



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

EPA Reg. Number:

10772-22

Date of Issuance:

6/2/16

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Phoenix

Name and Address of Registrant (include ZIP Code):

Church & Dwight, Co. Inc.  
500 Charles Ewing Blvd.  
Ewing, NJ 08628

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

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

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

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

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

Signature of Approving Official:

Julie Chao, Product Manager 33  
Regulatory Management Branch, Antimicrobials Division (7510P)

Date:

6/2/16

2. You are required to comply with the data requirements described in the DCI identified below:

a. Hydrogen Peroxide GDCI-000595-1127

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI listed above, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>.

3. Make the following label changes before you release the product for shipment:

- Revise the EPA Registration Number to read, "EPA Reg. No. 10772-22."

4. Submit one copy of the final printed label for the record before you release the product for shipment.

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

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

- Basic CSF dated November 13, 2015
- Alternate CSF 1 dated November 13, 2015
- Alternate CSF 2 dated November 13, 2015
- Alternate CSF 3 dated November 13, 2015

If you have any questions, please contact Terria Northern by phone at 703-347-0265, or via email at [northern.terria@epa.gov](mailto:northern.terria@epa.gov).

Sincerely,



Julie Chao, Product Manager 33  
Regulatory Management Branch 1

Enclosure: Approved Label

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

PHOENIX

{Alternate Brand Names}

OXICLEAN® Antibacterial Cleaner (multipurpose spray)

KABOOM™ Plus Disinfect 3-in-1 Bathroom Spray

KABOOM™ With The Power of OXICLEAN® Stain Fighters

**Active Ingredient:**

Hydrogen Peroxide.....1.50%  
Other ingredients.....98.50%  
Total: 100.00%

{Note: Precautionary text and signal word is optional.}

**[CAUTION]**

Keep Out of Reach of Children

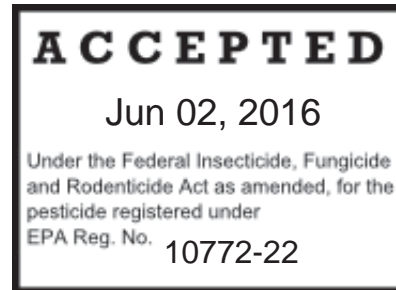
EPA Reg. No.: 10772-x

EPA Est. No.: 075371-IN-003; 10772-NJ-001

Manufactured [by] [for]:  
Church & Dwight Co., Inc.  
500 Charles Ewing Blvd.  
Ewing, NJ 08628

Net contents:

16 FL. OZ. (1 PT.) (437 mL)  
17 FL. OZ. (1 PT. 1 FL. OZ.) (502 mL)  
22 FL. OZ. (1 PT. 6 FL. OZ.) (650 mL)  
24 FL. OZ. (1 PT. 8 FL. OZ.) (709 mL)  
26 FL. OZ. (1 PT. 10 FL. OZ.) (768 mL)  
29.3 FL. OZ. (1 PT 13.3FLOZ.) (866 mL)  
30 FL OZ. (1 PT. 14 FL. OZ.) (887 mL)  
32 FL OZ. (1 QT.) (946 mL)  
34 FL OZ. (1 QT. 2 FL. OZ.) (1.05L)  
40 FL. OZ. (1 QT. 8 FL. OZ.) (1.18L)  
64 FL. OZ. (2 QTS.) (1.89 L)  
128 FL. OZ. (1 GAL.) (3.79 L)



(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

*{NOTE TO REVIEWER: This product meets the EPA's criteria of Toxicity Category IV by all routes of exposure. Therefore a Signal Word, Precautionary Language and First Aid Statements are not required in accordance with EPA Label Review Manual: Chapter 7. The Precautionary Statements and First Aid Statements below are optional and may or may not appear on the container labeling.}*

**[PRECAUTIONARY STATEMENTS: Hazardous to Humans and Domestic Animals]**

**[Caution.]** [Harmful if] [swallowed], [absorbed through the skin] or [inhaled]. [Causes moderate eye irritation]. [Avoid contact with [skin], [eyes] [or clothing] [or breathing spray mist]. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.]

**[FIRST AID.]**[**If swallowed:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to by a poison control center or doctor. Do not give anything to an unconscious person.] [**If on skin:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.] [**If inhaled:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. Call a poison control center or doctor for further treatment advice.] [**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. For general information on product use, call the National Pesticides Information Center at 1-800-858-7378. For emergencies, call the poison control center 1-800-222-1222.]

(parenthetical text) and [bracketed text] is optional; *italicized* 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.

**To Operate:** Turn nozzle counter clockwise to preferred usage.

**To Operate:** Turn nozzle to ("ON") (desired) position.

**(To Operate:) To Open:** Lift tab up, push back and press tab down to lock into open position.

**To Close:** Release tab from locked position, push tab down and snap closed.

**[To Refill (Bottle):** Remove trigger sprayer. Pour in product from refill container and replace trigger.]

**[To Refill (Bottle):** Remove trigger unit from empty bottle and attach to new bottle.]

TO CLEAN: Apply to [hard] [and soft] surfaces, spray until thoroughly wet. Wipe with clean [, damp] cloth [or sponge]. [For best results, use a damp cloth or sponge.] [For tough soils, let product soak into soil before wiping.] [For soft surfaces, spray until thoroughly wet.] [Let stand [for 3 minutes] to penetrate stain, and then blot [the stained area] with a clean colorfast sponge or cloth.] If stain persists, repeat.

[Can be used on [For use on] {Insert hard non-porous surfaces from Table 3 and/or 5} [found in {Insert locations from Table 6}. ]]

[Can [also] be used on [For use on] {Insert surfaces from Table 4}. Pre-test on an inconspicuous area for colorfastness.]

**DO NOT USE** on eating/cooking utensils, glasses/dishes or cookware, unfinished, oiled, or waxed wood surfaces, natural stone, natural marble, brass, wool, leather, or silk. [For other surfaces, test in an inconspicuous area.]

