] [and other germs]] -or- germs] [on hard, nonporous surfaces]
- Use -or- Can be used diluted for lighter cleaning -and/or- disinfecting tasks or full strength for big jobs
- Use -or- Can be used for a variety of [indoor ~~and outdoor~~] cleaning -and/or- disinfecting tasks
- Use -or- Can be used full strength or diluted [for a variety of heavy duty to lighter cleaning -and/or- disinfecting tasks]
- Virucidal -or- Antiviral
- [You can] be sure your child's most active play area is clean [and disinfects]
- You can be sure your -or- the [kitchen -and/or- ~~bathroom~~] [floor[s]] [household] [institutional] surfaces are clean [and disinfects]

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**FARM PREMISES, LIVESTOCK, TURKEY AND POULTRY HOUSE
DISINFECTANT [INSTRUCTIONS:] [Directions for Use:]**

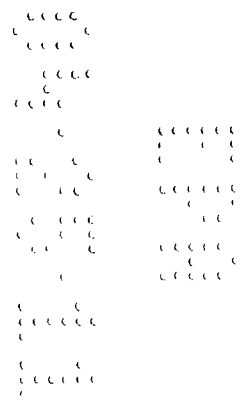
1. Do not use in milking stalls, milking parlors, or milk houses (for phenolics, cresylic acid, and pine oils).
2. Remove all poultry or animals and feeds from premises, trucks, vehicles, coops, crates, and enclosures.
3. Remove all litter and manure or droppings from floors, walls, and surfaces of barns, pens, stalls, chutes, and other facilities and fixtures occupied or traversed by animals or poultry.
4. Empty all troughs, racks, and other feeding and watering appliances.
5. Thoroughly clean all surfaces with soap or detergent, and rinse with water.
6. Saturate all surfaces with the recommended disinfecting solution for a period of 10 minutes.
7. Immerse all halters, ropes, and other types of equipment used in handling and restraining animals, as well as forks, shovels, and scrapers used for removing litter and manure.
8. Ventilate buildings, cars, boats, coops and other closed spaces. Do not house animals or employ equipment until treatment has been absorbed, set, or dried.
9. After treatment with disinfectant, thoroughly scrub feed racks, mangers, troughs, automated feeders, fountains, and waterers with soap and detergent, and rinse with potable water before reuse.

VETERINARY PRACTICE/ANIMAL CARE/ANIMAL LABORATORY/ZOOS/PET SHOP/KENNELS DISINFECTION DIRECTIONS:

For cleaning and disinfecting hard, nonporous surfaces: equipment used for feeding or watering animals, utensils, instruments, cages, kennels, stables, catteries. Remove all animals and feeds from premises, animal transportation vehicles, crates, etc. Remove all litter, droppings and manure from floors, walls and surfaces of facilities occupied or traversed by animals. Empty all feeding and watering appliances. Thoroughly clean all surfaces with soap or detergent and rinse with water. Saturate surfaces with a use-solution of 4 oz. of this product per gallon of water -or- 2 oz. of this product per 1/2 gallon of water [or equivalent dilution] for a period of 10 minutes. Wipe or allow to air dry. Immerse all animal handling and restraining equipment as well as forks, shovels, and scrapers used to remove litter and manure. Thoroughly scrub all surfaces that come in contact with food, including equipment used for feeding or watering, with soap or detergent and rinse with potable water before reuse. Ventilate buildings and other closed spaces. Do not house animals or employ equipment until treatment has been absorbed, set or dried.

For Institutional Use:

VETERINARY PRACTICE/ANIMAL CARE/ANIMAL LABORATORY/ZOOS/PET SHOP/KENNELS DISINFECTION DIRECTIONS: For cleaning and disinfecting hard, nonporous surfaces: equipment used for feeding or watering animals, utensils, instruments, cages, kennels, stables, catteries. Remove all animals and feeds from premises, animal transportation vehicles, crates, etc. Remove all litter, droppings and manure from floors, walls and surfaces of facilities occupied or traversed by animals. Empty all feeding and watering appliances. Thoroughly clean all surfaces with soap or detergent and rinse with water. Saturate surfaces with a use-solution of 2/3 cup of this product per gallon of water [or equivalent dilution] for a period of 10 minutes. Wipe or allow to air dry. Immerse all animal handling and restraining equipment as well as forks, shovels, and scrapers used to remove litter and manure. Thoroughly scrub all surfaces that come in contact with food, including equipment used for feeding or watering, with soap or detergent and rinse with potable water before reuse. Ventilate buildings and other closed spaces. Do not house animals or employ equipment until treatment has been absorbed, set or dried.



