



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 21, 2023

Keiona Pasco
Senior Regulatory Specialist for,
Thor Specialties, Inc.
Electronic Transmittal: [Kpasco@thorsp.com]

Subject: PRIA Label and CSF Amendment –Adding new efficacy claims to the label and revising Basic and Alternate CSF#1
Product Name: Acticide C&D 09 Wipes
EPA Registration Number: 67071-123
Received Date: January 11, 2023
Action Case Number: 00424132

Dear Ms. Pasco:

The amended label and CSF(s) referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, are 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. Pursuant to 40 CFR 156.10(a)(6), 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.

Please note that the record for this product currently contains the following CSF(s):

- Basic CSF dated 06/28/2023
- Alternate CSF 1 dated 06/28/2023

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 FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). 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) lists 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,

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FIFRA section 12(a)(1)(B). 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 Assurance.

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 with FIFRA section 6. If you have any questions, please contact Karen M. Leavy-Munk by phone at (202)-566-0668, or via email at Leavy.Karen@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Tara M Flint Silva". The signature is written in a cursive, flowing style.

Tara Flint Silva, Acting Product Manager 31
Regulatory Management Branch I
Antimicrobials Division
Office of Pesticide Programs

Enclosure: stamped label

ACTICIDE® C&D 09 WIPES

Active Ingredients:

Didecyl dimethyl ammonium chloride.....	0.117%
Alkyl* dimethyl benzyl ammonium chloride *(67% C12, 25% C14, 7% C16, 1% C18).....	0.231%
Other Ingredients**	<u>99.652%</u>
Total	100.000%

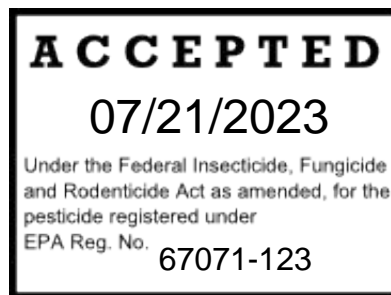
**Does not include the weight of dry wipes.

{Note to reviewer:}

{Items in brackets [A] are optional text and claims for the final product label}

{Items in braces {A} are for information purposes and will not appear on final label}

**Disinfecting [Sanitizing] [Bactericidal] [Antimicrobial] [Pre-moistened] [Disposable]
[Wet] [Wipes] [Towelettes] [Sheets] [Cloths]**



KEEP OUT OF REACH OF CHILDREN

[CAUTION [PRECAUCIÓN]]

[PRECAUTIONARY STATEMENTS]

[HAZARDS TO HUMANS AND DOMESTIC ANIMALS]

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

[FIRST AID]

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

[Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling poison control center or doctor, or going for treatment.]

Manufactured for: Thor GmbH
U.S. Office: Thor Specialties, Inc.
50 Waterview Drive; Shelton, CT 06484
Tel. (203) 516-6980

EPA Reg. No. 67071-123
EPA Est. No. {as indicated on container}

Net Contents: *[insert # of wipes per unit]* [premoistened] [disinfecting] [bactericidal] [cleaning] [wet]
[multi- purpose] [touch-up] [mopping] [towelettes] [wipes] [cloths] [sheets]

Net Contents: {*expressed as avoirdupois pounds and ounces*}

[Minimum] [Min.] [Wt.] [____lb.] [____oz.] or [Minimum] [Min.] [Net Wt.] [____lb.] [____oz.]

{*optional: wipe dimensions:*}

(____ x ____) [inches] [in.] or [____" x ____"]

[Lot/Batch No.] {*Note to reviewer: Will appear on either label or container.*}

Front / Back Panel Optional Text

See [bottom][side] for [date] [lot code] [EPA][Registration][Establishment][Number][information]

Not for individual sale

Best if used by[:] *[insert date]*

Not for sale [use] after *[insert date]*

Not for sale in *[insert name of state(s)]*

Made [Assembled] in [the] USA

Manufactured in: *[insert country]*

Country of origin: *[insert country]*

{DOT symbols}

{QR code}

{Barcodes}

{Recycling Logos}

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

Do not use as a diaper wipe or for personal cleansing.

This is not a baby wipe[!]

Do not flush [in toilet].



Do Not Flush

For plastic and painted surfaces, spot test on an inconspicuous area before use.

[This product] *[or insert product name]* will not harm most surfaces, including acrylic, sealed fiberglass and vinyl.

Not recommended for unpainted, unsealed, waxed or oiled wood, and natural marble or brass.

For full ingredient information please visit our website.

For full ingredient information please call [Customer Service] [at] – or--- *[insert supplemental registrant's customer service number]*.



Use your [smart][cell][phone] to [scan this code][to learn more] [get more information][about this product].

{Note to reviewer: Optional Emergency contact information}

[For emergency information on product, usage, etc.), call (1-XXX-XXX-XXXX)][or][your local poison control center] [In case of emergency, call toll free 1-800-424-9300.][Have the product container or label with you when calling a poison control center or doctor, or going for treatment.]

DIRECTIONS FOR USE:

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

[TO] CLEAN [CLEANING] AND [DISINFECT][DISINFECTION][SANITIZATION][SANITIZING] [VIRUCIDAL] [MOLD AND MILDEW⁸ CONTROL] DIRECTIONS:

TO CLEAN AND/OR DEODORIZE: Wipe hard, non-porous, non-food contact surface(s) with [wipe] [towelette] [cloth] [sheet]. Let air dry. Discard used [wipe] [towelette] [cloth] [sheet] in trash. Do not flush [in toilet].

TO CLEAN and DISINFECT¹ hard, non-porous, non-food contact surfaces: If surfaces are visibly dirty, clean first with a [wipe] [towelette] [cloth] [sheet] before disinfecting. Use enough [extra] wipes to visibly wet surface(s) for 3 minutes to [disinfect][kill] 99.9% of [germs⁴] [&] [15 seconds for] [viruses⁵]. Discard used [wipe] [towelette] [cloth] [sheet] in trash. Do not flush [in toilet].

TO CLEAN and SANITIZE² hard, non-porous, non-food contact surfaces: If surfaces are visibly dirty, clean first with a [wipe] [towelette] [cloth] [sheet] before sanitizing. Use enough [extra] wipes to visibly wet surface(s) for 10 seconds to kill 99.9[9]% of bacteria¹⁵. Discard used [wipe] [towelette] [cloth] [sheet] in trash. Do not flush [in toilet].

TO SANITIZE AND/OR DEODORIZE hard, non-porous, non-food contact surfaces: wipe surface, using enough [wipes] [towelettes] [cloths] to allow cleaned treated surface to remain wet for 10 seconds. Let surface dry. Discard used [wipe] [towelette] [cloth] [sheet] in trash. Do not flush [in toilet].

FOR MOLD and MILDEW⁸: **ACTICIDE[®] C&D 09 Wipes** *[insert product or brand name]* will effectively inhibit the growth of mold and mildew and the odors caused by them when applied to hard, non-porous, non-food contact surfaces. Follow disinfection instructions. Repeat treatment every seven days or more often if new growth appears.

DIRECTIONS FOR FLOOR WIPE USE:

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

TO CLEAN AND DEODORIZE floors: Wipe hard, non-porous, non-food contact surface(s) with [wipe] [towelette] [cloth] [sheet]. Let air dry. Discard used [wipe] [towelette] [cloth] [sheet] in trash. Do not flush [in toilet].

TO CLEAN AND DISINFECT¹ floors: Pre-clean floor in normal manner. Attach a pre-moistened wipe to the mop head using the fasteners provided. Thoroughly wet floor with wipes. Change wipe when soiled or replace with a fresh wipe once visibly soiled or no longer thoroughly wetting the surface. Allow surface to remain visibly wet for 3 minutes. Let air dry. On average, one wipe will clean [x] square feet of floor. For a larger area you may need to use more than one wipe. Discard used wipe in trash. Do not flush. Contact manufacturer of wood floors prior to use.

*** For use on non-critical environmental surfaces in medical or healthcare facilities:

TO CLEAN and/or Deodorize non-critical environmental surfaces: Wipe hard, non-porous, non-food contact surface(s) with [wipe] [towelette] [cloth] [sheet]. Let air dry. Discard used [wipe] [towelette] [cloth] [sheet] in trash. Do not flush [in toilet].

