



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 25, 2017

J. Evelyn Lawson
Federal Regulation Specialist
The Clorox Company
c/o PS&RC; P.O. Box 493
Pleasanton, CA94566-0803

Subject: Notification per PRN 98-10 – Notification of non-mandatory label additions
Product Name: FROZEN
EPA Registration Number: 5813-112
Application Date: June 20, 2017
Decision Number: 531362

Dear Ms. Lawson:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

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.

If you have any questions, you may contact Melanie Bolden at (703) 347-0165 or via email at Bolden.Melanie@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "Demson Fuller, for".

Demson Fuller, Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Label identification

Frozen, EPA Reg. No. 5813-112

RC178030

16:40 6/19/17

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 "&".

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

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

Highlighted text is new. Strike-through (text) means removed.

Frozen

**KEEP OUT OF REACH OF CHILDREN
DANGER: CORROSIVE.**

FIRST AID: IF IN EYES: Hold eye open and rise slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. **IF ON SKIN or CLOTHING:** Take off contaminated clothing. Rinse immediately with plenty of water for 15-20 minutes. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything to an unconscious person. **IF INHALED:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. **CALL A POISON CONTROL CENTER OR DOCTOR IMMEDIATELY FOR TREATMENT ADVICE.**

See back panel for additional precautionary labeling.

ACTIVE INGREDIENT:

Sodium dichloroisocyanurate dihydrate	14.85%
OTHER INGREDIENTS	85.15%
TOTAL:	100.00%

(Yields 8.24% available chlorine)

NET CONTENTS _____

Contains no phosphorus -or-
Does not contain phosphorus

NOTIFICATION

5813-112

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

07/25/2017

PRECAUTIONARY STATEMENTS: Hazards to humans and domestic animals.

DANGER: CORROSIVE.

Causes irreversible eye damage. Causes skin irritation. Harmful if swallowed, absorbed through the skin, or inhaled. Do not get in eyes, on skin, or on clothing. Avoid breathing dust. Wear safety glasses. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

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. Call a poison control center or doctor for treatment advice.

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. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything to an unconscious person. **IF INHALED:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. Call a poison control center or doctor for treatment advice. **NOTE TO PHYSICIAN:** Probable mucosal damage may contraindicate the use of gastric lavage.

{Household/Residential uses}

STORAGE AND DISPOSAL: Nonrefillable container. Do not reuse or refill this container. Place [container] in trash or offer for recycling if available.

{Professional/Institutional Uses}

STORAGE AND DISPOSAL: Do not contaminate water, food or feed by storage or disposal.

[Pesticide] Storage: Store away from children. Reclose cap tightly after each use. Store this product upright in a cool, dry area, away from moisture to avoid deterioration. Nonrefillable container. Do not reuse or refill this container. Place [container] in trash or offer for recycling if available.

[Pesticide] Disposal: Pesticide wastes may be hazardous. Improper disposal of excess pesticide is a violation of federal law. IF these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

Container Handling [or disposal]: Nonrefillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse as follows: Fill container ¼ full with water and recap. Shake for 10 seconds. Drain for 10 seconds after the flow begins to drip. Follow Pesticide Disposal instructions for rinsate disposal. Repeat procedure two more times.

Company Information

Satisfaction Guaranteed

Satisfaction Guaranteed! At Clorox, we have prided ourselves in making consistent quality bleach for [over -or- more than] 100 years, and we are dedicated to ensuring your total satisfaction with our product. If you are not completely satisfied, please call the number below.

Clorox Customer Assistance (800) 292-2200

Any Questions? The experts at Clorox are standing by to answer any of your laundry or household cleaning questions.

“Clorox” and/or *insert trademark* is -or- are a registered trademark[s] of The Clorox Company.

[Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox®] -or- Visit us at www.clorox.com -or- www.cloroxhome.com. For more product ingredient information, visit IngredientsInside.com.

For [M]SDS information, please visit *insert website*.

Questions [?-or- or] Comments? or Call [Toll Free] (888) 797-7225

-or- (800) 227-1860 -or- 1-800-292-2200 -or- *insert toll free number*.

EPA Reg. No. 5813-112

EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG), IL-2 (VF); 58401-IL (AF), 71421-CAN (WE)

Beginning of batch code indicates Est. No.

Mfd. for & © YYYY The Clorox Company

1221 Broadway, Oakland, CA 94612

[Made in [the] U.S.A. [of global components -and/or- ingredients.]]

Environmental Statement

- [This product] will not cause damage to septic and waste water systems [when used as directed.]

Packaging Graphics/Icons (optional):




See how to use -or- [[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] -or- Scan here [to learn how to use] -or- [to learn more] -or- [for simple -or- easy instructions]][(Data rates may apply)]

DIRECTIONS FOR USE

[WHERE TO USE: -or- WHERE DO I USE **THIS PRODUCT?**]

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.
[Always refer to manufacturer's care instructions before using on equipment -or- devices.]

