



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

November 03, 2021

Jamie Venable
Scientific & Regulatory Consultants
Agent for The Clorox Company
The Clorox Company
c/o PS&RC
P.O. Box 493
Pleasanton, CA 94566-0803

Subject: PRIA CSF and Label Amendment – Adding disinfection claims and non-food contact surface sanitization claims new viral and bacterial organisms. In addition, the company submitted new data to update the existing emerging viral pathogen claim and reduce contact times and adding marketing claims. Updating the Basic and Alternate Formulations # 1 (A01), #2 (A02), and Adding Alt. #3 (03). Plus, adding 9 ABNs to the product.
Product Name: CAT
EPA Registration Number: 5813-127
Received Date: 4/23/2021
Action Case Number: 00299079

Dear Ms. Venable:

The amended label (dated 11/03/2021) and CSF (Basic and Alternates A01-A03) referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, are acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. Pursuant to 40 CFR 156.10(a)(6), you must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Please note that the record for this product currently contains the following CSF(s):

- Basic CSF dated 06/18/2021
- Alternate CSF A01 dated 06/18/2021
- Alternate CSF A02 dated 06/18/2021
- Alternate CSF A03 dated 03/30/2021

In addition, the nine alternate brand names have been added to the product record:

- Clorox® Disinfecting Wipes₉
- Clorox® Disinfecting Wipes₁₀
- Clorox® ScentivaR Disinfecting Wipes₂
- Clorox® ScentivaR Disinfecting Wipes₃
- Clorox® Citric Acid Disinfecting Wipes
- Clorox® Citric Acid Disinfecting Wipes₁
- Scentiva® by Clorox Disinfecting Wipes
- Scentiva® CloroxR Disinfecting Wipes
- Scentiva® Disinfecting Wipes

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 FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). 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, FIFRA section 12(a)(1)(B). 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.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Luisa C. Samalot-Freire by phone at (202)-566-0609, or via email at samalot.luisa@epa.gov.

Sincerely,

Lorena Rivas

Lorena Rivas, Acting Product Manager 34
Regulatory Management Branch 2
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure

Label identification

CAT, EPA Reg. No. 5813-127

RC623023

13:30 11/1/21

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.

CAT

ACCEPTED

11/03/2021

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. 5813-127

KEEP OUT OF REACH OF CHILDREN

CAUTION

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

For travel/trial sizes or dispensers: 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 INGREDIENT:

Citric acid0.667%[+]

OTHER INGREDIENTS: 99.333%

TOTAL:..... 100.000%

Contains no phosphorus

Package made from *insert number*% 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- Refills -or- Packages

____" x ____" -or- _x_ in[ch] wipe [____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.

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. 5813-127

EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG), GA-4 (MR), IL-2 (VF); 8251-OH-2 (Q6), WI-2 (KW), WI-3 (KV), WI-5 (UQ);

50757-WI-1 (VN), WI-3 (2J); 52631-NJ-1 (UW); 58455-IN-1 (C6), IN-2 (01); 56952-AR-1 (RL), WI-1 (RK), WI-2 (VV);

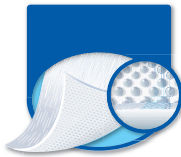
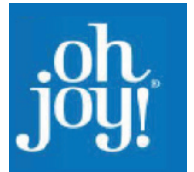
62401-NC-2 (PK), NJ-1 (JW); 71681-GA (JQ), IL-1 (03), IL-2 (24)

Beginning of batch code indicates Est. No.

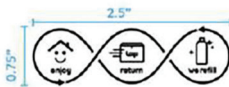
Patents: www.thecloroxcompany.com/patents

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

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



[Do not flush]



For Canister

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

-or-
PULL WIPE 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 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 through -or- from [one of] the large openings -or- from the central opening. [Pull the wipe [at an angle] [toward the small opening] so that the next wipe is held in place -and/or- does not fall back in.] [When finished,] close lid to retain moisture.

-or-

To open package: Remove lid. Pull out wipe from center of roll. Replace lid. Pull wipe through lid. Close lid to retain moisture.

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -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 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 Canister]

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -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. Turn both over so that the roll slides into the canister. -or- Slide -or- Place new roll of wipes 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.

-or-

[Open closure and remove seal.] Pull out wipe from center of stack. Next sheet pops up automatically. Close lid to retain moisture.

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- 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 and replace lid.
- Pull out wipe from center of roll.
- Next sheet pops up automatically.
- Close lid to retain moisture.

-or-

- Keep dispensing flap of [existing -and/or- current -and/or- empty] container -or- canister closed.
- Open [existing -and/or- current -and/or- empty] container -or- canister by [lightly] squeezing [it] and removing lid by lifting -and/or- twisting [it] upward.

For Flat Pack

Peel -and/or- reseal [here]

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] [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 through opening; the next wipe 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 -and/or- 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.)]
- Cut or tear open pouch evenly at notch.
- Place pouch inside the dispenser. [(Do not remove roll of wipes 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 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 through opening in pouch. When finished, [snap] close [tightly] [to retain moisture -or- to keep wipes moist -or- to keep wipes from drying out].

-or-

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

For Flatpack

To Open Package:

1. Open [click-lock] [closure] and peel back -or- remove seal.
2. Pull out wipe [, use as directed].
3. [When finished,] [firmly] close -or- 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. Thread -or- pull the wipe through the [dispensing] opening -or- orifice. Next -or- following sheets pop[s] up automatically.
2. Close lid [to keep wipes moist]. [A “snap” [should be heard, to] indicate[s] the lid is properly closed.]
3. [Refill canister when empty.]

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -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] [some] wipes [from] the stack -or- bag, and place them in[to] the canister.
4. Replace the lid [onto the canister].
5. Close -or- seal strip on the refill bag [to keep wipes moist]. -or- Slide zipper closed [to] [seal bag -and/or- keep wipes moist].
6. [Use as instructed by canister label.]a

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]: [Pre]clean visibly soiled surfaces. Use to disinfect] hard, nonporous surfaces: Wipe surface [to be disinfected]; use enough wipes for treated surface to remain visibly wet for 5 min[utes].

To be added optionally only if all viruses on the label have a 30 second contact time; see Organism Table: Pre]clean visibly soiled surfaces. To kill -or- Kills specified viruses¹⁴, [let stand] [in] 30 sec[onds].

To be added optionally if Rotavirus -and/or- Norovirus[◇] is also on the label: [To] kill -or- Kills specified viruses¹⁴, [let stand] [in] 30 sec[onds]. To kill Rotavirus -and/or- Norovirus[◇], let stand 5 min[utes].

To be added optionally if SARS-CoV-2 is also on the label: To kill specified viruses¹⁴, allow surface to remain visibly wet for 30 sec[onds]. To kill SARS-CoV-2, allow surface to remain visibly wet for 15 sec[onds].

Let surface dry. For visibly 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 prevent -or- inhibit -or- control the growth of odor-causing bacteria [for [up to] XX **XX is less than or equal to 48** h[ou]rs] on [pre-cleaned], hard, nonporous [non-food contact] surfaces: Wipe [hard nonporous] [non-food contact] surface until thoroughly wet. Allow to air dry.

TO SANITIZE[:] [Use to sanitize]/[deodorize] hard, nonporous non-food contact surfaces: Pre]clean visibly soiled surfaces. Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 30 sec[onds]. Let surface dry.

TO CLEAN [HARD, NONPOROUS SURFACES] [AND REMOVE ALLERGENS⁷]: Wipe surface clean with **this product**. Let air dry.

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

TO CLEAN FLOORS WITH SWEEPER: 1. Unfold and wrap cloth around sweeper head with smooth side of wipe contacting sweeper head. 2. Push wipe edge into grippers on top of sweeper head. 3. Wipe floor and allow to air dry. No rinsing required.

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

Optional instructions for scrubbing wipes -or- heavy duty^{A2} wipes, when applicable

TO DISINFECT: Pre]clean visibly soiled surfaces. Use the soft -or- smooth side of wipe to disinfect hard, nonporous surfaces. Wipe surface to be disinfected; use enough wipes for treated surfaces to remain visibly wet for 5 min[utes].

Let surface dry. For visibly 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 be added optionally only if all viruses on the label have a 30 second contact time; see Organism Table: To kill -or- Kills specified viruses¹⁴, [let stand] [in] 30 sec[onds].

To be added optionally if Rotavirus -and/or- Norovirus[◇] is also on the label: To kill -or- Kills specified viruses¹⁴, [let stand] [in] 30 sec[onds]. To kill Rotavirus -and/or- Norovirus[◇], let stand 5 min[utes].

To be added optionally if SARS-CoV-2 is also on the label: To kill specified viruses¹⁴ allow surface to remain visibly wet for 30 sec[onds]. To kill SARS-CoV-2, allow surface to remain visibly wet for 15 sec[onds].

TO SANITIZE [AND DEODORIZE]: Pre]clean visibly soiled surfaces. Use the soft -or- smooth side of wipe to sanitize/deodorize hard, nonporous non-food contact surfaces. Wipe surface; use enough wipes for treated surfaces to remain wet for 30 sec[onds]. Let surface dry.

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

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

Special Instructions for Use Against HIV-1

This product kills HIV-1 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).

Special instructions for using this product to clean and decontaminate against HIV-1 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 30 sec[onds] for HIV-1. **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 surface materials including: acrylic -and/or- brass -and/or- chrome -and/or- Corian[®][[ⓧ]] -and/or- Formica[®][[ⓧ]] -and/or- glass -and/or- glazed ceramic -and/or- glazed porcelain -and/or- sealed fiberglass -and/or- sealed granite -and/or- finished hardwood^{[[ⓧ]]} -and/or- vinyl -and/or- sealed quartz -and/or- stainless steel -and/or- PVC

This product will not harm most soft surfaces including: cotton -and/or- polyester

Not recommended for use on unpainted wood, [aluminum], [marble], [brushed nickel], [copper], [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 polyurethane treated wood. [Test a small area first].

STORAGE AND DISPOSAL

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

Dispose of wipe 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 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.

Container intended to be refilled with this product for resale

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Refillable container. Refill this container with this product only. Do not reuse this container for any other purpose. When empty, return to point of sale.

[Pouch] [Refill]

[Dispenser and Pouch/Refill]

Dispose of wipe 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.

