

5813-93

09/15/2011

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

SEP 15 2011

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Elisa Estremera
Regulatory Scientist
The Clorox Company
c/o PS& RC P.O. Box 493
Pleasanton, CA 94566

Subject: Show
EPA Registration No. 5813-93
Application Date: Aug 15, 2011
Receipt Date: Aug 16, 2011

Dear Elisa Estremera

This acknowledges receipt of your notification, submitted under the provision of PR Notice 98-10, FIFRA section 3(c)9.

Proposed Notification

- Adding website, establishment number, and additional marketing Claims.

General Comments

Based on a review of the material submitted, the following comment applies:

The notification application is acceptable and a copy has been inserted in your file for future reference.

Should you have any questions or comments concerning this letter, please contact me at Harris.Monisha@epa.gov (703) 308-0410.


Sincerely,

Monisha Harris
Product Manager (32)

Regulatory Management Branch II
Antimicrobials Division (7510P)

CONCURRENCES

SYMBOL	7510P					
SURNAME	HARRIS					
DATE	9-14-11					

 United States Environmental Protection Agency Washington, DC 20460	<table border="1" style="width:100%; border-collapse: collapse;"> <tr><td style="width:20px; height:20px;"><input type="checkbox"/></td><td style="padding: 2px;">Registration</td></tr> <tr><td style="width:20px; height:20px;"><input type="checkbox"/></td><td style="padding: 2px;">Amendment</td></tr> <tr><td style="width:20px; height:20px;"><input checked="" type="checkbox"/></td><td style="padding: 2px;">Other</td></tr> </table>	<input type="checkbox"/>	Registration	<input type="checkbox"/>	Amendment	<input checked="" type="checkbox"/>	Other	OPP Identifier Number <div style="text-align: center; font-size: 1.2em;">EE0124</div>
<input type="checkbox"/>	Registration							
<input type="checkbox"/>	Amendment							
<input checked="" type="checkbox"/>	Other							

Application for Pesticide - Section I

1. Company/Product Number 5813-93	2. EPA Product Manager Monisha Harris	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Show	PM# 32	
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, changes to EPA establishment numbers and other non-mandatory changes 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.

We are enclosing 1 strikeout/underlined label and 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	If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt No. per container	<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
* Notification must be submitted					
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
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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 August 15, 2011				

Show

NOTIFICATION
Date Reviewed: *9/15/2011*
Reviewed By: *M. Harris*

KEEP OUT OF REACH OF CHILDREN.

CAUTION: EYE IRRITANT.

See back -or- side panel for additional precautionary statements.

Active Ingredient:
Glycolic Acid 11.185%
Other Ingredients: 88.815%
Total: 100.000%

[Net Contents] _____
Each package type and size will bear the actual net contents in pounds and ounces

Questions or comments? Please visit us at www.toiletwand.com
or call us toll-free at 1-866-255-4105.
[Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox]

EPA Reg. No. 5813-93, EPA Est. No. 5813-GA-2 (VG); 62401-NJ-1 (JW); 71106-GA-2 (E8);
71681-GA-1 (JQ) IL-1 (GU), IL-2 (24); 74417-MEX-1 (KU).

Beginning of batch code indicates Est. No.

A list of this product's ingredients is available at www.CloroxCSR.com

Mfd. for & © 2007 The Clorox Company, 1221 Broadway, Oakland, CA 94612.

Clorox [and toiletwand] is/are a registered trademark of The Clorox Company. Patents pending.

Made in the U.S.A. [Assembled in Mexico.]

Contains no phosphorus.

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating and drinking [, chewing gum, -and/or- chewing tobacco].

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

PHYSICAL AND CHEMICAL HAZARDS: Do not mix with bleach-containing products or with other bathroom or household cleaners. To do so may release hazardous gases.

STORAGE AND DISPOSAL:

STORAGE: Store product in a cool, dry place and out of the reach of children.

DISPOSAL: Dispose of used cleaning pads in a trash bin inaccessible to children and pets. [DO NOT FLUSH.] [Cf. empty container -or- carton for recycling. If recycling is not available, discard in trash.]