TO SANITIZE: Hold container 6"-8" from surface and spray until thoroughly wet.

Hard Non-Porous surfaces – Let stand 10 seconds. Wipe clean with a [damp] cloth [or sponge]. Pre-clean heavily soiled surfaces. [Effective against {Insert non-food contact sanitization bacteria from Table 7}.]

\*Soft surfaces – Let stand 90 seconds to spot sanitize. Blot [stained] area with a clean colorfast sponge or cloth. Pre-clean heavily soiled surfaces. [Effective against {Insert soft surface sanitization bacteria from Table 7}.]

TO DISINFECT: Hard, non-porous surfaces: Hold container 6"-8" from surface and spray until thoroughly wet.

Bacteria & Viruses†: Let stand for 10 minutes. Wipe clean with a [damp] cloth [or sponge]. Pre-clean heavily soiled surfaces. [Effective against {Insert disinfection bacteria and/or viruses from Table 7}.]

Fungi [Athlete's Foot Fungus]: Pre-clean surface. Spray. Let stand 10 minutes. Wipe with a [damp] cloth [or sponge]. [Effective against Trichophyton [T.] mentagrophytes [(Athlete's Foot Fungus)].]

TO PREVENT MOLD [AND MILDEW] [growth] on [cotton and polyester] Fabrics:

[Fabric Mildewstat:] Apply to a clean fabric surface. Air dry. Repeat [application] every 28 days to inhibit mold [and mildew] [growth]. [Effective against Aspergillus [A.] niger [mildew] and Penicillium [P.] variable.]

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

***{Residential Containers}***

**STORAGE AND DISPOSAL**

*{Nonrefillable containers}*

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Place [container] in trash or offer for recycling, if available.

*{Refillable bottles intended to be refilled by the consumer}*

Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container except as described in the directions for use. Refill only with this product. Place [container] in trash or offer for recycling, if available.

***{Institutional Containers}***

*{Nonrefillable containers}*

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

**PESTICIDE STORAGE:** Store in original container in areas inaccessible to children. Keep securely closed.

**PESTICIDE DISPOSAL:** To avoid waste, use all material in this container according to label directions. Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

**CONTAINER DISPOSAL:** Non-refillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse (or equivalent). Follow pesticide disposal instructions for rinsate. Then discard in trash or offer for recycling, if available.

*{Refillable bottles intended to be refilled by the consumer}*

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

**PESTICIDE STORAGE:** Store in original container in areas inaccessible to children. Keep securely closed.

**PESTICIDE DISPOSAL:** To avoid waste, use all material in this container according to label directions. Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

**CONTAINER DISPOSAL:** Do not reuse or refill this container except as described in the directions for use. Refill only with this product. Place [container] in trash or offer for recycling if available.

Questions or Comments:

[Call]1.XXX.XXX.XXXX

Mon-Fri 9AM-5PM ET

Website:

[www.oxiclean.com/antibacterial](http://www.oxiclean.com/antibacterial)

[www.kaboomkaboom.com/kaboomplusdisinfex](http://www.kaboomkaboom.com/kaboomplusdisinfex)

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

*NOTE: Any claim may appear on either FRONT / BACK panel in bullet / paragraph format*

#### **Marketing Claims:**

(Clean) (Easy) (Easy to use) (Everyday Cleaner) (Everyday Use)(Effective) (H<sub>2</sub>O<sub>2</sub>) (O<sub>2</sub> Powered) (Modern) (Multi-Action) (Multi-Clean) (Multi-Purpose) (Multi-Surface) (Multi-Task) (Power & Clear) (Simple Power) (Triple Action) (Quick) (Quick & Easy) (Ready to use) (Streak-Free) (Versatile) (with Oxygen) (Beautiful) (Bright) (Brilliant) (Glistening) (See-through) (Streak-Free) shine (Non-abrasive) (Streak-free) formula

(Clean) (Cleaner) (Cleans) (Cleaning)(Degreaser) (Degreases) (Grease releaser) (with Grease Release Action) (Deodorize) (Deodorizer) (Deodorizes) (Deodorizing) (Bathroom) (Floor) (Glass & Surface) (Kitchen) (Multi-Purpose) (Cleaner) (Disinfectant) (Deodorant) (Cleans) (Cuts) (Cuts through) (Degreases) (Destroys) (Dissolves) (Eliminates) (Penetrates) (Removes) (the following {*Insert one or more items from Table 1*}) (tough) (the toughest) (even the toughest) (stubborn) (everyday) [stains] (with no bleach) (with no chlorine bleach) (Effective) (Effectively) (Effortlessly) (Fast) (Fresh) (Good) (Great) (Maximum Cleaning Power) (Quick) (Quickly) (Smell) (Smelling) (Smells) (Clean) (Cleans) (Cleaner) (Cleaning)

Now -and/or- New [!] and -or- & Improved [!] {*to be used as a claim descriptor only for the first 6 months on shelf*}

From OXICLEAN®, your stain removal partners

It's from OXICLEAN®, removing stains {*insert stain from Table 1*} for over XX years

Tackles the toughest stains {*insert stain from Table 1*} [all around the house][in the home]

Tackling the toughest stains {*insert stain from Table 1*} [all around the house][in the home] for XX years

Leaves surfaces sparkling

Clear drying formula for multiple surfaces

Clean the OXICLEAN® way

[Clean] with the power of Oxygen

Get whiter whites without the worry of chlorine bleach

Bleach like whitening

From couch to counter

#### **Fragrance Claims**

Sparkling Citrus

Citrus Clean

Citrus Zest

Lemon Verbena

Fresh Citron

Fresh Scent

Fresh Water Splash

Fresh Water Sparkle

Fresh Water Springs

Arctic Chill

Arctic Splash

Blue Wave

Cool Summer Shower

Classic Clean

Crisp Morning Air

Ocean Air

Moonlit Ocean

Rain Mist

Refreshing spring

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Sparkling Water  
Summer Dew  
Waterfall  
Water Lily