Antimicrobial Claims

- 3-in-1: disinfect[s], clean[s], -or- cuts grease -or- lifts dirt
- 3-in-1 [Kill Germs[†]] [Disinfects][,][+] Cleans -or- Scrubs [Tough Messes][,][+] Removes [More than] 99% of Allergens⁷ [with] [TripleWeave[™]] [Texture]
- 5 -or- 4 -in-1: Traps Grease -and/or- Dissolves Soap Scum -and/or- Kills [99.9% of] Germs[†] -and/or- Breaks Down Dirt -and/or- Sanitizes
- 30-second sanitization⁵
- [**Insert number** < 50%] Thicker^{10!} Cleans Tough Messes + Disinfects [with] [TripleWeave[™]] [Texture]
- [**Insert number** < 50%] Thicker¹⁰, [disinfects] [and] long lasting cleaning
- [**Insert number** < 50%] Thicker³³ -and/or- 10 -and/or- 25 to Clean -or- outlast [Tough Messes] -or- for Deep Cleaning [and Disinfect[ing]] -or- to absorb -or- cut through [more -and/or- tough] grease
- Anti-microbial wipes -or- formula
- Broad spectrum disinfectant
- Can help reduce cross-contamination on treated surfaces
- Check out our website for [more] [the latest] information on germs[†] that affect your family www.clorox.com -or- www.cloroxdisinfectingwipes.com
- Citric acid [active -and/or- based] [disinfectant -and/or- cleaner]
- Citric acid -and/or- extract [based] [disinfection]
- Classrooms -or- schools⁹ are cleaner with **this product** -or- [disinfecting] wipes
- Clean -and/or- disinfect on the go
- Clean. Disinfect. Carry on.
- Cleaner and disinfectant in one
- [Clean[ing] -and/or- [disinfect[ing]] without stopping [your [family's] life]
- [Cleaning -and/or- disinfecting] that fits into your life
- Cleans -and/or- disinfects -and/or- deodorizes [all] in one step⁴ when following disinfection use directions
- Clean[s] and disinfect[s] anywhere^P indicated on the label -or- everywhere indicated on the label
- Clean and disinfect in every room
- Clean[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household] germs[†] -or- bacteria -and/or- viruses[‡] [on -or- from] [your] [children's] [toys⁹]^P
- Clean[s] away -and- kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- get[s] rid of **must remove brackets around "99.9% of" when eliminate[s] in claim** [99.9% of] [the] bacteria -and/or- [other] germs[†] -and/or- viruses[‡] [commonly found in -and/or- on **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- destroy[s] -and/or- remove[s] -and/or- get[s] rid of **must remove brackets around "99.9% of" when eliminate[s] in claim** [99.9% of] cold viruses¹ -and/or- the flu virus² -and/or- cold and flu viruses⁶ [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- destroy[s] -and/or- remove[s] and/or- get[s] rid of **must remove brackets around "99.9% of" when eliminate[s] in claim** [99.9% of] [the] flu virus² -and/or- virus[‡] -and/or- [other] germs[†] [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 step⁴ when following disinfection use directions
- [Contains] Disinfecting cleaning with [soft] non-linting wipe
- Convenient cart disinfecting
- Disinfect and scrub clean
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart
- Disinfecting Cleaning wipes for Auto -or- car Surfaces^P
- Drops -or- Slides into an empty [disinfecting] [wipes] canister -or- container
- Disinfecting wipes -or- formula
- Disinfects hard, nonporous surfaces against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 15 sec[onds]]
- Disinfects in [just] 5 min[utes]
- Disinfects -or- Disinfecting Formula and -or- while gentle on auto -or- car surfaces
- Disinfects with citric acid^P
- Destroys -or- Removes -or- Cleans [away] [soap] scum -or- grime -or- stains -or- soil [caused by bacteria]
- Don't stop [your] [family] life for cleaning -and/or- disinfecting
- Dual action [to] [:] [clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing]⁴] [clean[s] and disinfect[s]⁴]
- DuraPly Weave -or- Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs[†]] -or- [Multi-Surface Wipe]
- [Each wipe is] [**Xx**] thicker for heavy duty⁴² -or- deep cleaning [and disinfecting]¹⁰
- [Each wipe is] strong enough to wipe away -and/or- clean weather-battered filth and disinfect
- [Easily²⁸ -and/or- Effectively -and/or- Conveniently] clean[s] -and/or- disinfect[s]
- [Easy²⁸ -and/or- convenient] way to clean -and/or- disinfect
- [Easy²⁸] Cleaning -and/or- disinfecting to go
- Easy -or- Simple -or- Quick-[to]-load[ing] refill -or- roll -or- [disinfecting] wipes
- Effective against Influenza A virus [[a] flu virus]
- Effective against Norovirus⁹
- Effective against -or- Kills SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 15 sec[onds]]^P
- [Effective] [bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner^P
- Eliminate[s] 99.9% of cold viruses¹ -and/or- the flu virus² -and/or- cold and flu viruses⁶ [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**]
- Eliminate -and/or- Remove Germs[†] -and/or- **must remove brackets around "99.9% of" when eliminate in claim** [99.9% of] bacteria in **insert use site(s) from Table 2** -and/or- on **insert surface material(s) from Table 3** -and/or- on **insert use surface(s) from Table 1**
- For daily [use] [cleaning -and/or- disinfecting]
- For use on hard, nonporous, non-food contact surfaces [including -or- of -or- in]: **insert use site(s) from Table 2**
- Gentle on surfaces³⁵, eliminates -and/or- kills 99.9% of germs[†]
- Give Dirt and/or Germs[†]
- [Great] Lint-free cleaning [and disinfecting]
- Helps kill 99.9% of germs[†] before they multiply and thrive

- [Hey] [Mom -and/or- Teachers][! -or- ,] [Be -or- Are you] Ready for [back-to-]school⁸ -and/or- [the] cold -and/or- flu season -and/or- the holiday [season][? -or- !]
- Ideal -or- Great for Cleaning and Disinfecting [your] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- It's a fresh start, unless you are a germ[†]
- Just one step kills 99.9% of germs[†] -and/or- bacteria
- Kills 99.9% of Bacteria -and/or- Viruses[‡] -or- germs[†]
- Kills 99.9% [of] bacteria in [just] 30 sec[onds]⁵
- Kills [99.9% of] cold and flu viruses⁶ -or- viruses¹⁴ in [just] 30 sec[onds]
- Kills 99.9% of [common] bathroom -and/or- kitchen germs¹⁸
- Kills 99.9% of [common] [household] germs[†]
- Kills [99.9% of] [common household] germs[†] to help reduce the cross contamination of germs[†] in high traffic areas -or- from surface to surface -or- from hot spots [to hot spot]
- Kills [99.9% of] germs[†] -and/or- bacteria where they hide
- Kills 99.9% of Germs[†] -and/or- Viruses[‡] -and/or- Bacteria -or- including COVID-19 Virus[◇]
- Kills 99.9% of germs[†] before they [can] multiply and thrive
- Kills [99.9% of] germs[†] -and/or- the flu virus²
- Kills [99.9% of] Rotavirus
- Kills [99.9% of] viruses¹ that cause cold and flu
- Kills 99.9% of odor-causing bacteria for a better clean
- Kill[s] 99.9% of -or- Remove[s] -or- Effective against [odor-causing] [Common] [household -or- kitchen -and/or- bathroom] bacteria⁹ [in just 30 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 viruses⁶ that cause cold and flu
- Kill[s] -and/or- effective against [99.9% [of]] Salmonella enterica [(Salmonella)]
- Kill[s] -and/or- effective against cold viruses¹
- Kill[s] -and/or- effective against cold and flu viruses⁶
- Kill[s] -and/or- effective against flu virus²
- Kills bacteria -and/or- viruses that cause respiratory infection: Respiratory Syncytial Virus [(RSV)] [(the virus that causes colds)] -and/or- Human Coronavirus [(the virus that causes the cold -or- the cold virus)] -and/or- Influenza A Virus [a virus that causes the flu -or- flu virus]
- Kills [99.9% of] Cold & Flu Viruses⁶ -and/or- Staph¹³ -and/or- Salmonella¹² -and/or- Klebsiella aerogenes **tested as Enterobacter aerogenes**
- Kills Germs[†] -and/or- Flu Virus²
- Kills germs[†] that can hide^P in grime -and/or- kitchen messes -and/or- bathroom messes -and/or- bathroom hot spots
- Kills Influenza A Virus [(a virus that causes the flu)]
- Kills -or- Disinfects against -or- Effective against [the] COVID-19 virus[◇] -or- virus that causes COVID-19[◇] [in 15 sec[onds]]
- Kills -or- Eliminates -or- Destroys -or- Gets rid of **must remove brackets around "99.9% of" when eliminates in claim** [99.9% of] [common^[†] -and/or- household^[†]] germs[†] -and/or- bacteria **"brackets must be removed from "qualifier" when "common" and/or "household" and "bacteria" in claim"**
- Kills -or- Eliminates -or- Destroys -or- Gets rid of **must remove brackets around "99.9% of" when eliminates in claim** [99.9% of] bacteria -and/or- germs[†] [all] around [your -or- the] bathroom -or- restroom^P -and/or- kitchen^P -and/or- school^{8, P} -and/or- classroom^P -and/or- home -or- house[†] -and/or- office^P -and/or- work -or- office place^P
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses³
- Kill[s] -or- Remove[s] -or- Effective against Human Coronavirus
- Kill[s] -or- Remove[s] -or- Effective against Influenza A Virus [a virus that causes the flu] -or- Rotavirus
- [Kill[s] -or- Remove[s] -or- Effective against] [the following] [organisms:] **insert organism(s) from Disinfection Organism Table**
- Kills [the] [common] [99.9% of] cold⁶ -and/or- flu viruses⁶ { Influenza A Virus -and/or- Human Coronavirus}
- Kills the viruses that cause[s] [the] [common] colds and/or flu⁶
- Leaves hard, nonporous surfaces disinfected
- Life [doesn't -or- shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- Locks in -or- removes dirt, grease, and grime
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [cleans -and/or- disinfects] [for] [Shiny -or- Multiple Surfaces]
- [Low-streak -or- residue] [Formula -or- Wipe] [Great -or- Use it -and/or- For] [cleaning -and/or- disinfecting] Every day[,] [on] hard, nonporous [surfaces]
- Makes cleaning -and/or- disinfecting -or- your job easier [in the kitchen^P -and/or- bathroom^P -and/or- house^P] [in the work -or- office place] [at work][‡]
- Moist with cleaners -and/or- disinfectants
- [More] efficient [bathroom -and/or- kitchen -and/or- home -or- household -and/or- office] cleaning -and/or- disinfecting^P
- Neutralizes germs[†] -and/or- repels dirt
- Neutralizes harmful bacteria & viruses[‡]
- One-step⁴ cleaning -and/or- disinfecting -and/or- deodorizing
- One step⁴ cleaning -and/or- disinfecting -and/or- deodorizing -or- Disinfect -and/or- touch-up clean -or- Cleans -and/or- disinfects -and/or- deodorizes Anytime -or- Daily -or- Every day -or- In one step⁴ -or- Everywhere indicated on the label -or- Anywhere^P indicated on the label
- [One step⁴ cleaning -and/or- disinfecting -and/or- deodorizing -or- Disinfect -and/or- touch-up clean -or- 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^P [kitchen and bathroom] -or- All over your house^P
- [One wipe] prevents the growth of bacteria⁴¹ for up to XX hours **XX is a number less than or equal to 48**
- Our longest lasting -or- thickest [disinfecting] wipe [ever]
- Patented -or- Advanced Disinfecting Formula
- Penetrates messes -or- soils -or- **insert soil(s)/stain(s) from Table 4**
- Plant-derived citric acid -and/or- disinfectant -and/or- cleaner -and/or- cleaning power ingredient
- Plus **insert product name or icon(s) representing product**
- Prevents -or- inhibits -or- stops bacteria^[1]⁴¹ [re]growth [for up to XX hours **where XX is less than or equal to 48**] [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**]
- Proven to Kill **insert number based on Organism Table** [Common[†]] Viruses[‡] and Bacteria
- Reaches the places [where] germs[†] hide
- Reduce[s] bacteria -and/or- viruses[‡] -and/or- germs[†] on hard, nonporous surfaces [in your **insert use sites from Table 2**] [this cold -and/or- flu season]

