

6836-333

3/11/2013

1/21

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

Ms. Joanna Holcombe
Lonza Inc.
90 Boroline Road
Allendale, NJ 07401

MAR 11 2013

SUBJECT:

MMR-4U
EPA Registration Number: 6836-333
Application Dated: July 6, 2012
Receipt Date: November 8, 2012

Dear Ms. Holcombe:

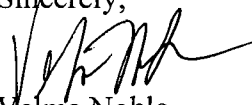
The following amendment, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable.

- To add pathogen claims and marketing language.

General Comments

The stamped copy of accepted label is attached. Should you have any questions concerning this letter, please contact Emilia Oiguenblik at (703) 347-0199 or Velma Noble at (703) 308-6233.

Sincerely,



Velma Noble
Product Manager (31)
Regulatory Management Branch I
Antimicrobials Division (7510P)

Attachments: Stamped label, Efficacy review

CONCURRENCES

SYMBOL							
SURNAME							
DATE							

Note to reviewer:

[Items in brackets [AAA] are optional and may/may not be included on final label]
{Items in braces {AAA} are for information purposes and will not appear on final label}
"**, "***" or "****" may be interchanged on the final printed label

MMR-4U

Ready-to-Use

Glass and Surface Cleaner

Hospital Use Disinfectant, Bactericide, Virucide***, Germicide***, Sanitizer and Deodorizer
For Hospital, Commercial, Institutional, Industrial and Household Use

Scent Descriptors

[Sweet] [Citrus] [&] [Light] [Lemon] [Zest]
[Citrus] [Contains] [With] [Citrus extracts]
[Fresh] [Mr. Clean with Febreze] [Freshness] [Scent]

Active Ingredients:

n-Alkyl (C ₁₄ -60%, C ₁₆ -30%, C ₁₂ -5%, C ₁₈ -5%) Dimethyl Benzyl Ammonium Chloride	0.05%
n-Alkyl (C ₁₂ -68%, C ₁₄ -32%) Dimethyl Ethylbenzyl Ammonium Chloride	0.05%
Other Ingredients	99.90%
Total:	100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION

See [left] [side] [right] [back] panel for Precautionary Statements and First Aid

EPA Reg. No. 6836-333

EPA Est. No. (as indicated on container)

Net Contents: (as indicated on container)

[DOT Symbols]

[Country of origin (insert country)]

[Manufactured in (insert country)]

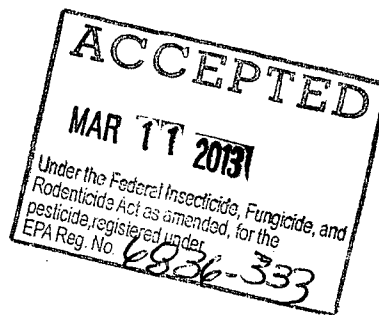
[Barcode]

Manufactured by:

Lonza Inc.

90 Boroline Rd.

Allendale, NJ 07401



**PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

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

FIRST AID

IF ON SKIN OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15 – 20 minutes.

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15 – 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.

Call a poison control center 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.

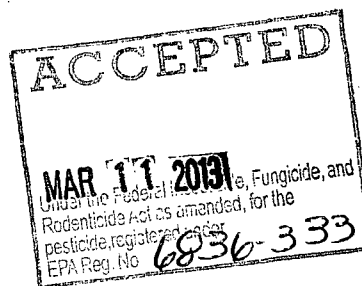
{Note to reviewer: If the container size is 5 gallons or greater, the following Environmental Hazards statements will be used}

ENVIRONMENTAL HAZARDS

This pesticide is toxic to fish and aquatic invertebrates. Do not discharge effluent containing this product into lakes, streams, ponds, estuaries, oceans or other water unless in accordance with the requirements of a National Pollutant Discharge Elimination System (NPDES) permit and the permitting authority has been notified in writing prior to discharge. Do not discharge effluent containing this product to sewer systems without previously notifying the local sewage treatment plant authority. For guidance, contact your State Water Board or Regional Office of the EPA.

PHYSICAL OR CHEMICAL HAZARDS

Do not use or store near heat or open flame.

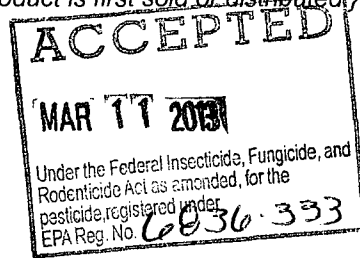


{Note to reviewer: The following is considered optional marketing language. On pages 3-16, parentheses () indicate that one option within the parentheses must be used in the final label text. Each option within the parentheses is enclosed in a set of brackets [].}

{CLAIMS – NON-FIFRA}

{Note to reviewer: The following claims containing "New" may only be used for a period of six months after EPA's approval of a revised or alternate formula, beginning when the product is first sold or distributed.}

- New
- New Formula
- New Streak-free shine formula
- New [Fresh][er] Scent[*]
 [*among those with a preference]
- A clean your mother would approve of
- A fresh take on tough cleaning
- Beautiful clean[ing]
- Brilliant shine



{[Cleans away] [Removes]} [more] [tough dirt] [per swipe] [and] [residues] other cleaning products [may] [can] leave behind ([on] [flooring] [.] [countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny] [surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]])[.]

{[Cleans] [Cleans away] [Removes]} [more] [tough] [greasy] ([dirt] [soil[s]] [and residues]) other cleaning products ([may] [can] [do] [leave behind]) [on] ([countertops] [.] [stove tops] [.] [microwave exteriors] [.] [sink[s]] [.] [mirror[s]] [.] [glass] [.] [faucet[s]] [.] [windows] [.] [exercise equipment] [.] exercise paraphernalia [.] [weight machines] [.] [free weights] [.] [rehab areas] [.] [rehabilitation areas] [.] [exterior surfaces of appliances] [.] [stainless steel] [.] [glass furniture] [.] [oven fronts] [.] [exterior surfaces of microwaves] [.] [and] ([shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

{[Cleans] [Cleans away] [Removes]} [more] [tough] [greasy] ([dirt] [soil[s]] [and residues]) other cleaning products ([may] [can] [do] [leave behind])

{[Cleans] [Cleans away] [Removes]} ([tough] [greasy] [dirt] [soil[s]] [residue[s]]) ([from] [fire] [smoke] [damage]) [up to] [2X] [3X] [4X] [more] [faster] [per swipe]* ([on] [countertops] [.] [stove tops] [.] [microwave exteriors] [.] [sink[s]] [.] [mirror[s]] [.] [glass] [.] [faucet[s]] [.] [windows] [.] [exercise equipment] [.] exercise paraphernalia [.] [weight machines] [.] [free weights] [.] [rehab areas] [.] [rehabilitation areas] [.] [exterior surfaces of appliances] [.] [stainless steel] [.] [glass furniture] [.] [oven fronts] [.] [exterior surfaces of microwaves] [.] [and] ([shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

{[*vs. the leading [all-purpose][multi-purpose][multi-surface] cleaner]}

{[*vs. leading [all-purpose][multi-purpose][multi-surface] cleaners]}

{[*vs. the leading all-purpose][multi-purpose][multi-surface] ([cleaner for [professional][industrial] use] [cleaner used [by professionals] [in industry]])}

{[*vs. leading [all-purpose][multi-purpose][multi-surface] ([cleaner for [professional][industrial] use] [cleaner used [by professionals] [in industry]])}

