

5813-96

02/05/2008

1/17



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510C)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

EPA Reg. Number: 5813-96

Date of Issuance: FEB - 5 2008

Term of Issuance: Conditional

Name of Pesticide Product: Stripes

NOTICE OF PESTICIDE:
[X] Registration
[ ] Reregistration

(under FIFRA, as amended).

The Clorox Company
c/o PS/RC; P.O. Box 493
Pleasanton, CA 94566-0803

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA sec 3(c)(7)(A) provided that you:

- 1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.
2. Make the labeling changes listed below before you release the product for shipment:
a. Revise the "EPA Registration Number to read, EPA Reg. No 5813-96.

Signature of Approving Official:

Handwritten signature of Velma Noble

Velma Noble

Date:

FEB - 5 2008

Product Manager Team-31

CONCURRENCES

Table with columns for SYMBOL, SURNAME, DATE and rows for Regulatory Management Branch 1, Antimicrobials Division (7510C), and EPA Form 8570-6.

b. On page 4 of the label, in the right column delete claims 21 and 22 "**Cleans better than.....**" the Agency does not allow comparative claims on labels.

c. On page 5 of the label, delete the claim "**Pure-or-Purely-or-True-or-Truly Clean**" this product is not qualified to clean everything and everywhere.

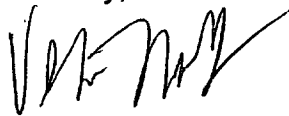
e. On page 6 of the label, in the "Disinfection" section delete the claim "**everything**" this product is not used on all surfaces.

f. On pages 6 and 7 delete the statement "**list any use site/surface**" this statements needs to be clarified by listing which use site this product will be used.

Submit three (3) copies of your final printed labeling before distributing or selling the product bearing the revised labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

Sincerely,



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

Enclosure: (Stamped Label)

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 1 of 15

# STRIPES

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION:**

See back panel for additional  
precautionary statements.

ACTIVE INGREDIENT:  
Alkyl (C<sub>12</sub> 40%; C<sub>14</sub> 50%; C<sub>16</sub> 10%) dimethyl benzyl ammonium chloride. . . . . 0.3%  
OTHER INGREDIENTS: . . . . . 99.7%  
TOTAL: . . . . . 100.0%

**NET CONTENTS** \_\_\_\_\_

**PRECAUTIONARY STATEMENTS  
HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling. Avoid contact with foods.

**FIRST AID:**

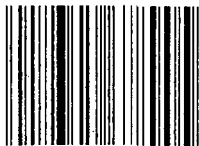
**If in eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. **If on skin or clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call 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.

**STORAGE AND DISPOSAL:**

Store out of reach of children. Do not reuse empty container. -or- Refill only with this product.  
[Rinse and] offer empty container for recycling. If recycling is not available, discard container in trash.

Mfd. for & ©2007 THE CLOROX COMPANY,  
1221 Broadway, Oakland, CA 94612  
Made in [the] U.S.A.

Clorox is a registered trademark of The Clorox Company  
**QUESTIONS [? -or- OR] COMMENTS? CALL 1-800-227-1860**  
[or visit [www.pine-sol.com](http://www.pine-sol.com) -or- [www.409.com](http://www.409.com) -or- [www.clorox.com](http://www.clorox.com)]



EPA Reg. No. 5813-XX  
EPA Est. No. 5813-CA-3, CA-4, CA-5, GA-1,  
58455-IN-1, IN-2, 36727-IL-1

(Actual EPA Est. No. in code above -or- below -or- on neck of bottle)

Important Facts:  
Bottle made from \_\_\_\_\_% post-consumer recycled plastic  
Contains no phosphorus  
Not harmful to septic systems, -or- tanks

**ACCEPTED  
with COMMENTS  
in EPA Letter Dated:  
FEB 5 2008**

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act as  
amended, for the pesticide,  
registered under EPA Reg. No. **5813-96**

4/17

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 2 of 15

## DIRECTIONS FOR USE

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

### OPERATING INSTRUCTIONS

#### TRIGGER SPRAY APPLICATION

##### To Operate:

[Open hinged cover of sprayer and snap into opening on top. -or- Turn nozzle [counterclockwise] to "spray" -or- "stream" [setting]. -or- Adjust [nozzle] to desired pattern. -or- To open, turn the purple nozzle.] Spray 6-8 inches from surface, [[rub] [wipe] with [brush,] [paper towel,] -and/or- [clean] [sponge,] [[lint-free] cloth]]. [Do not breathe spray or mist.]

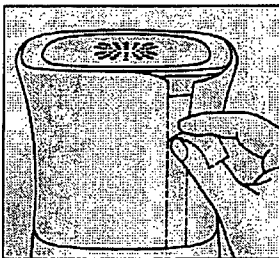
#### PUMP APPLICATION

[Remove exterior -or- outside [plastic] film -or- label -or- wrap prior to use [by tearing at tab -or- arrow -or- perforation].

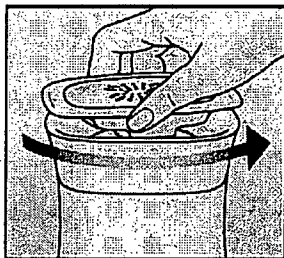
##### To Operate:

Turn -or- Twist the [push] [pump] top -or- collar -or- head [counter] [clockwise] to unlock -and/or- open [position]. **To Use:** [Directly] apply [this product] to -or- with a dry paper towel -and/or- [clean] [lint free] rag -and/or- cloth -and/or- sponge by pushing down on the [pump -or- dispenser -or- container] top [until desired amount of cleaner is dispensed].

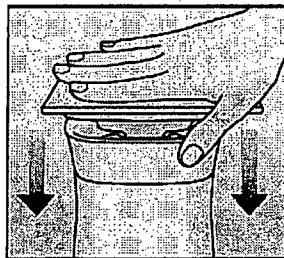
#### UNSEAL -OR- UNWRAP -OR- REMOVE -OR- TEAR [AWAY]



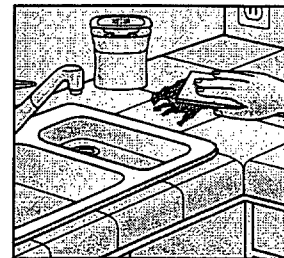
#### UNLOCK



#### PUMP



#### WIPE



#### ALL APPLICATIONS

[[This product] Can be used on -or- won't harm most washable surfaces.] [Not recommended for use on soft vinyl, varnishes, or aluminum.] [If applied to those surfaces, rinse and wipe dry immediately.] [For painted surfaces, test small area first. -or- For best results, always test a small area before washing -or- applying.]

Use on hard, nonporous surfaces.

For surfaces that may come in contact with food, a potable water rinse is required.