Not for personal use

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Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed.
R0713091

PACKAGING NOTES:

This product will be available in many executions including a "Starter Kit." In instances where the cleaning pads are enclosed in another package, the following label elements will be included on the exterior package:

Front Panel:

- The product's name(s)
- Keep out of Reach of Children
- Referral to first aid instructions -or- statement
- Net content statement
- The ingredient statement

Back/side/top/and/or bottom panel(s)

- First Aid Statement
- Directions for use or referral to read product label for use directions
- Directions for assembly of tool
- EPA registration number
- EPA Est. number for the final packer
- The company name and address: Mfd. for -or- Mfd. by -or- Dist. by Clorox

TO ASSEMBLE CADDY:

Quick & Easy One-Time Assembly

- Snap base onto caddy body
- [Load] -or- [place] pouch of cleaning heads -or- [Open pouch and [load] -or- [place] cleaning heads] into caddy
- Snap lid onto top of caddy
- Store this product handle in caddy

**SHOW REFILL INNER POUCH:
Show Refill**

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating and drinking [, chewing gum, -and/or- chewing tobacco].

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

PHYSICAL AND CHEMICAL HAZARDS: Do not mix with bleach-containing products or with other bathroom or household cleaners. To do so may release hazardous gases.

STORAGE AND DISPOSAL:

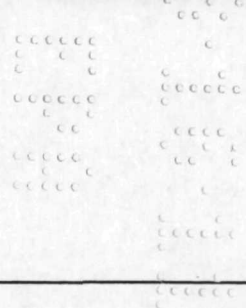
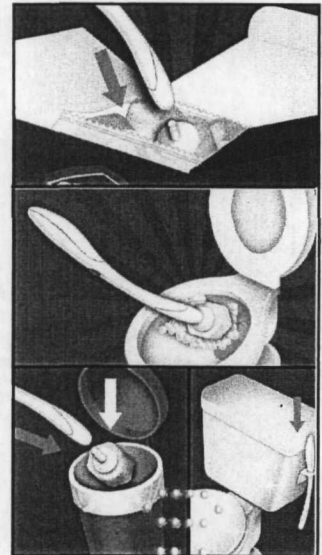
STORAGE: Store product in a cool, dry place and out of the reach of children.

DISPOSAL: Dispose of used cleaning pads in a trash bin inaccessible to children and pets. [DO NOT FLUSH.] [Offer empty container -or- pouch -or- wrapping -or- film for recycling. If recycling is not available, discard in trash.]

Not for personal use

NOT FOR INDIVIDUAL SALE.

Questions or comments? Please visit us at www.clorox.com or call us toll-free at 1-800-228-1860. Mfd. for & © 2007 The Clorox Company, 1221 Broadway, Oakland, CA 94612. Clorox [and toiletwand] is/are a registered trademark of The Clorox Company. Patents pending. [Made in the U.S.A.] [Assembled in Mexico.]



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DIRECTIONS FOR USE:

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

TO CLEAN:

1. Open [box] -or- [pouch] -or- [caddy] of disposable cleaning heads and push handle straight down onto cleaning head unit until it clicks into place.
2. Empty [Flush] bowl, before cleaning.
3. Dip cleaning head in toilet bowl water for 1-2 seconds. Scrub entire toilet bowl above water line.
4. When finished, [to] release excess water [by] pressing -and/or- press cleaning head against [the] toilet bowl [and] slide blue button forward to release head into trash bin.
5. Flush to rinse toilet.

Do not flush cleaning head. [Slide [replace] this product handle onto -or- into the hang tab [caddy] for easy storage.]

TO SANITIZE*:

1. Empty bowl before cleaning.
2. Open [box] -or- [pouch] -or- [caddy] of disposable cleaning heads and push handle straight down onto cleaning head unit until it clicks into place.
3. Dip cleaning head in [remaining] toilet bowl water for 1-2 seconds. Scrub entire bowl above water line.
Let sit for 5 minutes.
5. Flush to rinse toilet.
6. When finished, to release excess water, press cleaning head against the toilet bowl and slide blue button forward to release head into trash bin.

