



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

June 8, 2015

Abigail Downs Wacek  
Regulatory Consultant for Bissell  
Homecare, Inc  
Technology Sciences Group Inc.  
1150 18<sup>th</sup> Street, Suite 1000  
Washington, DC 20036

Subject: Label Notification per PRN 98-10 – To revise label required by the California DPR review  
Product Name: Neo (Name TBD)  
EPA Registration Number: 6297-1  
Application Date: May 8, 2015  
Decision Number: 504946

Dear Downs Wacek:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

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

If you have any questions, you may contact Zebora Johnson at (703) 308-7080 or via email at Johnson.zebora@epa.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Hebert".

John Hebert, Chief  
Regulatory Management Branch I  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

# (MASTER LABEL) Neo (Name TBD)

(Alternate Brand Names: *BISSELL, Woolite, Pawsitively Clean, Bissell Advanced Pet Triple Action, Bissel Deep Clean+ Antibacterial, Bissell Pet Stain & Odor + Antibacterial*)

CARPET– [CLEANER] [CLEANING] - [DEODORIZER]

[Insert usage site] [Cleaner] [Cleaning], [Odor causing bacteria (destroyer) (killer) (eliminator) (reducer) (cleanser) (cleaner) (cleaning)], [Carpet Cleaner (for pet messes)], [Carpet Cleaning (for pet messes)], [(Dual Action) (Pet) Cleaner & Deodorizer], [(Triple Action) (Pet) Cleaner & Deodorizer], [(Insert usage site) (Pet) Deodorizer],[(Insert usage site ) (Pet) Odor Neutralizer],[(Insert usage site) (Pet) Odor Eliminator],[(Insert usage site) Refresher], [Deep Cleaner +Deodorizer], [(Advanced) (Professional) Deep Cleaner formula], [(Advanced) (Professional) Deep Cleaning formula], [(Advanced) (Professional) Formula for carpet]

**Active Ingredient:**

Hydrogen Peroxide .....4.67%

**Other Ingredients:**.....95.33%

**Total:** 100.0%

EPA Reg. No.: 6297-1

EPA Est. No.: [6297-XXX-XXX]

### NOTIFICATION

6297-1

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:

06/08/2015

## CAUTION

### Keep out of Reach of Children

See additional precautionary statements on [back][side][right][left][other] [panel] of label [below].

Manufactured [by] [for]:

Bissell Homecare, Inc.  
2345 Walker Ave, NW  
Grand Rapids, MI 49544

USA PAT #: 6,803,507<sup>1</sup>

Net Contents:

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or imprinted directly on the packaging.)

8 fl oz (0.25 QT) 236 mL (0.23 L)	52 fl oz (1.62 QT) 1537 mL (1.53 L)
16 fl oz (0.5 QT) 473 mL (0.47L)	60 fl oz (1.87 QT) 1774 mL (1.77 L)
24 fl oz (0.75 QT) 709 mL (0.70 L)	62 fl oz (1.93 QT) 1833 mL (1.83 L)
26 fl oz (0.81 QT) 768 mL (0.76 L)	64 fl oz (2 QT) 1892 mL (1.89 L)
32 fl oz (1 QT) 946 mL (0.94 L)	71.3 fl oz (2.22 QT) 2108 mL (2.10 L)
48 fl oz (1.5 QT) 1419 mL (1.41 L)	80 fl oz (2.5 QT) 2365 mL(2.36 L)
50 fl oz (1.56 QT) 1478 mL (1.47 L)	128 fl oz (4 QT) 3785 mL (3.78 L)

<sup>1</sup> Under license by Virox Technologies Inc.

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Note to reviewer: Boxed format or bullets may be used in First aid section if label space permits)

### FIRST AID

**If in Eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

### PRECAUTIONARY STATEMENTS

#### HAZARDS TO HUMANS AND DOMESTIC ANIMALS:

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

#### Recommended Use (Location) ) [may include graphic depicting use/location]

All around the house <sup>‡</sup>	Car (s) (Truck(s))		Sunroom (s)
All around the home <sup>‡</sup>	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage Area(s)	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room (s)		Sunroom (s)
Baby's Room (s)	Den (/Study)	Mobile Home (s)	Daycare center(s)
Basement (s)	Dining Room (s)	Mud Room (s)	Auto Interiors
Bathroom (s)	Dorm (s)	Nursery (Nurseries)	
Bedroom (s)	Family Room (s)	Office(s)	
Boat (s)	Garage (s)	Pet area(s)	
Cabins	Home	Playroom(s)	
Camper (s)	House	Public places	
		Studios	

<sup>‡</sup> Non food contact surfaces only

#### Recommended Use (Surfaces) [may include graphic depicting surface]

Carpet(s)	Frieze (carpet)	Berber (carpet)	
Stairs	Saxony (carpet)	Loop (carpet)	
Bathroom mats	Plush (carpet)	Carpet Tiles	
Kitchen mats	Shag (carpet)	(Area) Rug(s)	
Entry rugs		Auto interiors	

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

## DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Before you clean, test a small, hidden area for colorfastness. If color is affected, do not use. Do not use on wool carpet.

