

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

March 28, 2018

Tony Herber Agent The Clorox Company c/o PS&RC P.O. Box 493 Pleasanton, CA 94566

Subject: Label Amendment – Updating the Soft Surface Sanitization Directions and Adding Marketing Claims Product Name: Oui-Oui EPA Registration Number: 5813-110 Application Date: 12/14/2017 Decision Number: 536787

Dear Mr. Herber:

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

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

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

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Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact Aline Heffernan at 703-347-8602 or via email at <u>heffernan.aline@epa.gov</u>.

Sincerely,

Zeno Bain, Product Manager 33 Regulatory Management Branch I Antimicrobials Division (7510P) Office of Pesticide Programs

Enclosure: Stamped Label

Label identification

Oui Oui, EPA Reg. No. 5813-110

RC179085

10:35 3/21/18

Formatting notes

Applicable for all claims Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

All directions may be written in numbered form or in paragraph form.

Optional text may be placed anywhere on the label/container.

All use surfaces, use sites and/or odors may be listed in conjunction with an image of the use surface, use site and/or odor. Highlighted text is new. Strike-through text means removed.

Oui-Oui

KEEP OUT OF REACH OF CHILDREN

ACTIVE INGREDIENT:	
Hydrogen Peroxide	2.20%
OTHER INGREDIENTS:	97.80%
TOTAL:	100.00%

[NET] [CONTENTS]_____

Contains no phosphorus -or- phosphates

ACCEPTED

Mar 28, 2018

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. 5813-110

For labels with veterinary uses

ENVIRONMENTAL HAZARD: This pesticide is toxic to birds, fish, and aquatic invertebrates. Caution should be used when applying indoors because pets may be at risk.

Refillable bottles intended to be refilled by the consumer

STORAGE AND DISPOSAL: Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill this container except as described in the directions for use. Refill only with this product. Offer for recycling or place in trash.

Nonrefillable bottles

STORAGE AND DISPOSAL: Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

Questions or Comments? [Please] visit www.clorox.com or call [us toll free at] 1-800-227-1860 -or- (800) 227-1860. [Satisfaction Guaranteed[!] At Clorox we have prided ourselves in making consistent quality products [for over 100 -or- *insert number* years], and we are dedicated to ensuring your total satisfaction with our product. If you are not completely satisfied, please call the number below -or- [1-(888)-797-7225 -or- (800)-234-7700].] For more product ingredient information, visit www.IngredientsInside.com. Mfd. for & © YYYY The Clorox Company, 1221 Broadway, Oakland, CA 94612 Clorox is a registered trademark of The Clorox Company. Made in [the] U.S.A. [of global components -and/or- ingredients.]

EPA Reg. No. 5813-110 EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG), IL-2 (VF); 50757-WI-1 (VN); 52379-MI-2 (JX); 58455-IN-1 (C6), IN-2 (01). Beginning of batch code indicates Est. No.



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or-[how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]



Packaging Related Statements

Operating Trigger To Operate:

Open hinged cover of sprayer and snap into opening on top. -or- Turn -or- Rotate nozzle [counterclockwise] to "spray" -or- "stream" -or- ON [setting]. -and/or- Adjust [nozzle] to desired pattern.

-or- [To open, turn nozzle.] Spray [6-8 inches from surface]. Rub -or- wipe with brush -or- paper towel -or- sponge -or- [lint-free] cloth. Do not breathe spray or mist.

[When almost empty, -or- To spray every drop[,][:] tilt bottle downward -or- at a downward angle [while spraying].]

Optional Directions for Product Supplied in Refill Bottles: Refill only with this product.

Alternate for Refill Bottle:

To Refill [Spray Bottles]:

Remove

Remove trigger sprayer -or- cap from empty bottle.

Pour

Unscrew cap on refill and pour contents directly into empty bottle. [Use a funnel to minimize product spills -or- waste.] **Use**

Replace trigger sprayer and use as you normally would. -or- Unscrew cap and transfer your trigger to this bottle. -or-Replace cap and use as you normally would. [Fill -or- refill the *insert number* [fl] oz *this product* spray bottle with *this product* refill. Pour product into spray bottle over sink or tub basin.]

For foldout label:

Peel [here] [for] [additional] [directions]

Trigger options: To refill: Twist trigger [on spray bottle] [1/4 turn -and/or- counterclockwise] [and pull up -or- upward(s)] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

Optional Graphic



DIRECTIONS FOR USE

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

Disinfection

Hard Nonporous Surfaces: -or- Sealed Ceramic Tile, Porcelain, Shower Walls, Floors and Other Hard Nonporous Surfaces: [Set trigger to SPRAY.] Spray [6-8 inches from surface] until surface is thoroughly wet. Allow this product to [penetrate and] remain wet for contact time listed below [-or- on label] [-or- on organism table]. Then wipe. [Rinse.] For heavily soiled areas, precleaning is required. Rinse with potable water for food-contact surfaces. For all others, no rinsing is required. [If streaking is observed, wipe with a clean, damp [microfiber] cloth -and/or- paper towel.

One-Step Disinfection -or- **Disinfecting and Cleaning [of] Toilet Bowls [and Urinals]:** Remove gross filth before disinfection. Apply product to exposed surfaces above the water line. [Brush or swab thoroughly, especially under the rim.] Allow this product to [penetrate and] remain wet for the contact time listed below -or- on label [-or- on organism table] [, then wipe -or- flush].[Urinals: Spray [6-8 inches from surface] until surface is thoroughly wet. [Brush or swab thoroughly.] Allow this product to [penetrate and] remain wet for the contact time listed below -or- on label [-or- on organism table]. [Then wipe -or- flush. [Rinse.] For heavily soiled areas, precleaning is required.]