- Reduce[s] bacteria on hard, nonporous surfaces [in your *insert use site(s) from Table 2*]
- Remove -or- Eliminate -or- Kill **must remove brackets around 99.9% of when eliminate in claim** [99.9% of] cold and flu viruses⁶ -or- cold virus¹ -or- flu virus² [this season]
- Remove -or- Eliminate -or- Kill **must remove brackets around 99.9% of when eliminate in claim** [99.9% of] viruses⁶ that cause colds and flu [this season]
- Removing -and/or- Killing -and/or- Eliminating **must remove brackets around 99.9% of when eliminating in claim** [99.9% of] germs[†] -or- bacteria -and/or- viruses[‡] for [nearly] **insert number** years
- Removes -and/or- Controls **insert number between 90 and 99.9%** of common [indoor -and/or- outdoor] allergens⁷
- Removes dirt -and/or- [grease] -and/or- [soap scum] that can promote bacteria growth
- Removes germ[†] residue¹¹
- Removes [More than] 99% of [Pet] Allergens⁷
- Removes -or- Controls common [indoor] [and outdoor] allergens⁷ [of concern]
- Removes -or- Eliminates -or- Kills 99.9% of viruses⁶ that cause cold and flu
- Sanitizes in [just] [30 sec[onds]⁵]
- [Say] Boo to the Influenza Virus² [this year -or- winter -or- flu virus² season] [with **this product**]
- Say goodbye to germs[†] and harsh chemicals
- Send Germs[†] Packing
- Simplifies [cleaning -and/or- disinfecting]
- Simplify [cleaning -and/or- disinfecting]
- Soft side for wiping -or- cleaning dirt away and disinfecting
- Stackable [disinfecting -and/or- wipes] refills -or- packages -or- pouches
- Targeted pH for cleaning -and/or- disinfection
- Targets the places where bacteria hide and multiply^P
- Tested [and proven effective] against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 15 sec[onds]]^P
- [The] easy way to clean -and/or- disinfect [all over^P -and/or- your -or- the bathroom -and/or- kitchen -and/or- house[†] -and/or- office -and/or- work[place]]^P
- [**The product** [is -or- are] the easy²⁸ way to [touch-up] [clean -and/or- disinfect
- [**This product**] are your daily defense against germs[†]
- [**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 allergens listed in footnote 7**
- The scrubbing [power -and/or- side] of a sponge in a disinfecting wipe
- Thicker -and/or- Heavier wipe for [cleaning] your biggest messes [and disinfecting [hard, nonporous surfaces]] [all around the house -or- home^P]
- This cleaner -and/or- disinfectant combines cleaning and disinfecting [in one product] [in one step⁴]
- This product has demonstrated effectiveness against Influenza A Virus
- [Touch-up] Clean[s] and disinfect[s]
- TripleWeave[™] Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs[†]] -or- [Multi-Surface Wipe]
- TripleWeave[™] Texture, removes [more than] 99% of allergens⁷
- Use in public -or- common places where [bacteria -and/or- viruses[‡] -and/or- germs[†] may be of concern] [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 -or- you are concerned about germs[†]
- Use [in [public] places] where germs[†] may be of concern
- Use on hard, nonporous, non-food contact surfaces [such as] [in]: **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Use **the product** -or- wipes to disinfect -and/or- touch-up clean
- [Wet] [household^P -and/or- disinfecting] wipes
- Wipe & disinfect stovetops³⁸
- Wipe [with] [look -or- pattern -or- color] disinfects -and/or- scrubs -and/or- [designed to] absorb[s] grease -and/or- [has -or- with] thicker texture³³ -and/or- cleans farther³³
- Wipes Away [**insert number between 90 and 99.9%** of] [The Most] [Common] Allergens⁷
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting

Emerging Viral Pathogen Claims

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

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

- Enveloped virus
- Large non-enveloped virus
- Small non-enveloped virus

<i>For an emerging viral pathogen that is an:</i>	<i>... following the directions for use for the following organisms on the label:</i>
Enveloped virus	Human Rotavirus Rotavirus ‡Feline calicivirus [(Surrogate for Norovirus ^o)]
Large non-enveloped virus	‡Feline calicivirus [(Surrogate for Norovirus ^o)]
Small non-enveloped virus	‡Feline calicivirus [(Surrogate for Norovirus ^o)] Rhinovirus [Type 14]

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

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

Organism Table

Disinfection		
Bacteria	Strain and/or ATCC	Contact Time
Bordetella pertussis	[ATCC 12743]	5 min[utes]
Campylobacter jejuni	[ATCC 29428]	5 min[utes]
Escherichia coli O157:H7 [(E.coli)]	[ATCC 51657]	5 min[utes]
Listeria monocytogenes	[ATCC 19117]	5 min[utes]
Methicillin resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	5 min[utes]
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]	5 min[utes]
Salmonella enterica [(Salmonella)]	[ATCC 10708]	5 min[utes]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	5 min[utes]
Streptococcus pyogenes	[ATCC 19615]	5 min[utes]
Viruses Enveloped	Strain and/or ATCC	Contact Time
‡2009-H1N1 Influenza A virus (Novel H1N1)	[Strain A/Mexico/4108/2009, CDC #2009712192]	30 sec[onds]
‡Avian influenza [(Type A)] virus (H5N1)	[Strain VNH5N1-PR8/CDC-RG CDC #2006719965]	30 sec[onds]
‡Avian Influenza A (H7N9) virus	[Strain wildtype A/Anhui/1/2013, CDC #2013759189]	30 sec[onds]
‡Herpes Simplex virus type 1	[ATCC VR-733] [Strain F(1)]	30 sec[onds]
‡Human Coronavirus	[ATCC VR-740 Strain 229-E]	30 sec[onds]
‡. ##Human Immunodeficiency Virus type 1 [(HIV-1)]	[Strain HTLV-IIIB]	30 sec[onds]

#Influenza A Virus [Flu Virus]	[ATCC VR-544] [Strain A/Hong Kong/8/68]	30 sec[onds]
#Measles virus	[ATCC VR-24]	30 sec[onds]
#MERS (Middle Eastern Respiratory Syndrome)-Associated Coronavirus (MERS-CoV)	[BEI Resources]	30 sec[onds]
#Mumps virus	[ATCC VR-1438]	30 sec[onds]
#Parainfluenza virus Type 3	[ATCC VR-93] [Strain C243]	30 sec[onds]
#Respiratory Syncytial Virus [(RSV)]	[ATCC VR-26] [Strain Long]	30 sec[onds]
#SARS-associated Coronavirus	[CDC strain 200300592]	30 sec[onds]
#SARS-CoV-2 ^P	[Isolate USA-WA1/2020, NR-52281]	15 sec[onds]
<i>Virus Large Non-Enveloped</i>		
#Human Rotavirus	[ATCC VR-2018] [Strain WA]	30 sec[onds]
#Rotavirus	[ATCC VR-2018] [Strain WA]	5 min[utes]
<i>Virus Small Non-Enveloped</i>		
#Feline calicivirus [(Surrogate for Norovirus ^o)]	[ATCC VR-782] [Strain F-9]	30 sec[onds]
#Rhinovirus [Type 14]	[ATCC VR-284]	30 sec[onds]
<i>Sanitization (non-food contact)</i>		
<i>Bacteria</i>		
Escherichia coli O157:H7 [(E.coli)]	[ATCC 35150]	30 sec[onds]
Klebsiella aerogenes tested as Enterobacter aerogenes	[ATCC 13048]	30 sec[onds]
Methicillin resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	30 sec[onds]
Salmonella enterica	[ATCC 10708]	30 sec[onds]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	30 sec[onds]
Streptococcus pyogenes	[ATCC 19615]	30 sec[onds]