### **Packaging Claims**

(Bonus) (Bonus x%) (Bonus x oz.) (X% Discount) (X% More Free) (X oz. Free)  
(X oz. at x oz. Price) (X oz. for the x oz. Price) (X oz. at the Price of x oz.) (X oz. for the Price of x oz.)  
(More than) (Over) (X # of squirts per bottle) (X # of sprays per bottle) (X # of uses per bottle)  
(Great) (Mega) (Super) (Trial) (Value) (Pack) (Refill) (Size)(Money back guarantee) (From the # 1 Versatile Cleaning Brand)  
(For more stain fighting ideas)

### **Cleaning Claims**

A formula that leaves a streak-free shine  
(A) friendly (cleaner) (cleaning)  
A shining [pure] clean you can see/trust  
All-in-1 (complete) (cleaning) (action)  
Alternative (chlorine) bleach cleaner  
[Available in] Economical refill  
Bathrooms, sinks and faucets and floor areas  
Better than ever on {stains} *{insert stain from Table 1 }*  
Bleach alternative cleaner  
Bleach power without the damaging effects, chlorine fumes and residue!  
Breaks down (and lifts out) tough stains with supercharged OXICLEAN® Stain Fighters  
Brightens  
Bubbles so you (know)/(see) its working  
(Chlorine) Bleach alternative (cleaner)  
[Chlorine] bleach free  
Chlorine free bleach  
(Clean) (OXICLEAN®) you can trust  
Cleans  
Cleans bathroom soils  
Cleans blood  
Cleans everyday messes  
Cleans fingerprints  
Cleans food  
Cleans mildew stains  
Cleans rust  
Cleans to a shine  
Cleans [up] grease and grime  
Clear drying formula  
Clings to for a powerful clean  
Cleaner works in a kind way  
Cleans x (countertops) (floors) (square feet) (area)  
Cleans and shines  
Cleans (and smells) (great) (fantastic)  
Cleans non-food contact surfaces



(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Cleans (tough) grease (better than) (ever) (before)  
Cleans with a (sparkling) (fresh) (floral) (citrus) scent  
Cleans without leaving a (dull) residue (behind)  
Color safe  
Compatible with equipment surfaces *{insert surface/site from Tabel 5 and 6}*  
[Compatible with -or- Suitable] [for use on] equipment surfaces  
Compatible with -or- Suitable –or compatible with equipment surfaces for computer surfaces  
Complies with VOC laws  
Confidence in cleaning  
Contains (just enough) (cleaning) ingredients for (those) everyday touch ups  
Contains maximum stain fighting power  
Contains (effective) (fast-acting) (grease cutters) (cleaning agents)  
Contains no abrasives or [chlorine] bleach  
Contains (water) and (active) (oxygen)  
Controls (pet) (smoke) (cooking) odors (fast) (quickly)  
Convenient (surface) cleaner *{insert surface/site from lists below}*  
Convenient (kitchen) (and) (bathroom) surface cleaner *{insert surface/site from lists below}*  
Cuts -and/or- removes grease -and/or grime-and/or- sweat  
Cuts Tough Grime without Scrubbing  
Cuts cleaning time  
Deep down clean  
Designed -or- Ideal for daily [cleaning] [use]  
Designed – or – Ideal for in home cleaning  
Does not contain (chlorine) bleach  
Easy [cleaning]  
Easy to use (formula) (formulation) (refill)  
[Easily] removes soap scum  
Easily removes soap scum, hard water stains, and dirt  
Effective [cleaner -or- cleaning] [formula]  
Effective cleaning without harsh chemicals  
Effectively works on (many) (hard) non-porous surfaces  
Efficacious cleaner (without compromise)  
[OXICLEAN®] essential for oxygen clean  
Foaming action penetrates your toughest messes  
Foams (and) (bubbles) so you know it's working  
For a deep down clean  
For computer [terminal] [workstations] cleaning  
For a deep clean  
For direct application  
For easy cleaning  
For everyday (use) (usage) (touch-ups)  
For multiple cleaning (tasks)  
Free from bleach  
Free of harsh chemical residue  
Friendly to your (floor) surfaces  
Get a true clean (with) (this product)  
Gives you (a) streak-free shine (while it cleans)

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Gives you multiple cleaning actions (-) (removes) (eliminates) (cuts through) (stains) *{insert stain from Table 1}* (and) (deodorizes)

Gives you streak-free cleaning (on most bathroom surfaces) *{insert surface/site from Table 3,4,6}* (from countertops to mirrors) (on floors)

Gives you streak-free cleaning (on most kitchen surfaces) *{insert surface/site from Table 3,4,6}* (from appliances to greasy stovetops) (on floors)

Go ahead (spray)

Good for use with microfiber cloths

Grease cut (-ter) (-ting) formula

Help(s) make your room OXICLEAN® clean

Ideal to spot sanitize and remove stains on large soft surface areas (like couches, throw rugs, curtains)

Ideal to spot clean large soft surface areas (like couches, throw rugs, curtains)

Ideal for spot cleaning

Ideal for sanitizing places on large household items like couches, rugs and countertops (that cannot fit into your machine)

Perfect way to spot clean large household items like couches, rugs and countertops

Ideal for use in gyms -and/or- health clubs-and/or- wellness centers

Ideal for use in schools -and/or- offices -and/or- public places

Ideal for use on high touch surfaces

It (foams) (and) (bubbles) so you know it's working

Just spray[,] [and] wipe [and you're done]!; no scrubbing required!