**Not for cleaning or sanitizing skin.**

[Refill only with this product]

### REFILL INSTRUCTIONS TRIGGER SPRAY APPLICATION

- |  |   |  |
|--|---|--|
| <p><b>[Remove]</b></p> <ol style="list-style-type: none"> <li>1. Remove trigger sprayer -or- cap from empty bottle.</li> </ol> | <p><b>[Pour]</b></p> <ol style="list-style-type: none"> <li>2. Unscrew cap on refill and pour contents directly into empty bottle.</li> </ol> | <p><b>[Use]</b></p> <ol style="list-style-type: none"> <li>3. Replace trigger sprayer and use as you normally would. -or- Unscrew cap and transfer your trigger to this bottle.</li> </ol> |
|--|---|--|

R0751-1

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.] Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 3 of 15

**REFILL INSTRUCTIONS continued**  
**PUMP APPLICATION**

**[Remove]**

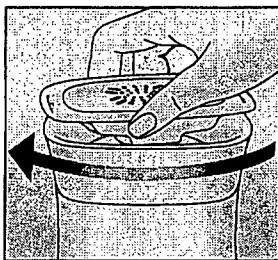
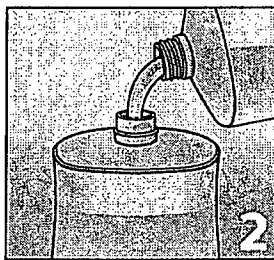
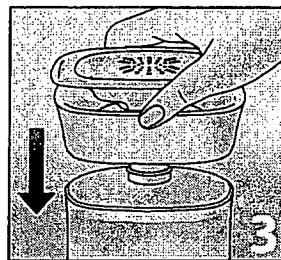
1. Turn -or- twist the [push] [pump] top -or- collar -or- head [counter] [clockwise] to lock -or- close [d position]. [THEN] Twist -or- squeeze -or- turn [push] [pump] top -or- collar -or- head [counter] [clockwise] and pull up to remove.

**[Pour]**

2. Pour contents directly into empty pump [bottle] -or- dispenser -or- container -or- bottle.

**[Use]**

3. [Ensure [the] [push] [pump] top -or- collar -or- head is [in the] locked -or- closed position.] Replace [push] [pump] top -or- collar -or- head and twist [counter] [clockwise] [to lock] -or- by pushing [down] -and/or- snapping [back] into -or- onto place -or- [original] pump [bottle] -or- dispenser -or- container -or- bottle. Turn -or- Twist the [push] [pump] top -or- collar -or- head [counter] [clockwise] to unlock -and/or- open [position].

**[STEP 1]****[STEP 2]****[STEP 3]****CLEANING****TRIGGER SPRAY APPLICATION**

**General:** [Household/Kitchen/Bathroom/Floor] Cleaning: [Remove cooking ingredients and cooked food from areas to be cleaned.] Spray product straight onto soils and wipe clean [with a dry paper towel -and/or- [lint-free] cloth -or- [clean] sponge]. -or- [Spray soiled area, then wipe clean.] Repeat for heavily soiled areas.

**To Clean/Remove Soap Scum:** Spray product onto soils and wipe clean [with a dry paper towel -and/or- [lint-free] cloth -or- [clean] sponge]. -or- Just spray on and wipe off [with a dry paper towel -and/or- [lint-free] cloth -or- [clean] sponge]. No scrubbing or rinsing necessary. For best results, use a dry paper towel or lint-free cloth. Repeat for heavily soiled areas. For stubborn stains or heavily soiled areas or tougher jobs, allow product to penetrate [dirt and/or soap scum] before wiping. For best results, use regularly to prevent dirt and soap scum build up.

**To Clean [Nonporous] Surfaces -and/or- Floors:** [Spray soiled area, then wipe clean. -or- For spot cleaning, spray straight from bottle and wipe clean with damp [clean] sponge -or- mop.] [For larger areas, [remove trigger sprayer and] mix one cup of this product per gallon of warm water and apply with a [clean] sponge -or- mop.]

**To Clean Toilets:** To clean and deodorize toilet bowl, squirt liberally (1/2 cup) on toilet sides and upper toilet bowl rim. Swab -or- brush all surfaces thoroughly and flush.

**PUMP APPLICATION****General:**

[Directly] apply [this product] to -or- with a dry paper towel -and/or- [clean] [lint free] rag -and/or- cloth -and/or- sponge by pushing down on the [pump -or- dispenser -or- container] top [until desired amount of cleaner is dispensed] [Clean -or- wipe surface -or- stain -or- spill.] Repeat for heavily soiled areas.

**DIRECT APPLICATION****General:**

**To Clean [Nonporous] Surfaces -and/or- Floors:** Mix one cup of this product per gallon of warm water and apply with a [clean] sponge -or- mop.

**Alternate for Direct Application or Refill Bottle:**

Apply this product full strength onto soils and wipe clean [with a dry paper towel -and/or- [lint-free] cloth -or- [clean] sponge -or- mop -or- rag]. Repeat for heavily soiled areas.

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~xxx~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 4 of 15

**CLEANING continued****Claims:****TRIGGER SPRAY APPLICATION -OR- DIRECT APPLICATION**

- Can be used diluted for lighter cleaning tasks or full strength for big jobs
- Can be used full strength or diluted [for a variety of heavy duty to lighter cleaning tasks]