General/Miscellaneous Claims

- [+1] [Free] [bonus] [sample] [pack] [with a free] [Try a -or- our] [Comes with] [with] [Take a] [**insert product name** -and/or- **insert fragrance descriptor(s)**] wipes [Home]
- 1 job, 1 wipe. [**insert number** < 50%] Thicker for Powerful Cleaning¹⁰
- #1 Cleaning Wipe
- 1 -or- one[-]handed dispensing -and/or- [flip &] pull
- 2 in 1 Cleaner & [Air] [Room] Freshener
- 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger¹⁰ -or- [100 or 200]% stronger [textured] [wipe]¹⁰
- 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger¹⁰
- 2x Thicker. 2x Longer Lasting¹⁰
- 2x strength [and durability]¹⁰
- 3 Canisters With 3 Matching Refills [Pouches]
- [3 in 1] Cleans -and/or- Deodorizes -and/or- Freshens
- 3 textured layers
- 3X -or- 4X -or- 5X Cleaning Power¹⁹
- 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]¹⁰
- 4 -or- 3 Products [in 1]^{LL} [Container] [of This Product -or- **insert ABM**]
- 4 Refill Pouches for **insert number**-Count Canisters
- 4x Cleaning Action[:] Deodorization, [Kitchen] Grease, Soap Scum, [Floor] Soils
- 5X Stronger for a Powerful Clean[‡]
- **insert number between 5 and 15x** Cleaning Power³¹
- [**insert number** < 50%] Thicker -or- Textured [for more Cleaning Power] [for more Scrubbing Power]¹⁰
- [**insert number** < 50%] Thicker! 4X Cleaning Power¹⁹
- **x%** thicker²⁵ -or- triple layered -or- **x** layers [,] [cleans **Xx** -or- **x%** more[‡] -or- lasts **Xx** -or- **x%** longer[‡] -or- cleans **Xx** better[‡] -and/or- tear resistant]
- [Look][**x%** thicker²⁵ -or- Tripled layered -or- **x** layers for] **xX** [cleaning] action³⁷ -or- power³⁷
- [**Xx**] more cleaning layers [in every wipe]²⁵
- **XX%** Thicker^{10!} [Cleans Tough Messes]
- **XX%** faster **insert soil(s)/stain(s) from Table 4** removal²¹ -or- 25-or- [‡]
- **packaging** [Adhesive] Comes off cleanly
- **packaging** [Adhesive] Holds on strongly
- **packaging** [Adhesive] Removes without damage [or residue]
- **packaging** [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 wipes away
- Also available in [the] **insert fragrance descriptor(s)** [varieties]
- Also available in the **insert number** count size
- [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 -and/or- convenient] Clorox® wipes, go to -or- visit www.clorox.com
- [Also] Try [These] [Other] Clorox® products -or- wipes[!]
- Amazing [transporting] [scents]
- [A(n)] [Even -and/or- Better -and/or- Great -and/or- Easy] Everyday cleaner
- 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 -or- 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 -or- metal appliances -and/or- painted wallboard -and/or- plasterboard -and/or- drywall
- Available in **insert number** other designs
- Back-to-school⁸ [essential]
- Be ready for school⁸ by including **this product** on your [back to school⁸ -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 -or- Stronger -or- Thicker Wipe!
- Big[er] messes call for a better -and/or- stronger -and/or- thicker -and/or- heavier wipe¹⁰
- Big size
- [Big] [Value] Can
- [Bleach-free] Clean [from Clorox®] to -or- on the go -or- and go
- Bleach[-]free [formula]
- Bonus[!] -or- Combo -or- Family -or- Variety Pack [includes:]
- Built for on-the-go
- Botanically derived citric acid
- Box Tops for Education
- [Buy] One -or- Two -or- 1 -or- 2 for **insert use site(s) from Table 2**, one -or- Two -or- 1 -or- 2 for **insert use site(s) from Table 2**
- [Buy] Two for home, one for school⁸ -or- the car -or- purse -or- to go
- [Can] [easily] Slip -or- Fit into a purse -and/or- pocket -and/or- diaper bag²⁶ -and/or- backpack -and/or- glove compartment -or- box -and/or- car -and/or- minivan and/or- SUV [lunch box -or- bag] [briefcase -and/or- luggage -and/or- suitcase]
- Can use in every room of your house³⁶ -and/or- P
- Cast your [design] vote [at www.clorox.com <http://www.clorox.com> -and/or- by texting **insert number**]
- Citric acid active ingredient
- Citric acid cleaning power
- Citric acid fermented from [real] plants
- Citric acid from [real] plants
- Citric acid from corn -or- plants
- Clean before you shop
- Clean [even] more -or- multiple surfaces with wipes -or- **this product**
- Clean up the classroom [with **this product** -or- wipes]
- Clean with just a wipe -or- touch
- Clean your cart
- Cleaning for a reason
- [Cleans] **Xx** better -and/or- faster -and/or- more [on] [Kitchen] Grease -and/or- [Soap] Scum -and/or- [Kitchen] Grime¹⁰
- Cleans **Xx** better²¹ -or- 25 **X is a number less than 10**

- [Cleans] **Xx X is a number between 1 and 10** better -and/or- faster -and/or- more [on] [Kitchen] Grease -and/or- [Soap] Scum -and/or- [Kitchen] Grime³³
- Cleans **Xx** better³³ **X is a number between 1 and 10**
- Cleans **Xx** -or- **x%** more[‡]
- Cleans **Xx** -or- **Y%** more³³ **X is a number between 1 and 10. Y is a number between 1 and 100**
- Cleans [**Xx** -or- **Y%**] tougher messes³³ **X is a number between 1 and 10. Y is a number between 1 and 100**
- Cleans 2X As Much Surface Area -or- Dirt -or- [better on] Soap Scum -and/or- Grease & Grime] -and/or- Grime -or- Grease[‡]
- Cleans **Xx** as much surface area -or- dirt -or- [better on] soap scum -and/or- grease & grime -and/or- grime -or- grease³³ **X is a number between 1 and 10**
- Cleans 2x better¹⁰ -or- [‡] [on Soap Scum, Grease and Grime]
- Cleans **Xx** better³³ [on soap scum, grease and grime] **X is a number between 1 and 10**
- Cleans and leaves [a pleasant] scent
- Cleans Surfaces
- Cleans surfaces at -or- in **insert use site(s) from Table 2**
- Cleans and shines hard surfaces
- Cleans Better! [Low -or- Less Residue Left Behind!]
- Cleans more surface area[‡]
- Cleans more surface area³³
- Cleans multiple surfaces
- Cleans [on the spot] with [a] fresh -and/or- pleasant -or- nice -or- good -or- great -and/or- strong -and/or- relaxing -or- pleasing -and/or- warm -or- **insert fragrance descriptor(s)** -or- fragrance smell -or- scent
- Cleans -or- Breaks through [dirt and] grime
- Cleans -or- Removes -or- Good for -or- Great on -or- Works great on kitchen -and/or- tough -and/or- soap scum -and/or- baked-on grease -and/or- soils -and/or- **insert soil(s)/stain(s) from Table 4** -and/or- messes -and/or- spaghetti sauce -and/or- kitchen messes -and/or- dirt -and/or- bathroom messes -and/or- pet areas -and/or- stains -and/or- soils
- Cleans stains -or- spills -or- messes **XX** times its size
- Cleans to a shine!
- Cleans [tough] **insert soil(s)/stain(s) from Table 4** on your floors
- Cleans with citric acid
- Clear-Drying Formula for Multiple Surfaces
- Clorox® brings beauty [artistry] [elegance] [trendy] to cleaning!
- [Cloth-like] [softer] [feel]
- Collect all [of the Designer Series] canisters!
- Combo Pack
- Compact size [fits anywhere -and/or- easy to store]
- Compact size [for storage]
- Compare [and buy -or- choose]
- Compare -or- Try [Our -or- these] [other great] Wipes
- Complete Refill Pack for **insert number** [Club Pack]
- Contains cleaning formula with premium large size, non-linting wipe
- [Convenient and] easy to use
- Convenient [cart cleaning]
- [Convenient] Size
- Convenient, [tough] [real] cleaning!
- Convenient wipes that give you a powerful clean with a fresh, beautiful scent
- Costco Exclusive! [Our] Thickest **insert this product ABN**
- Creativity starts with a clean space
- Cross me off your back-to-school⁸ list
- Cuts cleaning time by **Xx**¹⁹
- Decorate your home -and/or- kitchen -and/or- bathroom -and/or- office counter[']s -and/or- bathrooms [with designer wipes]
- [Decorative -and/or- Beautiful -and/or- Pretty -and/or- Hip -and/or- Fun] -and/or- Trendy] [Oval] packaging -or- packages -or- canisters -or- containers -or- shapes
- Defend against dirt
- 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 -and/or- dirt -and/or- soap scum -and/or- grime -and/or- grease¹⁰
- Designer -or- Decorator -or- Holiday -or- Seasonal series -and/or- Collection
- 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 grime
- Dissolves grease in seconds²⁹
- 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
- Donate **this product** [to your child's classroom -or- school⁸]
- 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 -and/or- Pack]
- [Double -or- Triple] Reinforced wipe
- Dries clear
- Dual action
- DuraPly Weave -or- Texture -or- Technology for Better Cleaning
- DuraPly Weave -or- Texture -or- Technology [to lock in more particles -and/or- dirt -and/or- messes]
- Dual-purpose wipe. Cleans and wipes away⁴⁰ messes.
- Dual Sided: For Quick³⁹ Cleaning AND Textured for Tough Messes
- [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/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- Two-Sided [Wipe] -or- 2-Sided [Wipe]: Textured [side] for [stubborn -and/or- baked on] [tough] messes, Smooth [side] for shiny surfaces -or- touch-ups
- Dual-sided wipe. Scrubby on messes, smooth on surfaces.
- [Dual sided] [with] [Strong -or- tough] blue fibers -and/or- **insert soil(s)/stain(s) from Table 4**-catching ridge
- [Each -or- quilted wipe] cleans as much as **X** [regular] **non-registered Clorox product. X is a number from 1 to 10**
- [Each -or- quilted wipe] cleans as much as **X** [regular]³³
- [Each -or- quilted wipe has] 2x [the] cleaning agent -or- power -or- solution -or- liquid [vs.³³] [for more cleaning power -or- extended -or- extra strength cleaning]
- [Each -or- quilted wipe has] 2x [the] cleaning agent -or- power -or- solution -or- liquid [vs. **non-registered Clorox product**] [for more cleaning power -or- extended -or- extra strength cleaning]

- [Each -or- quilted wipe is] [designed to] stay[s] wet longer^[33] [for **Xx** the cleaning power -or- extended cleaning]
- [Each -or- quilted wipe is] [designed to] stay[s] wet longer [than **non-registered Clorox Product**] [for **Xx** the cleaning power -or- extended cleaning] **X is a number between 1 and 10**
- [Each -or- quilted wipe] Keeps cleaning when other wipes¹⁰ stop -or- can't -or- quit
- [Each -or- quilted wipe] lasts [**Xx**] longer^[33]
- [Each -or- quilted wipe] lasts [**Xx**] longer [than **non-registered Clorox product**] **X is a number between 1 and 10**
- [Each wipe] cleans as much [mess] as a spray cleaner and **X** paper towels
- [Each wipe has] **Xx** more cleaning power^[33]
- [Each wipe has] **Xx** more cleaning power [than **non-registered Clorox product**] **X is a number between 1 and 10**
- [[Each wipe has] **X%** more cleaning power^[33]
- [Each wipe has] **X%** more cleaning power [than **non-registered Clorox product**] **X is a number between 1 and 50**
- [Each wipe has] 2x/3x/4x more cleaning power to tackle [tough] outdoor messes -or- jobs[‡]
- [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 has] -and/or- [With] DuraThick -or- UltraThick -or- MegaThick -or- TripleWeave[™] -or- MoistureLock Technology [for cleaning [3x] more^[33]
- [Each wipe has] -and/or- [With] DuraThick -or- UltraThick -or- MegaThick -or- TripleWeave[™] -or- MoistureLock Technology [for cleaning [**Xx**] more than **non-registered Clorox product**] **X is a number between 1 and 10**
- [Each wipe has] -or- [With] -or- [Quilted wipe with] Time Release Technology [to stay wet longer -and/or- for more cleaning power]^[33]
- [Each wipe has] -or- [With] -or- [Quilted wipe with] Time Release Technology [to stay wet longer, for more cleaning power] [than **non-registered Clorox product**]
- [Each wipe is] **X%** more effective at cleaning messes^[33]
- [Each wipe is] **X%** more effective at cleaning messes [than **non-registered Clorox product**] **X is a number between 1 and 100**
- [Each wipe is] [so] [strong] [that it] -or- [enough to] power[s] through [even] your biggest messes
- [Each wipe is] [**Xx**] thicker[‡]
- [Each wipe is] [**Xx** / **X%**] thicker^[33]
- [Each wipe is] [**Xx** -or- **Y%**] thicker than **non-registered Clorox product**. **X is a number between 1 and 10. Y is a number between 1 and 100**
- [Each wipe is] extra thick for -or- to clean[ing] [the -or- your] biggest -and/or- heaviest -and/or- toughest messes
- [Each wipe is] versatile for deep -and/or- and touch-up cleaning
- [Each wipe] thoroughly cleans visib[ly] and high[ly] soiled surfaces -or- heavy -or- your biggest messes
- Easier -or- Easy [to Use] [Dispensing -or- Dispenser]!
- Easier Than Ever to Use -or- Pull [Wipes] [Out]!
- [Easily] Grab [wipes] one at a time
- 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-carry handle
- Easy dispensing
- Easy Dispensing Package[!]
- Easy one hand cleaning!
- Easy [one-handed] dispensing [for quicker³⁹ cleans]
- [Easy] One-handed dispensing -or- Dispense [wipes] with [only] [just] one hand
- Easy -or- Better -or- Advanced Dispensing
- Easy -or- Better -or- Dispensing Lid -or- Closure -or- Cap
- Easy open lid
- Easy -or- EZ Start Lid -or- Cap
- Easy on [your] hands
- Easy pop [top]
- Easy pull from start to finish
- Easy pull; saves time
- Easy start & stop [lid]
- Easy start dispensing!
- Easy storage
- 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
- Easily keep your car [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 -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [dirt] [soils -or- **insert soil(s)/stain(s) from Table 4**] [grime] [soap scum][!]
- Easily wipe away dirt, debris, dust & grime
- [Easily] wipes 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 Scents & 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 than [tough] [stubborn] [baked-on] [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
- [Even] stronger [wipes] [a] [Better Wipes]³³
- Every hard, nonporous surface in [your -or- the] [kitchen -and/or- bathroom -and/or- house] deserves -or- can -or- could use a wipe
- Extra-Large, Extra-Thick Wipes
- Extra Large -or- Wide
- Extra strength cleaning
- Extra wide & thick for big messes
- Fast drying: leaves no dull or sticky residue
- Feels -or- works like a cloth
- **This claim is not to be used with any one-step cleaning and disinfecting claim on the label** Fights -or- Cuts [Through] -or- Cleans and wipes out⁴⁰ [tough] [kitchen] Grease[,] [Wipes Clean]
- Fits almost anywhere^[\$\$\$]