	Cap Fill [Line]/ Product Amount	[Amount of] water	Instructions
[For] Disinfecting -or- To Disinfect Hard, Nonporous Surfaces			
Floors, Walls, Vinyl, Glazed Tiles -and/or- <i>insert relevant use site(s) from Table 2 -and/or- insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3</i>	Line 1 [2 Tbsp]	1 Gal[lon]	Stir to dissolve. Mop or wipe with solution. Allow solution to contact surface for [at least] 10 min[utes]. For highly soiled surfaces, precleaning is required. [For surfaces that may come in contact with food, rinse with potable water and air dry.] [Wipe clean.] [Allow to air dry.]
Bathtubs -and/or- Showers -and/or- [Kitchen ^o , ] Sinks -and/or- hard, nonporous baby furniture	Line 1 [2 Tbsp]	1 Gal[lon]	Stir to dissolve. Wipe with bleach solution[. Allow solution to contact surface] for [at least] 10 min[utes]. For highly soiled surfaces, precleaning is required. [Rinse -or- wipe clean.] [Allow to air dry.]
Nonporous pet toys -and/or- accessories -or- pet areas	Line 1 [2 Tbsp]	1 Gal[lon]	Stir to dissolve. Soak or wipe with bleach solution[. Allow solution to contact surface] for[at least] 10 min[utes]. For highly soiled surfaces, precleaning is required. [Rinse with potable water -or- wipe clean.] [Allow to air dry.]
Toilet Bowl	1.5 Tbsp	Toilet Bowl	Add crystals to toilet bowl. Stir to dissolve and wait [at least] 10 min[utes]. [Rinse measuring device with potable water.]
To Disinfect [, Clean and Deodorize] Hard Nonporous Surfaces [and Sinks]			
Hard, nonporous surfaces	Line 1 [2 Tbsp]	1 Gal[lon]	Stir to dissolve. Mop or wipe surface with bleach solution. Allow solution to contact surface for [at least] 10 min[utes]. [For surfaces that may come in contact with food, rinse with potable water and air dry.] [For highly soiled surfaces, precleaning is required.]
[For] Sanitizing -or- To Sanitize Hard, Nonporous [non-food contact] Surfaces [, Clean and Deodorize]			
Hard, nonporous surfaces	Line 1 [2 Tbsp]	1 Gal[lon]	Stir to dissolve. Allow solution to contact surface for [at least] 5 min[utes]. [For highly soiled surfaces, precleaning is required.]
Work Surfaces	Line 1 [2 Tbsp]	1 Gal[lon]	Stir to dissolve. Wipe with bleach solution[. Allow solution to contact surface] for [at least] 5 min[utes]. For highly soiled surfaces, precleaning is required. [Rinse -or- wipe clean.] [Allow to air dry.]
Garbage Cans	Line 1 [2 Tbsp]	1 Gal[lon]	Fill garbage can with 1 gal[lon] water. Pour crystals into can and stir to dissolve. Brush inside with bleach solution and soak for [at least] 5 min[utes]. Let drain.
Pet [Food -and/or- Water] Bowls	Line 1 [2 Tbsp]	1 Gal[lon]	Stir to dissolve. Soak for [at least] 5 min[utes] in bleach solution. Rinse and let air dry. For highly soiled surfaces, precleaning is required.

To Clean and Sanitize Toilets			
Toilets	1.5 Tbsp	Toilet Bowl	Add crystals to toilet bowl. Stir to dissolve and wait [at least] 5 min[utes]. [Rinse measuring device with potable water.]
To Clean Bleachable Fabrics -or- [For] Laundry [Use] [Bleaching -and/or- Whitening -and/or- Stain Removal] -or- [To Bleach -and/or- Whiten -and/or- Remove Stains]			
Laundry -or- Bleachable Fabrics	Regular load: Line 2 [3 Tbsp] Extra-large or heavily soiled load: Line 2 twice [6 Tbsp]	Standard Machine or HE -or- High Efficiency Machine	HE and Standard Machines: Add detergent as directed. Add crystals directly to machine drum. DO NOT put in HE dispenser trays. For best results, add to drum 5 min[utes] after start of wash cycle. Crystals dissolve fully during the wash. -or- [1.] Sort laundry by color. [2.] Add detergent. [3.] Add clothes [,and start wash]. [4.] Measure 2 capfuls of crystals. [5.] Add crystals directly to machine drum. [For best results, add to drum 5 min[utes] after start of wash cycle.]
[For] Bleaching -and/or- Whitening -or- To Bleach -and/or- Whiten			
Wooden Surfaces	Line 1 [2 Tbsp]	1 Gal[lon]	Stir to dissolve. Apply solution and let stand for [at least] 2 -or- 10 min[utes], rinse [and air dry].
[For] Deodorizing -or- To Deodorize			
Garbage Cans	Line 1 [2 Tbsp]	1 Gal[lon]	After washing and rinsing, fill garbage can with 1 gal[lon] water. Pour crystals into can and stir to dissolve. Brush inside with bleach solution. Let drain.
Drains	Line 1 [2 Tbsp]	1 Gal[lon]	Flush drain. Prepare 1 gal[lon] of bleach solution, stir to dissolve, and pour into drain. Flush with hot water.
[For] Mold Stain and Mildew Stain Removal -or- To Remove Mold Stains and Mildew Stains			
Hard, nonporous Surfaces	Line 1 [2 Tbsp]	1 Gal[lon]	Stir to dissolve. Wipe with bleach solution. [Rinse -or- wipe clean.] [Allow to air dry.] -or- Fill dosing cap to line 1. Add crystals to 1 gal[lon] of water. Stir to dissolve. Wipe surface with bleach solution. [Rinse -or- wipe clean.] [Allow to air dry.]

