

49158-1

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

EPA Reg. Number:

49158-1

Issue Date:

MAY 7 2014

Term of Issuance:

Conditional

Name of Pesticide Product:

Rug Doctor Antibacterial Carpet
Cleaner

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Rug Doctor, Inc.
4701 Old Shepard Place
Plano, TX 75093

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration 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/reregistered 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.

1. Submit and/or cite all data required for registration/re-registration/registration review of your product when the Agency requires all registrants of similar products to submit such data.
 - a. The IPBC DCI will be issued in 2014, and you are responsible for addressing the data requirements outlined in the data call-in. A copy of the DCI can be located in the Docket for this active ingredient
<http://www.regulations.gov/#!docketDetail;D=EPA-HQ-OPP-2011-0420>.
 A copy of the EDSP Order can be located
http://www.epa.gov/endo/pubs/edsp_orders_status.pdf. If you have specific questions about the DCI, contact Sandra O'Neill at 703-347-0141.
2. Submit a one-year study required to satisfy the storage stability and corrosion characteristics requirements (Guidelines 830.6317 and 830.6320). You have 18 months from the date of registration to provide these data.

Signature of Approving Official:

Marshall Swindell
Product Manager Team 33
Regulatory Management Branch
Antimicrobials Division (7510P)

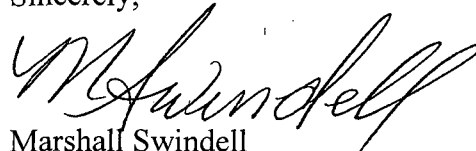
Date:

MAY 7 2014

A stamped copy of your labeling is enclosed for your records. Submit a final printed label before distributing or selling this product.

If you have questions concerning this matter, please contact me at (703) 308-6341 or by email at Swindell.Marshall@epa.gov or Zebora Johnson at (703) 308-7080 or by email at Johnson.Zebora@epa.gov

Sincerely,



Marshall Swindell
Product Manager (33), RMBI
Antimicrobials Division (7510P)

Enclosure: Stamped label

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

RUG DOCTOR ANTIBACTERIAL CARPET CLEANER

(Master Label)

Name (Name TBD)

(Alternate Brand Names:.....)

SOFT-SURFACE AND CARPET [SANTITIZER] – [CLEANER] – [DEODORIZER] – [ANTIBACTERIAL] – [ANTI-ALLERGEN**]

[Antibacterial Carpet Sanitizer], [Bacteria reducer*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet Cleaner], [(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover) (Eliminator) and Sanitizer], [(One-step) Deodorizer], [Formula for (Carpet) (&) (Upholstery)], [Deep (Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing (Treatment) (Pretreat(er))], [Tough Stain (Treatment)][Allergen** Remover], [Allergen** Reducer][Anti-Allergen Treatment**], [Allergen Eliminator**]

KEEP OUT OF REACH OF CHILDREN

Active Ingredient:

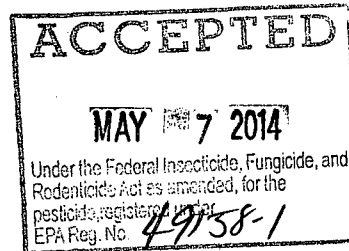
Hydrogen Peroxide.....4.85%
Other ingredients.....95.15%
Total: 100.00%

EPA Reg. No.: 49158-x

EPA Est. No.:

Manufactured [by] [for]:
Rug Doctor, Inc.
4701 Old Shepard Place
Plano, TX 75093

Net contents: (24 FL OZ (710mL)) (17 FL OZ (502mL)) (16 FL OZ (472mL))



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

Soft Surface Use Sites (Location) †

All around the house ‡	Car(s)	Truck(s)	Study (Studies)
All around the home ‡	Closet(s)	Laundry Room(s)	Sunrooms(s)
Apartment(s)		Living Room(s)	SUV(s)
Attic	(Damp) Storage Area(s)	Locker (liners) (Pads)	Van(s)
Automobile(s)	(Damp) Storage Room(s)	Mobile Home(s)	
Baby's Room (s)	Den(s)	Mud Room(s)	
Basement(s)	Dining Room(s)	Nursery (Nurseries)	
Bathroom(s)	Dorm(s)	Office(s)	
Bedroom(s)	Family Room(s)	Pet area(s)	
Boat(s)	Garage(s)	Playroom(s)	
Cabin(s)	Home	Storage Locker(s)	
Camper(s)	House	Studios	

