



67619-17

02/02/2007

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 U.S. ENVIRONMENTAL PROTECTION AGENCY Office of Pesticide Programs Antimicrobials Division (7510C) 1200 Pennsylvania Avenue NW Washington, D.C. 20460 NOTICE OF PESTICIDE: <u> x </u> Registration <u> </u> Reregistration (under FIFRA, as amended)	EPA Reg. Number: 67619-17	Date of Issuance: FEB - 2 2007
	Term of Issuance: Conditional	
	Name of Pesticide Product: Shield	
Name and Address of Registrant (include ZIP Code): Clorox Professional Products Company c/o PS&RC P.O. Box 493 Pleasanton, CA 94566-0803		
Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.		
<p>On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.</p> <p>Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.</p> <p>This product is conditionally registered in accordance with FIFRA sec 3(c)(7)(A) provided that you:</p> <ol style="list-style-type: none">1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.2. Make the labeling changes listed below before you release the product for shipment:<ol style="list-style-type: none">a. Revise the "EPA Registration Number to read, "EPA Reg. No. 67619-17".		
Signature of Approving Official:  Emily Mitchell Product Manager Team-32 Regulatory Management Branch II Antimicrobials Division (7510P)	Date: FEB - 2 2007	

EPA Registration No. 67619-17

b. Signal word is "Caution".

c. The Precautionary statements must state:

"Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Avoid contact with skin. Wear protective eyewear such as goggles or face shield. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco. Remove and wash contaminated clothing before reuse."

d. The First Aid statements:

If in Eyes:

- Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing.
- Call a Poison Control Center or doctor for treatment advice.

If on Skin:

- Take off contaminated clothing.
- Rinse skin immediately with plenty of water for 15-20 minutes.
- Call a Poison Control Center or doctor for treatment advice.

e. The proposed label lists directions for use of the product as a sanitizer. All references to this product as a sanitizer, and instructions for use as a sanitizer have been removed from the label. For sanitization claims to appear on this product, appropriate data must be submitted.

f. Ready-to-Use and Coarse Spray Products – Commercial, Industrial, Institutional, Agricultural and Residential Uses

Avian influenza A label claims will be accepted for these types of products provided efficacy data has been submitted and accepted to support the label claim. It should be made clear that the use is only for surfaces which are not conducive to treatment by immersion or excess liquid (e.g., cages, equipment tables, lab benches, faucet handles, door knobs, and similar "high touch" surfaces.) For uses in hospital/medical/health facilities, the directions for use for hospital disinfection should be followed. For all other use sites, general disinfection directions for use should be followed.

Featured statements/phrases emphasized/enlarged lettering, special graphics, or any product name that employs the terms "Avian influenza A" or "Bird Flu", are unacceptable. Featured statements/phrases, emphasized/enlarged lettering or special graphics that are employed for the primary purpose of especially promoting or drawing attention to product efficacy against avian influenza A, are also unacceptable. For example, a featured, incomplete phrase such as "Kills avian influenza A" will not be permitted, but the phrase "Kills avian influenza A on pre-cleaned environmental surfaces" is acceptable.

- g. On page 4 of the proposed label, change "Disinfecting Avian Influenza A Virus" to read, "Disinfecting Against Avian Influenza A Virus."
 - h. In the organisms section on page 3 of the proposed label, the applicant needs to change "Rotavirus (causative agent of viral diarrhea)" to read, Rotavirus (associated with viral diarrhea).
 - i. On page 7 of the proposed label, the applicant must delete the claim "Disinfects as it kills bacteria." These two terms are synonymous and this claim implies heightened efficacy.
 - j. The proposed label indicates that the product may be used on fiberglass surfaces (see page 8 of the proposed label). Fiberglass is a porous surface. This general reference to fiberglass surfaces should be deleted. Specific fiberglass surfaces (e.g., fiberglass bathtubs) may be listed on the product label.
 - k. On page 8 of the proposed label, under the "Use Surfaces" heading, delete the claim "The product will not damage . . ." This statement is misleading as it conflicts with the latter statement under the "Use Surfaces" section which reads: "Avoid contact with clothes, fabric, wood, rubber, painted. . ."
 - l. On page 8, change "outdoor furniture" to read "outdoor furniture (except cushions and woodframes)."
 - m. On page 8, change "picnic tables" to read "picnic tables (non-porous).
 - n. Revise the "Storage and Disposal" section to add the following sentences
 - Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer.
 - Do not contaminate food or feed by storage, disposal, or cleaning of equipment.
3. Submit three (3) copies of your final printed labeling before distributing or selling the product bearing the revised labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records.