One-Step Disinfection -or- **Disinfecting and Cleaning [of] Toilets Bowls [and Urinals:]** [Toilets:] Remove gross filth before disinfection. Empty toilet bowl and apply product to exposed surfaces. [Brush or swab thoroughly, especially under the rim.] Allow this product to [penetrate and] remain wet for the contact time listed below -or- on label [-or- on organism table], [then wipe -or- flush]. [Urinals: Spray [6-8 inches from surface] until surface is thoroughly wet. [Brush or swab thoroughly.] Allow this product to [penetrate and] remain wet for the contact time listed below [-or- on label] [-or- on organism table]. [Then wipe -or- flush.] [Rinse.] For heavily soiled areas, precleaning is required.]

The following statement only to be used on institutional labels with medical use sites, medical devices and/or bloodborne pathogens: 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 using this product to clean and decontaminate against HIV-1, HBV and HCV on surfaces/objects soiled with blood/ body fluids: Personal Protection: When handling items soiled with blood or body fluids, use disposable impervious gloves, gowns, masks and eye coverings. Cleaning Procedure: Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product. Contact Time: Allow surface to remain wet for 1 min[ute] for HBV and HCV and 30 sec[onds] for HIV-1. The contact times for other bacteria and viruses may differ. See product label for contact times. Disposal of Infectious Materials: Use disposable impervious gloves, gowns, masks and eye coverings. Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

Soft Surface¹ Sanitization

To Sanitize[,][and] [to Eliminate Tough Odors], and Remove Stains on Soft Surfaces1 [(Fabrics1)]: Hold bottle upright -or- Spray [6" – 8" from surface]. Spray until fabric is wet. DO NOT SATURATE. To sanitize, let stand [for] 3 min[utes]. To remove stains, let stand [for] an additional 2 min[utes]. [Do not allow to dry on fabric.] [To eliminate tough odors, spray until affected area is completely covered]. [For difficult odors or heavy fabrics, repeat application.] [Reapply as necessary.] [Gross -or- heavy] soil must be removed prior to sanitizing. [[After application, for washable fabrics,] [then] wash -or- launder with [your favorite] detergent [as usual].]

-or-

To Sanitize -and/or- To eliminate [tough] odors from your clothes: [Turn nozzle to "on" position.] Hold bottle 6" - 8" away from affected area and spray until completely covered -or- Spray affected area until completely covered. DO NOT SATURATE. Let stand [for] 3 min[utes]. [For [added] stain removal benefit: Let stand for an additional 2 min[utes].] Do not allow to dry on fabric. [[After application,] [then] wash -or- launder with [your favorite] detergent [as usual].]

[This product can be used -or- sprayed on most washable fabrics. For first time use on soft surfaces, spot test a small, inconspicuous area [and check with manufacture care guide before use]. Wait 5 min[utes], then rinse with water. Allow the fabric to dry completely- no discoloration means this product can be safely used on the fabric.]

Deodorization

To Deodorize: Spray until thoroughly wet. -or- Apply [this product] [with trigger sprayer] to completely wet all surfaces. [DO NOT SATURATE.] Then wipe -or- Allow to air dry. For heavily soiled areas, a precleaning is required.

General Cleaning

General [Kitchen -and/or- Bathroom -and/or- Floor -and/or- Ceramic Tile -and/or- Porcelain -and/or- Shower Walls -and/or- Floors]: [Remove cooking ingredients and cooked food from areas to be cleaned.] Spray product directly onto [urine] [feces] [bathroom] soils and wipe clean. -or- Directly apply [*this product*] with a [microfiber] cloth -and/or- sponge -and/or- mop -and/or- trigger sprayer] to completely wet surface and wipe clean. No rinsing needed. Repeat for heavily soiled areas. For stubborn stains or heavily soiled areas or tougher jobs, allow product to penetrate [soil] before wiping.

To Clean/Remove Soap Scum: Spray product onto soils and wipe clean [with a dry paper towel -or- [lint-free -or- microfiber] cloth -orsponge]. -or- Just spray on and wipe off [with a dry paper towel -or- [lint-free -or- microfiber] cloth -or- sponge]. No rinsing necessary. For best results, use a dry paper towel -or- [lint-free -or- microfiber] cloth -or- sponge. Repeat for heavily soiled areas. For stubborn stains -and/ or- heavily soiled areas -and/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 and wipe clean with damp sponge -or- mop -or- cloth.

To Clean and Deodorize 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 and flush.

- An effective disinfectant [on non-food contact surfaces] [for use in *insert use site(s) from Table 2*]
- Antibacterial
- Bactericidal
- Cleans and disinfects urine stains
- [Cold] [and] flu virus^{6 -or- 7} control
- Deodorizes by killing odor-causing bacteria at their source
- Disinfectant -and/or- [deodorizer
- Disinfection
- Disinfects -and/or- deodorizes
- Disinfects insert surface(s) from Table 1
 -and/or- insert surface material(s) from
 Table 3 -and/or- insert use site(s) from
 Table 2 -and/or- kills insert organism(s)
 from organism table
- Disinfects and deodorizes by killing common [long term care [facility]] bacteria -and/or- viruses[‡] [and controlling their odors] [and deodorizes]
- Disinfects -and/or- Kills insert organism(s) from organism table
- Disinfects hard, nonporous [non-food contact] surfaces in *insert hard surface use site(s) from Table 2*
- E. coli [and Salmonella²] control
- Effective against bacteria -and/or- viruses‡
- · Effective against germs[†]
- Effective against [the] cold -and/or- flu viruses⁶
- Eliminates -and/or- Destroys -and/or-Removes -and/or- Kills urine odors [at the source]
- Eliminates germs[†] -and/or- odors on hard, nonporous surfaces

