



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

December 2, 2016

David Swain
Agent
Rug Doctor, LLC
415C Axminster Drove
Fenton, MO 63026

Subject: Label Amendment – Add Marketing Claims, Use Sites, and Alternate Brand Names
Product Name: Rug Doctor Antibacterial Carpet Cleaner
EPA Registration Number: 49158-1
Application Date: July 21, 2016
Decision Number: 519824

Dear Mr. Swain:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

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.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance

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with FIFRA section 6. If you have any questions, please contact Terria Northern by phone at 703-347-0265, or via email at northern.terria@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Julie Chao".

Julie Chao, Product Manager 33
Regulatory Management Branch 1
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure: Approved label

(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: See addendum}

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%

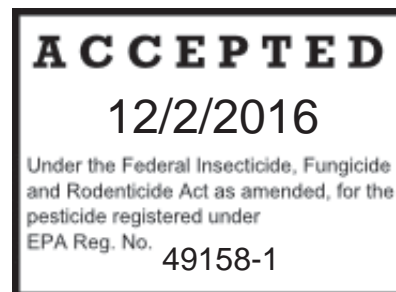
EPA Reg. No.: 49158-1

EPA Est. No.:

Manufactured [by] [for]:

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

Net contents: (24 FL OZ (710mL)) (17 FL OZ (502mL)) (16 FL OZ (472mL)) (3FL OZ (88.72 mL)) (4 FL OZ (118.29 mL)) (12 FL OZ (354.88 mL)) (14 FL OZ (414.03 mL)) (18 FL OZ (532.32mL)) (22 FL OZ (650.62 mL)) (32 FL OZ (946.35 mL)) (48 FL OZ (1419.53 mL)) (96 FL OZ (2839.06 mL))



(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} 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)	Table Cloth(s)
Baby's Room (s)	Den(s)	Mud Room(s)	(Baby) Travel Yard(s)
Basement(s)	Dining Room(s)	Nursery (Nurseries)	Daycare center(s)
Bathroom(s)	Dorm(s)	Office(s)	Health Club(s)
Bedroom(s)	Family Room(s)	Pet area(s)	Gym (s)
Boat(s)	Garage(s)	Playroom(s)	Kennel(s)
Cabin(s) (Interior(s))	Home	Storage Locker(s)	Grooming establishment(s)
Camper(s) (Interior(s))	House	Studios	(Pet) /(Animal) quarters
Auto	Guest Room(s)	Play area(s)	
Car(s) (interior(s))	Hotel Room(s)	(Pet) Sleeping area(s)	
Truck(s) (interior(s))	Playpen(s)	Wheelchair(s)	
Minivan(s) (interior(s))	(SUV) /(Van)/ (Trunk) Interior(s)	Walker(s)	

† 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)	(Bedroom) 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

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

(Upholstered) Chair(s)	Entry mat(s)	Pillow(s)	(Baby) (Swaddling) Blanket(s)
(Children's) Soft Fabric Toys	Entry rug(s)	Shoe interior(s)	Teddy (bear(s))
Comforter(s)	Fabric(s)	Sheets	Foam pillow(s)
Changing Pad(s)	Bassinet(s)	(Plush) (Stuffed) toy(s)	Pressure relief pad(s)
Changing Table(s)	(Soft) (Pet)/(Dog) (travel) Carrier(s)	Rug(s)	Travel pillow(s)
Drapes	(Dog)/(Pet) leash(es)	Sneaker(s)	Neck support pillow(s)
Clothing	(Car) (Floor) mat(s)	(Canvas) Tote(s)	Satchel(s)
(Hand) Luggage	(Outdoor)/(Patio) Furniture	Upholstered Furniture	Bowling bags
Mat(s)	Futon(s)	Upholstered Surface(s)	Clutch(bag(s)) / (purse(s))
(Nursing)/ (Feeding) Pillow(s)	Yoga Blanket(s)	Pool Chair(s)	(Fabric) Purse(s)
Play (mat(s))/ (gym(s))	(Duffel)/(Shoulder)bags	Lounge Chair(s)	Handbag(s)
Pocket book(s)	Footstool(s)	Burp (cloth(s))/ (towel(s))	Sleep Sack(s)
Messenger bag(s)	Bench(es)	(Crib) sheet(s)	(Infant) Safety Seat(s)
Stroller(s) (interior(s))	(Baby) Sling(s)	(Crib) mattress(es)	
(bedroom) slippers	(Baby) Carrier(s)		
Ottoman(s)	Rocking Chair(s)		

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	Dust
Blood	Coffee	Ink	Soil
Drool	Mud	Chocolate	
Milk	Wine	Salad dressing	Poop
Insect/rodent droppings	Pet stains	Ketchup	
Baby spittle	(Motor) oil	Soy Sauce	
Diaper stains	Tar (spots)/ (stains)	Tea	Pet oils
Barbecue Sauce	Tomato sauce	Tomato juice	Perspiration
Pet (stains)	Pasta Sauce	Grass	Grape juice
Petroleum jelly	(Finger) paint	Baby oil	(Breast) milk
Markers	Crayons	Jam(s)	(Grape) jelly(ies)
Berry (Berries)	Vegetable(s) (juice(s))		

(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.

