

49158-1

7/7/2014

1/26

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



Office of Pesticide Programs

Rug Doctor, LLC
415C Axminster Drive
Fenton, MO 63026

JUL 17 2014

Attention: David Swain

Subject: Rug Doctor Antibacterial Carpet Cleaner
EPA Registration No: 49158-1
Notification Dated: June 5, 2014

This will acknowledge receipt of your notification, submitted under the provisions of the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA)

Proposed Notification

- To make minor label changes

General Comments

Base on a review of the submitted material, the following comments apply:

The Notification dated June 5, 2014, 2014 to correct typographical errors and add optional statements is acceptable. A copy of this letter has been placed in your file.

If you have any questions concerning this letter, please contact Zebora Johnson at (703) 308-7080.

Sincerely

Zebora M. Johnson
Information Management Specialist
Regulatory Management Branch I, Team 33
Antimicrobial's Division (7501P)

Please read instructions on reverse before completing form.

Form Approved, OMB No. 2070-0060, Approval expires 5-31-98



United States
Environmental Protection Agency
Washington, DC 20460

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 49158-1	2. EPA Product Manager M. Swindell	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Rug Doctor Antibacterial Carpet Cleaner	PM # 33	
5. Name and Address of Applicant (Include ZIP Code) Rug Doctor, LLC. 415C Axminster Drive Fenton, MO 63026 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application. _____
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Notification per PR Notice 98-10 to correct typographical errors and add optional statements. This is not a PRIA action, thus no fee is submitted.
Please contact David Swain by phone (260-244-6270) or email (dswain@srconsultants.com) with any questions regarding this action.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	* Certification must be submitted	Metal Plastic Glass Paper Other (Specify) _____	
	If "Yes" Unit Packaging wgt.	No. per container			
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Label accompanying product	
6. Manner in Which Label is Affixed to Product			<input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled	<input type="checkbox"/> Other _____	

Section - IV

1. Contact Person (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name David Swain	Title Agent for Rug Doctor, LLC.	Telephone No. (Include Area Code) 260-244-6270
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature 	3. Title Agent for Rug Doctor, LLC.	
5. Typed Name David Swain	3. Date 6/5/2014	

Scientific & Regulatory Consultants, Inc.

June 5, 2014

Mr. Marshall Swindell, PM-33
U.S. Environmental Protection Agency
Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
Room S-4900, One Potomac Yard
2777 S Crystal Drive
Arlington, VA 22202

**SUBJECT: Notification of Minor Changes per PR Notice 98-10
Rug Doctor Antibacterial Carpet Cleaner, EPA Reg. No. 49158-1**

Dear Marshall:

On behalf of Rug Doctor, LLC (Rug Doctor), we enclose a Notification per PR Notice 98-10 for the subject product.

This action corrects a typographical error in the use directions related to soft surface sanitization. We inadvertently included the word "carpet" in the section for surfaces other than carpets. This action corrects that error. Additionally, brackets have been added to clarify certain text as optional, rather than required information.

Enclosed:

- Cover letter
- Application Form 8570-1
- Revised label with revisions in redline
- 2 "clean" copies of revised label

This notification, as stipulated by the guidance, is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action, and penalties under sections 12 and 14 of FIFRA.

We look forward to a timely review of this submission. If you need any clarification or issues arise during the review of this information, please contact me immediately at 260-244-6270 or dswain@sriconsultants.com for resolution.

Sincerely,



David Swain
Agent for Rug Doctor, LLC

Cc: Jennifer Bopp

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} 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.: 49158-1

EPA Est. No.:

Manufactured [by] [for]:
Rug Doctor, LLC.
415C Axminster Drive
Fenton, MO 63026

NOTIFICATION
Date Received: [Signature]
Reviewed By: [Signature]

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

Soft Surface Use Sites (Location) †

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

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	

Stains (may include graphic depicting the stain)

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} 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 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 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). (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 an 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.)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(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 to be treated and spray an 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 to be treated and spray an 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] [for]
Rug Doctor, LLC.

[For helpful information, questions, or suggestions, please call or email:] -or- [Questions or Comments]
[1.800.Rug Doctor (1-800-784-3628)] -or- [consumer.support@rugdoctor.com]

[Internet: www.rugdoctor.com]

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

Optional Label Statements, Marketing Claims, and Pictograms:

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

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

**Non-living allergens including: [Pet dander][and] [Dust mite matter]

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} 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) and [bracketed text] is optional; {text in braces} 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

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} 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

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} 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) and [bracketed text] is optional; {text in braces} 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) and [bracketed text] is optional; {text in braces} 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 dust mites and pet dander

(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)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

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

(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)

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

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

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

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Eliminates tough stains and odors

(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

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

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

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

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

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

(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) and [bracketed text] is optional; {text in braces} 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)

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} 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) and [bracketed text] is optional; {text in braces} 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) and [bracketed text] is optional; {text in braces} 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

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(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} 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) and [bracketed text] is optional; {text in braces} 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