



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

August 26, 2019

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

Subject: Notification per PRN 98-10 – To update label language
Product Name: CDW
EPA Registration Number: 5813-113
Application Date: July 30, 2019
Decision Number: 553905

Dear Mr. Herber:

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 please contact Emilia Oiguenblik by phone at 703 347 0199, or via email at Oiguenblik.emilia@epa.gov or Eric Miederhoff by phone at 703 347 8028, or via email at Miederhoff.eric@epa.gov.

Sincerely,



Eric Miederhoff
Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Label identification

CDW, EPA Reg. No. 5813-113

RC212080

9:25 7/23/19

NOTIFICATION

5813-113

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:

08/26/2019

Formatting notes (applicable for all claims)

Now [!] -and/or- **New** [ly] [!] -and/&-or- **Improved** [!] may be added anywhere to a claim descriptor and will only be used for the first 6 months of product on shelf.

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

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

{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.

All use surfaces and/or use sites on the label may be listed in conjunction with an image of the use surface and/or use site.

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

CDW

KEEP OUT OF REACH OF CHILDREN CAUTION

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

For travel/trial sizes or dispensers: ⁽⁹⁾ Do not use as a diaper wipe or for personal cleansing

For dispensers/canisters: Do not use as a diaper wipe or for personal cleansing -or- Not for use as a personal wipe [For complete instructions -or- directions, see pouch]

ACTIVE INGREDIENTS:

n-Alkyl (C14, 60%; C16, 30%; C12, 5%; C18, 5%)

Dimethyl Benzyl Ammonium Chloride 0.184%^[tt]

n-Alkyl (C12, 68%; C14, 32%) Dimethyl Ethylbenzyl

Ammonium Chloride 0.184%^[tt]

OTHER INGREDIENTS: 99.632%

TOTAL: 100.000%

Contains no phosphorus

Package made from **insert**% post-consumer recycled plastic.

Net Contents _____

Each package type and size will bear the actual net contents in pounds and ounces

____ **Premoistened** -or- **[Wet -and/or- Scrubbing] Wipes** -or- **Cloths** -or- **Pads** -or- **Refills** -or- **Packages**

____ " x ____ " -or- x in[ch] wipe -or- cloth -or- pad [____ cm x ____ cm]

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

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

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 for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For further information, call (800) 227-1860.

PHYSICAL OR CHEMICAL HAZARDS

Do not use or store near heat or open flame.

Questions or Comments? [Please] visit www.clorox.com or call [us toll free at] 1-800-227-1860 -or- (800) 227-1860.

[Learn more at cloroxclassrooms.com]

For more [product -and/or- ingredient] information, visit www.IngredientsInside.com -or- www.smartlabel.org.

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

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

Clorox is a registered trademark of The Clorox Company.

EPA Reg. No. 5813-113

EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG), IL-2 (VF); 8251-OH-2 (Q6), WI-2 (KW), WI-3 (KV), WI-5 (UQ); 50757-WI-1 (VN); 58455-IN-1 (C6), IN-2 (01); 56952-AR-1 (RL), WI-1 (RK), WI-2 (VV); 62401-NC-2 (PK), NJ-1 (JW); 71681-IL-1 (03), IL-2 (24); 52631-NJ-1 (UW)
Beginning of batch code indicates Est. No.

Patents: www.thecloroxcompany.com/patents

For [a] Spanish translation of product directions -or- instructions -or- information, visit www.clorox.com

Scents for fruit depicted are used with fragrance descriptors

Optional graphics. May be placed anywhere on label/container.



[Do Not Flush]



*Not recycled in



For Canister:

To Open Package: [Open lid and] [pull out wipe -or- cloth -or- pad] [from center of roll -or- from center -or- from an angle]. [[The] next sheet -or- wipe -or- cloth -or- pad pops up automatically.] [When finished,] close lid to retain moisture.

-or-

PULL WIPE -OR- CLOTH -OR- PAD FROM CENTER

-or-

For Canister:

To Open Package: Flip open dispensing flap and remove lid by lifting upward. Pull up corner of **CENTER SHEET**, twist to a point and thread through small opening in lid. DO NOT push finger through opening [your finger may become stuck]. Replace lid and **PULL WIPE -OR- CLOTH -OR- PAD AT AN ANGLE**; the next sheet pops up automatically. When finished, close lid flap to retain moisture.

-or-

For Canister:

To Open Package: [Open lid and] pull out wipe -or- cloth -or- pad through -or- from [one of] the large opening[s] -or- from the central opening. [Pull the wipe -or- cloth -or- pad [at an angle] [toward the small opening] so that the next wipe -or- cloth -or- pad is held in place -and/or- does not fall back in.] [When finished,] close lid to retain moisture.

To Refill [Wipes -or- cloth -or- pad Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -or- cloths -or- pads -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the new [roll -and/or- stack] [of] wipes -or- cloths -or- pads into the canister and replace the lid. -or- Insert pouch into empty canister and replace the lid.
4. [Use as instructed by canister label.] -or-

To Refill [Wipes -or- cloth -or- pad Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -or- cloths -or- pads -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the open end of canister over [exposed portion of] the new roll of wipes -or- cloths -or- pads. Turn both over so that the roll slides into the canister. -or- Slide -or- Place new roll of wipes -or- cloths -or- pads into the empty canister. Replace the lid.
4. [Use as instructed by canister label.]

For Tub and Pouch/Refill:

To Open Package: [Flip open dispensing flap and remove lid by lifting upward.] Place refill -or- pouch in tub. Open pouch by peeling back seal. Insert sheet through opening in lid. Replace lid. The next sheet pops up automatically. When finished, close lid flap to retain moisture. See [refill] pouch for [full] product information.

For pouch -or- flat pack only:

To Open Package: [Open pouch by] peel[ing] back seal. When finished, close to retain moisture.

For Refills:**To Open Package -or- To Refill:**

[Open [existing] container -or- canister according to label directions.] [Tear] open [refill -or- package] by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch. Remove [one] refill [from refill package -or- sleeve -or- container -or- pouch -or- bag]. [Open refill [by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch.]] [Turn upside down.] Slide -or- insert [pre-moistened] wipes -or- cloths -or- pads -or- refill into existing -or- empty canister -or- container. Replace lid [on existing canister]. Close -or- reseal refill package -or- sleeve -or- container -or- pouch -or- bag.

-or-

- Remove lid, insert wipes -or- cloths -or- pads and replace lid.
 - Pull out wipe -or- cloth -or- pad from center of roll.
 - Next sheet pops up automatically.
 - Close lid to retain moisture.
- or-
- Keep dispensing flap of [existing -or- current -or- empty] container -or- canister closed.
 - Open [existing -or- current -or- empty] container -or- canister by [lightly] squeezing [it] and removing lid by lifting -or- twisting [it] upward.

For Flat Pack

Peel -and/or- reseal [here]

For Tub with Pouch: ~~each sentence can optionally start with a number~~

To Open Package: Open [tub] cover -or- lid and peel back label-or-film -or- seal. Cut -or- tear off top of pouch [with scissors]. Remove -or- pull out [disinfecting] [wet] [mopping] cloth -or- pad as needed. Close [tub] cover -or- lid [to retain moisture].

For Tub without Pouch: ~~each sentence can optionally start with a number~~

To Open Package: Open [tub] cover -or- lid and peel back label -or- film -or- seal. Close [tub] cover -or- lid [to retain moisture].

For Dispenser and Pouch/Refill:

TO ATTACH [DISPENSER]: Clean surface with rubbing alcohol and let it dry. Peel paper from adhesive [pads] [strips] and attach to surface. Press firmly for 10 sec[onds]. [(For best results, open refill door and apply pressure directly over adhesive [pads -or- strips])]. Can be attached to tile, glass, finished wood and metal surfaces. Not recommended for use on wallpaper, [painted wallboard, plasterboard or drywall,] bare wood or particleboard.

TO REFILL [DISPENSER]: Remove label from pouch. Slide pouch into dispenser through refill door. Open lid and pull first wipe -or- cloth -or- pad through opening; the next wipe -or- cloth -or- pad pops up automatically.

TO REMOVE [DISPENSER]: Insert knife, twine or dental floss between dispenser and wall. Carefully cut tape between adhesive surfaces. Remove remaining residue with thumbnail or mild adhesive remover. Caution: improper removal may damage surfaces. -or-

TO REMOVE [DISPENSER]: Hold dispenser -or- bracket [with one hand]. Grab removable tab [with other hand]. [Slowly] pull tab several inches [in direction of arrow] [along mounting surface] until bracket -or- dispenser releases. [Repeat with second tab.] -or-

- Insert green plastic lid into the dispenser cover with the flap open and pointing back toward the stand. [(Replace the green plastic lid each time the dispenser is refilled with wipes -or- cloths -or- pads.)]
- Cut or tear open pouch evenly at notch.
- Place pouch inside the dispenser. (Do not remove roll of wipes -or- cloths -or- pads from pouch.)
- Insert corner of center sheet through opening on the green plastic lid. (Do not push finger through the opening.)
- Close dispenser cover.
- Pull first wipe -or- cloth -or- pad at an angle to ensure proper threading.

For To Go package:

TO OPEN PACKAGE: Flip -or- Pull open dispensing flap. Insert -or- Pull first wipe -or- cloth -or- pad through opening in pouch. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes -or- cloths -or- pads moist] [to keep wipes -or- cloths -or- pads from drying out].

-or-

TO OPEN PACKAGE: Flip -or- Pull open dispensing flap. Open pouch by peeling back film -or- inner seal. Pull first wipe -or- cloth -or- pad by grabbing center of wipe -or- cloth -or- pad. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes -or- cloths -or- pads moist] [to keep wipes -or- cloths -or- pads from drying out].

For Flatpack:

To Open Package:

1. Open [click-lock] [closure] and peel back -or- remove seal.
2. Pull out wipe -or- cloth -or- pad [, use as directed].
3. [When finished,] [firmly] close [click-lock] [closure] to retain moisture. [A “snap” should be heard, indicating that it is properly closed.]

For Flat stack:

To Open Package:

1. Open lid and grasp -or- grab the corner of the wipe -or- cloth -or- pad. Thread -or- pull the wipe -or- cloth -or- pad through the [dispensing] opening -or- orifice. Next -or- following sheet[s] pop[s] up automatically.
2. Close lid [to keep wipes -or- cloths -or- pads moist]. [A “snap” [should be heard, to] indicate[s] the lid is properly closed.]
3. [Refill canister when empty.]

To Refill [Wipes -or- Cloths -or- Pads Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -or- cloths -or- pads -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Take [approximately 75 -or- some] wipes -or- cloths -or- pads [from] [the stack] [the bag], and place them in[to] the canister.
4. Replace the lid [onto the canister].
5. [Close] [seal] strip on the refill bag [to keep wipes -or- cloths -or- pads moist]. -or- Slide zipper closed [to] [seal bag] [and] [keep wipes -or- cloths -or- pads moist].
6. [Use as instructed by canister label.]

DIRECTIONS FOR USE

IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING.

TO DISINFECT [AND DEODORIZE]: [Use to disinfect] hard, nonporous surfaces: Wipe -or- mop surface [to be disinfected]; use enough wipes -or- cloths -or- pads for treated surface to remain visibly wet for 4 min[utes].

To be added optionally only if all viruses on the label have a 15 second contact time; see Organism Table: To kill -or- Kills specified viruses²⁵, [let stand] [in] 15 sec[onds] -or- kills specified viruses²⁵ in 15 sec[onds].

To be added optionally if Rotavirus is also on the label: To kill -or- Kills specified viruses²⁵, [let stand] [in] 15 sec[onds]. To kill Rotavirus, let stand 4 min[utes].

To be added optionally if Ebola virus is also on the label: To kill -or- Kills specified viruses²⁵, [let stand] [in] 15 sec[onds]. To kill Ebola virus, let stand 20 sec[onds].

Let surface dry. For highly soiled surfaces, clean excess dirt first.

For surfaces that may come in contact with food, a potable water rinse is required. This product is not for use on dishes, glassware, or eating utensils.

TO CLEAN -and/or- DISINFECT -and/or- SANITIZE FLOORS [WITH MOP -or- SWEEPER -or- [MOPPING -and/or- CLEANING] TOOL]: **each sentence can optionally start with a number** [Open cover and peel back seal.] Attach [a] [disinfecting] [wet][mopping] cloth -or- pad to [the] mop -or- sweeper head -or- [mopping -and/or- cleaning] tool [by inserting cloth edge into grippers on top of mop]. [Close cover to retain moisture.] Mop floor. Use enough cloths for floor to remain visibly wet for 10 sec[onds] to sanitize -and/or- for 4 min[utes] to disinfect. Let air dry. No rinsing required. [On average, one -or- 1 [disinfecting] [wet][mopping] cloth -or- pad will disinfect [-and/or- clean -and/or- sanitize] **insert number between 30 and 70** sq[uare] f[ee]t -or- ft² [-and/or- clean -and/or- sanitize **insert number between 800 and 1200** sq[uare] f[ee]t -or- ft²]]. For highly soiled surfaces, clean excess dirt first.

TO SANITIZE: [Use to sanitize] [/deodorize] hard, nonporous non-food contact surfaces: Wipe -or- mop surface; use enough wipes -or- cloths -or- pads for treated surfaces to remain visibly wet for 10 sec[onds]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

TO PREVENT -OR- INHIBIT -OR- CONTROL THE GROWTH OF MILDEW ON HARD, NONPOROUS SURFACES [such as glazed ceramic tile]: Wipe -or- mop [hard nonporous] surface until thoroughly wet. Allow to air dry. Repeat application weekly or when growth reappears.

TO PREVENT -OR- INHIBIT -OR- CONTROL THE GROWTH OF ODOR-CAUSING BACTERIA [for [up to] **XX XX is less than or equal to 24 hours**] on [pre-cleaned], hard, nonporous [non-food contact] surfaces: Wipe -or- mop [hard nonporous] [non-food contact] surface until thoroughly wet. Allow to air dry.

TO CLEAN [HARD, NONPOROUS SURFACES] [AND REMOVE ALLERGENS¹⁹]: Wipe -or- mop surface clean with **this product**. Let air dry.

TO CLEAN LARGE SURFACES: Wipe -or- mop surface clean with **this product** -or- **insert ABN**. Let air dry.

TO CLEAN COTTON -and/or- POLYESTER: Remove as much of the wet stain as possible using a clean, damp paper towel. Wipe -or- mop surface clean with this product -or- **insert ABN** in a circular motion.

Optional instructions for scrubbing wipes -or- heavy duty wipes, when applicable:

TO CLEAN: Use the textured -or- scrubbing side of the wipe -or- cloth -or- pad to remove tough soils. Use the soft -or- smooth side to wipe -or- cloth -or- pad dirt away. If the textured -or- scrubbing side gets dirty, fold the wipe -or- cloth -or- pad, keeping the textured -or- scrubbing side inside. Let air dry.

TO SANITIZE [AND DEODORIZE]: Use the soft -or- smooth side of wipe -or- cloth -or- pad to sanitize/deodorize hard, nonporous non-food contact surfaces. Wipe -or- mop surface; use enough wipes -or- cloths -or- pads for treated surfaces to remain wet for 10 sec[onds]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

TO DISINFECT: Use the soft -or- smooth side of wipe -or- cloth -or- pad to disinfect hard, nonporous surfaces. Wipe -or- mop surface to be disinfected; use enough wipes -or- cloths -or- pads for treated surfaces to remain visibly wet for 4 min[utes].

To be added optionally only if all viruses on the label have a 15 second contact time; see Organism Table: To kill -or- Kills specified viruses²⁵, [let stand] [in] 15 sec[onds].

To be added optionally if Rotavirus is also on the label: To kill -or- Kills specified viruses²⁵, [let stand] [in] 15 sec[onds]. To kill Rotavirus, let stand 4 min[utes].