- Fits [in] [a[n] -or- your] [current -or- existing] [*insert number*] [Clorox®] [wipes] canister -or- container
- Fits in your -and/or- car glove compartment
- Fits [Swiffer®] [Sweeper] [most] Mop[-]heads [sweepers]
- [Flat -and/or- Flexible -and/or- Soft] [Pack] Fits in [your -or- the] purse -and/or- glove compartment -and/or- diaper bag²⁶ -and/or- gym bag
- [Flip top -and/or- Patented lid] Easy to pull
- For a cleaner -and/or- fresher bathroom -or- restroom -and/or- kitchen -and/or- home -or- house -and/or- place -and/or- work -or- office [place]
- For a Complete Clean [that] You Can See & Smell
- **For CSFs with no fragrances** Fragrance -or- scent free
- **For CSFs with no fragrances** Free and clear
- **For CSFs with no fragrances** No fragrance s -or- scents [added]
- **For CSFs with no fragrances** Unscented
- For [light] -or- touch-up – daily -or- quick³⁹ cleaning -or- clean-ups [in one easy step]
- For household surfaces indoor and outdoor
- For tough messes throughout the house^P
- For use at home or in public areas -or- places
- For use at home or on the go
- [For] use in *insert surface(s) from Table 1*
- For use on grocery cart and basket handles
- For use while traveling
- Free from -and/or- No ammonia -and/or- [no] fumes -and/or- [no] quats -and/or- [no] bleach -and/or- [no] quaternary disinfectants -and/or- [no] phosphorous -and/or- [no] gluten -and/or- [no] parabens -and/or- [no] phthalates
- Free[!] Sample
- Freshens the -or- your bathroom -and/or- restroom -and/or- kitchen -and/or- home -or- house -and/or- work -or- office [place]
- From windows to wood²³ and everything in between
- [Gentle] Formula cleans and quickly³⁹ lifts off dust, dirt, grime and spills
- Gentle on -or- Cleans A Variety Of -or- Multiple Surfaces *insert surface(s) from Table 2*
- Get -or- Choose -or- Pick the -or- a right -or- best wipe [for] you -or- your -or- the job
- Get 1 wipe at a time, every time!
- Go to cloroxforschools.com for details -or- information on how to donate
- Grab [a] wipe [and wipe] with [just -or- only] one hand
- Grab & go [handi wipe -or- portable pack] -and/or- saves time -and/or- for all messes]
- [Great] For floor [touch-ups]
- Great for [the -or- your *insert use site(s) from Table 2*] [use on *insert use surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3*][!]
- Great for [those -or- life's -or- your family's] unexpected messes
- Great for the road -and/or- travel -or- traveling!
- [Great -or- Perfect] [for] [Take [It] -or- Taking it] [Clean[ing]] On the Go[!]
- [Great] scent[,] [great] wipe
- Great for *insert surface material(s) from Table 3*
- Great for the classroom
- [Great] for [the] schools⁸ -and/or- classrooms
- [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 -and/or- Perfect [size] for [the -or- your][:] *insert surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3* -and/or- *insert use site(s) from Table 2* -and/or- cars -and/or- glove compartments -or- boxes -and/or- purses -and/or- diaper bags²⁶ -and/or- gym bags -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 -or- ideal -or- Suitable for -or- Compatible with *insert surface(s) from Table 2*
- Great -or- perfect -or- essential -or- 4 -or- for [back-to-]school⁸ -and/or- home -and/or- classroom
- Great -or- Tough Cleaning [Power] [in a [Thick] Wipe]
- Great [scent] for the -or- your *insert use site(s)*
- Great [value -and/or- for] [school⁸ -and/or- home -and/or- back to school⁸ -and/or- spring cleaning -and/or- holidays]
- Grease Fighting Formula cuts cleaning time by **Xx**[‡]
- Guaranteed to not dry out!¹⁵
- [Guaranteed to] Pull[s] Wipes One at a Time!
- Guaranteed to repel tough stains^[21 -and/or- 20]
- [Guaranteed] Wipes stay moist¹⁵ -or- wet
- Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
- Hassle free dispensing
- Hassle free lid
- [Have you tried -or- Look[ing] for -or- Also try] [the -or- our] [easier-to-use] [tissue-like dispenser -or- packaging] [**this product**] [oval] [package -or- design]
- Help us [with our canister makeover] [pick our future -or- next [canister] design]
- Helping Classrooms Thrive with DonorsChoose.org
- [Hey Mom] Take this -or- **this product** to [my] classroom -or- school⁸ -or- teacher
- [Hey Mom] Take **this product** -or- me to [my] classroom -or- school⁸ -or- teacher
- Holds up to your toughest messes -or- jobs -or- stains
- Home. Clean. Clorox®
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]
- [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 -and/or- 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 -and/or- disinfecting wipes
- Individually wrapped to preserve freshness -and/or- moisture
- Infused with citric acid
- Infused with plant based extracts
- **Insert designer name** Designer Collection -and/or- Series
- **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** scrubber[‡] -or- ¹⁰ [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 less than 10x** stronger^{33 -and/or- 25} to remove [tough] stains
- **Insert number less than 10x** tougher -or- stronger -or- more powerful -or- better^{33 -and/or- 25} on grease -or- soap scum -or- tough messes
- **Insert number** canisters = **insert number** [regular] canisters³²
- **Insert number; number will be struck over with “x” insert number larger than first number** wipes[!]³²
- **Insert number** more -or- extra wipes³² [per canister -or- pack]
- **Insert number** wipes [per canister -or- per pack]
- **Insert number%** thicker [and more textured]²⁵ for -or- to outlast tough[er] messes
- **Insert number** free -or- extra -or- more wipes
- **Insert number%** off
- **Insert number** wipes [per package -or- container -or- canister]
- [Includes] **insert number** count refill [pack] -or- Contains **insert number** wipes
- **Insert number** [more] [wipes] for the price of **insert price!**
- **Insert number%** [cheaper -or- less expensive] [off]
- **Insert number%** [more] [value -and/or- affordable]!
- [Money-saving] [Canister and] Refill [Value] [**insert number**] Pack
- **Insert number%** more [wipes]!
- **Insert percent** Bigger [quilted] [wipes¹⁶] [to tackle -or- power through -or- outlast tough messes]
- **Insert percent** more wipes¹⁶
- **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 clean and toss
- Keep kitchen surfaces clean and streak-free!
- Keep -or- Carry [one -or- some -or- a package -or- pouch -or- pack] in your purse -and/or- diaper bag²⁶ -and/or- backpack -and/ or- gym bag
- Lasting Freshness
- Lasts **Xx** -or- **x%** longer[‡]
- [Leave[s] -or- Leaving Behind] [a] Delightful[ly] [Fresh -and/or- Amazing] Scents!
- Leave me out on the counter [to make cleaning easier]!
- Leaves your home looking like new
- Leaves your **insert use site(s) from Table 2** fresh and clean
- Leaves Your Surfaces Gleaming
- Less Plastic to Throw Away[!]
- Life doesn't have to stop for cleaning
- Lift away dirt and debris
- Lifts stains and soils instantly
- Light[ly] scent[ed]
- Limited Edition
- Lint-Free Cleaning Wipe
- Lint-free – won't leave greasy residue on hands
- Long lasting [clean] [scents]
- [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- canisters -or- containers -or- [oval] [packages -or- shapes]
- Low-streak formula [dries clear] [eliminates need to wipe 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]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [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]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] clean[s] thoroughly
- [Low-streak -or- residue] [Formula -or- Wipe] [Cleans] [[is] [even] appropriate -or- great for] [kitchen^P -and/or- bathroom^P -and/or- household^P] [surfaces] [places] [like] [stainless steel -and/or- [other] metal -and/or- glass -and/or- mirrors -and/or- [dark] tile] [exterior surfaces of stovetops³⁸ -and/or- microwaves -and/or- refrigerators³⁸ -and/or- faucets -and/or- sinks] -or- stovetop exteriors³⁸ -and/or- microwave exteriors -and/or- refrigerator exteriors³⁸ [, too]
- [Low-streak -or- residue] [Formula -or- Wipe] For all of your [kitchen] [bathroom] [household] surfaces [like] **insert surface material(s) from Table 3** -and/or- **insert surface(s) from Table 1**
- [Low-streak -or- residue] [Formula -or- Wipe] [leaves] Less -or- Fewer [visible] spots -or- spotting -or- blotches -or- marks [than [ever] before]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean multiple [household] surfaces [with wipes]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean[s] [throughout -or- around] [in -or- the -or- your] [house^P]
- Low[er] streak[ing] formula
- Lower cost per wipe
- Made with xx% Less Plastic[!] / Less Packaging[!]
- Made with plant-derived citric acid
- Makes daily cleaning easy [easier than ever]![‡]
- Make Heavy Duty Cleaning Easy
- [Makes] [wipes] [as] easy to grab [as they are to use]
- Makes your job easier in the kitchen -and/or- bathroom[‡]
- Manufactured -or- Assembled in the USA
- Match me to your home décor!
- Maximum Cleaning, Minimum Effort
- Mega [XL] pack
- Mixed [refill -or- pouch -or- canister] Pack
- Moist Household [Cleaning] Wipes
- Moisture -or- patented -or- tight lock -and/or- lid[,] [keeps wipe wet]
- Moisture-lock refill -or- package -or- pouch
- [Money-saving] [Canister and] Refill [Value] **insert number** Pack
- More durable¹⁰
- More [of the great] product -or- wipes for less!
- Multi-refill pack
- More wipes, more savings³²
- Multi-Purpose Cleaning Wipes