Labor saving no-rinse formula (rinsing required on food contact surfaces)

Leaves a (long-lasting) (fresh) (clean) scent

Leaves a (whitening) shine

Leaves no (dull) (filmy) (sticky) residue

Leaves nothing behind (except) (but) (the) (smell) (of clean) (shine)

Leaves (virtually) no (annoying) (chemical) (scum) (residue) (film)

Leaves your *{insert surface/site from Tables 3,5,6}* (fresh) (clean) (and) (fragrant)

Leaves your *{insert surface/site from Tables 3,5,6}* (fresh) (clean) (and) (sparkling) (shiny)

Leaves your *{insert surface/site from Tables 3,5,6}* (with a) (fresh) (and) (clean) scent

Lifts out (and breaks down) tough stains with supercharged OXICLEAN® Stain Fighters

Light touch up quick cleaning

Low Streak formula (!)

Makes your (floor) cleaning job easier (in the) (kitchen) (and) (bathroom)

Makes grout and hard surfaces look radiant

Makes cleaning easier

Money-saving refill

Multipurpose Cleaner

Multi-Surface Cleaner

No added [perfumes] [and] [or] [dyes][and] [or] fragrance

No bleach harshness

No [chlorine] bleach fumes

No harsh chemical residue

No harsh chemical fumes -or- smell -or odor-and/or- build-up -and/or- residue

No mess (cleaner) (cleaning)

No mixing, measuring, or rinsing required (rinsing required for food contact surfaces)

No need for gloves

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

No (need) (for) (gloves) (masks) (goggles) (protective eye wear) (face mask) (not) (necessary) (needed)  
No need for protective eye wear  
No need to dilute  
No phosphates  
No rinsing  
No scrubbing necessary!  
No (sticky) (tacky) (residue) (film)  
No (streaky mess) (or) (powdery residue)  
No unnecessary chemicals  
Non-abrasive  
Non-[chlorine] bleach  
Non-corrosive  
Now cleans (tough) grease (better than) (ever) (before)  
Packaging made with [x%] recycled –or recyclable plastic  
Pleasant smell  
Powerful cleaner  
Proof is in the clean  
Quickly deodorizes  
[Quickly] removes dirt and grime  
Radiant shine  
Ready to use (multi-purpose) (kitchen) (cleaner)  
Releases powerful cleaning agents (on contact)  
Releases powerful OXICLEAN® Stain Fighters (on contact)  
Removes offensive odors from {*insert surface/site from Table 3,5,6*}Removes oxidizable stains  
Removes stains  
Shine(s) like new  
Smell of clean  
Sparkling shine  
Spray trigger  
Stain remover  
Stains disappear (before your eyes)  
Starts cleaning on contact  
Starts to work before you do (on)  
Starts to work before (you do) (your eyes)  
Streak-free (clean) (cleaning) (cleaner)  
Streak-free [shine] [cleaner]  
Strong cleaning  
Strong (effective) cleanser (that is not harsh)  
Strong effective cleanser (with a) (non-chemical) (fresh) (scent)  
Strong effective cleanser (with a non-chemical scent)  
Suitable for everyday use  
[The] smell of clean  
The smell of (OXICLEAN®) (clean)  
The toughest stains (instantly) disappear  
(This product) cleans and shines  
This product's formula cleans and shines  
This room is OXICLEAN® clean

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Tough on grime  
Tough stains (instantly) disappear  
Trusted heritage (of) (Hydrogen Peroxide) (H<sub>2</sub>O<sub>2</sub>)  
Uses no unnecessary chemicals  
Versatile for all bathroom surfaces

Watch stains (start to) (disappear) (dissolve) (breakdown) right before your eyes  
Watch (the) (tough) (toughest) disappear  
With (Hydrogen Peroxide) (H<sub>2</sub>O<sub>2</sub>)  
Works great (smells great)  
Removes offensive odors from {*insert surface/site from Tables 3,5,6*}  
Removes oxidizable stains  
Removes stains

#### Stain Claims:

Removes -and/or- Cleans the following: [*insert stain(s)/soil(s) from Table 1*]  
Removes dried on [blood]  
Removes grease and grime  
Removes [*insert stain(s)/soil(s) from Table 1*]  
Removes [tough] [*insert stain(s)/soil(s) from Table 1*]  
Eliminates the toughest stains  
Removes the toughest stains

#### Deodorizing Claims

Deodorizer  
Deodorizes  
Deodorizes food odors [like garlic and onion] [left behind on kitchen surfaces] [after cooking]  
Eliminates odors [as it cleans]  
No harsh chemical [fumes] [smells]  
No harsh alcohol smell  
Pleasant odor  
Removes odors  
[This product] will deodorize hard, nonporous surfaces from [where obnoxious odors may develop]

#### General Antimicrobial Claims

(3-in-1) [clean -s, -er, -ing][deodorize -s, -er, -ing][disinfect -s, -ant, -ing]  
(3x Cleaning Power) [clean -s][deodorize -s][disinfect -s]  
3 (cleaning) actions (in one bottle) [clean -s, -er, -ing][deodorize -s, -er, -ing][disinfect -s, -ant, -ing]  
3 (cleaning) actions (in one bottle) [remove -s stains][clean -s][disinfect -s] [deodorize -s]  
3-in-1 Bathroom Cleaner [Disinfectant] [Cleaner] [Deodorizer]  
(4-in-1) (clean-s, -er, -ing)[disinfect -s, -ant, -ing][remove -s non-living allergens][sanitize -s hard surfaces][spot sanitize -s fabric -s]  
(4x Cleaning Power) [(cleans)[disinfects][removes non-living allergens][sanitizes hard surfaces][spot sanitizes fabrics]  
(4-in-1) (cleans)[disinfects][removes non-living allergens][sanitizes hard surfaces][spot sanitizes fabrics]  
4 (cleaning) actions (in one bottle) [disinfects][removes non-living allergens][sanitizes hard surfaces][spot sanitizes fabrics]  
(Clean & Simple) (Complete) (Complete OXICLEAN®)  
(Antibacterial) (Antibacterial Action) (Bactericidal) (Bactericide) (Germicidal) (Virucidal†)