To be added optionally if Ebola virus is also on the label: To kill -or- Kills specified viruses²⁵, [let stand] [in] 15 sec[onds]. To kill Ebola virus, let stand 20 sec[onds]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

Special Instructions for Use Against HIV-1, HBV, HCV and Ebola virus

This product kills HIV-1, HBV, HCV and Ebola virus on precleaned hard, nonporous surfaces/objects previously soiled with blood/body fluids in health care settings [(hospitals, nursing homes)] or other settings in which there is an expected likelihood of soiling of hard, nonporous 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 (HIV-1) (associated with AIDS), Hepatitis B Virus (HBV), [Human] Hepatitis C Virus (HCV) and Ebola virus.

Special instructions for using this product to clean and decontaminate against HIV-1, HBV, HCV and Ebola virus 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 15 sec[onds] for HIV-1, HBV and HCV and 20 sec[onds] for Ebola virus.

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.

Not for cleaning or sanitizing skin. Do not use as a diaper wipe or for personal cleansing.

This product will not harm most surfaces[:] **insert surface material(s) from Table 3.**

For best [cleaning] results, avoid [soft -and/or- glossy -and/or- shiny -and/or- polished] -and/or- plastics -and/or- metals -and/or- unfinished wood and/or- copper -and/or- aluminum -and/or- painted surfaces -and/or- fabric -and/or- unsealed natural stone. [If in doubt,] [Test a small area first].

Not for use on unpainted wood [and], unfinished, unsealed, unpainted, waxed, oiled or worn surfaces [-or- flooring]. [Test a small area first.]

[For toys, rinse with water after wiping with -or- using the product.]

Use as directed. Suitable for use -or- can be used -or- compatible on -or- with **insert surface material(s) from Table 3.** [Test a small area first].

STORAGE AND DISPOSAL

Canister -or- Tub not intended to be refilled by the consumer:

Dispose of wipe -or- cloth -or- pad in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Nonrefillable container. Do not reuse or refill this empty container. Offer empty container for recycling. If recycling is not available discard container in trash.

Canister -or- Tub intended to be refilled by the consumer:

Dispose of wipe -or- cloth -or- pad in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Do not reuse or refill except as described in the directions for use. Refill only with this product. Offer empty container for recycling. If recycling is not available discard container in trash.

[Pouch] [Refill]:

[Dispenser and Pouch/Refill]

Dispose of wipe -or- cloth -or- pad in trash after use. Do not flush. [Reseal pouch between uses to retain moisture] [, if used without tub]. Offer for recycling if available or discard empty pouch -or- bag -or- wrapper in trash.

~~Pesticidal/Disinfection/Sanitization~~ **Antimicrobial** Claims

- 3-in-1: disinfect[s], clean[s] and protect[s] surface[s]^{13, 13}
- 3-in-1 [Kill Germs[†]] [Disinfects][,][+] Cleans -or- Scrubs [Tough Messes][,][+] Removes [More than] 99% of Allergens¹⁹ [with] [TripleWeave[™]] [Texture]¹³
- 3-in-1 -or- triple action - cleans, disinfects, deodorizes -and/or- freshens¹³
- 5 -or- 4 -in-1: Traps Grease -and/or- Dissolves Soap Scum -and/or- Kills [99.9% of] Germs[†].^[13] **use 13 only if “Kills [99.9% of] Germs[†]” part of claim** -and/or- Breaks Down Dirt -and/or- Sanitizes^[14] **use 14 only if “Sanitizes” part of claim**
- 10-second sanitization¹
- Anti-bacterial wipes -or- cloths -or- pads -or- formula
- Bacteria -and/or- virus[‡] -and/or- germ[†] fighting [formula]
- Bacteria-fighting -or- Germ[†]-fighting formula
- Can help reduce the risk of cross-contamination on treated surfaces
- **Clean and disinfect in one step¹³**
- Clean -and/or- disinfect on the go
- Clean. Disinfect. Carry on.
- Cleaner and disinfectant in one
- Clean[s] and disinfect[s] anywhere^[P] -or- everywhere^[P] indicated on the label
- Clean and disinfect in every room
- Clean[ing] -and/or- disinfect[ing] without stopping [your life] [your family's life]
- Cleaning -and/or- disinfecting that fits into your life
- Cleans -and/or- disinfects -and/or- deodorizes [[all] in one [easy] step] when following disinfection use directions.
- Clean[s] and disinfect[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household] germs[†] -or- bacteria -and/or- virus[es][‡] [on] [from] [your] [children's] toys¹⁷
- Clean[s] away and kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germs[†] -and/or- virus[es][‡] [commonly found in **use site(s) from Table 2**] -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Clean[s] away and kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] cold viruses⁴ -and/or- [the] flu virus[es]⁵ -and/or- cold and flu viruses³ [commonly found in **insert use site(s) from Table 2**] -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Clean[s] away and kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] flu virus⁵ -and/or- virus[‡] -and/or- [other] germs[†] -and/or- virus[es][‡] [commonly found in **insert use site(s) from Table 2**] -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- [Cleans -and/or- disinfects all in one step¹³] when following disinfection use directions
- Cleans away -or- Removes the gunk [that] bacteria feed on
- Cleans -or- removes odor-causing residue -or- films -or- bacteria -or- grime
- Cleans the soils -or- **insert soil(s)/stain(s) from Table 4** -or- scum -or- grime -or- surfaces where germs[†] -or- Influenza⁵ -or- cold virus⁴ -or- bacteria [can] hide -and/or- [thrive]
- [Contains] Disinfecting cleaning with [soft] non-linting wipe -or- cloth -or- pad
- Convenient -and/or- Easy cart disinfecting
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart
- Disinfecting Cleaning wipes -or- cloths -or- pads for Auto -or- car Surfaces
- Disinfecting wipes -or- cloths -or- pads -or- formula
- Disinfects in [just] 4 min[utes]
- Disinfects [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria²
- Disinfects -or- Disinfecting Formula and -or- while gentle on auto -or- car surfaces
- Destroys gunk -or- dirt -or- grime that can be a feeding ground for bacteria
- Destroys -or- cleans [away] [the] gunk that can be a feeding ground for bacteria
- Destroys -or- Removes -or- Cleans [away] [soap] scum -or- grime -or- stains -or- soil [caused by bacteria]
- Disinfect and scrub clean
- Don't stop [your] [family] life for [cleaning -and/or- disinfecting]
- Dual action [to] [:] [clean[s][ing] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing] -and/or- [clean[s][ing] -and/or- disinfect[s][ing]]
- [Each wipe -or- cloth -or- pad is] [**X**] thicker for heavy duty -or- deep cleaning [and disinfecting]^{§§}
- [Each wipe -or- cloth -or- pad is] strong enough to wipe -or- cloth -or- pad away -and/or- clean weather-battered filth and disinfect^[P]
- [Easily -and/or- Effectively -and/or- Conveniently] clean[s] -and/or- disinfect[s]
- [Easy -and/or- convenient] way to clean -and/or- disinfect
- [Easy] Cleaning -and/or- disinfecting to go
- Effective against [2009] H1N1 [Flu Virus]
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- Eliminates -and/or- cleans [the] slimy films where germs[†] -and/or- bacteria [can] thrive -and/or- hide
- Eliminate -and/or- Remove -and/or- Disinfect Germs[†] -and/or- bacteria [in **insert use site(s) from Table 2**] -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] Salmonella enterica [(Salmonella)]
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] Escherichia coli [(E. coli)]
- Fight[s] -and/or- kill[s] -and/or- effective against Avian influenza virus on hard, nonporous surfaces
- Fight[s] -and/or- kill[s] -and/or- effective against cold viruses⁴
- Fight[s] -and/or- kill[s] -and/or- effective against cold and flu viruses³

- Fight[s] -and/or- kill[s] -and/or- effective against flu virus⁵
- Fight[s] -or- reduce[s] bacteria²¹ -and/or- viruses[‡] -and/or- germs[†] on hard, nonporous surfaces [in your **insert use site(s) from Table 2**] [this cold -and/or- flu season]
- Fight[s] -or- reduce[s] bacteria²¹ on hard, nonporous surfaces [in your **insert use site(s) from Table 2**]
- For daily [use] [cleaning -and/or- disinfecting]
- For use on hard, nonporous, non-food contact surfaces[: -or- of -or- in] **insert use site(s) from Table 2**
- [Germy[†]] Messes... Meet your match!
- Great for [picking up -and/or- trapping -and/or- locking] pet hair -and/or- dander -and/or- allergens¹⁹
- [Great] Lint-free cleaning [and disinfecting]
- [Great] [Use it] [For] [cleaning -and/or- disinfecting] Every day[,] [on] hard, nonporous [surface{s}]
- Helps kill 99.9% of germs[†] before they multiply and thrive
- [Hey] [Mom] -or- Teacher{s}] [!] [.] [Be] [Are you] Ready for [[back-to-]school¹⁶] [[the] cold -and/or- flu season] [the holiday{s} [season]] [?] [!]
- Ideal -or- Great for Cleaning and Disinfecting [your] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- [**insert number** < 50%] Thicker^{§§}! Cleans Tough Messes + Disinfects [with] [TripleWeave[™]] [Texture]
- [**insert number** < 50%] Thicker^{§§}. [disinfects] [and] long lasting cleaning
- [**insert number** < 50%] Thicker^{§§} to Clean Tough Messes -or- for Deep Cleaning [and Disinfect[ing]]
- It's a fresh start, unless you are a germ[†]
- Just one step¹³ kills 99.9% of {germs[†] -and/or- bacteria}
- Kills **Xx** more antibiotic-resistant bacteria¹⁰ than before
- Kills **X%** more [micro]organisms than before
- Kills [2009] H1N1 [Flu Virus]
- Kills[:] [99.9% of] antibiotic-resistant bacteria¹⁰
- Kills 99.9% of Bacteria -and/or- Viruses[‡] -and/or- germs[†]
- Kills 99.9[99]% of bacteria¹ in [just] 10 sec[onds]
- Kills [99.9% of] cold and flu viruses³ -or- viruses²⁵ [16x] faster [than previous Clorox[®] Disinfecting Wipes₁] [EPA Reg. No. 5813-79] [than ever before]
- Kills [99.9% of] cold and flu viruses³ -or- viruses²⁵ in [just] 15 sec[onds]
- Kills 99.9% of [common] bathroom -and/or- kitchen germs¹¹
- Kills 99.9% of [common] [household] germs[†]!
- Kills [99.9% of] [common household] germs[†] to help prevent the spread of germs[†] in high traffic areas -or- from surface to surface -or- from hot spot{s} [to hot spot]
- Kills [99.9% of] germs[†] -and/or- bacteria where they hide
- Kills 99.9% of germs[†] before they [can] multiply and thrive
- Kills [99.9% of] Germs[†] including [2009] H1N1 [Flu Virus]
- Kills [99.9% of] Rotavirus [the virus that causes diarrhea -or- the diarrhea virus -or- ([most] common cause of childhood diarrhea)]
- Kills[:] [99.9% of] [various] viruses³ that cause cold and flu
- Kills[:] [99.999% of] bacteria¹ in [just] 10 sec[onds]
- Kills 99.9[99]% [of] household bacteria¹ in [just] 10 sec[onds]
- Kills 99.9% of odor-causing bacteria for a better clean
- Kill[s] 99.9[99]% of -or- Remove[s] -or- Effective against [odor causing] [Common] [household] [kitchen -and/or- bathroom] bacteria¹ in just 10 sec[onds]]
- Kills 99.9% of Viruses[‡] + Bacteria [on your **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Kills 99.9% of viruses³ that cause cold and flu
- Kills bacteria -and/or- viruses that cause respiratory infection: Bordetella pertussis [(cause of whooping cough)] -and/or- Klebsiella pneumoniae [(cause of pneumonia)] -and/or- Respiratory Syncytial virus [(RSV)] [(the virus that causes the cold -or- the cold virus)] -and/or- Human Coronavirus [(the virus that causes the cold -or- the cold virus)] -and/or- Influenza A2 Virus [the virus that causes the flu -or- flu virus]
- Kills[:] Cold & Flu Viruses³ -and/or- Staph²⁷ -and/or- Salmonella²⁶ -and/or- Strep²⁸ -and/or- E. coli²⁴ -and/or- MRSA⁷ -and/or- Listeria⁸ -and/or- Enterobacter aerogenes -and/or- Kleb¹²
- Kills Germs[†] and Viruses[‡] that May Make Pets Sick [Newcastle Disease virus, Canine Distemper virus]
- Kills [even] -or- Effective against antibiotic resistant bacteria¹⁰
- Kills Germs[†] -and/or- Flu Viruses⁵ [including [2009] H1N1]
- Kills germs[†] that can hide in grime -and/or- kitchen messes -and/or- bathroom messes -and/or- bathroom hot spots
- Kills the bacteria²¹ that [can] cause[s] [bath]tub ring{s}
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] [common] [household] germs[†] -or- bacteria
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] bacteria -and/or- germs[†] [all] around [your -or- the] bathroom -or- restroom -and/or- kitchen -and/or- school¹⁶ -or- classroom -and/or- home^P -or- house^P -and/or- office -and/or- work -or- office [place -or- environment]
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] [common -and/or- household] germs[†] -and/or- bacteria
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses⁶
- Kill[s] -or- Remove[s] -or- Effective against Human Coronavirus
- Kill[s] -or- Remove[s] -or- Effective against Influenza A2 virus [the virus that causes the flu] -or- Rotavirus [diarrhea-causing virus]
- [Kill[s] -or- Remove[s] -or- Effective against] [the following] [organisms:] **insert organism(s) from Disinfection Organism Table**
- Kills Pandemic 2009 H1N1 influenza A virus [(formerly called swine flu)]
- Kills [the] [common] [99.9% of] cold -and/or- flu virus[es]³ -or- 4 -or- 5: H1N1 virus -or- Swine Flu virus -and/or- H3N2 virus -and/or- H5N1 -and/or- Influenza A2 virus -and/or- Human Coronavirus -and/or- Bird Flu virus -or- Avian Flu virus
- Kills[:] the organism that can cause whooping cough¹⁵
- Kills the virus[es] that cause[s] [the] [common] cold[s] -and/or- flu³ -or- 4 -or- 5
- Leaves hard, nonporous surfaces disinfected
- Life [doesn't -or- shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe -or- [Mopping] Cloth -or- Pad] [cleans -and/or- disinfects] [for] [Shiny -or- Multiple Surfaces]
- Makes [cleaning -and/or- disinfecting] [your job] easier [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work]
- Moist with cleaners -and/or- disinfectants
- Mop away [kitchen] floor dirt and kill germs[†]
- [More] efficient [bathroom -and/or- kitchen -and/or- home -or- household -and/or- office] cleaning -and/or- disinfecting
- One-step¹³ cleaning -and/or- disinfecting -and/or- deodorizing

