



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

March 6, 2024

Christina Wilkinson
Agent
The Clorox Company
c/o PS&RC
Electronic Transmittal: [cwilkinson@srconsultants.com]

Subject: Notification per PRN 98-10 – Add of Graphics to the Label
Product Name: Panther
EPA Registration Number: 5813-117
Received Date: 03/20/2023
Action Case Number: 00442893

Dear Christina Wilkinson:

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.

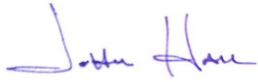
The label submitted with the application has been stamped “Notification” and will be placed in our records.

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) lists 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 Assurance.

If you have any questions, please contact Jack Hall at (202)566-0731 or by email at hall.john.j@epa.gov.

Page 2 of 2
EPA Reg. No. 5813-117
Action Case Number 00442893

Sincerely,

A handwritten signature in blue ink, appearing to read "Demson Fuller".

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

Label identification

Panther, EPA Reg. No. 5813-117

RC388024

19:45 3/9/23

Formatting notes (applicable for all claims)

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

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

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

Bracketed information is optional text.

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

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

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

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

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

Panther

KEEP OUT OF REACH OF CHILDREN WARNING

See back -and/or- bottom -and/or- side panel for additional precautionary statements

NOTIFICATION

5813-117

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:

03/06/2024

ACTIVE INGREDIENT:

Sodium hypochlorite 3%

OTHER INGREDIENTS:97%

TOTAL: 100%

(Yields 2.85% available chlorine)

Contains no phosphorus

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

Net Contents _____

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

WARNING

Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Avoid contact with skin. Wear protective eyewear. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet -or- restroom.

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. Call a poison control center for treatment advice.

IF ON SKIN [OR CLOTHING]: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. **IN ALL CASES:** Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. Clorox information line: 1-800-292-2200.

ENVIRONMENTAL HAZARDS: This product is toxic to fish, aquatic invertebrates, oysters and shrimp.

PHYSICAL OR CHEMICAL HAZARDS: STRONG OXIDIZING AGENT: Mix only with water according to label directions. Mixing this product with chemicals, (e.g. ammonia or acids) or organic matter (e.g. urine or feces) in a manner inconsistent with labeling directions may release hazardous gases irritating to eyes, lungs, and mucous membranes.

Optional graphics; may be placed anywhere on label -and/or- container



Company Information

Satisfaction Guaranteed

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

Clorox Customer Assistance (800) 292-2200

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

“Clorox” is a registered trademark of The Clorox Company.

Bottle shape is a registered trademark of the Clorox Company.

[Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox®] -or-

Visit us at www.clorox.com -or- www.cloroxhome.com

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

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

For SDS information, please visit *insert website*.

Questions [? -or- or] Comments? or

Call [Toll Free] (888) 797-7225 -or- (800) 227-1860 -or- 1-800-292-2200 -or- *insert toll free number*

Write us at:

Clorox Consumer Services

P.O. Box 24305

Oakland, CA 94623

EPA Reg. No. 5813-117

EPA Est. No. 5813-CA-3 (A8), CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF), MD-2 (E6), TX-1 (A5); 71681-GA-1 (JG), IL-1 (03), IL-2 (24)

Beginning of batch code indicates Est. No.

Patents: www.thecloroxcompany.com/patents/

For Puerto Rico only

EPA Est. No. 5813-PR-1

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

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

For Puerto Rico only

Ave. Chardon, #350, Torre Chardon, Suite 325,] San Juan, PR 00918.

Made in Puerto Rico [of global components -and/or- ingredients.]

DIRECTIONS FOR USE

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

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

[DO NOT use this product full strength for cleaning surfaces.

Always dilute strictly according to the directions. For prolonged use, wear gloves.]

[Always refer to manufacturer's care instructions before using on equipment -or- devices.]

[Prolonged contact with metal may cause pitting or discoloration.]

	[Amount [of]] this product -or- bleach	[Amount [of]] water	Instructions
[For] Laundry [Use] [Bleaching -and/or- Brightening -and/or- Whitening -and/or- Stain Removal] -or- [To Bleach -and/or- Brighten -and/or- Whiten -and/or- Remove Stains]			
Bleachable Fabrics	1/2 cup [4 fl oz] -or- Max[imum] line -or- level [in dispenser] [1 cup] [8 fl oz]	Standard Machine or H[igh] E[fficiency] Machine [Extra Large Washer -or- visibly Stained -or- Soiled Load]	[1.] Sort laundry by color. [2.] Add detergent. [3.] Fill bleach to max[imum] line -or- level [in dispenser] -and/or- add [1/2 cup -or- measured [amount of]] bleach to [dispenser or] wash water. [4.] Add clothes [and start wash]. [For best results[, dilute bleach with a quart of water and] add to wash 5 min[utes] after the wash cycle has begun.] [Avoid bleaching wool, silk, mohair, leather, spandex and non-fast colors.]
[For] [Laundry, Cleaning and] Sanitizing -or- To [Clean and] Sanitize [Laundry]			
Laundry -and/or- Bleachable Fabrics -and/or- dishcloths -and/or- rags	1 1/4 cup [10 fl oz] -or- 1/2 cup [4 fl oz]	Standard Machine -or- H[igh] E[fficiency] Machine	[1.] Sort laundry by color. [2.] Add detergent. [3.] Fill bleach to max[imum] line -or- level [in dispenser] -and/or- add [measured [amount of]] bleach to [dispenser or] wash water. [4.] Add clothes -and/or- dishcloths -and/or- rags [and start wash]. Ensure contact with bleach [solution] for 10 min[utes]. [Avoid bleaching wool, silk, mohair, leather, spandex and non-fast colors. Use [with] a detergent.]
[For] Disinfecting [& Deodorizing] -or- To Disinfect [& Deodorize] Hard, Nonporous Surfaces			
Insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3 [To Kill -or- Kills -or- For [99.9% of] [[these] common household germs†:] Insert disinfection organism(s) from Organism Table	3/4 cup [6 fl oz]	1 Gal[lon]	Must either use "Pre-wash surface." within directions, or add "For visibly soiled surfaces, preclean surfaces before disinfecting." at the end of directions. [To disinfect insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3, [pre-wash surface] mop or wipe with bleach solution. Let stand -or- Allow solution to contact surface for [at least] 6 min[utes]. If <i>Trichophyton interdigitale</i> on label must add To kill <i>Trichophyton interdigitale</i> , let stand -or- allow solution to contact surface for [at least] 10 min[utes]. Rinse well and air dry. [For visibly soiled surfaces, preclean surfaces before disinfecting.]