[For use with BISSELL deep cleaning machines.]

[For use in all machines, when used as directed.]

[ONLY use with (BISSELL) BIG GREEN deep cleaning machine®]

[For use only in upright deep cleaning machines with (easy lock) (clean lock) (easy fill (water drop)) system]

[For use only in Bissell deep cleaning machines with (easy lock) (easy fill (water drop)) system]

[Flush machine with clean water after use.]

How to use:

1. Vacuum (thoroughly to remove loose dirt)
2. For best results removing tough stains use (BISSELL Tough Stain Pretreat) (Woolite Oxy Deep Precleaner) (stain remover and sanitize) (sanitize and stain remover) (sanitize and stain remover pretreat) (stain remover and sanitize pretreat) (BISSELL pretreat) (any BISSELL pretreat) (BISSELL Spot and Stain (cleaner)) (any BISSELL spot and stain remover) (any BISSELL spot and stain) (before deep cleaning)
3. (For BIG GREEN deep cleaning machine®) (For BISSELL BIG GREEN deep cleaning machine®) (For all full size and rental machines), add 4 fl oz total (or two capfuls) per gallon of tap water to machine formula tank  
OR
3. Fill measuring cup provided or fill tank to formulate fill lines.
4. Deep clean carpet following machine's user guide
5. Flush machine with clean water after use
6. Stay off cleaned area until completely dry and vacuumed

For BISSELL Deep Cleaning machines with SmartMix® tank:

- Mix 4 fl oz of formula per gallon of tap water in the machine's clean water tank. Do not add formula to the SmartMix® tank.
- Make sure the machine setting is on "rinse" when using the machine

For BISSELL Deep Cleaning Machines with (Lock & Key) (EASY LOCK) (CLEAN LOCK) (EASY FILL (water drop)) (formula) (packaging) (compatibility) (system):

1. Vacuum (thoroughly to remove loose dirt)
2. For best results removing tough stains use (BISSELL) (Tough) (Stain) (Pretreat) before deep cleaning
3. Dispense 4 fl oz of (formula) (product) (BISSELL) (DEEP CLEAN + ANTIBACTERIAL) per gallon of tap water in the machine's clean water tank, following the directions in the machine User Guide.
4. Stay off cleaned area until completely dry and vacuumed

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

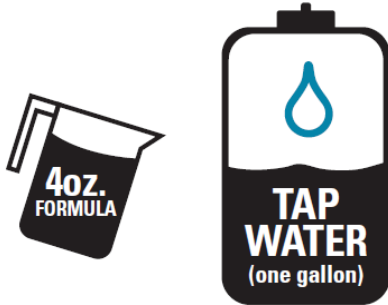
For all full size and rental machines: add (4 fl-oz total) to each gallon of tap water.

[Do not use this product in BISSELL Deep Cleaning machines, model numbers XXXX.]

[After using this product in BISSELL Deep Cleaning machines, model numbers XXXX, flush machine with clean water.]

For more information about using concentrated formula in your machine, visit [www.bissell.com](http://www.bissell.com)

(optional images)



(two capfuls drawing)



(STEPS 1, 2, 3 optional pictogram)



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

**STORAGE AND DISPOSAL:** Store in original container in areas inaccessible to small children. Store between 35°F to 85°F in dry, well-ventilated area away from chemicals, direct light, heat or open flame. Do not mix with other cleaning products. Keep securely closed. Nonrefillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

[BISSELL brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA  
www.bissell.com]

[Woolite brand

Questions or comments: Call 1.800.451.7847 Visit our website at www.woolitecarpet.com  
Woolite is a trademark of Reckitt Benckiser licensed to BISSELL Homecare, Inc.]