(Lift to view instructions (for use))

(Lift to view directions (for use))

(Peel to view directions (for use))

(Peel to view instructions (for use))

Before using: Test a small, hidden area for colorfastness, if color is affected, do not use. Do not use on wool carpet.

(Do not use on velvet, silk, vinyl or leather upholstery)

(For use with Rug Doctor deep cleaning machines.)

(Suitable for use in (all) (most) (leading) brands of deep cleaning machines)

Cleaning Instructions for carpets & soft surfaces other than carpets

(Instrucciones en español: Rugdoctor.com/SolutionsEsp/)

(Instrucciones en español: Rugdoctor.com/Rent/Solutions/Esp)

(Instrucciones en español: [\[xxxxx.com/xxxx\]](http://xxxxx.com/xxxx))

Remove (any) (yucky) solids, blot excess liquids. Shake well and spray soiled area thoroughly.

Blot treated area with a white paper towel. Allow the area to dry. Repeat as needed

To sanitize soft surfaces other than carpets

(Remove (any) (yucky) solids, blot excess liquids.) Spray soiled area thoroughly. Let stand for 5 minutes.

Blot treated area with a white paper towel. Allow to air dry. Repeat as needed

To sanitize carpets

(Remove (any) (yucky) solids, blot excess liquids.) Spray until thoroughly damp. Scrub surface with moderate pressure for 30 seconds. Let stand for 1 hour. Gently blot treated area with a white paper towel. Allow the area to dry. Repeat as needed.

Anti- Allergen Treatment for carpets & soft surfaces other than carpets

(Remove (any) (yucky) solids, blot excess liquids.) Spray soiled area thoroughly. Let stand for 5 minutes.

Blot treated area with a white paper towel and to dry. Repeat as needed.

FOR USE ON CARPET

STORAGE AND DISPOSAL

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

Non-refillable 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]
(1-800-784-3628) -or- (consumer.support@rugdoctor.com)

[Internet: www.rugdoctor.com]

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

Manufactured (for) (by)

Rug Doctor, LLC., 415C Axminister Dr. Fenton MO 63026

Questions or comments 1-800-784-3628 or customersupport@rugdoctor.com

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 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)

(Antibacterial spot (cleaner) (cleanser))

(Eliminate(s) lingering odors from (soft) surfaces (around the home).)

(Revive(s) and (sanitize(s)) (sofas,) (pet beds,) (mattresses) (insert use sites or surfaces) (and more in one step.)

(Kills 99.9% of household (bacteria*) and allergens**)

(Kid and pet friendly formula)

Non-toxic

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

(This ready to use formula eliminates common allergens** and (bacteria*) while lifting stains and eliminating odors from (insert use surfaces) (and more).)

CRI Certified

(Sanitizing Claims)

(Deep) Cleans (&) (+) (Sanitizes)

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

(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 site or 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 or site) (in 5 minutes on soft surfaces (other than carpet)

(Sanitizes) (insert usage surface or site) 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)

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

Eliminates (99.9%) of (bacteria)*

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitizes

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

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

(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

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)

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

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

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

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

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)

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)

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

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

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) protect) (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

((Pet) Stain), (Odor) remover (and sanitizer) (spray)

(All in one) (4 in 1) formula (cleans), (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens)

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens** on) (insert use sites and surfaces)

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens) in one (easy) step

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens**)

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

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens, (and) (eliminates allergens**)) in one (easy) step

(Anti-bac (terial)) (Anti-microbial) formula cleans and sanitizes (in one step)

(Anti-bac (terial)) (Anti-microbial) solution cleans and (sanitizes) (in one step)

(Clean(s)) (Cleanse) and (sanitize) (sanitizes) in one step

(Cleans) (Cleanses) as it kills (bacteria*) and (sanitizes)

(Cleans) (Cleanses) as it sanitizes

(Thoroughly) (Deep) Clean(s) and (sanitize (es)) (eliminates) (kills) 99.9% of bacteria

(Thoroughly) (Deep) Clean(s) and sanitize(s)

(Thoroughly) (Deep) Clean(s) and sanitize(s) (insert usage sites and surfaces) (and more)

(Thoroughly) (Deep) Clean(s) and sanitize(s) soft surfaces

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) refresh (es) (insert use sites and surfaces)

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) refresh (es) (soft) (and) (household) surfaces

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) refresh (es) pet messes

(Thoroughly) (Deep) Clean(s), (and) sanitize(s) (and) refresh (es) in one (easy) step

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) deodorize(s)

(Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**)

(Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**) in one step

Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**), (and) (odor(s))

(Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**), (and) (odor(s)) in one step

(Thoroughly) (Deep) Cleans, (Sanitizes) and (Reconditions) (Renews) (Revives) (carpets) (upholstery) (fabric) (in on easy step)

(Thoroughly) (Deep) Cleans, (sanitizes) and deodorizes (insert usage sites and surfaces) (and more)

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

(Thoroughly) (Deep)Clean(s) (and) (Sanitize (es)) (carpets) (carpeted areas) (carpeted surfaces) (carpet fibers) in (60 minutes) (1 hour)

(Thoroughly) (Destroys) (Eliminates) tough odors and (bacteria*)

(Dual Action) (2 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens)

(Dual Action) (2 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens** on) (insert use sites and surfaces) (and more)

(Dual Action) (2 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens** on) in one (easy) step

(Easily) (Clean(s))(And) (Sanitize(s)) (In one easy step)

(Kill(s)) (Eliminate(s)) (Destroy(s)) (Remove(s)) 99.9% of (bacteria*) at the source

(Kill(s)) (Eliminate(s)) (Destroy(s)) 99.9% of bacteria* on (insert usage sites or surfaces) (and more)

(Kill(s)) (Eliminate(s)) (Remove(s)) (Neutralize(s)) (Wipe out(s)) (Terminate(s)) bacteria*and (remove(s)) (eliminate(s)) (neutralize(s)) (lift(s)) (and) odors (and) stains

(Kill(s)) (Eliminate(s)) (Remove(s)) (Neutralize(s)) (Wipe(s) out) (Terminate(s)) bacteria* and (remove(s)) (eliminate(s)) (neutralize(s)) (lift(s)) (and) odors (and) stains from (insert usage sites or surfaces)

(Kill(s)) (Eliminate(s)) (Remove(s))(Neutralize(s)) (Wipe out(s)) (Terminate(s)) (Stamp out(s)) (Knock(s) out) 99.9% of (bacteria*)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria* (and sanitize) (insert usage sites or surfaces)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) on (insert usage sites or surfaces)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria*

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria (and) odors (and) stains

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria* (and) odors (and) stains from (soft surfaces) (upholstered surfaces) (soft surfaces around the (house) (home)) (insert use sites or surfaces)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria* (and) odors (and) stains from (insert use sites or surfaces) around the (house) (home)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria *(around the home) (around the house)

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

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) (and) odors (and) stains

(Kill) (Eliminate) (Remove)(Neutralize) (Wipe out) (Terminate) (Stamp out) (Knock out) 99.9% of (bacteria*) on/from (Insert usage sites or surfaces)

(Kills) (Eliminates) (Controls) odor causing bacteria on (insert use sites or surfaces) around the home

(Kills) (Eliminates) (Destroys) 99.9% of (Staphylococcus aureus) (ATCC 6538)) (Staph), (and) (Enterobacter aerogens) (ATCC1308), (Enterobacter), and/or (Klebsiella pneumoniae) (ATCC4352)

(Kills) (Eliminates) (Destroys) (Removes) 99.9% of (bacteria*) and (removes) (eliminates) odors for a cleaner, (and) (fresher) home

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

(Kills) (Eliminates) (Removes)(Neutralizes) (Wipes out) (Terminates) (Stamps out) (Knocks out) 99.9% of (bacteria*) from (insert usage sites or surfaces)

(Kills)(Eliminates) (Controls) odor causing bacteria (around the home)

(Odor) (And) ((Pet) stain remover (and sanitizer)

(Pet) Stain, and/or (odor) remover

(Removes) (Eliminates) (Kills) bacteria*

(Removes) (Eliminates) (Lifts) and sanitizes (pet) stains from (pee) (urine), (and) (poop) (fecal matter), (and) (puke) (vomit), (and) (blood)

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) treatment

(Thoroughly) ((cleans) (cleanses)) and sanitizes (carpet) fibers to ((remove) (eliminate)) (stains), (and) (bacteria*) (and) (allergens**), and/or (odors)

(Triple Action) (3 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens)

(Triple Action) (3 in 1) formula (cleans), (sanitizes), (deodorizes), (protects), (refreshes) (freshens) in one step

(Triple Action) (3 in 1) formula (cleans) (sanitizes,) (deodorizes,) (protects,) (refreshes,) (freshens), (eliminates allergens**) on (insert use sites or surfaces) (and more) (in one (easy) step)

(Triple Action) (3 in 1) formula (cleans) (sanitizes,) (deodorizes), (protects), (refreshes) (freshens), (eliminates allergens**) (on) (from) (insert usage sites and surfaces)

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

(Unique) Penetrating (action) (formula) cleans and sanitizes (deep into) (carpet) (upholstery) (fabric) fibers (in one easy step)