- Multi-Surface Cleaner for Spills and Messes
- Multi-Surface formula -and/or- wipe
- NEW **in circle - sticker**
- New Year. Fresh Start.
- No bleach [(we promise)]
- No chemical smell
- No Hassle Lid -or- Cap
- No lingering residue
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- No- -or- Low-Streak Formula! [Cleans better!] [Low -or- Less Residue Left Behind!]
- No residue [on stainless steel]
- [No-streak] -or- [Streak-free] formula
- No surface damage²⁹
- No threading [required]
- No-Touch [Easy] Refill
- No wasted wipes
- Non-Flushable
- Not for Individual Sale
- [Now is your chance to] Customize your [wipes] canister]
- Odor-neutralizing [fresh] [scents -and/or- technology -and/or- formulas]
- [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 for [all] hard, nonporous [kitchen -and/or- bathroom -and/or- household] surfaces
- [One wipe] cleans [an entire] -and/or- [a 12-person] dining room table
- [One wipe] cleans an entire bathtub -or- refrigerator exterior -or- room -or- kitchen -or- bathroom
- One Wipe cleans your kitchen counters -and/or- table -and/or- stovetop³⁸
- One Wipe, Multiple Surfaces
- Opens with one hand
- Our #1 -or- smartest -or- brightest -or- brilliant -or- best choice -or- value [pack] for B[ack][i>[-]t[o][i>[-]S[chool]⁸ -and/or- school⁸ & home -and/or- classrooms -and/or- School Supply Lists -and/or- parents -and/or- moms -and/or- teachers
- Our Best -or- Advanced -or- Easiest -or- Smoothest Dispensing [Ever!]
- [Our] better -or- best look
- Outdoor dirt -or- grime calls for a better -or- stronger -or- thicker -or- heavier wipe¹⁰
- Paper towel size [8.5"x11"]
- Part of [a] Multi-Pack
- Patented -or- Exclusive formula -or- wipe
- Penetrates Dirt for **Xx** more Cleaning Power¹⁰
- Perfect for cleaning up around the toilet
- Perfect -or- Great for outdoor dirt -or- grime -or- furniture^P
- Perfect -or- Great for patio furniture^P
- [Perfect for] Use with the **this product** easy start lid
- Perfect size for kitchens -and/or- bathrooms
- Picks up -and/or- traps dirt -and/or- crumbs -and/or- hair
- Plant-based cloth
- Plant based substrate
- Pop-up [top]
- Portable -or- Can be reattached [with bracket]
- Portable size
- Powerful citric acid cleaner
- Powerful cleaning -and/or- degreasing action -or- formula
- Powerful Cleaning -or- Great -or- Suitable for auto -or- car surfaces
- Powerful[ly] Clean, Delightful[ly] [Re]Fresh[ing] Scents!
- Powerful Clorox {Cleaning} Formula and Compatible for auto -or- car surfaces
- Powering Classrooms with DonorsChoose.org
- Cleans and powers through⁴⁰ [tough] Grease -and/or- Soap Scum -and/or- Grime [the first -or- 1st time]
- Powers through⁴⁰ by cleaning grease -and/or- lifting dirt
- [Premium] -or- [Thicker] wipe [for more cleaning power]
- Prevents wipes from bunching!
- Proprietary lid -or- Moisture lock lid
- Proud partner/sponsor of DonorsChoose.org
- Pulls -or- dispenses one -or- 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]
- Put me on -or- add me to your school list; take me to school⁸
- Put **this product** on your school⁸ supply list to help keep your child's classroom clean
- [Put[s]] wipes where you need -or- use them -or- want them
- [Put[s]] wipes within [easy] [arm's] reach -or- at your fingertips
- Quick³⁹ and Easy Cart Cleaning
- Quick³⁹ and Easy Cleaning Everywhere^P
- Quick³⁹ and Easy Cleaning for Kitchen Surfaces^P
- Quick³⁹ auto -or- car interior cleaning
- Quick³⁹ clean-up for the holidays
- Quick-clip -or- convenient handle
- Quick³⁹ pull [wipes] for a faster clean
- Quilted [cleaning][!]
- Quilted substrate -or- wipe cleans better^f
- Ready pull
- Refill for [a(n) -or- your] [current -and/or- existing] **insert number** [Wipes] **this product** canister -or- container
- Refill pack
- **Refill** Less plastic -or- waste -or- material [to throw away]
- [Refill -or- Pouch -or- Canister] Combo Pack
- Refillable [with **insert number** wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- **Refills** [Package] Made from -or- with -or- Uses **insert number%** less plastic -or- waste -or- material
- Refills save you money
- Regular [wipe] [size] -or- Large [wipe] [size]
- [Reinforced with] Blue -or- ToughBlue -and/or- microweave -or- Powerweave fibers to power through -or- clean tough messes
- [Reinforced with] [Powerful] [blue -or- ToughBlue -or- Microweave -or- Powerweave] fibers [for] [added] strength -and/or- durability
- [Reinforced] [with] Quilted [strength]
- Releases [the right amount of] cleaning agent [when you need it] [for bigger messes]
- Remove the grime not the shine
- 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 wipe^f
- Removes -or- Eliminates -or- Attacks -or- Gets rid of -or- Melts away tough [soap scum] [**insert site(s) from Table 2**] [dirt] [soils -or- **insert soil(s)/stain(s) from Table 4**] [grime][!]

- [Resealable] On-the-Go Pack -or- Size[!]
- Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
- Safe on Granite^{aaa} -and/or- Finished Hardwood -and/or- Stainless Steel
- Safe [to -or- for use] on **insert surface material(s) from Table 3**
- Scrubbier [for [cleaning] tough messes]
- Scrubs out -or- away [even -or- tough] messes
- 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 -or- our] ads -or- series in **insert publication name(s)**
- 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 your favorite design [hit shelves] [in stores]
- Select -or- Choose -or- Pick[-]a[-]wipe
- Shields Surfaces for 5x cleaning action²²
- Simple active ingredient
- 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] [Powerful] [Micro-Fibers -or- Scrubbing-Fibers -and/or- Micro-[Scrubbing] Fibers -or- Power -and/or- Micro-Scrubber -or- Micro-Scrubbing Texture -or- Textured] Micro-Scrubbers[!]
- [Cut[s] through -or- For] [Tough -and/or- Stubborn -and/or- Baked On -and/or- Sticky [Messes -or- Soils -or- Stains **insert soil(s)/stain(s) from Table 4**] [with less [effort -or- scrubbing]¹⁰] [!]
- Soft Packaging [for] [Easy Storage]
- Soft weave wipe cleans **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** better [in] **insert use site(s) from Table 2**
- Softer wipes
- [Space-saving -or- saver] design -and/or- pack
- Specially formulated for a variety of surfaces -or- kitchen surfaces^P
- Specially formulated for Multiple -or- Shiny Surfaces^P
- [Specially formulated] For [use in] the bathroom^P
- 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^P] the house -or- kitchen and bathroom^P
- [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 -or- **insert soil(s)/stain(s) from Table 4**]
- Spot clean[ing] -or- touch-up clean[ing] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] **insert fragrance descriptor(s)** smell -or- scent
- Spring Into Clorox[®] clean
- Stay-wet -or- Moisture-lock -or- Stay-tight -or- Air-lock package -and/or- seal -and/or- pouch -and/or- pack
- Stays -and/or- Keeps moist -and/or- wet [better than ever -or- before]
- Stays wet longer -or- holds moisture longer
- Stock up & stack up[!]
- Store [x%] more & save space³⁰
- Streak-free!
- 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 -and/or- jobs -and/or- stains -and/or- difficult -or- uneven surfaces [all around the house^P]
- 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**]
- Super scrubby -or- Scrubby texture
- Support a Classroom, Build a Future. Clorox + DonorsChoose.org
- Support Classrooms with Clorox and DonorsChoose.org
- Tackle large cleaning jobs with just 1 -or- wipe
- Tackles tough messes [on [multiple] surfaces]
- Take **this product** [with you] on the go[:] [on] travel -and/or- [in] **insert use site(s) from Table 2** -and/or- **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 bag²⁶ -and/or- gym bag
- Takes up less space -or- room [[than your [current -or- existing] canister -or- container]]
- [Teachers] Clean up the classroom [with **this product**]
- Textured to lift [**insert number <50%**] more dirt²⁵
- Textured wipe traps more dirt -or- Engineered to Capture **Xx** more Dirt & Grime¹⁰
- Textured wipe for better scrubbing
- [The cleaning power of Clorox[®] wipes] [with a -or- an] easier -and/or- innovative packaging -or- dispensing -or- package
- 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 -and/or- place looking “just cleaned”^P
- [The Designer Series is] Beautiful -and/or- elegant enough to leave out [on counters -and/or- desks -and/or- in bathroom -and/or- in kitchen -and/or- 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] clean every day^P
- 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: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen^P -and/or- bathroom^P -and/or- household^P] surfaces -or- places [like] **insert site(s) from Table 2**
- [The] [Non-Scratch -and/or- Scrubbing -and/or- Scrubby -and/or- Multipurpose -or- occasion] wipe[:] cleans [great -and/or- works [well] -or- [is] suitable] [on kitchen^P -and/or- bathroom^P -and/or- household^P -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 [like] **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** -and/or- **insert use site(s) from Table 2**!]
- Wipe cleans your [-or- on more] surfaces
- [The] only wipe 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 are] [always] ready to use
- The smart -and/or- bright -and/or- brilliant choice -or- value [pack] for B[ack] [-]t[o] [-]S[chool]⁸ -and/or- school⁸ & home -and/or- classrooms -and/or- School Supply Lists -and/or- parents -and/or- moms -and/or- teachers

