



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

July 15, 2024

SENT BY EMAIL

Christina Wilkinson
cwilkinson@srcconsultants.com
CLOROX CO., THE

Subject: Labeling Notification per Pesticide Registration Notice (PRN) 98-10 - Correct Typos, Remove Optional Marketing Claims, and Reformatted four stain/soil types
Product Name: Atticus
Admin Number: 5813-134
EPA Receipt Date: 05/30/2024
Action Case Number: 00613614

Dear Christina Wilkinson:

The U.S. Environmental Protection Agency is in receipt of your application for notification under Pesticide Registration Notice 98-10 for the above referenced product. The EPA has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The labeling submitted with this application has been stamped "Notification" and will be placed in our records.

Should you wish to add/retain a reference to your company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide, Fungicide, and Rodenticide Act and is subject to review by the EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the EPA find or if it is brought to our attention that a website contains statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

If you have questions, please contact Terria Northern via email at northern.terria@epa.gov.

Sincerely,

Terria Northern, RM Team 34
RMB2, AD
Office of Pesticide Programs

Label identification

Atticus, EPA Reg. No. 5813-134

RC708022

10:30 5/23/24

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.

NOTIFICATION

5813-134

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

07/15/2024

Atticus

KEEP OUT OF REACH OF CHILDREN

CAUTION: SEE BACK LABEL FOR ADDITIONAL
PRECAUTIONARY STATEMENTS.

ACTIVE INGREDIENT:

Citric Acid 1.0%

OTHER INGREDIENTS: 99.0%

TOTAL: 100.0%

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

[Net Contents] _____

PRECAUTIONARY STATEMENTS: Hazards to Humans & Domestic Animals

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

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 the eye. Call a poison control center or doctor for further treatment advice. Have the product container with you when calling a poison control center or doctor or going for treatment. For further information call 1-800-227-1860.

EPA Reg. No. 5813-134

EPA Est. No. 58455-IN-2 (01)

Beginning of batch code indicates Est. No.

[[Final Packaging Facility:] [EPA Est. No. 5813-GA-2 -or- *insert one EPA Est No. without code from EPA Est. No.*]] *to be used for boot or carton*

Questions? Comments? Call [us at] 1-800-227-1860. For more product ingredient information, visit www.smartlabel.org.

Distributed by The Clorox Company, 1221 Broadway, Oakland, CA 94612.

Made in USA with thoughtfully sourced global ingredients.

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Questions[?][[or] comments[?][:] Call toll free 1-800-227-1860 [or visit us at] www.clorox.com

Clorox is a registered trademark of The Clorox Company.

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

Mfd. for & © YYYY The Clorox Company,

1221 Broadway, Oakland, CA 94612

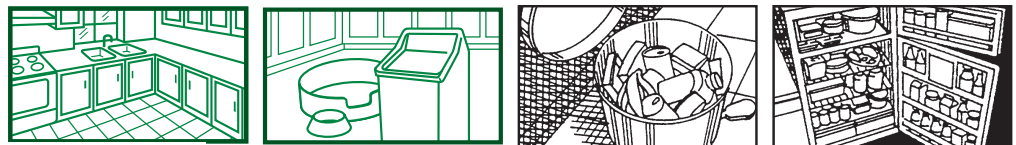
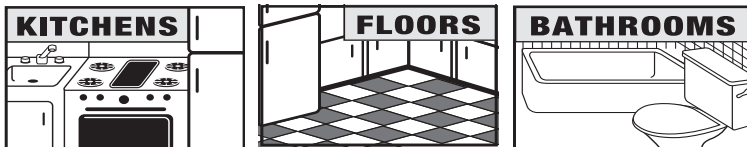
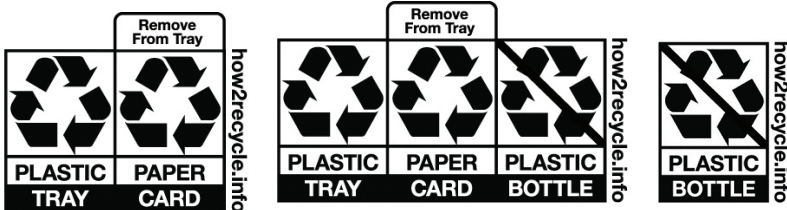
Made in [the] U.S.A. [of global components -and/or- ingredients.]