(Unique) Penetrating (action) (formula) (cleans) (sanitizes) carpet(s) (fibers), eliminating dirt, (and) (stains), (and) (odors), (and) (bacteria*), (and) (allergens**)

(Unique) Penetrating (action) (formula) cleans (and) (sanitizes) carpet(s) (fibers) - eliminating dirt, (and) stains, (and) odors, (and) allergens**

(Use) To (Eliminate) (Kill) (Destroy) (Remove) 99.9% of (bacteria)

(Use) To (Eliminate) (Kill) (Destroy) (Remove) 99.9% of (bacteria) on (insert use sites or surfaces) (and more)

99.9% sanitization (of bacteria)

Antibacterial (spot) spray (cleaner)

Antibacterial spot (spray) cleaner

Clean(s), (sanitize(s)) and deodorize(s) your (insert use sites or surfaces)

Clean(s), (sanitize(s)) and deodorize(s) your carpet

(Cleans)(Cleanses) (And) (Sanitizes) (Insert use sites or surfaces)

Cleans as it (sanitizes) (in one step)

Deep (cleans) (cleanses) (and) (sanitizes) (insert use sites and surfaces) (and more)

(Sanitizing) (Antibacterial) (Multi-purpose) (Multi-surface) cleaner

Easy (sanitizing)

Effectively helps control (symptoms) (causes) of (indoor) allergies**

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

Effectively kills 99.9% of (harmful) ((bacteria*))

Eliminates pet odors caused by bacteria

Ideal for use on soft surfaces in gyms ((and) health clubs)

Ideal for use in/on (soft surfaces in) (insert use sites or surfaces)

Perfect for (sanitizing) (insert use sites or surfaces)

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

Kill(s) (household) bacteria* and sanitize(s) (insert usage sites or surfaces)

Leave(s) (insert usage sites or surfaces) clean (and) sanitized

Leaves (insert use sites or surfaces) clean, (and) (sanitized) (and deodorized)

Makes (sanitizing) easy

Neutralizes and reduces the growth of (bacteria*)

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

One step (cleaning) (cleansing) (clean) (cleanser) and (sanitizing) (sanitizer) (sanitize)

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

One step cleaner (and sanitizer) for (insert use sites or surfaces)

Patented odor neutralizing technology

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

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

Proven to remove allergens**

Remove(s) (the most) common allergens**

Removes (common) allergens**

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

Sanitize(s)

Sanitize(s) (insert usage sites or surfaces)

(Sanitize(s)) and ((eliminate(s) (remove(s))) (pet odors) (odors) (and) (allergens**))

(Sanitizer) and cleaner

(Sanitize(s)) and clean(s)

(Sanitizes) as it (cleans) (cleanses)

Powerful clean(ing) with (sanitization)

(Sanitizes) as it cleans

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

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

Suitable for (insert use sites or surfaces) (and more)

The (easy,) (and) (effective), (and) (convenient) way to sanitize (insert use sites or surfaces) (around the home) (and more)

Tough on (bacteria*)

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

(Antimicrobial)/ (Antibacterial) (carpet)/ (soft surface)/ (upholstered surface) (cleaner)/ (cleanser)/ (sanitizer)

(Removes)/ (Eliminates) (pet) odors and stains without (hard) scrubbing

((Removes) (Eliminates)) (insert stains) stains (and odors) without (hard) scrubbing

((Removes) (Eliminates)) (tough) dirt and (pet)/ (insert stains) stains (and odors)

(Antimicrobial)/ (Antibacterial) (Cleaner)/ (Cleanser)

(Antimicrobial)/ (Antibacterial) (Cleaner)/ (Cleanser) for (insert use sites or surfaces) (and more)

(Antimicrobial)/ (Antibacterial) (Sanitizer)

(Antimicrobial)/ (Antibacterial) (Sanitizer) (for insert use sites or surfaces) (and more)

(Antimicrobial) (Antibacterial) treatment for (insert use site or surface) (and more)

(Cleaning) (Cleans) (Cleanses) (and) (Sanitizing)/ (Sanitizes) the spots you can't see

(Deep)Cleaning plus (sanitization)

(Permanently) ((removes)/ (eliminates)/ (lifts)) tough stains (and odors) from (insert stains) (and more)

(Permanently) ((removes) (eliminates) (lifts)) tough stains from (insert stains) (and more)

(Permanently) ((removes) (eliminates)) deep down dirt and (set in) (insert stains) stains ((on) (from)) (insert use sites or surfaces) (and more)

(Permanently) ((removes) (eliminates)) tough (pet) stains and odors (on) (from)) (insert use sites or surfaces) (and more)

(Sanitizes) (and) Removes deep down (dirt), (pet stains) and (pet) odors

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

(Sanitizes) (and) Removes deep down (dirt), (insert stains) and (pet) (stubborn) odors

Cleans (and sanitizes) without harming (insert use sites or surfaces)

