

67619-23

01-09-2012

1/22

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

J. Evelyn Lawson  
Federal Registration Specialist  
Clorox Professional Products Company  
C/o PS&RC; P.O. Box 493  
Pleasanton, CA 94566-0803

JAN - 9 2012

SUBJECT: CPPC CDQ  
EPA Registration Number: 67619-23  
Application Date: October 7, 2011  
Receipt Date: October 11, 2011

Dear Ms. Lawson:

The following amendments, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, are acceptable subject to the conditions listed below:

1) You have requested a change in the name of record for this product from Clorox Commercial Solutions Clorox Disinfecting Wipes 1 to CPPC CDQ. This change of name is acceptable.

2) Revise the Precautionary Statements on page 2 by placing the heading "FIRST AID" to immediately precede the statement beginning: "If on skin..." and deleting this phrase from its current location with the "If in eyes..." statement.

3) Since your product is not exclusively for residential/household use, add the following statement to the Storage and Disposal section: "Do not contaminate water, food, or feed by storage and disposal."

4) Should you wish to retain a reference to the company's website on your label, (page 2) then please be aware that such a reference transforms the website into labeling under the Federal Insecticide Fungicide and Rodenticide Act sec 2 (p).(2) and then the website is subject to review by the Agency. If the website content is false or misleading, the product would be misbranded and its sale or distribution unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 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. Although EPA has not yet determined the extent to which it will routinely review company websites, if the Agency finds or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from claims approved through the registration

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SYMBOL	7510P						
SURNAME	J. Lawson						
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process, the website may be referred to the EPA's Office of Enforcement and Compliance Assurance.

5) Regarding the addition of the QR code on page 2 of your label, please note that with some exceptions for official government publications, written, printed or graphic matter that is reference on a pesticide label is considered labeling and the content it references is labeling and is subject to review by the Agency.

6) Revise page 6 by changing the 5<sup>th</sup> bullet to read as follows: "Can help reduce the risk of [surface] cross-contamination on treated surfaces." By deleting the brackets around "on treated surfaces" as this language is not optional.

7) There are a number of instances on this label where claims are made for effectiveness against flu viruses without reference to where this product is effective against flu. These statements are considered to be potentially false or misleading as each implies this product will kill the flu virus anywhere (porous surfaces, in the air etc.) All such instances must be changed to indicate that the claim is for treatment of hard non-porous surfaces. Revise the 8<sup>th</sup> bullet in the right column on page 6 to read: "Fight[s] – and/or-kill[s]-and/or- effective against colds and flu viruses<sup>3</sup> on *hard non porous surfaces*." Make this same correction to the 9<sup>th</sup> and 19<sup>th</sup> bullets on page 6, the 6<sup>th</sup> notation after the 1<sup>st</sup> bullet on page 7, the 2<sup>nd</sup> and 3<sup>rd</sup> bullets on page 7 left column, the 3<sup>rd</sup> and 6<sup>th</sup> bullets in the right column on page 7, and all four bulleted statements in the 3<sup>rd</sup> section on page 9.

8) Revise the last bullet in the right column, page 6 by deleting the incomplete reference to the organism: "O." Revise to state: "Kill[s]-or-Remove[s]-or- effective against Rotavirus WA [diarrhea-causing virus]."

9) Revise the 10<sup>th</sup> bullet in the right column on page 10 to state: "Fast Cleaning." This will clarify that this product does not act "fast" as a disinfectant.

10) Revise the 10<sup>th</sup> bullet in the right column on page 11 to state: "Quick Cleaning." This will clarify that this product does not act "quick" as a disinfectant.

11) There are a number of instances on this label in which the terms everywhere and anywhere are used. These terms, when used to describe use sites, may be false or misleading as outlined in 40 CFR section 156.10 (a) (5), as it implies that the product may be used beyond the sites delineated on the label. In regard to cleaning claims (non-pesticidal), these terms are unacceptable since non-pesticidal claims need to be consistent with pesticidal claims in terms of use sites, surfaces and methods of application. Delete the following statements which include either of these terms including the 12<sup>th</sup> bullet right column, page 11, 11<sup>th</sup> and 15<sup>th</sup> bullets left column page 12, and the 1<sup>st</sup> bullet right column page 12. Also delete the word "anywhere" from the 12<sup>th</sup>, 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, and 16<sup>th</sup> bullets right column page 16.