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

(Disinfect) (Disinfects) (Disinfectant) (Disinfecting)

1 [One] step (disinfection)° °except fungi

1 [One] step (disinfection) for bacteria and viruses

1 [One] step (disinfection)° °for bacteria and viruses

A convenient way to (clean) (disinfect) (and) (deodorize)

Oxygen-based formula cleans and sanitizes

Antibacterial Cleaner cleans and kills bacteria

Antibacterial (surface) *{insert surface/site from Table 3,5,6 }* cleaner

Antibacterial glass (and surface) *{insert surface/site from Table 3,5,6}* cleaner

Antibacterial (kitchen) (and) (bathroom) surface *{insert surface/site from Table 3,5,6}* cleaner

Antibacterial 4-in-1 action

Can help prevent cross-contamination by (household) bacteria on treated surfaces

Cleaner + stain fighting power + antibacterial protection for around the house

Combines (streak-free) cleaning with antibacterial action

Controls odor-causing bacteria

Controls odor-causing bacteria in the (kitchen) (and) (bathroom)

Designed as a general cleaner and disinfectant

Disinfection for your (kitchen) (and) (bathroom) (floors)

Disinfects (and) (deodorizes)

Disinfects (and) (deodorizes) hard, non-porous surfaces

Helps prevent the spread of cold and flu viruses† on surfaces

Surface cleaner (with antibacterial formula)

(This product) will help (you) keep your (surfaces) clean (and disinfected)

Use [only] one product to get a streak-free shine (plus antibacterial action)

Deodorizes odors caused by bacteria -or- [and non-fresh foods]

Kills odor causing bacteria in the kitchen -or- bathroom

[This product] deodorizes areas that are hard to keep fresh smelling [or other areas prone to odors caused by microorganisms]

### **Hard Non-Porous Surface Sanitizing Claims**

Kills 99.9% of bacteria

Oxygen based formula cleans and sanitizes

Powers out the toughest stains and bacteria without stripping color

Quick [Fast] [Rapid] [10 second] [bacterial] *[Insert 1 or more strains from Table 7 under non-food contact sanitization]* [Sanitizer]

Sanitizer [Sanitizes]

Quick [Fast] [Rapid] [10second] [One Step] [1 Step] Sanitizer

Quick [Fast] [Rapid] [10second] [One Step] [1 Step] Non-Food Contact Sanitizer

Speedy Sanitizer

Cleans and sanitizes quickly [in One Step]

Cleans, deodorizes, and sanitizes in one quick [fast] [rapid] step

When you need fast sanitization!

When you need to kill bacteria fast!

Kills 99.9% bacteria fast [quickly][rapidly][in 10 seconds]

In 10 seconds, 99.9% bacteria are dead!

Kills 99.9% *{Insert bacteria from Table 7 list under non-food contact sanitizer}* fast [quickly][rapidly][in 10 seconds]

*{Non-Food Contact Sanitizer}* Effective against *{Insert bacteria from Table 7 list under non-food contact sanitizer}*

Fast kill where you need it most

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Eliminates 99.9% of (household) bacteria in 10 seconds

### **Hard Non-Porous Surface Disinfecting Claims**

Kills 99.9% of bacteria[germs][virus†][and][fungi][, plus Influenza A H1N1 virus]

Kills 99.9% of odor causing bacteria [germs]

[With] Germfighter Technology

Designed as a general cleaner and disinfectant[/sanitizer]

Cuts tough dirt [grease] and grime and kills 99.9% of bacteria [germs] (in the bathroom) (on) *{insert surface/site from Table 3,5,6}*

Destroys germs (that ordinary cleaners don't)

Disinfects *{insert surface/site from Table 3,5,6}*

Disinfects and removes offensive odors from *{insert surface/site from Table 3,5,6}*

Effective against *{Insert organisms from Table 7 under disinfection}*

Disinfects bacteria and virus, *[in {insert location from Table 6}][on{Insert items from Table 3 or 5}]*

Eliminates 99.9% of bacteria [germs] [virus†][fungi][and][fungus]

Eliminates 99.9% of (household) bacteria [germs] (in 10 minutes)

Eliminates [99.9%] bacteria from (kitchen) (and) (bathroom) *{insert surface/site from Table 3,5,6 }*

Eliminates [99.9%] bacteria (in) (the) (kitchen) (and) (bathroom)

Eliminates [99.9%] germs (that ordinary cleaners don't)

Eliminates [99.9%] (kitchen) (and) (bathroom) bacteria

Freshens while killing bacteria [germs][virus†][fungus]

Kills (99.9% of) bacteria

Kills (99.9% of) bacteria and germs

Kills (99.9% of) bacteria and (&) viruses†

Kills (99.9% of) bacteria for a deep down clean

    Kills (99.9% of) bacteria on home healthcare surfaces

Kills (99.9% of) (Escherichia coli O157:H7 (E. coli)) (and) (Salmonella enterica)(other organisms) *{insert organism from Table 7 under disinfection}*

Kills (99.9% of) germs

Kills (99.9% of) germs (including (the) cold and flu viruses†)

Kills (99.9% of) germs with (its) 4-in-1 action

Kills (99.9% of) (household) bacteria (in 10 minutes)

Kills (99.9% of) the following (household) bacteria commonly found in kitchens on hard, non-porous surfaces in 10 minutes:*{organisms} {insert organism from Table 7 under disinfection}*

Kills (99.9% of) the following (household) bacteria commonly found in bathrooms on hard, non-porous surfaces in 10 minutes:*{organisms} {insert organism from Table 7 under disinfection}*

Kills (99.9% of) viruses† and (&) bacteria

Kills (99.9% of) viruses† and (&) bacteria (including (the) cold and flu viruses)

Kills bacteria and viruses† on hard, non-porous (kitchen) (and) (bathroom) surfaces in 10 minutes