	[Amount [of]] this product -or- bleach	[Amount [of]] water	Instructions
Toilet Bowl	2/3 cup [5.3 fl oz]	Toilet Bowl	Flush toilet. Pour this product into bowl. Brush bowl, making sure to get under the rim, and let solution stand for 6 min[utes] and flush again. -or- To disinfect a toilet bowl, flush the toilet. Pour 2/3 cup of bleach into the bowl. Brush bowl, making sure to get under the rim, and let solution stand for 6 min[utes] and flush again.
[For] Deodorizing -or- To Deodorize			
Garbage Cans -and/or- Diaper Pails	3/4 cup [6 fl oz]	1 Gal[lon]	After washing and rinsing, brush inside with bleach solution. Let drain.
Drains	3/4 cup [6 fl oz]	—	Flush drains. Pour into drain. Flush with hot water.
[For] Bleaching -and/or- Whitening -or- To Bleach -and/or- Whiten			
Wooden Surfaces	1 cup [8 fl oz]	3/4 Gal[lon]	Apply for [at least] 2 min[utes], rinse [and air dry]

For more tips -and/or- uses, visit www.insert website.com. **Only approved uses from most recently approved federal master label will be posted to the website.**

<p>DILUTION TABLE: PPM (Parts Per Million) Available Chlorine. Degrades with age and exposure to sunlight and heat. Check the level of available chlorine with a test kit. 6 fl oz this product (3/4 cup) + One -or- 1 Gal[lon] [of] Water = 1,300 ppm</p>

Laundry -or- For Bleachable Fabrics

Optional header Cleaning and Laundry Tips

[For] Standard & H[igh] E[fficiency] Machines

[If uncertain about the dye colorfastness, test fabric by applying 1 drop of a solution made of 2 teaspoons -or- 2 tsp of this product plus 1/4 cup water to hidden part of seam. Be sure to check all colors. After 1 min[ute], rinse and blot dry. No color change means the article can be safely bleached.] [Avoid bleaching wool, silk, mohair, leather, spandex and non-fast colors.]

Whitening -and/or- Stain Removal:

[Whitening -and/or- Stain Removal:]		
Dose -or- Load	Standard [Machine]	H[igh] E[fficiency] [Machine]
Normal -or- Regular	1/2 cup	Max[imum] line -or- level [in dispenser]
Visible -or- visibly Soiled -and/or- Stained	1 cup	Max[imum] line -or- level [in dispenser]

1. Sort laundry by color.
2. Add detergent.
3. Fill bleach to max[imum] line -or- level [in dispenser] -and/or- add [measured [amount of]] bleach to [dispenser or] wash water.
4. Add clothes[, and start wash].

[For best [laundry] results, [dilute measured [amount of] of this product in 1 quart of water.] Add to wash 5 min[utes] after the wash cycle has begun.]

[To handwash, pretreat stains and clean heavy soils, rinse to remove loose soil and fully soak each garment for 5 min[utes] in a solution of 1/4 cup of this product to 1 gal[lon] of cool water. Rinse and perform a regular wash following the laundry use directions.]

[For HE Machines, follow HE machine usage instructions.]

Laundry Sanitization

To sanitize laundry: Add 1 1/4 cups of this product to a standard washer or 1/2 cup to an H[igh] E[fficiency] washer following the laundry use directions. Ensure contact with bleach [solution] for 10 min[utes].

-or-

To kill 99.9% of bacteria -or- **insert sanitization organism(s) from Organism Table** in your laundry: Add 1 1/4 cups of this product to a standard washer or 1/2 cup to an H[igh] E[fficiency] washer following the laundry use directions. Ensure contact with bleach [solution] for 10 min[utes].

High Efficiency Washing Machine Maintenance

[HE] Washing machine manufacturers suggest that you must perform periodic machine maintenance up to once per week, to ensure that your HE washer remains clean and free from any soil build-ups that may cause malodors. -or-

[HE] [Washing machine] manufacturers suggest [that] a periodic machine maintenance is performed [up to once per week] to prevent [soil build-ups that may cause] malodors. Some HE washers offer a special maintenance [or wash-out -or- clean washer] cycle. Check [the use and care guide] to see if your machine has one. If it does, follow the manufacturer's suggestions.

-or-

If your HE washer has a maintenance [or wash-out -or- clean washer] cycle, follow the manufacturer's recommendations. If your HE washer doesn't have a [-or- an automated] maintenance cycle, you may perform this function manually:

[[Note:] Do not put laundry in the washer.]

1. Select the hot water setting. [If there is no hot water setting, then select a "white" or a "stain" cycle setting.]
2. Select the "extra rinse" option[, if offered].
3. Add this product to the bleach dispenser. Fill to its -or- the maximum level.
4. Run the cycle [through [its] completion].
5. If the HE washer does not have a second rinse option, manually select an additional rinse cycle to ensure that no bleach remains in your -or- the washer.
6. If your -or- the HE washer still has unpleasant odors, [you may need to] repeat steps 1 through 5 [as necessary].

-or-

1. Use hot water.
2. Select "extra rinse" option.
3. Add this product to the bleach dispenser. Fill to its -or- the maximum level.
4. Run the cycle.
5. Follow with extra rinse [to ensure that no bleach remains [in your washer] -or- is left behind].
6. Repeat steps 1-5 [as necessary] [if your [HE] machine still has unpleasant odors]

Household Use

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

DO NOT use this product full strength for cleaning surfaces. Always dilute strictly in accordance with the directions. For prolonged use, wear gloves.

For Use on Hard, Nonporous Surfaces *insert surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3*

Disinfection Directions for Use

[For] Disinfecting:

-or-

Must either use "Pre-wash surface." **within directions, or add** "For visibly soiled surfaces, preclean surfaces before disinfecting." **at the end of directions.**

To disinfect hard, nonporous surfaces *insert surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3*

Use 3/4 cup of this product per 1 gal[lon] of water. [Pre-wash surface.] Apply disinfecting -or- bleach solution. Let stand 6 min[utes]. Rinse [thoroughly -or- well] and air dry. [For visibly soiled surfaces, preclean surfaces before disinfecting.]