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GENERAL CLAIMS

Scent descriptors:

- Also available in [the] (**any scent descriptor listed**) [scent]
- [Citrus] [Clean] [Floral] [Fresh] [Lemon] [Light] [Lime] [Mild] [Mint] [Mist] [Orange] [Pine] [Pleasant] [Pleasing] [Powder] [fragrance] [odor] [scent[ed]]
- [Citrus] [Lemon] [Cotton] [Laundry] [Linen] [Pine] [Rain] [Refreshing] [Serene] [Spring] [Summer] [Sun[burst]] Clean
- [Citrus] [Lime] Blend -or- Zest
- Cotton Essence
- Crisp [Breeze] [Citrus] [Morning]
- Fresh [Bleach-free] [Clean] [Lemon] [Light] [Lime] [Linen] [Mist] [Orange] [Pine] [Rain] [Scent]
- [Laundry] [Lemon] [Ultra] [Watery] Fresh
- Lime Blast -or- Breeze
- Linen Bouquet
- Morning Dew
- Orange Power
- Soft -or- Sheer Cotton
- Sunny Citrus

Non-disinfectancy-related bullets/bursts/sentences:

- A better way to keep your -or- my -or- the kitchen -and/or- [bathroom] [floor[s]] [household] [institution] looking clean
- A kitchen -and/or- [bathroom] [floor] [household] that is ready-to-go
- A [kitchen] [bathroom] [floor] [household] [institutional] cleaner used on -or- [for the most active surface[s] in your -or- the home] [your -or- the floors]
- A polished-clean kitchen -and/or- floor
- Best for your kitchen -and/or- floor[s]
- Best [kitchen] results [on floors]
- Best kitchen -or- household [institutional] -or- floor cleaner [hands-down]
- Best results for your -or- my -or- the kitchen -and/or- floor[s]
- Bleach-free
- Clear formula
- Color Safe
- Commercial Solutions®
- Contains no [abrasives] [harsh acids] [bleach]
- Convenient
- Deep Clean[ing] [formula]
- [Delivers] a clean you can see, smell, and feel
- Developed -or- formulated with your -or- my -or- the kitchen -and/or- [floor[s]] [bathroom] in mind
- Doesn't -or- won't bleach surfaces
- Easy to use
- For -or- Get [a] noticeably clean kitchen -and/or- floor[s]
- [For] use in -or- on [the] kitchen -and/or- [bathroom] [bedroom] [floor[s]] [other [household] [institutional] areas]
- For use on [both] white and colored hard[, nonporous] surfaces
- Formula for kitchens -and/or- [bathrooms] [the floor] [hard, nonporous] [household] [institutional] [surfaces]
- [Free] sample [size] [included -and/or- inside]
- Fresh scent -or- streak-free formula
- Give your -or- the [floor[s]] [your child's most active play area] the same standard of clean you give other surfaces your kids touch [most often]

- Good for [use on] finished wood surfaces
- [Great] For everyday use [on hard, nonporous surfaces] [in kitchens and bathrooms] [all over the house] [on floors] [indoors and outdoors]
- Great for everyday use [in -or- on [the]] [kitchen] [bathroom] [floor[s]] [around the house]
- Great for [everyday] use [on surfaces] in -or- on (**any use location/site/surface in Table 1**)
- Great in -or- on [the] kitchen -and/or- [bathroom] [floor[s]] [household] [institutional] [surfaces]
- Great value! Only 4 oz. [-or- 1/2 cup] per gallon [-or-gal.] of water.
- Help is on the way
- Institutional [size]
- It's from Clorox®[, so you know [it's more than clean] [you can trust it]]
- [Kitchen] [Floor] [Multi-Purpose -or- Surface] Cleaner
- Kitchen -or- Floor [-] cleaning formula
- [Leaves] no smeary residue
- Leaves nothing behind [but clean]
- Leaves your -or- my -or- the home -or- house smelling clean [with a] [light] [fresh] [citrus] [cotton] [lemon] [lime] [mist] [orange] [pine] [refreshing] (**any scent descriptor listed**) [scent]
- Low -or- No Residue
- Made for your -or- my -or- the kitchen -and/or- [bathroom] [floor[s]] [household]
- Make [your -or- the] [once a week] floor[-]cleaning [you do] really count -or- work hard for you
- Multi-Surface, Glass, and Chrome
- No streaking -and/or- filming
- Non-Chlorine -or- Chlorine-Free Formula: Will not bleach clothing or colored surfaces
- Non-abrasive formula [will not scratch surfaces]
- Passes the kitchen -and/or- [bathroom] [floor] [household] torture -or- everyday use test
- [Pure] [Purely] [True] [Truly] Clean
- Restores your kitchen -and/or- [bathroom] [floor[s]] [household] to a clean state
- Satisfies -or- Formulated to satisfy the senses -or- your sense of clean
- S.O.S®
- Special -or- Premium -or- Specialty Surfaces
- Start with a clean slate
- Streak Free [Shine]
- Try me
- Versatile
- Will not harm clothing
- Won't bleach clothes
- Won't discolor clothing -or- surfaces
- Works on a wide range of [hard, nonporous] [household] [institutional] surfaces [, both indoors and outdoors]
- Works quickly