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

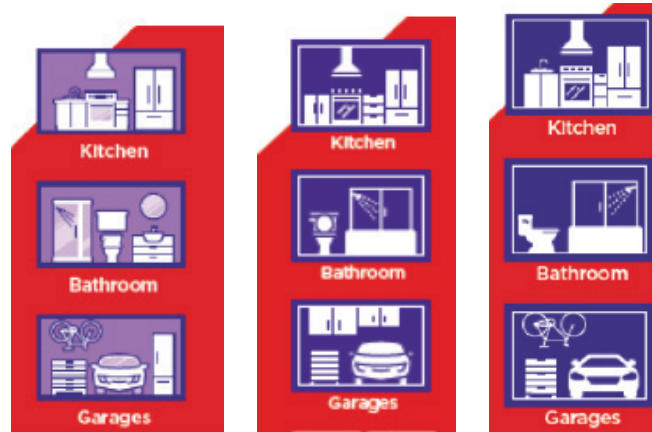
Patents: www.thecloroxcompany.com/patents/

[Phosphate[-]free]

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



Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)





epa.gov/dfe



Packaging Related Statements

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

Operating Trigger

To Operate: [Open hinged cover of sprayer and snap into opening on top. -or- Turn nozzle [counterclockwise] to “spray” -or- “stream” [setting]. -or- Adjust [nozzle] to desired pattern. -or- To open, turn the purple nozzle.] Spray (6-8 inches from) surface, [[rub] [-or- wipe] with [brush,] [paper towel,] [sponge,] [lint-free cloth] or [cloth]]. [Do not breathe spray or mist.] [[This product] Can be used on -or- won’t harm most washable surfaces.] [Not recommended for use on soft vinyl, varnishes, or aluminum.] [If applied to those surfaces, rinse and wipe dry immediately.] [For painted surfaces, sealed granite, wall coverings or any surfaces about which you are unsure, test [a] small, inconspicuous area [first] -or- For best results, always test a small area before washing -or- applying.]
Turn nozzle to ON.

Use on hard, nonporous surfaces. For surfaces that may come in contact with food, a potable water rinse is required.

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

- [To foam (close screen on nozzle) or spray (open screen on nozzle)].
- To Foam -or- Spray: Turn -or- Rotate nozzle to ON.

-or-

- [[Easy] Refill [Instructions on [the] Back]]
- Twist off, Refill. Align Tip to Tube.

Push[,] -or- Snap Down to Close.

Alternate for Refill Bottle:

To Refill [Spray Bottle(s)]:

[Remove]

1. Remove trigger sprayer -or- cap [from empty bottle]

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use]

3. Replace trigger sprayer [and use as you normally would].

-or-

[Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle.

Trigger options: To refill [spray bottle]: Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upward[s]] to remove. [After refilling spray bottle,] Replace trigger by aligning [red [tip] tube on trigger with -or- to small [opening-or- tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [to close] [until it clicks] [-and/or- locks into place]].

-or-

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

DIRECTIONS FOR USE

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

Disinfection

To disinfect hard, non-porous surfaces: Spray product 6-8 inches from surface until thoroughly wet. Surface must remain visibly wet for 10 minutes. Rinse or wipe clean. For visibly soiled surfaces, preclean surface before disinfecting.

To clean: spray surface until wet, and wipe clean.

For painted surfaces, test small area first.

Alternate Instructions to Sanitize and Disinfect:

Turn nozzle to "on" and spray 6–8 inches from hard, nonporous surface. Spray until thoroughly wet.

To [Deodorize and] Sanitize: Treated surface must remain visibly wet for 30 sec[onds] before wiping.

To Disinfect: Treated surface must remain visibly wet for 10 min[utes] before wiping. [For Norovirus^o -and/or- Human Coronavirus -and/or- Influenza A (H1N1) virus -and/or- Respiratory syncytial virus (RSV) -and/or- Rhinovirus 14 -and/or- SARS-CoV-2 surface must remain visibly wet for 30 sec[onds].] For visibly soiled areas, [a] precleaning [step] is required.

Use On: Hard, nonporous surfaces such as glazed ceramic, sealed granite and glass. For surfaces that may come into contact with food, a potable water rinse is required. Do not use on glasses, dishes, or utensils.

To [Deodorize] Sanitize Non-Food Contact Surfaces: Spray and allow surface to remain visibly wet for 30 sec[onds] [half a min[ute]]. Then wipe. -or- Treated surface must remain visibly wet for 30 sec[onds] [half a min[ute]] before wiping. For visibly soiled areas, [a] precleaning [step] is required.

To Sanitize Non-Food Contact Hard Nonporous Surfaces: Spray product 6-8 inches from surface and allow treated surface to remain visibly wet for 30 sec[onds]. [Then wipe -or- [Let the product] air dry [after application].] For visibly soiled areas, [a] precleaning [step] is required.

General: Household/Kitchen/Bathroom/Floor Cleaning: Remove cooking ingredients and cooked food from areas to be cleaned. Spray product straight onto soils and wipe clean [with a dry paper towel or lint-free cloth -or- sponge]. -or- [Spray soiled area, then wipe clean.] Repeat for heavily soiled areas.