-or-

1. Mix 3/4 cup this product -or- bleach per 1 gal[lon] water. [Pre-wash surface.]
2. Apply, let stand 6 min[utes].
3. Rinse, [and] air dry. [For visibly soiled surfaces, preclean surfaces before disinfecting.]

[For] Toilet Bowls -and/or- bidets

Flush toilet -and/or- Bidet. Pour 2/3 cup of this product into bowl. Brush entire bowl including rim with a scrub brush or mop. Let stand 6 min[utes] before flushing again.

[For] Potty Seats -or- Trainers

Empty seat -and/or- pre-wash surface. Fill with 3/4 cup of this product per gal[lon] of water. Let stand 6 min[utes]. Rinse and air dry.

[For] Litter Boxes Remove litter. Wash box in soap and water. Fill with 3/4 cup of this product per gal[lon] of water. Let stand 6 min[utes]. Rinse and air dry.

[To] Reduce the Spread of Flu Viruses⁶ -or- [To] Kill [the] Flu Virus^{6,1}:

This product kills [99.9% of] common household germs[t] to reduce the spread of germs[t] in high traffic areas and children's items. Disinfect cribs, high chairs, and washable colorfast hard, nonporous toys easily with this product: **Must either add** "Pre-wash surface." **preceding the instructions or** "For visibly soiled surfaces, preclean surfaces before disinfecting." **at the end.** [Pre-wash surface.] [Then] disinfect with a solution of 3/4 cup of this product per 1 gal[lon] of water. Let stand 6 min[utes]. Rinse thoroughly and air dry. [For visibly soiled surfaces, preclean surfaces before disinfecting.]

Deodorizing Cat's Litter Box:

Unpleasant cat box odors can be eliminated when this product is used to kill odor-causing germs[t]. Wash litter box with sudsy water and rinse. Then wipe with a solution of 3/4 cup of this product per gal[lon] of water. Let solution stand 6 min[utes] before rinsing thoroughly.

Eliminating Garbage Can -and/or- Diaper Pail Odors:

This product can deodorize and sanitize your garbage cans -and/or- diaper pail by eliminating the bacteria that cause odors. Wash garbage cans -and/or- diaper pail with soapy water and rinse. Then to deodorize and sanitize, swish a solution of 3/4 cup of this product per 1 gal[lon] of water over the inside of the can. Let the solution stand 6 min[utes] before rinsing.

Kitchen¹³ and Bathroom:

Clean, disinfect and deodorize sinks, countertops¹³, bathtubs, showers, floors, vinyl and glazed tile. **Must either use** "Pre-wash surface." **within directions, or add** "For visibly soiled surfaces, preclean surfaces before disinfecting." **at the end of directions.**

- 1) [Pre-wash surface.] Apply disinfecting solution of 3/4 cup of this product per 1 gal[lon] of water.
- 2) Let stand 6 min[utes] before rinsing.
- 3) Rinse thoroughly and air dry. [For visibly soiled surfaces, preclean surfaces before disinfecting.]

Removing Exterior Mold Stains:

Mold stains on colorfast exterior surfaces of your home, like siding, tile roofs, sealed brick, stucco and patio stone can be easily removed using this product. First, hose surfaces to remove loose soil. Then apply a solution of 3/4 cup of this product -or- bleach per 1 gal[lon] of water to wet surfaces. Reapply the solution as needed to keep the area wet for 6 min[utes]. Rinse thoroughly to remove residue. [Avoid applying solution in direct sunlight or to unfinished wood.] Rinse quickly and thoroughly if solution comes in contact with aluminum window frames or gutters since metal corrosion may occur.

Spring Cleaning: [[For] Eliminating Bacteria that Cause Household Odors:]

Deodorize common household items, such as sinks, garbage cans, diaper pails and refrigerators by eliminating the bacteria that cause odors.

Sinks:

Wash, wipe or rinse items with water. Apply solution of 3/4 cup of this product per 1 gal[lon] of water. Let stand 6 min[utes] before rinsing. Rinse thoroughly and air dry.

Garbage cans -and/or- Diaper pails:

Wash garbage cans -and/or- diaper pails with soapy water and rinse. Swish a solution of 3/4 cup of this product per 1 gal[lon] of water over the inside of the can. Let the solution stand 6 min[utes] before rinsing.

STORAGE AND DISPOSAL: Store away from children. Reclose cap tightly after each use. Degrades with age and exposure to heat and sunlight. Store [this product] upright in a cool, dry area, away from direct sunlight and heat. Do not contaminate food or feed by storage, disposal or cleaning of equipment.