Disinfection Hard Surface Claims

- Fights germs[†] and odors
- Fights the cold -and/or- flu virus[es]6
- For terminal cleaning
- Germ[†] killer -or- destroyer -or- eliminator
- [Get -or- Be] [prepared -or- ready] for [cold &] flu season
- Helps stop the spread of cold & flu viruses⁶ on hard, nonporous surfaces
- Kills 99.9% of bacteria & viruses[‡]
- Kills 99.9% of germs[†]
- Kills bacteria -and/or- viruses[‡] -and/oreliminates odors -and/or- deodorizes
- Kills bacteria -and/or- viruses[‡] [you can't see]
- Kills bacteria [in 5 min[utes]] and eliminates [the toughest -or- tough] [urine -and/or- feces] odors [on hard, nonporous surfaces -and/or- *insert hard surface use site(s) from Table 2*]
- Kills bacteria that cause [urine -and/orfeces] odors on [hard, nonporous surfaces]
- Kills [most] [bathroom -and/or- facility] bacteria -and/or- viruses[‡]
- Kills Norovirus -and/or- Rhinovirus -and/or- Influenza⁷ -and/or- E. coli and Salmonella² -and/or- Staph³[ylococcus aureus] -and/or- Strep⁴[tococcus] -and/or- Rhinovirus
- Kills cold -and/or- flu virus[es]⁶ [on insert use site(s) from Table 2]
- Kills cold & flu viruses⁶ [and Enterovirus]
- Kills germs†
- Kills odor-causing bacteria [and eliminates] [the toughest -or- tough] odors on hard, nonporous surfaces -or- *insert hard surface use site(s) from Table 2*

- Kills odor-causing bacteria [eliminating] [the toughest -or- tough] [urine -and/orfeces] odors on hard surfaces -or- *insert hard surface use site(s) from Table 2*
- Kills odor causing bacteria in restrooms
 or- insert hard surface use site(s) from Table 2
- Kills odor-causing bacteria leaving [hard] surfaces smelling fresh [and clean]
- Kills odor-causing bacteria on hard surfaces -or- *insert hard surface use* site(s) from Table 2
- Kills [the] bacteria that cause urine odors
- Kills [the] cold [and] flu virus[es]6
- Kills [the] influenza7 -or- flu virus7
- Multi-surface cleaner disinfectant
- One-step disinfectant [cleaner]
- [*Product Name*] Meets -or- Compliant with OSHA Bloodborne Pathogen Standard
- Specially formulated to eliminate urine and odor-causing bacteria
- This product -or- *product name* is formulated to disinfect hard, nonporous surfaces[:] *insert surface(s) from Table 1*
- Virucidal‡
- [With] disinfecting disinfection
- You can also use *this product* to disinfect [in] places that are difficult to reach

Hard Surface Disinfection Organisms		
Bacteria	ATCC and/or Strain	Contact Time
⁵ Escherichia coli [(E. coli)]	[ATCC 11229]	5 min[utes]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	5 min[utes]
Proteus mirabilis [(odor causing bacteria)]	[ATCC 9240]	5 min[utes]
Pseudomonas aeruginosa	[ATCC 15442]	5 min[utes]
² Salmonella enterica	[ATCC 10708]	5 min[utes]
³ Staphylococcus aureus [(S. aureus)]	[ATCC 6538]	5 min[utes]
⁴ Streptococcus pyogenes	[ATCC 19615]	5 min[utes]
Vancomycin-resistant Enterococcus faecalis VRE	[ATCC 51575]	5 min[utes]
Enveloped Viruses	ATCC and/or Strain	Contact Time
‡Canine Distemper virus	[ATCC VR-128]	10 min[utes]
[‡] Hepatitis B virus [(HBV)] (duck Hepatitis B virus as surrogate)	[11/14/12 Strain]	1 min[ute]
[‡] Hepatitis C virus (Bovine Viral Diarrhea Virus as surrogate)	[NVSL strain Oregon C24v -genotype 1]	1 min[ute]
[‡] Herpes simplex type 2	[ATCC VR-734]	30 sec[onds]
[‡] Human Immunodeficiency Virus type 1 (HIV-1)	[Strain HTLV-IIIB]	30 sec[onds]
‡Influenza A2 virus	[Strain Hong Kong] [ATCC VR-544]	30 sec[onds]
‡Influenza A virus (H1N1)	Strain A/PR/8/34 [ATCC VR-1469]	30 sec[onds]
Viruses Small Non-Enveloped	ATCC and/or Strain	Contact Time
[‡] Enterovirus [(D68)]	[ATCC VR-561]	5 min[utes]
*Norovirus (Feline calicivirus as surrogate)	[ATCC VR-782] [Strain F-9]	5 min[utes]
‡Rhinovirus [(type 37)]	[ATCC VR-1147]	5 min[utes]
Soft Surface Sanitization		
Bacteria	ATCC and/or Strain	Contact Time
Klebsiella pneumoniae [(Kleb)] - 100% cotton	[ATCC 4352]	3 min[utes]
Staphylococcus aureus [(Staph)] - 100% cotton	[ATCC 6538]	3 min[utes]
		T

[ATCC 4352]

[ATCC 6538]

[ATCC 4352]

[ATCC 6538]

Klebsiella pneumoniae [(Kleb)] - 100% polyester Staphylococcus aureus [(Staph)] - 100% polyester

Klebsiella pneumoniae [(Kleb)] - 50%/50% Blend

Staphylococcus aureus [(Staph)] - 50%/50% Blend

3 min[utes]

3 min[utes]

3 min[utes]

3 min[utes]

Emerging Viral Pathogen Claims				
 This product qualifies for emerging pathogen claims against: Enveloped viruses Large non-enveloped viruses Small non-enveloped viruses 				
For an emerging viral pathogen that is a/an	follow the directions for use for the following organisms on the label:			
Enveloped virus	Enterovirus D68 Norovirus (Feline Calicivirus) Rhinovirus type 37			
Large, non-enveloped virus	Enterovirus D68 Norovirus (Feline Calicivirus) Rhinovirus type 37			
Small, non-enveloped virus	Enterovirus D68 Norovirus (Feline Calicivirus) Rhinovirus type 37			

This product has demonstrated effectiveness against viruses similar to *insert name of emerging virus* on hard, nonporous surfaces. Therefore, *This product* can be used against *insert name of emerging virus* when used in accordance with the directions for use against *insert name of supporting virus(es)* on hard, nonporous surfaces. Refer to the CDC -or- OIE website at *insert pathogen-specific website address* for additional information.