{[*vs. the leading [liquid] [dilutable concentrate] [[ready to use] [RTU] spray] [all-purpose][multi-purpose][multi-surface] [[cleaner for [professional][industrial] use] [cleaner used [by professionals] [in industry]]]}

{[Cleans] [Cleans away] [Removes]} ([tough] [greasy] [dirt] [soil[s]] [residue[s]]) ([from] [fire] [smoke] [damage]) [up to] [2X] [3X] [4X] [more] [faster] [per swipe]*

{[*vs. the leading [all-purpose][multi-purpose][multi-surface] cleaner]}

{[*vs. leading [all-purpose][multi-purpose][multi-surface] cleaners]}

[[*vs. the leading all-purpose][multi-purpose][multi-surface] ((cleaner for [professional][industrial] use) [cleaner used [by professionals] [in industry]])

[[*vs. leading [all-purpose][multi-purpose][multi-surface] ((cleaner for [professional][industrial] use) [cleaner used [by professionals] [in industry]])]

[[*vs. the leading [liquid] [dilutable concentrate] [[ready to use] [RTU] spray] [all-purpose][multi-purpose][multi-surface] [[cleaner for [professional][industrial] use] [cleaner used [by professionals] [in industry]]]]

((Cleans) [Cleans away] [Removes] (([tough] [greasy] [dirt] [soil[s]] [residue[s]]) (([from] [fire] [smoke] [damage]) [up to] [2X] [3X] [4X] [more] [faster] [per swipe] ([on] [countertops] [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,][exercise equipment] [,] exercise paraphernalia [,] [weight machines [,] [free weights] [,] [rehab areas] [,] [rehabilitation areas] [,] [exterior surfaces of appliances] [,] [stainless steel [,] [glass furniture] [,] [oven fronts] [,] [exterior surfaces of microwaves] [,]) [and] ([shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

((Cleans) [Cleans away] [Removes] (([tough] [greasy] [dirt] [soil[s]] [residue[s]]) (([from] [fire] [smoke] [damage]) [up to] [2X] [3X] [4X] [more] [faster] [per swipe]

((Cleans away) [Removes] [up to] [2X more] [3X more][4X more] tough dirt [per swipe] (([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]][,])

((Cleans away) [Removes] [up to] [2X more] [3X more][4X more] tough dirt [per swipe][,]

[Clean better than before] to reveal a (([brilliant] [sparkling] [virtually] [100%]) shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]][,])

[Clean better than before] to reveal a (([brilliant] [sparkling] [virtually] [100%]) shine [,]

[Clean[s]] [better than before] to reveal a (([virtually] [100%] [streak free]) shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]][,])

[Clean[s]] [better than before] to reveal a (([virtually] [100%] [streak free]) shine[,]

[Cleans better than before to reveal] [up to] (([2X][3X][4X]) the shine[*]) (([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]][,])

[*vs. previous formula]

[Cleans better than before to reveal] [up to] (([2X][3X][4X]) the shine[*][,])

[*vs. previous formula]

Cleans and deodorizes your whole [house] [business]

Cleans [dirt] and/or [grease] and/or [grime] with only one [wipe][swipe]

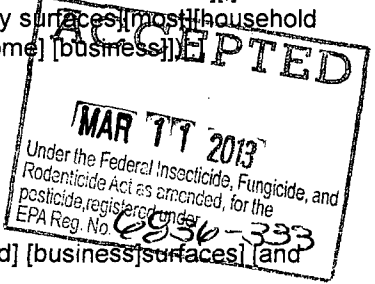
Cleans [kitchen] [household] [business] surfaces to a streak-free shine [even glass]

Cleans [kitchens], [bathrooms], [glass], [windows] [mirrors], [appliances] [[household] [business] surfaces] [and] shiny surfaces]

Cleans [kitchens], [bathrooms], [glass], [windows], [mirrors] [shiny surfaces], [and] [household] [business] surfaces] to a streak free shine

Cleans thoroughly to reveal [the][a] shine

Cleans thoroughly to reveal (([a] [the] [brilliant] [sparkling] [Virtually] [100%] [streak free]) shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny



surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]].]

Cleans thoroughly to reveal ([a] [the] [brilliant] [sparkling] [Virtually] [100%] [streak free]) shine[.]

Cleans to a brilliant shine

Cleans To a Sparkling Shine [Most Everywhere], [Most Hard Nonporous Surfaces], [Most Surfaces], [Most Shiny Surfaces]

Cleans to a streak-free shine [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances] [stainless steel], [stove tops] [glass furniture], [oven fronts], [exterior surfaces of microwaves], [and shiny surfaces]

Cleans to reveal a [brilliant] [sparkling] shine ((on)[countertops][.] [stove tops] [,] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]].]

Cleans to reveal a [brilliant] [sparkling] shine[.]

Cleans to reveal [a] [virtually] [100%] [streak free] shine

Cleans to reveal a [virtually] [100%] [streak free][spotless] shine ((on)[countertops][.] [stove tops] [,] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]].]

Cleans to reveal a [virtually] [100%] [streak free][spotless] shine[.]

Cleans [virtually] every surface [in a business]

Cleans without bleach

Cleans your whole house and [most] everything in it [to a streak-free shine]

Combines the [tough] [cleaning] power of a [all-purpose][multi-purpose][multi-surface] cleaner ((and) [with] the [virtually] streak-free performance of a glass cleaner and [with] hospital [use] [grade] [level] disinfecting [disinfectancy])

Cuts Grease

Cuts [grease] [and grime], while leaving a streak- free shine

Cuts Tough Grease

Cuts [tough] [grease] [and grime]

[Designed] [Formulated] [to] [clean] [Buff] with [low(er) [few(er) [VOC's] [Volatile Organic Compounds] [solvents]

Disinfect, cuts grease, cleans glass

Double the cleaning strength [per swipe]

Dries slow(er) [due to [with] low(er) [less] VOC's] [Volatile Organic Compounds] [solvents]

Dries [to a] streak-free [shine]

Easier to clean with one solution [for the whole house] [for multi surfaces]

[Easier] Easy) to clean [with one solution] ([your] [the] [whole] [entire] [house] [business] [office] [restaurant] [multi-] [multiple] surfaces)) [with just one product]

Easy to Use

Excellent clean[ing]

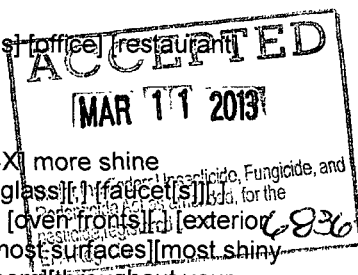
([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]] [up to][100%][2X][3X][4X] more shine ((on)[countertops][.] [stove tops] [,] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]].]

([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]] [up to][100%][2X][3X][4X] more shine[.]

([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]] [up to] 100% more shine ((on)[countertops][.] [stove tops] [,] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]].]

([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]] [up to] 100% more shine[.]

([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]] [up to] [2X][3X][4X] more shine ((on) [countertops][.] [stove tops] [,] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior



surfaces of microwaves[,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]].

([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]] [up to] [2X][3X][4X] more shine[.]
([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]] [up to] [2X][3X][4X] more shine ([on] [countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]]).

