



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs  
Antimicrobials Division (7510P)  
1200 Pennsylvania Ave., N.W.  
Washington, D.C. 20460

EPA Reg. Number:

5813-139

Date of Issuance:

12/4/25

NOTICE OF PESTICIDE:

☒ Registration  
☐ Reregistration  
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Claw

Name and Address of Registrant (include ZIP Code):

Christina Wilkinson  
Agent  
The Clorox Company  
Electronic Transmittal: cwilkinson@srcconsultants.com

**Note:** Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA).

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Luisa C. Samalot-Freire, Product Manager (31)  
Regulatory Management Branch I  
Antimicrobials Division (7510M)  
Office of Pesticide Programs  
U.S. Environmental Protection Agency

Date:

12/4/25

2. You are required to comply with the data requirements described in the DCI identified below:
  - a. ADBAC GDCI-069105-30882
  - b. DDAC GDCI-069149-0681
  - c. DDAC GDCI-069165-30870
  - d. DDAC GDCI-069166-1737

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI listed above, you may contact the Reevaluation Team Leader (Team 36): <https://www.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobials-division>

3. The data requirements for storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) are not satisfied. A one year study is required to satisfy these data requirements. You have 18 months from the date of registration to provide these data.
4. Make the following label changes before you release the product for shipment:
  - Revise the EPA Registration Number to read, "EPA Reg. No. 5813-139."
5. Submit one copy of the final printed label for the record before you release the product for shipment.

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.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 02/06/2025
- Alternate CSF 1 dated 02/06/2025

If you have any questions, please contact Carlos Corona via email at [Corona.Carlos@epa.gov](mailto:Corona.Carlos@epa.gov).

Enclosure: Stamped product Label

## Label identification

CLAW, EPA Reg. No. 5813-to-be-assigned

RC883011.1CI

11:20 12/27/25

### Formatting notes (applicable for all claims)

**Now[!]** -and/or- **New[y][!]** -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 surfaces and/or use sites on the label may be listed in conjunction with an image of the use surface and/or use site.

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

# Claw

**ACCEPTED**

**12/4/2025**

Under the Federal Insecticide, Fungicide  
and Rodenticide Act as amended, for the  
pesticide registered under  
EPA Reg. No. 5813-139

## KEEP OUT OF REACH OF CHILDREN

**DANGER: Corrosive** SEE BACK -or- SIDE PANEL FOR  
ADDITIONAL PRECAUTIONARY STATEMENTS.

**Note to reviewer: In accordance with 40 CFR 156.68(d), all first aid statements, as prescribed below, will appear on the front panel of the product label.**

**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. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15–20 minutes. **IN ALL CASES:** Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. Clorox information line: 1-888-797-7225. Note to Physician: Probable mucosal damage may contraindicate the use of gastric lavage.

### ACTIVE INGREDIENTS:

Alkyl (50% C14 40% C12 10% C16)  
Dimethyl Benzyl Ammonium Chloride ..... 0.96%  
Didecyl Dimethyl Ammonium Chloride ..... 0.36%  
Octyl Decyl Dimethyl Ammonium Chloride ... 0.72%  
Dioctyl Dimethyl Ammonium Chloride ..... 0.36%  
OTHER INGREDIENTS:..... 97.60%  
TOTAL: ..... 100.00%

[Net Contents] \_\_\_\_\_

Contains no phosphates

## PRECAUTIONARY STATEMENTS

### HAZARDS TO HUMANS AND DOMESTIC ANIMALS

**DANGER:** Corrosive. Causes irreversible eye damage and skin burns. Do not get in eyes, on skin, or on clothing. Wear gloves and protective eyewear. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove contaminated clothing and wash before reuse.

## Company Information

### Satisfaction Guaranteed

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

### Clorox Customer Assistance (800) 292-2200

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

Clorox is a registered trademark of The Clorox Company.

Bottle shape is a registered trademark of the Clorox Company.

[Visit -or- Check [out] our website at] [www.clorox.com](http://www.clorox.com) [for more information] [on Clorox] -or-

Visit us at [www.clorox.com](http://www.clorox.com)

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

For [a] Spanish translation of product directions -or- instructions -or- information, visit [www.clorox.com](http://www.clorox.com).

For SDS information, please visit [www.clorox.com](http://www.clorox.com).

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

Write us at:

Clorox Consumer Services

P.O. Box 24305

Oakland, CA 94623

EPA Reg. No. 5813-*to-be-assigned*

EPA Est. No. 5813-CA-3 (A8), CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF); 8251-OH-1 (Q6); 9019-OH-2 (6M); 58455-IN-1 (C6), IN-2 (01);

71681-GA-1 (JQ), IL-1 (03), IL-2 (24); 74750-GA-1 (JJ)

Beginning of batch code indicates Est. No.

Patents: [www.thecloroxcompany.com/patents](http://www.thecloroxcompany.com/patents)

### For Puerto Rico only

EPA Est. No. 5813-PR-1

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

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

### For Puerto Rico only

Ave. Chardon, #350, Torre Chardon, Suite 1155,] San Juan, PR 00918.

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

## DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Do not mix with laundry detergents in the main wash compartment. Use this product in the rinse cycle exclusively as a laundry sanitizer. Can be used on most washable fabrics. Not intended for use on silk or wool. Do not use on materials that cannot be washed in washing machines.

**To Disinfect Laundry in Pre-Soak:** Pour 5.1 fl. oz. -or- *X* capful(s) [filled to line 1 -or- 2 -or- 3] *where X is a number 1-5 based on size of cap used to equal 5.1 fl. oz.* into 1 gallon -or- 4 liters [of] water. Submerge completely and soak items for 10 minutes. Rinse thoroughly with clean water or machine wash as directed. Visibly soiled items must be precleaned prior to disinfection.

-or-

**Pre-Soak Disinfecting Directions:** [1.] Pre-clean visibly soiled items prior to disinfection. [2.] Pour 5.1 fl oz -or- *X* cap[ful]s into 1 gal[lon] of water. Submerge [completely] and soak items for 10 min[utes] [in [room temperature -or- cold] water]. [3.] Machine wash as directed or rinse [thoroughly] with clean water. *X is a number 1-5 based on the size of cap used to equal 5.1 fl. oz.*

**[For] In-wash Laundry Sanitizer Directions[.]** Pour [Laundry Sanitizer -or- measured amount of product -or- [indicated] capfuls] into fabric softener compartment -or- directly into rinse cycle [wash]. Leave product -or- Sanitizer in [contact -or- with articles-or- rinse cycle] for 15 min[utes][.]. [If total amount does not fit, add the remaining amount into the load -or- compartment when rinse cycle begins.].

**[Amounts] [For] HE Machines[.] To Sanitize-and/or- remove odors -and/or- soften -or- condition laundry -and/or- reduce -or- fight static [cling] -and/or- prevent odor-causing bacteria for up to XX hours [.]** 3.1 fl oz -or- *X* capful(s) [filled to line 1 -or- 2 -or- filled to max line-or- fill line] *X is a number 1-5 based on the size of cap used to equal 3.1 fl. oz. XX is a number equal or less than 48.* To Remove odors -and/or- soften -or- condition laundry -and/or- reduce -or- fight static [cling] [only][.] 1.7 fl oz -or- *X* capful(s) [filled to line 1 -or- 2 -or- filled to max line-or- fill line] *X is a number 1-3 based on the size of cap used to equal 1.7 fl. oz.*

**[Amounts] [For] Standard Machines [Large Loads][.]** To Sanitize -and/or- remove odors -and/or- soften -or- condition laundry -and/or- reduce or- fight static [cling] [only] [in large loads][.] 14.3 fl oz -or- *X* capful(s) [filled to line 1 -or- 2 -or- filled to max line-or- fill line] *X is a number 1-10 based on the size of cap used to equal 14.3 fl. oz.*

**[Amounts] [For] Standard Machines [Medium Loads][.]** To Sanitize -and/or- remove odors -and/or- soften -or- condition laundry -and/or- reduce or- fight static [cling] [only] [in medium loads][.] 11.6 fl oz -or- *X* capful(s) [filled to line 1 -or- 2 -or- filled to max line-or- fill line] *X is a number 1-10 based on the size of cap used to equal 11.6 fl. oz.*

**[Amounts] [For] Standard Machines [Small Loads][.]** To Sanitize -and/or- remove odors -and/or- soften -or- condition laundry -and/or- reduce or- fight static [cling] [only] [in small loads][.] 9.1 fl oz -or- *X* capful(s) [filled to line 1 -or- 2 -or- filled to max line-or- fill line] *X is a number 1-10 based on the size of cap used to equal 9.1 fl. oz.*













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**Note to reviewer: cap instructions may appear on the product cap -and/or- on label.**

[[Rinse [cap]] [well -or- thoroughly] [after [each] use -or- using.]

**[To Open Child Resistant Cap -or- Closure:** [Pull off -or- Remove overcap] [then] Squeeze -or- [De]Press -or- Pinch -or- Push [in] -or- Grasp -or- Force -or- Put Pressure on -or- Crush [sides] -or- Lift [up] sides [of cap -or- closure] where symbols indicate and turn counterclockwise. To reseal -or- To close [tightly], turn -or- move -or- force -or- twist -or- wind -or- coil -or- twirl -or- bend -or- rotate [cap -or- closure] clockwise -or- left [until locked closed]. Close tightly.]