- [One step¹³ cleaning -and/or- disinfecting -and/or- deodorizing] Disinfect -and/or- touch-up clean -or- Cleans -and/or- disinfects -and/or- deodorizes Anytime -or- Daily -or- Every day -or- In one easy step -or- Everywhere^[P] -or- Anywhere^[P]
- [One step¹³ cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] on hard, nonporous [bathroom -and/ or- kitchen] surfaces -or- on household surfaces [every day] -or- Throughout the house [kitchen and bathroom] -or- All over your house^P
- One wipe -or- cloth -or- pad prevents the growth of [odor-causing] bacteria for up to **XX** hours **XX is a number less than or equal to 24**
- ~~Only~~ disinfecting wipe -or- cloth -or- pad formulated for [your] Shiny [Kitchen -and/or- Bathroom] Surfaces
- ~~Only~~ [disinfecting] wipe -or- cloth -or- pad with [a] [this amazing] low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying [formula]
- Patented -or- Advanced Disinfecting Formula
- Penetrates messes -or- soils -or- **insert soil(s)/stain(s) from Table 4**
- Plus **insert product name or icons representing product**
- Prevents -or- inhibits -or- stops -or- protects against bacteria^[I]³⁵ growth [for up to **XX** hours where **XX** is less than or equal to 24] [in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert use surface material(s) from Table 3**]^[36]
- Prevents -or- inhibits -or- stops -or- protects against odor-causing bacteria^[I] growth [for up to 24 hours] [in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert use surface material(s) from Table 3**]^[36]
- Proven to Kill **insert number based on Organisms table** [Common] Viruses[‡] and Bacteria
- Put **this product** on your school¹⁶ supply list to help keep your child's classroom clean
- Reaches the places [where] germs[†] hide
- Remains -or- stays active against odor-causing bacteria [for] **XX** hours **XX is a number less than or equal to 24**
- Remove -or- Eliminate -or- Kill cold and flu viruses³ -or- cold virus⁴ -or- flu virus⁵ [this season]
- Remove -or- Eliminate -or- Kill viruses³ that cause colds and flu [this season]
- Removing -and/or- Killing -and/or- Fighting -and/or- Eliminating germs[†] -or- bacteria -and/or- virus^[es][‡] for [nearly] **insert number** years
- Removes dirt -and/or- grease -and/or- soap scum that can promote bacteria growth
- Removes germy[†] residue²⁰
- Removes -or- Cleans [the] stuck-on messes -or- scum -or- grime where germs[†] -or- bacteria [can] hide
- Removes -or- Eliminates -or- Kills 99.9% of viruses³ that cause cold and flu
- Removes -or- Mops up springtime allergens¹⁹
- Sanitizes in [just] [10 sec[onds]]
- [Say] Boo to the Influenza virus [this year -or- winter -or- flu virus season] [with Clorox[®] wipes [**this product**] -or- Clorox[®] Disinfecting products]
- Send Germs[†] Packing
- Simplify -or- Simplifies cleaning -and/or- disinfecting
- Soft side for wiping -or- cleaning dirt away and disinfecting
- Stops -or- prevents -or- inhibits odor-causing bacteria^[I] [re]growth [for up to **XX** hours **where XX is less than or equal to 24**] [in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert use surface material(s) from Table 3**]
- Targets the places where bacteria hide and multiply^P
- The Disinfecting Wipe -or- Cloth -or- Pad used by [at least] 20 Million Moms
- The Disinfecting Wipe -or- Cloth -or- Pad used by [at least] 25 Million Households -or- [/] Families
- The easy way to clean -and/or- disinfect [all over^P] [your -or- the] [bathroom -and/or- kitchen -and/or- house -and/or- office] -and/ or- work -or- office [place ~~or environment~~]
- [**The product** [is] [are]] the easy way to [touch-up] [clean -and/or- disinfect]
- The scrubbing [power -and/or- side] of a sponge in a disinfecting wipe -or- cloth -or- pad
- There are many uses for [**this product**] and here are a few:
 - bathroom surfaces
 - kitchen surfaces
 - Kids' -or- Children's [play]room or family den
 - window blinds
- Thicker -and/or- Heavier wipe -or- cloth -or- pad for [cleaning] your biggest messes [and disinfecting [hard, nonporous surfaces]] [all around the house^[P] -or- home^[P]]
- This [cleaner -and/or- disinfectant] combines cleaning and disinfecting [in one product] [in one step¹³]
- [**This product**] is -or- are your daily defense against germs[†]
- [Touch-up] Clean[s] and disinfect[s]
- Ultra-textured to lift soils -and/or- trap -and/or- pick up particles -and/or- hair [while killing 99.9% of viruses[‡] and bacteria]
- Use in public -or- common places where [bacteria -and/or- viruses[‡] -and/or- germs[†] may be of concern -or- you are concerned about bacteria -and/or- viruses[‡] -and/or- germs[†]] [on hard, nonporous surfaces]
- Use [in public -or- common] places where [germs[†] may be of concern] [you are concerned about bacteria -and/or- viruses[‡] -and/or- germs[†]] [on hard, nonporous surfaces]
- Use [in [public] places] where germs[†] may be of concern
- Use [**the product**] -or- [the wipes -or- cloths -or- pads] to disinfect -and/or- touch-up clean
- [Wet] [household -and/or- disinfecting] wipes -or- cloths -or- pads
- Wipes -or- mops -or- cleans away build-up to kill [99.9% of] bacteria [in their home] or [where they live]
- Wiping -or- mopping -or- smooth -or- soft side for cleaning dirt away and disinfecting
- [You can] clean -and/or- disinfect [**XX**] more -or- larger surface^[s] [area] [vs. Clorox[®] Disinfecting Wipes₁] [EPA Reg. No. 5813-79]

Non-living Allergen Claims

- Removes -and/or- Controls ***insert number between 90 and 99.9%*** of common [indoor -and/or- outdoor] allergens¹⁹
- Removes -or- Controls common [indoor] [and outdoor] allergens¹⁹ [of concern]
- [***This product***] Removes [more than -or- greater than -or- over] [***insert number between 90 and 99.9%*** of] [the following allergens]: ***insert allergen(s) from allergen list***
- Wipes -or- mops Away [***insert number between 90 and 99.9%*** of] [The Most] [Common] Allergens¹⁹

Emerging Viral Pathogen Claims

This product qualifies for emerging pathogen claims per the EPA's "Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Label" when used in accordance with the appropriate use directions indicated below.

This products meets the criteria to make claims against certain emerging viral pathogens from the following viral category:

<i>For an emerging viral pathogen that is an..</i>	<i>..follow the directions for use for the following organism on the label:</i>
Enveloped virus	Rotavirus

This product -or- product name has demonstrated effectiveness against viruses similar to ***insert name of emerging virus*** on hard, nonporous surfaces. Therefore, ***this product*** -or- product name can be used against ***insert name of emerging virus(es)*** 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*** -or- product name 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.

Organism Table

Disinfection		
Bacteria	Strain and/or ATCC number	Contact Time
Bordetella pertussis	[ATCC 12743]	4 min[utes]
Burkholderia cepacia	[ATCC 25416]	4 min[utes]
Campylobacter jejuni	[ATCC 29428]	4 min[utes]
Carbapenem Resistant Klebsiella pneumoniae	[ATCC BAA-1705]	4 min[utes]
Enterobacter aerogenes	[ATCC 13048]	4 min[utes]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 51657]	4 min[utes]
Extended Spectrum Beta Lactamase (ESBL) producing Escherichia coli (ESBL producing E.coli)	[ATCC BAA-196]	4 min[utes]
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]	4 min[utes]
Legionella pneumophila	[ATCC 33153]	4 min[utes]
Listeria monocytogenes [(Listeria)]	[ATCC 19117]	4 min[utes]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	4 min[utes]
Multi-drug resistant [(MDR)] Acinetobacter baumannii ^[29]	[ATCC 19606]	4 min[utes]
Multi-drug resistant [(MDR)] Enterococcus faecium ^[30]	[ATCC 51559]	4 min[utes]
Multi-drug resistant Streptococcus pneumoniae ^[22]	[ATCC 700677]	4 min[utes]
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]	4 min[utes]
Salmonella enterica [(Salmonella)]	[ATCC 10708]	4 min[utes]
Serratia marcescens	[ATCC 14756]	4 min[utes]
Shigella flexneri serotype 1B	[ATCC 9380]	4 min[utes]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	4 min[utes]
Streptococcus pyogenes [(Strep)]	[ATCC 19615]	4 min[utes]
Streptococcus suis	[ATCC 43765]	4 min[utes]
Fungus	Strain and/or ATCC number	Contact Time
Candida albicans	[ATCC 10231]	4 min[utes]

Viruses Enveloped	Strain and/or ATCC number	Contact Time
‡2009-H1N1 Influenza A Virus (Novel H1N1)	[Strain A/Mexico/4108/2009, CDC #2009712192]	15 sec[onds]
‡Avian Influenza A (H3N2) Virus [(Avian Reassortant)]	[ATCC VR-2072], Strain A; Washington; 897/80 X A/ Mallard; New York;6750;78]	15 sec[onds]
‡Avian influenza [Type A] Virus (H5N1)	[Strain VNH5N1-PR8/CDC-RG CDC #2006719965]	15 sec[onds]
‡Avian Influenza A [(H7N9)] Virus	[Strain wildtype A/Anhui/1/2013, CDC # 2013759189]	15 sec[onds]
‡. ‡‡Bovine Viral Diarrhea Virus [(Surrogate for Human Hepatitis C Virus)]	[Strain Oregon C24V - genotype 1]	15 sec[onds]
‡Canine Distemper Virus	[ATCC VR-128] [Strain Lederle]	15 sec[onds]
‡Cytomegalovirus	[ATCC VR-538] [Strain AD-169]	15 sec[onds]
‡. ‡‡Duck hepatitis B Virus [(Human hepatitis B surrogate)]	[10/29/11 Strain]	15 sec[onds]
‡Herpes Simplex Virus [Type 1] [(Herpes)]	[ATCC VR-733] [Strain F(1)]	15 sec[onds]
‡Herpes Simplex Virus Type 2 [(Herpes)]	[ATCC VR-734] [Strain G]	15 sec[onds]
‡Human Coronavirus	[ATCC VR-740 Strain 229-E]	15 sec[onds]
‡. ‡‡Human Immunodeficiency Virus Type 1 [(HIV-1)]	[Strain HTLV-IIIB]	15 sec[onds]
‡Influenza Virus [Type A2] [Flu Virus]	[ATCC VR-544] [Strain Hong Kong]	15 sec[onds]
‡Influenza Virus Type B	[ATCC VR-823 Strain B/Hong Kong/5/72]	15 sec[onds]
‡Measles Virus	[Strain Edmonston; ATCC VR-24]	15 sec[onds]
‡MERS (Middle Eastern Respiratory Syndrome)-Associated Coronavirus (MERS-CoV)		15 sec[onds]
‡Mumps virus	[Strain Jones; ATCC VR-1438]	15 sec[onds]
‡Newcastle disease virus	[ATCC VR-108] [Strain B1, Hitchner or Blacksburg]	15 sec[onds]
‡Parainfluenza virus Type 3	[ATCC VR-93] [Strain C243]	15 sec[onds]
‡Respiratory syncytial virus [(RSV)]	[ATCC VR-26] [Strain Long]	15 sec[onds]
‡SARS-associated Coronavirus	[CDC strain 200300592]	15 sec[onds]
‡. ‡‡Ebola virus	[Zaire-Kikwit]	20 sec[onds]
Virus Large Non-Enveloped	Strain and/or ATCC number	Contact Time
‡Rotavirus	[Strain WA]	4 min[utes]
Sanitization		
Bacteria	Strain and/or ATCC number	Contact Time
Campylobacter jejuni	[ATCC 29428]	10 sec[onds]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]	10 sec[onds]
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]	10 sec[onds]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	10 sec[onds]
Salmonella enterica [(Salmonella)]	[ATCC 10708]	10 sec[onds]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	10 sec[onds]
Streptococcus pyogenes [(Strep)]	[ATCC 19615]	10 sec[onds]
Hard surface Fungistat		
Fungus	Strain and/or ATCC number	Contact Time
Aspergillus niger	[ATCC 6275]	7 days

General/~~Cleaning~~ Miscellaneous Claims

- [+1] [Free] [bonus] [sample] [pack] [Now with a free] [Try a -or- our] [Comes with] [Now with] [Take a] [**insert product name**] [**insert fragrance descriptor**] wipe[s] -or- cloths -or- pads [Home]
- **1 for everyone -or- you -and/or- 1 for them**
- 1 [**insert ABN**] = X [regular] Clorox® Disinfecting Wipes₁ [EPA Reg. No. 5813-79]\$\$\$
- 1 job, 1 wipe. [**insert number** < 50%] Thicker for Powerful Cleaning\$\$
- 2 in 1 Cleaner & [Air] [Room] Freshener
- 2x Thicker. 2x Longer Lasting¹⁸
- 2x strength [and durability]¹⁸
- 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger\$\$
- 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger\$\$ -or- [100 or 200]% stronger [textured] [wipe]\$\$
- [3 in 1] Cleans -and/or- Deodorizes -and/or- Freshens
- 3X -or- 4X -or- 5X Cleaning Power[∞]
- 3X -or- 4X Cleaning Power: Thick, strong, long lasting, [scrubby] [texture]
- 3X -or- 4X -or- 5X Cleaning Power[:] Thicker -and/or- Stronger -and/or- Longer lasting -and/or- More cleaning solution -and/or- Scrubby [texture]¹⁸
- 3 Canisters With 3 Matching Refill[es] [Pouches]
- 3 textured layers
- 4x Cleaning Action[:] Deodorization, [Kitchen] Grease, Soap Scum, [Floor] Soil[s]
- 4 Refill Pouches for **insert number**-Count Canisters
- **X%** extra wet mopping cloths free -or- inside⁴⁰
- **XX** [free -or- extra] wet mopping cloths⁴⁰
- **XX%** more [free]⁴¹
- **XX%** faster **insert soil(s)/stain(s) from Table 4** removal³³ -or- 38 -or- \$
- **XX%** Thicker\$\$! [Cleans Tough Messes]
- A convenient, multi-surface floor cleaner that gives you a powerful clean with fresh, beautiful scent
- A convenient, multi-surface floor cleaner with a fresh, beautiful scent that gives you a powerful clean
- [Adhesive] Comes off cleanly
- [Adhesive] Holds on strongly
- [Adhesive] Removes without damage [or residue]
- [Adhesive] Removes without damaging [most] [household] surfaces
- Advanced triple weave texture. Cleans 2X Better\$ [on Soap Scum and/or Grease -and/or- Grime]
- After use, just toss wipe -or- [mopping] cloth -or- pad away
- Also available in [the] **insert fragrance descriptor(s)** [varieties]
- Also available in [the] 75 -or- 70 -or- 33 count Value [Size] and the 9 count To Go Size[s]
- Also available in the **insert number** count size
- [Also] Great -or- Made -or- Works [well] -or- Appropriate on -or- for **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- **insert surface material(s) from Table 3** surfaces with -or- because of -or- due to [the] low streak -or- residue formula
- [Also] [Great -or- Made -or- Works [well] -or- Appropriate] [on -or- for **insert surface material(s) from Table 3** -and/or- **insert surface(s) from Table 1**] [with -or- because of -or- due to] [the] low-streak -or- low-residue formula
- Also try -or- learn more about [our -and/or- other] [convenient] Clorox® wipes ~~insert web address~~
- [Also] Try [These] [Other ~~-and/or- New~~] Clorox® products -or- Wipes -or- [Mopping] Cloths -or- Pads[!]
- Amazing [transporting] [scent[s]]
- [A(n)] [Even] [Better -and/or- Great -and/or- Easy] Everyday cleaner
- Aromatic
- As easy as grabbing -or- dispensing [facial] tissues [from a box]
- [As easy as] [Just like] pulling a tissue
- Attach ['em -or- them] [wipes] where you need -or- use ['em] [them] [most]
- Attachable [dispenser] -or- [Safely] attaches -or- can be attached to tile -and/or- glass -and/or- mirrors -and/or- windows -and/or- finished wood -and/or- cabinets -and/or- metal surfaces -and/or- appliances -and/or- [painted] wallboard -and/or- plasterboard -and/or- drywall
- Available in [**insert number**] other designs
- Be ready for school¹⁶ by including **this product** on your back to school¹⁶ -and/or- home] shopping list
- Better -and/or- Stronger -and/or- Textured wipe cleans -and/or- removes -and/or- works great on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Better Clean, Brighter Day
- [Better] [Stronger] [Thicker] Wipe!
- [Better] value!
- Big size
- [Big] [Value] Can
- Big[er] messes call for a better -or- stronger -or- thicker -or- heavier wipe\$\$ -or- cloth -or- pad
- Bleach[-]free [formula]
- Bonus[!] -or- Combo -or- Family -or- Variety Pack [includes:]
- **Bonus size! XX% more [free]!**⁴¹
- Box Tops for Education
- [Buy] One -or- Two -or- 1 or 2 for [**insert use from site(s) Table 2**], one -or- two -or- 1 or 2 for [**insert use site(s) from Table 2**]
- [Buy] Two for home, one for school¹⁶ -or- the car -or- purse -or- to go
- [Can] [easily] Slip -or- Fit into a {purse} {~~-and/or-~~ pocket} {~~-and/or-~~ diaper bag⁹} {~~-and/or-~~ backpack} {~~-and/or-~~ glove compartment -or- box} {~~-and/or-~~ car} {~~-and/or-~~ minivan} {~~-and/or-~~ SUV} {~~-and/or-~~ lunch box -or- bag} {~~-and/or-~~ briefcase} {~~-and/or-~~ luggage} {~~-and/or-~~ suitcase}
- Cast your [design] vote [at www.clorox.com <http://www.clorox.com> -and/or- by texting **insert number**]
- Check out our website for [more] [the latest] information on germs[†] that affect your family [www.clorox.com] -or- [www.cloroxdisinfectingwipes.com]
- Classrooms -or- schools¹⁶ are cleaner with **this product** -or- [disinfecting] wipes -or- cloths -or- pads
- Clean before you shop
- Clean [even] more -or- multiple surfaces with wipes -or- cloths -or- pads -or- **this product**
- Clean up the classroom [with **this product** -or- wipes -or- cloths -or- pads]
- Clean with just a wipe -or- cloth -or- pad -or- touch