TO CLEAN and DISINFECT¹ non-critical environmental, hard, non-porous, non-food contact surfaces: If surfaces are visibly dirty, clean first with a [wipe] [towelette] [cloth] [sheet] before disinfecting. Use enough [extra] wipes to visibly wet surface(s) for 3 minutes to [disinfect][kill] [99.9%] [99.99%] of [germs⁴] [&] [15 seconds for] [viruses⁵]. Discard used [wipe] [towelette] [cloth] [sheet] in trash. Do not flush [in toilet].

TO CLEAN and SANITIZE² non-critical, environmental, non-porous, non-food contact surfaces: If surfaces are visibly dirty, clean first with a [wipe] [towelette] [cloth] [sheet] before sanitizing. Use enough [extra] wipes to thoroughly wet surface(s) for 10 seconds to kill [99.9%][99.99%] of bacteria¹⁵. Discard used [wipe] [towelette] [cloth] [sheet] in trash. Do not flush [in toilet].

{Examples of non-critical environmental surfaces include office desks and chairs, cafeteria tables, lamps, TV remotes, etc.}

{Note for reviewer: For environmental use sites that include medical facilities, one of the following two statements must be used:}

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

{or}

This product is not for use on medical device(s) [surfaces].

EMERGING VIRAL PATHOGENS

{Note to reviewer: The following statements for claims against enveloped and small or large non-enveloped viruses shall not appear on the final product labels and is for guidance only.}

This product qualifies for emerging viral pathogen claims per the EPA’s ‘Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA- Registered Disinfectant Labels’ when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral categories:

- Enveloped Viruses
- Large Non-Enveloped Viruses

<i>For an emerging viral pathogen that is a/an...</i>	<i>...follow the directions for use for the following organisms on the label:</i>
Enveloped virus	Human Rotavirus (ATCC VR-2018)
Large, non-enveloped virus	Coxsackievirus (ATCC VR-155)

[Product name] has demonstrated effectiveness against viruses similar to **[name of emerging virus]** on hard, non-porous surfaces. Therefore, **[product name]** can be used against **[name of emerging virus]** when used in accordance with the directions for use against **[name of supporting virus(es)]** on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

[Name of illness/outbreak] is caused by **[name of emerging virus]**. **[Product name]** kills similar viruses and therefore can be used against **[name of emerging virus]** when used in accordance with the directions for use against **[name of supporting virus(es)]** on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[website address]** for additional information.

STORAGE and DISPOSAL

Non-refillable Container Store in original container in areas inaccessible to children. Keep securely closed. Do not reuse or refill this container. Discard empty container in trash or recycle (if available).

Refillable Container Store in original container in areas inaccessible to children. Keep securely closed. Refillable container. [Refill] empty container only with **ACTICIDE® C&D 09 Wipes** [insert product or brand name]. Do not reuse this container except as described. If not refilling, discard empty container in trash or recycle (if available).

PACKAGE DIRECTIONS

To Open Package: Open Lid. To start wipes, pull up on wipe and move wipe into the small dispensing opening [orifice] [aperture] [hole] [wave] and [pull sheet up to remove wipe] remove wipe. [The next wipe [sheet] [wet cloth] will pop up automatically]. [Always] close [snap] lid securely between uses [to retain moisture].
or

To Open Package: Open peel/reseal closure and [pull sheet up to remove wipe] remove wipe. [Always] close peel/reseal closure securely between uses [to retain moisture].

or

To Open Package: [Flip open] [Push the area marked] [“Press”] [“Push”] [“Press Here”] [“Push Here”] with your thumb and push up on the lid to open. [Thread the wipe through the dispensing lid and] Pull up wipe to remove from package. [The next wipe will pop up automatically.] Close lid securely between uses to retain moisture.

or

To Open Package: Open dispenser [and] [on] top of bag. Pull out the first wipe approximately 6 to 8 inches from the center of the roll. Place the entire bag inside of dispenser. Thread the wipe through the opening on the dispenser lid. Close the lid to retain moisture.

Micro-Efficacy & Germ⁴ Kill

{Note to reviewer: Organism name and ATCC numbers are listed on the data matrix.}

ACTICIDE® C&D 09 Wipes [insert product or brand name] are a one-step disinfectant¹ for **hard, non-porous, non-food contact surfaces** and Bactericidal [according to the modified Germicidal Spray test] in the presence of 5% organic serum against: {Choose one or more of the following organisms from the table for inclusion on the label.}

{or}

ACTICIDE® C&D 09 Wipes [insert product or brand name] [are effective against] [Kills] [Eliminates 99.9%] [Removes] [Destroys]: {Choose one or more of the following organisms from the table for inclusion on the label.}

Organism Table		
<u>Disinfection</u>		
Bacteria¹⁶		
Organisms	Strain and/or ATCC	Exposure Time
<i>Bordetella pertussis</i>	[ATCC 12743]	3 min[utes]
<i>Carbapenem Resistant Klebsiella pneumoniae</i>	[ATCC BAA-1 705]	3 min[utes]
<i>Klebsiella aerogenes</i>	[ATCC 13048]	3 min[utes]
<i>Extended Spectrum Beta Lactamase (ESBL) producing E. coli</i>	[ATCC BAA-1 96]	3 min[utes]
<i>Legionella pneumophila</i>	[ATCC 33153]	3 min[utes]
<i>Multi-drug Resistant [(MDR)] Acinetobacter baumannii</i>	[ATCC 19606]	3 min[utes]
<i>Multi-Drug Resistant [(MDR)] Enterococcus faecium</i>	[ATCC 51559]	3 min[utes]
<i>Methicillin-Resistant Staphylococcus aureus (MRSA)</i>	ATCC 33591	3 min[utes]
<i>Serratia marcescens</i>	ATCC 14756	3 min[utes]
<i>Multi-drug resistant Streptococcus pneumoniae</i>	[ATCC 700677]	3 min[utes]
<i>Pseudomonas aeruginosa [(Pseudomonas)]</i>	[ATCC 15442]	3 min[utes]
<i>Salmonella enterica [(Salmonella)]</i>	[ATCC 10708]	3 min[utes]
<i>Staphylococcus aureus [(Staph)]</i>	[ATCC 6538]	3 min[utes]

Viruses⁵

Organisms	Strain and/or ATCC	Exposure Time
<i>Avian influenza [Type A] virus (H5N1)</i>	Strain VNH5N1-PR8/CDC-RG CDC #2006719965]	15 sec[onds]
<i>Avian Influenza A (H7N9) virus</i>	Strain wildtype A/Anhui/1/2013, CDC # 2013759189	15 sec[onds]
<i>Bovine Viral Diarrhea Virus</i> [(Surrogate for Human Hepatitis C Virus)]	[ATCCVR-1422, NADL]	15 sec[onds]
<i>Canine Distemper Virus</i>	[ATCC VR-128] [Strain Lederle]	15 sec[onds]
<i>Coxsackievirus</i>	[ATCC VR-155] [type B6] [strain Schmitt]	15 sec[onds]
<i>Duck hepatitis B virus [(Human hepatitis B surrogate)]</i>	[9/1/15 Strain of DHBV]	15 sec[onds]
<i>Herpes Simplex virus [type 1] [(Herpes)]</i>	[ATCC VR-733] [Strain F(1)]	15 sec[onds]
<i>Herpes Simplex virus type 2</i>	[ATCC VR-734] [Strain G]	15 sec[onds]
<i>Human Coronavirus</i>	[ATCC VR-740 Strain 229-E]	15 sec[onds]
<i>Human Immunodeficiency Virus type 1 [(HIV-1)]</i>	[Strain HTLV-IIIb]	15 sec[onds]
<i>Influenza virus [Type A2] [Flu Virus]</i>	[ATCC VR-544] [Strain Hong Kong]	15 sec[onds]
<i>Influenza A virus [H1N1]]</i>	[CDC strain 2009712192]	15 sec[onds]
<i>Measles Virus</i>	[Strain Edmonston; ATCC VR-24]	15 sec[onds]
<i>MERS (Middle Eastern Respiratory Syndrome)-Associated Coronavirus</i>	(MERS-CoV)	15 sec[onds]
<i>Mumps virus</i>	[Strain Jones; ATCC VR-1438]	15 sec[onds]
<i>Newcastle disease virus</i>	[LaSota Strain]	15 sec[onds]
<i>SARS-associated Coronavirus</i>	[CDC strain 200300592]	15 sec[onds]
<i>Rotavirus</i>	[ATCC VR-2018]	15 sec[onds]
<i>Severe Acute Respiratory Syndrome-Related Coronavirus 2 (SARS-CoV-2)(COVID-19 Virus)</i>	[ATCC CRL-1586]	15 sec[onds]
<i>Respiratory Syncytial Virus (RSV)</i>	[ATCC VR-26, Strain Long]	15 sec[onds]