Fewer mistakes [on which product to use][on product choice] [by employees]
Fewer products required reduces [inventory] [and] [space requirements]
[For best results,] apply a thin layer [of] [product] [Spic & Span Disinfecting All-Purpose Spray & Glass Cleaner] [Spic 3-n-1; buff [dry] [until no streaks] [until streaks are gone]

Fresh Clean Scent
Fresh Scent

Gives Streak-free shine while it cleans

Great clean[ing]

Great on glass

[Helps] [Eliminate Odors] [and] Cleans to a sparkling shine [Most Everywhere], [Most Hard Nonporous Surfaces], [Most Shiny Surfaces]

[Helps] [Eliminate Odors] [and] Cleans to a streak-free shine ([on] [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces] [countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]]).

[Helps] [Eliminate Odors] [and] Cleans to a [virtually] streak-free shine ([on] [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces] [countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]]).

[Helps] [Eliminate Odors] [and] Cleans to a [virtually] streak-free shine[.]

[Helps] [Eliminate Odors] [and] Cleans your whole house and [most] everything in it [to a][virtually][streak-free shine]

[Helps] [Eliminate Odors] [and] Cuts [grease] [and] [grime], while leaving a streak-free shine

[Helps] [Eliminate Odors] [and] gives a [virtually][streak-free]Streak-free shine [in less time]

[Helps] [Eliminate Odors], [and] Gives [a][virtually] [streak-free] [Streak-free] shine [while it cleans]

[Helps] [Eliminate Odors] [and] Reveals the shine [in less time] [in less swipes] [in less strokes] [.]

Just what you need and nothing more

[Kitchen] and [Bathroom] cleaner

Leaves a Fresh [Clean] Scent

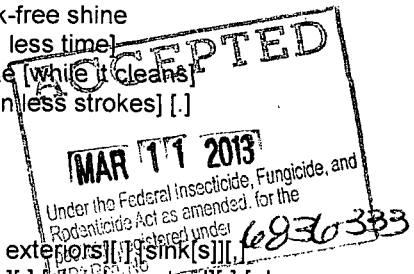
Leaves behind no dulling residue

Leaves behind no dulling residue ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]]).

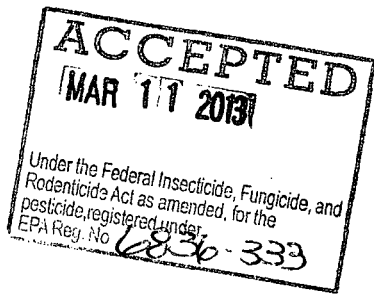
Leaves no smeary residue

Leaves nothing but [a] [virtually] [100%] [streak free] shine

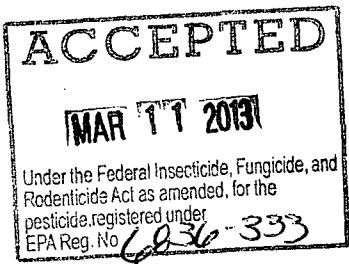
Leaves nothing but a [virtually] [100%] [streak free] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [oven door exterior][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]]).



Leaves your [house] [business] smelling [clean] [and fresh]
 Leaves your [whole] [house] [business] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s] [fitness center[s] [bus terminal[s] [train station[s] [subway station[s] [locker room[s] smelling clean and fresh
 Leaves your [whole] [house] [business] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s] [fitness center[s] [bus terminal[s] [train station[s] [subway station[s] [locker room[s] smelling good
 Less confusion [on which product to use] [on product choice] [by employees]
 Less [overall] training since one product replaces several [many]
 Long Lasting [freshness][fresh][scent][fragrance][aroma][perfume].
 Long[er] lasting freshness
 Makes cleaning easier
 Makes [life] [running a business] easier
 More shine [in less time] ([vs. imitation brands] [vs. leading in-store brand] [vs. leading in-store brands])
 Mr. Clean ["Essentials"]
 Mr. Clean ["One for All"]
 Mr. Clean w/Febreze [Freshness] [Fresh] [Scent]
 Multiple [Multi-] surface [use] [cleaner]
 Multi-Purpose [Cleaner] [Spray]
 Multi-Purpose [Spray]
 Multi-Shine
 Multi-Surface [Cleaner] [Spray]
 No Buffing [Required]
 No dulling residue
 No filming
 No grease [and No Streaks]
 No harsh odor
 No overpowering chemical odor
 No residue
 No smeary residue
 No streaking
 No streaking or filming
 Nothing but shine left behind
 Nothing but shine left behind ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]][,])
 [Now] [cleans better to reveal] [up to] [2X] [3X] [4X] the shine[*] ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]][,])
 [*vs. previous formula]
 [Now] [cleans better to reveal] [up to] [2X] [3X] [4X] the shine[*][,]
 [*vs. previous formula]
 One product to [clean] [and] [shine] [and] just about any surface
 One product to [clean] [and shine] just about any surface
 One product to [thoroughly] clean surfaces [throughout the kitchen] [throughout [the] house] [throughout your bathroom] [throughout [the] [you] business]
 One [simple] [cleaner] [product] does the job of three
 Powerful clean[ing]
 Powerful cleaning [of Mr. Clean]
 Powerful Multi-Surface Cleaning
 Replaces [virtually] all [of your] [current] spray and wipe cleaners to maximize [simplicity] [,] [productivity] [,] [employee] [and] [client] [patron] satisfaction.
 ([Simply] [Let] [air-dry] [dry]) ([for a] [streak free] [shine])
 Sparking shine
 Sparkling streak-free shine



Sparkling [virtually][streak-free] shine
 Spreads [goes on] [easy] [easier] [than before]
 Streak-Free [or Streak Free]
 Streak-free Shine
 Streak-free Formula
 The clean you've always counted on
 The cleaner for professionals
 The cleaning solution for your [busy life] [business]
 The most [powerful] [effective] all-purpose cleaner you can buy
 The tough job cleaner



Thorough clean to [reveal] [a] [Brilliant] [Sparkling] [Virtually] [100%] [streak free] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]])[,]

Thorough clean to [reveal] [a] [virtually] [100%] streak-free shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]])[,]

Thorough clean to [reveal] [a] [virtually] [100%] streak-free shine[.]
 Thorough clean[ing]

((Thorough cleaning] [Great cleaning] [Excellent cleaning][Beautiful cleaning] [Powerful cleaning][Cleans) to reveal a [virtually] [100%] [streak free] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]])[,]

((Thorough cleaning] [Great cleaning] [Excellent cleaning][Beautiful cleaning] [Powerful cleaning][Cleans) to reveal a [virtually] [100%] [streak free] shine[.]

Thorough clean[ing] to [reveal] [a] [virtually] [streak-free] shine

Thoroughly cleans without leaving ([virtually] [any] [smears] [or] [residues] [or] [streaks] [or] [film]) ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]])[,]

Thoroughly cleans without leaving ([virtually] [any] [smears] [or] [residues] [or] [streaks] [or] [film])[,]

Tough cleaning to reveal [the][a] shine

Tough cleaning to reveal the [brilliant] [sparkling] [Virtually] [100%][streak free] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]])[,]

Tough cleaning to reveal the [brilliant] [sparkling] [Virtually] [100%][streak free] shine[.]