Closure Directions for Use:

to be molded into the Child-Resistant Cap

Squeeze -or- Press -or- Pinch -or- Push -or- Depress -or- Grasp -or- Force -or- Pressure -or- Crush [Sides] and -or- & Lift [Up] -or- Pull [Up]

-or- Raise [Up] -or- Tilt [Up] -or- Pick Up -or- Elevate

-or-

Push -or- Thrust -or- Drive -or- Ram -or- Move -or- Force and -or- & Twist -or- Wind -or- Coil -or- Curl -or- Twirl -or- Bend -or- Rotate -or- Turn Close Tightly While Pushing Down Turn

Household Use

[DO NOT USE ON NON-STAINLESS STEEL, ALUMINUM, SILVER OR CHIPPED ENAMEL.]

For prolonged use wear gloves.

Laundry Use

Laundry Use: -or- For Laundry: -or- For Bleachable Fabrics:

[For] Standard & ~~HE~~ ~~or~~ H[igh] E[fficiency] Machines

Bleachable fabrics:

HE and Standard Machines: Add detergent as directed. Fill crystals dosing cap to line 2. Add crystals directly to machine drum. DO NOT put in HE dispenser trays. For extra-large or heavily soiled loads, use twice the dose. For best results, add to drum 5 min[utes] after start of wash cycle. Crystals dissolve fully during the wash.

[Avoid bleaching wool, silk, mohair, leather, spandex and non-fast colors.]

Whitening -and/or- Stain Removal:

1. Sort laundry by color.
2. Add detergent.
3. Add clothes[, and start wash].
4. Fill dosing cap with product up to Line 2 (3 Tbsp) [For best laundry results, add to wash 5 min[utes] after the wash cycle has begun.]

[For extra-large or heavily soiled loads, use twice the dose [(6 Tbsp)] [in a standard washer].]

[For ~~HE~~ H[igh] E[fficiency] Machines, follow HE machine usage instructions.]

Mold Stains and Mildew Stains Directions for Use

For Use on Hard, Nonporous Surfaces [~~insert surface(s) from Table 1: Hard, Nonporous Surface(s)~~] and/or **insert surface material(s) from Table 3**

[For] Mold stains and Mildew stains:

Use 2 Tbsp of this product per gal[lon] of water -or- Fill dosing cap to line 1 with product and add to a gal[lon] of water. Wash, wipe, or rinse items with water, then apply bleach solution.

Rinse and air dry.

[For] Mold Stain and Mildew Stain Removal -or- To Remove Mold Stains and Mildew Stains

Fill dosing cap to line 1 [(2 Tbsp)]. Add crystals to 1 gal[lon] of water. Stir to dissolve. Wipe surface with bleach solution. [Rinse -or- wipe clean.] [Allow to air dry.]

Disinfection Directions for Use

[For] Disinfecting: -or- To disinfect hard, nonporous surfaces -or- ~~insert surface(s) from Table 1: Hard, Nonporous Surfaces~~: -and/or- insert surface material(s) from Table 3

Fill dosing cap with product to Line 1 and add to a gal[lon] of water. Stir to dissolve. -or- Add 2 Tbsp of this product per gal[lon] of water. Stir to dissolve. Apply disinfecting -or- bleach solution. Let stand 10 min[utes]. For highly soiled surfaces, precleaning is required.

Rinse [thoroughly -or- well] and air dry.

-or-

1. Fill dosing cap to Line 1 -or- Mix 2 Tbsp of this product per 1 gal[lon] water
2. Apply, let stand 10 min. For highly soiled surfaces, precleaning is required.
3. Rinse, [and] air dry.

[To Disinfect [, Clean and Deodorize]] Hard, Nonporous Surfaces [and sinks]:

[To disinfect, clean ~~and/or~~ deodorize,] Fill dosing cap to line 1 [(2 Tbsp)]. Add crystals to 1 gal[lon] of water. Stir to dissolve. Mop or wipe surface with bleach solution. Allow solution to contact surface for [at least] 10 min[utes]. [For surfaces that may come in contact with food, rinse with potable water [and air dry]. For highly soiled surfaces, precleaning is required.]

[For] Toilet[s] [Bowls]:

[To disinfect ~~and/or~~ clean ~~and/or~~ deodorize,] Add 1.5 Tbsp of crystals to toilet bowl. Stir to dissolve and wait [at least] 10 min[utes]. [Rinse measuring device with potable water.]

[For] Potty Seats -or- Trainers:

Empty seat. Fill with 2 Tbsp of this product per gal[lon] of water. Agitate to dissolve. Let stand 10 min[utes]. Rinse and air dry.