**ALL APPLICATIONS**

- A quicker[, better] clean
- An effective [non-food contact surface] cleaner for use in the kitchen, bathroom, bedroom, and other household areas
- Can be used for a variety of indoor cleaning tasks
- Clean any size mess
- Clean as you go
- Clean big messes, clean small messes
- Clean messes as they happen
- Clean messes as they happen in the kitchen -or- bathroom
- Clean more with less
- Clean quicker
- Clean when you want, where you want [on hard, nonporous surfaces]
- Clean with just a wipe -or- touch
- Clean with [just] one hand
- Clean without stopping -or- slowing down
- Clean up with the one thing that can handle the kitchen
- Cleaner [for Household Use]
- Cleans [all] [washable] floors [including] [no-wax floors] [linoleum] [vinyl] [and] [glazed ceramic tile]
- Cleaning for the way you live
- Cleaning that fits your life
- Cleans and leaves [light] [pleasant] scent
- Cleans better than the soapy sponge -or- paper towel and water you are using now
- Cleans better than water
- Cleans [everyday] kitchen -and/or- bathroom messes
- Cleans [everyday messes] [grease and grime] [surfaces] throughout the house
- Cleans [Fast,] [All Over the House] [in Kitchens and Bathrooms]
- Cleans fingerprints [off stainless steel] without streaks
- Cleans kitchens to a beautiful shine
- Cleans on the spot [with a fresh -and/or- [pleasant] [nice] [good] [great] [relaxing] [pleasing] [warm] smell -or- scent]
- Cleans soap scum -or- dirt -or- build-up
- Cleans kitchen -and/or- bathroom -and/or- other household surfaces
- Cleans the toughest soils
- Cleans tough [grease] [kitchen] [bathroom] messes [without smearing] [fast]
- [Combines deep cleaning power with -or- Has] [the] anti-streaking ingredients [of a glass cleaner]
- Contains [more -and/or- powerful] grease cutters
- Cuts through cooked -or- baked -or- burnt on food
- Cuts [through] [tough] grease [and] [grime] [and] [messes] [quickly] [and easily] [without a trace] [of residue]
- Cuts through tough kitchen -and/or- bathroom grease -and/or- [grime] [and] [soils]
- Cuts cleaning time
- Cuts -or- Cleans greasy dirt -and/or- soap scum -and/or- bathroom soils [fast]
- Cuts -or- Cleans Grime in Kitchens and Bathrooms [Fast]
- Cuts -or- Cleans Kitchen -and/or- Bathroom -and/or- Household Grime -and/or- Soils [Fast]
- Daily [kitchen] cleaner
- Deep clean [formula]
- Deep cleaning [cleaner -or- formula]
- Degreaser
- Degreases
- Dissolves [greasy] [kitchen] [bathroom] messes [and odors] [on contact -or- instantly] [to a shine] [without a trace] [of residue]
- Dissolves grease on contact [-or- instantly]
- Easily cleans the -and/or- Toughest [on] grease [and grime] [throughout the house]
- Easily cleans [tough] [greasy] messes
- Easy [cleaning] [for a balanced lifestyle]
- Effective on small -and/or- large messes
- Effectively removes [everyday] soils on: **Table 1 use sites**
- Fast [Strong] cleaning power
- Fast action [kitchen] [bathroom] cleaner
- Fast, easy cleaning solution
- Floor cleaner
- For light -and/or- [touch-up] [daily] [quick] cleaning -or- clean-ups [in one easy step]
- For small and big cleaning jobs
- Formula [for bathrooms -and/or- kitchens]
- Formula fights grease even better
- Formulated for kitchen messes [-or- all kitchen cleaning needs]
- Get it really clean
- Good for everyday cleaning [and] -or- for your -or- my -or- the toughest household messes
- Good for most indoor and outdoor cleaning tasks
- Grease cutter -or- fighter -or- cutting formula -or- fighting formula
- [Great] For Everyday Use [in Kitchens -and/or- Bathrooms] [All Over the House]
- [Great for] touch-up -or- spot cleaning
- Great for quick wipe-ups on your -or- my -or- the floor -or- counter
- Improved [-or- Special] [grease fighting] [kitchen cleaning] [formula]
- Keep little messes from becoming big messes
- Kitchen cleaning made easy
- Leaves your -or- my -or- the bathroom -and/or- kitchen fresh -and/or- clean
- Life doesn't have to stop for cleaning
- Makes a big cleaning job smaller
- Make the little wipe-ups count
- Make your dry paper towel more effective for wipe-ups
- Makes your -or- my -or- the [cleaning] job easier [in the] [kitchen] [bathroom] [household] [all over the house]
- Maximum Cleaning, Minimum Effort
- [Now] Better kitchen cleaning
- [Now] Cleans even better [on grease]
- [Now] Cleans without streaks
- [Now] [even] tougher -or- better on [kitchen] grease -or- messes
- [Now] fights grease better
- [Now] Great for Kitchens and/or Bathroom[s] [soils] [too]
- [Now] Great in the Kitchen and Bathroom
- [Now] more -or- Improved grease fighting power
- [Now] Works on Soap Scum
- One cleaner to get a [truly] clean kitchen
- Perfect for cleaning around your -or- my -or- the toilet
- Perfect [Ideal] for [greasy] [tough] [grimy] messes [around your -or- my -or- the] [home] [house] [living room] [kitchen] [bathroom] [bedroom]]
- Powerful APC -or- All Purpose Cleaner
- Powerful Easy Clean Formula
- Powerful grease cutter
- Powerful [kitchen] [bathroom] cleaner
- Powerful, quick & easy cleaner -or- cleaning

7/17

Note: **Bold, Italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 5 of 15

**CLEANING Continued**

- Powerful[, quick and easy] cleaning formula
- Powers through [tough] [kitchen] grease -and/or- [messes] [dirt]
- Powers through tough grease and grime [-or- messes] [all over the house] [including [kitchen] [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]
- Pure -or- Purely -or- True -or- Truly Clean
- Quick [and easy cleaning] [for kitchen surfaces] [everywhere [on hard, nonporous surfaces]]
- Quickly cuts through the toughest grease
- Removes -and/or- Cleans **soils listed in Table 2**
- Removes -and/or- Cleans [everyday] kitchen messes
- Special kitchen-cleaning formula
- Specially formulated -or- Specifically -or- Made for kitchen cleaning
- Specially formulated to clean [a variety of hard, nonporous surfaces] [throughout -or- all over -or- around the house -and/or- [kitchen] [bathroom]]
- Starts cleaning [-or- to work] on contact [-or- instantly]
- Starts to work before you [even] [do -or- start to] wipe
- [Still] Great for Kitchen[s] -and/or- Bathroom[s] [Soils] -and/or- soap scum
- [Still] Great [for] Cleaning Power [-or- Kitchens]
- [Still] Tough on Greasy Soils
- Stop cleaning with a soapy sponge
- Stop dirty sponge -or- dry paper towel wipe-ups
- Streak free [no hazing -and/or- streaking] [filming]]
- Strong [cleaner]
- Strong enough to cut through automotive grease[, yet won't harm fabric]
- Take care of little messes [before they get too big]
- The easiest way to keep your -or- my -or- the house clean [everyday]
- The easy way to [touch-up] clean [your -or- my -or- the bathroom -and/or- kitchen] [all over the house [on hard, nonporous surfaces]] [every day]
- [The] One Step Cleaner
- This product's formula cleans
- Tough cleaning with a [bleach-free] [citrus] [clean] [crisp] [fresh] [lemon] [light] [lime] [natural] [orange] [refreshing] [spring] scent
- Toughest on grease
- Treat yourself to a wonderful cleaning experience
- Unbeatable [on] grease removal
- Unbeatable on [kitchen] [bathroom] messes
- Unconscious cleaning
- Use daily -or- [specially formulated] [to clean bathroom soils [such as soap -and/or- [soap scum] [toothpaste] [hair spray -or- gel] [cosmetics] [shaving cream] [hand -and/or- body lotion]]]
- Use it for all your cleaning tasks
- Use it on every mess
- [Use the product] for [light] touch-up -or- light -or- everyday -or- daily -or- quick cleaning -or- clean-ups [all over the house] [on hard, nonporous surfaces]
- Wipe up the little messes to prevent the big ones from starting
- Works on -or- starts to dissolve -or- remove [tough] stains -and/or- soils and/or- messes

**Use Sites:**  
See Table 1

**DEODORIZATION -or- SANITIZATION****TRIGGER SPRAY APPLICATION**

**To Deodorize -and/or- To Sanitize Non-Food Contact Surfaces:** Spray until thoroughly wet. Let stand 30 seconds [half a minute]. Then wipe. -or- Let stand 30 seconds [half a minute] before wiping. For heavily soiled areas, [a] precleaning [step] is required.

**PUMP APPLICATION**

**To Deodorize -and/or- To Sanitize [Non-Food Contact Surfaces]:** Wipe surface until thoroughly wet. Let stand 30 seconds [or half a minute]. For heavily soiled areas -or- surfaces, [a] precleaning [step] is required.

**DIRECT APPLICATION**

**To Deodorize -and/or- To Sanitize Non-Food Contact Surfaces:** [Directly] apply [this product] to -or- with a dry paper towel -and/or- [clean] [lint free] rag -and/or- cloth -and/or- sponge -and/or- mop and wet surfaces completely. Let stand 30 seconds [half a minute]. [Then wipe]. -or- Let stand 30 seconds [half a minute] [before wiping]. For heavily soiled areas, [a] precleaning [step] is required.