- Clean your cart
- Cleans **Xx** better³³ -or- ³⁸ **X is a number less than 10**
- Cleans [**Xx** -or- **x%**] tougher messes¹⁸
- Cleans 2X As Much Surface Area -or- Dirt -and/or- [better on] Soap Scum -and/or- Grime -and/or- Grease[§]
- Cleans 2x better¹⁸ -or- [§] [and protects surfaces³³] [on Soap Scum, Grease and Grime]
- Cleans & Protects -and/or- shields Surfaces for [faster -and/or- easier] clean-up³³
- Cleans & Protects Surfaces³³
- Cleans and leaves [a] scent -or- fragrance
- Cleans and protects surfaces³³ at -or- in **insert use site(s) from Table 2**
- Cleans Better! [Low -or- Less Residue Left Behind!]
- Cleans longer than ever -or- previous [disinfecting] wipes
- Cleans more surface area[§] -or- ³⁸
- Cleans [on the spot] with [a] [fresh -and/or- pleasant -and/or- nice -and/or- good -or- great -and/or- strong -and/or- relaxing -and/or- pleasing -and/or- warm] -and/or- **insert fragrance descriptor(s)** -or- fragrance -or- smell -or- scent
- Cleans -or- Breaks through [dirt and] grime
- Cleans -or- Removes -or- Fights -or- Good for -or- Great on -or- Works great on [kitchen] ~~[-and/or- tough] [soap scum] [baked on] [grease] [soils] [messes] [spaghetti sauce] [kitchen messes] [dirt] [soils] [bathroom messes]~~ **insert soil(s)/stain(s) from Table 4**
- Cleans stains -and/or- spills -and/or- messes **XX** times its size
- Cleans to a shine!
- Cleans [tough] **insert soil(s)/stain(s) from Table 4** on your floors
- Clear-Drying Formula for Multiple Surfaces
- [Cloth-like] [softer] [feel]
- Clorox® brings beauty artistry -and/or- elegance -and/or- trendy to cleaning!
- Clorox® Wipe -and/or- ['N] Go Disinfecting Wipes
- Collect all [of the Designer Series] canisters! • Compare [and buy -or- choose]
- Combo Pack
- Comes off cleanly
- Coming soon
- Compact size for storage
- Compare -or- Try [Our -or- these] [other great] wipes -or- cloths -or- pads
- Complete Refill Pack for **insert number** [Club Pack]
- Contains cleaning formula with premium large size, non-linting wipe -or- cloth -or- pad
- [Contains] Same Clorox® wipes [you love] -or- same wipes, easier to grab
- Convenient
- [Convenient and] easy to use
- Convenient cart cleaning
- [Convenient] [Size]
- Convenient, [tough -and/or- real] cleaning!
- Costco Exclusive! [Our] Thickest [Clorox®] [Disinfecting] Wipe^{§§} -or- cloth -or- pad
- Cross me off your back-to-school¹⁶ list
- Cuts cleaning time by **Xx**[∞]
- Decorate your [home -and/or- kitchen -and/or- bathroom] counter(s) [office -and/or- bathroom(s)] [with designer wipes]
- Demolishes Even Stuck on Messes
- Deodorizing -and/or- deodorizes
- Designed to Leave Out on the Counter[!]
- [Designed with] [micro-scrubbers] [to] clean[s] [2X **or** 3X **or** 4X] as much surface area -or- dirt -or- soap scum -or- grime -or- grease^{§§}
- Designer -or- Decorator -or- Holiday -or- Seasonal series
- Dispenses [Comes out] one wipe at a time
- Dispenses [wipes] like a tissue
- Dispensing is effortless!
- Dissolve[s] -and/or- Pick[s] up dirt, [don't] [doesn't] [just] push it around
- Dissolves -and/or- powers through [layers of] grime
- Do not remove label/cut out Box Tops for Education proof of purchase until product has been completely used
- Does not contain bleach
- Does not leave greasy appearance or feel
- [Doesn't] [No more] pinch[ed] fingers!
- Donate **this product** [to your child's classroom -or- school]¹⁶
- Don't let your Holidays Get Messy
- Don't miss a beat with **this product**
- [Double -or- Dual -or- Two]-sided [scrubbing] wipes
- Double -or- Super Value [Size] [Pack]
- [Double -or- Triple] Reinforced wipe
- Dries clear
- Drops -or- Slides into an empty [disinfecting] [wipes] canister -or- container
- DuraPly Weave -or- Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs[†]] -or- [Multi-Surface Wipe -or- cloth -or- pad]
- DuraPly Weave -or- Texture -or- Technology for Better Cleaning
- DuraPly Weave -or- Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Dual action
- [Dual sided:] **insert number less than 10X -or- less than 1000%** stronger[§] -and/or- tougher[§] blue fibers -and/or- and particle -and/or- dirt-catching -and/or- trapping ridges -or- pockets
- [Dual sided] [wipe -or- cloth -or- pad/action:] [1)] blue [microweave] fibers [to] scrub [tough] messes, [2)] patented -and/or- textured -and/or- quilted -and/or- diamonds- and/or- ridges lift -and/or- trap **insert soil(s)/stain(s) from Table 4**
- Dual-Sided [Wipe -or- Cloth -or- Pad] -or- Two-Sided [Wipe -or- Cloth -or- Pad] -or- 2-Sided [Wipe -or- Cloth -or- Pad]: Textured [side] for [stubborn] [baked on] [tough] messes, Smooth [side] for shiny surfaces -or- touch-ups
- [Dual sided] [with] [Strong -or- tough] blue fibers -and/or- **insert soil(s)/stain(s) from Table 4**-catching ridges
- [Each [mopping] cloth -or- pad -or- [quilted] wipe -or- cloth -or- pad] cleans as much as **X** [regular -or- original] Clorox® [Scentiva] Disinfecting Wipes^[1] [EPA Reg. No. 5813-79] -or- Pine-Sol® Wet Floor Wipes
- [Each -or- quilted wipe] cleans -or- picks up -or- traps -or- tackles [**Xx**] more dirt -and/or- grime [than Clorox Disinfecting Wipes^[1] [EPA Reg. No. 5813-79]]
- [Each -or- quilted wipe has] 2x [the] cleaning agent -or- power -or- solution -or- liquid [vs. Clorox Disinfecting Wipes^[1] [EPA Reg. No. 5813-79] [for] [more cleaning power] -or- [extended] -or- [extra strength] [cleaning]]
- [Each -or- quilted wipe -or- cloth -or- pad] does the cleaning job of **X** Clorox® [Scentiva] Disinfecting Wipes^[1] [EPA Reg. No. 5813-79] -or- Pine-Sol® Wet Floor Wipes

- [Each -or- quilted wipe -or- cloth -or- pad is] [designed to] stay[s] wet longer [than Clorox® [Scentiva] Disinfecting Wipes₁] [EPA Reg. No. 5813-79] [for] [~~X~~ the cleaning power] -or- [extended cleaning]
- [Each -or- quilted wipe -or- cloth -or- pad] Keeps cleaning when other wipes^{ss} -or- cloth -or- pad stop -or- can't -or- quit
- [Each -or- quilted wipe -or- cloth -or- pad] lasts [~~X~~] longer [than Clorox® Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each wipe has] ~~X~~% more cleaning power [than regular Clorox Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each wipe has] ~~X~~ more cleaning power [than Clorox Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each wipe has a] cloth-like feel [for a cloth-like clean] -or- [for more cleaning power] -or- [for longer cleaning] -or- [to stay wet longer] ~~§~~ ~~§~~
- [Each wipe has an] extra thick [core]
[Each wipe is] ~~X~~% more effective at cleaning messes [than Clorox Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each wipe is] [~~X~~] thicker ~~§~~
- [Each wipe is] [~~X~~] thicker ~~§~~ ~~§~~
- [Each wipe is] [~~X~~ / ~~X~~%] thicker than Clorox Disinfecting Wipes₁ [EPA Reg. No. 5813-79]
- [Each wipe is] extra thick for -or- to clean[ing] [the] -or- [your] biggest -and/or- heaviest -and/or- toughest messes.
- [Each wipe is] [so] [strong] [that it] -or- [enough to] power[s] through [even] your biggest messes
- [Each wipe -or- cloth -or- pad] cleans as much [mess] as a spray cleaner and ~~X~~ paper towels
- [Each wipe -or- cloth -or- pad has] 2x -or- 3x -or- 4x more cleaning power to tackle [tough] outdoor messes -or- jobs
- [Each wipe -or- cloth -or- pad has] -and/or- [With] DuraThick -or- UltraThick -or- MegaThick -or- TripleWeaveTM -or- MoistureLock Technology [for cleaning [3x] more than Clorox® Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each wipe -or- cloth -or- pad has] -or- [With] -or- [Quilted wipe -or- cloth -or- pad with] TimeRelease Technology [to stay wet longer, for more cleaning power] [than Clorox® Disinfecting Wipes₁] [EPA Reg. No. 5813-79]
- [Each wipe -or- cloth -or- pad is] [~~X~~] thicker ~~§~~
- [Each wipe -or- cloth -or- pad is] versatile for deep + -and/or- and touch-up cleaning
- [Each wipe -or- [mopping] cloth -or- pad] thoroughly -or- deep[ly] cleans heavily soiled surfaces -or- heavy -or- your biggest messes
- Easier -or- Easy [to Use] -or- Improved [Dispensing] [Dispenser]!
- Easier Than Ever to Use -or- Pull [Wipes] [Out]!
- Easy
- Easy -and/or- Flat -and/or- Flexible -and/or- Soft -and/or- Pull -and/or- N'Go -and/or- Pac[k] [Fits in [the] small spaces]
- Easy -and/or- pull -and/or- flat -and/or- flex -and/or- flexible -and/or- soft -and/or- compact -and/or- pack[age] save[s] space[!]
- Easy -and/or- Simple Dispensing!
- Easy Breezy Dispensing
- Easy Dispensing Package[!]
- Easy on [your] hands
- Easy one hand cleaning!
- Easy [one-handed] dispensing [for quicker cleans]
- [Easy] One-handed [dispensing] -or- Dispense [wipes] with [only] [just] one hand -or- Grab [wipes] [a wipe] [and wipe] with [just] [only] one hand
- Easy open lid
- [Easy -or- Better] [Dispensing] Lid -or- Closure -or- Cap
- [Easy -or- Better] -or- Advanced Dispensing
- Easy -or- EZ Start Lid -or- Cap
- Easy -or- Simple -or- Quick-loading refill -or- roll -or- [disinfecting] wipes
- Easy -or- Simple -or- Quick-to-load refill -or- roll -or- [disinfecting] wipes
- Easy pop [top]
- Easy pull from start to finish
- Easy start & stop [lid]
- Easy start dispensing!
- Easy storage -or- to store
- Easy to carry
- Easy to grip -and/or- hold -and/or- handle
- Easy to Open -or- Thread
- Easy to pull wipes
- Easy to [store] [stack]
- Easy-to-use dispenser
- Easy to Use Lid
- Easy-carry handle
- [Easily] Grab [wipes] one at a time
- Easily keep your car -and/or- truck clean
- [Easily] Lifts away dirt, dust and debris [from auto -or- car] [surfaces]
- Easily removes ground in dirt, dust & grime
- [Easily] removes -or- cleans tough bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace dirt -and/or- soils -or- **insert soil(s)/stain(s) from Table 4** -and/or- grime -and/or- soap scum[!]
- Easily wipe -or- mop away dirt, debris, dust & grime
- [Easily] wipes -or- mops clean
- Effortless cleaning with one hand
- Effortless dispensing!
- Effortless Dispensing[!] [-] [is] [as] easy as pulling a tissue!
- Eliminates dirt and soils -or- **insert soil(s)/stain(s) from Table 4**
- [Enjoy] enhanced Scent[~~s~~] & Clorox® cleaning power – All -or- 2 in 1[!]
- Enter -or- Vote [now] [and win]
- [Even] Better scrubbing -and/or- cleaning [power]
- [Even] more wipes [per package -or- container -or- canister]
- Even stronger -and/or- more durable [than ever]
- [Even] stronger [wipe~~s~~] [a] [Better Wipe~~s~~]^{ss}
- [Even] stronger than [tough -and/or- stubborn -and/or- baked-on -and/or- dried-on] [kitchen] grease -and/or- grime -and/or- dirt -and/or- soap scum -and/or [everyday] [bathroom -and/or- kitchen] messes -and/or- build-up
- Every hard, nonporous surface in [your] [the] [kitchen -and/or- bathroom -and/or- house] deserves -or- can -or- could use a wipe -or- cloth -or- pad
- Everything [you need] is already in the wipe -or- cloth -or- pad
- Extra-Large, Extra-Thick Wipes -or- Cloths -or- Pads
- Extra Large -or- Wide
- Extra strength cleaning
- Extra wide & thick for big messes
- Fast drying: leaves no dull or sticky residue
- Feel the difference with [our] honeycomb texture -or- wipe
- Feels -or- works like a cloth