Twice the shine [in less time] ([vs. imitation brands] [vs. leading in-store brand] [vs. leading in-store brands])

((Up to] [2X] [3X] [4X]) -long[er] lasting [freshness][fresh][scent][fragrance][aroma][perfume]

((Up to] [2X] [3X] [4X]) ((The] [cleaning] [Cleaning] [strength][per swipe])

((Up to] [2X] [3X] [4X]) the grease removal [per swipe]

((Up to] [2X] [3X] [4X]) [the] shine ([vs. imitation brands] [vs. leading in-store brand] [vs. leading in-store brands])

((Up to] [2X] [3X] [4X]) [the] [tough] [grease] [greasy] cleaning [per swipe]

[Use less] [Use a small amount of product] [Spread a thin layer] [of] [product] [Product Name] evenly [over the surface]; buff [dry] [until no streaks] [until streaks are gone]

[Virtually] [100%] Streak free formula reveals the shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,]

[and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]].

[Virtually] [100%] Streak free formula reveals the shine[.]

[Virtually] [100%] streak free shine.

[Virtually] No streaking or filming

[Virtually] No streaking or filming ((on)[countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.]

[mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]].

[Virtually] [streak free] [Streak free] [Brilliant] [Sparkling] [virtually] [100%] [streak free] shine ((on)[countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your [home] [business]]].

[Virtually] [streak free] [Streak free] [Brilliant] [Sparkling] [virtually] [100%] [streak free] shine[.]

([Virtually] [streak-free][streak free] [Shine]) [Formula]

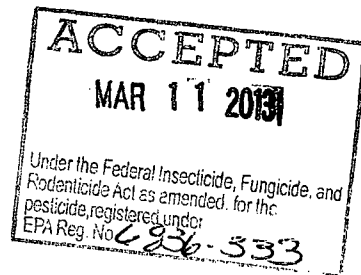
[Virtually] Streak free formula reveals [the][a] shine

Wipes out tough [grease] [and grime]

Works the first time, every time.

You can count on Mr. Clean

Your professional cleaner



{CLAIMS – FIFRA}

CLEANING AND ODOR ELIMINATION CLAIMS:

([As it dries it,] [In one step it] [Deodorizes and] [Freshens and]) cleans away the odors trapped on ([hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces], leaving your [hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces]) virtually free of odor causing bacteria.

Cleans away the odors trapped on ([hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces], leaving your [hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces]) virtually free of odor causing bacteria.

Clean away the dirt and grime while eliminating [those] [unpleasant] [harsh] odors.

Cleans and deodorizes.

Cleans and deodorizes and cuts grease and grime.

Cleans and Freshens [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces].

Cleans tough dirt while leaving a fresh, clean, scent.

Cuts grease and deodorizes.

Cuts grease, grime and deodorizes.

Fresh and clean all day long.

Maximizes labor results by effectively controlling odors.

Mr. Clean cleans away the dirt and grime while freshening with Febreze.

11/21

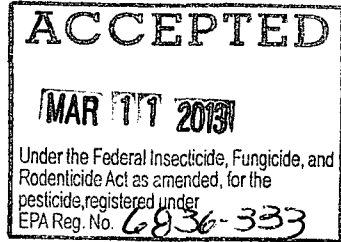
CLEANING AND ODOR ELIMINATION CLAIMS (Cont.):

[Mr. Clean] Powerful Multi-Surface Cleaning [helps eliminate odors] [helps eliminate odors in the air] [helps eliminate odors with Febreze fresh scent][helps eliminate odors with Febreze freshness]
One [simple] cleaner [to] [clean] [disinfect] [deodorize]
Powerful clean with the freshness of Febreze
Powerful cleaning without [the harsh odor].

ANTIBACTERIAL CLAIMS:

3 in 1 Antibacterial Multi-Purpose [Cleaner] [Spray]
An effective [cleaner] [,] [and] [disinfectant] [,] [and] [sanitizer], [deodorizer] [,] [and] [odor eliminator] for use in the [kitchen] [,] [and] [bathroom] [,] [and] [bedroom] [,] [and] [playroom] [,] [and] [family room] [,] [and] [living room] [,] [and] other [household] areas.

Antibacterial [Formula] [Cleaner] [Spray]
Antibacterial Glass & Surface [Cleaner] [Spray]
Antibacterial Hard Nonporous Surface and Glass [Cleaner] [Spray]
Antibacterial Multi-Purpose [Cleaner] [Spray]
Antibacterial Multi-surface All Purpose [Cleaner] [Spray]
Antibacterial Multi-Surface [Cleaner] [Spray]
Antibacterial Multi-Surface and Glass [Cleaner] [Spray]
Antibacterial Surface and Glass [Cleaner] [Spray]



Bactericidal
Bactericidal cross-contamination is of major housekeeping concern not only in hospitals, but in schools, institutions, and industry.

Cleans and disinfects.
Cleans and disinfects hard non-porous ([household][,] [and] [hospital] [,] [and] [office] [,] [and] [hotel] [,] [and] [restaurant] [,] [and] [school] [,] [and] [airport] [,] [and] [facility] [,] [and] [athletic center[s]] [,] [and] [fitness center[s]] [,] [and] [bus terminal[s]] [,] [and] train station[s]] [,] [and] subway station[s]] [,] [and] locker room[s]) [surfaces]

Cleans [and disinfects] [multiple] surfaces
Cleans soils and disinfects [bacteria] [and] [germs[***]].
Combines streak-free cleaning and [hospital] disinfection with no compromise in performance.
Delivers [a] [3 log] [log 3] reduction in [Germs[***]] [Bacteria] [Viruses] [levels]
[Destroy] [Kills] [Removes] [Gets rid of] [Helps to eliminate] household [bacteria] [and] [germs[***]] with the muscle of Mr. Clean

Disinfectant
Disinfecting cleaner kills 99.9% of common household bacteria and germs[***].
Disinfecting [formula] [Cleaner]
Disinfects[!]
Disinfects as it cleans [indoor] [and] [outdoor] surfaces.
[Effectively] cleans [even grease] [dirt] [and grime], [windows], [mirrors], [shiny surfaces], [and Kills [[Bacteria] [and] [Germs[***]]].

Germicidal
Is a one-step disinfectant cleaner that is effective against a broad spectrum of [bacteria] [and] [viruses].
Kills [more than] 99.9% of [common] [household] [bacteria] [,] [and] E. coli O157:H7, [Salmonella enterica] [Salmonella] [,] [and] [Staphylococcus aureus [Staph]] [and] [Germs[***]].

Kills 99.9% of Germs[***]
Kills 99.9% of the bacteria
Kills [Bacteria] [and] [Germs[***]] such as Staphylococcus aureus, Salmonella enterica and Pseudomonas aeruginosa.
[Kills] [Eliminates] [Destroys] [99.9%] [99.99%] [99.999%] [99.9999%] [of] [Germs[***]] [Bacteria] [Viruses]
Kills Germs[***]
Kills Germs[***] and bacteria and cuts grease and grime.
Kills household [bacteria] [and] [germs[***]] in 10 minutes; effective against Pseudomonas aeruginosa, Staphylococcus aureus and Salmonella enterica.
Kills odor causing bacteria that cause bad odors.
Kills Staphylococcus aureus and Salmonella enterica.
[Kills] [MRSA [methicillin resistant Staphylococcus aureus]] and/or [Staph [Staphylococcus aureus]] [In][under] XX seconds/minutes]]

ANTIBACTERIAL CLAIMS (Cont.):

Kills more than 99.9% of household germs[***]
[Kitchen] and [Bathroom] cleaner [and] [disinfectant]
Leaves surfaces sanitary
Makes cleaning easy and disinfects too.