**Claims:****ALL APPLICATIONS**

- 30 second sanitization
- An effective non-food contact surface sanitizer for use in the kitchen -and/or- [bathroom] [bedroom] [other household areas]
- Antibacterial [Formula]
- Cleans -or- shines -or- sanitizes washable kitchen -and/or- bathroom -and/or- household surfaces -and/or- fixtures [throughout the home]
- Deodorizer [for Household Use]
- Deodorizes -or- Eliminates [food odors] [like garlic and onion] [left behind on kitchen surfaces] [after cooking]
- Deodorizes -or- eliminates -or- neutralizes odor[s] caused by bacteria [and mildew] [and non-fresh foods]
- Deodorizes [washable] hard, nonporous surfaces
- Deodorizes with a clean -and/or- fresh scent
- Deodorizing
- Eliminates -or- Removes [kitchen] [bathroom] odors
- Gets rid of odors -or- deodorizes
- Kills [household] bacteria [and sanitizes without bleaching]
- Kills 99.9% of [household] bacteria [in 30 seconds] [in half a minute]
- Kills odor causing bacteria in the kitchen -or- bathroom
- [Now] Kills 99.9% of **any organism from List 1** [on hard, nonporous surfaces] [in 30 seconds] [in half a minute]
- One step cleaning and sanitizing
- Removes -or- Eliminates odors
- Sanitizer [for Household Use]
- Sanitizes [kitchen] [household] [bathroom] [surfaces [in [just] 30 seconds] [in half a minute]]
- This product is a sanitizer for hard and nonporous, non-food contact area surfaces according to the method for Sanitizers – Non-Food Contact Surfaces, modified in the presence of 5% organic serum, [in 30 seconds] [in half a minute] against: **any organism from List 1**

R0751-1

8/17

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 6 of 15

### DEODORIZATION -or- SANITIZATION Continued

#### Organisms: (List 1)

Enterobacter aerogenes [ATCC 13048], Staphylococcus aureus [(Staph)] [ATCC 6538], Escherichia coli O157:H7 [(E. coli)] [ATCC 35150], Streptococcus pyogenes [(Strep)] [ATCC 19615], [Vancomycin Resistant] Enterococcus faecalis [(VRE)] [ATCC 51299], Salmonella enterica -or- [Salmonella choleraesuis] [(Salmonella)] [ATCC 10708]

#### Use Sites:

See Table 1

### SANITIZATION OR DISINFECTION

#### PUMP APPLICATION

**To Sanitize:** Wipe surface until thoroughly wet. Let stand 30 seconds.

**To Disinfect:** Wipe surface until thoroughly wet. Let stand 10 minutes. For heavily soiled areas -or- surfaces, [a] precleaning [step] is required prior to sanitizing or disinfecting.

### DISINFECTION

#### TRIGGER SPRAY APPLICATION

**To Disinfect:** Spray until thoroughly wet. Let stand 10 minutes. For Herpes simplex virus Type 2, Influenza A [Hong Kong virus] or Human Immunodeficiency Virus Type 1 (HIV-1), let stand for 30 seconds. Then wipe. For heavily soiled areas -or- surfaces, [a] precleaning [step] is required.

#### PUMP APPLICATION

**To Disinfect:** Wipe surface until thoroughly wet. Let stand 10 minutes. For heavily soiled areas -or- surfaces, [a] precleaning [step] is required.

#### DIRECT APPLICATION

**To Disinfect:** [Directly] apply [this product] to -or- with a dry paper towel -and/or- [clean] [lint free] rag -and/or- cloth -and/or- sponge -and/or- mop and wet surfaces completely. Let stand 10 minutes. [Then wipe.] For heavily soiled areas, [a] precleaning [step] is required.

#### Claims:

##### ALL APPLICATIONS

- Absorb a spill and disinfect -or- sanitize
- An effective disinfectant for use in the kitchen -and/or- [bathroom] [bedroom] [other household areas]
- Anti-Bacterial
- Antibacterial [Formula]
- Antibacterial -or- Germicidal\* Cleaning Power [on hard, nonporous surfaces] [for Kitchens -and/or- [bathrooms] [all over the house] [throughout the house]
- [Bacteria -and/or- virus]-fighting -or- germ\* fighting [formula]
- Cleaner and disinfectant in one
- Cleaner and disinfectant within arm's reach
- Cleaning and disinfecting within arm's reach
- Cleans and disinfects [all over the house] [everywhere] [on hard, nonporous surfaces]
- Cleans -and/or- disinfects -and/or- deodorizes
- [Contains] [the] Clorox disinfectant [you love]
- Disinfect -and/or- touch-up clean
- Disinfect every time you clean
- Disinfect with a dispenser that's at the palm of your hand
- Disinfect with every wipe
- Disinfectant [for Household Use]
- Disinfectant that's always ready [to use]
- Disinfecting [formula]
- Disinfecting when[ever] you need it
- Disinfecting within arm's reach [in the kitchen -and/or- bathroom]
- Disinfects hard, nonporous surfaces
- Disinfects surfaces with [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria
- Disinfects [washable] kitchen surfaces including killing [99.9% of] [harmful] germs\* -and/or- bacteria -and/or- viruses\* -and/or- fungi
- Disinfects in [just] 10 minutes
- Disinfect[s] the -or- your ***list any use site/surface*** [this season][this flu season]
- [Easily] Clean[s] -and/or- disinfect[s] [in one easy step]
- Easy to clean -and/or- disinfect
- Fungicidal -or- Antifungal
- Germicidal\* formula
- Kill[s] [99.9% of] -or- Remove[s] -or- Effective against [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria
- Kills [99.9% of] ***any organism in list 2***
- Kills 99.9% of bacteria in [just] 30 seconds
- Kills 99.9% of [common] [household] germs\* [in seconds]
- Kills [99.9% of] Germs\*
- Kills [99.9% of] [kitchen] [bathroom] bacteria [in seconds]
- 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/surfaces***] surfaces your kids -and/or- pets [may] touch every day

R0751-1



Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (\*\*\*\*) means removed.