[To Clean -and/or- Remove Soap Scum:] Spray [product] onto soils -or- soiled areas and wipe [clean] with [a -and/or- dry] paper towel or [lint-free] cloth [or sponge]. -or- Just spray on and wipe off [with a dry paper towel or lint-free cloth or sponge]. [No scrubbing or rinsing necessary. -and/or- For best results, use a dry paper towel or lint-free cloth. -and/or- Repeat for heavily soiled areas.] For stubborn stains -and/or- heavily soiled areas [or tougher jobs], allow [the] product to sit -or- penetrate [dirt -and/or- soap scum] for 1 -or- a few -or several minutes [before wiping]. [For best results, use regularly to prevent dirt and soap scum build up.]

To Clean [Nonporous] Surfaces -and/or- Floors: [Spray soiled area, then wipe clean. -or- For spot cleaning, spray straight from bottle and wipe clean with damp sponge -or- mop.]

Organism Table

Disinfection		
Bacteria	Strain and/or ATCC	Contact Time
Hospital Associated Methicillin Resistant Staphylococcus aureus -HA-MRSA	[ATCC 33591]	10 min[utes]
Pseudomonas aeruginosa	[ATCC 15442]	10 min[utes]
Salmonella enterica [(Salmonella)]	[ATCC 10708]	10 min[utes]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	10 min[utes]
Viruses Enveloped	Strain and/or ATCC	Contact Time
‡Human Coronavirus	[ATCC VR-729740] [Strain 229E]	30 sec[onds]
‡Influenza A [(H1N1)] virus	[ATCC VR-1469] [Strain A/PR/8/34]	30 sec[onds]
‡Respiratory Syncytial Virus (RSV)	[ATCC VR-26] [Strain Long]	30 sec[onds]
‡SARS-CoV-2 [(cause of COVID-19)]	[Strain USA-WA1/2020]	30 sec[onds]
Virus Small Non-Enveloped	Strain and/or ATCC	Contact Time
‡Norovirus [◇]	[ATCC VR-782] [Strain F-9]	30 sec[onds]
‡Rhinovirus type 14	[ATCC VR-284] [Strain 1059]	30 sec[onds]
Non-food Contact Sanitization		
Bacteria	Strain and/or ATCC	Contact Time
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]	30 sec[onds]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	30 sec[onds]

Antimicrobial Claims

- 4 -in-1: Removes Grease -and/or- Dissolves [Removes] Soap Scum -and/or- Kills [99.9% of] Germs[†] -and/or- Breaks Down [Removes] Dirt
- Antibacterial cleaner
- Anti-microbial formula
- Citric acid [fermented] from [good] bacteria
- Citric acid based [disinfectant] spray -or- cleaner -or- cleaning -or- disinfection
- Cleaning and disinfecting in one step⁴
- Clean and disinfects
- Cleaning -and/or- disinfecting
- Cleaning -and/or- disinfecting that fits [into] your life [style]
- Cleans -and/or- disinfects [your] kitchen -and/or- household [surfaces]
- Cleans and removes 99.9% of [kitchen] bacteria¹³
- Cleans and kills -or- eliminates -or- destroys -or- removes 99.9% of [kitchen] bacteria¹³
- Destroy[s] -or- ~~Penetrate[s] or~~ Kill[s] -or- Eliminate[s] **must remove brackets around 99.9% if "eliminates" in claim** [99.9% of] [household] germs[†] -and/or- virus[‡] -and/or- bacteria¹³
- Destroy[s] -or- ~~Penetrate[s] or~~ Kill[s] -or- Eliminate[s] Pseudo-monas¹⁰ -and/or- Human Coronavirus -and/or- Salmonella¹¹ -and/or- Staph¹²
- Disinfect without harsh odor
- Disinfecting -and/or- cleaning - and/or - spray - and/or - formula
- Disinfects
- Disinfects and cleans your home
- Disinfects in 10 -or- ten minutes
- Disinfects surfaces
- Disinfects the hard, non-porous surfaces your family touches the most
- Disinfects with citric acid
- Dual action [to] [:] Clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing] [clean[s] and disinfect[s]]⁴
- Easy cleaning
- Easy to use
- Easily cleans -and/or- disinfects
- [Effectively -and/or- Conveniently] clean[s] -and/or- disinfect[s]
- Eliminates odors caused by bacteria
- For daily use [cleaning -and/or- disinfecting]
- For [light] -or- touch-up – daily -or- quick cleaning -or- clean-ups [in one easy step]
- For a Complete Clean [that] You Can See [& Smell]
- Gentle on -or- Cleans a variety of -or- multiple surfaces
- Gentle on surfaces, tough on stains [messes]
- ~~Germ-buster[†]~~
- [Great] For daily -or- everyday use [cleaning -and/or- disinfecting]
- Kills 99.9% of Bacteria & Viruses[‡]
- Kills 99.9% of Germs[†]
- Kills 99.9% of germs[†] on high touch surfaces
- Kills 99.9% of [household] germs[†]
- Kills 99.9% of [household] germs[†] -or- viruses[‡] -and/or- bacteria¹³
- Kills 99.9% of Viruses[‡] & Bacteria
- Kills germs[†] while it cleans⁴
- Kills germs[†], smells great -and/or- relaxing -and/or- pleasing -and/or- premium
- Leaves surfaces disinfected⁴
- Low-Streak -or- Low-Film -or- No-Film -or- Clear-Drying Formula cleans -and/or- disinfects Shiny -or- Multiple Surfaces
- Low-streak Formula Great -or- Use it -and/or- For cleaning -and/or- disinfecting Every day[,] [on] hard, nonporous surfaces
- Natural or naturally derived or natural origin [everyday] disinfectant
- Proven effective against grease, grime & germs[†]
- Reduces cross contamination of bacteria on treated surfaces
- Removes stains and disinfects
- Smells great -and/or- relaxing -and/or- pleasing -and/or- premium while disinfecting -or- killing germs[†]
- ~~Tough on germs[†] and/or bacteria and/or viruses[‡]~~. Will not harm surfaces -and/or- **insert surface/use site**