[Pawsitively Clean brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA  
www.pawsitivelycleanpet.com]

[BISSELL (Rental) brand

Questions or comments 1.800.749.9062 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA  
www.bissellrental.com]

©(year) BISSELL Homecare Inc.  
BISSELL International Trading Company BV  
Stadhouderskade 55,  
1072 AB Amsterdam  
The Netherlands

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

For Consumer Care contact:  
BISSELL Homecare, Inc.  
P.O. Box 1888  
Grand Rapids, MI 49501

[Made in (insert country of manufacture origin)]

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

## Optional Label Statements, Marketing Claims, and Pictograms:

### \* Non-living allergens including: Pollen, Pet dander, Dust mite allergen(s)

#### (Cleaning Claims)

2 in 1 (formula) (cleans (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*) (removes allergens\*))

2 in 1 deep cleaning formula that cleans and deodorizes at the same time

3 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*) (removes allergens\*)

4 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*) (removes allergens\*)

Accelerated oxygen cleaning action

Accelerated oxygen cleaning action penetrates deep down to remove tough dirt and stains

(Antibacterial) (formula) cleans and deodorizes

(Deep) Cleans (+) (&) deodorizes

(Deep) Cleans (+) Deodorizes (insert usage site)

(Deep) Cleans and eliminates (greater than) (more than) (over) (90% of) odor causing bacteria

(Deep) Cleans and removes (greater than) (more than) (over) (90% of) odor causing bacteria

(Deep) Cleans, deodorizes and freshens all in one (formula)

(Deep) Cleans, Deodorizes and Reconditions

(Deep) Cleans, deodorizes, and freshens (insert usage surfaces)

(Deep) Cleans, deodorizes, and restores (insert usage surfaces)

(insert usage site) cleaner

(Our) Best formula for cleaning and deodorizing carpet

(Permanently) Eliminates dirt, dust, and common allergens\* from (insert usage site)

(Permanently) Eliminates tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)

(Permanently) Removes dirt, dust, and common allergens\* from (insert usage site)

(Permanently) Removes tough (dirt) stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)

(Permanently) Removes tough (pet) (spots) (stains) (soils) (and) (odors) (on) (insert usage site)

Antibacterial

Best (BISSELL) formula for cleaning (usage site)

Boost your (deep) cleaning results with proven deodorizing power

Booster

Boosts (deep) cleaning for a cleaner, fresher home

Boosts (deep) cleaning performance for a cleaner, fresher home

Boosts (deep) cleaning performance to also deodorize

Boosts cleaning performance

Boosts cleaning performance to deep clean beyond what's seen

Carpet (Spot and stain) Deodorizer (for pet messes)

Cleaning booster

Cleans & Deodorizes- better than cleaning alone

Cleans (insert usage site)

Cleans as it deodorizes

Cleans beyond the surface

Cleans everyday (pet) messes

Cleans plus boosts

Cleans the toughest soils



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)  
Cleans tough stains (on) (insert usage site)  
Complete (pet) cleaning and deodorizing system  
Deep clean beyond what's seen™  
Deep down clean(ing)  
Deodorizes as it cleans  
Dramatically enhances the cleaning performance  
Dual action (formula) (cleaning) (cleaner) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*) (removes allergens\*)  
Easily removes soils and stains  
Effective cleaning of tough (pet) (spots) (stains) and (soils)  
Effectively removes tough dirt and grime  
Eliminates (pet odors) (odors) (allergens\*) (everyday dirt) (and) (spots and stains)  
Eliminates (x%) (of) (non-living) allergens\*  
Eliminates allergens\*  
Eradicates (tough) (dirt) (and) (stains) (pet stains)  
Fast & effective (pet) (deep) cleaning  
Fast and effective (deep) cleaning  
For a cleaner home  
For a cleaner, fresher home  
For a cleaner, fresher household  
For a deep clean  
For a thorough deep clean  
Go beyond surface cleaning  
Goes beyond surface cleaning  
Goes beyond surface cleaning- unique penetrating action thoroughly cleans and deodorizes (deep down into the carpet fibers)  
Improve your (deep) cleaning results with proven deodorizing power  
Improve(s) (deep) cleaning performance for a cleaner, fresher home  
Improves (deep) cleaning performance to also deodorize  
Improves cleaning performance  
Improves cleaning performance to deep clean beyond what's seen  
(Kills) (controls) (greater than 90%) (>90%) (of) odor causing bacteria  
(Kills) (controls) (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site) for a (fresh, clean home) (deep down clean)  
(Kills) (controls) odor causing bacteria for a (fresh, clean home) (deep down clean)  
No (hard) scrubbing required  
Penetrates deep down to clean and deodorize  
Penetrates for a (complete) (deep) clean  
Pet Stain and odor remover (and deodorizer)  
Powerful (penetrating) cleaning  
Removes (pet odors) (odors) (allergens\*) (everyday dirt) (and) (spots and stains)  
Removes (pet spots) (spots) (and) (stains) without hard scrubbing  
Removes (tough) (dirt) (and) (stains) (pet stains)  
Removes (x%) (of) (non-living) allergens\*  
Removes allergens\*  
Removes deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)  
Removes tough dirt and grime  
(Safely) removes tough odors and soils (on) (insert use site)  
Thoroughly cleans and deodorizes deep within carpet fibers, eliminating stains, odor causing bacteria, and allergens\*