Insert name of illness/outbreak is caused by *insert name of emerging virus. This product* kills similar viruses and therefore can be used against *insert name of emerging virus* when used in accordance with the directions for use against *insert name of supporting virus(es)* on hard, nonporous surfaces. Refer to the CDC -or- OIE website at *insert pathogen-specific website address* for additional information.

- A proven sanitizer on soft surfaces1
- An effective soft surface¹ sanitizer
- Can be used to sanitize soft surfaces¹ -orinsert soft surface(s) from list from Table 5 [as a spot sanitizer]
- Cost effective solution to sanitizing -or- dry cleaning curtains
- Eliminates -or- removes -or- destroys odors [on *insert soft surface(s) from Table* 5] -or- on fabrics [in *insert use site(s) from Table 2*] [at the source]
- Freshens -and/or- Deodorizes insert soft surface(s) from Tables 4-5 -or- fabrics
- Great for soft surfaces¹ -or- *insert soft* surface(s) from Table 5 [as a spot sanitizer]
- Kills 99.9% of insert organism(s) from organism table [on insert soft surface(s) from Table 5]

Sanitization Soft Surface¹ Claim

- Kills 99.9% of insert organism(s) from Organism Table in 3 min[utes] [on insert soft surface(s) from Table 5]
- Kills 99.9% of bacteria on *insert soft surface(s) from Table 5*
- Kills 99.9% of bacteria on *insert soft* surface(s) from Table 5 -or- fabrics [as a spot sanitizer]
- Kills -or- destroys -or- eliminates 99.9% of bacteria [on soft surfaces¹]
- Kills microorganisms on soft surfaces¹
 or- fabric(s) -or- *insert soft surface(s)* from Table 5
- One-step cleaner sanitizer on soft surfaces1
- Sanitizes and deodorizes
- Sanitizes fabric -or- soft surfaces¹ -orinsert soft surface(s) from Table 5

- Sanitizes -and/or- Deodorizes -or-Removes odors -or- Eliminates odors by killing [common] bacteria [found in facilities] [and controlling their odors]
- Sanitizes soft surfaces¹ in one step
- Sanitizes soft surfaces¹ in 3 min[utes]
- Soft surfaces¹ -or- fabric sanitizer
- To eliminate odors use *this product* [around -or- on *insert soft surface(s) from Tables 4-5* [in *insert hard surface use site(s) from Table 2*]
- Use on soft surfaces¹ -or- *insert soft* surface(s) from Table 5 [as a spot sanitizer] where bacteria can linger -and/ or- hide
- [With] [hard, nonporous surface] disinfection and soft surface¹ sanitization
- [With] Sanitizing

- Dobaonizing hara t
- Advanced stain & odor eliminator
- All-in-one urine stain and odor remover
- Better than detergent alone [on *insert* stain(s)/soils(s) from Table 7] [and more!]
- Breaks down urine to eliminate odors and stains
- [Deeply] penetrate[s] [fibers] to eliminate odors
- Delivers clean you can see and smell
- [Delivers] odor-removal -or- clean -or- stain removal you can see -and/or- smell
 Deodorizer
- Deodorizes [urine -and/or- feces]
- Deodorizes food odors [like garlic and onion] [left behind on kitchen surfaces] [after cooking]
- Deodorizes [urine -and/or- feces] odors caused by bacteria -and/or- non-fresh foods
- [Doesn't just mask odors but] Clean(s) [deeply] to remove odor-causing bacteria, body soils and the residues [that cling to your towels and linens]
- Does not -or- Doesn't just mask [urine -and/or- feces] odors, it eliminates them at the source leaving behind a light -and/orpleasant -and/or- fresh scent
- Don't just cover up -and/or- mask [urine -and/or- feces] odors, eliminate them!
- Eliminates [odor-causing] bacteria [. Not a perfume cover up]
- Eliminates odor, doesn't just mask it
- Eliminates -or- removes odor for [long] lasting freshness
- Eliminates -or- removes -or- destroys insert odor(s) from Table 8 odor
- Eliminates -or- removes -or- destroys -ortargets -or- attacks odors [on *insert soft surface(s) from Table 5* -or- on fabrics [in *insert use site(s) from Table 2*] [at the source]
- Eliminate[s] -or- remove[s] -or- destroy[s] [the] [tough[est]] *insert odor(s) from Table 8* odor [at the source]
- Eliminates -or- removes -or- destroys [the toughest -or- tough] [urine] odors [caused by bacteria]
- Eliminates -or- removes -or- destroys [urine -and/or- feces] odors [on *insert surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3* -or- on fabrics] [in *insert use site(s) from Table 2*] [at the source]
- Eliminates [tough] odors [at the source]