Multi-Bacterial

Multi-Purpose –or- Multi-Room –or- Multi-Surface [Cleaner] [and] [Disinfectant]

Multi-Purpose –or- Multi-Room –or- Multi-Surface [Cleaner] [and] [Disinfectant] [Kitchen], [Bathroom], [Floor] cleaner.

Multi-Surface Disinfecting [hard non porous surfaces]

New Antibacterial

[P&G] [Pro Line] [3 in 1] [4 in 1] [Disinfecting] [Multi-] [All-]Purpose Spray and Glass Cleaner]

Removes dirt and grime and Kills Germs[***].

Sanitization

Sanitizes

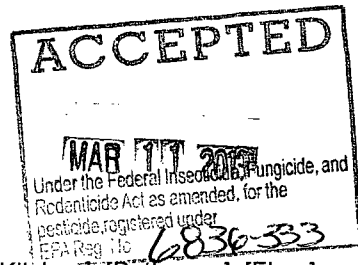
Sanitizing

[This product] cleans [and/or] disinfects [and/or] [helps] [eliminate odors] on the following [hard, nonporous] surfaces: See "surfaces for disinfecting, cleaning, deodorizing, [help[s][ing] to] eliminate odors [on] [in], freshen[s], sanitize[s]" listed below.

Tough on dirt and bacteria, easy on you

Uses an anti-bacterial formula to cut grease, grime and to disinfect.

Virucidal***



CLEANING, ODOR ELIMINATION, AND ANTIBACTERIAL CLAIMS:

[Clean[s] [,] [and] [Disinfect[s]] [,] [and] [Freshen[s]] [with] [1] [one] [bottle] [product] [,] [!]

Cleans away the odors trapped on your household surfaces, leaving your surface [virtually free] [of] odor causing [bacteria]. or Cleans away the odors trapped on your household surfaces. Leaving your surface without the odor causing [bacteria].

Disinfects and deodorizes by killing [bacteria] [and] [germs[***]] [with the freshness of Febreze][Freshness and/or Fresh scent] and the odors they cause

Is a multi-surface cleaner, deodorizer, and disinfectant. Use on windows, mirrors, Plexiglas, Lexan, and other glass surfaces.

Is a no-rinse cleaner that disinfects, cleans and deodorizes in one labor saving step.

Kills 99.9% of germs[***], Powerful Cleaning, Cuts Grease, Great Scent

[Mr. Clean] Disinfects by killing [bacteria] [and] [germs[***]] [and] [while] [deodorizes][deodorizing] [with the power of Febreze] [and the odors they cause]

[Mr. Clean] Disinfects by killing bacteria [and] [while] [deodorizes] [deodorizing] * [with the power of Febreze] [Freshness and/or Fresh scent] [and the odors they cause]

Easily cleans tough greasy dirt AND disinfects, [while [helping to] eliminate odors] [with the freshness of Febreze] [freshness and/or fresh scent]

[Makes cleaning easy] [Cleans and disinfects] while helping to eliminate odors [with the freshness of Febreze] [freshness and/or fresh scent].

Powerful Cleaning that Kills [Germs[***]] [and] [Bacteria] and Helps Eliminate Odors with Febreze Fresh Scent

ODOR ELIMINATION AND ANTIBACTERIAL CLAIMS:

Cleans away odors and kills the bacteria that cause them.

Disinfects and deodorizes.

Disinfects and Freshens

Effective against [99.9% of] bacteria that cause odors {on [hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops**], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces].}

((Eliminate[s]) [Remove[s]]) [germs[***]] [and] [bacteria] [from your [home] [business]] [while] [leav[es][ing]] your [home] [business] smelling fresh.

[Kills] [Removes] [Gets rid of] [99.9% of] the bacteria that cause them.

Kill[s] [bacteria] [and] [99.9% of germs[***]], while leaving your [home] [business] smelling fresh and clean.

Kills [bacteria] [and] [99.9% of germs[***]], while leaving your [home] [business] smelling fresh with the power of Febreze.

Kills bacteria that cause odors [on surfaces].

ODOR ELIMINATION AND ANTIBACTERIAL CLAIMS (Cont.):

((Kills) [Removes] [Gets rid of] [Eliminates]) [99.9%] [of] bacteria that cause odors [on [hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces].]

((Kills) [Removes] [Gets rid of] [Eliminates]) [99.9%] of common household bacteria, E. coli O157:H7, Salmonella, and Staphylococcus [Staph] without [the] [harsh fumes][smell][odor][hospital smell].

Mr. Clean kills [bacteria] [and] [99.9% of germs[***]] and [deodorizes] [helps eliminate odors] with the power [strength] of Febreze.

((Kills) [Removes] [Gets rid of] [Eliminates]) [99.9%] of common household bacteria, E. coli O157:H7, Salmonella, Staphylococcus [Staph] and Pseudomonas while leaving [a] Febreze [fresh scent] [and/or] [freshness] or [with the freshness of Febreze].

((Kills) [Removes] [Gets rid of] [Eliminates]) 99.9% of common household bacteria, E. coli O157:H7, Salmonella enterica, Staphylococcus aureus [Staph] and Pseudomonas while helping to eliminate odors with the freshness of Febreze.

Leaves your surface virtually free [of] [from] odors and the bacteria that cause them.

When used as directed **MMR-4U** will deodorize surfaces in toilet areas, behind and under sinks and counters, garbage cans and garbage storage areas and other places where bacterial growth can cause malodors.

ODOR ELIMINATION CLAIMS:

Does not just [cover up] [mask odors]

Does not just cover up and/or mask odors / [removes] [eliminates] [helps eliminate] [helps remove] odors

For all around Febreze fresh[ness] try [insert name of scent] scent

Freshens

Great Scent

[Help[s]] eliminate[s] odors.

[Helps] Eliminate odors [caused by bacteria]

[Helps] eliminate odors [in the air] with Febreze [freshness][fresh scent]

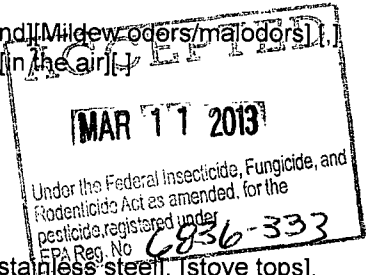
[Helps] Eliminate[s] odors [at the source] on [hard surfaces] [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces].

((Helps[to]Eliminate[s])) ((Fish odors/malodors/smell[,])(Mold odors/malodors) and[Mildew odors/malodors], [Smoke] [smoke] [,] [and][Bacon Grease] [bacon grease] [odors][malodors]) [in the air]

Leaves a fresh clean scent.

Neutralizes odors

With Febreze [freshness] [fresh scent]



USAGE CLAIMS:

Bathroom Cleaner

Cleans [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces].

Cleans [kitchens], [bathrooms], [glass], [windows], [mirrors], [appliances], [household surfaces] [and shiny surfaces]

Cuts Grease

Degreases [Degreaser]

Floor Cleaner

For non-scratch cleaning of showers and tubs, shower doors, shower curtains and bathroom fixtures.

For use in [households] [businesses].

Great for kitchens**, bathrooms[,] and other tough jobs

Great for [kitchens], [bathrooms], [restrooms] and other tough jobs

Kitchen Cleaner

In hospitals, medical and dental offices, nursing homes, public rest rooms, institutions, schools, colleges, athletic facilities, kitchens, restaurants and bars, airports, transportation terminals, hotels and motels.