Antimicrobial Claims

- 3/4 cup kills [99.9% of] [common -and/or- household] germs[†]
- 3-in-1⁵: Cleans, whitens, and disinfects
- 5-in-1⁵: cleans, disinfects, whitens, brightens [and] removes odors
- A germicide[†] & disinfectant
- Advanced Formula
- Antibacterial
- Bactericide
- Bactericidal
- Can be used to disinfect your pet's hard nonporous accessories and toys
- Can be used to sanitize -and/or- clean your baby's laundry -and/or- clothes -and/or- cloth diapers
- Cleaner and Disinfectant in one
- Clean[ing][s] -and/or- disinfect[ing][s] -and/or- protect[ing][s] [the -or- your] **insert use site(s) from Table 2** -or- against -or- from -or- by killing [99.9% of] [household] germs[†] -and/or- bacteria -and/or- viruses‡
- Clean[s] away -or- out and Kill[s] -or- Eliminate[s] -or- Destroy[s] -or- Remove[s] -or- Wipe[s] away -or- out -or- Attack[s] -or- Get[s] rid of **must remove brackets around 99.9% when "eliminate[s]" in claim** [99.9% of] [the] bacteria -and/or- germs[†] -and/or- viruses‡ [commonly found in **insert use site(s) from Table 2** areas]
- Cleans and Disinfects
- Clean[s] and Sanitize[s] [laundry]
- Cleans -or- removes odor-causing residue -or- bacteria -or- grime
- Disinfect -and/or- Deodorize -and/or- Kill [99.9% of] Germs[†] on **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- in [the] **insert use site(s) from Table 2**
- Disinfectant
- Disinfecting
- Disinfect[s] -and/or- kill[s] [99.9% of] germs[†] with only 3/4 cup
- Disinfects -and/or- Deodorizes -and/or- Eliminates Odors -and/or- cleans [around the house^P]
- Disinfects -and/or- Deodorizes
- Disinfects **insert use site(s) from Table 2**
- Disinfects hard, nonporous surfaces against **insert disinfectant organism(s) from Organism Table**
- Disinfects pet areas, nonporous accessories and toys [including kennels -and/or- litter boxes -and/or- floors]
- Disinfects in your home -and/or- kitchen -and/or- bathroom -and/or- garage -and/or- sink -and/or- tub -and/or- toilet
- Removes -and/or- Kills bacteria **insert use site(s) from Table 2** -and/or- **insert surface material(s) from Table 3** -and/or- on **insert surface(s) from Table 1**
- Eliminates 99.9% of germs[†] -and/or- bacteria
- Eliminates 99.9% of odor-causing bacteria and prevents the build-up of odors in your [HE] laundry machine
- Eliminates Odors, Whitens and Disinfects
- 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 O157:H7 [(E. coli)]
- [Fight[s] -and/or- Kill[s] -and/or- Effective against **insert disinfectant organism(s) from Organism Table**
- Fight[s] -or- reduce[s] bacteria on hard, nonporous surfaces [in your **insert use site(s) from Table 2**]
- Fight[s] -or- Stop[s] -or- Kill[s] -or- Eliminate[s] -or- Destroy[s] -or- Remove[s] -or- Wipe[s] away -or- out -or- Attack[s] -or- Get[s] rid of **must remove brackets around 99.9% when "eliminate[s]" in claim** [99.9% of] [the] germs[†] -and/or- bacteria -and/or- viruses‡ [that [can] cause [the] [common] flu⁶] [in your **insert use site(s) from Table 2** -or- area]
- For use on hard, nonporous, non-food contact surfaces [including -or- of -or- in] **insert use site(s) from Table 2**
- Fungicidal
- Fungicide
- Germicidal[†]
- Germicide[†]
- Gets Rid Of Germs[†] -and/or- Dirt
- [Helps] Eliminate[s] -or- Reduce[s] **must remove brackets around 99.9% when "eliminate[s]" in claim** [99.9% of] odor[-][causing bacteria] [from your [HE] machine]
- Helps kill 99.9% of bacteria before they multiply and thrive
- [Helps] Prevent[s] [the] build-up of odor-causing bacteria [in your [HE] machine]
- Ideal -or- Great for Cleaning and Disinfecting [your] **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Inexpensive and effective business place disinfectant
- Just one step¹⁰ kills 99.9% of bacteria
- Kill[s] 99.9% of -or- Remove[s] -or- Effective against [odor-causing] [Common] **insert use site(s) from Table 2** bacteria^P [in just 6 min[utes]]
- Kills 99.9% of bacteria before they [can] multiply and thrive
- Kills 99.9% of bacteria^P in [just] 6 min[utes]
- Kills 99.9% of Bacteria [on your **insert surface(s) from table 1** -and/or- **insert surface material(s) from Table 3**]
- Kills [99.9% of] bacteria where they hide
- Kills 99.9% of [common] [household] bacteria!
- Kills [99.9% of] [common household] germs[†] -and/or- bacteria
- Kills 99.9% of [common household] germs[†] -and/or- bacteria flu viruses⁶ in 6 min[utes]
- Kills 99.9% of [common] **insert use site(s) from Table 2** bacteria
- Kills [99.9% of] flu virus⁶
- Kills [99.9% of] germs[†] commonly found in homes
- Kills 99.9% of bacteria in your laundry⁴
- Kills 99.9% [of] household bacteria in [just] 6 min[utes]
- Kills [99.9% of] [household] viruses⁶ that cause the flu:
- Kills 99.9% of Klebsiella pneumoniae
- Kills 99.9% of **insert sanitization organism(s) from Organism Table** in your laundry
- Kills [99.9% of] **insert disinfectant organism(s) from Organism Table** [on **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**] [in **insert use site(s) from Table 2**]
- Kills 99.9% of **insert disinfectant organism(s) from Organism Table**
- Kills [99.9% of] [many] germs[†] -and/or- bacteria [around your home^P]
- Kills 99.9% of odor-causing bacteria [for a better clean]
- Kills [99.9% of] surface germs[†] and bacteria
- Kills 99.9% of Staphylococcus aureus [in 6 min[utes]]
- Kills [99.9% of] [the] flu viruses⁶
- Kills [99.9% of] [the] germs[†] around your home^P-or- house^P

- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduces **must remove brackets around 99.9% when “eliminate[s]” in claim** [99.9% of] [the] bacteria -and/or- germs[†] -and/or- viruses‡ [commonly] found in **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- on **insert use site(s) from Table 2**
- Kills bacteria on hard, nonporous surfaces
- Kills bacteria that can hide in grime -and/or- **insert use site(s) from Table 2** messes -and/or- hot spots
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of **must remove brackets around 99.9% when “eliminates” in claim** [99.9% of] [common -and/or- household] bacteria
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of **must remove brackets around 99.9% when “eliminates” in claim** [99.9% of] bacteria [all] around [your -or- the] **insert use site(s) from Table 2**^[P]
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s]-and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduces **must remove brackets around 99.9% when “eliminate[s]” in claim** [99.9% of] [the] flu virus⁶ [commonly] found in [the] **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- on **insert use site(s) from Table 2**
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s]-and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduces **must remove brackets around 99.9% when “eliminate[s]” in claim** [99.9% of] [the] bacteria - and/or- germs[†]- and/or- viruses‡ [commonly] found in [the] **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- on [the] **insert use site(s) from Table 2**
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s]-and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduces [99.9% of] **must remove brackets when “eliminate[s]” in claim** [the] **insert disinfectant organism(s) from Organism Table** [commonly] found in [the] **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- in [the] **insert use site(s) from Table 2**
- Kills Germs[†] [and Removes Odors]
- Kills **insert sanitization organism(s) from Organism Table** [in your laundry]
- Kills **insert disinfectant organism(s) from Organism Table** [in 6 [min]utes]
- [Kill[s] -or- Remove[s] -or- Effective against] [the following] [organisms:] **insert disinfectant organism(s) from Organism Table**
- Kills Staph³ -and/or- E. Coli⁸ -and/or- Salmonella⁹ -and/or- Strep² -and/or- Kleb⁷
- Kills viruses‡ -and/or- disinfects -and/or- deodorizes
- Kills viruses⁶ that [can] cause [the] flu
- Laundry Sanitizer
- Leaves hard, nonporous surfaces disinfected
- Life doesn't -or- shouldn't [have to] stop for cleaning -and/or- disinfecting
- Makes cleaning -and/or- disinfecting -or- your job easier [in the] **insert use site(s) from Table 2**
- [One step¹⁰ cleaning -and/or- disinfecting -and/or- deodorizing] [disinfects -and/or- cleans -and/or- deodorizes] on hard, nonporous **insert use site(s) from Table 2** surfaces -or- on household surfaces [every day] -or- Throughout -or- All over the -or- your house^P -and/or- **insert use site(s) from Table 2**
- Reaches the places [where] bacteria hide
- Reduce the spread of [the] flu viruses⁶ [in your home -or- office] on hard, nonporous treated surfaces
- Remove[s] bacteria from your children's hard, nonporous toys
- Removes dirt -and/or- grease -and/or- soap scum that can promote bacteria[‡] growth
- Removes -or- Cleans [the] stuck-on messes -or- scum -or- grime where bacteria [can] hide
- Sanitizes [every load] [of your] laundry
- Sanitizes laundry against **insert sanitization organism(s) from Organism Table**
- Sanitizes laundry [in] [just] [10 min[utes]]
- Sanitizes your baby's -or- workout clothes -or- laundry
- Sanitizes [your] laundry and disinfects [your] home
- Streptocidal²
- Staphylocidal³
- Targets the places where bacteria hide and multiply^P
- [[The] 55 fl oz bottle] Makes 9 gallons of disinfecting solution **this claim to be used only for 55 fl oz bottle**
- [[The] 116 fl oz bottle] Makes 19 gallons of disinfecting solution **this claim to be used only for 116 fl oz bottle**
- The solution for your business' [disinfecting -and/or- cleaning] needs
- There are many uses for this product and here are a few:
 - bathroom -or- **insert use site(s) from Table 2** surfaces
 - kitchen -or- **insert use site(s) from Table 2** surfaces
 - Kid's -or- Children's [play]room -and/or- family den -or- **insert use site(s) from Table 2**
 - window blinds -or- **insert surface(s) from Table 2**
- [This holiday season,] don't forget to disinfect -or- clean your **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** [with a solution of bleach]
- [This product] was tested using - [the] AOAC [Use-Dilution]
- [This product] Removes the dirt -and/or- stains you see and the germs[†] you don't see
- [This product] Whiten[s]. -and/or- Remove[s] Stains. -and/or- Clean[s]. -and/or- Disinfect[s].
- To Kill -or- Kills Staph³ -and/ or- Salmonella⁹ -and/or- [the] Flu Viruses⁶
- Use in public -or- common places where bacteria may be of concern] [you are concerned about bacteria [on hard, nonporous surfaces]]
- Use 3/4 cup bleach in 1 gal[lon] of water to kill [99.9% of] these [common] [household] germs[†]: **insert disinfectant organism(s) from Organism Table**
- Virucidal‡ -or- Virucide‡
- Whitening -and/or- cleaning -and/or- disinfecting made easy
- Whitens, Deodorizes, and Disinfects

Organism Table

Laundry Sanitization		
Bacteria	ATCC and/or Strain	Contact Time
Staphylococcus aureus [(Staph)]	[ATCC 6538]	10 min[utes]
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]	10 min[utes]
Hard, Nonporous Surface Disinfection		
Bacteria	ATCC and/or Strain	Contact Time
Escherichia coli O157:H7 [(E.coli)]	[ATCC 35150]	6 min[utes]
Salmonella enterica [(Salmonella)]	[ATCC 10708]	6 min[utes]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	6 min[utes]
Streptococcus pneumoniae [(Strep)]	[ATCC 6305]	6 min[utes]
Fungus	ATCC and/or Strain	Contact Time
Trichophyton interdigitale [Trichophyton] [Athlete's Foot Fungus]	[ATCC 9533]	10 min[utes]
Viruses Enveloped	ATCC and/or Strain	Contact Time
‡Human Coronavirus [A cause of the common cold]	[ATCC VR-740 Strain 229-E]	6 min[utes]
‡Influenza A Virus (H1N1) [a cause of the flu]	[ATCC VR-1469] [Strain A/PR/8/34]	6 min[utes]