To appear on overcap -and/or- label: [Rinse [cap] [well -or- thoroughly] [after [each] use -or- using]]

| [Laundry Sanitizer]  | [Water]  | [Instructions]   |
|--|--|--|
| <p>For HE Machines: To Sanitize and Remove Odors -or- Deodorize<br/>-and/or- Remove Wrinkles -and/or- Soften<br/>Clothes -and/or- Reduce -or- Fight Static [cling]<br/>-and/or- To Prevent -or- Inhibit -or-<br/>Reduce odor-causing bacteria [re-]growth<br/>[for -and/or- up to -or- as long as XX hours]<br/><b>XX is a number equal or less than 48</b><br/>[on <i>insert fabric materials from Table 3</i>,<br/>follow Sanitization directions]: 3.1 fl oz<br/>-or- <b>X</b> capful(s) [filled to line 1 -or- 2]<br/><b>X is a number 1-5 based on the size of<br/>cap used to equal 3.1 fl. oz.</b></p> <p>For HE Machines: Remove Odors -or-<br/>Deodorize -and/or- Remove Wrinkles<br/>-and/or- Soften Clothes -and/or- Reduce<br/>-or- Fight Static [cling] [only]: 1.7 fl oz -or-<br/><b>X</b> capful(s) [filled to line 1 -or- 2]<br/><b>X is a number 1-3 based on the size of cap<br/>used to equal 1.7 fl. oz.]</b></p> <hr/> <p>[For] [Large Loads] [in] [Standard] [Machines]:<br/>To Sanitize and Remove Odors -or- Deodorize<br/>-and/or- Remove Wrinkles -and/or- Soften<br/>Clothes -and/or- Reduce -or- Fight Static<br/>[cling]: 14.3 fl oz -or- <b>X</b> capful(s) [filled to<br/>line 1 -or- 2] <b>X is a number 1-10 based on the<br/>size of cap used to equal 14.3 fl. oz.</b></p> <p>[For] [Medium Loads] [in] [Standard] [Machines]:<br/>To Sanitize and Remove Odors -or- Deodorize<br/>-and/or- Remove Wrinkles -and/or- Soften Clothes<br/>-and/or- Reduce -or- Fight Static [cling]:<br/>11.6 fl oz -or- <b>X</b> capful(s) [filled to line 1 -or- 2]<br/><b>X is a number 1-10 based on the size of cap used<br/>to equal 11.6 fl. oz.</b></p> <p>[For] [Small Loads] [in] [Standard] [Machines]:<br/>To Sanitize and Remove Odors -or- Deodorize<br/>-and/or- Remove Wrinkles -and/or- Soften Clothes<br/>-and/or- Reduce -or- Fight Static [cling]: 9.1 fl oz<br/>-or- <b>X</b> capful(s) [filled to line 1 -or- 2]<br/><b>X is a number 1-10 based on the size of cap used to equal 9.1 fl. oz.</b></p> |   <br><br><br><br>  <br><br><br><br> | <ol style="list-style-type: none"> <li>1. Add detergent and clothing -or- laundry</li> <li>2. Add measured amount of product to fabric softener compartment -or- directly to rinse cycle wash. Leave product in [contact -or- with articles -or- rinse cycle] for 15 min [utes]. [If total amount does not fit, add the remaining amount into the compartment -or- drawer when rinse cycle wash begins.]</li> </ol>  |
| <b>[To Disinfect Laundry in Pre-Soak]</b>  |  |  |
| <p>To Disinfect [Laundry [in pre-soak]]<br/>[in 1 gal[lon] of water]:<br/>5.1 fl oz. -or- <b>X</b> capful(s)<br/>[filled to line 1 -or- 2]<br/><b>X is a number 1-5 based on the size<br/>of cap used to equal 5.1 fl. oz.</b></p>   |     | <ol style="list-style-type: none"> <li>1. Pour 5.1 fl. oz -or- <b>X</b> capful(s) [filled to line 1 -or- 2] <b>X is a number 1-5 based on the size of cap used to equal 5.1 fl. oz.</b> into 1 gallon -or- 4 liters [of] water</li> <li>2. Submerge completely and soak items for 10 minutes</li> <li>3. Rinse thoroughly with clean water or machine wash as directed. Visibly soiled items must be precleaned prior to disinfection.</li> <li>4. Rinse [cap] [well -or- thoroughly] [after [each] use -or- using]] <b>This direction can appear on cap or on label.</b></li> </ol> |

Product label may format laundry table as shown above: Laundry Sanitizer | Water | Instructions  
-or- format table as follows: | Water | Laundry Sanitizer | Instructions. Headers are optional. Text headers may be in bold or regular font.

***Residential Uses***

**STORAGE AND DISPOSAL:** Store away from children. Reclose cap tightly after each use. Store [this product] upright in a cool, dry area, away from direct sunlight and heat. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

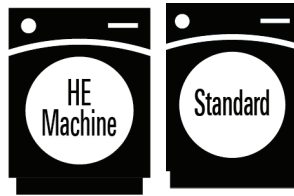
***Professional -and/or- Institutional uses***

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

**STORAGE:** Store away from children. Reclose cap tightly after each use. Store [this product] upright in a cool, dry area, away from direct sunlight and heat. In case of spill, flood areas with large quantities of water. **PRODUCT DISPOSAL:** Product or rinsates that cannot be used must be diluted with water before disposal in a sanitary sewer. **CONTAINER HANDLING:** Nonrefillable container. Do not reuse or refill this container. Triple rinse container (or equivalent) promptly after emptying. Recycle empty container or discard in trash.



Optional graphics (may be placed anywhere on label)



X will match the dose listed in the Directions for Use



Prevents odor-causing bacteria<sup>†</sup> growth for **24 HOURS**

Prevents odor-causing bacteria<sup>†</sup> growth for **48 HOURS**



Prevents odor-causing bacteria<sup>†</sup> growth for **24 HOURS**

Prevents odor-causing bacteria<sup>†</sup> growth for **48 HOURS**





## Antimicrobial Claims

### In-Wash Bacteriostat Claims

- **XX** hour fabric protection against -or- from odor-causing bacteria<sup>△</sup> growth **XX is less than or equal to 48 hours.**
- [Helps] Kill odors at the source
- [Helps] prevent -or- block -or- inhibit -or- control -or- stop -or- remove -or- kill odors [from] -and/or- odor-causing bacteria<sup>△</sup> [[re-]growth] [on [damp] laundry] for [up to] **X** hours **X is a number less than or equal to 48 hours**
- [Helps] prevent -or- block -or- inhibit -or- control -or- stop [the] buildup of odor-causing bacteria<sup>△</sup> for [up to] 48 hours on **insert use surface from use surface table**
- [Helps] Prevent -or- inhibit -or- stop -or- control [some -and/or- odor-causing bacteria<sup>△</sup>] odors [from forming] [on] **insert use surface from use surface table**
- [Helps] prevent -or- inhibit -or- control -or- stop the spread of odor-causing bacteria<sup>△</sup> in your treated laundry -or- wash -or- clothes -or- **insert use surface from use surface table**
- Keeps odor-causing bacteria<sup>△</sup> from growing for [up to -or- as long as] **XX** hours **XX is less than or equal to 48 hours.**
- Keeps -or- prevents odor-causing bacteria<sup>△</sup> from coming back for [up to] **XX** hours **XX is less than or equal to 48 hours.**
- Odor-causing bacteria<sup>△</sup> prevention for [up to] **XX** hours **XX is less than or equal to 48 hours**
- Ok to leave damp overnight, no odor-causing bacteria<sup>△</sup> growth
- Washes -or- Rinses away odor-causing bacteria<sup>△</sup> build-up on fabrics
- Prevents odor-causing bacteria<sup>△</sup> growth on damp laundry for **XX** hours **insert a number between 12 and 48**
- Prevents odors -or- odor-causing bacteria<sup>△</sup> growth for **X** hours **insert a number between 12 and 48**
- Prevents -or- Inhibits [articles -or- **insert fabric materials from Table 3**] against -or- Reduces odor-causing bacteria<sup>△</sup> growth -or- the growth of odor-causing bacteria<sup>△</sup> [for [up to] **XX** hours] **XX is less than or equal to 48 hours**
- Prevents -or- Inhibits [the] buildup of odor-causing bacteria<sup>△</sup> on clothes -or- fabric
- Prevents -or- Inhibits [the] buildup of odor-causing bacteria<sup>△</sup> on clothes -or- fabric [for [up to] 48 hours.]
- Removes -or- Reduces [the most] offensive pet -and/or- **insert use surface from use surface table** odors [by inhibiting odor-causing bacteria<sup>△</sup>]
- Shield[s] your clothing from odor-causing bacteria<sup>△</sup> [with protective coating] for [up to] **XX** hours **XX is less than or equal to 48 hours**
- Stops -or- prevents -or- inhibits -or- Reduces odor-causing bacteria<sup>△</sup> [re-]growth for [up to] **XX** hours **XX is less than or equal to 48 hours**

### In-Wash Sanitization Claims

- **X**-in-1<sup>9</sup>: sanitize -and/or- remove odor, -and/or- [lasting] [freshness] [scent], -and/or- eliminate static, -and/or- [condition] [and protect from damage] **X is a number between 2 and 5**
- **X**-in-1<sup>9</sup> [solution -and/or- formula]: kills [99.9% of] bacteria -and/or- sanitizes -and/or- [helps] remove[s] [machine -and/or- fabrics -and/or- clothes -and/or- laundry] odor[s], -and/or- [helps] remove[s] [fabrics -and/or- clothes -and/or- laundry] odor[s] -and/or- [superior] [machine -and/or- laundry -and/or- fabrics -and/or- clothes] odor removal, -and/or- Reduce[s] -and/or- fight[s] static, -and/or- condition[s] -and/or- freshen[s] fabrics -and/or- clothes -and/or- protect[s] fabrics from damage -and/or- clothes from damage, -and/or- freshen[s] [machines] -and/or- remove[s] and/or reduce[s] allergens<sup>11</sup>, -and/or- [long] [lasting] [fresh] scent -and/or- freshness, -and/or- splashless [formula] **X is a number between 2 and 10**
- 2-In-1 [Solution]: Sanitize[s] and Deodorize[s] -or- Sanitization and Deodorization
- 2-in-1: Softens -or- Reduces -or- Fights Static [cling] and Sanitizes
- 2-In-1: Softens -or- Conditions -or- Protects [Fabrics] [from damage] -or- reduces -or- fights static [cling] and Sanitizes [laundry]
- 15 min[utes] kills 99.9% of bacteria on fabrics
- A partner to remove bacteria with use in the rinse cycle after detergent
- [Also] Kills -or- Eliminates -or- Removes 99.9% of bacteria in your treated laundry
- An effective laundry sanitizer [for use on **insert fabric(s) from Table 3**]
- An effective penetrating sanitizer for fabrics
- Anti[-]bacterial [Laundry Sanitizer]
- Antimicrobial action to kill bacteria growth in the rinse cycle
- Bacteria kill & freshness in just one -or- 1 step
- Freshness -and/or- Sanitizing Laundry -and- [tough] odor removal made easy
- [Can be used] to sanitize -or- for sanitization of fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- activewear
- Cleans -and/or- Sanitizes without the unpleasant smell of bleach
- Cleans deep in fibers to lift and removes -or- eliminates -or- kills -or- reduces tough odors from linens -and/or- active wear -and/or- clothes
- Concentrated cleaning -and/or- sanitizing [formula]
- Concentrated to destroy -or- eliminate -or- remove odors
- Concentrated to kill -or- destroy -or- eliminate -or- remove 99.9% of [odor-causing] bacteria
- Contains active ingredients to kill bacteria
- Controls pets odors caused by bacteria [by killing [99.9% of] odor-causing bacteria]
- Deep cleans -and/or- inside fabrics to remove -or- eliminate -or- kill -or- reduce tough odors at their source<sup>26</sup>
- Deep cleans fibers to release -or- remove [locked-in -or- embedded in -and/or- tough] odors
- Designed to remove -or- kill -or- reduce pet odors [by killing 99.9% of odor-causing bacteria]
- Destroys -or- eliminates [most kinds of] clothing -or- fabric -or- laundry smells -and/or- must -and/or- funk and-or stink
- Don't just clean -or- wash [your clothes], sanitize [them]
- Don't just wash it -or- the laundry, sanitize it
- Don't mask odors, this product kills 99.9% of odor-causing bacteria
- Don't mask -or- cover-up odors, eliminate them