Sanitization

Bacteria¹⁵

Organisms	Strain and/or ATCC	Exposure Time
<i>Campylobacter jejuni</i>	[ATCC 29428]	10 sec[onds]
<i>Escherichia coli O157:H7 [(E. coli)]</i>	[ATCC 35150]	10 sec[onds]
<i>Klebsiella pneumoniae [(Kleb)]</i>	[ATCC 4352]	10 sec[onds]
<i>Staphylococcus aureus [(Staph)]</i>	[ATCC 6538]	10 sec[onds]
<i>Listeria monocytogenes [(Listeria)]</i>	[ATCC 19117]	10 sec[onds]
<i>Salmonella enterica [(Salmonella)]</i>	[ATCC 10708]	10 sec[onds]
<i>Shigella flexneri serotype 1B</i>	[ATCC 9380]	10 sec[onds]
<i>Streptococcus pyogenes [(Strep)]</i>	[ATCC 19615]	10 sec[onds]

Mildew Fungistat⁸

Organisms	Strain and/or ATCC	Exposure Time
<i>Aspergillus niger</i>	[ATCC 6275]	Re-apply 7 days

{Note to reviewer: Pages 8-27 are considered optional marketing language. All designators (i.e. asterisks and/or numbers) used throughout the label may be interchanged as needed on final printed label. Any references or claims to “new” or “now cleans X” are only allowed for 6 months after label approvals.}

Kills [99.9% of][germs⁴][bacteria¹⁵][viruses⁵]
Now kills [insert from list of organisms] in [xx seconds][x minutes]
Kills [99.9% of] [common household bacteria¹³] germs⁴ [to help reduce the spread of germs between treated hard, non-porous surfaces in high traffic areas] -or- [from surface to surface]
[Kill[s] [99.9%][99.99%] of] [effective against] bacteria⁷[insert from list of organisms] [that cause odor] [that cause scum and slime on hard, non-porous surfaces] in just [xx seconds] [x minutes]
Kills Bacteria¹⁷ that grows in the shower/bathroom
[Kills] [Effective against] [insert from list of organisms]
[Kills] [Wipe Out 99.9% of] [germs⁴][Bacteria¹⁵] [Viruses⁵]
Kills [99.9% of] viruses⁵ that cause the flu⁶ [in][x seconds]
Kill[s] [Eliminates 99.99% of] E.coli O157:H7 in 10 seconds
Kill[s] [insert from list of organisms], the bacteria¹² that [can] [may] cause[s] food poisoning
Kill[s] germs⁴ [in] [the] [insert use site or surface]
Kill[s] 99.9% of [remove[s]] [effective against] [odor causing⁷] [common household bacteria¹³] [common kitchen and/or bathroom bacteria¹³]
Kills viruses that cause the flu [flu-causing virus⁶]
Kills [99.9%][99.99%] of bacteria^{15,16} [insert from list of organisms]
This product [or product-or-brand name] Kills [99.9%][99.99%] of bacteria^{15,16} on hard, nonporous floors in [xx seconds][x minutes]
Kills [99.9%][99.99%] of odor-causing bacteria⁷ for a better clean
[Prevents the growth of] bathroom shower mold⁸
Kills the bacteria¹⁷ that [can] cause[s] bathtub rings
Kills *Bordetella pertussis*, the organism that can cause whooping cough
[Bactericidal] [Antimicrobial] [Disinfecting][health club][equipment][hotel][guest room] wipe
[Antimicrobial] [Bactericidal][Kitchen][Bathroom] Wipes
Virucidal [bactericidal][household] [surface] cleaner [cloth][wipe]
[And even] [kills] [eliminates 99.9% of] [insert from list of organisms] in [x seconds]
Helps kill 99.9% of germs⁴ before they multiply and thrive
Effective in 3 minutes against [insert from list of organisms]
[10] [-second] [Quick] [Fast] [acting] sanitization
[10] [seconds] is all it takes to kill [99.9%][99.99%] of bacteria¹⁵
Controls [and] [Prevents] [Inhibits] buildup of mold and mildew⁸ [in damp and musty places]
[Kill[s]][Controls] [99.9%] [of] [Effective against] viruses that cause the flu⁶.
[Also] [Even] Kills [Antibiotic Resistant Bacteria¹¹] including [insert from list of organisms]
[Also] [Even] Kills Flu Viruses⁶.
[Approved to] [Kill[s]] [over] [XX] [insert # of organisms] [germs⁴] including [insert from list of organisms] [and many other] [germs⁴] [bacteria^{15,16}] [viruses⁵].
Approved to kill[s] 99.9% [99.99%][99.999%] of bacteria^{15,16}
[This product] is [a] [mildewstatic⁸] [mildewstat⁸] and will effectively [inhibit] [prevent] the growth of [mold⁸ and] [mildew⁸] on hard, non-porous surfaces.
[This product] kills [insert from list of organisms] [on hard, non-porous surfaces] [in [xx seconds] or [x minutes]

Use them [on kitchen counters] before and after cooking to kill [common] [bacteria¹³] [viruses⁵] [germs⁴]
Use [them] [this product] [on surfaces] *[insert use site or surface]* [where] [bacteria^{15,16}] [viruses⁵] [germs⁴] may be a concern.
[Eliminates] [Destroys] [Gets rid of] 99.9% of [bacteria¹⁵] [germs⁴] [all] around [your] [the] [bathroom] [restroom] [kitchen][school] [classroom] [home] [house] [office] like *[insert from list of organisms]*
[Wipes out 99.9% of] [Kills] [Eliminates 99.9% of][Destroys] viruses⁵ and bacteria¹⁵ [including the flu virus⁶]
[Wipes out 99.9% of] [Kills] [Eliminates 99.9% of][Destroys] [bacteria¹⁵][viruses⁵][germs⁴] *[insert from list of organisms]* in [just] [xx seconds][x minutes]
Clean[s] away -and- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- get[s] rid of 99.9% of [the] bacteria¹⁵ -and/or- [other] germs⁴ -and/or- virus[es]⁵ [commonly found in -and/or- on *[insert use site or surface]*.
Effective in [x minutes] [xx seconds] against the following [Common] household [kitchen] [bathroom] bacteria¹³: *[insert from list of organisms]*
Effective against [bacteria^{15,16}] [viruses⁵] [germs⁴]: *[insert from list of organisms]*
Effective against bacteria¹² that cause food- borne illnesses
Proven One-Step Disinfectant Cleaner for non-food contact surfaces that is effective in the presence of [soil] [5% serum contamination] ¹
Wipe Away 99.9% of [Germs⁴] [Influenza Type A, the Flu Virus⁶] [Bacteria¹⁵] [Viruses⁵]
Wipes out 99.9% of the common flu virus⁶ [Influenza A virus] [flu-causing virus⁶ [Influenza A virus]]
Wipes out 99.9% of the common flu-causing virus⁶ [Influenza A virus]
[Wipes out 99.9% of] [Kills] [common] [household] [bacteria¹³] [viruses⁵] [germs⁴]
[Product name] Disinfects surfaces by killing 99.9% SARS-related Coronavirus 2 [in one step]¹ ¹⁴
[Effective against] [Kills] [Disinfects] 99.9% SARS-related Coronavirus 2 [in just 15 seconds] ¹⁴
[Product name] Kills the Virus that causes COVID-19^{10,14}
[Product name] Kills 99.9% of COVID-19 Virus¹⁰ [on hard nonporous surfaces] [in just 15 seconds]
[Product name] Kills [the] [COVID-19 Virus¹⁰]¹⁴
[Tested and] Proven to Kill 99.9% of COVID-19 Virus¹⁰ [, the cause of COVID-19] ¹⁴
[Tested and] Proven to Kill 99.9% of the [COVID-19 Virus¹⁰] Virus that causes COVID-19^{10,14}
[Tested and] Proven to Wipe Out 99.9% of the COVID-19 Virus^{10,14}
[Product name] Wipes Out 99.9% of the COVID-19 Virus¹⁰ [in just 15 seconds] ¹⁴
Kills Cold [&] [and] Flu Virus⁶ [in X seconds] [in X minutes]
Kills 99.9% of viruses⁶ that cause Cold & [and] Flu
Kills 99.9% of virus [es]⁶ that cause [the] [common] cold[s]
Kills 99.9% of germs⁴ including Cold & Flu Viruses⁶
Effective against Cold [and] [&] [Flu] virus[es]⁶
Help stay ahead of cold & [and] flu
Be prepared for cold & [and] flu season
Get ready for Cold & Flu Season[!]
Clean and [disinfect] [sanitize] [commonly touched] [household] surfaces in [just][xx seconds] [x minutes][!] ^{1,2}
[Eliminates] [Destroys] [Gets rid of] 99.9% of [bacteria¹⁵] [germs⁴] [all] around [your] [the] [bathroom] [restroom] [kitchen] [school] [classroom] [home] [house] [office]
[Disinfect] [Sanitize] [Surfaces] [Your House] [Your Kitchen][Your Bathroom] [Daily] [Everyday]
[Disinfect] [Sanitize] [Your Desk] [Your Office] [Your Room] [Daily] [Everyday] [Classroom] [Car]
Every day, every room disinfectant [sanitizer]
[Disinfecting] [Sanitizing] Formula [Wipes]
[This product] -or- *[insert product name]* cleans, deodorizes, and disinfects common hard, nonporous indoor and outdoor surfaces ^{1,2}
[One step cleaning and/or disinfecting for non-food contact surfaces and/or deodorizing] ¹
Disinfect -and/or- touch-up clean ¹
Cleans -and/or- disinfects -and/or- deodorizes ¹
Anytime [Daily][Every day][In one step]¹ for non-food contact surfaces
[Sanitize][Disinfect] [airplane][airliner] [tray[s]] [tray table[s]]