- Fights -or- Cuts [Through] -or- Wipes out -or- mops [tough] [kitchen] Grease[,] [Wipes -or- mops Clean] ***This claim is not to be used with any one-step cleaning and disinfecting claim on the label***
- Fits almost anywhere^{\$\$\$}, [P]
- Fits in [your -or- car] glove compartment
- Fits [in] [a(n)] [your] [current -and/or- existing] [***insert number***] [Clorox®] [wipe -or- [mopping] cloth -or- pad] [***this product***] canister -or- container
- Fits [Swiffer®] [Sweeper] -and/or- most] Mop[-]head[s]
- For tough messes throughout the house
- [Flat -and/or- Flexible -and/or- Soft] Pack Fits in [the] small spaces
- [Flat -and/or- Flexible -and/or- Soft] Pack Fits in [your] [the] purse -and/or- glove compartment -and/or- diaper bag⁹ -and/or- gym bag
- For a cleaner -and/or- fresher bathroom -or- restroom -and/or- kitchen -and/or- home -or- house -and/or- work -or- office -or- environment
- For a Complete Clean [that] You Can See & Smell
- ***For CSF A06 -or- CSFs with no fragrances*** Fragrance -or- scent free
- ***For CSF A06 -or- CSFs with no fragrances*** Free and clear
- ***For CSF A06 -or- CSFs with no fragrances*** No fragrance[s] -or- scent[s] added
- ***For CSF A06 -or- CSFs with no fragrances*** Unscented
- For [light] -or- touch-up – daily -or- quick cleaning -or- clean-ups [in one easy step]
- For household surfaces indoor and outdoor
- ***for refills*** Less plastic -or- waste -or- material [to throw away]
- ***for refills*** [Package] [Uses] [-or- Made from] [-or- Made with] ***insert percent%*** less plastic -or- waste -or- material
- For use at home or in public areas -or- places
- For use at home or on the go
- [For] [use in] [the] ***insert use site(s) from Table 2***
- For use on grocery cart and basket handles
- For use on hard, nonporous, non-food contact surfaces: -or- ***insert use surface(s) from Table 1*** -and/or- [of] ***insert surface material(s) from Table 3***
- For use while traveling
- ***Free -or- extra [wet mopping cloths] refills⁴⁰***
- Free[!] Sample
- Freshens [the -or- your] bathroom -or- restroom -and/or- kitchen -and/or- home -or- house -and/or- work -or- office place -or- environment
- [Gentle] Formula cleans and quickly lifts off dust, dirt, grime and spills
- Gentle on -or- Cleans A [Variety Of] [Multiple] Surfaces ***insert surface(s) from Table 1*** -and/or- ***insert surface material(s) from Table 3*** -and/or- ***insert surface material(s) from Table 3*** surfaces
- Get 1 wipe at a time, every time!
- [Get] more wipes -or- cloths -or- pads [at] the [same] [old] [original] price
- Get -or- Choose -or- Pick the -or- a right -or- best wipe -or- cloth -or- pad [for you -or- your -or- the job]
- ***Gift -or- Try 1***
- Grab [wipes] [a wipe] [and wipe] with [just] [only] one hand
- Grease Fighting Formula cuts cleaning time by ***Xx¢***
- [Great] For floor[s] [touch-ups]
- Great for the classroom
- Great for [the -or- your] [use on] ***use surface(s) from Table 1*** -and/or- ***insert use surface material(s) from Table 3*** [!]
- Great for the road -and/or- travel -or- traveling!
- [Great] for [the] school[s]¹⁶ -or- classroom[s]
- Great for [those -or- life's -or- your family's] unexpected messes
- [Great] For touch-up cleaning
- [Great] For traveling
- [Great] For use at work
- [Great] For use in public restrooms
- [Great] For use on hard, nonporous surfaces
- Great for your car's dashboard, vinyl, consoles and more!
- [Great] Lint-free cleaning
- Great on -or- works on[:] ***insert surface(s) from Table 1*** -and/or- ***insert surface material(s) from Table 3***
- Great on tile, wood²³ -and/or- laminate floors
- Great -or- Perfect [for] [Take It -or- Taking it] [Clean -or- Cleaning] On the Go[!]
- Great -or- Perfect [size] for [the] [your] [:] car[s] -and/or- glove compartment[s] -or- box[es] -and/or- purse[s] -and/or- diaper bag[s]⁹ -and/or- gym bag[s] -and/or- travel -and/or- public restrooms -and/or- public areas -and/or- grocery carts -and/or- hotels -and/or- airplane trays -and/or- changing tables [!]
- Great [scent] for [the] [-or- your] [***insert use or usage site(s) from Table 2***]
- [Great] scent[,] [same [great] wipe -or- cloth -or- pad]
- Grime -or- dirt grabbers
- ~~Great -or- Tough Cleaning [Power] [in a [Thick] Wipe]~~
- Great -or- Tough Cleaning [Power] [in a [Thick] Wipe -or- Cloth -or- Pad]
- Guaranteed to not dry out!³¹
- [Guaranteed to] Pull[s] Wipes One at a Time!
- Guaranteed to stay moist³¹
- [Guaranteed] Wipes stay moist³¹ -or- wet
- Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
- [Have you tried -or- Look[ing] for -or- Also try] [the -or- our] [redesigned] [easier-to-use] [tissue-like dispenser -or- packaging] [***this product***] [oval] [package -or- design]
- Hassle-free dispensing
- Hassle-free lid
- Help us [with our canister makeover] [pick our future -or- next [canister] design]
- [Hey Mom] Take this -or- ***this product*** to [my] classroom -or- school¹⁶ -or- teacher
- [Hey Mom] Take ***this product*** -or- me to [my] classroom -or- school¹⁶ -or- teacher
- Holds on strongly
- Holds up to your toughest messes -or- jobs -or- stains
- Home. Clean. Clorox®
- Honeycomb texture -or- weave -or- material [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- Honeycomb texture -or- wipe cleans [better] [more soils -and/or- messes]
- Honeycomb [wipe -or- cloth -or- fabric] [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]

- I am on your school list, take me to school¹⁶
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]
- [Improved formula] [for] [low -or- less -or- lower] streaking -or- residue!
- [Includes] **insert number** count refill [pack] -or- Contains **insert number** wipes
- [Individual] refills -or- rolls -or- package -or- pouch {stay(s)} {+or- keep(s)} {+moist} {+and/or- fresh}
- Individually Cut Sheets Dispense Easier[!]
- Individually Wrapped for Freshness[!]
- Individually wrapped for [freshness] [moisture-protection]
- [Individually wrapped refills -or- rolls -or- [disinfecting] wipes are] As fresh as the [disinfecting] wipes you use now
- Individually wrapped to stay -or- keep moist -and/or- fresh
- [Individually wrapped to be] As fresh as your [regular -or- normal] [disinfecting] wipes
- Individually wrapped to preserve freshness -or- moisture
- **Insert number** free -or- extra -or- more wipes
- **Insert number less than 10X** strength[§] -or- Toughness[§] -and/or- [tough] dirt -and/or- grime-trapping -or- catching fibers -or- ridges
- **Insert number less than 10X** stronger[§] [with] [tough] [blue fibers] to outlast -or- power through tough messes
- **Insert number less than 10X** scrubrier[§] -or- §§ [for] [to tackle] [on] [stuck -or- dried -or- burnt on -or- sticky messes]
- **Insert number less than 10X** strength[§] [with] [tough -or- strong -or- powerful] [blue -or- ToughBlue -or- Microweave] fibers -and/or- ridges [to clean -or- on -or- that trap -or- pick up] [tough messes -or- **insert soil(s)/stain(s) from Table 4**]
- **Insert number** [more] [wipes -or- cloths -or- pads] for the price of **insert price**!
- [**insert number** < 50%] Thicker -or- Textured [for more Cleaning Power] [for more Scrubbing Power]^{§§}
- [**insert number** < 50%] Thicker! 4X Cleaning Power[∞]
- **Insert number** wipes [per package -or- container -or- canister]
- **Insert percent**% [cheaper] [less expensive] [off]
- **Insert percent**% [more] [value] [affordable]!
- **Insert percent**% more {wipes -or- cloths -or- pads}!
- **Insert number**% off
- **Insert percent** Bigger quilted wipes³²
- **Insert percent** more wipes³²
- **Insert wipe dimensions** wipes
- [It's] the easy way to grab a wipe
- Just drop -or- slip -or- slide the refill -or- roll -or- [disinfecting] wipes in [an empty canister -or- container]
- [Just] [Easily] Pop open [with one hand] [for easy use]
- Just like grabbing -or- dispensing [facial] tissues [from a box]
- Just pull, wipe -or- cloth -or- pad clean and toss
- Just wipe -or- mop [once] - no clean-up [after wipe -or- cloth -or- pad] needed
- Keeps cleaning longer than ever -or- previous [disinfecting] wipes
- Keep -or- Carry [one] [some] [a package -or- pouch -or- pack] in your purse -and/or- diaper bag⁹ -and/or- backpack -and/or- gym bag
- Lasting Freshness
- Lasts longer than ever -or- previous [disinfecting] wipes
- Leave me out on the counter [to make cleaning easier]!
- [Leave[s] -or- Leaving Behind] [a] Delightful[ly] [Fresh] [Amazing] Scent[s]
- Leaves your **insert use site(s) from Table 2** fresh and clean
- Leaves Your Surfaces Gleaming
- Less Plastic to Throw Away[!]
- Lift away dirt and debris
- Light[ly] scent[ed]
- Limited Edition
- Lint-Free Cleaning Wipe -or- Cloth -or- Pad
- Lint-free – won't leave greasy residue on hands
- Lock 'n Lift texture -and/or- technology
- Locks in -or- removes dirt, grease, and grime
- Long lasting -and/or- lingering -and/or- enduring -and/or- blooming [clean] scent -or- freshness
- [Look] Less streaking -or- residue
- Look[ing] for all **insert number** -or- other designs [to match your home]
- Look out [on shelf -or- in stores] for [a] [our] [decorative] {+and/or- beautiful} {+and/or- pretty} {+and/or- hip} {+and/or- fun} {+and/or- trendy} {+and/or- Designer} [Series] packaging -or- canister[s] -or- container[s] -or- [oval] [package[s]] [shape[s]]
- Love it[!] -or- ? Find more at www.clorox.com.
- Love it? Rate it at www.clorox.com.
- Low-streak formula [dries clear -and/or- eliminates need to wipe -or- mop down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe -or- [Mopping] Cloth -or- Pad]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe -or- Cloth -or- Pad]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe -or- [Mopping] Cloth -or- Pad] [Delivers] a Clean you can [see -and/or- smell -and/or- feel -and/or- notice]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe -or- [Mopping] Cloth -or- Pad]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe -or- Cloth -or- Pad]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe -or- [Mopping] Cloth -or- Pad] clean[s] thoroughly
- [Low-streak -or- residue] [Formula -or- Wipe -or- [Mopping] Cloth -or- Pad] {Cleans} {+or- is} [even] appropriate -or- great for {kitchen -and/or- bathroom -and/or- household} [surfaces -or- places] [:] [stainless steel -and/or- [other] metal -and/or- glass -and/or- mirrors -and/or- [dark] tile] [exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks] -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors[, too]
- [[Low-streak -or- residue] Formula -or- Wipe -or- Cloth -or- Pad For all of your [kitchen -and/or- bathroom -or- household] surfaces: **insert surface material(s) from Table 3** -and/or- **insert surface(s) from Table 1**
- [[Low-streak -or- residue] Formula -or- Wipe -or- Cloth -or- Pad
- [[Low-streak -or- residue] Formula -or- Wipe -or- Cloth -or- Pad [leaves] Less -or- Fewer [visible] spots -or- spotting -or- blotches -or- marks [than [ever] before]
- [[Low-streak -or- residue] Formula -or- Wipe -or- Cloth -or- Pad [Lets you] Clean multiple [household] surfaces [with wipes -or- cloths -or- pads]
- [[Low-streak -or- residue] Formula -or- Wipe -or- Cloth -or- Pad [Lets you] Clean[s] [throughout] {+or- around} [in] {+or- the -or- your} [house]^[p]

- Lower cost per wipe -or- cloth -or- pad
- Low[er] streak[ing] formula
- Made with xx% Less Plastic[!] / Less Packaging[!]
- Make your home a destination [(-or- smell like a vacation -or- staycation)]
- Makes daily cleaning easy [easier than ever]!
- Makes your job easier in the kitchen -and/or- bathroom
- [Makes] [wipes] [as] easy to grab [as they are to use]
- Match me to your home décor!
- Maximum Cleaning, Minimum Effort
- Mixed [refill -or- pouch -or- canister] Pack
- Moist Household [Cleaning] Wipes -or- Cloths -or- Pads
- Moisture lock lid
- Moisture-lock refill -or- package -or- pouch
- [Money-saving] [Canister and] Refill [Value] [*insert number*] Pack
- ~~[Money-saving] [Canister and] Refill [Value] [*insert number*] Pack~~
- Mops with lift-away technology -and/or- texture
- More durable¹⁸
- More [of the same great] [product] [wipes -or- cloths -or- pads] for less!
- More -or- Larger [textured] scrubbing -or- [textured] scrubby surface -or- bumps -or- nodes -or- spots -or- dots
- Multi-Purpose Cleaning Wipes -or- Cloths -or- Pads
- Multi-refill pack
- Multi-Surface Cleaner for Spills and Messes
- Multi-Surface [formula -or- wipe -or- cloth -or- pad]
- Multi-surface mopping cloth
- NEW **in circle - sticker**
- New Year. Fresh Start.
- No harsh chemical odors -and/or- smells
- ~~No hassle lid~~
- No Hassle Lid -or- Cap
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- No pinched fingers!
- [No-streak] -or- [Streak-free] formula
- No surface damage -or- [Adhesive] Removes without damage [or residue] -or- [Adhesive] Removes without damaging [most] [household] surfaces
- No threading [required]
- No-Touch [Easy] Refill
- No wasted wipes
- Nobody cleans your floor like Clorox®
- Not for Individual Sale
- [Now is your chance to] Customize your [wipes -or- cloths -or- pads] canister
- Odor-neutralizing [fresh] [scents] [technology] [formula{s}]
- [One canister has] more cleaning power than **X** rolls of paper towels
- One-Handed Dispensing[!]
- One side is like a scrubbing sponge, the other is like a wipe
- [One] [Versatile] [low-streaking -or- residue] wipe -or- [mopping] cloth -or- pad for [all] hard, nonporous [kitchen -and/or- bathroom -and/or- household] surfaces
- [One wipe -or- cloth -or- pad] cleans an entire -and/or- a 12-person dining room table
- [One wipe -or- cloth -or- pad] cleans an entire bathtub -or- refrigerator exterior -or- room -or- kitchen -or- bathroom
- One wipe -or- cloth -or- pad cleans your kitchen counters -and/or- table -and/or- stovetop
- One wipe -or- cloth -or- pad, Multiple Surfaces
- Our Best -or- Advanced -or- Easiest -or- Smoothest Dispensing Ever!
- Our longest lasting -or- thickest [disinfecting] wipe [ever]
- Outdoor dirt -or- grime calls for a better -or- stronger -or- thicker -or- heavier wipe^{ss} -or- cloth -or- pad
- Part of [a] Multi-Pack
- [Part of -or- perfect for a] spring clean[ing] [routine -or- plan]
- Patented -or- Exclusive formula -or- lotion -or- wipe -or- [mopping] cloth -or- pad
- Penetrates Dirt for **Xx** more Cleaning Power^{ss}
- Perfect for cleaning up around the toilet
- [Perfect for] Use with the [**this product**] easy start lid
- Perfect -or- Great for outdoor dirt -or- grime -or- [patio] furniture^p
- Perfect size for kitchens -or- bathrooms
- Pop-up [top]
- Portable -or- Can be reattached [with bracket]
- Portable size
- Powerful [clean -and/or- pleasant -and/or- soothing-and/or- unbeatable] scent
- Powerful clean, inviting -or- invigorating -or- relaxing -or- amazing -or- transformative -or- uplifting -or- captivating scents
- Powerful cleaning -and/or- degreasing action -or- formula
- Powerful Cleaning -or- Great -or- Suitable for auto -or- car surfaces
- Powerful Clorox [Cleaning] Formula and Compatible for auto -or- car surfaces
- Powerful soap scum -and/or- grease -and/or- grime -and/or- dirt fighting -or- cutting formula -or- technology
- Powerful[ly] Clean, Delightful[ly] [Re]Fresh[ing] Scent{s}!
- Powers through -or- Cleans tough [floor] messes **Xx** [faster³⁷]
- Powers Through [tough] Grease -and/or- Soap Scum -and/or- Grime
- [Premium -and/or- ultra] texture[d] [cloth] lifts dirt -and/or- soils -and/or- hair -and/or- stains
- [Premium] -or- [Thicker] wipe [for more cleaning power]
- Prevents wipes from bunching!
- Protects surfaces³³ [for an easier clean]
- Protects surfaces³³ to clean **Xx X is a number less than 10** better^{ss}
- [Pulls -and/or- Dispenses] 1 wipe at a time!
- Pull 'n' go
- Pull-N-Wipe Lid -or- Cap
- Pulls Wipes Effortlessly [Every Time]!
- Pull wipes [from center [opening]] [like a tissue]
- [Puts] [Put] wipes where you need -or- use them -or- want them
- [Puts] [Put] wipes within [easy] [arm's] reach -or- at your fingertips
- Quick
- Quick and Easy Cart Cleaning
- Quick and Easy Cleaning Everywhere^[p]
- Quick and Easy Cleaning for Kitchen Surfaces^[p]
- Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile
- Quick auto -or- car interior cleaning
- Quick clean-up for the holidays
- Quick-clip -or- convenient handle
- Quick pull [wipes -or- cloths -or- pads] for a faster clean
- Quilted [cleaning][!]
- Quilted substrate -or- wipe cleans better^{f f}
- Ready pull