Do not flush cleaning head. [Slide [replace] this product handle onto -or- into the hang tab [caddy] for easy storage.]

*Kills 99.9% of bacteria

Organisms: *Staphylococcus aureus* [ATCC 6538], *Klebsiella pneumoniae* [ATCC 4352]

TO DISINFECT or TO KILL GERMS**:**

1. **For toilet bowl only.** Empty toilet bowl before cleaning.
2. Open [box] -or- [pouch] -or- [caddy] of disposable cleaning heads and push handle straight down onto cleaning head unit until it clicks into place.
3. Dip cleaning head in [remaining] toilet bowl -or- sink water for 1-2 seconds. Scrub entire toilet bowl above the water line -or- Scrub entire hard, nonporous surface.
4. Let sit for 10 minutes.
5. Flush to rinse toilet -or- Rinse hard, nonporous surface.
6. When finished, to release excess water, press cleaning head against the toilet bowl -or- sink and slide blue button forward to release head into trash bin.

Do not flush cleaning head. [Slide [replace] this product handle onto -or- into the hang tab [caddy] for easy storage.]

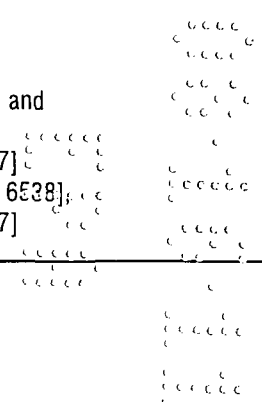
**[Disinfects] [Kills bacteria¹, viruses² or germs³]

Organisms:

¹*Escherichia coli* [ATCC 11229], *Salmonella enterica* (***tested as Salmonella choleraesuis***) [ATCC 10708] and *Staphylococcus aureus* [ATCC 6538]

²Influenza A [ATCC VR-544], Human Coronavirus [ATCC VR-740] and Rhinovirus type 37 [ATCC VR-1147]

³*Salmonella enterica* (***tested as Salmonella choleraesuis***) [ATCC 10708], *Staphylococcus aureus* [ATCC 6538], Influenza A [ATCC VR-544], Human Coronavirus [ATCC VR-740] and Rhinovirus type 37 [ATCC VR-1147]



CLAIMS FOR FRONT OR BACK OR TOP OR BOTTOM OR SIDES

General Cleaning/Use claims:

General:

- A Better Way to Clean
- All-in-one system for easy toilet bowl cleaning
- Click, Swish [Scrub] [and] [Clean] [and], Toss
- Designed to clean
- Disposable
- Disposable -and/or- [scrubby] pad -or- head loaded with Clorox® cleaner
- Disposable toilet cleaning system [that gets rid of your toilet brush]
- Easy and convenient
- Foaming cleaner in each [disposable] head
- For the Disposable Toilet Cleaning System
- Has better [scrubbing] surface [contact] than a brush
- Helps keep [the] [your] toilet bowl clean, clear, and free of odor
- [Just] Click, Swish [Scrub] & -or- and Toss Loaded with Clorox® cleaner
- Loaded with more cleaner*
- Powerful cleaner in each [disposable] head
- Powers through [tough] [everyday] [toilet] stains -and/or- soils -and/or- grime
- Prevents hard water -and/or- toilet ring [build up]

- Ready to Use
- [Ready to use] for a faster clean [no spraying or waiting]
- [Real] scrubbing power [that gets the job done]
- [Real] scrubbing power, [for a] [real] clean toilet
- Removes everyday toilet stains -and/or- soils
- Scrubbier Heads for a Better Clean!*
- Scrubbier Material*
- Scrubby Heads Designed for a Great Clean!
- Start Fresh Every Time
- Strong [cleaner]
- Swivel head conforms to [hard-to-reach] areas -or- toilet bowl surfaces -and/or- [like] under the rim
- Swivel head conforms to hard-to-reach areas [like under the rim]
- [The] All-in-one -or- Complete [toilet] [cleaning] system -or- kit
- The evolution of clean
- [The] total [Complete] Toilet Cleaning Solution
- The toilet bowl solution -or- cleaner
- This product [Complete] – Start fresh every time!
- ToiletWand™ Handle Sold Separately
- Wow! No more dirty brush!