Sincerely,

Emily Mitchell
Product Manager 32
Regulatory Branch II
Antimicrobials Division (7510C)

Enclosure: (Stamped Label)

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Note: **Bold, italicized text is information for the reader and is not part of the label.** [Bracketed information is optional text.]
Text separated by a diamond bullet (♦) denotes -and/or- options. Underlined text is new. Strike-through (~~text~~) means removed.

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Shield

ACCEPTED
with COMMENTS
EPA Letter Dated:



FEB -2 2007

Under the Federal Insecticide,
Fungicide and Rodenticide Act as
amended for the pesticide,
registered under EPA Reg. No. **67619-17**

KEEP OUT OF REACH OF CHILDREN

CAUTION [REDACTED]

EYE AND SKIN IRRITANT.

For Spray Product: USE ONLY IN WELL-VENTILATED AREAS.
See back label for additional precautionary statements.

Active Ingredient: Sodium Hypochlorite 1.84%
Other Ingredients: 98.16%
Total: 100.00%

(Yields 1.75% available chlorine)
(17,480 PPM (Parts Per Million) Available Chlorine)

NET CONTENTS _____

Contains no phosphorus.

Clorox Customer Assistance 1-888-797-7225. Any Questions? The experts at Clorox are standing by to answer any of your questions. -or- Questions or Comments? Call [toll-free] 1-888-797-7225. Satisfaction Guaranteed[!] At Clorox we have prided ourselves in making consistent quality products [for over 75 -or- years], and we are dedicated to ensuring your total satisfaction with our product. If you are not completely satisfied, please call the number below -or- 1-888-797-7225. For MSDS information please go to www.cloroxprofessional.com



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Commercial Solutions is a registered trademark of Clorox Professional Products Company.
Clorox is a registered trademark of The Clorox Company. Made in the USA.
EPA Reg. No. 67619-XX EPA Est. No. 5813-GA-1, CA-3, OH-1, PR-1(actual code is shown below)
For dilutable PATENT USD 280,602. For Spray U.S.DES.PAT.265,887
Visit us at www.cloroxprofessional.com

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PRECAUTIONARY STATEMENTS: Hazards to Humans & Domestic Animals

CAUTION:
WARNING: EYE AND SKIN IRRITANT. Vapors may irritate. Harmful if swallowed. Do not get in eyes or on clothing. For sensitive skin or prolonged use, wear gloves. Avoid prolonged breathing of vapors. Use only in well ventilated areas. [Not recommended for use by persons with heart conditions or chronic respiratory problems such as asthma, emphysema or obstructive lung disease.] (this statement will appear in color)

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 the first 5 minutes, then continue rinsing eye. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

IF BREATHING IS AFFECTED: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glassful of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person. Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment.

PHYSICAL AND CHEMICAL HAZARDS: This product contains bleach. Do not use or mix this product with other [household] chemicals such as ammonia, toilet bowl cleaners, rust removers, or acid, as this releases hazardous gases.

STORAGE AND DISPOSAL:

STORAGE: Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration.

DISPOSAL: Do not reuse empty container. Offer empty container for recycling. If recycling is not available, discard container in trash.

For containers larger than 1 gallon:

In case of spills, flood areas with large quantities of water.

[Refill] only with this product

Alternate for Refill Bottle: To Refill [Spray Bottles]:

- | Remove | Pour | Use | -or- |
|--|---|--|--|
| 1. Remove trigger sprayer
-or- cap from empty bottle. | 2. Unscrew cap on refill and pour
contents directly into empty bottle. | 3. Replace trigger sprayer and
use as you normally would. | [Remove trigger sprayer from empty bottle,]
unscrew cap and transfer your trigger to this bottle. |

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

For all products USE ONLY IN WELL-VENTILATED AREAS.

Before use, open windows -and/or- turn on fan(s). If vapors bother you, leave room while product is working.