† Not for use on wool carpets

‡ Non food contact surfaces only

Use (Surfaces) † [may include graphic depicting surface]

(Area) Rug(s)	(Cotton) Purses	(Upholstered) Furniture	Shower Curtain(s)
Back (School) packs	(Upholstered) Couch(es)		Sleeping bag(s)
Bedspreads	Cover(s)	Gym Bag(s)	Slipper(s)
Bathroom mats (rugs)	Curtain(s)	Hamper(s)	Sofa(s)
Bedding	Cushions	Kitchen mat(s)	Soft (household) surfaces
Blankets	Desk Chairs	(Kitchen) (Household) Seat Cushion(s)	(Carpeted) Stair(s)
Box Springs	Diaper Bag(s)	Laundry bag(s)	Stuffed animal(s)
(Canvas) (shoes) (Sneakers)	Door mat(s)	Mattress(es)	Upholstery
(Upholstered) Car Seats	Draperies	Pet area(s)	Window Treatments
Carpet(s)	Duvet Cover(s)	(Pet) (dog) (Cat) (bed(s)) (bedding)	Athletic Equipment
(Upholstered) Chair(s)	Entry mat(s)	Pillow(s)	
(Children's) Soft Fabric Toys	Entry rug(s)	Shoe interior(s)	
Comforter(s)	Fabric(s)	Sheets	

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

Stains (may include graphic depicting the stain)

Urine	Dirt	Cola	Mustard
Food	Feces/fecal matter	Juice	
Vomit	Tracked-in dirt	Fruit juice	
Sweat	Spaghetti sauce	Red wine	
Blood	Coffee	Ink	
Drool	Mud	Chocolate	
Milk	Wine	Salad dressing	
Insect/rodent droppings	Pet stains	Ketchup	

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

For home, commercial & industrial use

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.

Fabric and Carpet (precaution) advisory statement: Before cleaning test for colorfastness by applying a small amount of product in an inconspicuous area. After one minute, blot using a clean dry white cloth and check for color transfer. If color is affected, do not use. Before using this product on upholstery, look for manufacturer's cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Not intended for use on wool carpet.

FOR USE ON CARPET

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.)

TO (ONE STEP) CLEAN AND SANITIZE: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray an ~~light~~ even coating on soiled area until damp. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for (60 minutes) (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. (Repeat as needed (for stubborn stains).) (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray an ~~light~~ even coating ~~over~~ on soiled area until damp. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a ~~light~~ even

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coating on soiled area until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.)

(may include graphics)

FOR USE ON SURFACES OTHER THAN CARPET:

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.) **TO (ONE STEP) CLEAN AND SANITIZE:** Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray an ~~light~~ even coating on soiled area (fabric) until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, dry, color-safe cloth. (Repeat as needed (for stubborn stains or heavy fabrics.) (Let air dry.) (Vacuum.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area until damp. Allow to remain wet for 5 minutes. (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a ~~light~~ even coating on soiled area until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.) (may include graphics)

STORAGE AND DISPOSAL

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.

Manufactured by
Rug Doctor, Inc.
Questions or Comments 1.800.Rug Doctor (1-800-784-3628)

Internet: www.rugdoctor.com

[Questions?] [Comments?] [Call 1-800-784-3628]

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

Optional Label Statements, Marketing Claims, and Pictograms:

*Kills 99.9% of (*Enterobacter aerogenes* (ATCC 13408))(and)(*Staphylococcus aureus*) (ATCC 6538)(Staph)(on carpet). Kills 99.9% of (*Klebsiella pneumonia* (ATCC 4352)) (and))(Staphylococcus aureus (ATCC 6538)(Staph) (on soft surfaces other than carpet).