- The smell of clean
- The wipe that does it all...anytime^P
- There are many uses for **this product** and here are a few:
 - bathroom surfaces^P
 - kitchen surfaces^P
 - Kid's -or- Children's [play]room or family den
 - window blinds
- Thicker -and/or- **Xx** -or- **X%** stronger -and/or- more durable^f
- Thicker. [and] [Stronger.] [Longer-Lasting.] -or- [More Cleaning Power.]¹⁰
- Thicker. Stronger. Longer Lasting.¹⁰
- [Thick[er]] Textured Wipes [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- **This product** [is -or- are] premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
- [**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- **insert soil(s)/stain(s) from Table 4** -or- Stains][!]
- **This product** [Wipes] To Go
- Three pack -or- multi-pack
- To Go [pack] [size]
- [To Go] [Purse -and/or- Trial -and/or- Travel -and/or- Pocket] Size -or- Pouch -or- Pak -or- pack
- Tough on grease, dirt and grime
- Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] [bathroom -or- restroom] [kitchen] [household] [office] [work -or- office place] soils -or- **insert soil(s)/stain(s) from Table 4** [!]
- Tough on messes, easy on surfaces
- Tough on pet stains -and/or- dirt pets 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] Scrub Through -or- For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- **insert soil(s)/stain(s) from Table 4** -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- 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
- TripleWeaveTM Texture -or- Technology for Better Cleaning
- TripleWeaveTM Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Try Me
- Try me [on] [for] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** [!]
- [Try] [Our] [Free][!] sample -and/or- product -and/or- giveaway [inside -or- included -or- attached]
- Try [this -or- our] [scent] **insert scent descriptor(s)**
- Tub refill
- Twin pack -or- two pack -or- dual pack
- Unique dispenser
- Use all around the house^P
- Use Everywhere indicated on the label -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 surfaces anywhere^P indicated on the label [you travel] [throughout the house^P]
- Use on hard, nonporous surfaces: plastic -and/or- vinyl upholstery -and/or- metal -and/or- glass -and/or- painted surfaces
- Use on -or- Try on -or- Can be used on -or- Perfect -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 **this product** -or- the wipes throughout the house^P
- [Use **the product** -or- the wipes] for [light] touch-up -or- light -or- everyday -or- daily -or- quick³⁹ cleaning -or- clean-ups [all over the house^P] [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 size -or- pack
- Value Twin
- [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 -or- your -or- the] [future -or- next -or- favorite] [canister -and/or- design]
- Visit www.clorox.com [to get involved -and/or- 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 -or- the -or- 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 www.clorox.com
- We support DonorsChoose.org
- What [design] do you want to see [next] [in the future]?
- What [design] would look good -or- best in [your -or- the] **insert use site(s) from Table 2** -and/or- [on **insert use surface(s) from Table 1**]?
- Will not harm most surfaces
- Will not leave behind greasy appearance or feel
- Wipe away [the] [tough] bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [soils -or- **insert soil(s)/stain(s) from Table 4**] -and/or- dirt -or- grime
- [Wipe] Cleans better -and/or- lasts longer [than ever]
- [Wipe] [Product] Guide -or- Selector -or- Selection
- Wipe Rewards. Visit [clorox.com](http://www.clorox.com) for details
- Wipes away⁴⁰ -and/or- powers through⁴⁰ -and/or- attacks -and/or- [even] cleans [tough] [stubborn] [baked-on] [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
- Wipes Come Out One at a Time!
- Wipes don't bunch together!
- Wipes [pull out] [dispense] effortlessly!
- [Wipes] Stay[s] wet -or- moist longer
- Wipe up [and go]
- Wipes won't dry out¹⁵
- With a bleach-free formula
- With a pleasant fragrance
- [With] [Individually cut] wipes [that dispense one at a time]!

- [With] **insert number less than 10x** grease -and/or- soap scum -and/or- stain fighting power³³ -and/or- 25
- [With] [Powerful] soap scum -and/or- grease -and/or- grime -and/or- dirt fighting -or- cutting -or- dissolving formula -or- technology
- 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]
- [You can] clean an entire garage with just **X** wipes
- [You can] clean an entire room -or- kitchen -or- refrigerator exterior -or- bathroom with just **X** wipes
- [You] Choose -or- Decide [a] [your -or- 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] [are] [Also] Available in [a -or- our] [decorative -and/or- beautiful -and/or- pretty -and/or- hip -and/or- fun -and/or- trendy -and/or- Designer] [Series] packaging -or- canisters -or- containers -or- [oval] [packages -or- shapes]
- [You're invited to] Be [a -or- our] design expert
- [You're invited to] Share your opinion

NOTE: 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

Any fragrance descriptor below can be preceded by 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 -and/or- followed with aroma -or- bouquet -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean

- [Calming -and/or- French] [Lush -and/or- Mountain -and/or- Provence -and/or- Sheer -and/or- Soft -and/or- Sun-Drenched -and/or- Sun-Kissed -and/or- Wild] Lavender
- Cascading [clean -and/or- falls]
- Citrus Blend
- Citrus Island Bloom
- Coconut [Breeze]
- Cyprus Orange Blossom
- [Clean -and/or- Refreshing -and/or- Great] scent
- Fresh -and/or- [Serene] Clean
- Fresh Brazilian Blossoms
- Fruit[y] [blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion]
- Grapefruit
- Hawaiian Sunshine -or- Aloha
- Island [blo[ss]om -and/or- bouquet -and/or- breeze -and/or- power]
- Japanese Plum Blossom
- Jasmine [bloom -and/or- breeze -and/or- burst -and/or- blossom -and/or- fresh]
- Lavender [blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion] [& chamomile] [& herbs -and/or- aromatherapy -and/or- escape -and/or- fields -and/or- flowers -and/or- garden -and/or- harvest -and/or- meadows -and/or- valley -and/or- whisper -and/or- jasmine]
- Lime -and/or- Mandarin -and/or- Orange [Shower] blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion
- Mediterranean -and/or- Tahitian Citrus Bloom -or- Tahitian Grapefruit Bloom
- Orange -or- Peach Blossom
- Pacific Breeze and Coconut
- Peach [Serenity]
- Petal [breeze -and/or- pink -and/or- rush]
- Pineapple & Mango
- Rose [of the tropics]
- [Sparkling -and/or- Crisp] Lemon -or- Citrus -and/or- Blend -and/or- Zest -and/or- blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion -and/or- twist]
- [Sugar] Plum [Forest -and/or- Blossom]
- Tahitian Grapefruit Splash
- [Tropical] Mango -and/or- Mandarin
- [Tropical] Palm [breeze -and/or- escape]
- [Tropical] Pineapple -and/or- Hibiscus
- Tuscan Lavender and Jasmine
- Veranda [breeze -and/or- flowers -and/or- blossoms]

Table 1 Use Surfaces^p

[Air]plane Tray Tables	Tables -and/or- Fast Food Restaurant Tables	Litter Boxes	Recycling Bins
Baby[’s] Rooms -and/or- Furniture -and/or- Surfaces	[Dining -and/or- Fast Food -and/or- Kitchen -and/or- Picnic -and/or- Play -and/or- Restaurant -and/or- Tray] Tables	Locker Room Surfaces	Refrigerator Door Handles
Baseboards	[Door -and/or- Cabinet -and/or- Appliance] Knobs	Lockers	Restaurant High Chairs
Basements	Door Frames -or- handles	[Manual] Pencil Sharpeners	[Salad Bar -and/or- Buffet] -and/or- Cafeteria]
[Bathroom -and/or- Kitchen] Faucets [Handles]	Drain Boards	Marker [exteriors]	Sneeze Guards
[Bathroom] Mirrors	Drawer Pulls	[Medicine] Cabinets	[School ⁸ -and/or- Toys ⁹] Supplies Surfaces
[Bath]tubs	Dressing Carts	Metal -and/or- plastic Work Benches	[Shower] Doors
Beakers	Drinking Fountains ⁹	Non-Food Contact Surfaces of Highchairs	Shower Walls -and/or- Surfaces
Bed Rails	Elevator Buttons	Office -and/or- Bedside Furniture	Signs
Bed Springs and Frames	Exam[ination] Tables	Office Machinery	Staplers
Bidets	Faucets	[Outside of] Appliances	Steering Wheels
Blinds	[Filing] Cabinets	Exteriors -and/or- Surfaces]	Stereo Consoles
Cabinets	Fitness Center Equipment	[Outside of] Microwaves	Stovetop Exteriors ³⁸
Cages	Floors -or- Flooring	[Exteriors] must use either “outside of” or “exterior”	Test tubes
Car Interiors	Floors [Around Toilets]	[Outside of] Refrigerators	[Tiled] Walls
Car -or- Booster Seats	Gaming Systems	[Exteriors] must use either “outside of” or “exterior”	[Toilet] Flush -and/or- Faucet -and/or- Telephone -and/or- Dishwasher -and/or- Cabinet -and/or- Door Handles
Car Seats	Garage shelving -and/or- [storage] cabinets (metal, plastic, sealed hardwood)	Overbed Tables	Toilet -and/or- Urinal Exteriors [Surfaces] -or- Exterior Toilet Surfaces
Cat -and/or- Dog -and/or- Pet Soiled Surfaces	Garbage -or- Trash Cans	Paint Palettes	Toilet Seats
[Cell -and/or- Smart] Phones	Garbage Disposals	Painted Pencils	Tool box -and/or- tools [sets]
[Child] Strollers ⁹	Glass table[tops]	Painted Surfaces	Toy Boxes
[Children’s] Furniture	Glazed tiles	Paper Towel Dispensers -and/or- Holders	Toy Storage Bins
[Children’s -or- Child’s -or- Pet’s] Toys ⁹	Globes	Patient Beds	Training Tools
Chrome Exterior Surfaces of Urinals -and/or- Toilets	[Grocery [Store]] [Shopping] Basket -or- Cart Handles	[Patient] Chairs	Trash Cans
[Classroom] Desks	[Grocery [Store]] [Shopping] Carts	Patio Furniture	Trash Compactors
Closets	Gym Equipment	P[ersonal] D[igital] A[ssistant]s	[TV -and/or- Wii] [Remotes] [Controls]
[Clothes -and/or- Diaper] Hampers	Hand Dryer Buttons	Pet -or- Dog Houses -and/or- Crates -and/or- Furniture -and/or- Surfaces	Ultrasound devices -or- machines (external)#
Computers -and/or- Laptops -and/or- [Netbooks -and/or- Keyboards]	Handrails	Picnic Tables	[Under] Sinks
Consoles	High chairs ⁹	Plastic -and/or- hard, nonporous music note symbols	Vending Machine Surfaces
Cooler Exteriors	[Kid’s] [Play] Structures -and/or- Equipment -and/or- Furniture -and/or- Tables	Plastic -and/or- Model Rocket	Vinyl upholstery
Counter[top]s insert surface material(s) from Table 3	Kitchen [Surfaces -and/or- Appliances]	Plastic Shower Curtains	[Vinyl] Wallpaper
Cribs	Lamps	Playground Equipment	Walkers
Cup Holders	Laundry Rooms	Playpens	Washing Machines [Washers -and/or- Dryers] [Exteriors] [Outside of]
Cupboards	Lawn Chairs	Pool maintenance equipment	Wastebaskets
[Dark] glazed Tile	LCD -and/or- Navigation Screens	Porta-Potties -or- Portable Bathrooms	[Water -and/or- Drinking] Fountain [Toggles -and/or- Handles]
Dashboard	Light Switches -and/or- Fixtures -and/or- Panels	[Potty] Training Toilets -or- Chairs	Wheelchairs
Dental chairs#	Light bulbs ³⁴	[Public -or- Pay] Telephones -or- Phone Booths	Windows
Dental lamps#		Range Hoods	[Wood ²⁷] Doors
Diagnostic Equipment			
[Diaper] Changing Tables			
Diaper Pails			
Dining Room Surfaces -and/or-			