CLEANING, DEODORIZING, STAIN REMOVAL

[How] to clean -and/or- deodorize -and/or- remove stains:

- Full strength or diluted use: Use full strength -or- mix 1/2 cup [(4 oz)] -or- 1 cup [(8 oz)] of this product in -or- with 1 gallon [warm] water. Apply directly with [damp] sponge -or- mop -or- cloth -or- rag. [Rinse or wipe clean.] [Allow to air dry.]
- Floors: Mop floor with 1 cup [(8 oz)] of this product mixed in 1 gallon of water. Rinse for best shine. [Avoid accidents. Floors and surfaces may be slippery when wet.]
- Toilet bowls: Flush toilet and add 3/4 cup [(6 oz)] of this product to bowl water. Brush thoroughly to wet all surfaces including under the rim. Let stand 5 minutes before flushing.

- Spray application: [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray [directly] onto surface. [Rinse or wipe clean.] [Allow to air dry.] -or- Spray 6-8 inches from the surface and allow product to penetrate tough stains and messes. Wipe with a wet sponge or cloth and rinse with water. No scrubbing required. For stronger jobs, use FOAM option. Spray and let product stand on surface for several minutes before wiping.

Claims (for cleaning, deodorizing, stain removal):

- Brightens
- Cleans and removes stains from washable floors
- Cleans everyday kitchen messes like dirt, grease and food stains
- Cleans tough messes
- Cuts through [tough] grease and grime
- Degreaser -or- Degreases
- Deodorizes
- Deodorizes and has a clean, fresh scent -or- fragrance
- Eliminates food odors like garlic and onion left behind in -or- on surfaces
- Eliminates odors caused by bacteria -or- germs -or- mildew
- Leaves [kitchen] [bathroom] surfaces [clean and] sanitary
- One step cleaner
- Removes food stains
- Removes odors

- Removes -and/or- cleans -and/or- bleaches [out] -and/or- cuts through -and/or- tough on [tough] stains
 - bathroom dirt -and/or- stains
 - bathtub ring
 - food -and/or- juice -and/or- coffee -and/or- tea
 - grime
 - hard water deposits
 - mineral deposits
 - soap scum
 - toilet ring
 - [tough] -and/or- [greasy] -and/or- [kitchen] dirt
- Removes stains on contact
- Removes tough stains -or- messes -or- greasy dirt
- Removes tough stains, fingerprints, bathroom soils, crayon marks, heel marks, pencil marks, grease and dirt
- Whitens
- Wipes out stains in kitchen and bath