**Non-living allergens including: Pollen, Pet dander, Dust mite matter

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

(Sanitizing Claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in 5 minutes on soft surfaces other than carpet

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1 hour) (an hour) (on carpets)

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1hour) (an hour) on Carpets and 5 minutes on all other soft surfaces

5 minutes is all it takes to kill 99.9% of bacteria* on (insert usage surface)

Kills 99.9% of bacteria*

Kills 99.9% of (*Staphylococcus aureus* (ATCC 6538)) (Staph) , (*Enterobacter aerogenes* (ATCC 1308)) (Enterobacter), and (*Klebsiella pneumoniae*) (ATCC4352)

Kills 99.9% of bacteria* in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage surface) in 5 minutes on soft surfaces other than carpet

Sanitizes (insert usage surface) in 60 minutes (1 hour) on carpets

(Sanitizes) in only 5 minutes on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria*

Cleans as it sanitizes (in one step)

Eliminates (99.9%) of (bacteria)*

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitizes

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

Leaves (insert usage surfaces) clean, sanitized, and deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, sanitizes, refreshes, (pet messes)

(Deep) Cleans (+) (sanitizes) (+) deodorizes (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of *Klebsiella pneumonia* (ATCC 4352) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 5 minutes (on soft surfaces other than carpet)

Kills 99.9% of *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 60 minutes (1 hour) (on carpets)

Destroys 99.9% of bacteria* on (insert usage sites)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) (for a deep down clean)

Kills 99.9% of household bacteria* on (insert usage site) (for a deep down clean)

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) in 5 minutes on soft surfaces other than carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Enterobacter aerogenes*) (ATCC 13048) in 60 minutes (1 hour) (an hour) on carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) (for spot treatment) (on) (insert usage site)

(Use) To eliminate 99.9% of bacteria* on (insert usage site)

Kills 99.9% of bacteria* in (only) 5 minutes on soft surfaces other than carpet

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

Kills 99.9% of bacteria* in (only) 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) in (only) 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* on (insert usage site) in (only) 60 minutes (1 hour) (an hour) on carpet

Sanitizes (insert usage site)

(Both) Cleans & Sanitizes – better than cleaning alone

Cleans & Sanitizes in 5 minutes on soft surfaces other than carpet

Cleans and Sanitizes in 60 minutes (1 hour) (on carpets)

(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates allergens)**

One step clean(s)(er) and sanitize(s)(r)

Neutralizes and reduces the growth of bacteria*

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (Antibacterial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial (cleaner)

Antimicrobial (cleaner)

Leaves (insert usage site) sanitary

Sanitizes as it cleans

For cleaning and sanitizing (insert usage site)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (removes Allergens**) in (one) (1) easy step

(Deep) Cleans (+) (sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)

Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home

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

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

(2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

Cleans as it sanitizes

Removes and sanitizes (pet) stains (such as) (urine) (fecal matter) (feces) (and) (vomit)

(Pet) Stain and odor remover and sanitizer

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, bacteria*, and allergens**

Go beyond surface cleaning

Goes beyond surface cleaning

Go beyond surface cleaning – unique penetrating action thoroughly cleans and sanitizes deep into the carpet fibers

Deep cleaning formula that provides cleaning and sanitization (at the same time)

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

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

Destroys tough odors and bacteria*

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

(Removes) (Eliminates) bacteria*

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) Treatment

Stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosen (tough) stains

Spot removal (Clean) (+) (&) Sanitize for a more (effective) clean

Spot removal (clean) (+) (&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

(Removes) (kills) (sanitizes) (bacteria*) on soft surfaces (insert surfaces)

Cleans and sanitizes (pet) (baby) messes

Cleans and sanitizes food spills

A (gentle) (mild) way to (clean)(and) (sanitize)

Sanitize after exposure to (urine), (food), (vomit), (sweat), (blood), drool), (insect/rodent droppings), (feces), (fecal matter)

Antimicrobial treatment (for) (insert usage site) (insert usage surface)

Antibacterial treatment (for) (insert usage site) (insert usage surface)

(Cleaning) (and) (Sanitizing) for the spots you can't see

(Antibacterial) (Antimicrobial) carpet (treatment) (sanitizer)

(Antibacterial) (Antimicrobial) Cleaner

Sanitizer and Cleaner

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

One step cleaner and sanitizer for carpets (rugs) (fabrics)(&) (textiles)

Cleans and sanitizes carpet (&) (rugs) (fabrics) (textiles) (in one step)

Cleans as it sanitizes

Clean, sanitize, and deodorize your carpet

Deep cleans and sanitizes all soft surfaces

Effectively kills 99.9% of harmful bacteria*

Suitable for carpets, bedding, mattresses, and other soft surface (define list)

Effectively helps control symptoms/causes of (indoor) asthma**.