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Thoroughly cleans and deodorizes deep within carpet fibers, removing stains, odor causing bacteria, and allergens\*

Triple (cleaning) action (deep cleans) (and) (removes odor causing bacteria) (and) (deodorizes) (and) (freshens) (and) (removes allergens) (and) (eliminates allergens) (and) (removes stains)

Triple action (cleans) (and) (kills) (controls) odor causing bacteria) (and) (refreshes)

Triple action (formula) (cleaning) (cleaner) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*) (removes allergens\*)

Unbeatable cleaning

Unique penetrating action goes deep within carpet fibers to thoroughly clean and deodorize – eliminating dirt, stains, odors, and allergens\*

Unique penetrating action goes deep within carpet fibers to thoroughly clean and deodorize – removing dirt, stains, odors, and allergens\*

### **(Deodorizing Claims)**

2 in 1 (formula) (cleans) (&) (and) (kills) (controls) odor-causing bacteria

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site)

(Fresh) (Clean) (fragrance) (scent)

(insert usage site) (Pet) Deodorizer

(insert usage site) (Pet) Odor Eliminator

(insert usage site) (Pet) Odor Neutralizer

(insert usage site) (Pet) Spot and stain deodorizer

(insert usage site) Refresher

(Kills) (controls) (destroys) (eliminates) (greater than) (more than) (over) (90% of) odor causing bacteria

(Kills) (Controls) (Eliminates) (Destroys) odor causing bacteria

(Leaves behind a) Clean, Fresh Scent

(Light), (fresh), clean scent

(Permanently) Eliminates (pet) odors

(Permanently) Removes (pet) odors

Clean and fresh scent

Controls the growth of odor causing bacteria

Deodorizes and freshens (leaving a light, clean scent)

Destroys (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage sites)

Destroys tough (pet) odors

Doesn't just mask (pet) odors

Effective to kill (greater than) (more than) (over) (90% of) odor causing bacteria

Eliminates (pet) odors and (kills) (controls) (removes) (gets rid of) (greater than) (more than) (over) 90% of the bacteria that cause them

Eliminates (pet) odors doesn't just mask

Eliminates (pet) odors, doesn't just mask

Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Eliminates odors by controlling the growth of mold and mildew

Eliminates the toughest (pet) odors at the source

For ultimate freshness

Fresh, Clean scent

Freshens (insert usage site)

Freshens home with the scent of (fragrance name)

Full day freshness

Keep (insert usage site) smelling fresher longer

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Keeps (insert usage site) smelling fresh  
(Kills) (controls) (greater than) (more than) (over) (90% of) bacteria that cause (pet) odors  
(Kills) (controls) (greater than) (more than) (over) (90% of) odor causing bacteria  
(Kills) (controls) (greater than) (more than) (over) (90% of) odor causing bacteria and eliminates (pet) odors for a cleaner, fresher home  
(Kills) (controls) (greater than) (more than) (over) (90% of) odor causing bacteria and removes (pet) odors for a cleaner, fresher home  
(Kills) (controls) (greater than) (more than) (over) (90% of) odor causing bacteria at the source  
(Kills) (controls) (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)  
(Kills) (controls) odor causing bacteria (that ordinary cleaners don't)  
Leaves (insert usage site) deodorized  
Leaves (insert usage site) smelling (refreshed) (fresh) (clean)  
Leaves (rooms) (home) smelling fresh and clean  
Leaves a fresh scent  
Leaves a fresh, clean scent  
Leaves a light, clean scent  
Leaves your (insert usage site) free of (pet) odors  
Lifts (pet) odors and freshens  
Lightly scented  
Lightly scented and suitable for frequent use  
Long lasting freshness  
Neutralizes (pet) odors  
Neutralizes (pet) odors in (insert usage site)  
Neutralizes, reduces, and controls the growth of odor causing bacteria  
Penetrates (deep inside) (insert usage site) to eliminate (pet) odors at their source  
Penetrates (deep inside) (insert usage site) to remove (pet) odors at their source  
Prevents odors at the source  
Refreshes (insert usage site)  
Removes (pet) odors and (kills) (controls) (removes) (gets rid of) (greater than) (more than) (over) 90% of the bacteria that cause them  
Removes (pet) odors doesn't just mask  
Removes (pet) odors, doesn't just mask  
Removes (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)  
Removes odors (including) (kitchen) (pet) (and) (smoke)  
Removes odors by controlling the growth of mold and mildew  
Removes odors+ provides a clean, light scent  
Removes the toughest (pet) odors at the source  
Removes tough (pet) odors and soils  
Stain (&) (and) odor remover for carpet  
To eliminate (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)  
To remove (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)