Miscellaneous/General Claims

- **Xx** better -or- more control¹²
- **Xx** thicker -and/or- better for more [[pour][ing]] control¹²
- **Xx** more controlled pour¹²
- **Xx** thicker for a more confident pour¹²
- 1/2 cup = 1 load
- 1/2 cup - concentrated
- 2 in 1 solution for cleaning and laundry
- 2-in-1 laundry and cleaning
- 2 -or- 3 value size bottles
- 2 -or- Twin pack
- [3-in-1 clean] [3x clean]: Cleans, whitens and removes stains
- 3x filtered for the purest bleach
- 10x deep cleaning benefits^f
- A classic -or- essential cleaner -or- cleaning product
- All-in-one cleaning and laundry solution
- All you need is half -or- 1/2 [of] [a] cup for your laundry needs!
- [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**
- [A(n)] [Even -and/or- Better -and/or- Great-and/or- Easy] Everyday cleaner
- Better Clean, Brighter Day
- Bleach Works
- Bleaches Out Tough Stains
- Boosts Cold Water Cleaning Power
- Boost Laundry Cleaning Power
- Boosts the performance of your H[igh] E[fficiency] machine
- Bottle designed to pour bleach easily
- Bottle [designed to] improve[s] [your] bleach experience [in H[igh] E[fficiency] machines]
- [Bottle is] easy to pour in your [H[igh] E[fficiency]] machine
- Bottle is specially designed with your comfort -or- experience in mind
- Brighten[s] Laundry [Whites]
- Brightens whites
- Cap -or- closure [specially] designed for simple and secure closure -or- seal
- Check out our website for [more] [the latest] information on bacteria that affect your family www.clorox.com
- Clean laundry begins with a clean machine
- Clean Pour
- Clean[-]up in no time
- Cleaning booster [even] in -or- on cold water
- Cleaning for a reason
- [Clean[ing] without stopping [your [family's] life]
- Cleans -and/or- Deodorizes [Around The House]
- Cleans -and/or-Deodorizes -and/or-Whitens [in Cold Water][!]
- Cleans -or- Breaks through [dirt and] grime
- Cleans the **insert soil(s)/stain(s) from Table 4** where bacteria [can] hide -and/or- [thrive]
- Cleans to a shine!
- Clean[s] Whites
- Cleans your [H[igh] E[fficiency]] washing machine
- Cleanses -and/or- whitens [the clothes]
- Clear-Drying Formula for Multiple Surfaces
- Cold Water Booster
- Coming soon
- [Compatible] For Use In H[igh] E[fficiency] [Washing] Machines
- Complete cleaning -and/or- whitening formula
- Concentrated [cleaning power]
- Concentrated formula -or- whitening power
- Concentrated formula
- Concentrated power to clean -and/or- whiten
- Concentrated this product
- [[Concentrated] **this product**] gives you the whitest whites in -or- on your energy efficient, cold water loads -or- setting
- [Concentrated This product is] great for cleaning!
- Concentrated whitening -and/or- cleaning formula -or- power
- Concentrated whitening power [in every drop -or- per washload] [in [an] HE washers -or- machines]
- Convenient [**insert surface(s) from Table 1** cleaning]
- Convenient [tough -and/or- real] cleaning!
- Deep clean
- Deep cleans for less cleaning
- Deep powerful cleaning [action]
- Delivers great cleaning results in cold water [so that you don't need to wash in warm water, saving you money every year]
- Delivers great cleaning results when you use with your machine's cold water setting
- Deodorizer
- Deodorize[s]
- Deodorizing
- Detergent alone is not enough [to get out your toughest stains]
- Doesn't need the extra energy it takes to make the water hot
- Don't forget to run an H[igh] E[fficiency] maintenance cycle with this product!
- Don't miss a beat with this product
- Don't stop [your] [family] life for cleaning
- Dual action cleaning and whitening formula
- Easy to handle -and/or- use -and/or- carry -and/or- pour -and/or- store -and/or- control
- Easy to use!
- Easy [-] to [-] handle [bottle]
- Easy way to get whiter whites
- [Effective] **insert use site(s) from Table 2** cleaner
- Eliminates **insert soil(s)/stain(s) from Table 4**
- Eliminates -or- fights odors
- Eliminates -or- Removes Odors
- Expand the reach of your clean
- For A Clean[er], Fresh[er] Household [and] Laundry
- **For carton:** Carton made with ___% recycled paperboard, minimum ___% post-consumer. -or- This packaging material contains at least ___% post-consumer recycled paper.
- For Cold Washing
- For colors, use/try Clorox2® Stain Fighter & Color Booster. It removes the toughest [outdoor] stains better than detergent alone!
- For [HE] [Front loading] Washing Machines
- For odor-free laundry
- For Standard and H[igh] E[fficiency] machines
- [For] use in **insert surface(s) from Table 1**
- For [Use in] Standard -and/or- Top Load -and/or- HE -and/or- Front Load [Washing] Machines
- For Use In: -or- This product can be used on hard, nonporous surfaces in **insert use site(s) from Table 2**

- Formulated for baby's white clothes
- Free of dyes and perfumes -or- Dyes [and perfume][-]free
- Freshens
- Great For Cold Water Cleaning
- Great -or- Tough Cleaning [Power]
- Get whitening -or- stain removal with ease
- Gets Even Your Dirtiest Clothes White
- [Gets] Rid[s] [of] hard to remove stains [better than detergent alone]
- Get[s] whites their whitest
- Gives surfaces that like-new look
- Gives you a far-reaching clean
- Gives you the [cleanest] [whitest] whites in standard and H[igh] E[fficiency] machines
- [Great around the home!] [For cleaning and laundry!]
- [Great] for work -and/or- [the] office
- Great for use around the home -and/or- workplace -and/or- laundry room
- [Great -or- Perfect -or- Effective] for cleaning up after your pets -and/or- dogs -and/or- cats -and/or- puppies -and/or- kittens
- Great Value
- [Helps] remove X% of everyday stains
- Helps to maintain your HE machine
- Home. Clean. Clorox®
- [It's] Clorox® clean
- Keep a bottle of this product in the kitchen -and/or- the bathroom -and/or- the laundry room -and/or- the garage
- Keeps surfaces looking [new -or- like new -or- their [sparkling] best]
- Keeps your whites beautiful
- Laundry looks -and/or- smells clean
- Lightweight bottle!
- Limited time [offering]
- Liquid cleaning washing compound
- Long Live Clean!
- Made with [new] [innovative] processing technology
- Makes surfaces look -new -or- like new -or- their [sparkling] best
- More Value [Than Before]
- More whitening power [in every drop -or- per washload] [in [an] HE machines -or- washers]** -or- 11
- New Look -or- Presentation
- No lime or acids in this solution
- No splash [bleach] [formula]
- Not for individual resale
- Odor-neutralizing [technology] [formulas]
- Only [half] -or- [1/2] a cup for your laundry whitening needs!
- Over a century of cleaning expertise
- Patented -or- Exclusive formula
- Penetrates messes -or- soils -or- **insert soil(s)/stain(s) from Table 4**
- Perfect for cleaning up around [the] **insert use site(s) from Table 2**
- Perfect -or- Great for [outdoor] **insert soil(s)/stain(s) from Table 4**
- Perfect -or- Great for **insert site(s) from Table 2**
- Plus **insert product name or icons representing product**
- Pour [This product] with confidence
- Powerful Cleaning Action
- Powerful cleaning -and/or- degreasing action -or- formula
- Powerful Cleaning -or- Great -or- Suitable for **insert use site(s) from Table 2** surfaces
- Powerful **insert soil(s)/stain(s) from Table 4**-fighting -or- cutting formula -or- technology
- Powers Through [tough] **insert soil(s)/stain(s) from Table 4**
- Proudly Made in The North America -and/or- The U[nited] S[tates]
- Quick and Easy Cleaning for **insert use site(s) from Table 2** Surfaces^P
- Regularly using this product can save you money by helping your clothes last longer from removing stains that would have caused you to discard them
- Removes X day old laundry stains
- Removes X% more stains**
- Remove[s] dirt
- Removes dirt, dust and soils -or- **insert soil(s)/stain(s) from Table 4** [from **insert use site(s) from Table 2** surfaces]
- Removes more stains[** -and/or- 11]
- Removes mold stains -and/or- mildew stains
- Removes old set-in stains
- 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 -or- **insert soil(s)/stain(s) from Table 4** -and/or- grime][!]
- Removes stains without scrubbing
- Removes stains without soaking
- Removes [Tough] Stains [better than detergent alone] [and whitens whites]
- Removes [tough] stains to get [your] whitest whites
- Remove[s] what detergent can -or- may leave behind
- Renews whites
- Revives -and/or- renews dingy whites
- Rids -or- removes the buildup in [H[igh] E[fficiency]] machines
- Safe to -or- for use on [the following surface materials:] **insert surface material(s) from Table 3**
- Satisfaction Guaranteed [1-800-292-2200]
- Save **insert number**%
- See how to use -or- [[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [this product]] -or- [how-to] tips -or- [how-to [-use]] videos] -or- Scan here [to learn how to use] -or- [to learn more] -or- [for simple -or- easy instructions]][(Data rates may apply)]
- Smooth flow goes straight into the machine -or- gets bleach where you want it
- Sparkling Whites
- Specially designed [bottle -and/or- closure] for an easy -and/or- accurate pour
- Specially designed [bottle -and/or- handle] to [help [you] get bleach where you want it [with confidence]
- Specially designed [bottle -or- closure] for a comfortable -and/or- controlled -and/or- balanced pour -and/or- experience
- Specially designed [bottle -or- closure] allows you to use bleach right
- Specially designed bottle -and/or- handle [helps] control[s] the flow of bleach
- Specially designed bottle -and/or- closure controls the pour
- Specially designed bottle -and/or- closure helps prevent splashing
- Specially formulated for maximum stability
- [Specially formulated] For [use in] the **insert use site(s) from Table 2**
- Specially formulated to clean [a variety of surfaces] [throughout -or- all over -or- around^P] the house -and/or- **insert use site(s)**