- Don't replace -or- toss -or- throw away, sanitize
- Effective against Klebsiella<sup>1</sup> and Staphylococcus<sup>2</sup> on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- activewear
- Eliminate odors by killing 99.9% of the bacteria that cause them
- Eliminates odors on laundry -or- fabrics [by removing -or- killing 99.9% of odor-causing bacteria]
- Eliminates -or- removes -or- destroys -or- reduces allergy-causing<sup>11</sup> particles -or- molecules -or- substances
- Eliminates -or- removes -or- destroys -or- reduces allergens<sup>11</sup>
- Fiber-penetrating formula gets to the source [of odor -or- Laundry Sanitization] by killing 99.9% of odor-causing bacteria
- Finally remove -or- eliminate -or- kill -or- reduce [the] odors that linger wash after wash
- Finally remove -or- eliminate -or- kill -or- reduce [the] odors you dread -or- that linger
- Forgot [to switch] laundry? This product -or- Clorox Laundry Sanitizer has you covered
- Formulated to kill bacteria<sup>7</sup> that detergents may leave behind without bleach
- [Gentle on your clothes -or- laundry -or- fabrics,] hard -or- tough on bacteria
- Gets deep into linen fabrics to remove [99.9% of] odor-causing bacteria
- Gets rid of malodor sources without changing detergent
- Gets the bacteria that detergents leave behind
- [Helps] Kill -or- Remove the odor[s] [bacteria] that detergents can't -or- don't
- Ideal to use for bacteria kill on scrubs
- Keep fabrics smelling fresher longer [by killing 99.9% of bacteria that causes odors]
- Keep the freshness not the bacteria
- Keeps fabrics smelling fresher longer [by killing 99.9% of odor-causing bacteria]
- Keeps odors from coming back by killing 99.9% bacteria
- Kill and wash away 99.9% of bacteria
- Kill bacteria without scrubbing so you can spend more time with your family
- Kill the bacteria without unpleasant smell -or- odor
- Gets to the heart of [the] tough[est] odors [by killing 99.9% of odor-causing bacteria]
- Gives you reassurance that you are eliminating the source of tough odors in your fabrics
- Great laundry experience [vs. detergent alone]
- Hard on bacteria and gentle on your fabrics
- Hard -or- tough on bacteria [, gentle on your clothes -or- laundry -or- fabrics]
- Helps reduce cross-contamination between treated materials in the washer -or- washing machine
- Kills -or- destroys -or- reduces 99.9% of [household<sup>7</sup>] bacteria on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear
- Kills -or- Eliminates 99.9% of bacteria on clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear [leaving behind a [light -or- sunny -or- sun-dried -or- Fresh -or- clean] scent -or- fragrance]
- Kills 99.9% of bacteria in rinse [cycle] [you can't see]
- Kills 99.9% of bacteria [including those -or- that] laundry detergents [may -or- can] leave behind
- Kills [99.9 % of] bacteria that cause odors [on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- activewear]
- Kills 99.9% of bacteria embedded in fabrics -and/or- towels -and/or- linens -and/or- sheets -and/or- activewear
- Kills 99.9% of bacteria that could be found in laundry
- Kills 99.9% of bacteria and freshens fabrics with every use
- Kills 99.9% of bacteria for a [true] -and/or- deep clean
- Kills 99.9% of bacteria in rinse [cycle]
- Kills 99.9% of bacteria that cause [pet] odors
- Kills 99.9% of bacteria to prevent odors
- Kills 99.9% of bacteria to reduce the transmission from treated clothing to clothing -or- treated garment to garment in the same wash -or- load
- Kills 99.9% of bacteria while remaining gentle -and/or- soft on [your -or- all -or- most] clothes -and/or- fabrics
- Kills 99.9% of bacteria without the smell of bleach
- Kills 99.9% of bacteria you can't see in your treated laundry
- Kills 99.9% of bacteria while remaining gentle -and/or- soft on [your -or- most] fabrics -or- clothes
- Kills 99.9% of bacteria with 0% -or- without bleach
- Kills 99.9% of common<sup>7</sup> bacteria that could be found in laundry
- Kills 99.9% of the following bacteria [in 15 minutes]: **insert Sanitization bacteria from Organism table**
- Kills 99.9% of **insert organism(s) from Organism Table** [in 15 min[utes]]
- Kills 99.9% of **insert organism(s) from Organism Table** on [everyday] fabrics -and/or- clothes -and/or- socks in 15 min[utes]
- Kills 99.9% of odor-causing bacteria for a complete clean
- Kills [99.9 % of] odor-causing bacteria [on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear]
- Kills 99.9% of Staph<sup>2</sup> on fabrics -and/or- daily wear fabrics -and/or- everyday fabrics -and/or- clothes -and/or- socks
- Kills 99.9% of Staphylococcus aureus
- Kills odors at the source
- Kills -or- Eliminates -or- Removes 99.9% of [odor-causing] bacteria -and/or- viruses -and/or- germs<sup>8</sup> [in your treated laundry]
- Kills the odor-causing bacteria<sup>△</sup> that detergents can't -or- don't
- Kills the source of odors
- [Laundry] **X**-in-1<sup>9</sup>: [Laundry] Sanitize[r] -and/or- Disinfect[ant]<sup>12</sup> -or- <sup>14</sup>, [Fabric] Soften[er] -and/or- Condition[er] -and/or- Protect[or] from damage -and/or- Reduces -and/or- fight[s] static [cling], Deodorize[r] -and/or- Odor [Remover] [Eliminator] [Fighter] -and/or- [help] remove [tough] odor[s], -and/or- [long] [lasting] [fresh] scent -and/or- freshness **X can be a number between 2-10**
- [Laundry] **X**-in-1<sup>9</sup>: Sanitize[s] -and/or- Disinfect[s]<sup>12</sup> -or- <sup>14</sup>, -and/or- Protect[s] [Laundry] from damage, Soften[s] or Condition[s] [& Freshen[s]] Fabrics -or- reduces -or- fight[s] static [cling], Deodorize[s] -or- Remove[s] [tough] odor[s] **X can be a number between 2-10**
- [Laundry] **Y**-in-1<sup>9</sup>: [Sanitizes -and/or- Disinfects<sup>12</sup> -or- <sup>14</sup>] [Laundry], [Disinfects [laundry] in pre-soak], [Kills 99.9% of bacteria and viruses<sup>12</sup> -or- <sup>14</sup>], [Kills 99.9% of [odor-causing] bacteria], [Removes -or- Reduces Allergens<sup>11</sup>], [Deodorizes -or- Removes [tough] odors], [Softens -or- Conditions -or- Freshens [Fabrics] -and/or- Protects Fabrics from damage -or- reduces -or- fights static [cling], -or- [[Long]-Lasting [fresh] scent -or- fragrance] **Y is a number between 2 and 5**

- Max[imum][-]strength odor eliminator
- More than a cover up, **this product** removes -or- reduces [tough] odors at their source!
- [More than just clean] Fresh, reset: [clean,] sanitized -and/or- deodorized [odor-free]
- Most detergents mask odors, this product eliminates the source<sup>26</sup>
- Neutralizes pet odors -or- smells like those caused by cats and dogs [by killing 99.9% of] odor-causing bacteria]
- No [odor-causing] bacteria, no smell -or- stink -or- odor -or- funk
- Not a perfume -or- scent cover-up
- Odors don't come back
- Odors don't return because their source doesn't exist
- Perfect for removing -or- eliminating -or- killing -or- reducing your -and/or- tough[est] odors at the source!
- Reduces the spread of bacteria in your treated laundry -or- wash -or-clothes
- Reduces bacteria transfers between treated materials[:][sheets -and/or- pillows -and/or- towels -and/or- blankets -and/or- fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear] in the washing machine
- Prevents odors at the source
- Protects from odor bloom by removing -or- eliminating -or- killing 99.9% of bacteria
- Proven to kill [odor-causing] bacteria the first time
- Reduces odor-causing bacteria [on treated fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear]
- Refreshes clothes -and/or- effective odor removal in just one wash
- Removes fatty acids -or- sebum from your clothes -or- clothing -or laundry
- Remove -or- Kill -or- Reduce the tough odors, and forget them
- Remove -or- Reduce odors for long lasting freshness
- Removes -or- Kills 99.9% of odor-causing bacteria from your clothing
- Removes -or- Eliminates -or- Kills -or- Reduces -or- common -or- tough odors in everyday clothes -and/or- socks -and/or- pants -and/or- shirts
- Removes -or- Eliminates -or- Kills -or- Reduces the odors you have struggled with forever
- Removes -or- Eliminates -or- Kills -or- Reduces tough odor so you don't have to wash [items] multiple times
- Removes -or- Eliminates -or- Kills -or- Reduces odors
- Removes -or- Eliminates -or- Kills -or- Reduces [tough] odors at [the] source
- Removes -or- Kills -or- Reduces the stale odors caused by bacteria
- Removes -or-Eliminates -or- Kills -or- Reduces tough odors [trapped -or- embedded deep inside fibers, ensuring tough odors won't come back]
- Removes -or- Eliminates -or- Kills -or- Reduces tough odors and leaves freshness
- Removes -or- Kills -or- Reduces [bacteria -and/or- [tough] odors] in [just] 15 min[utes], -and/or- [just] one wash [from **insert use surface(s) from Table 1**]
- Removes -or- Eliminates -or- Kills -or- Reduces tough odors on contact
- Removes -or- Eliminates -or- Kills -or- Reduces tough odors the first time, [with] no re-washing
- Removes -or- Kills -or- Reduces your toughest -or- tough- household -and/or- business odors
- Removes -or- Kills [99.9% of] odor-causing bacteria
- Removes -or- Eliminates -or- Kills the -or- those -or- tough[est] odors [trapped -or- embedded] in fabrics
- Removes -or- Eliminates -or- Kills tough odors as long as you smell the freshness
- Removes -or- Reduces [the most] offensive pet odors [by killing 99.9% of] odor-causing bacteria]
- Removes -or- Eliminates -or- Reduces [lingering -and/or- musty] odors in -or- on towels -and/or- sheets -and/or- linens [and reduces the bacteria that cause it]
- Removes -or- Eliminates -or- Reduces [lingering -and/or- tough -and/or- strong] body odors in active and sports wear
- Removes -or- Reduces 99.9% of bacteria [on treated fabrics -and/ or- clothes -or- laundry -or- towels -or- linens -or- sheets -or- activewear]
- Removes -or- Eliminates -or- Reduces both odor and 99.9% of odor-causing bacteria
- Removes -or- Eliminates -or- Reduces odor the first time, every time
- Removes -or- Eliminates -or- Reduces odors and kills -or- removes 99.9% of bacteria
- Removes -or- Eliminates -or- Reduces odors at their source - not just a coverup
- Removes -or- Eliminates -or- Reduces tough odors [at the source]
- Removes -or- Kills 99.9% of odor-causing bacteria
- [Directly] Targets -or- removes -or- eliminates -or- reduces [musty -and/or- bacterial] odors at the source
- Removes -or- stops -or- eliminates odors [caused by perspiration -and/or- mustiness -and/or- food -and/or- smoke -and/or- pets -and/or- other strong odors]
- Rids sportswear -and/or- [synthetic] fabrics -and/or- cotton -and/or- lycra -and/or-microfiber -and/or- nylon -and/or- polyester of [smelly -and/or- body] odors -or- bacteria<sup>7</sup>
- Sanitizes laundry -or- clothing [even] in cold water setting -or- washes[!] (68° F [20° C])
- Sanitize your laundry to remove bacteria and odor
- Sanitizes -and/or- softens -and/or- deodorizes -and/or- reduces static
- Sanitizes fabrics -or- laundry stored in laundry room -or- basket
- Sanitizes fabrics by killing bacteria in rinse
- Sanitizes without discoloration
- Sanitizes your clothes
- Sanitizes your clothes after a sick day
- Soft on clothes -and/or- fabrics -and/or- laundry, tough on bacteria
- Specially formulated to break up odor-causing bacteria
- Strong enough to remove -or- eliminate -or- kill -or- reduce tough odors from work garments -and/or- uniforms -and/or- gear
- Sweat on fabrics breeds bacteria. Use on your fabrics to get rid 99.9% of the bacteria and the smell.
- [This product is] A sanitizer for use in your laundry's rinse cycle [in 15 minutes] against Staphylococcus aureus and Klebsiella pneumoniae
- This product is a sanitizer for use in your laundry's rinse cycle [in 15 min[utes]] against **insert organism(s) from Organism Table**
- This Product is an additive that kills 99.9% of bacteria, so you can be confident that your treated laundry is sanitized [and clean with every wash -and/or- every time]
- This product is an additive that kills 99.9% of bacteria [to give your clothes the clean you're looking for]