Cleans (and sanitizes) without harsh fumes

A (gentle) (mild) way to (clean) (and) (sanitize) (insert use sites or surfaces)

Cleans (insert use sites or surfaces)

Cleans (tough) ((pet) (stains)) (-and/or (pet) (spots))

Cleans (tough) (insert stains) stains from (use sites or surfaces)

Cleans -and/or sanitizes (pet) -and/or (baby) messes

Cleans everyday (pet) (baby) (kid) (auto) messes

Convenient to use

Deep (down) clean(ing)

Effective cleaning of tough (pet) odors and stains

Effectively (removes) (eliminates) (lifts) tough (dirt) (stains) (spots) (odor) (-and/or (grime))

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

Eliminates deep down (dirt), (insert stains) and (pet) odors

Fast and effective (pet) (cleaning) (sanitization)

For a (cleaner) (and) (fresher) (sanitized) household

For sanitization and) (a) deep (down) clean(ing)

Improves cleaning performance while it (sanitizes)

No (hard) scrubbing required

Non-toxic (formula) (cleaner) (spray) (solution)

Penetrates to (sanitize) ((clean) -and/or (loosen)) (tough) stains (from (insert stains))

Penetrates to (sanitize) -and/or ((clean) (loosen)) tough stains (including (insert stains))

Penetrates, -and/or (sanitizes),-and/or cleans, -and/or loosens (tough) stains (including (insert stains))

Penetrates, (sanitizes) and loosens (tough) stains

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

Powerful cleaning (ability)

Powerful (stain removal) (cleaning) (and sanitization) that won't harm (insert use sites or surfaces)

Powerful (stain removal) (cleaning) and (sanitization) (of insert use sites or surfaces)

(Sanitize) after exposure to (insert stains)

(Sanitizes) and (permanently) ((removes) (eliminates) (lifts)) tough (pet) stains from (insert stains)

(Sanitizes) and refreshes

Spot treatment for ((pet) (stains)) (-and/or (odors))

Spot treatment for (odors) and (insert stains) stains

Scrub-free formula (sanitizes) (and) (removes) (eliminates) (pet) stains (in one step)

(Permanently Removes (insert stain(s)) from (insert use sites or surfaces) in one step

(Sanitizes) and eliminates odors and (insert stain(s) stains from (insert use sites or surfaces) with the pull of a trigger

(Sanitizes) and eliminates odors and (insert stain(s) stains from (insert use sites or surfaces) in one step

Keep(s) shared (family) spaces clean (and sanitized)

Keep(s) shared (family) spaces like (insert use sites or surfaces) clean (and sanitized)

Ideal for use on (most) soft surfaces

Keep your (car) (ride) (insert use site or surface) fresh (and upholstery sanitized).

Cleans and deodorizes all your vehicle's soft surfaces (just as efficiently as it does your carpet)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stain(s)) (stains)(from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming baby)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) stains from (baby's) (kids') (pet's) (insert use sites/ surfaces)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stains) (from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming baby)

(Kills) (remove(es)) (eliminate(es)) 99.9% of (bacteria*) (and) (allergens**) from (insert use sites/ surfaces) without harming baby

Cleans and sanitizes without harsh fumes

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

Ideal for use in/on (insert use sites or surfaces)

(Patented) odor neutralizing technology (safely) (remove(s)) (eliminate(s)) (lifts) odors and stains (while it sanitizes) (soft surfaces)

(Patented) odor neutralizing technology (safely) (remove(s)) (eliminate(s)) (lifts) odors and stains from (soft surfaces)

Scientifically engineered to (remove) (lift) (eliminate) stains and sanitize (without harming baby)

Powerful (but gentle) cleaning (action) with no harsh fumes

Powerful (but gentle) cleaning (action) (with fragrance inspired by nature)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stain(s))stains (from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming (pets) (cats) (dogs))

(Gently (remove(es)) (eliminate(s)) (lift(s)) stains from (insert use sites/ surfaces)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stains) (from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming (pets) (dogs) (cats))(fur babies)

(Kills) (remove(s)) (eliminate(s)) 99.9% of (bacteria*) (and) (allergens**) from (insert use sites/ surfaces) without harming (dogs) (cats) (pets) (fur babies)

Cleans and sanitizes without harsh (fumes) (chemicals)

Ideal for use in/on (insert use sites or surfaces)

(Patented) odor neutralizing technology (remove(s)) (eliminate(s)) (lifts) odors and stains (while it sanitizes) (soft surfaces which come into contact with (your) (dog(s)) (cat(s)) (pet(s))

(Patented) odor neutralizing technology (remove(s)) (eliminate(s)) (lifts) odors and stains from (soft surfaces which come into contact with (your) (dog(s)) (cat(s)) (pet(s))

(Naturally inspired) (Gentle) Cleaning power (and sanitization) unleashed.

Spray. Clean. Forgive.