from Table 2

- [Specially formulated to] clean **insert use site(s) from Table 2** soils including **insert soil(s)/stain(s) from Table 4**
- Splash-free -and/or- hassle-free
- Stain dissolving technology -or- dissolves stains
- Spring Into Clorox® Clean
- Stain-removing power
- 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 [including **insert surface material(s) from Table 3** -and/or- **insert surface(s) from Table 1**
- The bleach brand used by 30 -or- thirty million moms [for 4 [four] generations] [for [over] 100 -or- one hundred years] [since 1913]
- The concentrated cleaning power still gets whites their whitest
- The confidence of a Clorox® clean
- [The] cleaning -and/or- whitening power you want [when you need it]
- The easy way to clean all over the house
- The easy way to clean [all over] your -or- the **insert use site(s) from Table 2**
- The easy way to keep your **insert use site(s) from Table 2** clean [every day]
- The easy way to touch-up clean your **insert use site(s) from Table 2** every day
- [The] household essential
- The Original [All -or- Multi Purpose] Cleaner
- [The product [is -or- are] the easy way to [touch-up] [clean]
- [The] smart[er] way to clean -or- do laundry
- The smell of clean
- The this product bottle even has a spot for your thumb!
- [The this product bottle is] designed for comfortable pouring -and/or- handling
- [[The] this product bottle is] designed for easy bleach dispensing
- [The this product bottle is] designed to handle the strength of bleach
- [The this product bottle is] designed to mold to-and/or- easily fit in your hand
- The stain remover for whites
- The white line is the Clorox® line
- [Thicker¹²] formula for [a] [more] control[led] -or- easier -or- confident [pour]¹²
- [This bottle] [is] [Designed to] Help[s] Prevent[s] spilling -and/or- splashing
- [This product,] a clean you can smell
- [This product,] an essential household item
- [This product] doesn't need hot water to work
- [This product,] essential for your disaster preparedness box -or- checklist
- [This product] Gets Even Your Dirtiest Clothes White
- [This product] gives you tough stain removal and easy whitening
- [This product] gives you whitening with ease -or- pouring with ease -or- controlled whitening -or- whitening without effort
- [This product has a] technically advanced bottle developed for [smooth -and/or- nearly effortless] pouring
- [This product is] concentrated for tough stain removal and is easy to pour
- [This product is] concentrated with an effective -or- precision formula [in [an] HE washers -or- machines]
- [This product,] keep a bottle in the kitchen -and/or- bathroom -and/or- laundry room -and/or- garage
- [This product] lets you use cold water for cleaning -and/or- brightening -and/or- whitening which requires no extra energy
- [This product] makes cleaning easy
- [This product has] concentrated whitening power [in an easy-to-handle bottle]
- [This product,] useful in so many ways
- [This product was] designed with your comfort in mind
- [This product] will not cause damage to -or- is safe for septic and systems [when used as directed.]
- [This product] [you can] pour with confidence
- [This product's new sleek design is] made for modern -or- today's [generation of] -or H[igh] E[fficiency] washing machines
- Throwback -or- retro [bottle -or- label -or- package]
- Thumbprint for easy handling -and/or- pour[ing]
- Tough on grease, dirt and grime
- Tough on **insert soil(s)/stain(s) from Table 4** -and/or- [other] [tough] [**insert use site(s) from Table 2**] soils [!]
- Tough on messes, easy on surfaces
- Tough stain fighting power
- Try Clorox2® Stain Fighter & Color Booster, a color-safe way to lose the stains, not the fun!
- Try Clorox2® Stain Fighter & Color Booster in your colored loads (it's bleach-free/chlorine-free!). Lose the stains, not the fun!
- Try Clorox2® Stain Fighter & Color Booster. It's bleach-free/chlorine-free and safe on colors!
- Try Clorox2® Stain Fighter & Color Booster. Lose the stains, keep the colors, guaranteed. Learn more at Dare2BeColorful.com
- Try Clorox2® Stain Fighter & Color Booster. Removes stains and brightens colors! Learn more at www.clorox.com
- Try Clorox2® Stain Fighter & Color Booster to remove the toughest [outdoor] stains better than detergent alone.
- Try Clorox2® Stain Remover & Color Booster
- Try Me
- Try [Clorox®] ColorLoad™ for your whites and colored [laundry] [loads]
- Use Everywhere indicated on the label -or- Anywhere^P indicated on the label
- Use this product and save money—it cleans your clothes and your [H[igh] E[fficiency]] laundry machine at the same time
- Use on hard, nonporous[, non-food contact] surfaces including -or- in **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -or- designed -or- specialized -or- formulated [for][:] [a variety of surfaces] [including] **insert 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 [throughout the house^P]
- Use on **insert use site(s) from Table 2**
- [Use the product for [light] touch-up -or- light -or- everyday -or- daily -or- quick cleaning -or- clean-ups [all over the house^P] [anytime -and/or- anywhere^P indicated on the label]
- Use this product for a clean made easy
- Use this product for a Clorox® clean