[Sanitize][Disinfect] any room in the house
[Sanitize(s)][Disinfect(s)] the hard, non-porous surface(s) of *[insert use site or surface]*
[Sanitizes][Disinfects] hard, non-porous surfaces [that people touch]
[Teachers] Clean up the classroom [with this product]
[With proven] Bactericidal Action
Can help [Helps] [to] reduce the risk of cross-contamination between treated surfaces.
Disinfect [your cart] [before you shop]
Each pre-moistened, disposable [wet] [cloth] [wipe] [is treated with a special cleaner] [that actually], kills germs⁴ [even the bacteria⁷ that cause odors] [wherever you use it]
Effective [at] [disinfecting] [and] [sanitizing] *[insert use site or surface]*
Everything you need to clean is already in the wipe
Pre-moistened [pre-soaked or pre-sprayed or pre-wetted] towels are effective for everyday cleaning, deodorizing and disinfecting ¹
Proven One-Step Disinfectant Cleaner for hard non-porous, non-food contact surfaces that is effective against broad spectrum of bacteria^{16,1}
Put this product on your school supply list to help keep your child's classroom clean on hard nonporous surfaces such as *[insert use site or surface]*
Reduce risk of cross contamination between hard non-porous surfaces [in the kitchen]
Tough on [Germs⁴] [Bacteria^{15,16}]

- **Disinfecting, Cleaning & Malodor Control**

[Clean], [[Remove] [Break down] [more] [messes] [grime] [dirt] [germs⁴] *[insert from list of target soils]* ^{1,2}
An effective way to clean and deodorize hard non-porous, non-food contact surfaces against odor-causing bacteria⁷
[A[n]] [Great] [Easy] [Everyday] Cleaner
Bactericidal [formula] [cleans and disinfects] ¹
[Effectively] works on [many] [most] [a wide range of] [household] [kitchen] [bathroom] hard non-porous surfaces
[Premoistened] [wet] disinfecting [textured] [bactericidal] [wipes] [towelettes] [cloths]
For general [cleaning] [and] [disinfecting] [sanitizing] hard non-porous non-food contact surfaces ^{1,2}
Handles daily clean-ups with no need for additional sprays, sponges or buckets
[Great] [suitable] [to] [for] use [all] [around] [over] [the] [house] [home] when used as directed
[Suitable] [to give you the freedom] [to] [for] use [the product] [everyday] [and] [all] [around the house]
All around the house [disinfecting] [cleaning formula] on hard, non-porous surfaces
[This product] [is] a [convenient] way to [clean] [and] disinfect [sanitize] hard non-porous, non-food contact *[insert use site]* surfaces ³
[Multi-purpose] kitchen [everyday] [daily] [touch-up] [cleaning]
[Clean] and [Sanitize] and [Disinfect] hard, nonporous surfaces [in any room in the house] [throughout the house] ³
Cuts [tough] grease, kills bacteria^{15,16}
[Cleaning -and/or- disinfecting] that fits into your life ^{1,2}
Cleans and [disinfects] [sanitizes] [without scratching] [surfaces] ^{1,2}
[Cleans as it] [disinfects] [sanitizes] [in one step][one step disinfectant for hard non-porous, non-food contact surfaces] [without [a] [the] [that] disinfectant smell] ^{1,2}
Clean and disinfect [in one step for hard non-porous, non-food contact surfaces] [in one step] ¹
[Cleans] [dissolves] [soap scum] [and] [baked on grease]
[Cleans] [removes] [tough] [grimy] [bathroom] [kitchen] [floor] messes [with little effort] [with little muscle power] [within seconds] [within minutes]
[Cuts Grease] [and] [Lifts Messes]
Cleans as it deodorizes [and sanitizes]²
[Each wipe is] versatile for deep [touch-up] cleaning

[Everyday] [Regular] [Cleaning] Wipes
[Great] For use on hard, non-porous non-food contact surfaces
[Great] for Cleaning Your [Home] [Kitchen] [Bathroom] [Room]
Cleans [with][and leaves] [a pleasant] scent
Cleans as it disinfects hard non-food contact surfaces in one step ¹
Cleans and deodorizes in one easy step ¹
Cleans [Breaks] through [dirt and] grime
Cleaner [easy] [effective] [fast] [effective] [convenient]
Cleaning your [home] [kitchen] [bathroom] [office] has never been this easy ¹
Cleaning just got a whole lot easier
[Cleaning -and/or- disinfecting] that fits into your life ¹
Cleans [on the spot] with [a] fresh -and/or- pleasant -or- nice -or- good -or- great -and/or- relaxing -or- pleasing
FRAGRANCE
Demolishes Even Stuck on Messes
[Our] [Thickest] [Disinfecting] Wipe [Recommended] [For] [To]:]
 Disinfect[s] -and/or- Kill[s] Germs⁴
 Trap[s] -and/or- Lift[s] Messes -and/or- dirt -
 Dissolve[s] -and/or- Cut[s] Grease and Grime
 [Remove[s] Baked-on Food -and/or- Gunk
 [Remove[s] Stovetop Spills
 Easily wipe away dirt, debris, dust & grime
 Effectively clean [wipes out 99.9%] everyday [tough] messes
Freshens [on contact] [as you clean]
Great for [touch-up[s] [cleaning] [those -or- life's -or- your family's] unexpected messes
Great for cleaning around the toilet
Leaves [your][household] [bathroom] [restroom] [surfaces][sanitary][fresh[and][clean] [in minutes!]
Lift away dirt and debris
Lifts Messes
Makes [your job] [cleaning] [easy]
Maximum cleaning [with] minimum effort
Powers through [tough messes] [the dirt] [the grime][odors]
Reduces [eliminates] [neutralizes] common [household] odors
Pre-moistened [pre-soaked or pre-sprayed or pre-wetted] towels are effective for everyday cleaning, deodorizing and disinfecting ¹
Removes [dust] [lint] [on] [hard, non-porous surfaces].
Soft side for wiping [cleaning] dirt away and disinfecting ¹
Specially formulated for a better clean
Spot clean[ing] -or- touch-up clean[ing] with a [fresh] [pleasant] [nice] [good] [great] [relaxing] [pleasing] [warm] insert fragrance descriptor[s] smell -or- scent
The easy way to [clean all over the house] [keep your house clean every day]
Tough on odor
Wipes Up [Out] [Through] [Tough] [Everyday] [Messes]
[Sanitize][Disinfect] any room in the house
[Teachers] Clean up the classroom [with this product]
The product is the convenient way to [touch-up] [clean -and/or- disinfect] ¹
A fresh take on tough cleaning
Bactericidal house [household] [surface] cleaner [cloth] [wipes] [formula]
[Great] for Cleaning Your [Home] [Kitchen] [Bathroom] [Room]
Cleaner [Cleaning] that is [easy] [effective] [fast] [effective] [convenient]
Cleaning your [home] [kitchen] [bathroom] [office] has never been this easy ¹
Cleaning just got a whole lot easier
Cleans [on the spot] with [a] fresh -and/or- pleasant -or- nice -or- good -or- great -and/or- relaxing -or- pleasing

fragrance

[Wow] Scrubs like a sponge

These pre-moistened, *[insert scent from fragrance list]* wipes contain scrubbing fibers for effective everyday cleaning and for tough stains, such as soap scum and baked-on grease.