(Eliminate(s)) (remove(s)) odors and stains while discouraging marking

Perfect for accidents on (insert use sites or surfaces) (and other soft surfaces)

(Clean(s)), (sanitize(s)), and (extend(s))(protect(s)) the life of your (car) (truck) (auto) interior

3-in 1 (one) formula ((Clean(s)), (sanitize(s)), and (extend(s))(protect(s)) the life of your (car) (truck) (auto) interior

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

4-in 1 (one) formula Cleans, sanitizes, protects and extends the life of your (car) (truck) (auto) (interior)

(Great) (Ideal) (Perfect) for (road trip) spills (and messes) (and stains) (from (insert stains))

(Removes) (Eliminates) (Lifts) stains and odors from (your) (car's) upholstery

(Removes) (Eliminates) (Lifts) stains and odors from (road trip) (carpool) (accidents) (spills)

(Removes) (Eliminates) (Lifts) food stains and odors from (cars) (trucks) (vehicles) (while it (sanitizes))

(Removes) (Eliminates) (Lifts) stains and odors from (cars) (trucks) (vehicles) (while it (sanitizes))

For (home), (commercial) (and industrial) use

(Effective) (Complete) cleaning (and sanitization),(at an) (affordable price)

Cleans while (killing) (eliminating) (removing) bacteria* (and allergens**)

Formulated to break the bonds of embedded dirt and grease in high-traffic areas and heavily soiled (carpets) (insert use sites or surfaces).

Formulated to (kill) (sanitize) (eliminate) (remove) allergens and bacteria from (soft household surfaces) (insert use sites or surfaces)

Odor neutralizing technology eliminates lingering odors at the source.

Scientifically engineered to (clean) (protect) (deodorize) and eliminate (allergens**) ((and)(bacteria*))

Permanently (removes) (eliminates) (lifts) stains and odors for a longer lasting clean

(Removes) (eliminates) (lifts) stains and odors while reducing common (allergens*) and (dust mite matter*)

(Foaming) technology removes odors and stains from pet accidents

Our scientifically engineered formula unleashes (oxygen cleaning boosters) (oxy power) to eliminate odors and stains from (insert use sites, surfaces)

Foaming power scientifically engineered to lift stains from (insert use sites or surfaces) (and)(soft surfaces) without sticky residue

Non-toxic, deodorizing, professional quality antibacterial spray (with spot-bloc technology)

Scientifically engineered to give (insert use sites or surfaces) a lasting (professional quality) clean.

Eliminate(s) tough household stains (and bacteria) from everyday living without harming (insert use sites or surfaces)

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

Eliminate "yuck". Remove (insert stains) from (soft surfaces (like)) (insert use sites and surfaces)

(Eliminate) (Remove) (Terminate) ("yuck") ("ew") (gross)

(Lift) (Eliminate) (Remove) (insert stains) (stains) from (soft surfaces(like)) (insert use sites and surfaces)

Erase stains from everyday living with ease.

Revive your soft surfaces by (eliminating) (removing) (tough) stains like (insert stains)(and more.)

Keeps (insert usage site or surfaces) (soft and) smelling fresh.

Suitable in all brands of deep cleaning machines

Erase odors from (insert stains) (stains) with (oxy-powered) (oxygen powered) cleaning action.

Powerful cleaning inspired by nature

Tough on stains but won't harm (soft surfaces) (insert use sites or surfaces)

Tough on bacteria* but won't harm (insert use sites or surfaces)

Cleaning power harvested from nature

(Oxygen powered) (Oxy-powered) performance (lifts) (removes) (eliminates) stains while it (kills (99.9% of) bacteria*) (kills bacteria*) (Sanitizes) and eliminates allergens**

Powerful cleaning (action), gentle on (insert use sites and surfaces)

(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

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

Freshens soft surfaces around the home

Freshens (insert usage site or surface)

Refreshes (insert usage site or surface)

Fresh & Clean

Deodorizes

Freshens

Deodorizes & freshens

Lifts (pet) odors and freshens

Eliminates the toughest (pet) (food) odors at the source

Eliminates odors (and stains from (insert stains))

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

Freshens (insert usage surface)

Refreshes (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)

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)

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

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

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

(Effectively) (Effective in killing) (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

(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

Cleans, deodorizes and protects (soft surfaces) (insert use site or surface)

(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)

(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 (sticky) residue

No (sticky) 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,) (and) (deodorize,) (and) protect)

(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) (dyes)

(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.)

No Ammonia

Brightens

Cleans away allergens** and odor

Fragrance Free

Hypoallergenic

Keep clean between deep cleaning(s)

No Bleach

No harsh chemical smells

No harsh fumes

No optical brighteners

No phosphates

No rinsing

No VOCs

Non Toxic

Nontoxic formula inspired by nature

Odorless

Purest home clean

(Sanitize) between deep cleaning(s)

(Sanitize) without (harsh) (chemical) smells

Tough on bacteria* easy on fabrics

Won't harm (insert use surfaces)

CRI Certified

Spot clean (and sanitize) year round

Keep it clean between deep cleanings.