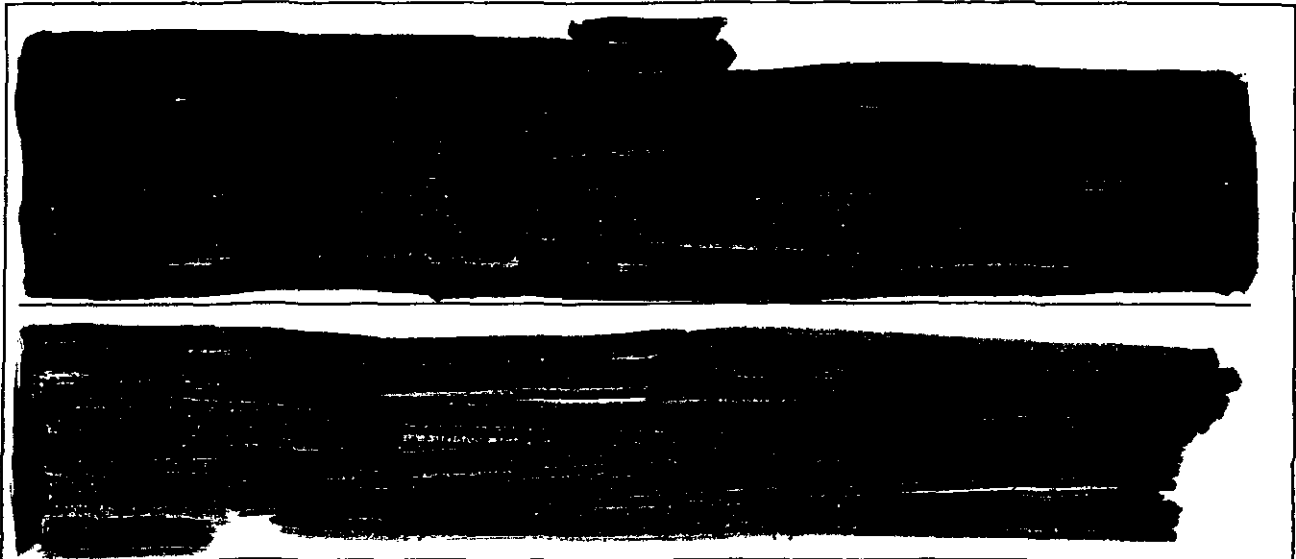
Use Sites: See Table One

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DISINFECTION

To [clean and] disinfect [hard, nonporous surfaces]:

- **Spray application:** [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray product 4-6 inches from surface until thoroughly wet. Let stand 30 seconds or longer if noted. [Rinse -or- wipe clean.] [Allow to air dry.] -or- Spray 6-8 inches from the surface and allow product to penetrate tough stains and messes. Let stand 30 seconds or longer if noted. Wipe with a wet sponge or cloth and rinse with water. No scrubbing required. For heavily soiled surfaces, preclean surface before disinfecting.
- or-
- **Direct application -or- full strength use:** Directly apply [this product] with cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before disinfecting.

-or-

- **Diluted -or- light use Mix** 1/2 cup [(4 oz)] [of this product] per gallon [warm] [hard -or- soft] water. -or- **Floors mix** 1 cup [(8 oz)] [of this product] per gallon [warm] [hard -or- soft] water. Wet surface completely with cloth -or- sponge -or- mop -or- rag. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before disinfecting. [Avoid accidents. Floors and surfaces may be slippery when wet.]

-or-

- **For toilet bowls:** Flush toilet and add 3/4 cup [(6 oz)] [of this product] to bowl water. Brush thoroughly to wet all surfaces including under the rim. Let stand 5 minutes before flushing.

-or-

- **Food Contact Surfaces:** A potable water rinse is required after disinfection.

Organisms:

[Kills] [99.9% of common household] germs on hard, nonporous surfaces:

Bacteria:

- † Clostridium difficile (Vegetative Form[§]) [ATCC 9689]
- Enterococcus faecalis (VRE) [ATCC 51299]
- Escherichia coli (E. coli 0157:H7) [ATCC 35150]
- Listeria monocytogenes [ATCC 19117]
- Pseudomonas aeruginosa [ATCC 15442]
- Salmonella choleraesuis [ATCC 10708]
- Staphylococcus aureus (Staph) [ATCC 6538]
- Streptococcus pneumoniae [ATCC 6305]
- Streptococcus pyogenes [ATCC 12344]

§ Killing the vegetative cells can help reduce the bioburden of Clostridium difficile on environmental surfaces

Viruses Non-enveloped:

- Adenovirus type 2 [ATCC VR-646] [(Strain Adenoid 6)] [(common cause of respiratory infections)]
- Coxsackievirus B3 [Coxsackie] [ATCC VR30]
- Human Hepatitis A [NAV-1]
- † Norwalk virus [(as Feline Calicivirus)] [ATCC VR-782]
- Rotavirus [(Strain WA)] *associated with* [(causative agent of viral diarrhea)].

Viruses Enveloped:

- Avian Influenza A [ATCC VR-2072]
- †† HIV type 1 [III_{RF} strain]
- Human Hepatitis B [(as duck HBV)] [DHBV16]
- Human Hepatitis C [(as Bovine viral diarrhea virus)] [ATCC VR1422]
- Human Influenza A2, (Hong Kong) [ATCC VR544]
- Rhinovirus Type 17 [ATCC VR1110]

Bloodborne Pathogens:

- †† HIV type 1 [III_{RF} strain]
- Human Hepatitis B [(as duck HBV)] [DHBV16]

Mold, Mildew, Fungi:

- ** Aspergillus niger [ATCC 16404]
- ** Trichophyton mentagrophytes [CDC y-68+]