Proven to remove allergens**

Removes most common allergens**

Removes allergens** including pollen, dust mites and pet dander

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

(Cleaning Claims)

Fast & effective (pet) cleaning

For a cleaner, fresher household

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

Effective cleaning of tough (pet) spots and stains

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains

(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)

Spot treatment for (pet stains and odors) (insert usage site)

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)

(removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)

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

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

(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Removes deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors),

(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Eliminates deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors)

Deep down clean(ing)

For a deep (down) clean

Powerful cleaning ability

Cleans (insert usage site)

Cleans everyday (pet) messes

(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing

No (hard) scrubbing required

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

(Foam) (Bubbles) work(s) hard on (tough) (dirt) (spots) (and) (stains)

(Foaming action) works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)

Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (Pet odors) (odors)

Penetrates for a (complete) (deep) clean

Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)

Leaves (insert usage surfaces) (clean and fresh)

Best (Rug Doctor) formula for cleaning (usage site)

Removes tough dirt and grime

Unbeatable cleaning

Fast and effective cleaning

(removes) (eliminates) tough odors and soils

Cleans the toughest (stains) (and) (soils)

Cleans tough (stains) (and) (soils)

Powerful (penetrating) clean

Deep down cleaning

For a thorough, deep down clean

For a deep clean

Cleans beyond the surface

Enhanced cleaning performance

Improve(s)(d) cleaning performance (with sanitization)

Boosts (deep cleaning performance)

Boosts (deep) cleaning

Improve(s) (d) (deep) cleaning performance

Makes deep cleaning more effective

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

1st step in spot & deep cleaning

Removes tough stains

Cleans and deodorizes (in one step)

Removes (insert stains)

Advanced spot (and stain) cleaning

Cleans all soft surfaces in your home

Eliminates tough stains and odors

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

(Deodorizing claims)

Kills 99.9% of odor causing bacteria

Reduces and controls (odor-causing) bacteria*

Kill odor-causing bacteria and deodorize for cleaner, longer lasting carpet

Effective as a sanitizing agent against (odor causing) bacteria*

Doesn't just mask (pet) odors

Eliminates (pet) odors (,) doesn't just mask (them)

(Permanently) Eliminates (pet) odors

Freshens the home

Freshens (insert usage site)

Refreshens (insert usage site)

Fresh & Clean

Deodorizes

Freshens

Deodorizes & freshens

Lifts (pet) odors and freshens

Eliminates the toughest (pet) odors at the source

Eliminates odors

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

Freshens (insert usage surface)

Refreshens (insert usage surface)

Leaves (insert usage site) (insert usage surface) deodorized

Full day freshness

For ultimate freshness

Leaves (insert usage site) (insert usage surface) smelling (refreshed) (fresh) (clean)

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

Long lasting freshness

Eliminates odors at the source

Reduces odor causing bacteria (on)(in) (insert usage site) (insert usage surface)

Leaves your (insert usage site)(insert usage surface) free of (pet) odors

Keeps your (insert usage site) (insert usage surface) smelling fresh

Penetrates (deep inside) (insert usage site) (insert usage surface) to eliminate (pet) odors at their source

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site) (insert usage surface)

Neutralizes, reduces, and controls the growth of odor causing bacteria

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

(Effectively) (effective to kill) (kills) odor causing bacteria

Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them

Kills odor causing bacteria on (insert usage site) (insert usage surface)

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

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

(Antimicrobial) (Antibacterial) (action) kills odor causing bacteria

Prevents (buildup of) odors by killing odor causing bacteria on (insert usage site) (insert usage surface)

Kills odor causing household bacteria

Kills (odor causing) bacteria leaving (insert usage site) (insert usage surface) smelling fresh

Removes tough (pet) odors and soils

Freshens while killing odor causing bacteria

Leaves (rooms) (home(s)) smelling fresh and clean

(Insert usage site) (Insert usage surface) (Pet) Spot and Stain Deodorizer

(Insert usage site) (Insert usage surface) (Pet) Deodorizer

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

(Insert usage site) (Insert usage surface) (Pet) Odor Neutralizer

(Insert usage site) (Insert usage surface) (Pet) Odor Eliminator

(Insert usage site) (Insert usage surface) (Pet) Refresher

Removes odors while cleaning

Eliminates tough stains and odors

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

(General Usage Claims)