- [This product] Kills 99.9% of *insert organism(s) from Organism Table* in your treated laundry [in 15 min[utes]].
- [This product] Kills 99.9% of Staphylococcus aureus and Klebsiella pneumoniae in your treated laundry [in 15 minutes]
- This product removes -or- eliminates -or- kills 99.9% of tough odor-causing bacteria
- Thoroughly removes -or- eliminates -or- kills 99.9% of odor-causing bacteria
- True tough odor removal -or- elimination, not just perfume cover-up
- [Unlike laundry detergent] Removes -or- Reduce odor-causing bacteria from clothes
- [Unlike laundry detergent] removes -or- eliminates -or- kills 99.9% of odor-causing bacteria from clothes
- Use for sanitizing laundry
- Use this product for comfy -and/or- soft -and/or- adorable -and/or- warm -and/or- clean sanitized laundry
- When you wash [your laundry] at temperatures below -or- X°C -or- 60°C -or- X°F -or- 140°F -or- in warm water, bacteria can -or- could survive, and can -or- could be transmitted between garments -and/or- clothes in the same wash -or- load
- When you wash [your laundry] at temperatures below -or- X°C -or- 60°C -or- X°F -or- 140°F -or- in warm water, bacteria can -or- could survive, and can -or- could be transmitted between garments -and/or- clothes in the same wash -or- load
- Works to remove -or- eliminate -or- kill -or- reduce pet odors by killing 99.9% of odor-causing bacteria

### ***Pre-Soak Disinfection Claims***

- 3-In-1: Softens, Sanitizes and Disinfects<sup>14</sup>
- 3-In-1 Solution: Deodorizes, Sanitizes and Disinfects<sup>14</sup>
- 3-In-1: Softens -or- Conditions -or- Protects [Fabrics] [from damage] -or- Reduces -or- Fights Static [cling], Sanitizes and Disinfects [laundry]<sup>14</sup>
- 10 min[utes] kills 99.9% of bacteria on fabrics
- [Also] Kills -or- Eliminates -or- Removes 99.9% of bacteria in your treated laundry
- [Also] Kills -or- Eliminates -or- Removes 99.9% of bacteria -and/ or- viruses<sup>±</sup> -or- germs<sup>8</sup> [in your treated laundry]
- Concentrated to destroy -or- eliminate -or- remove odors
- Concentrated to kill -or- destroy -or- eliminate -or- remove 99.9% of [odor-causing] bacteria
- Contains active ingredients to kill bacteria -or- germs<sup>8</sup>
- Controls pets odors caused by bacteria [by killing [99.9% of] odor-causing bacteria]
- Designed to remove -or- kill -or- reduce pet odors [by killing 99.9% of odor-causing bacteria]
- Destroys -or- eliminates [most kinds of] clothing -or- fabric -or- laundry smells -and/or- must -and/or- funk and-or stink
- Disinfect<sup>8</sup> X loads in pre-soak **X is a number between 1 and 12**
- Disinfectant -or- Disinfects and softens [in pre-soak]
- Disinfects without discoloration in pre-soak
- Disinfects your laundry [in pre-soak]
- Don't mask odors, this product kills 99.9% of odor-causing bacteria
- Don't mask -or- cover-up odors, eliminate them
- Eliminate odors by killing 99.9% of the bacteria that cause them
- Eliminates 99.9% of -or- kills the bacteria that cause [sweat -or- sport, -and/or- pet -and/or- musty] odors [at the source] [for lasting freshness]<sup>14</sup>
- Eliminates odors on laundry -or- fabrics [by removing -or- killing 99.9% of odor-causing bacteria]
- Fiber-penetrating formula gets to the source [of odor by killing 99.9% of odor-causing bacteria]
- Finally remove -or- eliminate -or- kill -or- reduce [the] odors that linger wash after wash
- Finally remove -or- eliminate -or- kill -or- reduce [the] odors you dread -or- that linger
- [Gentle on your clothes -or- laundry -or- fabrics,] hard -or- tough on bacteria -or- germs<sup>8</sup>
- Gets deep into linen fabrics to remove [99.9% of] odor-causing bacteria
- Gets to the heart of [the] tough[est] odors [by killing 99.9% of odor-causing bacteria]
- Gives you reassurance that you are eliminating the source of tough odors in your fabrics
- Hard -or- tough on bacteria -or- germs<sup>8</sup> [, gentle on your clothes -or- laundry -or- fabrics]
- Helps reduce the spread of germs<sup>8</sup> through your treated laundry<sup>12</sup>
- Ideal to use for bacteria kill on scrubs
- Keep fabrics smelling fresher longer [by killing 99.9% of bacteria that causes odors]
- Keep the freshness not the bacteria
- Keeps fabrics smelling fresher longer [by killing 99.9% of odor-causing bacteria]
- Keeps odors from coming back by killing 99.9% bacteria
- Kill 99.9% of bacteria
- Kill bacteria without scrubbing so you can spend more time with your family
- Kill the bacteria without unpleasant smell -or- odor
- Kills -or- destroys -or- reduces 99.9% of [household<sup>7</sup>] bacteria on treated fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear
- Kills -or- Eliminates 99.9% of bacteria on treated clothes -and/ or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/ or- active-wear [leaving behind a [light -or- sunny -or- sun-dried -or- Fresh -or- clean] scent -or- fragrance]
- Kills [99.9% of] bacteria -and/or- viruses<sup>±</sup> -and/or- germs<sup>8</sup>
- Kill [99.9% of] bacteria -and/or- germs -and/or- viruses<sup>8</sup>, [and] eliminate odor <sup>12</sup> -or- <sup>14</sup>
- Kills 99.9% of bacteria -or- germs<sup>8</sup> transfer between treated clothing -or- garments
- Kills [99.9 % of] bacteria that cause odors [on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear]
- Kills 99.9% of bacteria embedded in fabrics -and/or- towels -and/ or- linens -and/or- sheets -and/or- activewear
- Kills 99.9% of bacteria that could be found in laundry
- Kills 99.9% of bacteria and freshens fabrics with every use
- Kills 99.9% of bacteria that causes [pet] odors