- Redesigned -and/or- Improved Wipe -or- Cloth -or- Pad! Makes [Tough] Cleaning Simple[r] -or- Easier than Ever -or- a Breeze!
- Redesigned -and/or- Improved] Wipe -or- Cloth -or- Pad! Makes [Tough -or- Real] Cleaning Effortless! -or- Easier!
- Redesigned -and/or- Improved Wipe -or- Cloth -or- Pad! [Tough] -or- [Real] Cleaning Has Never Been Easier -or- Simpler!
- Redesigned for Better Cleaning
- [Redesigned!] Bigger -or- Larger -and/or- Softer -and/or- Thicker -and/or- Stronger -or- Tougher -and/or- Textured -and/or- Longlasting Wipe -or- Cloth -or- Pad!
- [Redesigned!] Cleans Better[!], -and/or- Easier to Use -or- Clean!
- Redesigned dispensing -or- dispenser -or- packaging -or- package [that's easier to use -and/or- dispense]
- [Redesigned] No- -or- Low-Streak Formula! [Cleans better!] [Low -or- Less Residue Left Behind!]
- [Redesigned!] Picks up -and/or- traps dirt -and/or- crumbs -and/or- hair
- [Redesigned!] Tackles tough messes [on [multiple] surfaces]
- Redesigned to Clean Better!
- [Redesigned!] to clean multiple surfaces
- [Redesigned!] [Wipe -or- Cloth -or- Pad!] For that shine all around your kitchen -and/or- bathroom
- [Redesigned!] [Wipe -or- Cloth -or- Pad!] For that "brand-new" look and shine
- [Redesigned!] [Wipe -or- Cloth -or- Pad!] Leaves your home looking like new
- [Redesigned!] [Wipe -or- Cloth -or- Pad] Cleans Better [Than Ever]
- Refill for [a(n)] [your] [current -and/or- existing] [*insert number*] [Wipes -or- Cloths -or- Pads] [*this product*] canister -or- container
- [Refill -or- Pouch -or- Canister] Combo Pack
- Refill pack
- Refillable [with *insert number* wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- Refills save you money
- Regular [wipe] [size] -or- Large [wipe] [size]
- [Reinforced] [with] Quilted [strength]
- Releases [the right amount of] cleaning agent [when you need it] [for bigger messes]
- Removes dirt, dust and soils -or- *insert soil(s)/stain(s) from Table 4* [from auto -or- car surfaces]
- Removes -or- cleans [away] more dirt -and/or- grease -and/or- grime with each wipe⁸⁸
- Removes -or- cleans [away] more dirt -and/or- grease -and/or- grime with each wipe⁸⁸ -or- cloth -or- pad
- [Removes -or- Eliminates -or- Attacks -or- Gets rid of -or- Melts away] tough [soap scum] [[*insert site(s) from Table 2*] [dirt -and/or- soils -and/or- grime] -or- *insert soil(s)/stain(s) from Table 4*]] [!]
- [Resealable] On-the-Go Pack -or- Size[!]
- Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
- Retains [X%] more moisture¹⁸
- Safe to -or- [for use] on *insert surface material(s) from Table 3*
- Same easy dispensing
- Same [Great] [Clorox®] Wipe{s}
- [Same Great] Clorox® wipes -or- cloths -or- pads at a Better Value[!]
- Same great [product] [wipes]. [Easier] [simpler] form -or- package -or- packaging.
- Same great [product] [wipes -or- cloths -or- pads] at a [better] value!
- Same great wipe -or- cloth -or- pad now cleans and protects your [-or- on more] surfaces³³
- Save *insert percent*%!
- Save money and plastic [with Clorox® [wipes] [*this product*] refills]
- Save up to \$XX dollars!⁴⁰
- Scrubs out -or- away [even -or- tough] messes
- Scrubbier [for [cleaning] tough messes]
- [Same great wipes -or- cloths -or- pads!] [Decorative] ~~[-and/or- Beautiful] ~~[-and/or- Pretty] ~~[-and/or- Hip] ~~[-and/or- Fun] ~~[-and/or- Trendy] ~~[-and/or- Oval]~~ packaging -or- package{s} -or- canister{s} -or- container{s} -or- shape{s}~~~~~~~~~~
- See back -or- sticker for details -or- rules -or- instructions
- See details -or- rules -or- instructions [on] [back -or- sticker]
- See -or- Visit www.clorox.com <<http://www.clorox.com>> for details -or- rules -or- instructions
- See the [low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying] difference [on mirrors -and/or- glass -and/or- shiny surfaces]
- See [the] [our] ~~ads -or- series~~ in *insert publication name(s)*
- See your favorite design [hit shelves] [in stores]
- Select -or- Choose -or- Pick[-a-] wipe -or- cloth -or- pad
- Shields Surface{s} for 5x cleaning action³⁴
- Single Sheet Dispensing[!]
- ~~Single sheet dispensing!~~
- [Small] [size] [wipes] [Great] [Perfect] for small [cleaning] jobs!
- [Smaller -and/or- Tougher -and/or- Thicker -and/or- Stronger -and/or- More Durable -and/or- Textured -and/or- Ultra-thick] Wipe [With -and/or- Powerful -and/or- Micro-Fibers -and/or- Scrubbing-Fibers -and/or- Micro-Scrubbing Fibers -or- Power -and/or- Micro-Fiber Power -and/or- Micro-Scrubber -or- Micro-Scrubbing Texture -and/or- [Textured] Micro-Scrubbers[!]] [Cut{s] through -or- For] [Tough] [Stubborn] [Baked On] [Sticky] [Messes -or- Soils -or- Stains] [with less [effort -or- scrubbing] ~~WSS~~][!]
- Soft scrubbers - safe for floor, tough on soils -and/or- stains
- Soft Packaging [for] [Easy Storage]
- Soft side for wiping -or- cleaning dirt away
- Soft weave wipe cleans *insert use surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3* better [in *insert use sites from Table 2*]
- Softer wipe
- Some moments -or- things shouldn't be interrupted
- [Space-saving -or- saver] design -and/or- pack
- Specially "Floormulated"
- Specially formulated for a variety of [kitchen] surfaces
- Specially formulated for Multiple -or- Shiny Surfaces
- [Specially formulated] For [use in] the bathroom
- Specially formulated -or- designed -or- with patented technology to [clean better] -or- [trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Specially formulated to clean [a variety of surfaces] [throughout -or- all over -or- around] the house^P -or- kitchen and bathroom
- [Specially formulated] Use daily [to clean bathroom soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion]

- Spot -or- touch-up -or- powerful clean[ing] with a fresh -and/or- pleasant -and/or- nice -and/or- good -and/or- great -and/or- strong -and/or- relaxing -and/or- pleasing -and/or- warm -and/or- inviting -and/or- invigorating -and/or- relaxing -and/or- amazing -and/or- **insert fragrance descriptor(s)** smell -or- scent
- Spring Into Clorox® clean
- Stackable [disinfecting] [wipes] refills -or- package(s) -or- pouches
- Stays -and/or- Keeps moist -and/or- wet [better than ever -or- before]
- Stays wet longer -or- holds moisture longer than Clorox Disinfecting Wipes¹, 5813-79
- Stay-wet -or- Moisture-lock -or- Stay-tight -or- Air-lock package -and/or- seal -and/or- pouch -and/or- pack
- Strong -and/or- durable [enough] [for -or- to handle] scrubbing -and/or- cleaning [tough] messes
- Strong enough for the -or- your toughest messes
- Strong -or- durable enough for [tough] [messes] [jobs] [stains] [difficult -or- uneven surfaces] [all around the house]
- Suitable for use -or- Can be used -or- Compatible on -or- with Multiple Surfaces
- Suitable -or- Great -or- Ideal for cleaning -or- use on [most] hard, nonporous surfaces [: **insert surface material(s) from Table 3** -and/or- **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** surfaces
- Super scrubby -or- Scrubby texture
- Sweeps up -or- sticks to lint, dirt, and hair
- Tackle large cleaning jobs with just 1 wipe -or- cloth -or- pad
- Take Clorox® wipes ~~{-or- this product}~~ [with you] on the go[:] [on] travel -and/or- [in ~~-or-~~] **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- [your -or- the] purse -and/or- diaper bag⁹ -and/or- gym bag
- Take 1 home [for you], send 1 with them
- Take the cleaning power of Clorox® to your floor
- Takes up less [space] [room] [[than your [current] [existing] canister -or- container]]
- [Teachers] Clean up the classroom [with **this product**]
- Textured cloth -and/or- Scrubbing dots add extra [floor] cleaning power
- Texture that grips the floor
- [Texture] [Thick wipe] Stays wet [longer]
- Texture traps more soil -and/or- dirt -and/or- grease -and/or- germs[†]
- [Textured] [~~-and/or-~~ micro-scrubbing] [fibers] ~~{-or- wipe}~~ ~~-or- cloth~~ last[s] [X] longer^{§§}
- [Textured] [~~-and/or-~~ micro-scrubbing] [fibers] ~~{-or- wipe}~~ ~~-or- cloth~~ last[s] [2X ~~-or-~~ 3X ~~-or-~~ 4X] longer^{§§}
- [Textured] [~~-and/or-~~ micro-scrubbing] [fibers] ~~{-or- wipe}~~ ~~-or- cloth~~ scrub[s] away -or- break[s] [through -or- up] -or- power[s] through -or- remove[s] -or- clean[s] [tough -or- stubborn -or- baked on] messes -or- soils -or- **insert soil(s)/stain(s) from Table 4** -or- soap scum -or- grime [2X ~~-or-~~ 3X ~~-or-~~ 4X ~~-or-~~ 5X] faster^{§§}
- Textured wipe -or- cloth -or- pad traps more dirt
- Textured -or- scrubby -or- rough [side] -or- [scrubbing fibers] for ~~{scrubbing}~~ ~~{-or- cleaning}~~ ~~{-or- removing}~~ ~~{-or- wiping}~~ [tough] **insert soil(s)/stain(s) from Table 4** [messes]
- Textured [thick] wipe ~~{cleans}~~ ~~{-and/or- shines}~~ better
- Textured Wipes Cleans Xx faster^{§§, §}
- Texture[d] [wipe] great on [greasy] [all] messes
- [Textured wipe] [with] [2X or 3X or 4X] cleaning power [on] [tough -or- stubborn -or- baked on] messes -and/or- soils -and/or- stains -and/or- soap scum -and/or- grime^{§§}
- Textured wipe lasts longer
- Textured wipe [works] better on tough stains
- Textured wipe reduces streaks [on] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- The scrubbing [power] [side] of a sponge in a wipe
- [The cleaning power of Clorox® wipes] [same Clorox® wipes], [with a -or- an] easier -and/or- innovative -and/or- redesigned packaging -or- dispensing -or- package
- The Cleaning Wipe -or- cloth -or- pad used by [at least] 20 Million Moms
- The Cleaning Wipe -or- cloth -or- pad used by [at least] 25 Million Households -or- Families
- The convenient way to keep your home looking “just cleaned”
- The [convenient -and/or- easy -and/or- effective] way to keep your home -or- house -and/or- bathroom -and/or- kitchen -and/or- common areas -and/or- office -and/or- work -or- office [area -or- place ~~-or- environment~~] looking “just cleaned”
- [The Designer Series is] Beautiful [elegant] enough to leave out [on counter(s)] [desk(s)] [in bathroom] [in kitchen] [in office]
- The easy way to keep your [home -or- house -and/or- bathroom -and/or- kitchen -and/or- common areas -and/or- office -or- work [place ~~-or- environment~~] clean every day
- The easy way to keep your house clean every day
- The easy way to clean all over the house^P
- The easy way to touch-up clean your bathroom every day
- [The] [Multipurpose -or- occasion] wipe -or- cloth -or- pad[:] [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places[: **insert use surface(s) from Table 1** -and/or- ~~insert surface material(s) from Table 3~~]
- [The] [Non-Scratch -and/or- Scrubbing -and/or- Scrubby -and/or- Multipurpose -or- occasion] wipe -or- cloth -or- pad[:] cleans [great -and/or- works [well]] -or- [is] suitable [on kitchen -and/or- bathroom -and/or- household -and/or- **insert use site(s) from Table 2** surfaces -and/or- **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- in -or- places[:] **use site(s) from Table 2** **insert use site(s) from Table 2** -and/or- for **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**!]
- [The] only wipe -or- cloth -or- pad with a low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying formula [for shiny surfaces]!
- [**The product** is -or- the wipes -or- cloths -or- pads are] [always] ready to use
- The [same] [Clorox®] wipes [you love]
- The scrubbing [power] [side] of a sponge in a wipe
- The smell of clean
- The wipe -or- cloth -or- pad that does it all...anytime!^{P]}
- Thick -and/or- Low-Streak Wipe
- Thick -and/or- soft wipe
- Thick, Low-Streak Wipe{s} [for] [Cleaning] [Clean{s}] Multiple Surfaces [Anywhere!^{P]} [Around -or- Throughout the Home -or- Office -or- School!^{16]}!