Kills bacteria and viruses† on hard, non-porous (kitchen) surfaces in 10 minutes

Kills bacteria commonly found in (the) (kitchen) (and) (bathroom) (in 10 minutes)

Kills bacteria for a deep down clean

Kills germs (that ordinary cleaners don't)

Kills germs

Kills (household) bacteria

Kills (household) bacteria (commonly found in) (bathrooms) (and) (kitchens) (on hard, non-porous surfaces) (in 10 minutes)

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Kills (household) bacteria (in 10 minutes) (commonly found in) (bathrooms) (and) (kitchens)  
Kills (kitchen) (and) (bathroom) germs  
Kills (kitchen) (household) bacteria  
Kills 99.9% of bacteria and viruses†  
Kills Viruses†  
Reduces the amount of bacteria on a surface  
Removes bacteria

### **Spot Soft Surface Sanitizer Claims**

[Oxygen based] \*Soft Surface Sanitizer [Sanitization]  
[Oxygen based] \*Soft Surface [Spot][Fabric] Sanitizer [Sanitization]  
Kills 99.9% of bacteria on \*soft surfaces [fabric][upholstery][*insert one or more items from Table 4*]  
Oxygen based formula cleans and [spot] sanitizes \*soft surfaces [fabric] [upholstery][*insert one or more items from Table 4*]  
Powers out the toughest stains and bacteria without stripping color in fabrics  
[90 second] [bacteria] [*Insert 1 or more strains from Table 7 under soft surface sanitization*] \*soft surface sanitization[Sanitizer]  
[*Insert 1 or more strains from Table 7 under soft surface sanitization*] \*soft surface [spot]sanitizer  
\*Soft Surface [Fabric] Sanitizer [Sanitizes]  
[90second] [One Step] [1 Step] \*Soft Surface [Fabric] Sanitizer  
[90second] [One Step] [1 Step] \*soft surface sanitizer [for the [*Insert one or more locations from Table 6*]]  
Cleans and sanitizes fabrics [\*soft surfaces] [\*soft and hard surfaces] [in One Step]  
Cleans, deodorizes, and sanitizes fabrics [\*soft surfaces] and [hard surfaces] in one step  
When you need fast fabric [and surface] sanitization[!]  
When you need to kill bacteria fast on soft and hard surfaces[!]  
Kills 99.9% bacteria [in 90 seconds]  
In 90 seconds, 99.9% bacteria are dead on soft surfaces[!]  
Kills 99.9% [*Insert bacteria from Table 7 list under soft surface sanitizer*] [in 90 seconds]  
[\*Soft Surface Sanitizer] Effective against [*Insert bacteria from Table 7 list under soft surface sanitizer*]  
Eliminates 99.9% of (household) bacteria on fabric [soft surfaces] in 90 seconds

### **\*To spot sanitize**

#### **Fabric Mildewstat Claims**

Fabric Mildewstat[fungistat]  
Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 28 days on clean[pre-cleaned] fabric  
Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up to] 28 days on clean[pre-cleaned] fabric]  
Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 28 days on clean[pre-cleaned] [*Insert one or more of the items in Table 4*]  
Controls[Inhibits][Prevents] the growth of mold [and] [mildew] on clean[pre-cleaned ] [*Insert one or more of the items in Table 4*]  
Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up to] 28 days on clean[pre-cleaned] fabric] on [*Insert one or more of the items in Table 4*]  
Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] on clean[pre-cleaned] [*Insert one or more of the items in Table 4*]  
  
Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 28 days on clean[pre-cleaned] fabric [soft surfaces] in [*Insert one or more of the locations in Table 6*]



(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] on clean[pre-cleaned] fabric [soft surfaces]in *{Insert one or more of the locations in Table 6}*

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up to] 28 days on clean[pre-cleaned] fabric] in *{Insert one or more of the locations in Table 6}*

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] on clean[pre-cleaned] [fabric] [soft surfaces] in *{Insert one or more of the locations in Table 6}*

### General Usage Claims

Economical [Disinfectant] [Cleaner] [Deodorizer]

Three steps to clean [Disinfectant] [Cleaner] [Deodorizer]

Groundbreaking cleaner + stain remover + antibacterial protection

Knocks out the toughest kid and pet messes, removing and odor [on carpet]

Knocks out the toughest kid and pet messes, removing and odor [fabrics]

### Non-Pesticidal Allergen Claims

Breaks Down [non-living Allergens[!]][including *{insert one or more items from Table 2}*][in*{insert one or more locations from Table 6}*][on *{insert one or more items from Table 3 or 5}*]

Controls (the most) (common) non-living allergens [including *{insert one or more items from Table 2}*][in*{insert one or more locations from Table 6}*][on *{insert one or more items from Table 3 or 5}*]

Destroys [Eliminates] non-living Allergens[!][including *{insert one or more items from Table 2}*][in*{insert one or more locations from Table 6}*][on *{insert one or more items from Table 3 or 5}*]

Destroys -or- deactivates dust mite matter -or- particles, cockroach matter -or- particles, and pet dander allergens [found in dust] [in*{insert one or more locations from Table 6}*][on *{insert one or more items from Table 3 or 5}*]

[Penetrates and] breaks down dust mite matter -or- particles, cockroach matter -or- particles, and pet dander allergens [found in dust] [in*{insert one or more locations from Table 6}*][on *{insert one or more items from Table 3 or 5}*]

Reduces dust mite matter -or- particles, cockroach matter -or particles, and pet dander allergens [found in dust]

Reduces non-living Allergens[!][in *{insert one or more locations from Table 6}*][on *{insert one or more items from Table 3 or 5}*]

Reduces up to XX% of (inanimate) (non-living) allergens [that become airborne from *{insert one or more items from Table 3, 4 or 5}*], [such as *{insert one or more items from Table 2}*]

[This product] kills germs and destroys non-living allergens [while cleaning hard, nonporous surfaces.]

[This product] kills germs on surfaces, controls mold & mildew on fabric, and destroys non-living allergens.