Is for use in kitchens, bathrooms, and other household areas.

On tables, chairs, basins, countertops, bed rails, door knobs and handles, glass surfaces including windows and mirrors.

On the multi-touch surfaces responsible for cross-contamination.

Ready to use / concentrated [can be used in dilution]

MMR-4U

EPA Reg. No. 6836-333

EPA Stamped Label 8-2-12, Draft 11-07-2012 (revised 2-28-2013)

USAGE CLAIMS (Cont.):

Versatile [-works on [a wide range of hard, non-porous surfaces], [See "surfaces for disinfecting, cleaning, deodorizing, [help[s][ing] to] eliminate odors [on] [in], freshen[s], sanitize[s]" listed below.

MMR-4U may be used in:

- hospitals, nursing homes, medical and dental offices and clinics, operation rooms, isolation wards, and medical research centers.
- day care centers and nurseries.
- restaurants and bars, cafeterias, institutional kitchens, fast food operations.
- supermarkets, convenience stores, retail and wholesale establishments, dressing rooms, and laundries.
- crime scenes and funeral homes.
- institutional facilities, laboratories, factories, business and
- office buildings, restrooms, hotels and motels, and transportation terminals.
- kitchens, bathrooms, and other household areas.
- institutions, schools and colleges, classrooms, athletic facilities and locker rooms.
- camp grounds, play grounds, and recreational facilities.
- household and automotive garages, boats, ships, mobile homes, trains, and airplanes.
- all public places where cleanliness and bacterial control are
- vital aspects of the environmental sanitation program, and any commercial, industrial, or institutional facility where a clean and sanitary environment is important.

MMR-4U may be used on washable hard nonporous surfaces including:

- non-food contact counter tops, sinks, refrigerator exteriors, microwave oven[s] exteriors, coolers, freezers, stovetops, exterior surfaces of appliances, non-food contact equipment, shelves, racks and carts.
- picnic tables and outdoor furniture.
- telephones and computers/keyboards.
- tables, chairs, desks, bed frames, walls, cabinets, doorknobs, and garbage cans.
- highchairs and baby toys.
- drinking fountains.
- shower stalls, shower doors, shower curtains, tubs and glazed tiles,
- fiberglass sinks**, tubs and showers
- glazed porcelain tiling, restroom fixtures and toilet bowl exteriors.
- windows and mirrors.
- glass, metal, stainless steel, glazed porcelain, glazed ceramic, sealed stone, sealed granite, sealed marble, plastic, chrome and vinyl.

VALUE CLAIMS:

- ___ % bonus
- ___ % free
- ___ % more vs. ___ oz.
- ___ oz. at the ___ oz. price
- ___ oz. more vs. ___ oz.

2 pack

3 pack

4 pack

Bonus Bottle

Combo Pack

Economy size

Free sample

Get ___ oz. free

Get the same level of clean for 1/___ the cost

Institutional size

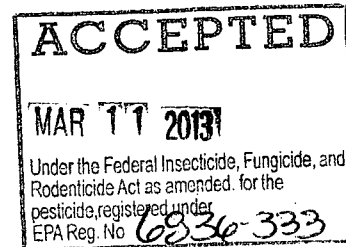
Limited Time

Multi-Pack

Only [\$]___ [cents] per use

Trial size

Twin [Pack] [Size]



MMR-4U

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Triple [Pack] [Size]
VALUE CLAIMS (Cont.):
Value [Pack] [Size]
X% more

SHINE FIFRA CLAIMS:

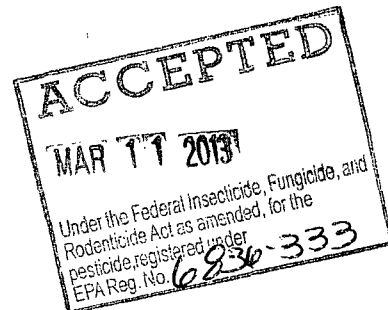
[Cleans][.] [and] [disinfects] [hard non porous surfaces], [and] [shines] [your] [shiny] surfaces, [including [glass] [.] [windows] [.] [and] [mirrors]]
Cleans and disinfects [hard non-porous surfaces], [and] [deodorizes], while leaving a streak-free shine
Cleans [.] [and] shines[.] [and] disinfects [non-porous] [household] [.] [and] [hospital] [.] [and] [office] [.] [and] [hotel] [.] [and] [restaurant] [.] [and] [school] [.] [and] [airport] [.] [and] [athletic center[s]] [.] [and] [fitness center[s]] [.] [and] [bus terminal[s]] [.] [and] [train station[s]] [.] [and] [subway station[s]] [.] [and] [locker room[s]] [.] [and] [facility] surfaces
Cleans, disinfects [hard non porous surfaces], and shines easily
Cleans, disinfects [hard non porous surfaces], and shines [throughout the house] [throughout the facility].
Cleans, shines, deodorizes and disinfects hard, non-porous household surfaces.
Combines a grease cutting formula with antibacterial ingredients [to clean] and [shine]
Combines antibacterial cleaning with [virtually] streak-free shine
Cuts grease [and grime], [Kills [[Bacteria] [and] [Germs[***]]], and [shines]
Cuts grease, [disinfects], [deodorizes], [and] [shines]
Cuts grease, [Kills [Bacteria] [and] [Germs[***]]], [cleans glass], and shines [surfaces]
Disinfects [as it cleans] [and shines]
[Helps] [Eliminate Odors], [and] [Cleans] [and disinfects] [hard non porous surfaces], [deodorizing], [sanitizing] while leaving a [virtually] streak-free shine
[Helps] [Eliminate Odors] [and] [Disinfects] [as it cleans] [and shines]
[Helps] [Eliminate Odors], Cleans [and] [shines], [and] [disinfects] [hard non-porous household surfaces]
[Helps] [Eliminate Odors], Cleans, disinfects [hard non porous surfaces], and shines [throughout the house] [easily]
[Helps] [Eliminate Odors], Cuts grease [and grime], [Kills Bacteria], and shines [surfaces]
[Helps] [Eliminate Odors], [Cuts grease], [disinfects], [deodorizes], [sanitizes], and [shines]

SURFACE SAFETY CLAIMS:

Non abrasive clean
Non abrasive formula
Not harmful for most surfaces
Not recommended for carpets, copper or aluminum surfaces.
Note: Do not use on copper or brass as repeated use can discolor these surfaces.
Note: Repeated use on copper or brass may discolor these surfaces.
Note: [MMR-4U] will not harm most washable surfaces. However, on painted surfaces and wall coverings[,] test a small area before use. If applied to aluminum, [copper or brass,] wipe dry immediately. [Repeated use on copper or brass may discolor these surfaces. Not recommended for carpets.]
Will not harm Septic [tanks] [systems]
Works on a wide range of [household] surfaces [indoor] and [outdoor].

OTHER CLAIMS:

2-in-1
3-in-1
4-in-1
5-in-1
6-in-1
7-in-1
8-in-1
9-in-1
10-in-1
All in one
[Clean] [and] [disinfect] [glass] [and] [hard surfaces] [with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%] [XX%] [80%] fewer [VOC's] [Volatile Organic Compounds] [Solvent[s]]
Contains cleaning agents, perfume, dye and water.



Contains no ammonia.