[For] Litter Boxes:

Remove litter. Wash box in soap and water. Fill with 2 Tbsp of this product per gal[lon] of water. Let stand 10 min[utes]. Rinse and air dry.

Sanitization Directions for Use

[To Sanitize [, Clean and Deodorize]] Hard, Nonporous Non-Food Contact Surfaces: -or- To Sanitize insert surface(s) from Table 1: ~~Hard, Nonporous Surfaces~~: -and/or- insert surface material(s) from Table 3

[To sanitize, clean ~~and/or~~ deodorize,] Fill dosing cap to line 1 [(2 Tbsp)]. Add crystals to 1 gal[lon] of water. Stir to dissolve. Mop or wipe surface with bleach solution. Allow solution to contact surface for [at least] 5 min[utes]. [For highly soiled surfaces, precleaning is required.] [Rinse well and air dry.]

[For] Toilet[s] [Bowls]:

[To clean and sanitize,] Add 1.5 Tbsp of crystals to toilet bowl. Stir to dissolve and wait [at least] 5 min[utes]. [Rinse measuring device with potable water.]

List 1: Hard, Nonporous Surface Disinfection Organisms (10 min{ute} contact time)	
Bacteria	ATCC and/or Strain
Community Associated Methicillin Resistant Staphylococcus aureus [CA-MRSA]	[NARSA NRS 123] [Genotype USA 400]
Escherichia coli O157:H7	[ATCC 35150]
Methicillin Resistant Staphylococcus aureus - [MRSA]	[ATCC 33592]
Pseudomonas aeruginosa	[ATCC 15442]
Salmonella enterica	[ATCC 10708]
Staphylococcus aureus	[ATCC 6538]
Fungus (10 min{ute} contact time)	ATCC and/or Strain
Trichophyton interdigitale <i>tested as Trichophyton mentagrophytes</i> [(a common cause of Athlete's Foot)]	[ATCC 9533]
Viruses Enveloped (10 min{ute} contact time)	ATCC and/or Strain
‡Influenza A virus	[Hong Kong strain] [ATCC VR-544]
‡MERS-Coronavirus (MERS-CoV) [cause of Middle Eastern Respiratory Syndrome]	
Viruses Small Non-Enveloped (10 min{ute} contact time)	ATCC and/or Strain
‡Enterovirus EV D-68	[ATCC VR-561]
‡Feline Calicivirus, as surrogate for Norovirus -or- Norwalk Virus	[F-9 strain] [ATCC VR-782]
‡Rhinovirus type 37 [(a [common] cause of the common cold)]	[Strain 151-1, ATCC VR-1147]
List 2 Hard Surface Sanitization Organisms	
Hard, Nonporous, Non-food Contact Surface Sanitization Organisms (5 min{ute} contact time)	ATCC and/or Strain
Enterobacter aerogenes	[ATCC 13048]
Staphylococcus aureus	[ATCC 6538]