EPA Reg. No. 5813-XX Stripes Page 7 of 15

**DISINFECTION 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] [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 in list 2*** [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] [this flu season]
  - Kills certain viruses\* [in 30 seconds] [in half a minute]
  - Kills [E. Coli] [Salmonella] [harmful kitchen germs]
  - Kills [the] Flu Virus\*
  - Kills [harmful] [household] bacteria -or- germs\* -or- viruses\* on washable kitchen -and/or- [bathroom] [household] surfaces -and/or- fixtures [throughout the home]
  - Kills Influenza A [Hong Kong virus] [, the virus that causes the common flu] [in 30 seconds] [in half a minute]
  - Leaves hard, nonporous surfaces disinfected
  - Make every wipe-up a disinfecting clean-up
  - [Now] kills [most] [household] bacteria -or- germs\* -or- viruses\* [while it cleans] [tough] [everyday] [kitchen] [bathroom] [household] [messes]
  - One step cleaning -and/or- disinfecting -and/or- deodorizing
  - [One step] cleaning -and/or- disinfecting -and/or- deodorizing -or- [Disinfect -and/or- touch-up] clean [Clean[s] -and/or- disinfect[s] -and/or- deodorize[s]] [on] hard, nonporous [bathroom -and/or- kitchen -and/or- household] surfaces [every day] -or- throughout -or- all over your -or- my -or- the house -or- [kitchen -and/or- bathroom]
  - Prevents the spread of germs on hard, nonporous surfaces
  - Put cleaning -and/or- disinfecting into a[n] [convenient] [easy-to-use] container -or- [dispenser] [package] [pump] that fits in the palm of your hand
  - The fun & -or- and easy way to clean -and/or- disinfect
  - This product is a Broad Spectrum disinfectant, bactericidal according to the AOAC Germicidal Spray Products test method
  - [This product is] a -or- the quick [and easy] way to [touch up] [clean] [and] disinfect
  - 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
  - [Touch-up] Clean[s] and disinfect[s]
  - Turn your dry paper towel -or- [[lint-free] cloth] [[clean] sponge -or- mop -or- rag] into a cleaning and disinfecting tool
  - 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, non-porous surfaces]
  - Use in public -or- common places where bacteria may be of concern -or- you are concerned about bacteria [on hard, non-porous surfaces]
  - Use [this product] to disinfect -and/or- [[touch-up] clean]
  - Virucidal\* -or- Antiviral\*
- Germicidal\* against the following [organisms]: -or- [This product] kills the following [organisms]: -or- Disinfects against the following [organisms]:
- Organisms: (List 2)**  
\*<sup>1</sup>Herpes simplex virus Type 2 [Strain G, ATCC VR-734], <sup>1</sup>Human Immunodeficiency Virus Type 1 [(HIV-1)], <sup>1</sup>Influenza A [Hong Kong virus] [(common flu virus)] [ATCC VR-544], Pseudomonas aeruginosa [(Pseudomonas)] [ATCC 15442], Salmonella choleraesuis -or- enterica [(Salmonella)] [ATCC 10708], Staphylococcus aureus [(Staph)] [ATCC 6538], Trichophyton mentagrophytes [(Athlete's Foot Fungus)] [ATCC 9533], [when used as directed] [for spray application] <sup>1</sup>Influenza A [Hong Kong virus] [(common flu virus)] [ATCC VR-544]
- Use Sites:**  
See Table 1

**Mildewstat:****TRIGGER SPRAY APPLICATION**

**To Inhibit Mold or Mildew Growth on hard, nonporous surfaces:** Thoroughly preclean [the] surface following the [general] cleaning directions. Spray until thoroughly wet. Let stand 10 minutes. Then wipe. Reapply as new growth appears.

**PUMP APPLICATION -OR- DIRECT APPLICATION**

**To Inhibit Mold or Mildew Growth on hard, nonporous surfaces:** Thoroughly preclean [the] surface following [general] cleaning directions. [Directly] apply [this product] to -or- with a dry paper towel -and/or- [clean] [lint free] rag -and/or- cloth -and/or- sponge -and/or- mop and wet surfaces completely. Let stand 10 minutes. [Then wipe.] Reapply as new growth appears.

**Claims:****ALL APPLICATIONS**

- Inhibits -or- controls the growth of mold and mildew
- Prevents mold and mildew growth
- This product will effectively inhibit the growth of mildew and the odors caused by them when applied to hard, nonporous surfaces
- 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 niger [(mildew)] [ATCC 16404], Trichophyton mentagrophytes [(Athlete's Foot Fungus)] [ATCC 9533]

R0751-1

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 8 of 15

**KILLS HIV ON PRECLEANED ENVIRONMENTAL SURFACES/OBJECTS**

**PREVIOUSLY SOILED WITH BLOOD/BODY FLUIDS** in healthcare settings or other settings in which there is an expected likelihood of soiling of inanimate surfaces/objects with blood or body fluids and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of human immunodeficiency virus Type 1 (HIV-1)(associated with AIDS).

***The following is only for products with medical devices listed on label [located by cautionary text]:***

This product is not to be used as a terminal sterilant/high level disinfectant on any surface or instrument that (1) is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body, or (2) contacts intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to preclean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection.

**SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 ON SURFACES/OBJECTS SOILED WITH BLOOD/BODY FLUIDS**

**PERSONAL PROTECTION:** Clean-up should always be done wearing protective latex gloves, gowns, masks and eye protection.

**CLEANING PROCEDURE:** Blood and other body fluids containing HIV must be thoroughly cleaned from surfaces and objects before application of this product.

**CONTACT TIME:** Leave surface wet for 30 seconds.

For all other organisms, see directions for required contact times.

**DISPOSAL OF INFECTIOUS MATERIALS:** Blood, body fluids, cleaning materials and clothing should be autoclaved and disposed of according to local regulations for infectious waste disposal.

**GENERAL CLAIMS:****Scent descriptors:****ALL APPLICATIONS**

- [Citrus] [Lime] Blend -or- Zest
- Clean -or- Soft Cotton
- [Cotton] [Citrus] [Laundry] [Lemon] [Linen] [Meadow] [Pure] [Rain] [Refreshing] [Serene] [Spring] [Summer] [Sun{burst}] Clean
- [Lemon] [Lime] [Natural] Breeze
- Crisp [Breeze] [Citrus] [[Green] Apple] [Linen] [Meadow] [Morning]
- Fresh [Bleach-free] [Citrus] [Clean] [Cotton] [Lemon] [Light] [Lime] [Linen] [Meadow] [Mist] [Natural] [Orange] [Rain] [Spring] [Scent]
- Great scent[!]
- Has -or- With a pleasant -or- light fragrance -or- scent
- [Laundry] [Lemon] [Ultra] [Watery] Fresh

- Light fragrance
- Lime Blast
- Mild -and/or- [calming] [citrus] [clean] [crisp] [floral] [fresh] [[green] apple] [lemon] [light] [lime] [mint] [mist] [natural] [not overpowering] [orange] [pleasant] [pleasing] [powder] [refreshing] [spring] [subtle] scent[ed]
- Morning Dew
- Orange Power
- Spring Mist [Scent]
- Sunny Citrus
- Wonderful [new] scents (*New to be used only for the first 6 months of product on shelf.*)

**Non-disinfectancy-related bullets/bursts/sentences:****TRIGGER SPRAY APPLICATION**

- Easy to refill -or- use
- Institutional [size]
- Just spray and wipe
- Refill with this product only
- Trigger spray
- You can see when you're ready for a refill

**PUMP APPLICATION**

- Add the cleaning power of Clorox to your -or- a [[dry] paper towel] -or- [[lint-free] cloth] -or- [[clean] sponge -or- mop -or- rag]
- Add the cleaning power of Clorox to your paper towel -and/or- [clean] sponge
- Add the power of Clorox cleaners to your paper towel -and/or- [clean] sponge
- Always out [when -or- where you need it]
- Always there [always ready] [when -or- where you need it]
- [Always] within [arms] reach [when -or- where you need it]
- "Ch, ch" [and] [go]
- Control with no overspray
- [Designed for] [easy] one-handed [use]
- Different than a spray
- Easy [and New] (*New to be used only for the first 6 months of product on shelf.*)
- Easy -or- Easier to get product out [than [using] a spray]
- Easy to refill -or- use
- Easy to use [with just one hand]
- Ergonomically superior to a spray [[because] less pressure on your -or- my -or- the hand]