OTHER CLAIMS (Cont.):

Contains no phosphorous, butyl cellosolve or butoxyethanol.

Contains no phosphate.

[Designed to meet] [Formulated to meet] [Meets] [the] [environmentally [minded] [conscious] [aware] [cognizant]]

[State of California Air and Resources Board] [CARB] [CA] [low(er)] [VOC] [Volatile Organic Compound[s]]

[solvent] [standards] [regulations] [limits] [while effectively cleaning [and] [disinfecting] hard surfaces]

[Designed with] [Formulated to have] [Formulated with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%]

[XX%] [80%] [low(er)] [few(er)] [VOC's] [Volatile Organic Compounds] [solvents]

[Eliminates] [No] [employee] guesswork

[Get] [Maintain] [Effective] [cleaning] [and] [disinfection] [with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%]

[XX%] [80%] [low(er)] [few(er)] [VOC's] [Volatile Organic Compounds] [Solvent[s]]

Has been formulated to aid in the control of cross-contamination from treated surfaces in these areas.

Is a glass cleaner, all-purpose cleaner, and disinfectant all in one.

Low streaking

No streaking

Not formulated with ozone-depleting compounds

One for all

Powerful [three-in-one] [3-in-1] formula helps improved cleaning [productivity]

Saves time [by not] [from] [switching products]

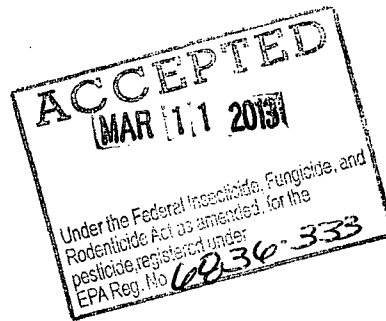
Simplifies cleaning [in one easy step] [in one easy procedure]

Simplifies cleaning [while saving time] [in one easy step]

This bottle is made of x% post-consumer recycled plastic

Undo weeks of dirt within minutes

Without bleach



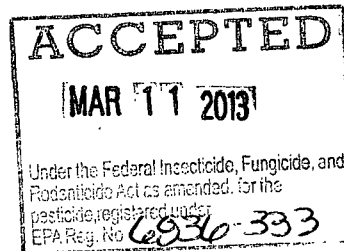
{Note to reviewer: These Use Sites may be depicted by Pictures}

SURFACES for disinfecting, cleaning, deodorizing, [help[-s][-ing] to] eliminate odors [on] [in], freshen[s],
sanitize[s]

Appliance[s] [exterior]
 Baby furniture [cribs, changing tables, diaper pails]
 Baked enamel
 Basement[s] [areas]
 Bathroom
 Bathroom or restroom surfaces
 Bathtub [tub]
 Bed frame
 Cabinets
 Car window
 Cat and/or Pet [litter] boxes or pans
 Chairs
 Chrome
 Countertops or counters**
 Diaper pails
 Doorknobs
 Exhaust [Fan] [hood]
 Faucets
 Fixtures [chrome] [stainless steel]
 Floor[ing] [Glazed Ceramic Tile][Linoleum] [No-wax]
 [Vinyl] [glazed porcelain tile][kitchen tile] [Bathroom
 tile]
 Garbage [can] [pail]
 Glass [surface][s]
 Glass furniture
 Glazed [Ceramic] tiles
 Garage[s] [floor and/or doors and/or cabinets]
 [Hard] plastic or vinyl
 Highchairs [non-food contact areas]
 Kitchen**
 [Kitchen] appliance[s] [exteriors]
 Light fixtures
 Litter boxes or pans
 Metal [blinds]
 Microwave oven exteriors
 Mirror[s]

[No-wax] floors
 Outdoor grill
 Other surfaces
 Oven doors [exterior]
 Patio furniture [except cushions and wood frames]
 Pet area[s]
 Piano keys
 Picnic Table [non-wood]
 Plastic laundry hampers or baskets
 Plastic dog houses
 Playroom[s]
 Range hoods
 Recycling bins
 Refrigerator[s] [exterior[s].
 Sealed fiberglass
 Shelves / Drawers
 Shower[s] [doors]
 Sinks
 Stainless steel or metal surfaces in bathroom[s] or
 restroom[s] and/or kitchen[s]
 Stove[s] [tops]
 Synthetic marble
 Tables
 Telephones
 Toilet[s] bowl[s] [exterior][rims]
 Tools
 Tubs
 Urinal[s] [exterior[s]]
 Vanity top
 [Washable] Kitchen surfaces**
 [Washable] Cupboards
 [Washable] Door[s]
 [Washable] Railings
 [Washable] Trim[ming]
 [Washable] Walls
 Windows[s] [sills]

[**]A rinse is required for surfaces in direct contact with food.



{Note to reviewer. ATCC numbers are listed on the data matrix.}

MMR-4U is a Hospital [Use] [Grade] [Level] Disinfectant, is Bactericidal according to the AOAC Germicidal Spray Products Test Method, Virucidal*** according to the virucidal qualification, modified in the presence of 5% organic serum against the following bacteria and viruses

{or}

[***]Effective [in 10 minutes] against: [select from organisms listed below]

[Bacteria:]

Acinetobacter baumannii

Burkholderia cepacia

Corynebacterium ammoniagenes

Enterobacter cloacae

Enterobacter cloacae NDM-1 positive [E. cloacae NDM-1 positive] [Carbapenem resistant Enterobacter cloacae] [Carbapenem resistant E. cloacae] [CR Enterobacter cloacae] [CR E. cloacae] [CRECe] [Carbapenemase-producing Enterobacter cloacae] [Carbapenemase-producing E. cloacae] [Extended Spectrum Beta Lactamase producing Enterobacter cloacae] [ESBL producing Enterobacter cloacae]

Enterococcus faecalis

Enterococcus faecium

Escherichia coli [ATCC 11229] [E. Coli [ATCC11229]] [E.Coli]

E. coli O157:H7 [E. Coli O157:H7] [pathogenic E. coli]

Escherichia coli NDM-1 positive [E. coli NDM-1 positive] [Carbapenem resistant Escherichia coli] [Carbapenem resistant E. coli] [CR Escherichia coli] [CR E. coli] [CRECi] [Carbapenemase-producing Escherichia coli] [Carbapenemase-producing E. coli] [Extended Spectrum Beta Lactamase producing Escherichia coli] [ESBL producing Escherichia coli] [Extended Spectrum Beta Lactamase producing E. coli] [ESBL producing E. coli]

Klebsiella oxytoca

Klebsiella pneumoniae NDM-1 positive [K. pneumoniae NDM-1 positive] [Carbapenem resistant Klebsiella pneumoniae] [Carbapenem resistant K. pneumoniae] [CR Klebsiella pneumonia/CR K. pneumoniae] [CRKP] [Carbapenemase-producing Klebsiella pneumoniae] [Carbapenemase-producing K. pneumonia] [Extended Spectrum Beta Lactamase producing Klebsiella pneumoniae] [ESBL producing Klebsiella pneumonia]

Listeria monocytogenes

Methicillin-resistant Staphylococcus aureus [MRSA]

Proteus mirabilis

Pseudomonas aeruginosa [Pseudomonas]

Salmonella enterica [Salmonella]

Shigella flexneri [serotype 1B]

Shigella sonnei

Staphylococcus aureus [Staph]

Staphylococcus haemolyticus

Staphylococcus hominis

Staphylococcus saprophyticus

Streptococcus pneumoniae

Yersinia enterocolitica

***[Viruses:]

HIV-1 [AIDS virus]

Influenza A [virus] [H1N1]

Feline calicivirus

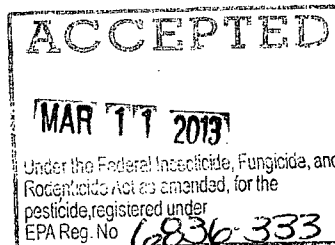
Norovirus [Norovirus (Feline calicivirus surrogate)] [Norovirus (Feline calicivirus)]

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (*Product Name*) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (*influenza A virus tested and listed on the label*) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against (*influenza A virus tested and listed on the label*) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).