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12) Provide clarity to the statement in the middle column, page 14 to read as follows: "Package fits almost anywhere".


13) This product may not be used to treat interior surfaces of appliances. Thus the word "exteriors" is not optional. Revise these statements on page 19 as follows: "Appliances [Appliance] Exterior[s] [Surfaces] [Outside of]" and "Microwave[s] Exterior[s] [Outside[s] of]".

14) The submitted Confidential Statement of Formula (CSF) dated 9/27/11 for the basic and alternate formulas A01, A02, A03, A04, A05, A06, A07, A08, A09, A10, A11, A12, A13, A14, A15, A16, A17, A18, A19, A20, A21, A22, A23, A24, A25, A26, and A27 are acceptable and will be made part of the record for this file. These CSFs supersede all previous CSFs for the respective formulations. Please see the attached DER for details on the correction of a typographical error on these CSFs.

**General Comments**

A stamped copy of the accepted labeling is enclosed. Submit one (1) copy of your final printed labeling before distributing or selling the product bearing the revised labeling. Should you have any questions concerning this letter, please contact Tracy Lantz at (703) 308-6415.

Sincerely,



Velma Noble  
Product Manager (31)  
Regulatory Management Branch I  
Antimicrobials Division (7510P)

Enclosures: Stamped accepted label, DER D395186  
7510P:T.Lantz:1/9/12:67619-23 accepted label and CSF amend

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formation is optional text.] Underlined text is new. Strike-through (text) means removed.

# CPPC CDQ

## KEEP OUT OF REACH OF CHILDREN CAUTION

See [back] [bottom] [side] panel for additional precautionary statements.

*For travel/trial sizes or dispensers: [Not for personal cleansing]*

*For dispensers/canisters: [Do not use as a diaper wipe or for personal cleansing -or- Not for use as a personal wipe] [For complete instructions -or- directions, see pouch]*



### ACTIVE INGREDIENTS:

n-Alkyl (C14, 60%; C16, 30%; C12, 5%; C18, 5%)	
Dimethyl Benzyl Ammonium Chloride . . . . .	0.184%†
n-Alkyl (C12, 68%; C14, 32%) Dimethyl	
Ethylbenzyl Ammonium Chloride . . . . .	0.184%†
OTHER INGREDIENTS: . . . . .	99.632%
TOTAL: . . . . .	100.000%

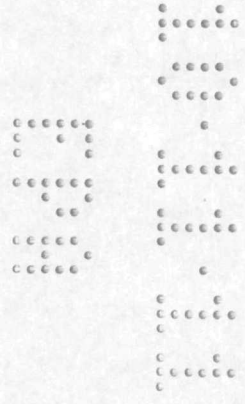
†Does not include weight of dry wipe.  
Contains no phosphorus

[Net] [Contents] \_\_\_\_\_  
**Each package type and size will bear the actual net contents in pounds and ounces**  
\_\_\_\_" x \_\_\_\_" [\_\_\_\_cm x \_\_\_\_cm]  
\_\_\_\_ Premoistened -or- [Wet] [Scrubbing] Wipes  
-or- Refills -or- Packages

Package made from *insert*% post-consumer recycled plastic.

ACCEPTED  
with COMMENTS  
in EPA Letter Dated:  
**JAN 9 2012**

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act as  
amended, for the pesticide,  
registered under EPA Reg. No. **67619-23**





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**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS.**

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

**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. Call a poison control center for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For further information, call 1-888-797-7225.

**PHYSICAL OR CHEMICAL HAZARDS**

Do not use or store near heat or open flame.

**STORAGE AND DISPOSAL**

***Canister -or- Tub not intended to be refilled by the consumer:***

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Nonrefillable container. Do not reuse or refill this empty container. [Triple rinse and] offer empty container for recycling. If recycling is not available discard container in trash.