- Thick, Low-Streak Wipe{s} for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere^[P]] [Around -or- Throughout the Home -or- Office -or- School^[6]]
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe{s} work{s} great on [tough] [dirt -and/or- soil -and/or- grease -and/or- messes -and/or- soap scum] [Anywhere^[P]] [Around -or- Throughout the Home -or- Office -or- School^[6]]
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe{s} Clean{s} Tough Messes [Anywhere^[P]] [Around -or- Throughout the Home -or- Office -or- School^[6]]
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe{s} for [Everyday] [Daily] [Tough] [Messes] [Cleaning] [Anywhere^[P]] [Around -or- Throughout the Home -or- Office -or- School^[6]]
- [Thick wipe] absorbs messes -or- spills
- [Thick] [Wipe] Stays wet -and/or- moist longer
- Thick wipe with “moisture seal” -or- “moisture lock”
- Thick Wipe{s} and Low-Streak Formula for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere^[P]] [Around -or- Throughout the Home -or- Office -or- School^[6]]
- Thicker -and/or- stronger
- Thicker. [and] [Stronger.] [Longer Lasting.] -or- [More Cleaning Power.]^{§§}
- Thicker -and/or- stronger -and/or- more durable[§]
- Thicker -and/or- stronger wipe cleans -and/or- dissolves -and/or- absorbs [more] soil -or- messes better
- [Thick(er)] Quilted wipe{s} [Clean{s} Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- Thicker. Stronger. Longer Lasting.¹⁸
- [Thicker,] [stronger] wipe
- [Thick(er)] Textured Wipe -or- [Mopping] Cloth -or- Pad [Clean{s} Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- Thicker weave [wipe] [for more cleaning power]
- [Thick(er)] Wipe[!] cleans -and/or- scrubs better[!]
- [Thicker wipe] [Is] Tougher on stains -and/or- soil -and/or- dirt -and/or- grease
- [Thicker wipe] [Is] Tougher on stains -and/or- soil -and/or- dirt -and/or- grease -and/or- soap scum
- Thicker wipe removes more stains
- [Thicker wipe] [to be] tough on your biggest messes
- **This product** [is -or- are] premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
- [This product] -or- **Insert ABN** or [these -or- quilted wipes] clean{s} [Xx] more surface area[§]
- [This product] -or- **Insert ABN** or [these -or- quilted wipes] clean{s} [Xx] more surface area [than Clorox[®] Disinfecting Wipes,¹ [EPA Reg. No. 5813-79]
- [**This Product**][⁻] Tough[er] -and/or- Small[er] -and/or- Thick[er] -and/or- Strong[er] -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- Stains] -and/or- **insert soil(s)/stain(s) from Table 4** [!]
- **This product** [Wipes] To Go
- Three pack -or- multi-pack
- To Go [pack] [size]
- [To Go][⁻] **and/or** Purse[⁻] **and/or** Trial[⁻] **and/or** Travel[⁻] **and/or** Pocket] Size -or- Pouch -or- Pak
- Tough for tile, safe for wood²³
- Tough on grease, dirt and grime
- Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] [bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- work -or- office place] soils -and/or- **insert soil(s)/stain(s) from Table 4** [!]
- Tough on messes, easy on surfaces
- Tough on stains -and/or- hair -and/or- dirt [pets -and/or- dogs -and/or- cats] leave behind
- [Tough][⁻] [Strong] [Micro-]Scrub[⁻][y][ing] Action[!]
- Tough[er] -and/or- Small[er] -and/or- Thick[er] -and/or- Strong[er] -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier [wipes -or- cloths -or- pads] Scrub Through -or- For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- Stains[!]
- Trap & Lock: Dust and hair for a **Xx** more effective clean
- Trap[s] -and/or- pick[s] up -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] particles -and/or- dust -and/or- dirt -and/or- [pet] fur -or- hair -and/or- crumbs
- Trapper -and/or- pockets -and/or- ridges -and/or- texture get[s] into crevices -and/or- nooks & crannies -and/or- cracks -and/or- uneven places for a more thorough -and/or- better clean
- Travel [size -or- pack]
- Trial [size -or- pack] -or- Paper towel size [8.5"x11"]
- [TripleWeave^[TM]] [Texture] [for More Scrubbing Power] [Locks-in Dirt [and Crumbs]]
- TripleWeave^[TM] Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs[†]] -or- [Multi-Surface Wipe -or- Cloth -or- Pad]
- TripleWeave^[TM] Texture -or- Technology for Better Cleaning
- TripleWeave^[TM] Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Try -and/or- Review -and/or- [Love] me -and/or- it [on Clorox.com]
- Try Me
- Try me [on -or- for] **insert use surface(s) from Table 1 -and/or- insert surface material(s) from Table 3** [!]
- [Try -or- gift] 1 for me, [Try -or- gift] 1 for you
- Try [this -or- our] [scent] **insert scent descriptor(s)**
- Try [this] **and/or** our **insert scent descriptor(s)** [scent]
- Tub refill
- Twin pack -or- two pack -or- dual pack
- [Ultra] [Lock 'n Lift] Texture[d] [wipe -and/or- [mopping] cloth -or- pad] [[that] grips the floor] - [to] trap[s] more dirt -and/or- hair -and/or- particles -and/or- fur -or- Engineered to Capture **Xx** more Dirt [&] Grime [& Hair]^{§§}
- [Ultra] [Textured] [**and/or** micro-scrubbing] [fibers] **and/or** wipe[⁻] **and/or** cloth [to] trap[s] -and/or- pick[s] -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] [2X -or- 3X -or- 4X] [more] particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs -and/or- grease -and/or- soap scum -and/or- fur^{§§}
- [Up to] **XX** wet mopping cloths free!⁴⁰
- Unique dispenser
- Use Everywhere^[P] -or- Anywhere^[P] indicated on the label
- Use on [grocery] carts and baskets
- Use on [grocery] cart handles and basket handles
- Use on hard, nonporous, non-food contact surfaces [in]: **insert use site(s) from Table 2**
- Use on hard, nonporous, non-food contact surfaces[: -or- in **insert use site(s) from Table 2**] -and/or- on **insert use surface(s) from Table 1 -and/or- insert surface material(s) from Table 3**

- Use on hard, nonporous surfaces anywhere^[P] indicated on the label [you travel] [throughout the house^P]
- Use on hard, nonporous surfaces: plastic, vinyl upholstery, metal, glass, and painted surfaces
- Use on -or- Try on -or- Can be used on -or- Perfect [for] -or- designed [for] -or- specialized [for] -or- formulated [for][:] [a variety of surfaces] [including] **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Use [**the product**] -or- the wipe[s] -or- cloth -or- pad throughout the house
- [Use **the product** -or- the wipes -or- cloths -or- pads] for [light] touch-up -or- light -or- everyday -or- daily -or- quick cleaning -or- clean-ups [all over the house] [anytime -and/or- anywhere^[P] indicated on the label]
- [[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)]
- Value pack
- Value size
- Value Twin
- [Virtually] Lint Free
- [Virtually] no streaks -or- residue -or- film -or- trace left behind
- [Virtually] streak-free -or- film-free -or- residue-free shine [clean]
- Visit www.clorox.com <<http://www.clorox.com>> -and/or- text **insert number** to vote -or- pick [for] [a] [your] [the] [future -or- next -or- favorite] [canister] [design]
- Visit ~~insert website~~ www.clorox.com [to get involved] [to participate] [-and/or- to vote] [for more information -or- details]
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox®]
- [Vote for a] Chance to win prizes
- Vote [online] [now] for [a] [the] [your] [future -or- next -or- favorite] design [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting **insert number**]
- Vote -or- Tell us -or- Share [your opinion -or- story] at ~~insert website~~ www.clorox.com
- What [design] do you want to see [next] [in the future]?
- What [design] would look good -or- best on your -or- the **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- in your -or- the **insert use site(s) from Table 2**?
- What would you Wipe -or- Mop Out?
- Will not harm most surfaces
- Will not leave behind greasy appearance or feel
- Wipe grabs more soil -and/or- dirt -and/or- grease -and/or- soap scum^{ss}
- Wipe -or- mop away [the] [tough] bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace soils -and/or- dirt -and/or- grime
- [Wipe -or- Cloth -or- Pad] Cleans better -and/or- lasts longer [than ever]
- [Wipe -or- Cloth -or- Pad -or- Product] Guide -or- Selector -or- Selection
- Wipe -or- Cloth -or- Pad Rewards. Visit clorox.com for details
- Wipe up [and go]
- Wipes Come Out One at a Time!
- Wipes don't bunch together!
- Wipes [pull out] [dispense] effortlessly!
- Wipes -or- mops away -and/or- powers through -and/or- attacks -and/or- [even] cleans [tough] ~~and/or-~~ stubborn ~~and/or-~~ baked-on ~~or-~~ dried-on ~~and/or-~~ kitchen] grease -and/or- grime -and/or- dirt -and/or- soap scum -and/or- [everyday] [bathroom] ~~and/or-~~ kitchen] messes -and/or- build-up
- Wipes -or- Cloths -or- Pads won't dry out³¹
- [Wipes] Stay[s] wet -or- moist longer
- Wiping -or- smooth -or- soft side for cleaning dirt away
- With a bleach-free formula
- With a pleasant fragrance
- [With] [An] Air-tight [seal -and/or- pouch -and/or- pack]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave cloth [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave fibers [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave pockets [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave ridges [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave technology [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- [With] [Individually cut] wipes [that dispense one at a time]!
- [With] [moisture] [trapper] pockets -or- ridges -or- [added] [more] texture to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
- [With] Pop action
- [With] [Powerful] Micro-Fibers -or- Scrubbing-Fibers -or- Micro-Scrubbing [Fibers -or- Power] -or- Micro-Fiber Power -or- Micro-[Scrubber -or- Scrubbing] Texture -or- [Textured] Micro-Scrubbers] [To -or- That] Scrub[s] Away -or- Break[s] [Through -or- Up] -or- Remove[s] -or- Clean[s] [Tough -or- Stubborn -or- Baked on] Messes -or- Soils -or- Stains -or- Soap Scum [Better] [Conveniently][!]

- [With] Powershield[®] -and/or- CloroMax[®] -and/or- Clorox Complete[®] [[a] patented Clorox[®] ingredient{s}] -or- formula -or- technology -or- compound -or- complex -or- effect -or- ingredient blend -or- system -or- mixture
- With stay-wet technology
- Won't damage your floors³⁷
- Won't leave greasy residue on hands
- Works [great] on [shiny -and/or- high-gloss -and/or- high shine] surfaces [such as stainless steel -and/or- mirrors -and/or- glass tables -and/or- chrome -and/or- [dark] enamel -and/or- [dark] tile -and/or- dark surfaces]
- Worry-free barefoot walking [when dry]
- [Wow] Scrubs like a sponge
- [You can] clean an entire garage with just **X** wipes -or- cloths -or- pads

- [You can] clean an entire room -or- kitchen -or- refrigerator exterior -or- bathroom with just **X** wipes -or- cloths -or- pads
- [You] Choose -or- Decide [a] [your] [the] [future -or- next -or- favorite] [design] [at www.clorox.com <http://www.clorox.com> -and/or- by texting **insert number**] [to hit shelves -or- stores]
- [Your] [favorite] [**this product**] [wipes -or- cloths -or- pads] [are] [Also] Available in [a] [our] [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister{s} -or- container{s} -or- [oval] {package{s}} -and/or- shape{s}]
- [You're invited to] Be [a] [our] design expert
- [You're invited to] Share your opinion

NOTE: Big Jobs™ All-Purpose Cleaning Wipes -or- Cloths -or- Pads -or- **insert ABN** should not be used on marble, aluminum, copper or wood that is unfinished, unsealed, unpainted, waxed, oiled or worn. Test a small area first.

Fragrance/Scent Descriptors and Claims

Any claim descriptor above low could be preceded by beautiful -or- bold -or- clean -or- crisp -or- fresh -or- good -or- great -or- invigorating -or- light -or- long-lasting -or- nice -or- pleasant -or- soothing -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm -or- cool

Any claim descriptor above low could be followed with aroma -or- bouquet -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean

- Alpine {air} -and/or- blast -and/or- burst -and/or- fresh -and/or- meadow -and/or- mist -and/or- rain -and/or- splash -and/or- waterfall
- Aqua [blast] [burst] [clean] [mist] [rain] [splash] [waterfall]
- Bay [breeze] [mist]
- [Blue] [Clear] [Sparkling] Wave
- [Blue] [Sun-Kissed] Mist
- Bursting [petals] [bouquet]
- [Calm] [Breezy] Outdoor{s} [fresh] [breeze]
- [Calming] [French] [Lush] [Mountain] [Provence] [Sheer] [Soft] [Sun-Drenched] [Sun-Kissed] [Wild] Lavender
- Cascading [clean] [falls]
- [Cherry] Blossom [blast] [breeze] [burst] [clean] [fresh]
- Citrus Blend
- **Citrus Island Bloom**
- [Clean] -and/or- Refreshing -and/or- Great] scent
- [Country] [Open] [Sun-Kissed] [Sun-Drenched] [Lush] Meadow [flowers] [blossom{s}]
- [Country] [Festive] [Fresh-Picked] [Holiday] [Rustic] [Seasonal] [Sun-Kissed] [Sun-Drenched] Bouquet [fresh] [fusion]
- [Crystal] [Classic] [Holiday] [Sparkling] Clean [breeze] [linen] [mist] [& fresh]
- [Crystal] [Sparkling] Clear [breeze] [& clean] [dew] [mist] [rain] [splash] [water{s}] [waterfall]
- **Cyprus Orange Blossom**
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] [Red] [Green] Apple [rush] [& pear] [blossom] [splash]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] Pear [blossom] [splash]
- [Festive] [Holiday] Eucalyptus [fresh] [breeze] [blast] [burst] [medley] [forest]
- [Festive] [Holiday] Fresh [blast] [breeze] [burst]
- [Festive] [Holiday] [Lush] Orchard [breeze] [fresh] [harvest] [dew] [mist] [blossom{s}]
- [Festive] [Holiday] [Seasonal] Berry [blast] [breeze] [boom] [burst] [fresh]
- [Festive] [Holiday] [Seasonal] Mint [burst] [cooling] [rush]
- [Festive] [Seasonal] Floral [blast] [breeze] [burst] [clean] [fresh] [fusion] [mist]
- [Festive] [Seasonal] Wildflower [clean] [blast] [breeze] [burst] [escape] [fusion] [power]
- Fresh Brazilian Blossoms
- Fruit{ly} [blast] -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion
- Gardenia [bloom] [breeze] [burst] [blossom] [fresh]
- Hawaiian Sunshine -or- Aloha
- Hibiscus [bloom] [breeze] [burst] [blossom] [fresh]
- [Holiday] Essence [of clean]
- [Holiday] [Festive] [Lush] Garden [bloom] [breeze] [escape] [fresh] [power] [surge]
- [Holiday] Herbal [blast] [breeze] [clean] [energy] [fresh] [fusion]
- Island {blo{ss}om} -and/or- bouquet -and/or- breeze -and/or- power
- **Japanese Plum Blossom**
- Jasmine [bloom] [breeze] [burst] [blossom] [fresh]
- Lavender [blast] [breeze] [burst] [clean] [fresh] [fusion] [& chamomile] [& herbs] [aromatherapy] [escape] [fields] [flowers] [garden] [harvest] [meadows] [valley] [whisper]
- Lemon [blast] -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion
- Lime [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Mandarin [Orange]
- **Mediterranean -and/or- Tahitian Citrus Bloom**
- **Mediterranean -and/or- Tahitian Grapefruit Bloom**
- **Mediterranean Citrus Grove**
- [Misty] [Sheer] [Sunshine] [Soft] [Gentle] Breeze
- Morning [burst] [clean] [dew] [fresh] [fusion] [mist]
- Mountain {breeze} -and/or- clean -and/or- fresh -and/or- spring

- Ocean [breeze] ~~-and/or-~~ fresh ~~-and/or-~~ winds ~~-and/or-~~ mist]
- Orange [blast] [breeze] [burst] [fresh] [fusion]
- Pacific Breeze and Coconut
- Petal [breeze] [pink] [rush]
- Rain [clean] ~~-and/or-~~ fresh ~~-and/or-~~ fusion ~~-and/or-~~ shower]
- River [burst] [clean] [fresh] [rush] [splash]
- Rose [of the tropics]
- Serene Clean
- Shower [breeze] [burst] [fresh] [fusion]
- [Simply] Country [breeze] [whisper] [calm] [fresh] [blossom{s}] [spring] [stream]
- [Soft] [Gentle] [Washed] Cotton [soft] [fresh] [whisper]
- [Soft] [Sun-Kissed] Linen [fresh]
- Spa Fresh
- [Sparkling] Glacier [mist] [splash] [blast] [burst]
- Spring [bloom] [blossom] [breeze] [burst] [clean] [mist] [shower ~~-and/or-~~ Awakening]
- Sweet [blast] [breeze] [burst] [rush] [splash] [fruit] [clean]
- **Tahitian Grapefruit Splash**
- Tropical [bloom] [rainfall] [rose] [shower] [breeze]
- [Tropical] Palm [breeze] [escape]
- Tuscan Lavender and Jasmine
- Veranda [breeze] [flowers] [blossom{s}]
- Waterfall [clean] [burst] [rush] [splash]
- Whitewater [clean] [burst] [falls] [mist] [rush] [splash]