- Grab -or- Pump -or- Tap -or- Bump -or- Wipe n' go[!]
- Have you "bumped" -or- "pumped" -or- "tapped" today?
- Institutional [size]
- [Just] bump [bump] -or- pump [pump] -or- tap [tap] [and go] [!]
- [Just] click and drop
- Less mess, no spray[!]
- No mixing -and/or- spraying -and/or- fuss
- No spray, less waste
- One bump -or- pump -or- tap goes a long way
- Pump action
- Pump, pump, go [!]
- Pump spray
- Pump. Wipe. Done.
- Pump. Wipe. Go.
- Push -or- Pump instead of spray
- Push -or- Pump-pad
- Ready. Pump. Go.
- Ready. Tap. Go.
- Refill with this product only
- Requires only one hand
- [Simply] [-or- Just] pump, wipe, and go [!]
- [Simply] [-or- Just] tap, wipe, and go [!]
- So simple you can tap and wipe with one hand. [Because on the other hand, you have a life.]
- Tap -or- Pump. Wipe. Done.
- Tap, tap, go [!]
- Tap. Wipe. Go.
- "Tch, tch" [and] [go]
- "Tsch, tsch" [and] [go]
- Use -or- Works with [only] [just] one hand

11/17

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 9 of 15

**GENERAL CLAIMS continued:**

- Use with a [[dry] paper towel] -or- [[lint-free] cloth] -or- [[clean] sponge -or- mop -or- rag]
  - Why spray when you can pump -or- bump -or- tap
  - You can see when you're ready for a refill
- DIRECT APPLICATION**
- Control with no overspray
  - Different than a spray
  - Easy [and New] (*New to be used only for the first 6 months of product on shelf.*)
  - Easy -or- Easier to get product out [than [using] a spray]
  - Ergonomically superior to a spray [[because] less pressure on your -or- my -or- the hand]
  - Less mess, no spray[!]
  - No mixing -and/or- spraying -and/or- fuss
  - No spray, less waste
- ALL APPLICATIONS**
- A better way to keep your -or- my -or- the kitchen looking clean
  - A kitchen that is ready-to-go
  - A polished-clean kitchen
  - Always ready -or- there [for you]
  - Always there [always ready]
  - [Always] within [arms] reach
  - Bleach-Free
  - Check out our website [for] [more] [the latest] [information on germs] [that affect your family] [at] www.clorox.com
  - Cleaner where you need it [and no where else]
  - Cleaning doesn't have to be boring
  - Cleans without bleaching -or- bleach
  - Clear formula
  - Clutter-free [package at home -or- on your countertop]
  - Contains no abrasives, harsh acids
  - Contains no [bleach] -and/or- [dyes] [perfumes] [fragrance] [added colors]
  - Control where you put your cleaner
  - Convenient
  - Cool
  - Crazy easy
  - Customize [the amount of solution [you need] [needed]]
  - Daily reminder [sitting out]
  - Deep Cleaning
  - Designed to live -or- stay -or- sit [out] on the counter
  - Developed -or- formulated with your kitchen in mind
  - Do -or- Use a little as you go
  - Does not contain bleach
  - Doesn't interrupt your life
  - Doesn't overpower food odors
  - Doesn't stand out
  - Don't disrupt your flow[!]
  - Dye-Free [and Fragrance-Free]
  - Easy [and New] (*New to be used only for the first 6 months of product on shelf.*)
  - Easy to use
  - Enables you to leave it out
  - Ergonomic
  - Fast[, fun and effective[!]]
  - Fits [in] [with] [the appearance of] your -or- my -or- the kitchen -and/or- bathroom -and/or- lifestyle
  - Fits in your -or- my -or- the hand
  - Flexible storage -and/or- use position
  - For a cleaner, fresher household
  - For [use on] [multiple] hard, nonporous [indoor] [household] surfaces
  - For daily use
  - For use at home
  - For use on both white and colored hard, nonporous surfaces
  - Formulated to satisfy [-or- Satisfies] your sense of clean [-or- the senses]
  - Fragrance-Free
  - Free of [added] dyes -and/or- [perfumes] [fragrance] [colors]
  - [Free of perfumes & -or- and] Clear of dyes
  - Fresh scent [-or- streak-free] formula
  - Fun[!]
  - Get a noticeably clean kitchen
  - [Get] one for each room
  - Glass & Chrome [-or- Surface]
  - Goes where you want it [to] [go]
  - Great for all [hard, nonporous] surfaces
  - Great for everyday use [in the kitchen -and/or- bathroom]
  - Great look -or- scent
  - Great on -or- for stainless steel
  - Improved kitchen formula
  - Introducing this product
  - Intuitive
  - [It] doesn't take up much space
  - [It] fits almost anywhere
  - It's from Clorox, so it's more than clean
  - [It's] right there [when you need it]
  - Keeps your kitchen moving
  - Kitchen & -or- and bath
  - Kitchen cleaning done right
  - Leave it [out] on your -or- my -or- the counter [so it's always ready]
  - Leave it out [and use it]
  - Leaves no smeary residue
  - Leaves your -or- my -or- the home -or- house smelling clean with a [citrus] [clean] [crisp] [fresh] [[green]apple] [lemon] [light] [lime] [mist] [natural] [orange] [refreshing] [spring] scent
  - Less waste than normal cleaners
  - Lives -or- [Sit[s]] [Out] on your -or- my -or- the counter
  - Low -or- No filming -and/or- streaking
  - Made for kitchen surfaces and odors
  - Made for your [-or- my -or- the] kitchen
  - Makes your -or- my -or- the job easier [in your -or- my -or- the kitchen -and/or- bathroom]
  - Modern [technology -and/or- design]
  - More control [in difficult to reach areas] [like stove hoods]
  - Multi-Surface, Glass, and Chrome
  - Multi-task
  - No [Added] Dyes -or- Fragrance -or- Perfumes
  - No bending -and/or- hiding -and/or- stowing away [needed] [necessary]
  - No need -or- [You don't have] to reach under the counter [for cleaner]
  - No need to worry or stress
  - No streaking or filming
  - No thinking required[!]
  - No [Unpleasant] [Irritating] Fumes
  - Non Chlorine Formula: Will not bleach clothing or colored surfaces
  - Non-abrasive formula [will not scratch surfaces]
  - Novel
  - [Now] streak-free
  - One-of-a-kind
  - Open Here
  - Paper towels [are] already on your -or- my -or- the counter to use with this product
  - Part of your life -and/or- flow
  - Passes the kitchen everyday use test
  - Passes the kitchen torture -or- everyday use test
  - Patent[s] pending
  - Patented method -or- [package] [packaging] [formula]
  - Perfect size for kitchens -and/or- bathrooms