Table 2 Use Sites^p

[Air]plane Lavatories	Elevators	Locker Room [Facilities]	[Rental] Cars
Airports	Factories	Long Term Care Facilities	Rest Stops
Ambulances	Family Rooms -or- Areas	Lounges	Restaurants
Apartments	Fast Food Restaurants	Malls	Restrooms
Automobiles	Fitness Centers	Manufacturing Plants	RVs
Basements	Garages	Markets	School ⁸ Buses
Bathrooms	Gas Stations	Mass Merchandisers	School ⁸ -and/or- City
Boats	General Merchandise Stores	Medical Clinics ^{\$\$}	-and/or- Public Transit
Bowling Alleys	Grocery Stores	Military Installations	-and/or- Commuter Buses
Break rooms	Gym[nasium]s	[Mobile] Homes	Schools ⁸
Buses	Gyms	Motels	Shelters
Butcher Shops	Health Clubs	Motor Homes	Ships
Cafeterias	Healthcare Facilities	Motorboats	Shops
Campers	Home [Centers]	Nurseries	Shower [rooms]
Campgrounds	Hospitals	Nursing Homes ^{\$\$}	Storage Areas
Cars	Hotels	Office [Areas]	Subways
Churches	Houseboats	Outpatient Healthcare	Supermarkets
Colleges	House[hold]s	Facilities	Surgery Centers
Common -and/or- Classroom	Industrial Facilities	Pet Areas	Trailers
-and/or- School ⁸ -and/or-	[Institutional] Kitchens	Pharmacies	Trains
Play Areas	[Institutional] Laundromats	Physician's Offices	Trolleys
Convenience Stores	Institutions	Play Areas	Universities
Correctional Facilities	Jungle Gyms	Play Rooms	Vacation Homes
[Damp] Storage Areas	Kennels	Playground Equipment	Vehicle [Interiors -and/or-
Day Care Centers	Kid's -or- Children's	Playgrounds	Exteriors]
Dens	[Play]rooms -or- [Family]	Public Facilities	Veterinary Clinics ^{\$\$} -or-
Dental Offices	Dens	Public Restrooms	Offices ^{\$\$}
[Diaper] changing areas	Laboratories	[Public] [Tele]phone [Booths]	Waiting Rooms
Discount Retailers	Lavatories	Reception Areas	Warehouse Clubs
Dorms	Living Areas -and/or- Rooms	Recreational Centers -and/or-	Work[places]
[Elementary] Schools ⁸	Lobbies	Facilities	

Table 3 Surface Materials

Acrylic	Glazed ceramic	Porcelain enamel
Aluminum	Glazed porcelain	Sealed quartz
Brass	Granite ^{aaa}	Sealed fiberglass
Chrome	[Interior] plastics	Sealed granite
Corian [®] [λ]	Laminates	Sealed hardwood
Finished hardwoods ^{¥¥}	Marlite [®] [λλλ]	Sealed marble
Finished wood	Metal	Stainless steel
Formica [®] [λλ]	Plastic	Vinyl
Glass	Polyurethane	Wood ²⁷
Galvanized steel	Polyurethane finished hardwood	

Table 4 Soils/Stains

Barbeque sauce	Hair gel	Particles
Blood	Hair spray	Shaving cream
Body oils	Hand and body lotion	Soap
Coffee [stains]	Ink	[Soap] scum
Cosmetics	[insert use site(s) from Table 2] Messes	[Soft] drinks
Crumbs	-and/or- stains -and/or- soils	Soy sauce
Dirt	[Kitchen] grease	Spaghetti sauce
Dust	Laboratory stains	Spills
Fecal matter	Maple syrup	Tomato [sauce]
Fingerprints	Mayonnaise	Toothpaste
Food residues -or- soils	Milk	Watermelon
[Fruit] juices -or- stains	Mud	Wine
Grime	Other common soils -and/or- stains	
Hair	Other organic matter	

Alternate Brand Names

Clorox® Disinfecting Wipes ₉	Clorox® Citric Acid Disinfecting Wipes ₁
Clorox® Disinfecting Wipes ₁₀	Scentiva® by Clorox Disinfecting Wipes
Clorox® Scentiva® Disinfecting Wipes ₂	Scentiva® Clorox® Disinfecting Wipes
Clorox® Scentiva® Disinfecting Wipes ₃	Scentiva® Disinfecting Wipes
Clorox® Citric Acid Disinfecting Wipes	

Footnotes

- ¹ Human Coronavirus, Respiratory Syncytial Virus [(RSV)]
- ² Influenza A Virus
- ³ Rotavirus, Influenza A2 Virus, Respiratory Syncytial Virus on hard nonporous surfaces
- ⁴ when used according to the disinfection directions
- ⁵ Staphylococcus aureus [(Staph)] and Klebsiella aerogenes **tested as Enterobacter aerogenes** on hard nonporous surfaces
- ⁶ [Human] Coronavirus, Respiratory Syncytial Virus, Influenza A Virus
- ⁷ Cat dander -and/or- cockroach debris -and/or- cockroach matter -and/or- cockroach particles -and/or- dog dander -and/or- dust mite debris -and/or- dust mite matter -and/or- dust mite particles -and/or- pet dander -and/or- timothy grass -and/or- pollen particles -and/or- grass
- ⁸ Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.
- ⁹ [For toys,] Rinse with water after wiping with -or- using the product
- ¹⁰ compared to -or- v[ersu]s[.] Clorox® Disinfecting Wipes1
- ¹¹ Kills 99.9% of germs†
- ¹² Salmonella enterica
- ¹³ Staphylococcus aureus
- ¹⁴ **Insert 30 second virus(es) from Organism Table**
- ¹⁵ When used as directed -or- according to the directions [for use]
- ¹⁶ vs. **insert number** count **this product** canister]
- ¹⁸ Salmonella enterica [(Salmonella)], Staphylococcus aureus [(Staph)], Rotavirus on hard nonporous surfaces
- ¹⁹ Thicker -and/or- Stronger -and/or- Longer lasting -and/or- More cleaning solution -and/or- Scrubby] texture in comparison to -or- v[ersu]s Clorox® Disinfecting Wipes1
- ²⁰ **Insert Soil(s)/Stains(s) from Table 4**
- ²¹ by reducing or via reduction of soil adhesion
- ²² Cleans -and/or- Leaves a scent -and/or- removes grime -and/or- Removes Allergens -and/or- Deodorizes
- ²³ Sealed -and/or- finished
- ²⁵ compared to -or- v[ersu]s[.] **insert name of Clorox® nonregistered wipe**
- ²⁶ Do not use as a diaper wipe or for personal cleansing **will be used for claims relating to carrying in diaper bags**
- ²⁷ Finished hardwood
- ²⁸ The words “easy” and “easily” can only be used with cleaning claims
- ²⁹ In **XX** sec[onds]
- ³⁰ compared to -or- v[ersu]s[.] a canister with equivalent number of wipes -or- 75 c[oun]t canister
- ³¹ Removes tough stains, removes caked-on food -and/or- **insert soil(s)/stains(s) from Table 4**, textured for scrubbing, durable, cuts through grease [and grime], traps [and lifts] dirt, removes allergens¹⁵, deodorizes, leaves a scent, safe on **insert surface material(s) from Table 3**, removes soap scum, low streak, low residue, triple layer, cleans
- ³² vs. club **insert ABN this product** [offerings] -and/or- **insert ABN this product** [insert number wipes c[oun]t] -and/or- **insert ABN this product** [insert number 6 or smaller x insert number of wipes c[oun]t]
- ³³ In comparison to -or- v[ersu]s[.] a single layer wipe -or- a wet paper towel -or- **insert name of Clorox® nonregistered wipe**
- ³⁴ unplugged[; allow to cool down [before using]]
- ³⁵ Use on recommended surfaces or test a small area first
- ³⁶ Potable water rinse required for food contact surfaces
- ³⁷ Disinfects -and/or- cleans -and/or- deodorizes -and/or- removes **insert soil(s)/stains(s) from Table 4** -and/or- removes allergens -and/or- leaves a scent
- ³⁸ Turn off appliance & allow surfaces to come to room temperature prior to disinfecting
- ³⁹ **The words “quick”, “quicker” and “quickly” can only be used with cleaning claims**
- ⁴⁰ **The words “wipe out”, “wipes away” and “powers through” can only be used with cleaning claims**
- ⁴¹ odor-causing bacteria on non-food contact surfaces
- ⁴² Thicker in comparison to -or- v[ersu]s[.] a single layer wipe -or- a wet paper towel
- ◇ [tested] as Feline Calicivirus
- # [Please] consult manufacturers’ instructions [for appropriate use] [before use]
- † Pseudomonas aeruginosa [(Pseudomonas)], Salmonella enterica [(Salmonella)], Staphylococcus aureus [(Staph)], **insert a virus from the Organism Table, as required for the qualified germs claim; then insert any other bacteria or virus desired from the Disinfection Organism Table** on hard nonporous surfaces
- †† Does not include weight of dry wipe
- [‡ Viruses]
- [‡‡ Bloodborne pathogens]
- ◇ Kills SARS-CoV-2 on hard, nonporous surfaces
- ^P [on] hard, nonporous surfaces [of] [identified on this label]
- § v[.] [ersu] s[.] -or- than -or- compared to a [water on [a]] [wet] -and/or- leading -and/or- store brand -and/or- bargain paper towels
- §§ For use on noncritical surfaces in:
- §§§ (in terms of surface area for cleaning)
- §§§ vs **insert wipe dimensions** size
- ∞∞ Sealed Granite
- ∞∞∞ Based on Retail Sales
- ‡‡ a deodorizer -and/or- sanitizer -and/or- disinfectant - and/or- allergen⁷ remover
- ‡‡‡ Swiffer[®] 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]
- [^] Formica[®] is a [registered] trademark of [The Diller Corporation] [a subsidiary of] [Formica] [Formica Corporation] [or one or more of its affiliates]
- [^^] Marlite[®] is a [registered] trademark of [Marlite, Inc.] [a subsidiary of] [Marlite, Inc.] [or one or more of its affiliates]
- ¥¥ Use as directed. Suitable for use -or- can be used -or- compatible on polyurethane treated wood. [Test a small area first].