**(General Usage Claims)**

(Advanced) (Professional) cleaning formula for carpet  
(Alcohol) (Bleach) free  
(non caustic) (non-alkaline) (non-abrasive) formula  
(Okay) (suitable) for daily use  
(Okay) (suitable) for monthly use

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Okay) (suitable) for regular use  
(Okay) (suitable) for weekly use  
(Okay) for everyday use  
(Safe) (Suitable) for (use in) all full size machines  
(Use on) (Designed for) (soft) (suitable for) carpet surfaces that you and your family come in contact with everyday  
(With) an active ingredient you can pronounce  
Bottle contains minimum of X% post consumer recycled plastic  
Can you pronounce the active ingredient in other cleaning formulas?  
Carefully designed for home use.  
Carpet extraction for cleaning and deodorizing carpets  
Compatible with all deep cleaning machines including: BISSELL, Hoover, Dirt Devil, and Rug Doctor  
Compatible with all full size machines  
Contains no heavy metals, optical brighteners or dyes  
Designed for use in all full size machines  
Dye Free (formula) (technology)  
Gentle cleaning for your carpet  
Gentle on your carpet  
Gentle on your carpets  
Great for use in any room of the house  
Leaves carpet clean for children and pets (when used as directed)  
Leaves no harmful residue  
For everyday use  
No residue  
No harsh fumes  
No resoiling  
No VOCs  
Non-abrasive formula  
No-rinse formula  
Okay (suitable) to use daily  
Perfect for use on pet messes  
Pet friendly  
Safe & gentle for your carpet  
Safe for all carpets (including nylon, wool, & stain resistant carpets)  
Safe for use in BISSELL, Hoover, Rug Doctor, and other full size deep cleaning machines  
Safe for your carpet  
Single active ingredient: Hydrogen Peroxide  
Suitable for use in BISSELL, Hoover, Rug Doctor, and other full size deep cleaning machines  
Suitable for use on (insert usage site)  
This product is approved for use on (insert usage sites)  
Up to (x) uses per bottle  
Use daily (in) (on) the (insert usage area) your (family)(and)(pets) touch (the most) often  
Use throughout your house

**(Easy Use Claims)**

(Advanced) (Professional) cleaning (formula) for (insert usage sites)  
(Suitable) For everyday use  
Can be used anytime  
Designed for households with pets & kids  
Dries fast  
Dries in (x) minutes

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Dual (action) (purpose)  
Dual action  
Easy to use  
Everyday formula  
Fast drying  
Fast, easy, effective  
Gentle on (insert usage surfaces)\  
Great for (insert usage sites)  
Keep your home clean  
Leaves no (harmful) residue  
Makes cleaning easier  
Multi-purpose  
Multi-use  
No rinsing required  
Portable deep cleaning (formula) (detergent) (soap) (solution)  
Simple application  
Suitable for use around the home  
Takes care of (insert usage sites) (pet) stains and odors  
Treat stains, (pet) odors and allergens\*  
Triple (action) (purpose)  
Triple action  
Upright deep cleaning (formula) (detergent) (soap) (solution)  
Works on (most) (insert usage sites)

**(Other/General Claims)**

Bottle contains minimum of X% post-consumer recycled plastic  
EPA approved  
(Ultra) concentrated

**(Marketing Claims)**

(2 in 1) (3 in 1) (Action) (product)  
(Dual) (Triple) (Advanced) Action  
(Money back) (Satisfaction) (Guarantee) (or your money back) (or its) (yours) (free)  
All in 1  
Bonus (X) (oz) (X %) (more) (free)  
Complete Clean  
New {note to reviewer: use for first 6 months only}  
New and improved {note to reviewer: use for first 6 months only}  
Save (\$X) now  
Trial (size) (pack)  
Try (me) (for) (free) (now) (today)  
Value (size) (pack)