R0751-1

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 10 of 15

**GENERAL CLAIMS continued:**

- Perfume -or- Fragrance -and/or- dye-Free
- [Provides] even distribution of cleaner
- Put it where you need it
- Put one in each room
- [Put[s]] [cleaner] within [easy] [arm's] reach -and/or- at your fingertips
- Ready -or- There when you need it
- Ready when you are -or- need it
- Reminds you to clean
- Restores your kitchen to a clean state
- Safe for use on hard, nonporous surfaces in the kitchen -or- bathroom
- Saves [you] time -and/or- effort
- Self-expression through cleaning
- Simple design
- Simply use with a [dry] paper towel or [clean] sponge.
- Sits [out] on the counter
- Sitting out enables you to use it more often
- Sleek design fits where you need it [in your kitchen -and/or- bathroom]
- So simple, any adult can use it
- Special [-or- Premium] Surfaces
- Specially designed
- [Specially] formulated for a variety of [hard, nonporous] [kitchen] surfaces
- Specially formulated] for [use in] your -or- my -or- the bathroom
- Stainless Steel
- Start with a clean slate
- Stay in the flow[!]
- Stay on top of things -or- your cleaning
- Step reduction
- Stick it on the counter[!]
- Stop hiding your cleaner
- Store where you need it [most]
- Streak Free Shine
- Take pride in your cleaner
- The convenient way to keep your home -or- kitchen -or- bathroom looking "just cleaned"
- The formula in this product is not used in any store label brands
- The new -or- smart way to clean (***New to be used only for the first 6 months of product on shelf.***)
- The next step in cleaning
- [This product is] [always] ready to use
- Try me
- Use [everywhere -or- anywhere] on hard non-porous surfaces [anywhere [throughout the house]]
- Use [this product] throughout the house [on hard, nonporous surfaces]
- Use a little... use a lot[!]
- Use as little or as much as needed -or- you need per directions for use[!]
- Use it anytime you want
- Use it everyday
- Use it everywhere on hard, nonporous surfaces
- Use with a -or- [provided] [enclosed] [clean] sponge -and/or- [dry] paper towel
- Use with a dry paper towel -or- [[lint-free] cloth] [[clean] sponge -or- mop -or- rag]
- Versatile
- Visible cue
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox® -or- about [Clorox® products]]
- Who said cleaning isn't fun
- Will not harm most surfaces
- [With a] bleach -or- acid free [formula]
- Works like magic
- Works on a wide range of household surfaces, both indoors and outdoors
- Works on hard, nonporous surfaces [throughout your -or- my -or- the kitchen -and/or- bathroom] [such as counters -or- countertops -and/or- [appliance exterior[s] [surfaces]] [basins] [cooktop hoods] [door knobs] [non-wood floors] [non-wood tables] [playrooms]] [sinks] [stainless steel] [stove tops] [toilets]
- Works quickly
- Works with a dry paper towel -or- [[lint-free] cloth] [[clean] sponge -or- mop -or- rag]
- Works with whatever you're already using to clean
- Wow[!]
- You control -or- choose how much [product] to use
- [You] control the amount -and/or- where it goes
- You deserve a better cleaner -or- [way to clean]
- You don't have to open a cupboard
- You're worth it

**VALUE CLAIMS:****PUMP APPLICATION**

- As many uses as a typical 32oz. APC
- ***Insert number*** pumps/bottle
- ***Insert number*** pumps -or- uses per container -or- pump -or- package -or- dispenser[!]

**ALL APPLICATIONS**

- Clean more, pay -or- use less
- ***Insert number*** uses/bottle
- Value -or- [multi] [twin] pack
- Money-saving refill

**PACKAGING CLAIMS:****PUMP APPLICATION**

- Counter friendly [sleek] design under packaging [shrink wrap]
- Locking feature -or- pump
- Packaging [Shrink wrap] removes [[for] [to reveal]] sleek [counter friendly] design
- Removable packaging!
- Remove [[packaging] [shrink wrap]] [[for] [to reveal]] sleek [counter friendly] design
- Remove to reveal counter friendly [sleek] design
- [Special] -or- [innovative] -or- [unique] pump [top] -or- [design]
- Tear [-or- unseal] Here [to Open -or- Remove]

**ALL APPLICATIONS**

- Comfort -or- Custom -or- Sleek -or- Universal -or- Unique -or- Fun design -or- shape
- Decorative [new package][!] (***New to be used only for the first 6 months of product on shelf.***)
- Designer -or- [decorator] [decorative] [holiday] [seasonal] series
- Designer -or- [Innovative] [Delightful] [Cool] package
- Discreet [refill reminder]
- Double -or- Super value [size] [pack]
- Inviting -or- Welcoming shape -or- container -or- dispenser
- No spill packaging [benefit]
- Portable [size]
- Refillable [package] -or- container -or- dispenser
- Value pack -or- size -or- twin

R0751-1

Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 11 of 15

TABLE 1

**Use Sites:****ALL APPLICATIONS**

Airplanes	Dorms	Lavatories	Public facilities
Airports	Elevators	Laundry rooms	Public restrooms
Ambulances	Emergency vehicles	Living areas -or- rooms	[Public -or- Pay] telephone[s]
Automobiles	Factories	Lounges	-or- phone [booths]
Basements	Family areas -or- rooms	Malls	Recreational centers -or- facilities
Bathroom -or- locker room facilities [surfaces]	Fast food restaurants	[Manufacturing] plants	[Rental] cars
Bathrooms	Garages	Markets	Rest stops
Bedrooms	Gas stations	Mass merchandisers, discount retailers -and/or- general merchandise store[s]	Restaurants
Boats	Grocery stores	Military installations	Restrooms
Bowling alleys	Gymnasiums	[Mobile] home[s]	RVs
Buses	Gyms	Motels	School buses
Butcher shops	Health clubs	Motor homes	Schools
Cafeterias	Home centers	Mudrooms	Shelters
Campers	Homes	Nurseries	Ships
Churches	Hotels	Offices	Shops
Children's [game] rooms	Households	Pet areas	Subways
Convenience stores	[Institutional] laundromats	Play areas -or- rooms	Supermarkets
Correctional facilities	Institutions	Playground	Toolsheds
{Damp} storage areas	Kennels	[Police -and/or- fire] vehicles	Trains
Day care centers	Kid's -or- child's [play] room		Trolleys
Dens	Kitchen[s] [surfaces]		Vacation homes
	Laboratories		Warehouse clubs