(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 or surfaces)

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 or surface)

Everyday formula

(Suitable) For everyday use

Multi-Purpose (solution) (formula)

Dual (Triple) Action

Multi-use

(Perfect) for everyday (use) (cleaning) (sanitization)

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

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

Treats allergens** and odors from (insert stains) (stains)

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

Fast, easy, and effective cleaning

Easy to use

Leaves no residue

No sticky residue

Suitable for use around the (home) (house)

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

Makes (pet) (cleaning) (sanitization) easier

No rinsing required

No rinse formula

Convenient to use (-cleans and sanitizes)

Ready to use

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) (insert 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)

Spot cleaning (and sanitization) for you (insert use sites or surfaces)

Spot cleaning for your (insert use sites or surfaces)

(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

(Fragrance(s))Inspired by nature

Pro-power (cleaning action)

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

Optional Fragrances

(Free of) (no) dye and/or perfumes

Aspen Air

Catch a Wave

Pacific Palm

Clean Scent

Daybreak

Everfresh

Fresh Scent

Nature inspired scents

No fragrance added

Ojai Orange

Woodlands

Fragrance Free

Treehouse Swing

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

Optional Marketing Language

All in one formula kills 99.9% of bacteria* and allergens** without scrubbing.

(Sanitizes) without harming (insert use sites or surfaces)

Sanitize and refresh (insert use site) (insert use surface).

Kills 99.9% of bacteria* and allergens without harming (carpet fibers) (insert use sites or surfaces)

Spot clean and sanitize your (insert use surface) (around the home) (and more).

Eliminate pet dander and other common allergens* with ease.

Powerful (antibac) (antibacterial) formula removes stains from (pet accidents),(food), (grease),(dirt), (mud), (insert stains) (and more) (while eliminating 99.9% of bacteria*) (with no sticky residue)

Cleans (and) deodorizes (and protects) most soft surfaces in one simple step.

With a single spray, kill (stinky) (yucky) bacteria* and eliminate allergens* on soft surfaces around the home.

Can be used on (insert use surfaces) and more.

Non-toxic formula can be used around kids and pets (when used as directed).

This ready to use formula eliminates common allergens** and (bacteria*) while lifting stains and eliminating odors from (insert use surfaces) (and more). No harsh fumes.

Sanitizes and removes allergens and (unpleasant) odors from soft household surfaces like (insert usage sites) (and more). Non-toxic.

(Here) (for) when you need it

Sanitizes and removes allergens and (unpleasant) odors from (insert usage sites or surfaces) (and more). Non-toxic.

(Get) (Be) Guest Ready

Take (it) (me) with you

Trial size

Travel size

Mom approved

Paw approved

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

Weekend warrior approved

Love your (kids) (pets) not their (messes) (stains)

Love food, eliminate their lingering odors

Spray. Clean. Entertain.

Spray. Sanitize. Relax.

No sticky residue.

(Be) (Get) Road Trip Ready

(Put your car on) Auto Refresh

(Enjoy a) Fresh Ride

Put your trust back in (insert usage site or surface) after giving it a few quick sprays (with insert product name variation)

Bacteria's been living right under your nose (this whole time). (Time to evict it.)

Evict bacteria.

(Sleep) (Rest) easy (easier) with Antibacterial soft surface protection

Keep (their) (your) space(s) (bacteria*) (allergen**) free (with the pull of a trigger)

TSA Ready

Airport (friendly) (ready)

Carry on (friendly) (ready)

Portable

Easy carry size

Glovebox (ready) (friendly)

Purse mate

Tough on (bacteria*) (grime) (dirt) (stains)

Gentle on (soft surfaces) (insert use sites or surfaces)

The smart(er) way to clean and (sanitize)

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

Instant stain remover

(Insert produce name) instant stain remover (and sanitizer)

Removes some of your toughest fresh food and drink stains (from (insert use sites or surfaces))

Helps remove tough (grease) stains (and bacteria*) while "on the go"

Powerful cleaning action that breaks down stains

Travel without fearing (stains) ((and) bacteria*)

(Eliminates) (Removes) tough odors in (fabric) (upholstery) (insert use sites or surfaces)

Because there's no telling what your (pets) (kids) track into ((the) (your) house) (their beds) (the car)

Because there's no telling what you track into ((the) ((your) house) (your bed) (the car) (the hotel room)