- Eliminate urine -and/or- feces odors at the source
- For [noticeably] cleaner -or- deep cleaning clothes⁹
- Freshens -and/or- Deodorizes [*insert hard surface(s) from Table 1*] -or- fabrics
- Freshens -and/or- Deodorizes [*insert soft surface(s) from Tables 4-5*] -or- fabrics
- [Improved] [Urine -and/or- feces] Odor -and/or- stain removal
- [Just] spray [then wash] to remove -and/ or- attack -and/or- tackle -and/or- eliminate [tough -and/or- lingering] odors
- Kills -or- destroys -or- eliminates [99.9% of] [odor- causing] bacteria [on soft surfaces¹] [the first time]
- Kills -or- Éliminates [99.9% of] [odorcausing] bacteria
- [Leaves] towels and linens [smelling] fresh and clean
- Lose the stains, keep the color
- No harsh alcohol smell
- Penetrates to remove odors at their source
- Perfect for eliminating your toughest odors [at their source]
- Perfect for removing your toughest [urine -and/or- feces] odors [and stains]
- · Permanently removes odors -and/or- stains
- Pleasant smell -or- odor
- Powerful odor and stain removal
- [Pre-treat to] Remove[s] -or- Neutralize[s] -or- Eliminate[s] tough [-or- lingering] odors [that cling [deep] to [the] fibers [of [your] clothes]]
- [Removes -and/or- Attacks -and/or-Eliminates -or- Works on -or- Effective on -or- Great for removing] even [for] [the] [tough[est]] [*insert odor(s) from Table 8*] odors [on soft surfaces¹] [from [deep] within your clothes' fibers]
- Reduces odor-causing bacteria on *insert* surface(s) from Table 1
- [Removes] [Eliminates] [Destroys] tough pet stains and odors
- Removes *insert odor(s) from Table 8* [odor]
- Removes odors -and/or- stains [so [that your] clothes smell fresh, clean and ready to wear again]
- Removes the toughest -or- tough urine stains and odors
- Removes [urine -and/or- feces] odors
 Specializes -or- [Deeply] Penetrates to
- remove [the][tough[est] -or- *insert odor(s) from Table 8*] [mal]odors [at their source] [deep] within the fiber] [of your clothes]

- Spray on curtains -and/or- other hard-towash fabrics to replace lingering [urine -and/or- feces] odors with [long-lasting] freshness
- Tackle(s) -or- Attacks -or- Eliminates -or-Removes -or- Kills [the] [tough[est]] [mal] odors] [and stains] [hiding [deep] within clothes -or- *insert soft surface(s) from Tables 4-5*]
- Tackles toughest malodors [and stains]
- The one cleaner you need to tackle urine stains and odors [everywhere] [anywhere]
- [*This product*] Removes [the toughest -ortough] [urine] odors [and stains]
- [*This product*] deodorizes areas that are hard to keep fresh smelling including *insert use site(s) from Table 2* [, and other areas prone to odors caused by microorganisms]
- [*This product*] is specially formulated to eliminate [urine -and/or- feces] odors from *insert use site(s) from Table 2*
- [*This product*] is specially formulated to remove [urine -and/or- feces] odors [and stains] from *insert use site(s) from Table 2*
- [*This product*] eliminates [the toughest -or- tough] [urine -and/or- feces] odors at their source
- This product will deodorize hard, nonporous surfaces of insert use site(s) from Table 2 [where obnoxious [urine -and/or- feces] odors may develop]
- This product will deodorize soft surfaces¹ of insert use site(s) from Table 2 [where obnoxious [urine -and/or- feces] odors may develop]
- *This product* will deodorize surfaces [in *use site(s)from Table 2*] [where obnoxious [urine -and/or- feces] odors may develop]
- *This product* will deodorize surfaces in *insert use site(s) from Table 2* and other places bacteria growth can cause malodors
- To eliminate [urine -and/or- feces] odors use *this product* [around -or- in *insert use site(s) from Table 2*] [on *insert surface(s) from Table 1*]
- [To] Remove [urine -and/or- feces] odors [and stains] [use this product] [around -and/or- in *insert use site(s) from Table 2*] -or- fabrics
- Tough on odors, great -or- ideal [for all] -or- [on] colorfast washables⁸
- Tough on odors, great -or- ideal for clothes⁸
- Tough on odors, great -or- ideal [to use] on whites and colors⁸

Deodorizing Hard -and/or- Soft Surface Claims

- Tough on odors, safe to use on cotton -and/or- polyester
- Tough on stains and odors
- Tough on stains and odors[, gentle on carpet -and/or- fabric -and/or- furniture]
- [Urine -and/or- feces] Odor [-and/or- stain] removal [control]
- [Urine -and/or- feces -and/or- vomit -and/or- sweat -and/or- blood -and/or- pet] stain and odor remover

General Cleaning Hard -and/or- Soft Surface Claims

- Works great on *insert stain(s)/soils(s) from Table 7* [and more][!]
- Works great -or- tough on outdoor stains [like grass and dirt]
- Works on colors -or- colored fabrics

- A [shining -or- pure] clean you can see [and trust]
- Accidents happen. Let Clorox Urine Remover handle it!
- Breaks down urine with the power of hydrogen peroxide
- [Chlorine] bleach free
- Cleans [and deodorizes] *insert surface(s) from Table 6*
- Cleans insert surface(s) from Tables 1, and 4-6
- Cleans to a shine
- Clear drying formula
- \bullet [Clorox $\ensuremath{\mathbb{R}}\xspace]$ essential for the purest clean
- Color safe
- Compatible -or- suitable with equipment surfaces -or- *insert use site(s) from Tables 2*
- [Compatible -or- suitable with equipment surfaces for use on hospital surfaces *insert surface(s) from Table 1*
- Complete Clorox® clean your patients -and/or- residents trust
- Cuts cleaning time
- Designed for organic (protein base[d]) stains
- Designed -or- ideal for daily cleaning -oruse
- Destroy -and/or- Eliminate tough odors [-and/or- stains
- Does not contain [chlorine] bleach
- Easy [cleaning]
- Effective [cleaner -or- cleaning] formula
- Eliminate the ick!
- Eliminates tough to remove stains
- Fast penetrating formula effectively gets out a variety of tough pet stains and odors
- Fits on your cart
- For direct application
- For easy cleaning
- For Outdoor Use [concrete -and/orsidewalks -and/or-pavement -and/oroutdoor tile -and/or- grouting stains]
- For pet or people accidents
- General purpose cleaner
- Get to every surface your kids or pets can get to