*Compared to [the] original Clorox® ToiletWand™ head

Ergo/reach:

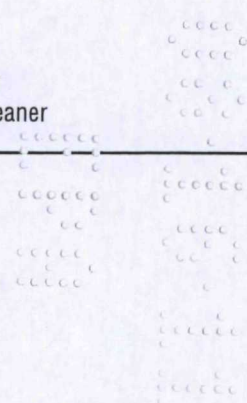
- Better cleaning within [easy] reach
- Designed for Optimal Reach
- Designed to clean, because [, clearly,] you [we] weren't
- Designed to reach hard-to-reach spaces [like under the rim]
- Ease-of-Use Commendation by:
 - Arthritis Foundation www.arthritis.org
 - American Physical Therapy Association (APTA) www.apta.org

- Extends your reach for those hard-to-clean areas
- Gets into hard-to-reach areas [like under the rim]
- Hexagon shape for better reach under the rim
- No more bending and stretching
- Reach[es] for a clean [, so you don't have to]

Use:

- Clean with the wave of a wand
- Convenient and easy to use
- Easily cleans the toughest soils -and/or- stains -and/or- hard water deposits
- Easily cleans tough toilet bowl soils -and/or- stains -and/or- hard water deposits [and leaves surfaces shiny]
- Easily removes tough toilet bowl soils -and/or- stains -and/or- hard water deposits
- Easy -and/or- simple to use

- Easy Clean
- Eliminate -or- Get rid of -or- Throw away -or- Say Goodbye to [your] [drippy] [dirty] toilet brush!
- Less messy
- Makes cleaning easier
- One tool cleans it all
- Saves time
- The no-mess toilet bowl cleaner
- [The] One Step [Toilet Bowl] Cleaner



CLAIMS FOR FRONT OR BACK OR TOP OR BOTTOM OR SIDES continued

Cleaning/Toilet Bowl[s] -and/or- Soils -and/or- Stains -and/or- Hard Water Deposits:

- Cleans [tough] [toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Cleans [the] [your] toilet bowl fast [with the wave of a wand]
- Cuts through [tough] [toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Cuts through [tough] soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Dissolves -and/or- penetrates -and/or- breaks down [the toughest] toilet bowl soils -and/or- stains
- For a cleaner toilet bowl
- Nothing works faster on soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Nothing's tougher on tough soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Powers through soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Removes [tough] [toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Removes tough [soils -and/or- stains -and/or- hard water deposits -and/or- rust stains] [in your toilet bowl]
- Soils -and/or- stains -and/or- hard water deposits -and/or- rust stains melt away
- Tough on [toilet bowl] [tough] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Tough on soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Wipes out stains -and/or- soils -and/or- rust stains in the toilet bowl
- [You can] see it clean -and/or- remove [toilet bowl] stains -and/or- or-soils -and/or- hard water deposits -and/or- rust stains [before your eyes]
- [You can] see stains -and/or- soils -and/or- hard water deposits -and/or- rust stains melt

Shine:

- Brighten[s] [your] toilet bowl[s]
- Cleans -and/or- shines toilet bowl[s] without [leaving] a [filmy] [sticky] residue
- Leaves no residue -and/or- surfaces shiny
- Makes surfaces sparkle -and/or- sparkling clean
- No streaking or filming

Deodorizing:

- Cleans and deodorizes [toilet bowls]
- Cleans -and/or- deodorizes all washable -and/or- hard, nonporous surfaces
- Deodorizes
- Deodorizes [washable] hard, nonporous surfaces
- Deodorizes [with] [and has] a [clean] [fresh] [scent]
- Fresh scent
- Freshens [the] [your] toilet bowl
- Leaves a fresh, clean scent
- Neutralizes odors
- Removes odors

Promotional Language:

- ___% free
- [10 ct] [Refills] Fits [perfectly] in the ToiletWand™ Caddy!
- Bonus
- Bonus! Product[s] A -and/or- B -and/or- C inside!
- Bonus! This product inside!
- Bonus! Extra Handle Inside!
- Bonus! ___ Extra pads inside!
- Bonus [pack]
- Designed [to fit] -or- [for] the ToiletWand™ Caddy!
- Economy size
- Extra Handle Inside
- Free sample
- Get ___ pads free
- Institutional size
- New -and/or- improved [formula]
- [New] [Bonus] [storage] caddy inside!
- [Now!] Easy Storage!
- [Now] Keep -and/or- store your **this product** within reach
- Patent pending
- Store [your] this product not -or- without -or- the **germy** head!
- Store your -or- this product. Toss the [germy] [dirty] head!
- This product caddy - Start fresh every time!
- Trial size
- Value size

Misc.:

- [X number] Disposable Cleaning Heads
- [X number] Refills
- [10 ct] [Refills] Fits [perfectly] in the ToiletWand™ Caddy!
- Bleach free
- Cleans without bleach[ing]
- Contains no bleach
- Contains [powerful] [, foaming] Clorox® cleaner
- Designed [to fit] -or- [for] the ToiletWand™ Caddy!
- Fast [Strong] cleaning power
- For the Disposable Toilet Cleaning System
- Porcelain-safe
- Safe for plumbing and septic systems
- Satisfaction guaranteed
- ToiletWand™ Handle Sold Separately
- www.Clorox.com

CLAIMS FOR FRONT OR BACK OR TOP OR BOTTOM OR SIDES continued

Disinfection Claims:

Specific Organisms:

- A toilet bowl product for cleaning and disinfecting
- An effective cleaner and limited disinfectant
- An effective disinfectant for use in the toilet
- Antibacterial action -or- cleaner
- Antibacterial [formula]
- Antibacterial -or- Germicidal Cleaning Power [on hard, nonporous surfaces] [for toilet bowl[s]]
- Bacteria-fighting formula
- Bacteria -or- Germ -or- Virus fighting [formula]
- Bacteria¹ -or- viruses² -or- germs³ can cause illness. This product kills bacteria¹ -or- viruses² -or- germs³.
- Bacteria¹ -or- viruses² -or- germs³ fighting formula
- Bactericide -or- Bactericidal
- Brush -or- scrub -or- wipe away 99.9% of germs that cause cold and flu
- Brush -or- scrub -or- wipe away the [germs that cause] cold -and/or- flu [virus] [this season]
- Can reduce the spread of illness-causing bacteria[*] -and/or- germs[*] [on -and/or- in [your] toilet bowl[s]]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- Brush -or- scrub -or- wipe[s] away -or- out -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- germs -and/or- virus[es] [commonly found in -or- on [your] toilet bowl[s]]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- Brush -or- scrub -or- wipe[s] away -or- out -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] cold virus -and/or- flu virus -and/or- cold and flu virus[es] [commonly found in -or- on [your] toilet bowl[s]]
- Clean. Disinfect. Protect.
- Cleaner and disinfectant in one
- Cleaning and disinfecting power -and/or- effectiveness of Clorox®, so your toilet [bowl] is free of [soils] you can see and bacteria -and/or- viruses you can't [see]
- Cleans and disinfects
- Cleans and disinfects for a pure clean [toilet bowl]
- [Clean[s] -and/or- disinfect[s] -and/or- defend[s] [the] [your] toilet [against] [from] 99.9% of bacteria -and/or- viruses
- [Clean[s] [away -or- out] [Kill[s]] [Eliminate[s]] [Destroy[s]] [Remove[s]] [Gets rid of] [the] 99.9% of bacteria -and/or- viruses [commonly found in -or- on toilet bowl[s]]
- Cleans toilet bowl stains -and/or- soils -and/or- hard water deposits [and] disinfects
- Cleans, disinfects, and sanitizes
- Disinfectancy -or- Disinfectant [cleaner or formula]
- Disinfectant [cleaner]
- Disinfecting -or- Disinfectant [formula]
- Disinfects
- Disinfects and cleans [the] [your] toilet bowl [against any organism listed*]
- Disinfects and cleans [the] [your] toilet bowl [against bacteria¹]
- Disinfects and deodorizes [by killing bacteria and the[ir] odors [they cause]]