- Use this product regularly to help prevent stains from building up -or- getting worse
- [Use] this product [to] [effectively] remove[s] **insert soil(s)/stain(s) from Table 4**
- Use this product throughout the house^P
- Using this product with the leading detergent whitens -and/or- cleans better in cold water than just using the leading detergent alone in warm water
- [Versatile] Multi-purpose cleaner
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox®]
- Washing Machine Cleaner
- White [Brite -or- Bright]
- Whitens and brightens
- Whitens -and/or- removes stains even on cold water
- Whitens better than detergent alone [and is easy to pour]
- Whitens [Bleachable Fabrics]
- Whitens [whites] [and removes stains]
- Whitens whites by removing [tough] stains
- [With] Easy [-] [to] [-] Grip [Handle][!]
- Cleans -and/or- Brightens -and/or- Whitens [Even] In Cold Water!
- Works in your maintenance cycle [too]
- Works on **insert number**% of everyday stains

Table 1 Use Surfaces^P

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> • Arbors • [Bath]tubs • Benches • Bikes -or- bicycles • Brushes • Cabinet -or- drawer handles • Cat litter boxes • [Ceramic] glazed tile floors -and/or- Counter[top]s¹³ • Combs • Counter[top]s¹³ • Decks • Disposals • Door handles • Faucets • Fences • Finished woodwork [(decks, fences, arbors, trellises, benches, and patio furniture)] | <ul style="list-style-type: none"> • Floors • Flower pots -and/or- planters • Garbage cans • Garbage disposals • Golf balls -and/or- clubs • Latex enamel painted woodwork • Outdoor siding • Plastic patio furniture • Playground sets • Potty seats -or- trainers • [Potty] Training Toilets -or- Chairs • Refrigerator handles • [behind and under] Sinks^[P] <i>this qualifier is only needed if the claim “behind and under Sinks” is on the label</i> • Sealed Driveways, walkways, and sidewalks • Sealed Patio stone • Shower curtains | <ul style="list-style-type: none"> • Shower doors • Shower walls • Showers • Sides of house • Hard, nonporous solid surface -and/or- sealed granite counter[top]s¹³ • Sports equipment • Thermometers • Toilet [handles] • Trellises • Urinals • Trash cans • Trash compactors • Walls • Work surfaces |
|--|---|---|

Table 2 Use Sites

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • Airplanes • [All] Around the House^P • Ambulances • Animal Care Facilities • Animal Husbandry • Attics • Automobiles -or- Cars • Barbeque -or- Grill Areas • Bathrooms • Cafeterias¹³ • Casinos • Churches • Classrooms • Clinics • Closets • Condominiums • Day Care [Centers] • Dental Offices • Diners¹³ • Dorms • Eating establishments¹³ • Elder Care Centers | <ul style="list-style-type: none"> • Food Processing Plants -or- Facilities • Glazed Tile • Gym[nasium]s • Health Clubs • Homes [(including kitchens -and/or- bathrooms -and/or- nurseries -and/or- laundry rooms)] • Hotels • Household Premises • Households • House[hold]s • Kennels • Kitchens¹³ • Laboratories • Laundry • Locker Room Facilities • Manicure -and/or- Pedicure Salons • Meat Processing Plants • Military Installations • Motels • Movie Theaters¹³ • Nursing Homes | <ul style="list-style-type: none"> • Nurseries • Office Buildings -or- Places - or- Areas • Offices • Pet Kennels • Play -and/or- Common Areas • Playrooms • Playgrounds • Pools • [Public] Restrooms • Public Transportation • Resorts • Restaurants¹³ • Shelters • Shopping Carts • Spas • Sports Facilities • Storage Areas • Stores¹³ • Timeshares • Toilet Areas • Universities • Work[place]s |
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Table 3 Surface Materials

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| <ul style="list-style-type: none">• Glass• Glazed Porcelain• Latex enamel• Linoleum | <ul style="list-style-type: none">• Plastic laminate• Sealed Brick• Sealed Stucco• Silicone | <ul style="list-style-type: none">• Hard, nonporous solid surface -and/or- Sealed Granite• Vinyl |
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Table 4 Soils/Stains

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| <ul style="list-style-type: none">• [baked -or- dried-on] Bacon grease• Berries• Blueberry• Chocolate• Coffee• Dirt• [Grape] juice | <ul style="list-style-type: none">• Grass• Gravy• Ink• Juice• Ketchup• Make-up• Motor Oil | <ul style="list-style-type: none">• Mud• Mustard• Red wine• Sebum• Spaghetti [sauce]• [Straw]berries• Tea stains |
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Alternate Brand Names (ABNs)

Clorox® Splash-Less® Regular Bleach₁
Clorox® Splash-Less® Bleach
Clorox® Splash-Less® Disinfecting Bleach

Footnotes

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| <p>¹ on treated Hard, Nonporous Surfaces</p> <p>² Streptococcus pneumoniae</p> <p>³ Staphylococcus aureus</p> <p>⁴ Sanitizes: Staphylococcus aureus and Klebsiella pneumoniae</p> <p>⁵ when used according to disinfectant directions</p> <p>⁶ Influenza A Virus</p> <p>⁷ Klebsiella pneumoniae</p> <p>⁸ Escherichia coli O157:H7</p> <p>⁹ Salmonella enterica</p> <p>¹⁰ When used according to [the] disinfectant directions</p> <p>¹¹ vs. [a -or- the] [leading] [bargain -or- value] detergent alone [in HE machines]</p> <p>¹² v[ersu]s[.] Clorox® Regular Bleach₂ -or- Clorox® Performance Bleach₁ -or- Clorox® Germicidal Bleach₃ -or- Clorox® scented bleach</p> | <p>¹³ non-food contact [areas -or- surfaces]</p> <p>[†] Staphylococcus aureus, Salmonella enterica, Human coronavirus and Influenza A Virus</p> <p>[‡ Viruses]</p> <p>^P [on] hard, nonporous surfaces [of] [identified on this label]</p> <p>^f [This product] removes 10 of the most difficult laundry stains -or- 10 laundry stains: Tea, Coffee, [Red] Wine, [Blue]berry, Spaghetti -or- Tomato Sauce, Chocolate [Syrup], Mustard, Gravy, [Grape] Juice, [Ball Point] Ink</p> <p>** [based on stain removal] v[ersu]s[.] detergent alone</p> |
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