- Good for pretreatment for laundry
- Good for pretreatment of [many] insert stain(s)/soil(s) from Table 7 stains
- Great for pet stains!
- [Great] For removing *insert stain(s)/soil(s) from Table 7* [on *insert use site(s)*]
- Great [for use] on soft surfaces¹ including insert soft surface(s) from Tables 4-5
- Ideal for use in schools -and/or- daycare -and/or- universities -and/or- public places
- Ideal for use on high touch surfaces
- Just spray[,] [and] wipe [and you're done] [; no scrubbing required!]
- Leaves [virtually] no residue
- · Light touch up. Quick cleaning
- Low residue
- Makes cleaning easier
- Money-saving refill
- No build-up -and/or- residue
- No mixing, measuring, or rinsing required
- No phosphates
- No rinsing
- Non-abrasive
- Non-corrosive
- Non-flammable
- One step cleaning
- Packaging made with [25%] recycled -orrecyclable plastic
- Professional performance for your home
- Professional Urine Remover
- Proof is in the clean
- Removes -and/or- Cleans insert stain(s)/soil(s) from Table 7 [on insert use surface(s) from Table 1]
- Removes dried on [blood] stains
- Removes -or- Eliminates -or- Destroys set in -or- old pet stains
- Removes tough stains like vomit -and/orfeces -and/or- urine -and/or- blood
- Removes -or- Works on -or- Effective on -or- Great for removing] [tough -ortoughest] [pet -and/or- urine -and/or- feces -and/or- sweat -and/or- vomit] stains -and/ or- odors [on hard surfaces] [on soft surfaces¹] [on hard and soft surfaces¹]

- Safe for colorfast upholstery, fabrics, and carpets, including stain-resistant carpeting.
- Safe [for use] on stain-resistant carpets
- Safe to -or- for use on *insert surface material(s) from Table 3*
- Save money and aggravation by rescuing carpet -and/or- furniture -and/or- mattresses -and/or- floors.
- Spray on curtains and other hard-to-wash fabrics to replace lingering odors with [long-lasting] freshness
- Spray trigger
- Strong cleaning
- Takes care of your pet's business
- [The] Smell of clean
- This product -or- *product name* is designed specifically as a general [ready-to-use] [non-abrasive] cleaner -and/or- disinfectant for use in[:] *insert site(s) from Table 2*
- Tough enough to break down urine, safe [enough] to use on *insert surface material(s) from Table 3*
- Tough on Grime
- Urine Remover Advanced Formula
- Use in every room of the house!
- Use on *insert soft surface(s) from Tables 4-5* [and other soft surfaces]¹
- Will not harm -and/or- damage your [household] surface
- Will not harm -or- fade -or- bleach furniture
- Works -and/or- Effective on *insert stain(s)/* soil(s) from Table 7 [on insert use surface(s) from Table 1]
- Works -or- great for -and/or- Effective on body soils -or- *insert stain(s)/soil(s) from Table 7* [for pre-treatment for laundry] [on *insert soft surface use surface(s) from Tables 4-5*]
- Works -or- Effective -or- Great for [both] hard and soft surfaces¹

Packaging Related Claims

- Align to close
- [Be -or- Get] RefillSmart^{[™][®}][!] Get -or- Spray Every Drop[!]^{[™][®}]
- Last Drop Access
- No Waste -or- Wasteless Bottle

- Patented design bottle
- Recyclable bottle
- Smart Tube[®][[™]] Technology
 [Use as a -or- Pourable] *insert ABN*

Specialized technology name ideas

- Odor Destroyer® Technology
 Odor Eliminator®
- FreshMist Technology

- Odor-Dissolve Technology
- Urine-EX technology

Table 1 Miscellaneous Hard Surface Use Surfaces

appliance exterior(s) [surfaces] [⁺⁺⁺] appliance -or- cabinet knobs baked enamel surfaces bassinets [bathroom] fixtures [bathroom -and/or- kitchen] faucet(s) [handles] [bath]tubs BP Monitors^{[†††}] bed frames [behind and under^b] counters -or- countertops^Þ [behind and under] sinks^b booster chairs bottoms of pots and pans burner trays cabinets cages carts cell[ular] -or- wireless -or- mobile -ordigital phones^[†††] chairs^Þ changing table(s) [children's] furniture^b chrome chrome exterior surfaces of urinals -and/or- toilets closets [clothes -or- diaper] hampers^b [common] hard, nonporous [household]] surfaces computer mouse[^{†††}] cooler exteriors cupboards cribs desk(s) [tops] [diaper -or- infant] changing tables -and/or- stations diaper pails dictating equipment [surfaces][⁺⁺⁺] door(s) [handle(s)] [frame(s)] doorknobs drain boards drawer pulls dressing carts elevator buttons empty garbage bins exercise equipment[⁺⁺⁺] exercise machines[⁺⁺⁺] exercise mats exhaust fans exterior -or- external toilet -and/orurinal surfaces fax machine(s) [handles][⁺⁺⁺] [filing] [medicine] cabinets