[Improved formula] [for] [low -or- less -or- lower] streaking -or- visible residue! *{Note- use on labels for up to months}*

Just wipe to clean, then throw away. [It's that easy.]

[Low-Streak [Visible Residue][Low-Film][No-Film][Clear-Drying] [Formula -or- Wipe] [for] [Shiny -or- Multiple Surfaces] ¹

Convenient cart cleaning

Deodorizes [Eliminates][Neutralizes] odors [and freshens]

Don't just mask odors - [eliminate][neutralize] them

For a cleaner, fresher [home] [house], great for [all around] the [house] [home] [kitchen] [bath] on hard, non-porous, surfaces

For a long-lasting scent experience

For a powerful clean

For everyday messes

Fresh, clean scent

Leaves a [light] [clean] [fresh] scent [after you clean & disinfect] ¹

Tough on odor-causing bacteria⁷

Wiping [smooth] [soft side] for cleaning dirt away and disinfecting [With a] [fresh] [clean][pleasant] fragrance ¹.

Leaves [behind] [a][light] [long-lasting][clean] fresh [citrus] [floral] [orange] [scent][every time].

Leaves [behind] [a shine every time]

[With a] *[insert descriptor from fragrance table]* fragrance

A fresh take on tough cleaning

Freshens [as you clean]

[This product] [Even] [Removes], [Traps], [Locks in], [Captures], [Picks Up] [up to] [90%] [of] [the following] allergens⁸ *[insert allergens from claims substantiation]* [found in] [associated with] [debris] [dirt]

• **Value & Convenience**

[X] free [cloth(s)][wipe(s)] [sheet(s)]

3 [steps] in 1: wipes, scrubs and cleans [so you finish cleaning faster] ³

3-in-1: disinfect[s], clean[s], -or- cuts grease [and] -or- lifts dirt ³

Amazing Value[!] [!\$x.xx]

Bonus[!] -or- Combo -or- Family -or- Variety Pack

[Big] [Value] [Size][Pack][Canister][Can][!]

[Bonus Pack] [With] [Free][X][Wet][Wipes][Canister] [Package] [Pouch] [Tub]

[Bonus] [Amazing] [Economy] [Great] [Jumbo][Mega] [Portable] [Super] [To Go] [Travel] [Trial] [Tub] [Value]

[Refill] [Size] [Range] [Pack] [Package]

Convenience [of a wipe] [a cloth]

Convenient [size][and] [easy to use]

Convenient way to keep your home looking [fresh & clean][fresh][“just cleaned”]

[Economy][Economical][Refill[s] [one] [1] [two] [2] [three] [3] [four] [4] *[insert number items in pack]* -pack

Economy [size] [available]

[Effective] [cleaning] [disinfecting] [sanitizing] has never been [faster or easier] [more convenient] ^{1,2}

Eliminates potential for overspray

Family [Bundle] Pack

Fits on [floor] [convenience] [mop] [sweeper] [sweepers] [mops]

[Extra] [Large] [size] [wipes] [great] [perfect] [for large] [cleaning] jobs!

[Fits] [Suitable] [Designed] [for] [most] convenience mops

[Fits] [on] [Try on] [Suitable] [Designed] [for] [most] Swiffer® Sweeper Use [on] [for] *[insert target soils and/or*

use sites and/or surfaces]

Free[!] Sample [!]

Great for touch-up cleaning

[Money-saving] [Canister and] [Refill] [Value] *[insert number]* Pack

Refill [pack][saves you money]

Low[er] price per wipe

More value, same price

More [Wipes] [Cloths] [than before] [!]

No mixing [and/or spraying] [and/or fuss] [No] [mixing] [spraying] [mess] [fuss] [no muss]

No sponges, [no rags], [no buckets], [no mess][!]

Saves steps [time] [money][!]

Variety Pack

Get cleaning done [with one][wipe]

Swiffer® Sweeper is a [the] registered trade make of the Proctor & Gamble Company

[Insert brand name] is a registered trademark of *[Insert Company Name]*

• **Additional Directions for Use Sites on hard, non-porous surfaces:**

- Rinse with clean potable water after use on any object that may be place or use in or near the mouth, or any surface that may come in contact with such objects.
- *** See “Directions for Use” for non-critical environmental surfaces in medical or healthcare facilities.

Household / Consumer

[Suitable] [ideal] [made] [perfect] [great] [for] *[insert use site]*

[Suitable] [to give you the freedom] [to] [for] use [the product] [everyday] [and] [all] [around the house]

All around the [home][house]

Specially formulated for use in the *[insert use site]*

- basement [cellar]
- bath[room(s)]
- bedroom[s]
- car[s] interiors [exteriors]
- children's room
- damp [storage][areas]
- den
- deck [patio]
- dining room
- family [rooms] [areas]
- finished basement
- garage
- kitchen
- laundry room
- living room
- man cave
- mobile homes

- o play areas [playrooms][playgrounds]
- o rec [TV][game] room
- o storage areas
- o workroom

Public – Businesses - Industrial – Institutional – Commercial - Professional - Retail

Use [in [public] places] where germs⁴ may be of concern

[Great] For use at work

[Great] For use in public restrooms

[2] [Two] [1] [One] For You, [1] [One] For School

Back-to-school essential

[Send] [Bring] [Wipes] [to school] [with][me]

Cross me off your back-to-school list

Donate this product [to your child's classroom -or- school]

Put this product on your school supply list to help keep your child's classroom clean

- o [Airplanes] [airports][Air]plane Lavatories
- o assisted living [long term care][facilities]
- o athletic [exercise][workout]facilities
- o auto [automobile[s] [interiors]
- o away from home
- o barbershops
- o bars
- o basements
- o beauty salons
- o buses
- o boats
- o business & office buildings
- o bowling alleys
- o breakrooms
- o [campgrounds] [campers][RV[s]][recreational vehicles]
- o cafeterias
- o car[s] interiors [exteriors]
- o classrooms
- o church[es]
- o convenience stores
- o correctional facilities [prisons]
- o cruise ships
- o damp [storage] [areas]
- o daycare centers
- o doctor's offices***
- o dorm[s] [dorm rooms]
- o dressing rooms
- o drug stores or pharmacies
- o elevator[s] [buttons]
- o elementary Schools
- o fitness centers
- o gas stations [garage]

- grocery store [non-food contact surfaces]
- home [centers]
- [hospitality][hotel[s]][remote][control[s]]
- health clubs [spas]
- hospitals***
- houseboats
- hotels
- in public places
- [institutional][laundromat][laundry][facilities]
- kennels
- kitchens [non-porous surfaces]
- lawn chairs [furniture] [vinyl or plastic]
- lobbies
- locker rooms
- lunchrooms
- mass merchandisers
- military installations [facilities]
- motels
- nurseries {garden}
- nursing homes***
- office [buildings] [areas]
- office [equipment][keyboard][telephone]
- on the go [on-the-go]
- play areas [playrooms][playgrounds][equipment]
- [police and/or fire] vehicles
- public [facilities] [places][restrooms][telephone][booth]
- recreational centers
- rental cars
- [restrooms] [telephone[s] [booths]] [transportation areas][rest areas]
- retail [establishments]
- restaurants
- salons or [spas]
- school [buses]
- school[s] and/or-City school[s]
- shopping centers
- shower & bath areas
- Spas [spa tubs]
- storage areas [facilities]
- subways
- tack shops
- taxis [interior]
- exterior toilet [surfaces] [on][trailers][trains][airplanes]
- transportation [transport][terminals][trolleys][vehicles]
- treadmill handles][elliptical handles][exercise bikes][gym equipment]
- vacation homes
- veterinary offices*** [kennels***]
- wellness centers

• **Recommended Surfaces to Clean and Disinfect**

{May include coordinating graphics on the final Product Label.}

For use on a wide range of hard, nonporous surfaces.