Get a true clean (with) (this product)

Okay (suitable) to use daily

(Okay) (Suitable) for daily use

(Okay) (Suitable) for weekly use

(Okay) (Suitable) for monthly use

(Okay) (Suitable) for regular use

(Okay) (Suitable) for everyday use

(Okay (Suitable) for frequent use

Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)

Use daily (in) (on) the (insert usage area) your (family) (and) (pets) touch (the most) often

Use on (soft) surfaces that you and your family come in contact with everyday

Suitable for use on (insert usage site)

Great for use in any room of the house

Use throughout your house

Contains no heavy metals, optical brighteners, or dyes

Bottle contains minimum of X% post-consumer recycled plastic

Dye Free (formula) (technology)

No harsh odor

Suitable for (your) soft surfaces

Compatible with (your) soft surfaces

(Easy) (Gentle) (Mild) on your soft surfaces

Suitable for use on carpets (including nylon & stain resistant carpets)

(Effective) (Works) on carpets

Compatible (with) (on) carpets (including nylon, polyester, & stain resistant carpets)

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

Leaves carpet (clean) (sanitized) for children and pets (when used as directed)

For everyday use

Leaves no residue

No residue

No Chemical residue

No-Rinse formula

Effective clean you can trust

(Carefully) (Consciously) designed (for home use)

(Ingredients) designed for home use

(Designed) (Developed) for home use

Carefully designed

This product is approved for use on (insert usage site)

Compatible with (insert usage sites)

Use on (insert usage sites) as a spot treatment

Suitable for use on (insert usage site)

Trusted heritage of hydrogen peroxide

Effective cleaning of your carpet

Great cleaning for your carpet

Great cleaning on your carpet

(Great for) (Effective on) (insert usage site)

Proven to work without (fading) (discoloring) (damaging) (insert usage site(s))

Powerful everyday cleaner that remove many spots and stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Color safe (will not) (won't) (harm fabrics)

For use on (insert usage surfaces)

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

(For) use (before), (after) or (in between) (deep) cleanings

Tough on dirt, easy on you

Gentle

Kind

Non-harsh

No (chlorine) bleach

Bleach (free) (alternative)

No harsh chemicals

No (harsh) (strong) (fumes) (chemicals) (residue) (residues)

No worries

A (gentle) (mild) way to (clean)(and) (sanitize)

(Gentle on) (Won't harm) surfaces

(Contains no) (Does not contain) (bleach), (added dyes), (added colors), (perfumes), (VOCs), (ammonia), (phosphates)

Non-corrosive

Eliminates odor causing bacteria

Great for cleaning up (pet) (baby) (child) (children) (and) (people) messes

Can be used on (insert surfaces) (insert sites)

Color safe, won't harm fabrics

Clean all your worries away

No (fragrance) (perfumes)

(Fragrance) (Perfume) free

Dye Free

Improved cleaning for the spots you can't see

Formulated for use on stain resistant carpet

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

(Easy to use claims)

Advanced (formula) (for) (insert usage sites)

Dries in (X) minutes

Dries fast on soft surfaces other than carpet

Fast drying on soft surfaces other than carpet

Gentle mist dries in minutes on soft surfaces other than carpet

Can be used anytime

Dual (action) (purpose)

Works on (most) (insert usage sites)

Everyday formula

(Suitable) For everyday use

Multi-Purpose

Dual (Triple) Action

Multi-use

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, and effective cleaning

Easy to use

Leaves no residue

Suitable for use around the (home) (house)

Makes (pet) cleaning easier

No rinsing required

Convenient to use (-cleans and sanitizes)

Ready to use

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

Simple application

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

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

(2 in 1) (3 in 1) (4 n 1) Action (-saves you time)

(All in 1) (2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains)

Spot sanitization for you (insert usage site) soft surface(s) other than carpet

Spot sanitization for your carpet

Effective cleaning for you (insert usage site)

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

MARKETING CLAIMS

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus (X) (oz)(X%) (more)

New {note to the reviewer: use for 6 months only}

New and Improved {note to the reviewer: use for 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (action)

(Dual) (Triple) Action

Advanced

All in 1

Complete clean

Good Value

Great Value

Premium Product