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:

<i>For an emerging viral pathogen that is an:</i>	<i>... following the directions for use for the following organism on the label:</i>
Enveloped virus	Norovirus [◇]
Large, non-enveloped Virus	Norovirus [◇]
Small, non-enveloped virus	Norovirus [◇] 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 ***insert CDC -or- OIE website*** at ***insert pathogen-specific website address*** for additional information.

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

General/Miscellaneous Claims

- 4x Cleaning Action[: Deodorization, [Kitchen] Grease, Soap Scum, [Floor] Soils
- 100 years of [Clorox®] heritage
- [A great -or- an easy] Everyday cleaner
- Backed by Clorox®
- Botanically derived active ingredient
- Botanically derived citric acid
- BPA-free^[9][package -or- packaging]
- Can be used in **insert use sites from Table 2**
- Can be used on **insert use surfaces from Table 1 -or- surface materials from Table 3**
- Can use in every room of your house^[6]
- Certified by Clorox®
- Citric acid [active] based [disinfectant] spray [cleaner-or- cleaning-and/or- disinfection]
- Citric acid active ingredient
- Citric acid based
- Citric acid cleaning power
- Citric acid [fermented] from [real] plants
- Citrus cleaning
- Clean without compromise
- Cleans without bleaching surfaces
- Cleaner and disinfectant in one
- Cleaning -and/or- disinfecting that fits [into] your life [style]
- Cleans and removes stains from washable floors
- Cleans and shines hard surfaces
- Cleans dirty floors -and/or- greasy counter[top]s
- Cleans everyday kitchen messes like dirt, grease and food stains
- Cleans [everyday] tough messes
- Cleans floor -and/or- counter -and/or- bathroom tile grout
- Cleans -or- Breaks through [dirt and] grime
- Cleans -or- Removes -or- Fights -or- Good for -or- Great on -or- Works great on kitchen -and/or- tough -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- kitchen messes -and/or- dirt -and/or- bathroom messes -and/or- pet areas -and/or- stains -and/or- soils
- Cleans shower tracks -and/or- grout -and/or- stovetops
- Cleans tough kitchen messes like coffee -and/or- juice -and/or- tea -and/or- wine
- Cleans with citric acid
- Clorox® certified
- Clorox® disinfecting knowledge
- Cuts [through tough] grease -and/or- grime -and/or- dirt
- Daily [kitchen] cleaner
- Delivers the trusted performance of Clorox®
- Deodorizes
- Designed by Clorox®
- Destroys -and/or- Eliminates stains on contact
- Destroys -and/or- Eliminates stains without scrubbing
- Destroys -and/or- Eliminates tough stains -or- messes -or- greasy dirt
- Destroys -and/or- Eliminates your kid's toughest messes -or- grime
- Destroys [challenging] bathroom stains
- Dissolves -and/or- powers through grease [& grime] [in seconds] [on contact]
- Dissolves messes on contact
- Dissolves tough grime
- Do not use on [unsealed -or- natural] marble -and/or- natural stone
- [Easily] Removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace **insert soil(s)/stain(s)**
- Easy cleaning
- Easy to use
- Eliminates food odors [like garlic and onion] [left behind on kitchen surfaces after cooking]
- Eliminates food odors like garlic and onion left behind in -or- on surfaces
- Eliminates -or- Destroys -or- Removes [[the] tough[est]] stains the 1st time
- Fermentation-derived active [ingredient], Fermentation-derived disinfectant
- For a cleaner, fresher bathroom -or- kitchen -or- home -or- house
- For a Complete Clean [that] You Can See [& Smell]
- For daily -or- everyday gentle -or- light-duty [kitchen] cleaning
- For Daily -or- Everyday [Surface] Cleaning
- For daily use [cleaning]
- For household surfaces indoor and outdoor
- For [light] -or- touch-up-daily -or- quick cleaning -or- clean-ups [in one easy step]
- For use in **insert use sites from Table 2**
- Formula for bathrooms -and/or- kitchens
- Formulated for kitchen messes -or- [all] kitchen cleaning needs
- Formulated without Dye -or- Dye Free **Claim will only be used for CSFs with no dye**
- Formulated without -or- free from dyes **Claim will only be used for CSFs with no dye**
- Free & Clear **Claim will only be used for CSFs with no dye or fragrance**
- Free of -or- clear of -or- formulated without perfumes -and/or- dyes **Claim will only be used for CSFs with no dye or fragrance**
- Free of -or- formulated without [added] dyes -or- colors -and/or- perfumes -and/or- fragrance **Claim will only be used for CSFs with no dye or fragrance**
- Freshens [the -or- your] bathroom -and/or- restroom -and/or- kitchen -and/or- home -or- house -and/or- place -or- work -or- office
- From the [trusted] minds of Clorox®
- Gentle [& Powerful] [Enough] [for [daily]] cleaning on surfaces
- Gentle on -or- Cleans A Variety Of -or- Multiple Surfaces
- Gentle on -or- enough for [insert surface/use site] -or- the surfaces you -or- your family touch[es] most
- Gentle on surfaces, tough on stains -or- messes
- Gentle -or- mild enough to use all around the kitchen -and/or- home -and/or- house^[6]
- Gentle -or- mild enough to use on [all] kitchen surfaces³
- Gentle -or- mild enough to use without gloves
- Gently -or- lightly cleans
- Good for everyday cleaning [and] -or- for your -or- my -or- the toughest [household] messes
- Good for most indoor and outdoor cleaning tasks
- Grease cutter -or- fighter -or- cutting formula -or- fighting formula
- Grease Fighting Formula
- Great for [all around] the house -or- home -and/or- kitchen^[6]
- Great for everyday cleaning -or- use
- [Great] For everyday use around the home -or- house