† 1 minute contact time for spray applications

†† 2 minute contact time for spray applications

** Spray and undiluted applications only

Use Sites: See Table One

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DISINFECTING AVIAN INFLUENZA A VIRUS

FARM PREMISE AND POULTRY HOUSE DISINFECTANT (INSTRUCTIONS):

[Directions For Use:]

1. Remove all poultry or animals and feeds from premises, trucks, vehicles, coops, crates, and enclosures.
2. Remove all litter and manure or droppings from floors, walls and surfaces of barns, pens, stalls, chutes, and other facilities and fixtures occupied or traversed by animals or poultry.
3. Empty all troughs, racks, and other feeding and watering appliances.
4. Thoroughly clean all surfaces with soap or detergent and rinse with water.
5. Saturate all surfaces with the recommended disinfecting solution for a period of 5 minutes (direct application or dilute use) -or- 30 seconds (spray application).

6. Immerse all halters, ropes, and other types of equipment used in handling and restraining animals, as well as forks, shovels, and scrapers used for removing litter and manure.
7. Ventilate buildings, cars, boats, coops, and other closed spaces. Do not house livestock or poultry or employ equipment until treatment has been absorbed, set, or dried.
8. Thoroughly scrub all treated feed racks, mangers, troughs, automatic feeders, fountains, and waterers with soap or detergent, and rinse with potable water before reuse.

Organism:

Avian Influenza A virus [REDACTED] [ATCC VR2072]

Specific instructions for use of all (spray and dilutable) This Product protects against HIV-1:

To kill HIV-1:

This product kills HIV-1 on pre-cleaned environmental surfaces/objects previously soiled with blood/body fluids in health care settings (e.g. hospitals, nursing homes) or other settings in which there is an expected likelihood of soiling of inanimate surfaces/objects with blood or body fluids, and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus Type 1 (HIV-1) (associated with AIDS).

Special instructions for using this product to clean and decontaminate against HIV-1 on surfaces/objects soiled with blood/body fluids:

Personal protection: When handling items soiled with blood or body fluids, use disposable latex gloves, gowns, masks, and eye coverings.

Cleaning procedure: Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product.

Disposal of infectious materials: Use disposable latex gloves, gowns, masks, and eye coverings. Blood and other body fluids should be autoclaved and disposed of according to local regulations for infectious waste disposal.

Contact time: Dilute product 1:32. Spray -or- flood surface. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.]

For spray product: Wet surface and let stand 2 minutes. [Allow to air dry.]

The following is only for products with medical devices listed on label [located by cautionary text]:

This product is not to be used as a terminal sterilant/high level disinfectant on any surface or instrument that (1) is introduced either 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.

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ALLERGEN DESTRUCTION OF DUST MITE AND COCKROACH MATTER/PARTICLES AND PET DANDER

To [clean and] destroy specified allergens:

- **Full strength:** Apply undiluted product directly to sponge -or- cloth -or- rag -or- mop. Wet surface completely. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.]

- **Spray application:** [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray product 4-6 inches from surface until thoroughly wet. Let stand 3 minutes. [Rinse -or- wipe clean.] [Allow to air dry.]

Allergens:

- Dust mite matter -or- particles
- Cockroach matter -or- particles

- Pet dander

Claims:

- [Breaks down] [Deactivates] [Destroys] [Penetrates] [Reduces] dust mite matter -or- particles, cockroach matter -or- particles, and pet dander allergens found in dust
- [Breaks down] [Deactivates] [Destroys] [Penetrates] [Reduces] [household] dust mite matter -or- particles, cockroach matter -or- particles, and pet dander allergens

- This product cleans, destroys dust mite matter -or- particles, cockroach matter -or- particles, pet dander while cleaning hard, nonporous surfaces such as sinks, counters, refrigerators, appliances, fiberglass and tubs

Use Sites: See Table One

FUNGI AND MOLD AND MILDEW

To [clean and] kill fungi -and/or- mold -and/or- mildew on [hard,]

[nonporous] surfaces:

- **Full strength:** Apply product directly to surface -or- with cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before disinfecting.

-or-

- **Spray application:** [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray product 4-6 inches from surface until thoroughly wet. Let stand 5 minutes. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before disinfecting.