- [Disinfects and and/or Sanitizes and/or Cleans] *[insert use site and/or surface]*
- [Daily][Everyday] [Cleaner][Disinfectant][Disinfecting] [Wipe] Designed for *[insert use site and/or surface]*
- specially formulated for use on *[insert use site and/or surface]*
- appliance [exterior] [surfaces] like [handles][knobs]
- bed[s] [frames][&][rails]
- bedside tables
- bathtub
- cabinets
- car [interior][dash][wheels][rubber][vinyl]mats]
- carts
- cash registers
- chairs [vinyl or nonporous fabric]
- computer [keyboards] [mouse]
- countertop
- crutches
- desks [and chairs] [with non-porous fabric]
- diaper pails
- dishwasher *[external surfaces]*
- doorknobs
- electric can openers
- equipment tables
- exercise or work-out or gym[nastics] [machines] [equipment]
- exhaust hood & vent
- exterior surfaces of urinals and/or toilets
- bath [bathroom][kitchen] faucets
- [finished or sealed] [hardwood] [tile] [floors] [fixtures]
- floors [sealed] floors around toilets
- garbage [trash] [recycling] [pails] [cans] [bins]
- [glazed and/or ceramic and/or enamel and/or porcelain] tile[s] [tiled] [walls][floors][counters][surfaces]
- [grocery or shopping] [cart[s]] [handle[s]]
- Hampers *{solid material only such as plastic}*
- handles or knobs on [toilet][toilet flush] [door] [faucet] [refrigerator][cabinets][appliances][dishwasher]
- hard, nonporous surfaces
- handrails [railings]
- laminate [flooring][floors][counters][countertops]
- lawn chairs [furniture] [vinyl or plastic]
- light switches
- medicine cabinets
- microwave [oven][exterior]
- non-food contact surfaces
- non-polycarbonate plastic surfaces office furniture
- patio [lawn][chairs] [furniture]
- picnic tables
- plastic shower curtains and/or laundry basket
- public telephone
- railings or handrails
- remote control(s)
- refrigerator exterior
- sanitizes [TV] [DVD] [Video Game] remote controls

- sealed [urethane] [varnished][wood][marble][stone][floors][furniture]
- shower [stalls] [walls][doors][curtains][areas]
- sinks [bathroom] [kitchen][faucet[s]]
- sports equipment
- stove[s]or [stove tops[s]] [exterior][outside] surfaces of⁹
- table[s] [tops]
- telecommunications equipment [surfaces] [devices] [headsets][phone]
- [exterior surface(s) of] toasters [refrigerators] [microwaves]
- [exterior surface(s) of] toilet[s] [commode][tank][handle] [seats][lids][rim]
- tub [& shower] [walls] [and or][&][surround[s]]
- TV [stands][remote[s]][control]
- under [counters][sinks]
- vanity [tops]
- vending machine surfaces⁹
- vinyl or plastic upholstery {solid, non-porous materials}
- walls [washable]
- washer [washing machine][dryer][exterior]
- weight machines
- wheelchairs
- work benches [stations]
- wrestling mats {solid vinyl or other fabric or material}

- **Surface Materials (Compatibility with Product)**

- plastics
 - Acrylic
 - Laminate Flooring
 - Laminate Countertops
 - Polyurethane
 - Sealed fiberglass
 - Vinyl flooring, solid fabric
- metals
 - Aluminum
 - Chrome
 - Galvanized steel
 - Stainless steel
- natural
 - Sealed Quartz
 - Sealed granite
 - Sealed hardwood
 - Sealed marble
 - Wood, Sealed or Finished {example: urethane, varnish}
 - Glazed porcelain
- other
 - Formica[®]
 - Corian[®]
 - Glazed porcelain or ceramic tile
 - Porcelain enameled stainless steel

- **Not recommended for use on {see list below}**

- unfinished floors {of any type of material}

- fabrics [carpets][clothing] [cloth]
- unsealed, porous natural stone [marble, terra cotta, granite]
- televisions [computer] [tablet] monitors and/or screens
- cell [mobile] phones
- brass or copper-based metal
- cookware, dishes, utensils or glassware

Formica® is a [the] registered trademark of the Diller Corporation

Corian® is a [the] registered trademark of DuPont

[Insert Brand name] is a [the] registered trademark of [Insert Company Name]

• **Target Soils to Clean**

- barbeque sauce
- butter
- bathroom soils [fecal matter][urine][stains]
- [burnt on grease] [baked on grease][grease splatters]
- coffee[stains]
- cooking [splashes] [splatters]
- cosmetics [make-up][hand or body][creams][lotions][gels]
- crumbs and/or particulates and/or particles
- [dirt and/or mud]
- dried on [food] [dirt] [mud]
- dust and/or lint
- fingerprints
- food residues-or-soils
- [fruit]juices-or-stains
- gravy
- grease [&] or [grime]
- [hair] [gel][spray]
- [kitchen] [and] [bathroom] messes
- kitchen grease [&] [grime]
- makeup [cosmetics] [lipstick]
- maple syrup
- margarine
- mayonnaise
- meat [grease] [juice]
- milk [dairy]
- other common household soils-and/or-stains
- outdoor grime
- peanut butter
- pet areas [surfaces]
- pet [messes][stains]
- shaving cream
- [soap]scum
- [soft]drinks
- soy sauce
- spaghetti sauce
- [food][kitchen] [family room] [everyday] spills
- tomato[sauce]
- toothpaste

- o tough soil and/or dried on soil
- o water soluble [washable] [marker][ink][pen][marks]
- o [wine] [juice][coffee][tea][drink][beverage]spills

• **Packaging Claims**

Designer [Decorator][Holiday][Seasonal] [Collection]
Drops [Slides] into an empty [disinfecting] [wipes] canister [container]
[Easy] [Simple] [Quick] to [dispense] [refill] [use]
[Easy] [Dispensing] [Cap]
[Easily] Grab [wipes] one at a time
[Eco] [Soft] [Packs] [Paks][Canister]
Easy [pull] [flat] [flex] [flexible - and/or pop-up and/or to refill and/or to store][pack][tub][canister]
Easy to use package [canister] keeps [your] wipes moist [from drying out]
[Easily] Grab [wipes] one at a time Easy open [easy fill]
[Easy] [Simple] [Quick] to [dispense] [refill] [use]
[Easier] [Simpler] [than ever] to [dispense] [use]
[Easy] [Dispensing] [Cap]
Eco-conscious packaging [reduced plastic] – or - [packaging]
Great [pack] [size] for Travelling
New [Convenient] [Amazing] Package
Pull [back] [here] Pull n' [peel] [go] [pack]
Part of [a] Multi-Pack
[x] [Multi] [Pack] [Canister] [Package]
[Put[s]] [wipes] [are][within [easy] [arm's] reach][at your fingertips]
[Can] [easily] slip [fit] into a [purse] [pocket] [backpack] [glove compartment or box] [car] [minivan] [SUV] [lunch box]
[Flat -and/or- Flexible -and/or- Soft] [Pack] Fits in [your -or- the] purse -and/or- glove compartment -and/or- diaper bag -and/or- gym bag
Grab [and][&] Go
Great for on the go [!]
Great for the [road] [travel] [travelling]
[Portable] [Purse] [Travel][Trial] [Size] [Pack] [Pop Action]
[Refill -or- Pouch -or- Canister] Combo Pack
Reuse your [empty] canisters [again [and again]] [!] [Sample]
Refill [size] [value] [pack]
[Take] [Carry] [it] [this product] [anywhere] [everywhere]
[Tear] [open] [here] [to open]
To Go[!] [To Go] [purse] [trial] [travel] [pocket] size [pouch] [pak]

• **Substrate Claims**

2-in-1 [Wipe] [Wet] [Mopping] [Cloth]
Dual Sided: For Quick Touch[-]Ups and Textured for cleaning of tough Messes
[Premoistened] [wet] disinfecting [textured] [bactericidal] [wipes] [towelettes] [cloths]
Soft side for wiping [cleaning] dirt away and disinfecting
[Small] [size] [wipes] [great] [perfect] for small [cleaning] jobs!
Textured to pick up particles
Tough like a paper towel
[Two] [2] [Sides] [Sided] [wipe]
Interlocking weave that [traps] [and] [locks] [more] messes.
Large enough to use with [or use on or fit] [Swiffer®] [Grime Boss] Floor Sweepers] [*insert sweeper or mop*]

brand name

[Large] [size] [actual size of wipes] [textured] [wipes] [disinfecting cloths]

[Great] [Designed] [Built] for tough [messes] [cleaning]

[Cloth-like [texture] [softer feel]

[Dual sided] [wipe/action:] [*insert fiber color*] [micro weave] fibers

[Durable] [thick] [large] [larger] [tough] [wipe] [wet] [mopping] [cloth] [for] [excellent cleaning] [effective cleaning] [performance]

Each pre-moistened disposable wipe has a [scrubbing] [abrasive] side for [tough stains] [tough jobs] [like] soap scum and grease.