finished -or- painted walls -and/orwoodwork finished windowsills fixtures floors and walls of coolers floors [around toilets] flower buckets furniture frame surfaces freezer exteriors garage surfaces garbage -and/or- trash cans -and/ordisposals germ[†] prone [hard, nonporous] surfaces glass-topped furniture glazed ceramic restroom surfaces [grocery [store] -or- supermarket] cart(s) [grocery [store] -or- supermarket] cart handles child seats gym[nastic] equipment hampers [hand] railings -or- rails^b hard, nonporous surfaces behind and under counters -and/or- sinks hard, nonporous painted surfaces [hard, nonporous surfaces of] car interiors hard, nonporous office -and/or- bedroom -and/or- bedside furniture headsets high chairs (non-food contact) [instrument] stands [interior [hard, nonporous] surfaces of] automobiles -and/or- boats -and/or-[rental] cars -and/or- ships -and/ortrailers -and/or- vehicles [kid's] play structures -and/or- equipment -and/or- furniture -and/or- tables [kitchen] appliance exteriors[⁺⁺⁺] kitchen(s) [Surfaces] laminated surfaces large inflatable nonporous plastic [(rubber)] surfaces lockers many hard, nonporous crib -or- bed frame surfaces [medicine] cabinets metal blinds metal surfaces metal work benches microwave exterior[^{†††}] mirrors other telecommunication(s) equipment [surfaces][⁺⁺⁺] outdoor furniture

outside of appliances -and/or- microwaves -and/or- refrigerators[⁺⁺⁺] oven doors packing benches pet surfaces plastic [and painted] surfaces plastic laundry hampers -or- baskets plastic shower curtains plastic surfaces associated with: floors, walls, fixtures, toilets, urinals, sinks, shower rooms, and locker rooms playpens phones[†††] portable toilets [public -or- pay] telephones -orphone booths[^{†††}] range hoods recycling bins refrigerator door handles refrigerator exterior[⁺⁺⁺] remote controls restroom fixtures seats shelves [and drawers] shower(s) [curtains -and/or- doors -and/or- stalls -and/or- walls] signs similar hard, nonporous surfaces except for those excluded by the label sink(s) [basins] sports equipment stainless steel surfaces stall doors staplers stereo consoles[^{†††}] storage bins^p stovetops -or- stoves strollers tabletops telephones[^{†††}] tiled walls toilet -and/or- urinal exterior(s) [surfaces] -or- exterior toilet surfaces [toilet [flush] -and/or- telephone -and/or- cabinet -and/or- dishwasher -and/or- door -and/or- faucet] handles toilet handle(s) toilet rim(s) toilet seat(s) toilet top(s) toilets tools towel dispensers tovs toy boxes^p

[training] toilets trash cans -or- compactors tray tables [TV] Remote(s) [Control](s)[†††] urinals vanity tops -or- vanities vending machine surfaces [vinyl] wallpaper walkers walls washable ceilings [washable] floors [including linoleum, no-wax, vinyl, and glazed ceramic tile] washable kitchen surfaces washable walls washers/dryers -or- washing machine exterior(s)[†††] wastebaskets windows window blinds -and/or- shades [window] sill(s) -and/or- ledge(s) windshields work benches wrestling mats

Table 2 Miscellaneous Hard Surface Use Sites

Airplanes [Airports] Athletic [Recreational] Facilities **Basements** Bathrooms Bathroom -or- Locker Room Facilities Bathtubs Bedrooms **Bowling Alleys** Buses Campers Campgrounds Car Churches Colleges **Convenience Stores Convention Centers Correctional Facilities Cruise Ships** [Damp] Storage Areas Day Care Centers Dens Dorms Dormitories Elevators Factories Food Storage Areas Garages

Garage Storage Areas

Gas Stations Grocerv Stores Gym[nasiums] Health Club(s) [Facilities] Homes Home Centers Hotels Kennels Kitchen(s) Laboratories Laundromats Laundry Rooms Lavatories l ibraries Locker Rooms Lodging Establishment Loundes Malls Markets Mass Merchandisers, Discount Retailers -and/or- General Merchandise Stores Military Installations Mobile Homes Mortuaries Motels Motor Homes Mudrooms Nurseries

Office(s) Pet Areas Play Areas -or- Rooms Public Facilities Public Restrooms Public Telephone(s) [Booths][⁺⁺⁺] **Recreational Centers -or- Facilities Rest Stops** Restaurants Restrooms School Buses **RVs**^Þ Schools Shelters Shippers Shops Shower [area(s)] Storage Rooms -or- Areas Subways Supermarkets Tattoo Parlors Toilet area(s) Toolsheds Transportation Terminals Trains Trollevs Vacation Homes Work Stations

Table 3 Miscellaneous Hard Surface Materials

[baked] enamel chrome crystal (non-food contact areas) Formica^[®][^{λλ}] glass glazed ceramic [tile] glazed porcelain [tiling -or- tile] glazed porcelain enamel

aluminum brass chipped enamel copper galvanized steel

Baby carriages

Bathroom mat

Booster Seat

Car seat(s)

Changing table

Color safe surfaces

Cot Mattress [cover]

Curtains [Draperies]

Cushion [Pillow]

Carpet

Chairs

Curtains

Diaper bag

Box spring [cover]

[Car] [Automobile] interior

Clothing Laundry bag [fabric]

Cotton [Polyester] [blend] [fabric]

Back [School] pack

Baby prams

Beddina

Blankets

Blinds

glazed tile [hard] plastic -or- vinyl Marlite^[®][\lambda \lambda] Naugahyde^[®][\lambda \lambda] plastic [laminate] Plexiglas^[®][\lambda \lambda] porcelain enamel rubber sealed fiberglass [polyester, vinylester and epoxy resins] sealed/finished wood^{††} stainless steel synthetic marble [vinyl] linoleum vinyl [tile]