Claims:

- Kills mold and mildew
- Kills Athlete's Foot Fungus
- Mildewicidal -or- Mildewicide
- Fungicidal -or- Fungicide

- Removes -and/or- cleans -and/or- bleaches out -and/or- cuts through -and/or- tough on mold -and/or- mildew
- Removes -and/or- bleaches out mold and mildew stains
- Antifungal

Organisms:

Trichophyton mentagrophytes (Athlete's Foot Fungus) [CDC y-68+], Aspergillus niger (mildew) [ATCC 6275]

Use Sites: See Table One

GENERAL CLAIMS

- Bleach for kitchen and bath
- Citrus Blend
- [Citrus] [fresh] [floral] [pleasant] scent -or- fragrance
- [Citrus] [Fresh] [Natural] Breeze
- Citrus Zest
- Cleans [dirty floors] greasy counter[tops]
- Contains sodium hypochlorite plus a cleaner
- [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [dirt] [soils] [grime] [soap scum] [!]
- For a cleaner -and/or- fresher [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- Fresh Mist
- Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- [Has] [Leaves] a clean scent -or- fragrance

- Makes [cleaning] [your job] easier [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work]
- Patented design bottle
- Pleasant fragrance
- Power of bleach [without the {strong} smell]
- [Removes] [Eliminates] [Attacks] [Gets rid of] [Melts away] tough [soap scum] [[bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [dirt] [soils] [grime]] [!]
- The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [work -or- office area] [place] [environment]] looking "just cleaned"
- The smell of clean
- Tough on grime -and/or- soap scum -and/or- dirt -and/or- {other} [tough] [bathroom -or- restroom] [kitchen] [household] [office] [work -or- office place] soils[!]
- Ultra Fresh

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GENERAL CLAIMS continued**Environmental Claims:**

- Contains biodegradable cleaning agents -and/or- cleaners -and/or- surfactants -and/or- soaps and detergents
- The bleach in this product breaks down almost entirely to salt and water -and/or- This bottle is made of ___% post-consumer recycled [HDPE] plastic -and/or- [This product is] suitable for septic [systems] -and/or- wastewater systems -or- treatment plants
- Not harmful to septic systems
- This product complies with consumer product volatile organic compound (VOC) laws

Specific for Industrial product:

- Institutional Size
- Industrial Size
- Not for Household Use
- Warehouse [Club] Size
- Commercial Solutions

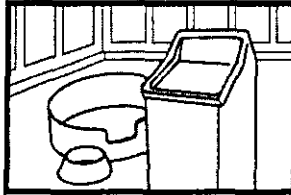
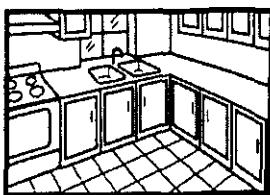
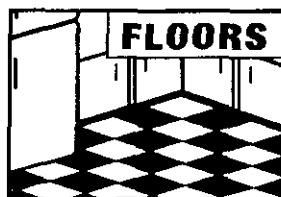
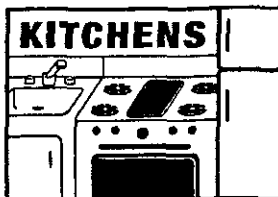
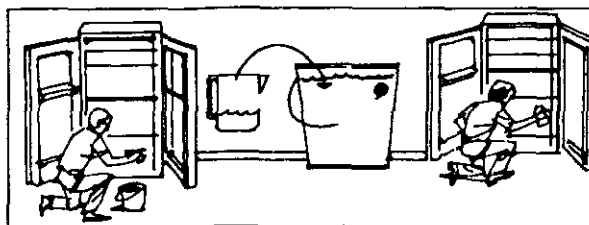
Specific for spray and refill packages:

- Accurate-aim trigger [option] [for better [bleach] control]
- All Purpose -or- Multi-Purpose -or- Multi-Use -or- Multi-Room -or- Multi-Surface [Spray] Cleaner [with bleach]
- Anti-foam -or- anti-suds nozzle
- [Bathroom] [Kitchen] Spray
- Better aim [for better [bleach] control]
- Bleach what you want to bleach and nothing more!
- Concentrated [foaming] spray action [for better [bleach] control]
- Controlled bleach spray
- Direct-[spray] [aim] trigger [option] [for better [bleach] control]