Made with [x%] [Tencel] [fiber]

Thick -and/or- Low-Streak Wipe

Tough[er] wipe for tough[er] cleaning [jobs]

Unique texture for tough messes [cleaning]

[Unique] [Special] [Thick] [Quilted] Texture for Tough [Messes] [Cleaning]

With extra scrubbing [cleaning] power

[Wow] [Scrubs like a sponge][!]

[Cloth-like texture] [Textured] for scrubbing cleaning power

{Optional Substrate / Nonwoven Descriptors:}

- Absorbent
- Chevron
- Diamond
- Dot
- Three [3] dimensional [3D] pattern
- Durable
- Dual-sided, 2-sided
- Embossed
- Floral
- Herringbone
- Hexagon
- Honeycomb
- Interlocking [basket] weave
- Layer[s][ed]
- Large[r]
- Micro weave
- Multi-layer[ed][s]
- Non-abrasive
- Non-scratching
- Quilted
- Raised
- Scalloped
- Soft[er]
- Smooth
- Square
- Strong[er] substrate
- Stripe(s)
- Scrubbing [Scrubby]
- Texture[s][d]

• Fragrance Names, Descriptors

{Note to reviewer: Scents may also be represented by a corresponding graphic that can be used on pack as long as it is approved by the Agency. Note that artwork containing food items (such as apples or lemons) needs to be submitted for supplemental approval}

No [without][free from] fragrance [fragrance-free]
Lemon [Breeze][Scent]
Seaside [Escape][Getaway][Mist][Salt][Scent]
Lavender [Sparkle][Breeze][Scent]
Fresh [Scent]
Citrus [Sparkle][Scent]
Linen [&] Sky
Rain Forest [Rainforest] Fresh [Scent]
[Tropical Scent]
[Mist[y] [Morning][Mountain Air][Country][Rustic]
[Garden[s]][Meadow[s]][Orchard[s]]
[Air][Water][Aqua][Mist][Winds][Breeze][Sunshine]
[Mountain[s]][Valley][Alpine][Field[s]][Forest[s]][Island[s]]
Mountain [Glacier][River][Rain][Waterfalls][Dew][Stream]
Rain [-fall] or Clean [Fresh] [Fusion] [Shower]
River [Waterfall] [Whitewater] [Clean][Burst] [Falls][Mist][Rush][Splash]
[Calm -and/or- Breezy] Outdoors [Fresh][Breeze]
[Cool] Adirondack [Mountain Air]
Rocky Springs [& Cool]
Island [Bloom][Bouquet] [Breeze]
Cascading [Clean] [Falls]
Coconut [Cool Wave]
Pacific Breeze and Coconut
[Driftwood Waters][White Sails]
Bay Breeze[Mist]
[Blue -and/or- Sun-Kissed] [Mist]
Blue [Clear][Sparkling] [Wave]
[Tropical] Palm [Breeze][Escape]
Hawaiian [Sunshine] [Aloha]
Ocean [breeze][Fresh] [Winds] [Mist]
Whisper or Wild or Wave[s]
Apple [Green Apple] [Spice] [&] [Delight]
[Berry or Lemon] [& or and] [Basil] [Lime] [Citrus][Grapefruit] [Key Lime][Orange]
[Cranberry][Mango][Mandarin Orange][Lemon Drop]
Cucumber [and] Basil
[Blast][Burst]Spritz][Zest][Energy]
Open Window [Fresh][Breeze]
Orange Breeze [Scent]
Shower or Spa [Fresh] [Clean]
Simple [Simply] [Fresh] [Clean] [Essence]
[Autumn] [Harvest][Wood][s]
Spring [&] Renewal
Summer [& Splash] [Fresh][Sun-Kissed][Tropical]
Tuscan Lavender [and] Jasmine
Veranda [breeze] [flowers] [blossoms]
Blossoms [Blooming][Essence][Bouquet][&][Breeze]
Bursting [petals] [bouquet]

Floral [Brazilian][Blossom[s]] Scent
 Fresh cut [Fresh picked]
 Gardenia -or- Hibiscus - or Jasmine - or Lavender -or Peony -or Rose
 Herbal or Herbs or Minerals or Mint or Chamomile
 Lavender [Fields] [Sparkle][& Eucalyptus][Vanilla & Comfort]
 Garden [Field][Flowers]
 Petal[s] [breeze] [pink] [rush]
 Aromatic [Crisp][Crystal]
 Fresh [Air] [Scent] [Scented] [and Clean] [Linen]
 Fusion or Infusion or Medley
 Gentle[Mild][Soft][Light[ly] Scent[ed]][Lush]
 [Soft -and/or- Gentle -and/or- Washed] Cotton [soft -and/or- fresh-and/or- whisper]
 Pure [Sheer][Serene][Clean]
 Powder [&] Elegance
 Alpine [Air][Blast][Burst][Fresh][Clean][Meadow][Mist][Rain][Splash][Waterfall]
 [Calming][French] [Lush][Mountain][Provence]
 Sheer[Soft][Sun-Drenched][Sun-Kissed][Wild] [Lavender]
 [Country][Festive][Fresh-Picked][Holiday][Rustic][Seasonal]
 [Sun-Kissed][Sun-Drenched] Bouquet [fresh][fusion]
 [Country][Open][Sun-Kissed][Lush] Meadow [flowers -and/or- blossoms]
 [Crystal] [Classic] [Holiday] [Sparkling] Clean [breeze] [linen] [mist] [&] [fresh]
 [Crystal -and/or- Sparkling] Clear [breeze] [& clean] [dew] [mist] [rain] [splash] [water[fall]]
 [Festive] Fragrant] [Holiday [Seasonal] [Simply] [Sparkling]
 Red -or- Green] Apple -or- Pear [rush] [& pear] [blossom] [splash]
 [Festive][Holiday][Lush] Orchard [breeze] [fresh] [harvest] [dew] [mist] [blossoms]
 Berry [blast] [breeze] [boom] [burst] [fresh]
 [Festive -and/or- Holiday -and/or- Seasonal]
 Mint [burst] [cooling] [rush]
 [Festive -and/or- Holiday] Eucalyptus [fresh] [breeze] [blast] [burst] [medley] [forest]
 [Festive -and/or- Seasonal] Floral [blast] [breeze] [burst] [clean] [fresh] [fusion] [mist]
 [Festive -and/or- Seasonal] Wildflower [clean [blast] [breeze] [burst] [escape[fusion] [power]
 [Lush] [Herbal] Garden [bloom][breeze] [escape] [fresh] [power] [surge] [clean] [energy] [fusion]
 [Misty] [Sheer] [Sunshine] [Soft] [Gentle Breeze]
 [Simply] Country [breeze] [whisper] [calm] [fresh] [blossoms] [spring] [stream]
 [Sparkling] [Crisp] Lemon -or- Citrus [Blend] [Zest] [blast] [breeze] [burst] [clean] [fresh] [fusion] [twist]
 [Sparkling] Glacier [mist] [splash] [blast] [burst]

[Insert Fragrance name and/or descriptor] [&] [and/or- aromatherapy -and/or- escape -and/or- fields - and/or- flowers -and/ or- garden -and/or- harvest -and/or- meadows -and/or- valley -and/or- whisper]
[Insert Fragrance name and/or descriptor] [shower] [blast -and/or- breeze -and/or- burst -and/or- rush - and/or- splash -and/or- fruit -and/or- clean - and/or fusion -and/or fresh]
[Insert Fragrance name and/or descriptor] made with [plant] [botanical[s]] [extract[s]] [infusion[s]]
 Ultimate **[Insert Fragrance name and/or descriptor from above]**
 Hint of **[Insert Fragrance name and/or descriptor from above]**
 [with] [fresh] **[Insert Fragrance name and/or descriptor from above]**
 Scent of **[Insert Fragrance name and/or descriptor from above]**
 [Calming][Soothing][Bliss][Sparkling][Cool][Refreshing] **[Insert Fragrance name and/or descriptor from above]**

For a long-lasting scent experience
 Leaves [behind] [a][light] [long-lasting][clean] [fresh] [citrus] [floral] [orange] [scent] [every time].
 Light, clean [fresh]scent

[Clean] [Refreshing] [Great] scent
[Holiday] Essence [of clean]
Modern [Traditional]

- **New Product Claims & Product Improvements**

Introducing

New [!]