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

ALTERNATE BRAND NAMES

Rug Doctor	Professional	Antibacterial	Soft Surface Sanitizer	
Rug Doctor	Platinum Pure	Antibacterial	Soft Surface Sanitizer	
Rug Doctor	Pure Power	Antibacterial	Soft Surface Sanitizer	
Rug Doctor	Pure	Antibacterial	Soft Surface Sanitizer	
Rug Doctor	Essentials	Antibacterial	Soft Surface Sanitizer	
Rug Doctor	Professional	Antibacterial	Soft Surface Sanitizer	To Go
Rug Doctor	Platinum Pure	Antibacterial	Soft Surface Sanitizer	To Go
Rug Doctor	Pure Power	Antibacterial	Soft Surface Sanitizer	To Go
Rug Doctor	Pure	Antibacterial	Soft Surface Sanitizer	To Go
Rug Doctor	Essentials	Antibacterial	Soft Surface Sanitizer	To Go
Rug Doctor	Professional	Antibacterial	Soft Surface Cleaner	
Rug Doctor	Platinum Pure	Antibacterial	Soft Surface Cleaner	
Rug Doctor	Pure Power	Antibacterial	Soft Surface Cleaner	
Rug Doctor	Pure	Antibacterial	Soft Surface Cleaner	
Rug Doctor	Essentials	Antibacterial	Soft Surface Cleaner	
Rug Doctor	Professional	Antibacterial	Soft Surface Cleaner	To Go
Rug Doctor	Platinum Pure	Antibacterial	Soft Surface Cleaner	To Go
Rug Doctor	Pure Power	Antibacterial	Soft Surface Cleaner	To Go
Rug Doctor	Pure	Antibacterial	Soft Surface Cleaner	To Go
Rug Doctor	Essentials	Antibacterial	Soft Surface Cleaner	To Go
Rug Doctor	Professional	Antibacterial	Sanitizing Spray	
Rug Doctor	Platinum Pure	Antibacterial	Sanitizing Spray	
Rug Doctor	Pure Power	Antibacterial	Sanitizing Spray	
Rug Doctor	Pure	Antibacterial	Sanitizing Spray	
Rug Doctor	Essentials	Antibacterial	Sanitizing Spray	
Rug Doctor	Professional	Antibacterial	Sanitizing Spray	To Go
Rug Doctor	Platinum Pure	Antibacterial	Sanitizing Spray	To Go
Rug Doctor	Pure Power	Antibacterial	Sanitizing Spray	To Go
Rug Doctor	Pure	Antibacterial	Sanitizing Spray	To Go
Rug Doctor	Essentials	Antibacterial	Sanitizing Spray	To Go
Rug Doctor	Professional	Antibacterial	for Pet Stains	
Rug Doctor	Platinum Pure	Antibacterial	for Pet Stains	
Rug Doctor	Pure Power	Antibacterial	for Pet Stains	
Rug Doctor	Pure	Antibacterial	for Pet Stains	
Rug Doctor	Essentials	Antibacterial	for Pet Stains	
Rug Doctor	Professional	Antibacterial	for Pet Stains	To Go
Rug Doctor	Platinum Pure	Antibacterial	for Pet Stains	To Go
Rug Doctor	Pure Power	Antibacterial	for Pet Stains	To Go
Rug Doctor	Pure	Antibacterial	for Pet Stains	To Go
Rug Doctor	Essentials	Antibacterial	for Pet Stains	To Go

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

Rug Doctor	Professional	Antibacterial	Automotive Sanitizer	
Rug Doctor	Platinum Pure	Antibacterial	Automotive Sanitizer	
Rug Doctor	Pure Power	Antibacterial	Automotive Sanitizer	
Rug Doctor	Pure	Antibacterial	Automotive Sanitizer	
Rug Doctor	Essentials	Antibacterial	Automotive Sanitizer	
Rug Doctor	Professional	Antibacterial	Automotive Sanitizer	To Go
Rug Doctor	Platinum Pure	Antibacterial	Automotive Sanitizer	To Go
Rug Doctor	Pure Power	Antibacterial	Automotive Sanitizer	To Go
Rug Doctor	Pure	Antibacterial	Automotive Sanitizer	To Go
Rug Doctor	Essentials	Antibacterial	Automotive Sanitizer	To Go
Rug Doctor	Professional	Antibacterial	Multi-Surface Sanitizer	
Rug Doctor	Platinum Pure	Antibacterial	Multi-Surface Sanitizer	
Rug Doctor	Pure Power	Antibacterial	Multi-Surface Sanitizer	
Rug Doctor	Pure	Antibacterial	Multi-Surface Sanitizer	
Rug Doctor	Essentials	Antibacterial	Multi-Surface Sanitizer	
Rug Doctor	Professional	Antibacterial	Multi-Surface Sanitizer	To Go
Rug Doctor	Platinum Pure	Antibacterial	Multi-Surface Sanitizer	To Go
Rug Doctor	Pure Power	Antibacterial	Multi-Surface Sanitizer	To Go
Rug Doctor	Pure	Antibacterial	Multi-Surface Sanitizer	To Go
Rug Doctor	Essentials	Antibacterial	Multi-Surface Sanitizer	To Go