- Dual-control [nozzle] [trigger] [option for better [bleach] control] [spray and foaming option]
- Economy refill [size]
- Foam quickly cuts grease marks and tough stains
- Foaming [action] [spray] stays where you spray
- Foaming trigger [option] [for more accurate [bleach] application]
- Foaming [trigger] [spray] [nozzle] option [for better [bleach] control]
- Foaming, stays where you spray
- Foaming -or- sudsing nozzle
- Light effervescent foam clings to surfaces allowing you to see exactly where you applied it
- Low -or- no foam -or- suds nozzle
- Multi-[action] [control] [nozzle] [trigger] [option for better [bleach] control]
- Multi-[action] [control] [nozzle] [trigger] [spray and foaming option]
- Prevents [-or- reduces -or- eliminates] over-spray
- Spray Formula
- Sudsing -or- foaming action
- Targeted [foaming] spray action [for better [bleach] control]

Specific for non-spray products (i.e., dilutable, industrial and warehouse packages):

- Concentrate -or- Concentrated Formula



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DISINFECTION CLAIMS

Claims

- A bleach product for household [-and/or- institutional -and/or- industrial] cleaning and disinfecting
- [America's] Home -or- household disinfectant -and/or- cleaner
- Anti-bacterial [action]
- Anti-bacterial cleaner
- Bacteria-fighting -or- Germ-fighting formula
- Bactericide -or- Bactericidal
- Bathroom -or- restroom disinfectant
- Bleach disinfectant [-and/or- cleaner]
- Broad spectrum disinfectant -or- disinfectancy [cleaner]
- Clean. Disinfect. Protect.
- Cleaner and disinfectant in one
- Cleans -and/or- disinfects [bathroom] [school] [classroom] [restroom] [kitchen] [home] [household] [office] [work -or- office] [place] [environment]] [place]
- Disinfecting bleach cleaner
- Disinfects
- Disinfects [inside -and/or- outside of] appliances
- Disinfects and cleans your home
- Disinfects and deodorizes by killing common household germs and controlling their odors
- Disinfects as it cleans
- Disinfects for pennies
- Disinfects nonporous [hard] [solid] surfaces
- Easily [cleans] [deodorizes] [sanitizes] [disinfects]
- [Easy] [convenient] way to disinfect
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- [Effective] disinfectant [in presence of 5% serum load -or- organic soil]
- Fast acting disinfectant [cleaner]
- Germicide -or- Germicidal
- Hospital and home disinfectant
- Hospital, institutional disinfectant
- Kills cold and flu virus
- Kills germs while it cleans
- Kills -or- eliminates -or- destroys [99.9%] [cold virus] [flu virus]
- Kills -or- eliminates -or- destroys [99.9%] [E. coli] [Salmonella] [harmful kitchen germs -or- bacteria]
- Kills -or- eliminates -or- destroys [99.9%] of viruses that cause cold -or- flu
- Kitchen disinfectant
- One step cleaner and disinfectant
- Removes stains and disinfects
- Salmonella choleraesuis (Salmonella) and Staphylococcus aureus (Staph) are common germs found where food is prepared and stored. This product kills these harmful germs and helps control the hazard/spread of food-borne contamination on all hard kitchen surfaces
- This [cleaner] [disinfectant] combines cleaning and disinfecting [in one product] [in one step]
- [This product] has the cleaning power -and/or- effectiveness of Clorox® to clean and disinfect
- This product is a cleaner disinfectant which combines cleaning, disinfecting and stain removal in one product
- [This product] The power of Clorox® to clean [tough] [bathroom -and/or- restroom -and/or- school -and/or- classroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [grime] [dirt] [soils] and kill bathroom germs -and/or- bacteria
- Virucide -or- Virucidal*
- **For spray:** Kills 99.9% of [common] household germs [bacteria -and/or- viruses] in 30 seconds

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TABLE ONE

USE LOCATIONS: [Where to use this product] [For use around -or- in -or- throughout the]