Sanitizing/Disinfecting Claims

- 3-in-1: Cleans, whitens, and disinfects
- 5-in-1: cleans, disinfects, whitens, brightens [and] removes odors
- Antibacterial
- Antifungal
- Bactericide
- Bactericidal
- Brightens, whitens & deodorizes
- Can be used to disinfect your pet's accessories and nonporous toys^t
- Can be used to clean your baby's laundry -and/or clothes
- Clean as it disinfects in one step
- Clean[s] away -or- out and ~~†~~Kill[s]~~†~~ ~~†~~-and/or- Eliminate[s]~~†~~ ~~†~~-and/or- Destroy[s]~~†~~ ~~†~~-and/or- Remove[s]~~†~~ ~~†~~-and/or- Wipe[s] away -or- out~~†~~ ~~†~~-and/or- Attack[s]~~†~~ ~~†~~-and/or- Get[s] rid of~~†~~ [99.9% of] [the] bacteria -and/or- germs[§§] -and/or- viruses[‡] [commonly found in **insert site(s)/location(s) from Table 2** [areas~~†~~ ~~†~~-and/or- environments]].
- Cleans and Disinfects
- Concentrated disinfecting ingredients [in every crystal]
- Disinfect -and/or- Deodorize -and/or- Kill [99.9% of] Germs[§§] on ~~or~~ **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- in **insert site(s) from Table 2**
- Disinfect for a Clorox® [bleach] clean
- Disinfectant
- Disinfectant that activates when mixed with water
- Disinfectant that only starts working when you want it to [for worry-free cleaning]
- Disinfecting
- Disinfect[ing] [for] [the] [your] entire home
- Disinfects
- Disinfects [your] home
- Disinfects and deodorizes by killing [most] germs[§§] and their odors
- Disinfect[s] -and/or- kill[s] [99.9% of] germs[§§] with only one dose
- Disinfects -and/or- Sanitizes -and/or- Deodorizes -and/or- Eliminates Odors -and/or- cleans [around the house~~†~~ ~~†~~]
- [Disinfects -and/or- Sanitizes] [, Eliminates Mildew Stains] And Deodorizes
- Disinfects **insert site(s)/location(s) from Table 2**
- Disinfects hard, nonporous surfaces against **insert organism(s) from List 1**
- Disinfects pet areas, accessories and nonporous toys^t
- Disinfects pet kennels -and/or- litter boxes -and/or- floors.
- Disinfects your home~~†~~ ~~†~~ -and/or- kitchen^o, ~~†~~ ~~†~~ -and/or- bathroom -and/or- garage- and/or- sink -and/or- tub -and/or- toilet
- Eliminates germs[§§] -and/or- bacteria -and/or- fungi
- Eliminates odor-causing bacteria
- Eliminates odor causing bacteria and prevents the build-up of odors in your ~~†~~HE~~†~~ H~~†~~igh~~†~~ E~~†~~fficiency~~†~~ laundry machine
- Eliminates Odors, Whitens and -or- & Disinfects
- Fight[s] -and/or- Kill[s] -and/or- Effective [against] **insert organism(s) from List 1**
- Fight[s] -and/or- Stop[s] -and/or- Kill[s] -and/or- Eliminate[s] -and/or- Destroy[s] -and/or- Remove[s] -and/or- Wipe[s] away -or- out -and/or- Attack[s] -and/or- Get[s] rid of [99.9% of] [the] germs[§§] -and/or- bacteria -and/or- viruses[‡] ~~†~~that [can] cause [the] [common] cold^[2] -and/or- flu^[3] [in your **insert site(s)/location(s) from Table 2** [area~~†~~ ~~†~~-and/or- environment]].
- Fungicidal -or- Fungicide
- Germicidal -or- Germicide
- Germicide & Disinfectant
- Gets Rid Of Germs[§§] -and/or- Dirt
- Helps prevent the spread of [the] cold and -or- & flu viruses¹ [on hard, nonporous surfaces] [in your home^o -or- office]
- [Helps] Eliminate[s] -or- Reduce[s] odor [causing bacteria] [from your ~~†~~HE~~†~~ H~~†~~igh~~†~~ E~~†~~fficiency~~†~~ machine.
- [Helps] Prevent[s] [the] build-up of odor-causing bacteria [in your machine].
- Inexpensive and effective business place disinfectant
- [**Insert ABN**] Start[s] working -or- disinfecting when mixed with water
- Kills [99.9% of] [common household] germs[§§] -or- bacteria
- Kill[s] [99.9% of] bacteria on the hard, nonporous surfaces you[r kids] touch every day
- Kills [99.9% of] flu virus³
- Kills 99.9% of germs[§§] around your home
- Kills [99.9% of] [household] viruses that cause colds and the flu: Rhinovirus and Influenza A virus
- Kills [99.9% of] **insert organism(s) from List 1** [on **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**] [in **insert site(s)/location(s) from Table 2**]
- Kills 99.9% of **insert organism(s) from List 1** -and/or- **2**
- Kills [99.9% of] [many] germs[§§] -and/or- bacteria
- Kills [99.9% of] hard, nonporous surface germs[§§] and bacteria[¥]
- Kills [99.9% of] [the] cold -and/or- flu virus[es]¹
- Kills [99.9% of] [the] germs[§§] [around your home~~†~~ ~~†~~ -or- house~~†~~ ~~†~~]
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduces [99.9% of] [the] bacteria -and/or- germs[§§] -and/or- virus[es][‡] [commonly] found in ~~or~~ [the] **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- on **insert site(s) from Table 2**
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduces [99.9% of] [the] **insert organism(s) from List 1** [commonly] found in ~~or~~ [the] **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- on **insert site(s) from Table 2**
- Kills bacteria on hard, nonporous surfaces
- Kills cold and -or- & flu viruses¹
- Kills viruses[‡], disinfects & deodorizes
- Removes mold stains and mildew stains
- Remove[s] bacteria from your children's hard, nonporous toys^t
- Sanitizer
- Sanitizes
- Sanitizes garbage -or- trash cans
- Sanitizes hard, nonporous non-food contact surfaces against **insert organism(s) from List 2**
- Sanitize your home~~†~~ ~~†~~ -and/or- kitchen^o, ~~†~~ ~~†~~ -and/or- bathroom
- Sanitizing
- The solution for your business' [disinfecting] -and/or- [cleaning] needs
- [This holiday season,] don't forget to disinfect -or- clean your **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** [with a solution of bleach]

- [This holiday season,] don't forget to sanitize -or- clean your **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- **insert site(s) from Table 2** [with a solution of bleach]
- [This Product] Removes the dirt -and/ or- stains you see and the germs[§§] you don't see
- [This Product] Whiten[s]. -and/or- Remove[s] Stains. -and/or- Clean[s] -and/or- Disinfect[s].
- Virucidal† -or- Virucide†
- Water-activated [disinfecting] crystals only start working when you want them to
- Water-activated solid [bleach] [disinfectant]
- Whitens, -and/or- deodorizes, -and/or- & disinfects

Emerging Viral Pathogen Claims

Allowable Agency guidance dated August 19, 2016 "Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels."