- Kills 99.9% of bacteria to prevent odors
- Kills 99.9% of bacteria while remaining gentle -and/or- soft on [your -or- all -or- most] clothes -and/or- fabrics
- Kills 99.9% of bacteria without the smell of bleach
- Kills 99.9% of bacteria you can't see in your treated laundry
- Kills 99.9% of bacteria while remaining gentle -and/or- soft on [your -or- most] fabrics -or-clothes
- Kills 99.9% of bacteria with 0% -or- without bleach
- Kills 99.9% of common<sup>7</sup> bacteria that could be found in laundry
- Kills 99.9% of germs<sup>8</sup> -and/or- cold and flu viruses<sup>23</sup>
- Kills 99.9% of germs<sup>8</sup> -or- bacteria and viruses<sup>±</sup> on laundry -or- fabrics
- Kills [99.9% of] germs<sup>8</sup> -and/or- bacteria -and/or- viruses<sup>±</sup>, softens fabric -and/or- reduces -or- fights static [cling]<sup>14</sup>
- Kills 99.9% of [the]germs<sup>8</sup> -and/or- bacteria -and/or- viruses<sup>±</sup> -and/or- organisms for a worry free clean<sup>14</sup>
- Kills 99.9% of **insert organism(s) from Organism Table** [in 10 min[utes]]
- Kills 99.9% of **insert organism(s) from Organism Table** on [everyday] fabrics -and/or- clothes -and/or- socks in 10 min[utes]
- Kills [99.9% of] [odor-causing] bacteria -and/or- viruses<sup>±</sup> -and/or- germs<sup>8</sup>
- Kills [99.9 % of] odor-causing bacteria [on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear]
- Kills 99.9% of Staph<sup>2</sup> on fabrics -and/or- daily wear fabrics -and/or- everyday fabrics -and/or- clothes -and/or- socks
- Kills 99.9% of Staphylococcus aureus
- Kills 99.9% of viruses<sup>±</sup> and bacteria [in pre-soak]
- Kills Influenza A (H1N1) Virus and Human Coronavirus which can cause the cold and flu [in pre-soak]
- Kills odors at the source
- Kills -or- Removes odor-causing bacteria [at the source] [in pre-soak]
- Kills the source of odors
- Knocks out bacterial stink all day
- [Laundry] 3-In-1: Sanitizes -and/or- Disinfects<sup>14</sup>, -and/or- Protects Laundry from damage, Softens or Conditions [& Freshens] Fabrics -or- reduces -or- fights static [cling], Deodorizes -or- Removes [tough] odors
- [Laundry] 3-In-1: [Laundry] Sanitizer -and/or- Disinfectant<sup>14</sup>, Fabric Softener -or- Conditioner -or- Protector from damage -or- reduces -or fights static [cling], Deodorizer -or- Odor Remover
- [Laundry] **Y-In-1<sup>9</sup>**: [Sanitizes -and/or- Disinfects<sup>14</sup> Laundry], [Disinfects [laundry] in pre-soak], [Kills 99.9% of bacteria and viruses<sup>±</sup> in pre-soak], [Kills 99.9% of [odor-causing] bacteria], [Removes -or- Reduces Allergens<sup>11</sup>], [Deodorizes -or- Removes [tough] odors], [Softens -or- Conditions -or- Protects Fabrics from damage [& Freshens] -or- reduces -or- fights static [cling], -or- [[Long]-Lasting [fresh] scent -or- fragrance] **Y is a number between 1 and 5**
- Max[imum][ -]strength odor eliminator
- More than a cover up, **this product** removes -or- reduces [tough] odors at their source!
- Most detergents mask odors, this product eliminates the source<sup>26</sup>
- Neutralizes pet odors -or- smells like those caused by cats and dogs [by killing [99.9% of] odor-causing bacteria]
- No [odor-causing] bacteria, no smell -or- stink -or- odor -or- funk
- Not a perfume -or- scent cover-up
- Peace of mind clean -or- [fabric -or- laundry] sanitization -or- pre-soak disinfection
- Perfect for removing -or- eliminating -or- killing -or- reducing your -and/or- tough[est] odors at the source!
- Prevents the spread of bacteria in your treated laundry -or- clothes
- Reduces bacteria transfers between treated materials[:][sheets -and/or- pillows -and/or- towels -and/or- blankets -and/or- fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear] in the washing machine
- Prevents odors at the source
- Protects from odor bloom by removing -or- eliminating -or- killing 99.9% of bacteria
- Proven to kill [odor-causing] bacteria the first time
- Reduces odor-causing bacteria [on treated fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear]
- Refreshes clothes -and/or- effective odor removal
- Removes fatty acids -or- sebum from your clothes -or- clothing -or laundry
- Remove -or- Kill -or- Reduce the tough odors, and forget them
- Remove -or- Reduce odors for long lasting freshness
- Removes -or- Kills 99.9% of odor-causing bacteria from your clothing
- Removes -or- Eliminates -or- Kills -or- Reduces -or- common -or- tough odors in everyday clothes -and/or- socks -and/or- pants -and/or- shirts
- Removes -or- Eliminates -or- Kills -or- Reduces the odors you have struggled with forever
- Removes -or- Eliminates -or- Kills -or- Reduces tough odor so you don't have to wash [items] multiple times
- Removes -or- Eliminates -or- Kills -or- Reduces odors
- Removes -or- Eliminates -or- Kills -or- Reduces [tough] odors at [the] source
- Removes -or- Kills -or- Reduces the stale odors caused by bacteria
- Removes -or- Eliminates -or- Kills -or- Reduces tough odors [trapped -or- embedded deep inside fibers, ensuring tough odors won't come back]
- Removes -or- Eliminates -or- Kills -or- Reduces tough odors and leaves freshness
- Removes -or- Kills -or- Reduces [bacteria -and/or- [tough] odors] in [just] 10 min[utes], -and/or- [just] one soaking [from **insert use surface(s) from Table 1**]
- Removes -or- Eliminates -or- Kills -or- Reduces tough odors on contact
- Removes -or- Eliminates -or- Kills -or- Reduces tough odors the first time, [with] no re-washing
- Removes -or- Kills -or- Reduces your toughest household -and/or- business tough odors
- Removes -or- Kills [99.9% of] odor-causing bacteria
- Removes -or- Eliminates -or- Kills the -or- those -or- tough[est] odors [trapped -or- embedded] in fabrics
- Removes -or- Eliminates -or- Kills tough odors as long as you smell the freshness
- Removes -or- Reduces [the most] offensive pet odors [by killing [99.9% of] odor-causing bacteria]
- Removes -or- Eliminates -or- Reduces [lingering -and/or- musty] odors in -or- on towels -and/or- sheets -and/or- linens [and reduces 99.9% of the bacteria that cause it]

- Removes -or- Reduces 99.9% of bacteria [on fabrics -and/or- clothes -or- laundry -or- towels -or- linens -or- sheets -or- activewear]
- Removes -or- Eliminates -or- Reduces both odor and 99.9% of odor-causing bacteria
- Removes -or- Eliminates -or- Reduces odor the first time, every time
- Removes -or- Eliminates -or- Reduces odors and kills -or- removes 99.9% of bacteria
- Removes -or- Eliminates -or- Reduces odors at their source - not just a coverup
- Removes -or- Eliminates -or- Reduces tough odors [at the source]
- Removes -or- Kills 99.9% of odor-causing bacteria
- [Directly] Targets removes -or- eliminates -or- reduces [musty -and/or- bacterial] odors at the source<sup>26</sup>
- Rids sportswear -and/or- [synthetic] fabrics -and/or- cotton -and/or- lycra -and/or- microfiber -and/or- nylon -and/or- polyester of [smelly -and/or- body] odors -or- bacteria
- Soft on clothes -and/or- fabrics -and/or- laundry, tough on bacteria<sup>7</sup>
- Specially formulated to break up odor-causing bacteria
- Strong enough to remove -or- eliminate -or- kill -or- reduce tough odors from work garments -and/or- uniforms -and/or- gear
- Stubborn odors gone[: Kills 99.9% of [odor-causing] bacteria]
- Sweat on fabrics breeds bacteria. Use on your fabrics to get rid 99.9% of the bacteria and the smell.
- Kills COVID-19 virus<sup>†</sup> [SARS-CoV-2 -or- 2019 Novel Coronavirus] [in pre-soak]
- Tested [and proven [effective]] to help reduce cross contamination between treated laundry of [the] COVID-19 virus<sup>†</sup> [SARSCoV-2] in pre-soak
- This product kills 99.9% of bacteria [to give your clothes the clean you're looking for]
- [This product] Kills 99.9% of Staphylococcus aureus and Salmonella enterica in your treated laundry [ in 10 minutes] in pre-soak
- [This product is] A disinfectant [in 10 minutes] against Staphylococcus aureus and Salmonella Enterica [in pre-soak]
- This product removes -or- eliminates -or- kills 99.9% of [tough odor-causing] bacteria
- Thoroughly removes -or- eliminates -or- kills 99.9% of [odor-causing] bacteria
- True tough odor removal -or- elimination, not just perfume cover-up
- [Unlike laundry detergent] Removes -or- Reduce odor-causing bacteria from clothes
- [Unlike laundry detergent -and/or- scent beads] [helps] removes -or- eliminates -or- kills -or- fights -or- reduces 99.9% of [odor-causing] bacteria -and/or- germs [from treated clothes -or- laundry -or- **insert use surface from Table 1 (use surface table)**]
- Use [on fabrics] where bacteria can linger -or- dwell[, leaving behind a light fresh scent of clean]
- Use this product for comfy -and/or- soft -and/or- adorable -and/or- warm -and/or- clean disinfected laundry
- Washing your sports gear multiple times? Save time and money and remove bacteria at the source [the first time]
- Works to remove -or- eliminate -or- kill -or- reduce pet odors by killing 99.9% of odor-causing bacteria

### *Organism Table*

| Laundry Pre-Soak Disinfection                     |                                  |              |             |
|---|----------------------------------|--------------|-------------|
| Bacteria  | ATCC and/or Strain               | Contact Time |             |
| Staphylococcus aureus                             | [ATCC 6538]                      | 10 min[utes] |             |
| Salmonella enterica [(Salmonella)]                | [ATCC 10708]                     | 10 min[utes] |             |
|   |                                  |              |             |
| Viruses Enveloped                                 | ATCC and/or Strain               | Contact Time |             |
| ‡Human Coronavirus [(a cause of the common cold)] | [ATCC VR-740] [Strain 229E]      | 10 min[utes] |             |
| ‡Influenza A (H1N1) virus                         | [strain A/PR/8/34, ATCC VR-1469] | 10 min[utes] |             |
| ‡Respiratory Syncytial Virus [(RSV)]              | [ATCC VR-26] [Strain Long]       | 10 min[utes] |             |
| ‡SARS-CoV-2 [(cause of COVID-19)]                 | [Strain USA-WA1/2020]            | 10 min[utes] |             |
|   |                                  |              |             |
| Laundry Sanitization                              |                                  |              |             |
| Bacteria  | ATCC and/or Strain               | Contact Time | Washer Type |
| Klebsiella pneumoniae                             | [ATCC 4352]                      | 15 min[utes] | HE          |
| Staphylococcus aureus [(Staph)]                   | [ATCC 6538]                      | 15 min[utes] | HE          |
| Klebsiella pneumoniae                             | [ATCC 4352]                      | 9 min[utes]  | TL          |
| Staphylococcus aureus [(Staph)]                   | [ATCC 6538]                      | 9 min[utes]  | TL          |