- [Great] For everyday use in the kitchens -and/or- bathrooms -or- all over the house^[6]
- Great for Kitchens -and/or- Bathroom [soils]
- Great for **insert use surfaces from Table 1** -or- **insert use sites from Table 2** -or- **use materials from Table 3** -or- **insert stain(s)/soil(s) from Table 4**
- [Great] For [tough] messes throughout -or- around the house
- [Great] for [use on] kid's play -and/or- pet living areas
- Great in the Kitchen -and/or- Bathroom
- Great -or- Tough Cleaning Power
- Has -or- Leaves a clean scent -or- fragrance
- Infused with citric acid
- Just as gentle -or- mild as dish soap [and water]
- Just spray, clean [and walk away] no rinsing -or- wiping [is] necessary⁸
- Leaves a streak-free shine
- Leaves no visible [surface] residue
- Leaves surfaces shiny
- Leaves your kitchen -or- home -or- house smelling clean
- Life doesn't -or- shouldn't have to stop for cleaning -and/or- disinfecting
- Low-streak Formula Great -or- Use it -and/or- For cleaning -and/or- disinfecting Every day[,] [on] hard, nonporous surfaces
- Low-Streak -or- Low-Film -or- No-Film -or- Clear-Drying Formula cleans -and/or- disinfects Shiny -or- Multiple Surfaces
- Made [crafted] with -or- from purified ingredients
- Made in the USA, with US and imported ingredients.
- [Made with] [100%] [75%] [post-consumer] [recycled] Plastic [bottle]
- Made with citric acid [active ingredient]
- Makes daily cleaning easy -or- easier than ever
- Makes heavy duty cleaning easy
- Maximum cleaning, minimum effort
- Mild enough for [**insert surface/use site**]
- Multi-purpose formula -or- spray -or- cleaner
- Multi Purpose -or- Surface
- Multi Surface^P Cleaning
- Multi-surface^P formula -or- spray -or- cleaner
- Multi Surface ^P-or- Purpose Stain Removal
- No chemical smell
- No heavy perfumes
- No visible residue [on stainless steel]
- No scrubbing required -or- needed -or- necessary
- No-streak -or- Streak-free formula
- No strong odors -and/or- fumes
- No Unpleasant -and/or- Irritating Odor
- 0% VOC
- Non-abrasive formula
- Non GMO
- Not derived from animals
- Not harmful to [Gentle on] septic systems -or- tanks
- One step [multi-surface^P] cleaner
- Optimized to target soap scum and hard water stains
- Packaging made with **XX%** recycled plastic
- Penetrates & Removes Tough Soils
- Plant derived citric acid
- Plant derived cleaning power
- Please empty before recycling
- Powerful -and/or- plant-derived cleaner
- Powerful citric acid cleaner
- Powerful cleaner for kitchen
- Powerful cleaning -and/or- degreasing action -or- formula
- Powerful cleaner -or- cleaning formula
- Powerfully cuts -or- powers through -or- removes grease and grime without leaving sticky film -or- with no sticky film
- [Powerfully] Powers -or- Cuts through -or- removes grease and grime without leaving sticky film -or- with no sticky film
- Powers through grease [& grime]
- Powers Through [tough] Grease -and/or- Soap Scum -and/or- Grime [the first -or- 1st time]
- Refillable -and/or- reusable packaging
- Relaxing -and/or- great -and/or- pleasing -and/or- premium fragrance -or- scent, cleaning power -and/or- disinfection
- Removes 99.9% [common] allergens⁵
- Removes 99% of allergens⁵
- Removes [100% of] grease [& grime] with the power of plants -or- plant-based ingredients
- Removes -and/or- Cleans [everyday] kitchen messes
- Removes -and/or- Cleans **insert stain(s)/soil(s) from Table 4**
- Removes -and/or- Controls 99% of common [indoor] allergens⁵
- Removes -and/or- Eliminates -and/or- Attacks -and/or- Gets rid of tough soap scum [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [dirt -or- soils -or- grime]] [!]
- Removes -and/or- cleans -and/or- cuts through -and/or- tough on [tough] stains **insert stain(s)/soils(s)**
- Removes dirt, dust and soils
- Removes food stains
- Removes grease, dirt and soap scum
- Removes -or- destroys -or- eliminates your -or- the toughest [pet] stains
- 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]] [!]
- Removes stains on contact
- Removes stains without scrubbing
- Removes [stubborn -and/or- stuck-on] stains
- Removes tough stains, fingerprints, bathroom soils, crayon marks, heel marks, pencil marks, grease and dirt
- Removes tough stains -or- messes -or- greasy dirt
- Removes wine, coffee, grease, ketchup, mold stains and more
- Restore your **insert surface from Table 2**'s shine
- Safe to -or- for use on **insert surface material(s) from Table 3**
- Scrub free
- Simple active ingredient
- Simple solution for a healthier home
- Smells great -and/or- relaxing -and/or- pleasing -and/or- premium and disinfects
- Strong enough to power through [your] [biggest -or- tough[est]] messes
- Suitable for -or- to use on baby areas -and/or- pet areas^[6]
- [Specially] Formulated for -or- for use on -or- works on a variety of -or- many hard nonporous surfaces [throughout the -or- around the house]^[7]
- Specially -or- thoughtfully designed to be gentle on **insert surface or use sites**
- Tackles dirt and grime