This product qualifies for emerging pathogen claims against:

- Enveloped viruses
- Small non-enveloped viruses
- Large non-enveloped viruses

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 Rhinovirus type 37, -and/or- Feline Calicivirus (as surrogate for Norovirus), -and/or- Enterovirus D68 on hard, nonporous surfaces. Refer to the **insert 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 Rhinovirus type 37, -and/or- Feline Calicivirus (as surrogate for Norovirus), -and/or- Enterovirus D68 on hard, nonporous surfaces. Refer to the **insert CDC -or- OIE website at insert pathogen-specific website address** for additional information.

General/Cleaning/Stain Removal/Deodorizing Claims

- #1 bleach [brand] in America
- 2 in 1 solution for cleaning and laundry
- 2-in-1 laundry and cleaning
- [3-in-1 clean] [3x clean] [:] Cleans -and/or- whitens -and/or- removes stains -and/or- deodorizes
- A classic -or- essential cleaner -or- cleaning product
- Add **This Product** to your detergent and get more pristine whites
- Advanced whitening technology
- All-in-one cleaning and laundry solution
- All you need is 3 Tbsp -or- tablespoons for your laundry needs!⁴
- Better control⁴
- Bleach crystals for easy, [cleaning] [and/or] [laundry] [and/or] [whitening] [and/or] [stain removal]
- Bleach has never been easier to use!⁴
- Bleach Works
- Bleaches Out Tough Stains
- Boosts Cold Water Cleaning -or- Washing Power
- Boost Laundry Cleaning Power
- Boosts the performance of your ~~HE~~ -or- H[igh] E[fficiency] machine
- Brighten[s] Laundry [Whites]
- Brightens whites
- Cleans [and/or- Deodorizes,] [and/or-] Whitens [and/or-] [Brightens] [and/or- Works in Cold Water][!]
- Cleans -and/or- Deodorizes [Around The House]
- Clean[s] White[s]
- Cleanses -and/or- whitens [the clothes]
- Cleaning booster [even] in -or- on cold water washing
- Cold Water Booster
- Commercial -and/or- Institutional Use
- Compact packaging, easy to carry & store
- [Compatible] For Use In H[igh] E[fficiency] -or- HE [Washing] Machines
- Confidence of a Clorox clean
- Concentrated bleach crystals
- Deep powerful cleaning [action]
- Delivers great results in cold water [so that you don't need to wash in warm water, saving you money every year]
- Delivers great results when you use with your machine's cold water setting
- Deodorizer
- Deodorize[s]
- Deodorizing
- Detergent alone is not enough [to get out your toughest stains]
- Dissolves completely in water
- Dry bleach crystals
- Easy to use [bleach] crystals
- Easy way to get whiter whites
- Easy -or- easier to handle -and/or- use -and/or- carry -and/or- pour -and/or- store -and/or- control [bottle][⁴] **qualifier (4) to be used with "easier"**
- Easier way to get whiter whites⁴
- Eliminates -or- fights odors
- Eliminates -or- Removes Odors
- For Standard and ~~HE~~ -or- H[igh] E[fficiency] machines
- For Cold Washing
- For A Clean[er], Fresh[er] Household [& -or- and] Laundry
- For H[igh] E[fficiency] [and/or- Front loading] Washing Machines
- For odor-free laundry
- For [Use in] Standard -and/or- Top Load -and/or- H[igh] E[fficiency] -and/or- Front Load [Washing] Machines
- For Use In: -or- This product can be used on hard, nonporous surfaces in **insert site(s) or location(s) from Table 2**
- Formulated for -or- Safe to use on baby's white clothes
- [Free[!]] Dosing Cup[!]
- Free of dyes and perfumes -or- Dye [and perfume][free]
- Freshens
- Gets Even Your Dirtiest Clothes White
- Great For Cold Water [Cleaning]
- Get whitening -or- stain removal with ease
- Get[s] whites their whitest
- Gives you the [cleanest] [and/or- whitest] whites in standard and ~~HE~~ -or- H[igh] E[fficient] Machines
- [Great around the home!] [For cleaning and laundry!]
- Great for [indoor] [and/or-] [outdoor] Cleaning [and/or-] [Laundry!]
- Great [for use] around the home -and/or- laundry room
- [Great] for [the] school[s] -and/or- classroom[s] -and/or- work -and/or- [the] office
- Great for use around the home -and/or- workplace -and/or- laundry room
- [Great -or- Perfect -or- Effective] for cleaning up after your pets -or- dog[s] -and/or- cat[s] -or- puppy -and/or- kitten
- Great Value
- In-wash booster
- Keep [a bottle of] **This Product** in your kitchen⁶, ~~or~~ [-and/or- [your] bathroom]
- Keeps clothes whiter [longer]
- Keeps whites brighter [longer]
- Keeps your whites beautiful
- [It's] Clorox clean
- Laundry Looks -and/or- Smells Clean
- Limited time [offering]
- More cleaning -and/or- whitening -and/or- stain removal power per use.⁶
- More uses vs -or- than 64 oz liquid bleach bottle
- [My] Clorox [bleach] is [even] more practical to use⁴
- New Look -or- Presentation
- No spilling
- No splashing
- Powerful Cleaning Action
- Proudly Made -or- Assembled -or- Manufactured in The USA -or- North America -or- The United States
- Regular -or- Original [scent]
- Removes [X% -or- X times] more stains⁶
- Remove[s] dirt
- Removes mold stains and mildew stains
- Removes [old] [set-in] stains
- Removes stains -and/or- mildew stains
- Removes the buildup in ~~HE~~ -or- H[igh] E[fficiency] machines
- Removes [Tough] Stains [better than detergent alone] [and whitens whites]
- Removes [tough] stains to get [your] whites **their** whitest
- Remove[s] what detergent can -or- may leave behind
- Renews whites
- Rids -or- Gets Rid of hard to remove stains [better than detergent alone]
- Safe to -or- for use on **insert surface material(s) from Table 3**
- Satisfaction Guaranteed [1-800-292-2200]
- Save money by using **This Product** to make your clothes last longer [by removing stains]