Deodorizes [Disinfects][controls mold & mildew on fabric], and destroys non-living allergens

### Use Sites

{Table 1: Soils / Odors: (Graphic - depicting soil)}

Baby food	Dirt (greasy dirt)	Hard Water stains	Pet odors	Wine
Bacon fat	Dust	Heel / Scuff marks	Pet stains	
Bathtub rings	Eggs	Juice / Wine stains	Rust	
Beverage stains	Fingerprints	Lime scale	Smears / Smudges	
Blood stains	Food odors	Mildew stains	Smoke / Smoking odors	
Baked / Burnt on food	Food stains	Mold stains	Soap scum	
Coffee	Gravy	Mud	Stains / Soils	
Cooking odors	Grease (splatter)	Organic soils / stains	Tea	
Cosmetic stains	Grime	Outdoor grime	Tomato sauce	
Crayon / Pencil marks	Hair dye	Pancake mix	Toothpaste	
Debris	Handprints	Pen / Ink mark	Tough soils / stains	



(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

{Table 2: Non-living Allergens:}

Cat dander	Dog dander	Hair
Cockroach debris	Dust mite debris	Pet dander
Cockroach matter	Dust mite matter	Pet hair
Cockroach particles	Dust mite particles	Pollen particles

{Table 3: Hard Non-Porous Surface Types:}

Aluminum	Sealed Fiberglass fixtures	Laminate	Vinyl
Glazed porcelain	Glass	Metal / Tin	Countertop [surfaces]
Chrome	Glazed ceramic	Mirror	
Corian®	Glazed granite	Plastic laminate	
Crystal	Glazed porcelain	Sealed Marble	
Enamel	Glazed tile	Silestone®	
Formica®	Linoleum	Stainless steel	

{Table 4: Soft Surface Types:}

Baby carriages	Cotton (fabric) Purse	Seat cushion (household)	Stuffed (Plush) toys
Back (School) pack	Dog (Pet) bed	Seat cushion (kitchen)	Suitcase (luggage)
Baby prams	Cushion (Pillow)	Shoes (canvas) (fabric)	(upholstered) Booster Seat
Bathroom mat	Diaper bag	Shoe interior	(Upholstered) chairs
Bedding (Bedsread)	Duvet cover	Shower curtain (fabric)	(Upholstered) couches
Box spring (cover)	Gym bag (fabric)	Slippers	(Upholstered) furniture
Car (seat) (upholstery)	Highchair seat	Sneakers (canvas) (fabric)	Upholstery
Clothing	Laundry bag (fabric)	Sponges (rags)	Window treatments (fabric)
Cots	Mattress (cover)	Sport(s) (bag(s)) (equipment)	
Couch (Sofa)	Mop (Broom)	Stroller (seats)	Soft (fabric) surfaces
Curtains (Draperies)	Throw Rug	Stuffed animals	

{Table 5: Hard Non-porous Surfaces: (Graphic - depicting use site)}

Appliance exterior	Exhaust (fan) (hood)	Glazed ceramic tile		Table (tabletop) (non-wood)
Bathtub (tub)	Faucet	Glazed porcelain tile	Patio door	Telephone
Bed frame	Fixture (chrome / stainless steel)	Sealed granite	Piano keys	Toilet bowl exterior (Urinal)
Cabinet (non-wood)	Floor (finished wood)	Grill (Bar-B-Que) exterior	Picnic table (non-wood)	Vanity top
Chair (non-wood)	Floor (glazed ceramic/porcelain tile)	Highchair (non-food contact area)	Plastic laundry (basket) (hamper)	Washable (walls) (wallpaper)
Changing table (non-wood)	Floor (laminated)	Light fixture	Range hood (stove hood)	Water fountain
Computer / TV screen	Floor (linoleum)	Metal blinds	Refrigerator / Freezer exterior Shelves (drawers)	Window (windowsill)
Counter (Countertop)	Floor (sealed marble)	Microwave exterior	Shower (door) (curtain)	
Crib (non-wood)	Floor (vinyl)	Non-medical (chrome / stainless steel)	Shower (stall) (area)	
Diaper pail (non-wood)	Garbage (can) (pail) (container)	Outdoor patio furniture (non-wood)	Sink (basin)	
Doorknob (handle)	Glass topped furniture	Oven (door)	Stove (stovetop)	

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

{Table 6: Use Sites (Graphic - depicting use site):}

Basement	Garage	Living room	Tool shed
Bathroom	High-touch areas	Mud room	Kitchen
Bedroom	Home[House]	Nursery	Dining room
Den / Study	Household areas	Outdoor area	Game room
Family room	Laundry [room]	Storage (area) (room)	Rec room
Athlete/Recreational Facilities (fitness facilities, gyms)	Dry cleaners	Lodging Establishments	Public Transportation Terminals (air/bus/train/car)
Automotive Interiors (seats, handles, etc.)	Education (schools, colleges, preschools)	Locker Rooms	Pet Shops
Automotive (dealers, rental cars, body shops, fleet lease, car wash, etc.)	Entertainment (Theaters, Parks, Playgrounds, etc.)	Manufacturing Facilities	Retail locations (Grocery stores, Shops, Malls)
Breakrooms	Food Service Establishments [Restaurants] [Commercial Kitchens]	Other Commercial facilities	Shower Rooms
Churches	Government facilities	Offices	Transportation vehicles (Airplanes, Cruise ships/boats, trains, buses, auto, containers, trucks)
Commercial laundry	Hospitality Areas (hotel, motels, extended stay, time share)	Office Buildings	Zoos
Day care centers	Laundromats	Public Restrooms	