- Disinfects [toilet bowl] surfaces
- Disinfectant [cleaner or formula] against Salmonella enterica (**tested as Salmonella choleraesuis**) [ATCC 10708] -and/or- Escherichia coli (E. coli) [ATCC 11229]
- Disinfects nonporous [hard] [solid] surfaces
- Disinfects [your] toilet bowl [surfaces] including killing [99.9% of] [harmful] germs* -and/or- bacteria¹ -and/or- viruses
- Disinfects [your] toilet bowl[s] killing [99.9% of] [harmful] germs* -and/or- bacteria¹ and/or- viruses
- [Does not just cover up -and/or- mask odors -] Eliminates -or- removes odors [caused by bacteria ¹]
- [Easily] [Effectively] [Contain[s] [Deliver[s]] [Clean[s] -[and/]or- Disinfect[s] -[and/]or- [Effective] toilet bowl disinfectant -and/or- cleaner
- [Effective] Toilet bowl disinfectant -and/or- sanitizer [and cleaner]
- Eliminates odors caused by bacteria
- Escherichia coli (E. coli) [ATCC 11229] are common [household] bacteria found in the toilet. This product kills these bacteria in the toilet.
- [Fight[s] [Kill[s]] [Effective] [Protect[s]] [against] virus[es]
- For the purest clean in toilet [bowl] cleaning
- Head specially designed in a hexagon shape for better reach under the rim**
- It's from Clorox®, so it's more than clean
- It's from Clorox®, so you know you can trust it
- Kills [99.9% of] Germs
- Kills 99.9% of germs that cause cold and flu viruses
- Kill 99.9% of organisms¹ in the [your] toilet bowl¹
- Kills bacteria¹ -and/or- viruses² -and/or- germs³
- Kills [common -and/or- bathroom] bacteria: Salmonella enterica (**tested as Salmonella choleraesuis**) [ATCC 10708] -and/or- Escherichia coli (E. coli) [ATCC 11229] [in 10 minutes]
- Kills [harmful] [household] bacteria -or- germs -or- viruses in toilets
- Kills [household] bacteria¹ -and/or- germs³ -and/or- viruses² [while it cleans] [tough] [toilet bowl stains] [soils]
- Kills [household] [odor-causing] bacteria¹ -and/or- viruses² -and/or- germs³
- [Kill[s] -or- Fight[s] -or- Remove[s] -or- Effective against] [the following] [organisms]:
 - [E. coli] (Escherichia coli [ATCC 11229])
 - Human coronavirus [ATCC VR-740]
 - [The virus that causes the] [flu] [virus] (Influenza A [ATCC VR-544])
 - [The virus that causes the] [cold] [virus] (Rhinovirus-type 37 [ATCC VR-1147])
 - [Salmonella] (Salmonella enterica (**tested as Salmonella choleraesuis**) [ATCC 10708])
 - [Staph] (Staphylococcus aureus [ATCC 6538])
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses²

CLAIMS FOR FRONT OR BACK OR TOP OR BOTTOM OR SIDES continued

Disinfection Claims Continued:

- Kill[s] -or- Remove[s] -or- Effective against Human coronavirus [ATCC VR-740]
- Kill[s] -or- Remove[s] -or- Effective against Influenza A [ATCC VR-544] virus [the virus that causes the cold and flu]
- Kills [the] [common] cold and/or flu virus[es]²
- Kills the virus[es] that cause[s] [the] [common] cold[s] -and/or- flu²
- Kills [toilet bowl] bacteria on [washable] hard, nonporous surfaces
- Kills [toilet bowl] bacteria
- [Protect[s]] [with] the trusted power of [Clorox®]
- Scrubbier** head[s] for a better clean
- [The] Cleaning and disinfecting power [of Clorox®], so your toilet bowl is free of stains -and/or- soils -and/or- hard water deposits [you can see] and bacteria¹ -or- viruses² -or- germs³ [you can't]
- The power of Clorox® to clean -and/or- disinfect [tough] toilet bowl [grime] [soils] [stains]
- This product Attacks -and/or- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes [toilet bowl] [bacteria*] such as Escherichia coli (E. coli) [ATCC 11229]
- [This product] Attacks -and/or- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes bacteria [Escherichia coli (E. coli) [ATCC 11229] -and/or- Salmonella enterica (**tested as Salmonella choleraesuis**) [ATCC 10708]