## Cleaning/Miscellaneous Claims

- **\$X** off your next purchase of 41 fl oz of this product
- 100% Biodegradable
- [**X**] times -or- **X** more [tranquil] freshness<sup>24</sup> [from wash to wear] **X is a number between 2-10**
- [A] Clean you can smell
- A revolutionary laundry deodorizer
- A simple addition to your clean laundry routine
- A simple to use solution that does not harm fabrics
- Active [Wear] Fresh [Scent]
- Add to every load -or- wash
- [Advanced] **X** hour *insert a number between 12 and 48* odor -or- freshness -or- protection
- Advanced -or- 12-hour [odor -or- freshness] protection
- [All-day -or- full-day -or- Morning to night -or- day to night] fabric -or- clothing wrinkle protection
- All that's left is the smell of clean
- Always be the freshest smelling person at your gym
- Avoid re-washing your clothes -or- laundry -or- fabrics
- Avoid re-wash, save water -or- money -or- water and money [on utility bills]
- Bleach Free
- Beach Fresh -and/or- Blue Wave -or- Water[s] -and/or- Clean Lavender -or- Linen -and/or- Seaside Breeze -or- Clean -and/or- Clean -or- Clear -or- Soft Linen -and/or- Simply -or- Purely Clean -or- Active Fresh [Scent -or- Fragrance]
- Bleach-like clean, without the bleach
- Blocks odors from setting into fabrics
- Boost the power of your favorite detergent
- Boost your [laundry] detergent
- Brings fabrics back to fresh
- Buy **X**, Get **W** Free **X** and **W** are numbers between 1 and 5; **W** is a lesser number than **X**.
- Can be used on most fabrics including whites and colors
- Child-Resistant Cap
- Clean -and/or- fresh laundry -and/or- linens -and/or- clothes
- Clean you can smell
- Clean [your] clothes -or- [the] laundry in a clean machine
- Clean [your] laundry right[, the first time]
- Cleans and Freshens
- Cleans [even] [your -or- the] sweatiest [gym -or- workout] clothes
- Cleans [even] [your -or- the] sweatiest -or- saturated [gym -or- workout] clothes -or- smells -or- *insert use surface from use surface table*
- Color-safe [guaranteed]
- Color[-]safe [formula]
- Complete odor control performance
- [Completely -or- help] remove -or- eliminate [pet] odors<sup>3</sup> [, while leaving behind [lasting] freshness] [on [your] *insert use surface from use surface table*]
- [Completely -or- help] remove -or- eliminate [that] wet dog smell<sup>3</sup> [from laundry] [Completely -or- help] remove -or- eliminate [that] wet dog smell<sup>3</sup> [from laundry]
- [Completely -or- help] remove -or- eliminate [the] toughest -or- tough odors[, while leaving behind [lasting] freshness]
- Conditions -and/or- protects -and/or- freshens [fabrics -and/or- clothes] from damage
- Conditions -and/or- softens -and/or- reduces static in fabrics
- Confidence that your garments are ready for use
- [Contains 0% -or- free from -or- No] bleach [odor]
- [Contains] 0% bleach[, so it's suitable -or- to -or- for use on -or- with [both] whites -and/or- colors -or- colored -or- clothes]
- Convenient Size
- Deep -and/or- True Clean- or- Truly -or- Complete Clean
- Deep clean
- Deeper clean -or- works better than detergent alone
- Delicate -and/or- subtle aroma -and/or- scent -and/or- smell -and/or- fragrance -and/or- odor
- Deodorize in just one cap[ful]
- Deodorizes and prevents odors<sup>15</sup>
- Deodorize[s] [clothes]
- Deodorize[s] [laundry machine and clothes] [[with odor control] [technology]]
- Designed -or- formulated to remove -or- eliminate -or- reduce [heavy duty -or- tough] odors with Odor control
- Designed -or- Suitable -or- Formulated for -or- to use on athletic wear -and/or- fabric -and/or- clothes -and/or- garments -and/or- sportswear -and/or- activewear
- Designed to remove -or- eliminate -or- kill -or- reduce smoke odors
- Destroys odors and protects synthetic fibers against lingering odors
- Dilutable -or- Easy-to-Use [Pourable -and/or- formula]
- [Directly] [helps] Target -or- remove -or- reduce -or- fight -or- stop -or- prevent<sup>6</sup> [musty] odors -and/or- *insert soil/stain from Table 4* [for up to **X** hours] **X is a number between 12-48**
- Do away with tough odors -or- bad smells
- Does not alter -and/or- interfere -and/or- harm -and/or- damage -and/or- shape -and/or- fade -and/or- color -and/or- fibers -and/or- softness -and/or- texture [of] clothing -and/or- fabric
- Does not harm the flame-resistant capability of baby's sleepwear
- Does not leave [softener] residue on laundry -or- fabrics -and/or- in washer
- Does not interfere with the wicking -and/or- moisture -and/or- technology -and/or- absorbency of [high performance] active wear -and/or- sports wear -and/or- gym clothes -and/or- towels
- Don't throw it away [because of bad odors], wash it away
- Dry laundry faster -and/or- Cold wash, -or- Save money -and/or- use less energy
- Easy -or- Convenient -and/or- Simple to Use
- Easy to use dosing cap
- Effective against smoke odors
- Effective malodor control for up to 24 hours
- Eliminate [extra] steps -and/or- time -and/or- products rewashing to remove odor
- Eliminate -or- destroy -or- remove the **X** most common odors **X is equal to or less than 10**
- Eliminate -or- Remove odors, don't [just] mask them
- Eliminate -or- Remove musty odors from [towels -and/or- wet -and/or- forgotten] clothing -or- laundry [left in the washer]
- Eliminate odors, not the colors
- Eliminates -or- reduces the need to re-wash [line-dried -or- sun-dried -or- hung-up] laundry -and/or- clothing -and/or- fabrics by killing -or- eliminating odor -and/or- mustiness at the source -and/or- trapped -or- embedded in fabrics
- Eliminates -or- Destroys -or- Neutralizes -or- Removes odors [for] [up to] [**XX** hours *insert a number between 12 and 48*] [on your clothing -or- clothes -or- *insert use surface[s] from Table 1<sup>△</sup>*]
- Eliminates -or- reduces [up to] **X%** of static [cling] [,] [without

waxy buildup] ***X is a number between 50 and 99%***

- Eliminate the embarrassment of smelly clothing -and/or- towels
- Eliminates the odors that detergents can't -or- don't
- Eliminates [tough -and/or- stubborn] odors for [up to] ***X weeks***<sup>3</sup> -and/or- 13 -or- 16 -and/or- 17 ***X is a number between 1-12***
- Elite odor elimination
- Enhanced clean made simple
- Even gets rid of smoke smell
- Everyday Fresh
- Extend the life of your garments -and/or- towels -and/or- linens by eliminating odors
- Extend the life of your clothes -or- clothing -or- laundry -or- fabrics
- Extended Freshness [for up to ***X weeks***] ***X is a number between 0-12***<sup>13</sup> -or- 16 -and/or- 17
- Extends life of fabrics
- Fabric odor eliminator
- Finally a solution for pet odors
- [Finally] [helps] remove -or- eliminate -or- kill -or- reduce -or- fight [the] odors you dread -or- that linger [wash after wash]
- For all -or- most [types of] [washer-safe] laundry load[s]
- For all [washing] machines
- For hair-free bedding -and/or- blankets
- [For] Pet<sup>3</sup> [Odors]
- For [Pet -or- Dog -and/or- Cat] Bedding -and/or- Blankets -and/or- Laundry
- For Guest-ready linens
- [For] Single Dose [use -or- for -or- all washing machine types -or- styles]
- [For] Sport [Fabrics -and/or- Odors]
- [For] Sportswear -and/or- Athletic wear -and/or- clothes -and/or- laundry -and/or- fabrics -and/or- garments -and/or- Activewear[!]
- For Standard -and/or- H[igh] E[fficiency] Machines
- [For] Sweat<sup>3</sup> -or- Tough [Odors]
- Formulated for [synthetic -or- natural -or- cotton -or- most -or- common] fabrics
- Formulated -or- designed to tackle your kid's toughest messes on clothes
- Free Sample
- Fresh [clean] scent
- Fresh meadow [sport] [scent -or- fragrance]
- Freshens fabrics -and/or- laundry [with every use]
- Freshens [***insert use surface from Table 1 (use surface table)***]
- Freshness -or- Fresh scent plus -or- + -or- and odor protection [in every wash]
- Freshness without the bleach odors
- From Clorox®, the brand you love
- From Clorox®, the brand you trust
- Clothing or laundry gentle enough to snuggle
- Gentle on clothes -and/or- laundry -and/or- [blended] fabrics
- Gentle on [most -and/or- whites -and/or- light -and/or- dark] clothes
- Gentle on [most] clothes -and/or- delicates -and/or- fabrics
- Gentle on colors, strong on odors
- Get rid of odors -or- clean your clothes -or- laundry right, the first time
- Gets rid of pet odors
- Gets rid of washing machine odors even in cold water setting
- Give your clothes the ultimate Clorox® experience
- Good for ***X More loads***<sup>25</sup> ***X is a number between 1-10***
- Great for contractors

- Great for food odors
- Great for Milk spills
- Guaranteed to work [every time or your money back]
- [Helps] prevent -or- block -or- inhibit -or- control -or- stop -or- remove -or- fight [odors on] [***insert use surface from use surface table***] [odors]
- Helps soften -and/or- reduces static in your clothes
- Highly Effective musty odor remover
- Invigorating scent
- It's Clorox® Clean[!]
- [Just] add this product to your normal wash[ing] routine -or- after adding your fabric softener
- [Just] add to rinse [cycle -or- routine] -or- [fabric softener] drawer -or- compartment
- Just add to rinse cycle for clean laundry
- Just one wash, and odor is eliminated
- Just-washed freshness
- [Help] Fights odor[s] in your -or- the machine -and/or- on [your -or- the] laundry
- [Help] Protect your laundry from lingering odors [and add [fresh] scent[s]] [in every wash]
- [Helps] Eliminate -or- fight [lingering,] musty odors in your -or- the [washing -or- washer] [machine]
- [Helps] Get rid of [set-in] pet odors<sup>3</sup> -and/or- sweat odors<sup>3</sup> -and/or- musty [towel] odors -and or- smoke odors -and/or- [washing] machine odors [from laundry -or- clothes]
- [Helps] Kill -or- Fight the source of odors
- [Helps] Kills- or- fights -or- removes -or- eliminates [[over] 100[+] plus] -or- a [wide] variety of] odors [for [long] lasting freshness]
- [Helps] Remove -and/or- fight -and/or- eliminate [even] the toughest [stress-]sweat smell -and/or- musty [towel] smells -and/or- [that] [set-in] locker room smell -and/or- [smelliest of] body odors -and/or- stinky sock odors [from laundry -or- clothes] [the first time]
- [Helps] Remove -and/or- fight -and/or- eliminate -and/or- kill [the] tough[est] odors and adds a fresh[,] [and] [clean] scent -and/or- know that your clothes -or- laundry are -or- is smelling their -or- its best
- [Helps] prevent clothes -or- clothing color -or- ***insert use surface from Table 1 (use surface table)*** from fading
- [Helps] prevent -or- block -or- inhibit -or- control -or- stop -or- Remove [tough -or- the toughest] odors [***from insert use surface from use surface table***]
- [Helps] remove -or- fight -or- eliminate ***insert use surface from Table 1 (use surface table)*** [odors] -and/or- machine mustiness
- [Helps] prevent -or- block -or- inhibit -or- control -or- stop -or- Remove odors for [up to] ***X weeks***<sup>6</sup>, ***X is a number between 1-12***
- [Helps] Remove -or- Fight -or- eliminates your -or- the toughest pet smells<sup>3</sup> [from [your] laundry -or- ***insert use surface from use surface table***] [including wet dog, [cat musk] -and/or- urine -and/or- feces]
- [Helps] Remove -or- Eliminate -or- Reduce stinky -and/or- saturated -and/or- set-in -and/or- musty -and/or- ***insert use surface from Table 1 (use surface table)*** [odors] [from clothes -or- ***insert use surface from Table 1 (use surface table)***]
- [Helps] Remove -and/or- fight -and/or- eliminate the toughest odors [including: musty towels, pet odors, and sweaty -and/or- [gym] clothes] [from [your] laundry -or- clothes]
- [Helps] Removes -or- Eliminates -or- Reduces [musty] odor[s] and