MMR-4U

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- Kills Pandemic 2009 H1N1 influenza A virus.

MMR-4U is a sanitizer for non-food contact surfaces in the presence of a 5% organic serum in 5 minutes against:

Klebsiella pneumoniae
Staphylococcus aureus

DIRECTIONS FOR USE:

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

{Note for reviewer: For labels that list medical premises and metal and / or stainless steel surfaces, one of the following statements must be used}

This product is not to be used as a terminal sterilant / high level disinfectant on any surface or instrument that [1] is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body, or [2] contacts intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. [This product may be used to preclean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection.]

{or}

This product is not for use on medical device surfaces.

Do not breathe spray.

[General] [Cleaning] [Office Desktop[s]] [and] [Computer[s]] [Monitor[s]]:

[1] [Turn] [Rotate] nozzle to "On" [position]

[2] Spray [directly] onto [cleaning] [cloth] [implement] [do not spray] [directly] [onto] [these] [surface[s]]

[3] Wipe [surface] [desktop[s]] [monitor[s]] [to clean]

[General] [Cleaning] [Surface] [and] [Glass] Directions:

[1] [Turn] [Rotate] nozzle to "On" [position]

[2] [Hold] [Spray] 6-8 inches from surface.

[3] Wipe with a [dry] paper towel or [lint free] cloth [to a streak free shine.] [No rinsing necessary.]

{or}

[General] [Cleaning] [Surface] [Glass] [Directions]:

Spray 6-8 inches from hard, non-porous [and] [glass] surfaces. Wipe with a [dry] paper towel or [lint free] cloth [to a streak free shine]. [No rinsing necessary.]

To [[Disinfect] [/] [[Sanitize] [/] [[Deodorize]:

For heavily soiled areas, a precleaning is required. For hard nonporous surfaces, spray [6 - 8 inches from surface] until thoroughly wet.

To Sanitize: Let stand 5 minutes before wiping.

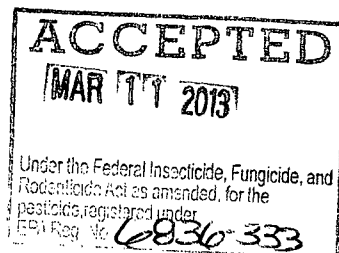
To disinfect: Let stand for 10 minutes before wiping.

{or}

To Disinfect: Clean surfaces prior to disinfecting heavily soiled areas. Thoroughly wet hard non-porous surfaces with [disinfecting solution] [this product] for 10 minutes before wiping.

{or}

Sanitizing [Non-Food Contact Surface] Directions: Spray **MMR-4U** to sanitize hard, non-porous [environmental] surfaces. Treated surfaces must remain wet for 5 minutes. Wipe dirt away with a [dry] paper towel or [lint free] cloth.



*****KILLS HIV ON PRECLEANED ENVIRONMENTAL SURFACES / OBJECTS PREVIOUSLY SOILED WITH BLOOD / BODY FLUIDS** in health-care settings or other settings in which there is an expected likelihood of soiling on inanimate surfaces / objects with blood or body fluids, and in which the surfaces / objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of human immunodeficiency virus Type 1 [HIV-1] [associated with AIDS].

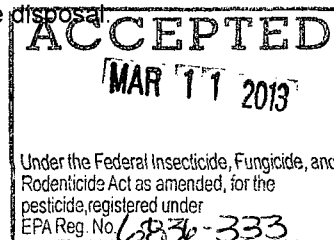
SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 ON SURFACES / OBJECTS SOILED WITH BLOOD / BODY FLUIDS

Personal Protection: Clean-up must always be done wearing protective gloves, gowns, masks and eye protection.

Cleaning Procedure: Blood and other body fluids containing HIV-1 must be thoroughly cleaned from surfaces and objects before application of **MMR-4U**.

Contact Time: Leave surface wet for 1 minute. Use a 10 minute contact time for all other bacteria and viruses listed on this label.

Disposal of Infectious Materials: Blood, body fluids, cleaning materials and other clothing must be autoclaved and disposed of according to local regulations for infectious waste disposal.



[Refill:]

- Refill 32 oz. sprayer size from this convenient refill container.
- Use only in **MMR-4U** spray bottle.
- Do not dilute

{Note to reviewer: For Containers for Household and Residential Uses. The nonrefillable container statement will be removed when directions for how the pesticide user refills the container are included}

STORAGE AND DISPOSAL

Store in original container in areas inaccessible to children. [Nonrefillable container.] Do not reuse or refill this container [except as described in the directions for use]. Wrap [container] and put in trash or offer for recycling if available.

{or}

Store in original container in areas inaccessible to children. [Nonrefillable container.] Do not reuse or refill this container [except as described in the directions for use]. Wrap [container] and put in trash or offer for reconditioning if appropriate.

{Note to reviewer: For Containers with Commercial, Industrial, Institutional Uses. The nonrefillable container statement will be removed when directions for how the pesticide user refills the container are included}

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

Pesticide Storage: Open dumping is prohibited. Store in original container in areas inaccessible to children.

Pesticide Disposal: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

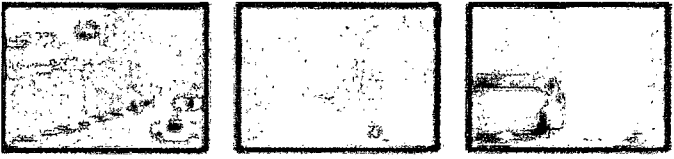
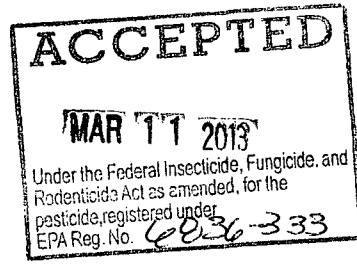
Container Disposal:

[Nonrefillable container.] Do not reuse or refill this container [except as described in the directions for use].

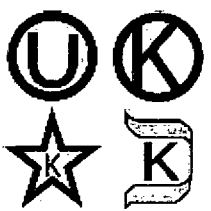
[Plastic Containers:] Triple rinse [or equivalent]. Then offer for recycling or reconditioning or puncture and dispose of in a sanitary landfill, or incineration, or if allowed by state and local authorities, by burning. If burned, stay out of smoke

[Metal Containers:] Triple rinse [or equivalent]. Then offer for recycling if available or puncture and dispose in sanitary landfill or by other procedures approved by state and local authorities. DO NOT cut or weld metal containers.

{Note to reviewer: The following are optional graphics.}



{Note to reviewer: The following may be used only if the supplemental registrant has obtained a Kosher Certification.}



{Any Kosher Symbol such as:}

[Kosher]