- Tackles tough messes [on [multiple] surfaces]
- Tear here
- The convenient -and/or- easy -and/or- effective -and/or- naturally derived -and/or- natural origin way to keep your home -or- house -and/or- bathroom -and/or- kitchen -and/or- common areas -and/or- office -and/or- work -or- office [area -or-place] clean
- This package -or- bottle is made from [a minimum of] ____% [post-consumer] recycled plastic -or- resin -or- material [minimum].]
- Thoroughly -or- deeply cleans heavily soiled surfaces -or- heavy -or- [your] [biggest -and/or- tough[est]] messes
- Tough on grease [& [and] grime] and easy on surfaces
- Tough on messes [and] [,] gentle on surfaces
- Tough on messes, easy on surfaces
- Tough on stains [,] [&] easy on surfaces
- Tough -or- Hard on dirt -and/or- grease -and/or- grime -and/or- stains
- Use [all] around the house^P
- Use daily [everyday]
- Use for a fresh kitchen
- [Use] For quick clean-ups
- [Use] For touch-up [kitchen] cleaning
- Use throughout the kitchen -or- home -or- house
- Validated by Clorox® [scientists]
- ~~Vegan~~
- Wipe away fingerprints -and/or- spots -and/or- streaks
- Wipes out stains in kitchen and bath
- Works -and/or- tough on Soap Scum
- Works on a wide range of household surfaces^P
- Works on ***insert surface materials from Table 3 -or- insert stain(s)/soil(s) from Table 4***