**Surfaces:** [For use on -or- Use this product on] [Washable] Hard, Nonporous Surfaces [throughout the house]:

**ALL APPLICATIONS**

Appliance exterior[s] [surfaces]	Drawer pulls	Office machinery	Tables
[Bathroom] [kitchen] faucet[s] [handles]	Dressing carts	Office -or- bedroom -or- bedside furniture	[Tiled] walls
Bathtubs	Elevator buttons	Outdoor grill exteriors	Tires
Boats	Enamel	Outdoor -or- patio furniture	Toilet -and/or- urinal exterior[s] [surfaces]
Bottom of pots and pans	Exhaust fans	Oven doors	Toilet seats
Burner trays	Fiberglass	Pet areas -and/or- surfaces	[Toilet] [toilet flush] [telephone] [dishwasher] [cabinet] [door] handles
Cabinets -and/or- cupboards	[Filing] cabinets	Piano keys	Tools
Cages	Finished hardwood	Plastic laundry hampers [baskets]	Toy boxes -or- storage bins
Car interiors	Finished or painted woodwork [window sills]	Plastic patio furniture -and/or- lawn chairs	Trailers
Chairs	Fixtures	Plastic shower curtains	[Training] toilets
[Children's] furniture	Floors [around toilets]	Playground equipment	Trash cans
Chrome [exterior] [surfaces] of urinals -and/or- toilets	Freezer exterior	Playpens	Trash compactors
Closets	Garage surfaces	Porcelain	Tubs [and] -or- glazed [ceramic] tile
[Clothes] [diaper] hampers	Garbage cans	Portable toilet Exterior[s]	Vanity tops
Cooler exteriors	Glass	Range hoods	Vehicles
Countertops -or- counters	Glass-topped furniture	Recycling bins	Vending machine surfaces
Cribs	Glazed porcelain [tiling -or- tile]	Refrigerator door handles	[Vinyl] linoleum
Crystal (non-food contact areas)	{Grocery store} carts	Refrigerator exterior[s] [surfaces]	[Vinyl] wallpaper
Desks	[Grocery] basket -or- cart handles	[Sealed] natural -and/or- synthetic stone	[Washers -and/or- dryers] [washing machine[s]] [exterior[s]]
[Diaper] changing tables -and/or- areas	Gym equipment	Shelves and drawers	[Washable] floors [including linoleum, no-wax, vinyl, and glazed ceramic tile]
Diaper pails	[Hard] plastic -or- vinyl	[Shower] doors	Washable kitchen surfaces
[Dining] [fast food] [kitchen] [picnic] [play] [restaurant] [tray] tables	Highchairs (non-food contact areas)	Shower stalls -or- showers	[Washable] walls
Dining room surfaces -and/or- tables -and/or- fast food restaurant tables	[Kid's] play [structures] [equipment] [furniture] [tables]	Shower [walls]	Wastebaskets
[Door] [cabinet] [appliance] knobs	[Kitchen] appliance exteriors	Signs	Windows
Door[s] [frames]	Lamps	Sinks	Windshields
Doorknobs	Light switches [fixtures] [panels]	Sports equipment	
Drain boards	Lockers	Stainless steel	
	[Medicine] cabinets	Staplers	
	Metal [blinds] [workbenches]	Stereo consoles	
	Microwave exterior[s] [surfaces]	Stovetops -or- stoves	
	Mirrors	Synthetic marble	

14/17

Note: **Bold, Italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 12 of 15

TABLE 2

**Soils:****ALL APPLICATIONS**

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

R0751-1

15/17

Note: Bold, italicized text is information for the reader and is not part of the label. [Bracketed information is optional text.] Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (◆◆) means removed.

EPA Reg. No. 5813-XX Stripes Page 13 of 15

**PUMP APPLICATION AFFIXED LABEL  
ILLUSTRATIVE EXAMPLE OF A PUMP APPLICATION EXECUTION**

**STRIPES**

**KEEP OUT OF REACH OF CHILDREN**

**PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.**

**CAUTION: CAUSES MODERATE EYE IRRITATION.** Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling. Avoid contact with foods. **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. 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.

**DIRECTIONS FOR USE:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

**To Operate:** Text will be inserted from master label. **To Use:** Text will be inserted from master label.

Use on hard, nonporous surfaces. For surfaces that may come in contact with food, a potable water rinse is required.

**Not for cleaning or sanitizing skin.**

**To Sanitize:** Text will be inserted from master label. **To Disinfect:** Text will be inserted from master label.

**STORAGE AND DISPOSAL:** Text will be inserted from master label.

Mfd. for & ©2007 THE CLOROX COMPANY, 1221 Broadway, Oakland, CA 94612

Made in the U.S.A. Clorox is a registered trademark of The Clorox Company

QUESTIONS OR COMMENTS? CALL 1-800-227-1860

or visit [www.clorox.com](http://www.clorox.com)

EPA Reg. No. 5813-XX  
EPA Est. No. 5813-CA-3, CA-4, CA-5, GA-1,  
58455-IN-1, IN-2, 36727-IL-1  
(Actual EPA Est. No. in code above or below)

**ACTIVE INGREDIENT:**  
Alkyl (C<sub>12</sub> 40%, C<sub>14</sub> 50%, C<sub>16</sub> 10%)  
dimethyl benzyl ammonium chloride ..... 0.3%  
**OTHER INGREDIENTS:** ..... 99.7%  
**TOTAL:** ..... 100.0%  
**CONTAINS NO PHOSPHORUS**

**Net Contents** \_\_\_\_\_

R0751-1

Artcode NI-5497

16/17

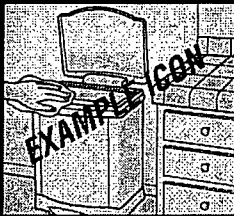
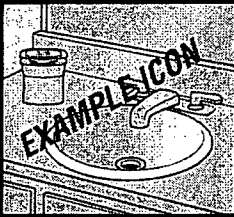
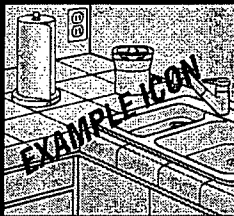
Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]  
Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 14 of 15

### PUMP APPLICATION OUTER SHRINK-WRAP LABEL ILLUSTRATIVE EXAMPLE OF A PUMP APPLICATION EXECUTION

← TEAR HERE TO REMOVE

Claim from Master label  
inserted here.



Claim from Master label  
inserted here.



# STRIPES

ACTIVE INGREDIENT:  
Alkyl (C<sub>12</sub> 40%, C<sub>14</sub> 50%, C<sub>16</sub> 10%)  
dimethyl benzyl ammonium chloride...0.3%  
OTHER INGREDIENTS: .....99.7%  
TOTAL: .....100.0%  
CONTAINS NO PHOSPHORUS

Scent descriptor will be  
incorporated onto product label

Net Contents \_\_\_\_\_

KEEP OUT OF REACH OF CHILDREN

CAUTION - SEE BACK PANEL FOR ADDITIONAL  
PRECAUTIONARY STATEMENTS.

MANTÉNGASE FUERA DEL ALCANCE DE LOS NIÑOS

PRECAUCIÓN - VEA EL PANEL POSTERIOR PARA  
DECLARACIONES PREVENTIVAS ADICIONALES.



17/17

Note: Bold, italicized text is information for the reader and is not part of the label. [Bracketed information is optional text.] Text separated by a diamond bullet (◆) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

EPA Reg. No. 5813-XX Stripes Page 15 of 15

### PUMP APPLICATION OUTER SHRINK-WRAP LABEL ILLUSTRATIVE EXAMPLE OF A PUMP APPLICATION EXECUTION

Organisms from Master label inserted here.



Claim from Master label inserted here.

Mfd. for & ©2007 THE CLOROX COMPANY,  
1221 Broadway, Oakland, CA 94612  
Made in the U.S.A.  
Clorox is a registered trademark of The Clorox Company  
QUESTIONS OR COMMENTS? CALL 1-800-227-1860  
or visit [www.clorox.com](http://www.clorox.com)

EPA Reg. No. 5813-XX  
EPA Est. No. 5813-CA-3, CA-4, CA-5, GA-1,  
58455-IN-1, IM-2, 36727-IL-1  
(Actual EPA Est. No. in code above or below)



**DIRECTIONS FOR USE:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling.  
To Operate: Text will be inserted from master label. To Use: Text will be inserted from master label.  
Use on hard, nonporous surfaces. For surfaces that may come in contact with food, a potable water rinse is required. Not for cleaning or sanitizing skin.  
To Sanitize: Text will be inserted from master label. To Disinfect: Text will be inserted from master label.  
**PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS:**  
**CAUTION: CAUSES MODERATE EYE IRRITATION.** Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling. Avoid contact with face. **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. 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.  
**STORAGE AND DISPOSAL:** Text will be inserted from master label.

Artcode NI-5494

R0751-1