- [helps]prevent them from reoccurring<sup>6</sup>[△] [for up to **X** hours] **X is a number between 12-48**
- [Helps] Solve -or- remove -or- fight the odor[s] [in **insert use surface from Table 1 (use surface table)**] that detergents -and/or- fabric softeners -and/or- scent boosters -and/or- scent beads mask -or- leave behind -or- don't
- Keep clothes -or- clothing -or- laundry -or- fabrics fresher -and/or- longer
- Keeps or- Keeping Laundry fresh [even] [from wash to wear -or- after the wash cycle]
- Keeps towels -and/or- sheets -and/or- laundry -and/or- fabrics -and/or- clothes fresh -and/or- [mal]odor-free for **X** weeks.<sup>[3 -and-or- 17]</sup> **X is a number between 0 - 12**
- Keep your closet fresh for **XX** days **XX is a number between 1 and 14**
- Keep your favorite shirt -or- jacket -or- sweater -or- sweats around, longer
- Keeps your machine and clothing smelling like new
- Lasting fresh -or- freshness -or- fragrance -or- scent
- Laundry booster
- Laundry odors are no match for Clorox®
- Leaves a [clean] fresh scent
- Leaves a light pleasant fragrance
- Leaves clothes -and/or- laundry -and/or- towels -and/or- sheets -and/or- bedding smelling fresh [and clean]
- Leaves fabrics fresh and clean
- Less malodor vs. detergent alone
- Lifts odors and removes them
- Lifts set in odors from Active Wear
- Light fresh scent [that does not over-power you]
- Lightly scented formula
- Limit 1 coupon per purchase; Limit 2 coupons per shopping trip
- Line-dried freshness
- Linen [cupboard] freshness
- Linen-Fresh
- [Long] Lasting fresh -or- fragrance -or- scent
- [Long] Lasting freshness [beyond the wash]
- Longer life for your expensive clothes<sup>5</sup>
- [Longest -or- Long] lasting scent & odor elimination<sup>20</sup>
- [Longest -or Long] lasting scent -and/or- odor elimination<sup>20</sup>
- Make your clothes -or- clothing last
- Makes workout gear smell fresh
- Max-Fresh
- Max[imize] [time] between washes
- [More than a cover up,] [this product] [helps] remove -or- reduce tough -or- **insert soil/stain from soil/stain table** at their -or- the source!
- Most detergents [-and/or- scent beads] mask odors, this product [helps] eliminates odors -or- them [at] the source<sup>26</sup>
- Multi[ple]-benefits -or- multi-use
- Never stink at the gym again [with regular use]
- No color fading [vs. Detergent alone]
- No fear of tough odors with odor protection technology
- No film -or- residue left behind [on clothes -or- fabrics -or- laundry]
- No film -or- residue -or- buildup [that dulls the fabric's finish] -or- [stops clothes -or- fabric -or- laundry from getting clean]
- No fragrance cover-up, just truly fresh
- No Mess Dosing [Cap]
- No more [pet -or- dog -and/or- cat] hair[!]
- No more wet dog smell!
- No overpowering smell -or- fragrance -or- scent
- No rewash to tackle odors
- No residue -or- build-up left in washing machine -or- plumbing
- No [softener] residue left on laundry -or- fabrics -and/or- in washer
- [No] Splash [Free] -or- Splash-free [formula]
- No[-]Splash [Formula] -or- Splashless [formula]
- No waxy coating left on clothes -or- fabrics -or- laundry
- No film -or- residue left behind [on clothes -or- fabrics -or- laundry]
- No film -or- residue -or- buildup [that dulls the fabric's finish] -or- [stops clothes -or- fabric -or- laundry from getting clean]
- No [softener] residue left on laundry -or- fabrics -and/or- in washer
- No wet towel smell[s]
- Not adding strong -or- masking with scents, just removing tough body -and/or- sweat -and/or- musty odors
- Not -or- does not replace [a] [laundry] detergent
- [Now with -and/or- a] [long[er]] lasting scent -or- freshness
- Odor-free [laundry -or- clothing -or- fabrics] for **X** weeks, guaranteed!<sup>[3 -and-or- 13 -or-16 -and/or- 17]</sup> **X is a number between 1-12**
- Odor removal you can trust, true clean you can smell
- Ok to leave in the machine overnight, dry the next day
- Passes the sniff test
- Patented Fresh -or- Odor Defense Technology
- Patented Odor Removers -or- Removal Delivery [System]
- Pet -or- Dog -and/or- Cat Hair Remover
- Pour with confidence -and/or- Splash-less -and/or- Zero -or- No Splash
- Pours easy, no splash
- Power-rinse
- Prevents clothes -or- clothing color from fading
- Prevents musty odors<sup>15</sup>
- Prevents musty odors from forming on [wet -or- forgotten] clothing -or- laundry [left in the washer]
- Prevents -or- Removes tough odors at the source
- Protect your clothes from embarrassing odors
- Protect your expensive gym fabrics from tough odors with **this product**
- Proven to remove -or- eliminate -or- reduce pet -and/or- smoke -and/or- bathroom -and/or- kitchen-and/or- musty-and/or- body odor while leaving behind a fresh -or- no scent
- Proven to work at in rinse cycle temperatures as low as 68°F
- Quick odor removal with ease
- Radiant colors without the odors
- Ready-to-use
- Reduces tough odors in garments without rewashing
- Reduces -or- Fights static [cling] [in Laundry or Fabrics]
- Reduces static [cling] without coating clothes -or- fabrics -or- laundry
- Refer to back for savings coupons
- Refreshens -or- Freshens fabrics [by eliminating odors]
- Regain your soft and fluffy feeling on your towels -and/or- linens -and/or- sheets after wash
- Releases -or- removes -or- prevents-or- protection from wrinkles
- Removes -or- Eliminates -or- Reduces [lingering -or- hidden] odors [including odors from -or- in -or- on [the -or- your] laundry -and/or- formula -and/or- diaper -and/or- spit-up -and/or- food] left behind by baby -and/or- child[ren] -and/or- kid's messes on [sweaty] gym clothes -and/or- active wear -and/or- sportswear **insert use surface(s) from Table 1** while remaining gentle on the

***insert use surface(s) from Table 1***

- Removes -or- Eliminates -or- Reduces odors and prevents them from reoccurring
- Removes -or- Eliminates -or- Reduces odors and protects fabrics from odors settling in
- Removes -or- Eliminates -or- Reduces [body -and/or- foot -and/or- sweat -and/or- perspiration -and/or- sports equipment -and/or- pet -and/or- dog -and/or- bacon grease -and/or- chicken wings -and/or- popcorn -and/or- smoke -and/or- cigarette -and/or- wood -and/or- musty -and/or- stale -and/or- fish -and/or- garlic -and/or- sour milk -and/or- baby spit up] odors on fabrics
- Removes -or- Eliminates -or- Reduces odors in your clothes in one step
- Removes -or- Eliminates -or- Reduces set-in sweat odors after one week
- Removes -or- Eliminates -or- Reduces set-in tough odors stuck in fibers
- Removes -or- Eliminates -or- Reduces smoke odors even on clothing
- Removes -or- Eliminates -or- Reduces stinky odors from clothes
- Removes -or- Eliminates -or- Reduces the source of odor so that clothes stay fresh
- Removes -or- Eliminates -or- Reduces the toughest invisible odor
- Removes -or- Eliminates -or- Reduces tough odors [completely]
- Removes -or- Eliminates -or- Reduces tough odors from sweat -and/or- dampness -and/or- pets
- Removes -or- eliminates -or- neutralizes -or- reduces -or- powers through tough -and/or- stubborn -and/or- sports -and/or- sweat -and/or- workout -and/or- body odors -and/or- stink -and/or- smells
- Removes -or- Eliminates the [toughest] odors in just one wash
- Removes odors -or- musk -or- stink that detergent can't -or- doesn't<sup>13</sup> -or- 16
- Removes -or- Eliminates -or- Reduces [lingering -and/or- tough -and/or- strong] body odors in active and sports wear
- Removes -or- stops -or- eliminates odors [caused by perspiration -and/or- mustiness -and/or- food -and/or- smoke -and/or- pets -and/or- other strong odors]
- Removes the odors that detergents -and/or- fabric softeners -and/or- scent boosters mask
- Removes static cling from fabrics
- Removes stiff-feeling on fabric
- Removes [trapped-in -or- embedded -or- stubborn] odors
- Removes [visible -and/or- invisible] sweat -and/or- dirt
- Rest peacefully knowing your linens will smell fresh
- Rewear -or- Reset -or- Refresh your clothes, don't replace
- Rewear and Reuse with confidence
- Rids sports[wear] -and/or- synthetic -and/or- fabrics -and/or- cotton -and/or- lycra -and/or- microfiber -and/or- nylon -and/or- polyester of smelly -and/or- body -and/or- odors
- Safe for use on [kid -and/or- baby] laundry -or- clothing
- Safe on [all] colors
- Safe on black garments
- Safe to -or- for use on ***insert fabric material(s) from Table 3***
- Safe to use on [Active] synthetic color fibers
- Safe to use on all [linen] towel colors
- Safe to use on all color loads
- Safe to use on washable fabrics[:] cotton, lycra, microfiber, nylon, polyester, spandex

- Safe to use on washable fabrics including ***insert fabric material(s) from Table 3***
- Sample Trial Size
- Save **X%**
- Scent -or- Fresh burst
- Seeks out and neutralizes tough odors[—all the way down to the fibers where the tough odors are trapped -or- embedded]
- [Sensitive -and/or- Gentle] laundry formula for clothes
- Smell fresh and clean always
- Smell fresh[ness] [in every load]
- Smells fresh always -or- anytime
- Smells fresh between washes<sup>3</sup>
- Smells fresh during use<sup>3</sup>
- Smells fresh even after use<sup>3</sup>
- Smells fresh the more you use it [as directed]
- Smells like it did after the first wash
- Smells like the first time, new
- So the fabric is refreshed down to the fibers
- Softens fabrics
- Solve to remove the odors that detergents -and/or- fabric softeners -and/or- scent boosters mask
- Soothing scent -or- fragrance
- Static reduction without the waxy buildup
- Stops environmental odors
- Wash -or- rinse the funk -or- stink -or- odor -or- smells out
- Spring Cotton fragrance -or- scent
- Stays smelling fresh and without odors
- Stays smelling fresh between washes
- Stays smelling fresher longer
- Stink -or- smell -or- funk gone, [you can] power on
- Strong against malodor on clothes
- Strong odor removal [to leave -or- leaving behind true freshness]
- Strong on tough odors, leaving a light enjoyable scent
- Suitable -or- Designed -or- Formulated for -or- to use on sweat -and/or- moisture -and/or- wicking -and/or- technology -and/or- fabrics -and/or- fibers -and/or- clothing -and/or- active wear -and/or- sportswear -and/or- gym clothes -and/or- [sports] uniforms -and/or- yoga pants -and/or- [gym] shorts -and/or- shirts -and/or- tank tops -and/or- socks -and/or- sports bras -and/or- clothing -and/or- clothes with sweat -and/or- moisture -and/or- wicking -and/or- technology
- Suitable [to -or- for] use on [most] fabrics -and/or- baby's -or- kid's clothes -and/or- whites -and/or- colors
- Suitable for both H[igh] E[fficiency] -and/or- regular -and/or- conventional washers -or- [washing] machines
- Suitable on -or- for [most] fabrics
- Sweat. Wash. Repeat.
- Tackles even the toughest odors caused by sweat -or- pets [at the source]
- Tackles stubborn odors from food -and/or- wet pets -and/or- long runs -and/or- durians
- [Take] Pride in your laundry
- Targets body and sweat odors
- Targets musty stinky towel odors
- Targets pet odors<sup>3</sup> [on ***insert use surface from use surface table***]
- The ultimate clean in only one wash
- [Thick and] Easy [to] Pour [bottle -or- container -or- formula]
- [This product is] specially formulated to remove -or- inhibit -or- prevent -or- control -or- neutralize -or- musty odors [especially -or-

during the rainy season -or- when clothes are line dried -or- when clothes are not fully dried]