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

- Cherry Blossom & Rose [Scent -or- Fragrance]
- Citrus -and/or- Lime Blend -and/or- Zest
- Cotton -and/or- Citrus -and/or- Laundry -and/or- Lemon -and/or- Linen -and/or- Pure -and/or- Rain -and/or- Refreshing -and/or- Clean
- Crisp -or- Sunny Citrus
- Fresh Breeze
- [Fresh] Breeze -and/or- Meadow
- Ocean Mist
- Orange Power -and/or- Fusion
- Original [scent]
- Rain Clean
- [Rain] Clean -or- [Soft] Cotton
- Sweet Orange & Basil [Scent -or- Fragrance]

Table 1 Use Surfaces^b

[Air]plane [Lavatories]	Elevator buttons	Office -and/or- bedroom	Tires
Baby Furniture	Exhaust fans	-and/or- bedside furniture	Toaster exteriors
Baseboards	Fiberglass surfaces	Office machinery	Toilet -and/or- toilet flush
Basement -and/or- Washable	[Filing] cabinets	Outdoor -and/or- patio furniture	-and/or- telephone
Walls	Finished -and/or- painted	(except cushions and	-and/or- dishwasher -and/or-
[Bathroom -and/or- kitchen]	hardwood -or- woodwork	woodframes)	cabinet -and/or- door handles
faucets -and/or- handles	[Fixtures:] door knobs	Outdoor grill exteriors	Toilet -and/or- urinal exteriors
-and/or- fixtures -and/or-	-and/or- handles -or- cabinet	Outside of Grills -or- Grill	[surfaces]
sinks	handles -or- cabinet hardware	Exteriors	Toilet Fixtures
Bathroom -and/or- locker room	-or- light switch[es]	Outside of Toilets -or- Toilet	Toilet seats
surfaces	Floors [around toilets]	Exteriors	Tools
Bathroom dirt -and/or- grime	Food	Plastic laundry hampers	Toy boxes -and/or- storage bins
-and/or- stains	[Formica] Laminated Surfaces	-and/or- baskets	Trailers
[Bathroom:] shower -or- sink	Freezer exteriors	Plastic Mattress Covers	Training toilets
-or- shower head -or- tub -or-	Garage surfaces	Plastic patio furniture	Trash cans
faucet	Garages	-and/or- lawn chairs	Trash compactors
Bathrooms	Garbage cans	Plastic shower curtains	Tubs
Bathtub ring	Glazed ceramic [tile[s]]	Portable toilet exteriors	Vanity tops
Bathtubs	Glazed porcelain tiling -or-	Range hoods	Vehicle Interiors -and/or-
Bedframes	tile[s]	Recycling bins	Exteriors
Bidets	Grime	Refrigerator door handles	Vending machine surfaces
Blinds	[Grocery] basket -or- cart	Refrigerator exteriors [surfaces]	Vinyl Tiles
Burner trays	handles	Sealed Granite	Vinyl wallpaper
Cabinets	[Grocery store] carts	Sealed stone	Walls
Cabinets -and/or- cupboards	Gym equipment	Shelves and drawers	[Washable] floors [including
Cages	Hampers	[Shower] doors	linoleum, no-wax, vinyl, and
Car interiors	Juice	Shower stalls -or- showers	glazed ceramic tile]
[Car surfaces:] steering wheel	Jungle Gyms	-or- tracks	[Washable] walls
-or- cup holders -or- center	[Kid's] play structures	Shower [walls]	Washers -or- washing machine
console -or- dashboard)	-and/or- equipment -and/or-	Signs	-and/or- dryer exteriors
(shifter -or- gear select knob	furniture -and/or- tables	Sink -and/or- Faucet Fixtures	Wastebaskets
Chairs	[Kitchen] appliance exteriors ¹⁴	Sinks	Wheelchairs
Closets	Lamps	Soap scum	Window [sills -or- ledges]
Coffee	Light switches -and/or- fixtures	Soil[s]	Windshields
Cooler exteriors	-and/or- panels	Sports equipment	
Cribs	Litter Boxes	Table [top]s	
Desks	Lockers	Telephones	
[Diaper] changing areas	[Medicine] cabinets	Tea	
Diaper pails	Microwave [oven] exterior	[Technology:] computer	
Dirt	[surfaces]	-or-keyboard -or- (mouse	
Door [frames]	Mirrors	-or- phone [iPhone] -or-	
Doorknobs	Moulding	tablet -or- laptop -or- monitor	
Drain boards	[No Wax -and/or- Washable]	-or- power cords -or- power	
Drawer pulls	Floors	adapters -or- Remote	
Dressing carts	Nonfood contact surfaces of	-or- remote controls	
Drinking Fountains	washable kitchen surfaces	[Tiled] walls -or- Glazed Tiles	