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

**{Table 7 List of Organisms}**

**DISINFECTANT**

**Bacteria/Fungi\***

Contact Time 10 minutes	<i>Pseudomonas aeruginosa</i> [P.][ATCC 15442] <i>Salmonella enterica</i> [S.][ATCC 10708] <i>Staphylococcus aureus</i> [(Staph)][S][ATCC 6538] <i>Klebsiella pneumoniae</i> [K.][ATCC 4352] <i>Escherichia coli</i> O157:H7[E.][ATCC43888] <i>Trichophyton mentagrophytes</i> [(Athlete's Foot Fungus)][T.][ATCC9533]*
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**DISINFECTANT**

**Viruses†**

Contact Time 10 minutes	†Rhinovirus [(type 39)][ATCC VR-340] [Strain 209] †Influenza A [Pandemic] [(H1N1)] [CDC #2009712192] †Herpes Simplex Virus, Type 1 [ATCC VR-733] † Rotavirus [ATCC VR-2018]
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**Non-Food Contact SANITIZER**

Contact Time 10 seconds	<i>Pseudomonas aeruginosa</i> [P.][ATCC 15442] <i>Salmonella enterica</i> [S.][ATCC 10708] <i>Staphylococcus aureus</i> [(Staph)] [S.][ATCC 6538] <i>Klebsiella pneumoniae</i> [K.][ATCC 4352] <i>Escherichia coli</i> O157:H7[E.][ATCC43888]
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**Soft Surface SANITIZER**

Contact Time 90 seconds	<i>Pseudomonas aeruginosa</i> [P.][ATCC 15442] <i>Salmonella enterica</i> [S.][ATCC 10708] <i>Staphylococcus aureus</i> [(Staph)] [S.][ATCC 6538] <i>Klebsiella pneumoniae</i> [K.][ATCC 4352] <i>Escherichia coli</i> O157:H7[E.][ATCC43888]
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**FABRIC MILDEWSTAT\***

Contact Time 28 days	<i>Aspergillus niger</i> [ATCC 6275] <i>Penicillium variable</i> [ATCC 32333]
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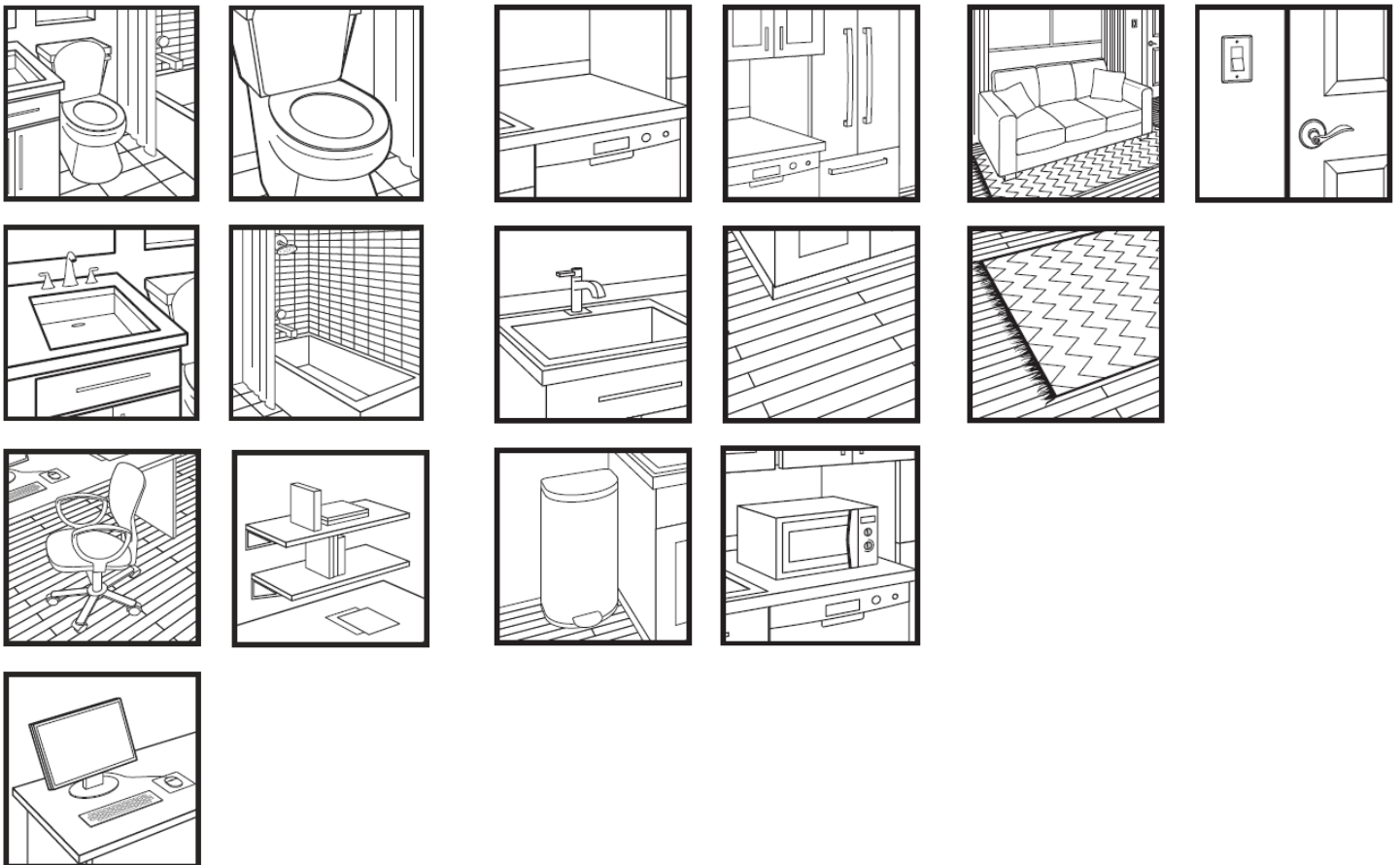
\*pre-cleaning required

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Optional Pictograms- Safety



Optional Pictograms- Locations usage (Bathroom, Kitchen, Living Room, Office)



(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Optional Pictograms- Usage