Dilution claim

- It works with less! By diluting only 4 oz. [-or- 1/2 cup] to 1 gallon [-or- gal.] of water.

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Table 1 continued
Use Sites

[For use on -or- Use this product on:]

Appliance exterior[s] [surfaces]	Dressing carts	Office machinery	Stoves -or- stovetops
Appliance -or- cabinet knobs	Elevator buttons	Office -or- bedroom -or- bedside furniture	Tables
Bathroom -or- lavatory fixtures	[Empty] basins	Outdoor grill exteriors	Telephones
[Bathroom] [kitchen] faucet[s] [handles]	Exhaust fans	Outdoor -or- patio furniture	[Tiled] walls
[Bath]tubs	[Fast food] [kitchen] [picnic] [play] [restaurant] [tray] tables	Oven doors	Tires
Buckets	[Filing] [medicine] cabinets	Pet areas -or- surfaces	Toilet[s] [seats]
Burner trays	Finished window sills	Piano keys	Toilet -and/or- urinal exterior[s] [surfaces] -or- exterior toilet surfaces
Cabinets	Fixtures	Plastic laundry hampers -or- baskets	Toilet bowl[s] [surfaces] [Toilet {flush}] [telephone] [cabinet] [dishwasher] [door] handles
Cages	Floors [around toilets]	Plastic patio furniture -or- lawn chairs	Tools
Car interiors	Freezer exterior [surfaces]	Plastic -or- vinyl shower curtains	Toy boxes
Chairs	Furniture	Playground equipment	Trailers
Chrome exterior surfaces of urinals -and/or- toilets	Garage surfaces	Playpens	[Training] toilets
Closets	Garbage cans	Portable toilets	Trash cans -or- compactors
[Clothes] [diaper] hampers	Glass-topped furniture	[Public -or- pay] telephones -or- phone booths	Urinals
Coils -and/or- drain pans of air conditioning -and/or- [refrigeration equipment] [heat pumps]	[Grocery store] carts	Range hoods	Vanity tops
Conductive flooring	[Grocery] basket -or- cart handles	Recycling bins	Vehicles
Cooler exteriors	Gym -or- exercise equipment	Refrigerated storage -and/or- display equipment	Vending machine surfaces
Counters -or- countertops	High chairs (non-food contact areas)	Refrigerator door handles	[Vinyl] linoleum -or- wallpaper walls
Cribs	Kennel runs	Refrigerator exterior[s] [surfaces]	[Washable] kitchen surfaces
Cupboards	[Kid's] play [structures] [equipment] [furniture] [tables]	Shelves and drawers	[Washable] floors [including linoleum, no-wax, vinyl, and glazed ceramic tile]
Desks	[Kitchen] appliance exteriors	Shower[s] doors -or- stalls -or- walls	[Washable] walls
Diaper pails	Lamps	Signs	Washers/dryers -or- washing machine[s] Exterior[s]
[Diaper] changing tables -or- areas	Light fixtures -or- switches -or- panels	Sinks	Wastebaskets
Doorknobs	Lockers	Sports equipment	Windows
Door[s] [frames]	Metal blinds	Stereo consoles	Windshields
Drain boards	Metal work benches	Storage bins	
Drawer pulls	Microwave [oven] exterior[s] [surfaces]		

Use Surfaces

[For use on -or- Use this product on:]

Chrome	Finished or Painted Woodwork	Glazed Porcelain [Tiling -or- Tile]	Plastic -or- Vinyl Upholstery
Corian®	Formica®	[Hard] Plastic -or- Vinyl	Sealed Granite -or- [Natural] Stone -or- Marble
Enamel	Glass	Metal	Stainless Steel
Fiberglass	Glazed [Ceramic] [Tile[s]]	Painted Surfaces	Synthetic Marble
Finished Hardwood	Glazed Enameled Surfaces	Plastic [such as polystyrene or polypropylene]	

Table 2
Soils

[This product will [effectively] clean -or- remove:]

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