Not recommended for use on -or- avoid contact with

paper surfaces porous painted surfaces sealed granite sealed marble silver unsealed [natural] granite unsealed stone unfinished wood unsealed [natural] marble

Table 4 Soft Surface Cleaning Use Surfaces

Dog [pet] bed Drapes Duvet cover Exercise mats Fabric(s) Gym bag [fabric] Gvm bags Headrests Highchair seat [Laundry] Fabrics l inens Mats [for day care] Mattress Mop -and/or- Broom Outdoor furniture Pet beds Purse Rags Rugs Seat -and/or- soft cushions Seat cushion [household] Shades

Sheets Shoe(s) Shoe(s) [canvas] [fabric] [interior] Shower curtain [fabric] Slippers Sneakers [canvas] [fabric] Sofas Soft [fabric] surfaces¹ Sports equipment [lining] Stroller [seats] Stuffed animals Stuffed [plush] toys Suitcase [luggage] Towels [Upholstered] armchairs [Upholstered] couches [Upholstered] furniture Upholstery Washcloth(s) Wheelchair pad -and/or- seat Window treatments [fabric]

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Table 5 Soft Surface Exterior Sanitization Use Surfaces

Baby carriages Baby prams Back [School] pack Bathroom mat Beddina Blankets Blinds Booster Seat Box spring [cover] Car seat Chairs Clothes Clothing Clothing Laundry bag [fabric] Color safe surfaces Cot Mattress [cover] Cotton [Polyester] [blend] [fabric] Curtains Curtains [Draperies] Cushion [Pillow] Diaper bag

Grout

Concrete

Cement

Dog [pet] bed Drapes Duvet cover Exercise mats [Exterior surfaces of] seat -and/orsoft¹ cushions [Exterior surfaces of] sofas [Exterior surfaces of] stuffed animals [Exterior surfaces of] stuffed [plush] toys Fabric(s) Gym bag [fabric] Gym bags Headrests Highchair seat [Laundry] Fabrics Linens Mats [for day care] Mattress Mop -and/or- Broom Purse Seat cushion [household]

Rags Shades Sheets Shoe(s) [interior] Shower curtain [fabric] Slippers Sneakers [canvas -and/or- fabric] Soft [fabric] surfaces1 Sports equipment [lining] Stroller [seats] Suitcase [luggage] Towels [Upholstered] armchairs [Upholstered] couches [Upholstered] furniture Upholstery Washcloth(s) Wheelchair pad -and/or- seat Window treatments [fabric]

Table 6 Cleaning and Deodorizing Surfaces

Pavement Outdoor tile

Sidewalks Carpet

Bathroom soils -and/or- stains Bathtub ring Berry -and/or- grape juice Beverage stains Blood stains -and/or- soils Body oils -or- fluids -or- stains -orsoils Cat urine Cat feces Chocolate syrup Coffee [stains] Cosmetics Crayon and Pencil [marks] Dead skin Dirt Dog urine Dog feces Everyday messes

Table 7 Stains/Soils

Fecal matter Feces stains -or- soils Fingerprints Food [stains -or- residue(s)] -or-[soil(s)] Fruit [stains] Grass Gravy Grime Heel Marks -or- scuffs Human soils Incontinence stains -or- soils Ink [stains] Institutional stains Juice [stains] Laboratory stains -or- soils Mold -and/or- Mildew stains Mud

Other common soils -and/or- stains Other organic matter Pen -or- Ink [Marks] Pen [stains] Pet stains -or- soils Red wine Rust [stains] Smudges Soap scum Soda [stains] Sticky food messes -or- spills Sweat stains -or- soils Tea [stains] Toner [stains] Tough soils -or- stains Urine stains -or- soils Vomit stains -or- soils Wine [stains]

Table 8 Odors				
Blood	Grease Trap	Sweat		
Body Odor	Mildew	Trash		
Drain	Pet Odors	Urine		
Dumpster	Restroom Odors	Vomit		
Feces	Sewer			
Garbage	Smoke			
	Disclosure	Information		
[Contains] Isopropyl alcohol [CAS # 67-6	3-0]			
L				
	Foot	inotes		
¹ 100% Cotton, 100% Polyester, 50%/50% blend of Cotton/Polyester ² Salmonella enterica ³ Stanbulgeocous aurous		[+++]For any use site that includes electronics -or- electronic components, [please] refer to manufacturers' instructions. [for		

- ³ Staphylococcus aureus
- ⁴ Streptococcus pyogenes
- ⁵ Escherichia coli
- ⁶ Rhinovirus [(type 37)], -and/or- Influenza A2 virus
- ⁷ Influenza A2 Virus
- ⁸ when used as directed
- ⁹ vs. detergent alone
- † Pseudomonas aeruginosa (Pseudomonas), Salmonella enterica (Salmonella), Staphylococcus aureus (Staph), insert a virus from the Organisms table, as required for the qualified germs claim; then insert any other bacteria or virus desired from the Disinfection Organisms table.
- ^{††} Do not allow puddles of product to remain on surface. Do not use on unsealed, unfinished, visibly worn, oiled or waxed wood surfaces. Product can discolor wood surfaces if misused. Test a small area first.

- appropriate use] [before use][.]] ‡ [Viruses]
- ^b [on] hard, nonporous surfaces [of]
- [xx] Formica[®] is a [registered] trademark of [The Diller Corporation]
 [a subsidiary of] [Formica] [Formica Corporation]
 [or one or more of its affiliates].
- [$\lambda\lambda\lambda$] Marlite[[®]] is a [registered] trademark of [Marlite, Inc.] [a subsidiary of] [Marlite, Inc.] [or one or more of its affiliates].
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