- [This product] has the cleaning power -and/or- effectiveness of Clorox® to clean and disinfect
- [This product] has the power of Clorox® to clean tough toilet bowl stains -and/or- soils -and/or- hard water deposits and kill toilet bowl bacteria¹ -or- viruses² -or- germs³
- Toilet bowl [disinfectant] [cleaner]

*Organisms:

- ¹ Escherichia coli [ATCC 11229], Salmonella enterica (**tested as Salmonella choleraesuis**) [ATCC 10708] and Staphylococcus aureus [ATCC 6538]
- ² Influenza A [ATCC VR-544], Human Coronavirus [ATCC VR-740] and Rhinovirus type 37 [ATCC VR-1147]
- ³ Salmonella enterica (**tested as Salmonella choleraesuis**) [ATCC 10708], Staphylococcus aureus [ATCC 6538], Influenza A [ATCC VR-544], Human Coronavirus [ATCC VR-740] and Rhinovirus type 37 [ATCC VR-1147]

** Compared to [the] original Clorox® ToiletWand™ head

† Staphylococcus aureus (Staph) [ATCC 6538] and Klebsiella pneumoniae (Kleb) [ATCC 4352]

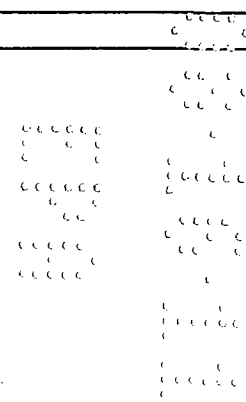
Pandemic 2009 H1N1 Influenza A virus***

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (**Product Name**) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.

- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

*** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html



Sanitization Claims:

- Germ-fighting formula
 - Toilet bowl [cleaner] [sanitizer]
 - Cleans and sanitizes
 - Kills 99.9% of bacteria[†]
 - Kills 99.9% of [household] [odor-causing] bacteria [and leaves a fresh scent]
 - Kills 99.9% of bacteria while it cleans
 - Kills 99.9% of Staphylococcus aureus (Staph) [ATCC 6538] -and/or- Klebsiella pneumoniae (Kleb) [ATCC 4352]
 - Kills germs while it cleans [and sanitizes]
 - Leaves toilet bowl [surfaces] [clean and] sanitary
 - Leaves surfaces sanitary
 - Leaves surfaces sanitized
 - Sanitizes Staphylococcus aureus (Staph) [ATCC 6538] -and/or- Klebsiella pneumoniae (Kleb) [ATCC 4352]
 - Sanitizes surfaces
 - This product is a sanitizer
- † Staphylococcus aureus (Staph) [ATCC 6538] and Klebsiella pneumoniae (Kleb) [ATCC 4352]

Surfaces

Use [this product] on the following [washable] hard, nonporous surfaces[††]:

Surfaces

- Bathroom -or- restroom surfaces
- Chrome
- Enamel
- Glazed ceramic [tile(s)]
- Metal surfaces in bathrooms -or- restrooms
- Sinks
- Synthetic marble
- Toilet[s] exteriors
- Urinal[s] exteriors

[††] Not for use on floors. [Do not use on floors.] [Do not use to clean floors.] May cause slipperiness.

Not for use on cookware.

Surface Compatibility:

- Do not use on natural stone, brass or varnished wood; for all other surfaces, spot test in an inconspicuous area. -or- spot test all other surfaces in an inconspicuous area
- Non-abrasive
- Not harmful for most surfaces
- Won't scratch toilet bowl