- Solid bleach for easy {cleaning}, {and/or} {and} {laundry} {and/or} {whitening} {and/or} {stain removal}
- Solid bleach - so easy!
- Solid forms [mean] [:] [-] no spilling or splashing
- Sparkling White[s]
- Stain dissolving technology -or- Dissolves stains
- Stain-removing power
- Starts working when you want it to
- Takes less space in your cupboard⁴
- The bleach brand used by [X] [million] moms [for X generations] [for [over] 100 -or- one hundred years] [since 1913]
- [The] cleaning -and/or- whitening power you want [when you need it]
- The confidence of a Clorox clean
- [The] household essential
- [The] smart[er] way to clean -or- do laundry
- The stain remover for whites
- [This Product,] a clean you can smell
- [This Product,] an essential household item
- [This Product] doesn't need hot water to work
- [This Product,] essential for your disaster preparedness box -or- checklist -or- kit
- **This Product** Gets Even Your Dirtiest Clothes White
- [This Product] gives you tough stain removal and easy whitening
- [This Product] gives you whitening with ease -or- pouring with ease -or- controlled whitening -or- whitening without effort
- [This Product,] keep a bottle in the kitchen⁵, ~~and~~ -and/or- bathroom
- [This Product] lets you use cold water which requires no extra energy
- [This Product] makes cleaning easy
- [This Product] has] concentrated whitening power [in an easy-to-handle bottle]
- [This Product,] useful in so many ways
- Tough stain fighting power
- Use [This product] and see the difference [in -or- on your clothes -or- whites -and/or- stains][⁴, ⁵]
- Use [This product] and see the difference [in -or- on your clothes -or- whites -and/or- stains] [in [an] HE High Efficiency] washer[s] -or- machine[s]][⁴, ⁵]
- Use [This product] for a clean made easy
- Use [This product] for a Clorox clean
- Use [This product] for whitest whites
- Use [This product] -or- Clorox Bleach for pristine whites
- [Use] This Product [to] [effectively] remove[s] **insert soil(s)/stain(s) from Table 4** stains!
- Using **This Product** -or- bleach is easier than ever⁴
- [Value] [Size] [2 -or- 3 -or- 4] Pack
- [Versatile] Multi-purpose cleaner
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on **insert product name**]
- Water activated [Crystals]
- Water-activated solid bleach – no spilling or splashing!
- Water[-]activated [solid] bleach only start[s] working when you want it -or- them to [for worry-free cleaning]
- [Water[-]activated] [solid] [bleach] [crystals]] For [convenient] {,} {and/or} {easy} {easy} [to control] {easy to -or- use} {and/or- versatile} [cleaning] {,} {and/or} {laundry} {,} {and/or} {stain removal} {,} {and/or} whitening]
- White [Brite] {or- Bright}
- Whitening -and/or- cleaning made easy
- Whitening your whites has never been easier⁴
- Whitens and brightens
- Whitens -and/or- removes stains even in -or- on cold water [washing]
- Whitens better than detergent alone [and is easy to pour]
- Whitens [Bleachable Fabrics]
- Whitens, deodorizes & removes stains
- Whitens [whites] [and removes stains]
- Whitens whites by removing [tough] stains
- Works [Even] In Cold Water!
- Works in your maintenance cycle [too]
- Works on -or- helps remove 99% of everyday stains
- Works only when you want it to

Packaging Claims

- [Bleach has never been] easy -or- easier to store -and/or- pour -and/or- handle
- Easy -or- easier to use!^{4,00}
- Easy [-] to [-] handle [bottle]
- Lightweight bottle!
- Line 1 on dosing cap is 2 Tbsp[.]
- Line 2 on dosing cap is 3 Tbsp[.]
- New bottle design
- New spout, new pour
- Newly designed bottle allows for easy
- Newly designed bottle allows for true-grip
- Newly designed bottle pours like never before
- Pour [***This Product***] with confidence
- [***This Product*** has a [newly designed bottle -and/or- handle for] better control [than before]⁴

Cross-promotion Claims

- For colors, use/try Clorox2 Stain Fighter & Color Booster. It removes the toughest stains better than detergent alone!
- Learn more at www.clorox.com
- Learn more at www.clorox2.com
- Removes stains and brightens colors!
- Try Clorox2 Stain Fighter & Color Booster, a color-safe way to lose the stains, not the fun!
- Try Clorox2 Stain Fighter & Color Booster. It's bleach-free/chlorine-free and safe on colors!
- Try Clorox2 Stain Fighter & Color Booster to remove the toughest stains better than detergent alone!