[Thicker][Stronger][Scrubby] texture

Bonus [Pack] [with][Free][Canister][Package][Pouch][X] [wipes]

XX% More [Free] Wipes, Bonus Size, [Bonus] [Free] [27-ct] [35-ct] [XX-ct] Wipes, XX for the Price of YY.

XX% more wipes [vs. X count canister]

XX% bigger [larger][quilted] [wipe][cloth] [vs. X in. x Y in.]

[Larger][bigger][longer][wipes] than ever [before]

Large [Size] Disinfecting [wet] [wipes][cloths]

[Larger] [bigger] [longer] than ever Large [Size] Disinfecting [wet] cloths

[x] [times] [bigger] [larger] [than] [a] [your] [our] [regular wipe] [regular cloth]

New [Size][Large Size][X-tra Large Size][Wipe][Cloth][Canister][Package]

New [Easy][Dispensing][Cap][Canister][Pack]

[This product] removes [XX% of] the following allergens: [dust mite debris], [pet dander] and [pollen particles] [from] [non-porous hard surfaces].

Removes non-food allergens [pet dander, dust mite matter and pollen]

[Made with] xx% less plastic [than similar size containers][than previous[ly] used container[s]]

[New] [Package] [packaging] uses [x%] less material [plastic][then] [when compared to] [regular] containers [or canisters]

Breakthrough packaging[package][design]

[Package] Made from [with][uses] [X] % less plastic[waste][material]

[Better] [New] [&] [improved] [dispensing] lid [closure] [cap] [package] [dispensing]

[New] Easy [Start Lid] [Start Package] [Convenient] [Eco-Pak] [Package] [Packaging] [to store packaging]

New larger [bigger]-sized wipe

[New] Easy [Start Lid] [Start Package] [Convenient] [Eco-Pak] [Package] [Packaging] [to store packaging]

New larger [bigger]-sized wipe

[Now] Cleans [X][more][stains][surfaces]

Cleans and disinfects approximately [X] square feet of hard, nonporous floors

[Now] [with] [**insert substrate descriptor**] [pattern] [for] [better] [improved] [cleaning] [performance] [power]

[**insert substrate descriptor**] pattern [to] [Trap] [and] [Lift] [Lock] [More]

Dual Sided: For Quick Touch[-]Ups

Textured [**insert substrate descriptor**] for Tough Messes

Each pre-moistened disposable wipe has a [scrubbing] [abrasive] side for [tough stains] [tough jobs] [like] soap scum and grease and a softer side for wiping away everyday messes.

[Substrate] [Wipe] [Towelette] [Cloth] [fibers] [material] [derived] [xxx%] from [wood pulp] [cotton] [cellulose] [recycled cellulose]

Package contains xxx% post-consumer [recycled] [regrind] [resin] [plastic] [waste] [material]
Package contains xxx% PCR resin [plastic]
Package contains xxx% recycled materials
Package is 100% recyclable

Resealable [stay-moist] pouch [inside]
Resealable -or- Snap & seal package -and/ or- pouch -and/or- pack

Less [reduced] packaging [less to throw away][less bulky than canisters][less plastic than [similar count]canisters]
[Now] Made with xx% Less Plastic [Packaging][!]

Contains cleaning formula with premium large size [non-linting] wipe
Contains [xx%][post-consumer][recycled][plastic]

[Cleans][X][time][%] better [faster] [more] [on] [Kitchen][Grease]and [Soap Scum] [Kitchen] [Grime]
[Now] More cleaning power [in one wipe][per wipe]
One canister has more cleaning power than X rolls of paper towels
[Premium] -or- [Thicker] wipe [for more cleaning power]
Penetrates Dirt for [xx][%] more cleaning power

Spring Cleaning [Special Value][Bonus Pack]
Stackable [disinfecting] [wipes] refills -or- package[s] -or- pouches
Strong[er] wipe for Heavy Duty cleaning
Takes up less space -or- room [[than your [current -or- existing] canister -or- container]]
Textured [cloths] [towelettes] clean floors faster [and easier]
Wipe fabric made from [XXX] % renewable resources
Wipe fabric made with XXX% less plastic [than before]
[XX] times [the][cleaning][strength][power] than before

- **Miscellaneous – Cleaning Claims**

[After use], just toss wipe away [in trash] [in garbage]
Just [pull] [pop] [clean] wipe and toss
Just wipe and throw away. [It's that easy.]
"[Put[s]] wipes within [easy] [arm's] reach [at your fingertips]

- **Miscellaneous - Other**

Donate this product [to your child's classroom -or- school -or daycare]
Do not use as a diaper wipe or for personal cleansing.
Before using on an unknown surface test in an inconspicuous spot.

This product contains no [phosphates] [phosphorous] [compounds]

[New] [Lower-Streak] [Low Streak] Formula
Does not leave greasy appearance or feel
[Our promise] [Quality & Satisfaction] [100% Guaranteed Or your money back]
If you are not completely satisfied with this product, return it for a refund or replacement.
Comments?

Questions?

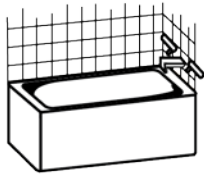
Scratch [and][&][N] Sniff Scratch [Me][Here]

Footnotes

- ¹ when used according to disinfection directions
 - ² when used according to sanitization directions
 - ³ when used according to appropriate use directions
 - ⁴ *Pseudomonas aeruginosa* [(Pseudomonas)], *Salmonella enterica*, *Staphylococcus aureus* [(Staph)], *insert an organism from the Organism Table, as required for the qualified germs claim and for supplemental labels*
 - ⁵ Insert virus(es) from the Organism Table, as required for the qualified virus claim and for supplemental labels
 - ⁶ Cold & flu-causing viruses: Avian Influenza A (H7N9) virus, Influenza virus [Type A2] [Flu Virus], Influenza A virus [H1N1], Respiratory Syncytial Virus (RSV), Human Coronavirus
 - ⁷ Insert a bacteria from the Organism Table, as required for the qualified odor-causing bacteria claim and for supplemental labels
 - ⁸ *Aspergillus niger*
 - ⁹ Surface should be allowed to come to room temperature prior to treatment
 - ¹⁰ Coronavirus causing SARS-CoV-2
 - ¹¹ Antibiotic resistant bacteria: Carbapenem Resistant *Klebsiella pneumoniae*, Extended Spectrum Beta Lactamase (ESBL) producing *E. coli*, Multi-drug Resistant [(MDR)] *Acinetobacter baumannii*, Multi-Drug Resistant [(MDR)] *Enterococcus faecium*, Methicillin-Resistant *Staphylococcus aureus* (MRSA), Multi-drug resistant *Streptococcus pneumoniae*
 - ¹² Food-borne illness organisms: *Klebsiella aerogenes*, Extended Spectrum Beta Lactamase (ESBL) producing *E. coli*, *Salmonella enterica* [(Salmonella)], *Staphylococcus aureus* [(Staph)], *Campylobacter jejuni*, *Escherichia coli* O157:H7 [(E. coli)], *Listeria monocytogenes* [(Listeria)]
 - ¹³ *Pseudomonas aeruginosa* [(Pseudomonas)], *Salmonella enterica*, *Staphylococcus aureus* [(Staph)], *Escherichia coli* O157:H7 [(E. coli)], *Serratia marcescens*
 - ¹⁴ on hard, non-porous surfaces
 - ¹⁵ Insert bacteria from the Organism Table, as required for the qualified bacteria sanitization claim and for supplemental labels
 - ¹⁶ Insert bacteria from the Organism Table, as required for the qualified bacteria disinfection claim and for supplemental labels
 - ¹⁷ *Serratia marcescens*
-

- **ON PACK Icons, logos and artwork.**

{Note to reviewer: Any certifications or testing required to use these graphics will be supplied as part of claims substantiation.}



Tubs & Shower Walls



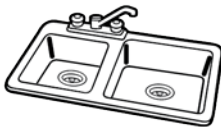
Exterior Toilet Bowl Surfaces



Kitchen Countertops



Stovetops



Faucets & Sinks



Telephones



Doorknobs



Non-Wooden Outdoor Patio Furniture Except Cushions & Wood Frames