Airplane -or- Plane [Lavatory -or- Lavatories]	Children's -or- Child's -or- Kid's [Play] Room	Fitness Center	Medical -or- Dental -or- Physician's -or- Doctor's	Pharmacy
Ambulance	Church	Garage	-or- Nurse's -or- Pediatrician's [Office(s)]	Plant
Automobile -or- Car	Common [Classroom] [School] [Play] Areas	Grocery Store	[Waiting Room(s)]	Playground Equipment
Basement	Day Care Center	Gymnasium	[Exam(ination) Room(s)]	Recreational Center -or- Facility
Bathroom	[Dental -or- Medical] Office	Health Club	-or- Table(s)]	Restaurant
Bedroom	[Dentist's -or- Doctor's -or- Physician's] Office	Hospital	[Medical] Clinic	RV
Blood Bank	Dining Room	Hotel	Military Installation	School
Boat	Dormitory	House[boat]	Mobile Home	[School -or- City -or- Public Transit -or- Commuter] Bus
Bowling Alley	Elder Care Centers	Industrial Facility	Motel	Shelter
Business	[Elementary] School -or- College -or- University	Institutional Kitchen	Motor -or- House Boat	Supermarket
Butcher Shop	Factory -or- Plant	Jungle Gym(s)]	Nursery	Trailer
Cafeteria	Family Room	Kitchen	Nursing Home -or- Convalescent Home -or- Senior [Citizen's] Home	Train Interior
Camper -or- RV -or- Trailer -or- Mobile Home		Laboratory	Office	Vehicle [Interior] [Exterior(s)]
Campground		Laundromat	Patio -or- Porch	Veterinary Clinic
		Laundry Room		
		Living Room		
		Locker Rooms		

USE SITES: [Use] On [hard,] [nonporous surfaces] [the product will not damage:]

[Baby] -and/or- [Children's] Toy(s)]	[Classroom] Desks	[High] Chair(s)]	Paper Towel [Dispensers] [Holders]	[School] [Toys] [Supplies]
Baby Furniture (Cribs, Changing Tables)	Countertop(s)]	[Inside -and/or- Outside of] Appliances (such as) [Refrigerators, Microwaves, Freezers]	Patient Chair(s)]	Shower Curtain(s)]
[Basement] [Washable] Walls	Desk(s)]	[Refrigerators, Microwaves, Freezers]	Picnic Tables non-porous	Shower [stalls]
[Bath] Tub(s)]	Diaper Changing Table(s)]	[Inside and/or Outside] Toilet(s)]	[Plastic] Cutting Boards	Sink(s)]
[Bathroom] [Kitchen] Windowsills	Diaper Pail(s)]	[Kitchen] Counter(s)]	Plastic Mattress Cover(s)]	Table Top(s)]
Bed Frame(s)]	[Dining -or- Kitchen -or- Play] Table	Lamp(s)]	Porta-Potty -or- Portable Bathroom	Telephone(s)]
Bidet(s)]	Dish Pail(s)]	Light Switch	Range Hoods	Urinal(s)]
Blinds	Dish Rack(s)]	[Manual] Pencil Sharpener	Refrigerator Door	Wading Pool(s)]
Cabinets	Door Knob(s)]	Many Crib Surface(s)]	Restaurant High Chairs	[Water] [Drinking] Fountain [Toggle]
Cat -and/or- Dog -and/or- Pet Dish(es) -or- Soiled Surface(s)]	Examination Table(s)]	Outdoor Furniture except cushion and brass/bronze	[Salad Bar] [Buffet] [Cafeteria] Sneeze Guard(s)]	Wheelchair(s)]
	Floors [No Wax -and/or- Washable]	Ovens [Exteriors]		
	Food Serving Area(s)]			
	Hand Dryer Buttons			

USE SURFACES:

Chrome	Formica	Laminated Surface(s)]	Plastic	Sealed Granite
Corian	Glazed [Ceramic] Tile	Linoleum	Plastic Laminate	Stainless Steel
Enamel	Glazed Porcelain	Marlite	Porcelain	Synthetic -or- Cultured Marble
	Laminate	Metal	Resilient Flooring	Vinyl Tile

• Prolonged contact with metal, old porcelain or worn plastic laminate may cause discoloration

• [Avoid contact with clothes, fabric, wood, rubber, painted and paper surfaces. Do not use on steel, aluminum, silver, or chipped enamel.
APPLY CAREFULLY - This product contains bleach.]

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