Optional graphics



Table 1 Hard, Nonporous Surfaces		
Kitchen ◊, ◊◊◊ ^B	Bathroom	Outdoors
Appliance exteriors	[Bath]tubs	Bike◊◊◊ -or- bicycle◊◊◊ ^B
Brushes	[Cat] litter boxes	External Surfaces of Barbeque[s] [grills]
Cabinet -or- drawer handles	Combs and brushes	Finished woodwork (decks, fences, arbors, trellises, benches, and patio furniture)
[Ceramic] glazed tile [floors or countertops]	Countertops	Flower pots -and/or- planters
Countertops	Faucets	Golf balls -and/or- clubs
External surfaces of Freezers	Floors	Outdoor siding◊◊◊ ^B
External Surfaces of Refrigerators	Glazed Porcelain	Plastic patio furniture
Faucets	Potty seats -or- trainers	Playground sets◊◊◊ ^B
Floors	Shower doors	Sealed Driveways, walkways, and sidewalks
Freezer Exteriors	Shower walls	Sides of house◊◊◊ ^B
Garbage cans	Showers	Sports equipment
Garbage disposals	Sinks	Wading -or- kiddy pools ^Δ
Latex enamel painted woodwork	Glazed Tile	
Lunchbox exteriors	Toilets [handles]	
Oven exteriors	Urinals	
Refrigerator handles	Vinyl	
[behind and under] Sinks◊◊◊ ^B	Vinyl -or- PVC -or- Plastic Shower curtains	
Solid surface -or- sealed granite countertops		
Stove exteriors	Baby[']s Nursery -and/or- Items	Cars
Stovetops	Baby Bathtubs	Dashboard
Trash cans	Bumpers	Door handles
Trash compactors	Changing tables	Steering wheel
Walls	Diaper pails	
Work surfaces	Hard, nonporous toys [‡]	
	Painted cribs	
	Plastic mattress covers	
	Playpens	
	Restaurant High Chairs	

Table 2 Use Sites/Locations		
Airplanes	Households	Shelters
[All] Around the House ^{♦♦♦P}	Kennels	Shopping Carts
Ambulances	Kitchens [◊] , ^{♦♦♦P}	Sick Rooms
Animal Care Facilities -or- Hospitals	Laboratories	Spas
Animal Husbandry	Laundry [Rooms]	Sports Facilities
Attics	Locker Room Facilities	Storage Areas
Automobiles -or- Cars	[Manicure]--and/or- Pedicure] Salons	Stores
Bathrooms	Medical Clinics -or- Offices	Timeshares
Cafeterias [◊]	Military Installations	Toilet Areas
Casinos	Movie Theaters	Universities
Churches	Nurseries	Veterinary Offices -or- Premises
Classrooms	Nursing Homes	Work places -or- Environments -or- Areas
Condominiums	Office Buildings -or- Places -or- Areas	
Countertops	Offices	
Closets	Patient Rooms	
Day Care [Centers]	Pet Kennels	
Diners [◊]	Physicians' -or- Pediatricians' Offices	
Dorms	Play -or- Common Areas	
Eating establishments [◊]	Playgrounds	
Elder Care Center	Playrooms	
[Emergency] Waiting Rooms	Pools ^Δ	
Gyms	[Public] Restrooms	
Health Clubs	Public Transportation	
Homes	Resorts	
Hotels -or- Motels -or-	Restaurants [◊]	
House[hold]s	School Buses	
Household Premises	Schools	

Table 3 Surface Materials
Glass
Glazed Tile
Latex [Enamel]
Linoleum
Plastic
Plastic laminate
PVC
Sealed Brick
Sealed Patio stone
Sealed Stucco
Vinyl

Table 4 Soils/Stains
{berries}
{coffee}
{dirt}
{grass}
{juice}
{ketchup}
{mud}
{mustard}
{[red] wine}
{spaghetti}
{tea}

Footnotes

- 1 Rhinovirus [Type 37] and Influenza A virus
- 2 Rhinovirus [type 37]
- 3 Influenza A virus
- 4 vs. -or- versus -or- compared to [previous] Clorox® Regular-Bleach [EPA Reg. No. 5813-50]
- 5 [in [an] HE washer[s] -or- [machine[s]]
- 6 [vs. -or- versus 64 [fl] oz CLB]
- §§ Staphylococcus aureus, Salmonella enterica, Escherichia coli O157:H7 and Influenza A virus **-or- insert any virus from List 1 instead of Influenza A virus**
- ¥¥ **insert organism(s) from List 1**

- ◇ nonfood contact areas
- ◇◇ Splash[es] less and is easy -or- easier to pour
- ◇◇◇ **[on]** hard, nonporous surfaces **[of]**
- ‡ A potable water rinse is required
- △ empty pools, not for sanitizing the pool water
- ‡ Viruses

For all claims with [§§]: The qualifier §§ will only be used if Trichophyton interdigitale tested as Trichophyton mentagrophytes is not listed on the production label