- [To deodorize] Use just one -or- 1 capful
- Total Care [Laundry]
- Tough on odors[, gentle on clothes]
- Towels will smell fresh again!
- True odor removal, Not a scent cover-up
- Trusted by [generations of] moms for over **insert number up to 100** years
- Trusted by Moms
- Unique Design
- Unlock Freshness
- Unlocks sweat odors from deep synthetic fibers
- [Up to] **X** weeks of lasting -or- extended freshness<sup>[13 -or- 16 -and/or- 17]</sup>
- **X is a number between 0 - 12**
- [Use as] [Laundry] [detergent] booster -or- enhancer -or- additive
- [Use] Clorox® Odor care -or- **this product** for your baby's clothes
- Use as an additive
- Use with your favorite detergent for a Complete Clean
- Use with [laundry] detergent
- Weeks of freshness [when used regularly as directed]
- Will [help] make your [stinkiest] laundry -or- **insert use surface from Table 1 (use surface table)** smell fresh -and/or- clean
- Will not harm fabrics
- With **X**% Free Bonus
- [With -or- + -or- and -or- &] Fabric Softening -or- Conditioning -or- reduces -or- protection (protects from fading -or- stretching) -or- fights static [cling]

- [With -or- + -or- and -or- &] Fabric Softener -or- Conditioner -or- Protector (protects from fading -or- stretching)-or- reduces -or- fights static [cling]
- With [patented] odor control -and/or- eliminating -or- eliminator -or- neutralization -and/or- technology
- Won't cause waxy buildup [on clothes -or- fabrics -or- laundry]
- Won't damage fabric -or- towel absorbency
- Won't leave residue that attracts odor-causing bacteria
- Works [effectively -or- even] at -or- in low temperatures -and/or- cold water setting<sup>18</sup>
- Works in H[igh] E[fficiency] and standard machines
- You'll know this product is working when your fabrics smell [truly] clean and fresh
- [Works in] all temperatures
- Works in all machines and water conditions
- Works on [set-in -or- saturated] pet -and/or- sweat -and/or- sport -and/or- musty -and/or- smoke odors<sup>3</sup> [from laundry -or- **insert use surface from Table 1 (use surface table)**]
- Wrinkle -or- Crease release[r]



## 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- ultra -or- light -or- long- lasting -or- nice -or- pleasant -or- soothing -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm -or- cool -or- mild -or- delicate -or- subtle -or- exhilarating -or- intoxicating -or- powerful -or- vibrant -or- sweet -or- aromatic -or- fragrant -or- perfumed -and/or- followed with aroma -or- bouquet -or- blend -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean -or- zest -or- blossom -or- power -or- mist -or- fusion -or- sky -or- glade -or- breeze -or- fresh -or- blast -or- bloom. Scent descriptors may be combined with or without the use of “and” or “&”.***

- |                                      |  |                                    |
|--------------------------------------|--|------------------------------------|
| • Aloe                               | • Heliotrope                                 | • Petitgrain                       |
| • Amber or Ambery                    | • Japanese Plum                              | • Pine                             |
| • Apple                              | • Jasmine                                    | • Pineapple                        |
| • Aromatic                           | • Laundry -and/or- Lemon -and/or- Ultra      | • Pure                             |
| • Awakening                          | -and/or- Watery                              | • Rain [Clean]                     |
| • Backyard Bouquet                   | • Lavandin                                   | • Refreshing                       |
| • Bamboo                             | • Lemon                                      | • Rose                             |
| • Bergamot                           | • Lemongrass                                 | • Sage                             |
| • Black Currant                      | • Light                                      | • Sandalwood                       |
| • Brazilian Blossoms                 | • Lily of the Valley                         | • Serene                           |
| • Breeze -and/or- Meadow             | • Lime                                       | • Spearmint                        |
| • Calm Chamomile                     | • Linen -or- Morning                         | • Spring [Blooms]                  |
| • Calm Lavender                      | • Magnolia                                   | • Spring Awakening                 |
| • Cedar Leaf                         | • Magnolia Grove                             | • Spring Fling                     |
| • Cedarwood                          | • Mandarin                                   | • Summer                           |
| • Cherry Blossom                     | • Mediterranean -and/or- Tahitian Citrus     | • Sun-kissed Petals                |
| • Citrus -and/or- Lime               | Bloom  | • Sun[burst]                       |
| • Citrus Blossom                     | • Mediterranean -and/or- Tahitian Grapefruit | • Sunny Citrus                     |
| • [Citrus] Island                    | Bloom  | • Tahitian Citrus Bloom -or- Grove |
| • Clean                              | • Melon                                      | • Tahitian Grapefruit Splash       |
| • Clove                              | • Mild                                       | • Tonka Bean                       |
| • Coastal Wildflowers                | • Mint                                       | • Tropical Burst                   |
| • Cotton Flower                      | • Morning Dew                                | • [Tuscan] Lavender [and Jasmine]  |
| • Crisp -and/or- Lemon -and/or- Lime | • Mountain Spring                            | • Vanilla                          |
| • Cucumber -or- Cucumber Water       | • Muguet                                     | • Vibrant Bouquet -or- Blossoms    |
| • Cyclamen                           | • Musk -or- Musky                            | • Violet                           |
| • Cyprus Orange [Blossom] [Peel]     | • Natural                                    | • Violet Leaf                      |
| • Eucalyptus                         | • Oakmoss                                    | • Waterlily                        |
| • Floral [Bouquet]                   | • Ocean                                      | • Watery                           |
| • Fresh [Blossom]                    | • Ocean Breeze                               | • White Lavender                   |
| • Fresh Magnolia -or- Spring         | • Ocean Mist                                 | • White Magnolia                   |
| • Floral Fantasy                     | • Orange [Peel]                              | • White Woods                      |
| • Floral Indulgence                  | • Original                                   | • Wildflower Fields                |
| • Flower -or- Spring Garden          | • Orris                                      | • Wildflower Meadow                |
| • Geranium                           | • Ozonic                                     | • Wild Flowers                     |
| • Grapefruit                         | • Peach                                      | • Woody                            |
| • Green                              | • Peach Blossom                              | • Ylang Ylang                      |
| • Green Melon                        | • Pear                                       |                                    |
| • Hawaiian Sunshine -or- Aloha       | • Peppermint                                 |                                    |

**Table 1 Use Surfaces**

***Any use surface can be preceded by locked-in -or- tough -or- set-in -or- saturated -or- musty -or- moist -or- sweaty -or- stinky -or- nasty -or- damp -or- wet -or- forgotten -or- funky -or- pet -or- dog -or- cat -or- gross***

- |   |   |                              |
|---|---|------------------------------|
| • Active Wear                               | • Jeans   | • Socks                      |
| • Baby clothes                              | • Kitchen towels  | • Sport Uniforms             |
| • [Baby -or- Kid's] clothes                 | • [Men's] [outdoor] work clothes                                  | • Sweaty clothes             |
| • Bath Rugs                                 | • [Moist -and/or- Sweaty -and/or- Musty] clothes -and/or- fabrics | • Swimwear                   |
| • [Bed[ding]] sheets                        | • Onesies   | • Textiles                   |
| • Blended fabrics                           | • Pajamas   | • Towels [used for clean up] |
| • Blouses                                   | • Pants   | • Travel Laundry             |
| • Cloth diapers                             | • [Pet] linens  | • Undergarments              |
| • Cotton garments -and/or- clothes          | • Pet beds and blankets   | • Underwear                  |
| • Damp clothes                              | • Scrubs  | • Uniforms                   |
| • Delicates                                 | • Sheets -and/or- Towels  | • Work clothes               |
| • Gym bag                                   | • Shirts  |                              |
| • Gym -and/or- Sports clothes -or- garments |   |                              |

**Table 2 Use Sites**

- |                         |                          |                |
|-------------------------|--------------------------|----------------|
| • Condominiums          | • House[hold]s           | • Resorts      |
| • Dorm[itorie]s         | • Laundry [Rooms]        | • Timeshares   |
| • Elder care facilities | • Military Installations | • Universities |
| • Hotels                | • Motels                 |                |

**Table 3 Fabric Material(s)**

- |                          |           |              |
|--------------------------|-----------|--------------|
| • Cotton                 | • Nylon   | • Lycra      |
| • Polyester              | • Spandex | • Microfiber |
| • Cotton/Polyester blend | • Rayon   |              |

**Table 4 Stains/Odors**

***Any soil/stain can be preceded by locked-in -or- tough -or- set-in -or- saturated -or- musty -or- moist -or- sweaty -or- stinky -or- nasty -or- damp -or- wet -or- forgotten -or- funky -or- pet -or- dog -or- cat -or- gross***

- |            |             |          |
|------------|-------------|----------|
| • Odors    | • Pet odors | • Stains |
| • Malodors | • Smells    | • Stinks |



## Footnotes

- <sup>1</sup> Klebsiella pneumonia
- <sup>2</sup> Staphylococcus aureus
- <sup>3</sup> when used as directed
- <sup>5</sup> based on consumers throwing away bad smelling clothes
- <sup>6</sup> when used according to the sanitization directions for use
- <sup>7</sup> Sanitization bacteria: Staphylococcus aureus and Klebsiella pneumoniae
- <sup>8</sup> Staphylococcus aureus, Salmonella enterica and **insert one or more viruses from Organism table**
- <sup>9</sup> when used according to the appropriate pre-soak disinfection -and/or- laundry sanitization directions for use
- <sup>11</sup> 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
- <sup>12</sup> when used as a pre-soak disinfectant
- <sup>13</sup> vs. [leading -or- store brand] detergent
- <sup>14</sup> when used as directed via pre-soak
- <sup>15</sup> with regular use
- <sup>16</sup> vs. detergent alone
- <sup>17</sup> from wash until wear
- <sup>18</sup> Kills 99.9% of Staphylococcus aureus and Klebsiella pneumoniae on laundry at 21°C -or- 69.8°F
- <sup>20</sup> vs Clorox Laundry Sanitizer[, EPA Reg. No. 5813-123]
- <sup>23</sup> Human Coronavirus, Influenza A (H1N1) Virus, Respiratory Syncytial Virus [(RSV)]
- <sup>24</sup> cleans and leaves a scent
- <sup>25</sup> vs [previous] **insert Clorox product name**
- <sup>26</sup> eliminates 99.9% of bacteria
- [† Viruses] **If viruses are listed on product label that are not qualified by an antimicrobial claim, this footnote must be used as the virus qualifier**
- ✧ Kills SARS-CoV-2 in 10 minutes in pre-soak
- △ for HE machines only