~~only~~

~~Packaging Claims~~

~~Heavy Duty Claims~~

~~Environmental Claims~~

~~Value Claims~~

~~Miscellaneous Claims~~

Table 1 Use Surfaces^b

[Air]plane Tray Tables	Picnic -and/or- Play	Lockers	Shower [Walls]
Appliances {Appliance}	-and/or- Restaurant	[Manual] Pencil Sharpeners	Showers
{Exterior[s]} {Surfaces} {-or-}	-and/or- Tray] Tables	[Medicine] Cabinets	Signs
Outside of}	[Door -and/or- Cabinet	Metal Work Benches	Sinks
Baby{’s} Room{s} -and/or-	-and/or- Appliance] Knobs	Microwave{s} {Exterior[s]}	Stainless Steel Appliances
Furniture -and/or- Surfaces	Door Frames -or- handles	{-or-} Outside{s} of}	Staplers
and/or- Areas (Cribs,	Doorknobs	Netbook{s} -and/or-	Steering Wheels
Changing Tables, Diaper Pails)	Drain Boards	Non-Food-Contact Surfaces of	Stereo Consoles
Baseboards	Drawer Pulls	Highchairs	Stovetop Exteriors
Basements	Dressing Carts	Office -and/or- Bedside Furniture	[Tiled] Walls
[Bathroom -and/or- Kitchen]	Drinking Fountains ¹⁷	Office Machinery	[Toilet -and/or- Toilet Flush
Faucets [Handles]	Dryers	[Outside of] Appliances	-and/or- Faucet -and/or-
[Bathroom] Mirrors -and/or-	Elevator Buttons	Exterior{s} -and/or- Surfaces]	Telephone -and/or-
Surfaces	Fast Food Restaurant Tables	[Outside{s} of] Microwave{s}	Dishwasher -and/or-
[Bath]tubs	Faucets	[Exterior{s}] must use either	Cabinet -and/or- Door]
Bed Rails	[Filing] Cabinets	“outside of” or “exterior”	Handles
Bed Springs and Frames	Fitness Center Equipment	[Outside of] Refrigerator{s}	Toilet -and/or- Urinal Exterior{s}
Bidet{s}	Flooring	[Exterior{s}] must use either	{-or-} Surfaces} -or- Exterior
Blinds	Floors	“outside of” or “exterior	Toilet Surfaces
Cabinets/	Floors Around Toilets	Painted Surfaces	Toilet Seats
Cages	Gaming Systems	Paper Towel {Dispensers}	Tool box -and/or- tool{s} [sets]
Car Interiors	Garage shelving -and/or-	{-and/or-} Holders]	Toys ¹⁷
Car -or- Booster Seats	[storage] cabinets (metal,	Patio Furniture/Lawn Chairs	Toy Boxes
Cat -and/or- Dog -and/or- Pet	plastic, sealed hardwood)	P[ersonal] D[igital] A[ssistant]s	Toy Storage Bins
Dish[es] -or- Soiled Surface{s}	Garbage -or- Trash Cans	Pet -or- Dog Houses -and/or-	Training Toilets
[Cell -and/or- Smart] Phone{s}	Garbage Disposals	Crates -and/or- Furniture	Training Tools
Chairs	[Glass] table[top]s	-and/or- Areas -and/or-	Trash Cans
[Child] Stroller{s} ¹⁷	Glazed tile	Surfaces	Trash Compactors
[Children’s] Furniture	[Grocery [Store]] {-and/or-	Picnic Tables	TV -and/or- Wii] {Remote{s}]
Chrome Exterior Surfaces of	Shopping] Basket Handles	Plastic Shower Curtains	{-and/or-} Controls]
Urinals and/or- Toilets	[Grocery [Store]] {-and/or-	Playground Equipment	[Under] Sinks
[Classroom] Desks	Shopping] Cart Handles	Playpens	Vending Machine Surfaces
Closets	[Grocery [Store]] {-and/or-	Polyurethane Finished Hardwood	Vinyl Upholstery
[Clothes -and/or- Diaper]	Shopping] Carts	Pool maintenance equipment	[Vinyl] Wallpaper
Hampers	Gym Equipment	Porta-Potties{ies} -or- Portable	Walkers
Computer{s} -and/or-	Hand Dryer Buttons	Bathroom{s}	Walls
Consoles	Handrails	[Potty] Training Toilet{s}	{Washers -and/or-} [Exterior{s}]
Cooler Exteriors	Highchairs ¹⁷	-or- Chair{s}	[Outside of]
Counters	Interior Plastics	[Public -or- Pay] Telephones	Washing Machines
Counter[top]s	Keyboards	-or- Phone Booths	Wastebaskets
Cupboards	[Kid’s] Play Structures	Range Hoods	[Water] {-and/or-} Drinking]
Dark and/or- Glazed tiles	-and/or- Equipment	Recycling Bins	Fountain [Toggles] [Handles]
Dashboard	-and/or- {Furniture	Refrigerator Door Handles	Wheelchairs
Dental chair{s} A#	-and/or- Tables	Refrigerator{s} Exterior{s}	Windows
Dental lamp{s} A#	Kitchen{s} Surfaces	{-or-} Outside of}	Work bench [(metal, -and/or-
Diagnostic Equipment	and/or- Appliances	Restaurant High Chairs	plastic, and/or- sealed
Desks	Lamps	[Salad Bar -and/or- Buffet	hardwood)]
[Diaper] Changing Tables	Laptop{s} -and/or-	-and/or- Cafeteria]	[Wood] Doors
{/Areas}	Laundry Rooms	Sneeze Guard{s}	
Diaper Pails	LCD -and/or- Navigation Screens	[School ¹⁶ -and/or-	[For surfaces that incorporate
Dining Room Surfaces -and/or-	Light Switches [Fixtures]	Toys ¹⁷ -and/or- Supplies]	electronic components,
Tables -and/or-	[Panels]	Surface{s}	please consult manufacturer’s
[Dining -and/or- Fast Food	Litter Boxes	Sealed Granite Counter[top]s	instructions]
-and/or- Kitchen -and/or-	Locker Room Surfaces	[Shower] Doors	

Table 2 Use Sites^p

[Air]plane{s} -and/or- Plane {Lavatory -or- Lavatories} {Tray Tables}	[Elementary] Schools ¹⁶	Lobbies	Rest Stops
Airports	Elevators	Locker Room [Facilities]	Restaurants
Ambulances	Factory{ies} -or- Plants	Locker Rooms	Restrooms
Apartments	[Family] Den{s}	Lounges	RV{s}
Automobiles	Family Rooms -or- Areas	Malls	School ¹⁶ Buses
Basements	Fast Food Restaurants	Manufacturing Plants	School ¹⁶ -and/or- City -and/or- Public Transit -and/or- Commuter Buses
Bathroom{s} -or- {Surfaces}	Fitness Center{s}	Markets	Schools ¹⁶
Boats	Floors -or-	Mass Merchandisers	Shelters
Bowling Alleys	Garages	Medical Clinics [†] \$\$\$	Ships
Buses	Gas Stations	Military Installations	Shops
Butcher Shops	General Merchandise Stores	[Mobile] Home{s}	Storage Areas
Cafeterias	Grocery Stores	Motels	Subways
Camper{s}	Gym[nasium]s	Motor Homes	Supermarkets
Campgrounds	Gyms	Motorboats	Trailer{s}
Cars	Healthcare Facilities	Nurseries	Trains
Church{es}	Health Clubs	Nursing Homes [†] \$\$\$	Trolleys
Colleges	Home Centers	Office Areas	Universities
[Common -and/or- Classroom -and/or- School ¹⁶ -and/or- Play] Areas	Homes	Offices	Vacation Homes
Convenience Stores	Hotels	Pet Areas	Vehicle [Interior{s} -and/or- Exterior{s}]
Correctional Facilities	Houseboats	Pet -or- Dog Houses	Veterinary Clinic [†] \$\$\$ -and/or- Offices [†] \$\$\$
[Damp] Storage Areas	Household{s}	Pharmacies	Warehouse Clubs
Day Care Centers	Industrial Facilities	Play Areas	Work[places]
Dens	Institutional Kitchens	Play Rooms	
Dental Offices [†] \$\$\$	[Institutional] Laundromats	Playground Equipment	
Diaper Changing Areas	Institutions	Playgrounds	
Discount Retailers	Jungle Gym{s}	Public Facilities	
Dorms	Kennels	Public Restrooms	
	Kid's -or- Children's [Play]room{s} -or- Lavatories	Public Telephone{s} [Booths]	
	Living Areas -or- Rooms	Recreational Centers {-or- Facilities}	
		[Rental] Cars	

Table 3 Surface Materials

Acrylic	Granite ^{aaa}	Polyurethane finished -or	Vinyl
Chrome	[Interior] plastic{s}	treated [hard]wood	Wood ²³
Corian ^{aa}	Laminate	Quartz	
Finished hardwood{s} ^{ww}	Linoleum	Sealed fiberglass	
Finished wood	Metal	Sealed granite	
Glass	Plastic	Sealed hardwood	
Glazed ceramic	Polyurethane	Stainless steel	

Table 4 Soils/Stains

Barbeque sauce	[Fruit] juice{s} -or- stain{s}	[Kitchen] grease	Shaving cream
Blood	Grease	Laboratory stains	Soap
Body oils	Grime	Maple syrup	[Soap] scum
Coffee [stains]	Hair	Mayonnaise	[Soft] drinks
Cosmetics	Hair gel	Milk	Soy sauce
Crumbs	Hair spray	Mud	Spaghetti sauce
Dirt	Hand and body lotion	[Other common] soils -and/or-	Spills
Dust	Ink	stains	Tomato [sauce]
Fecal matter	[Kitchen -and/or- bathroom] messes -and/or- stains	Other organic matter	Toothpaste
Fingerprints	-and/or- soils	Particles	Watermelon
Food residue{s} -or- soil{s}		Pet hair -and/or- fur	Wine

Footnotes

- ¹ [(Kleb)] *Klebsiella pneumoniae*, [(Staph)] *Staphylococcus aureus* and **insert 10 second sanitization organisms from Organisms Table.**
- ² [Kleb] *Klebsiella pneumoniae*, [Staph] *Staphylococcus aureus*, *Salmonella enterica* [(Salmonella)], [Pseudomonas] *Pseudomonas aeruginosa*, [E. coli] *Escherichia coli* O157:H7, [Listeria] *Listeria monocytogenes*, *Campylobacter jejuni*, [Strep] *Streptococcus pyogenes*
- ³ [Human] Coronavirus, Influenza A2 Virus [H1N1, H3N2, H5N1, H7N9]
- ⁴ [Human] Coronavirus, Respiratory Syncytial Virus [(RSV)]
- ⁵ Influenza A2 Virus, Influenza Virus Type B
- ⁶ Rotavirus, Influenza A2 virus, Respiratory Syncytial Virus [(RSV)]
- ⁷ Methicillin-resistant *Staphylococcus aureus*
- ⁸ *Listeria monocytogenes*
- ⁹ Do not use as a diaper wipe or for personal cleansing **will be used for claims relating to carrying in diaper bags†**
- ¹⁰ Multi-drug Resistant [(MDR)] *Acinetobacter baumannii*^[29], Extended Spectrum Beta Lactamase [(ESBL)] producing *Escherichia coli*, Multi-Drug Resistant [(MDR)] *Enterococcus faecium*^[30], Carbapenem Resistant *Klebsiella pneumoniae*, Methicillin-resistant *Staphylococcus aureus* [(MRSA)]
- ¹¹ *Salmonella enterica*, *Staphylococcus aureus* [(Staph)], *Escherichia coli* O157:H7 [E. coli], *Listeria monocytogenes*, *Campylobacter jejuni*, Rotavirus ~~[Strain WA]~~
- ¹² *Klebsiella pneumoniae*
- ¹³ when used according to the disinfection directions
- ¹⁴ when used according to the sanitization directions
- ¹⁵ *Bordetella pertussis*
- ¹⁶ Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.
- ¹⁷ [For toys,] Rinse with water after wiping with -or- using the product
- ¹⁸ vs. Clorox® Disinfecting Wipes¹ [EPA Reg. No. 5813-79]
- ¹⁹ cat dander, cockroach debris, cockroach matter, cockroach particles, dog dander, dust mite debris, dust mite matter, dust mite particles, pet dander, timothy grass, pollen particles, grass **This list of allergens may be used in its entirety or a subset may be used**
- ²⁰ Kills 99.9% of germs[†] when used as directed
- ²¹ *Serratia marcescens*
- ^[22] This strain of Multi-drug Resistant *Streptococcus pneumoniae* has shown resistance to the following antibiotics: Azithromycin, Clindamycin, Meropenem, and Penicillin(nonmening))
- ²³ sealed wood
- ²⁴ *Escherichia coli* O157:H7
- ²⁵ **insert 15 second virus(es) from Organisms Table**
- ²⁶ *Salmonella enterica* [(Salmonella)^[26]]
- ²⁷ *Staphylococcus aureus*
- ²⁸ *Streptococcus pyogenes*
- ^{†29} This strain of Multi-drug Resistant *Acinetobacter baumannii* has shown resistance to the following antibiotics: Cefazolin, Ertapenem, Gentamicin, and Trimethoprim/Sulfa.†
- ^{†30} This strain of Multi-drug Resistant *Enterococcus faecium* has shown resistance to the following antibiotics: Ampicillin, Gentamicin, Penicillin, and Vancomycin.†
- ³¹ when used as directed
- ^{†32} vs. **insert number count this product canister†**
- ³³ by reducing or via reduction of soil adhesion
- ³⁴ Cleans -and/or- Leaves a scent -and/or- removes grime -and/or- Removes Allergens -and/or- Deodorizes -and/or- Protects³³
- ³⁵ odor-causing bacteria
- ³⁶ Use as directed on [non-] food contact surfaces
- ³⁷ **insert surface material(s) from Table 3**
- ³⁸ compared to -or- v[ersu]s[.] **insert name of Clorox® Anywhere™ nonregistered** wipes
- ³⁹ than [a] wet paper towel -or- Pine-Sol® Wet Floor Wipes
- ⁴⁰ vs. 12 -or- 24 c[oun]t
- ⁴¹ vs. **insert number count this product**
- ^p [on] Hard, nonporous, non-food-contact surfaces [of] [identified on this label]
- ^{§§} In comparison to -or- Versus -or- prior -or- past -or- previous -or- old wipe -or- cloth -or- pad [material] -or- than previous wipes -or- cloths -or- pads -or- [vs.] Clorox Disinfecting Wipes¹ [EPA Reg. No. 5813-79]
- ^{§§§} vs **insert wipe -or- cloth -or- pad dimensions** size
- [∞] [Thicker], [Stronger], [Longer lasting], [More cleaning solution], [Scrubby] [texture] vs. Clorox® Disinfecting Wipes¹ [EPA Reg. No. 5813-79]
- ^{¥¥} Use as directed. Suitable for use -or- can be used -or- compatible on polyurethane treated wood. [Test a small area first].
- [§] ~~vs -or- than a paper towel~~ vs -or- than bargain/store brand paper towels
- ^{§§} For use on noncritical surfaces in:
- ^{§§§} (in terms of surface area for cleaning)
- [†] *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.**
- ^{††} Does not include weight of dry wipe -or- cloth -or- pad†
- ^{[‡} Viruses]
- ^{[††} Bloodborne Pathogens]
- ^{Δ#} [Please] consult manufacturers' instructions [for appropriate use] [before use].
- [‡]
- ^{‡‡‡} Swiffer® [Sweeper] is a registered trademark of the Procter & Gamble Company
- [^] Corian® is a [registered] trademark of [E. I. du Pont de Nemours and Company] [a subsidiary of] [E. I. du Pont de Nemours and Company] [or one or more of its affiliates]
- ^{∂∂∂} Sealed Granite