Table 2 Use Sites^P

Airplanes	Garages	Motels	-and/or- Commuter] Buses
Automobiles	Gas stations	Motorboats -and/or- Houseboats	-and/or- Shuttles
Bathroom -and/or- locker room [facilities]	Grocery stores	Motor homes	School buses
Bathrooms	Gymnasiums	Mudrooms	Senior [Citizen's] Homes
Bedrooms	Home centers	Nonfood contact surfaces of Kitchens	Shelters
Buses	Hotels	Nonfood contact surfaces of washable kitchen surfaces	Ships
Campers	Households	Nurseries	Stereo consoles
Campgrounds	Houses	Offices -or- Office Areas	Stove[top]s
Cars	Industrials Facilities	Pet areas	Study Areas
Children's [game] rooms	Institutions	Pharmacies	Subways
Churches	Kid's -or- child's [play]room	Play areas -or- rooms	Supermarkets
Colleges	Laboratories	Playground	Toolsheds
Common Classroom -and/or- School -and/or- Play Areas	Laundry Facilities	Police -and/or- fire vehicles	Trailers
Convenience stores	Laundry rooms	Public -or- Pay telephone [booths]	Trains
Correctional facilities	Lavatories	Public facilities	Trolleys
Day care centers	Living areas -or- rooms	Public restrooms	Vacation homes
Day care[s] [centers]	Manufacturing plants	Recreational centers -or facilities	Vehicles
Dens	Markets	[Rental] cars	Walls
Discount retailers	Mass merchandisers	Rest stops	Warehouse clubs
Elevators	Medical -or- Dental -or- Physician's -or- Doctor's -or- Pediatrician's Offices	Restrooms	
Factories	-and/or- Waiting Rooms	RVs	
Family areas -or- rooms	-and/or- Exam[ination] Rooms	[School -and/or- City -and/or- Public Transit	
[Fast food] restaurants	Mess -and/or- Dining Halls		
Fitness Centers	Military installations		

Table 3 Surface Materials^P

Baked enamel	Finished -or- painted hardwood	Marlite [®] [AAA]	Synthetic -and/or- Cultured
Chrome	Formica [®] [AA]	Metal	[sealed] marble
Corian [®] [A]	Glass	Painted Woodwork	[Vinyl] linoleum
Crystal [non-food contact]	Glazed ceramic	Plastic [Laminate]	
Enamel	Glazed porcelain	Sealed Granite	
Fiberglass	[Hard] plastic -or- vinyl	Stainless Steel	

Table 4 Stains/Soils

[Automotive -and/or- splattered] grease	Dirt	deposits -and/or- Buildup	Shampoo -and/or- Conditioner [buildup]
Basin -or- Sink Ring	Dulling -or- sudsy film	Heel -and/or- shoe marks	Shaving Cream
Bathroom -or- Restroom [Bath] tub -and/or- Shower Ring	Film -or- stains	Juice	Smudges
Bathtub ring	Fingerprints	Limescale	Soap scum -or- buildup
Beverage stains	Food	Lipstick [marks]	Sticky food messes [-or- spills]
Body oils	Food [-and/or- greasy -and/or- oily] spills [-and/or- splatters -and/or- messes]	Lotion[s] [residue]	Tea
Body soils	Food stains	Makeup	Toothpaste [buildup]
Coffee	Grease -and/or- Grime	Mud	Wine -or- juice -or- coffee stains
Cosmetics	Hair spray	[Outdoor] grime	
Crayon and pencil [marks]	Hard water marks -and/or-	Pen -or- ink [marks]	
		Pet stains	
		Rust stains	

Alternate Brand Names (ABNs)

Clorox® Plant-Based Disinfecting Cleaner

Footnotes

³ kitchen surfaces

⁴ when used according to disinfecting directions

⁵ cat dander, cockroach debris, cockroach matter, cockroach particles, dog dander, dust mite debris, dust mite matter, dust mite particles, pet dander, timothy grass, pollen particles, grass

⁶ when used as directed

⁷ Do not use on marble surfaces

⁸ Except on food contact surfaces

⁹ Formulated [or made] without BPA [option to add “(Bisphenol A)” after BPA at the end of the statement]

¹⁰ *Pseudomonas aeruginosa*

¹¹ *Salmonella enterica*

¹² *Staphylococcus aureus*

¹³ *Staphylococcus aureus*, *Salmonella enterica* **may insert one or more additional disinfection bacteria from organism table**

¹⁴ allow surface to come to room temperature

[†] *Salmonella enterica* [(*Salmonella*)], *Staphylococcus aureus* [(*Staph*)], Human Coronavirus **may insert one or more viruses from organism table**

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^P [on] hard, nonporous surfaces [of] [identified on this label]

[◇] [tested] as Feline Calicivirus