***Canister -or- Tub intended to be refilled by the consumer:***

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Do not reuse or refill except as described in the directions for use. Refill only with this product. [Triple rinse and] offer empty container for recycling. If recycling is not available discard container in trash.

***[Pouch] [Refill]:***

***[Dispenser and Pouch/Refill]***

Dispose of wipe in trash after use. Do not flush. [Reseal pouch between uses to retain moisture] [, if used without tub]. Offer for recycling if available or discard empty pouch -or- bag -or- wrapper in trash.

EPA Reg. No. 67619-23.

EPA Est. No. 56952-AR-1 (RL), WI-1 (RK); 8251-WI-2 (KW), WI-3 (KV), WI-5 (26); 58455-IN-1 (C6), IN-2 (01); 5813-GA-2 (VG); 50751-WI-1 (VN); 62401-NJ-1 (JW); 71681-IL-1 (GU), IL-2 (24), GA-1 (JQ).

Beginning of batch code indicates Est. No.

A list of this product's ingredients is available at [www.CloroxCSR.com](http://www.CloroxCSR.com)

Mfd. for Clorox Professional Products Company, 1221 Broadway, Oakland, CA 94612.

Made in the U.S.A.

**CLOROX CUSTOMER ASSISTANCE (888) 797-7225**

Any Questions? The experts at Clorox are standing by to answer any of your questions.

-or- QUESTIONS OR COMMENTS? Call [us [toll-free]] [at] 1-888-797-7225 [Visit -or- check [out]] [our website at] [www.cloroxprofessional.com](http://www.cloroxprofessional.com) [for more information] [on this product]

For MSDS sheets -or- information [please] go to: [www.cloroxprofessional.com](http://www.cloroxprofessional.com)

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Clorox is a registered trademark of The Clorox Company.

[US Patent(s) [pending]]



[[Use your phone to] go here -and/or- scan  
[[the] tag -or- [this] code] to learn -or- get  
-or- see [more] uses -or- information [on  
how-to-use [This Product]] -or- [how-to]  
tips -or- [how-to [-use]] videos]

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**For Canister:**

**[To Open Package:]** [Open lid and] pull out wipe [from center of roll -or- from center]. [[The] next sheet -or- wipe pops up automatically.]  
[When finished,] close lid to retain moisture.

-or-

PULL WIPE FROM CENTER -or-

**For Canister:**

**[To Open Package:]** Flip open dispensing flap and remove lid by lifting upward. Pull up corner of **CENTER SHEET**, twist to a point and thread through small opening in lid. **DO NOT** push finger through opening [your finger may become stuck]. Replace lid and **PULL WIPE AT AN ANGLE** [; the next sheet pops up automatically]. When finished, close lid flap to retain moisture.

-or-

**For Canister:**

**[To Open Package:]** [Open lid and] pull out wipe through -or- from [one of] the large opening[s] -or- from the central opening. [The next sheet pops up automatically.] [Pull the wipe [at an angle] [toward the small opening] so that the next wipe is held in place -and/or- does not fall back in.] [When finished,] close lid to retain moisture.

**To Refill [Wipes Canister]:**

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the new [roll -and/or- stack] [of] wipes into the canister and replace the lid. -or- Insert pouch into empty canister and replace the lid.
4. [Use as instructed by canister label.]

-or-

**To Refill [Wipes Canister]:**

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the open end of canister over [exposed portion of] the new roll of wipes. Turn both over so that the roll slides into the canister. -or- Slide -or- Place new roll of wipes into the empty canister. Replace the lid.
4. [Use as instructed by canister label.]

**For Tub and Pouch/Refill:**

**To Open Package:** [Flip open dispensing flap and remove lid by lifting upward.] Place refill -or- pouch in tub. Open pouch by peeling back seal. Insert sheet through opening in lid. Replace lid. The next sheet pops up automatically. When finished, close lid flap to retain moisture.

**For pouch only:**

**To Open Package:** [Open pouch by] peel[ing] back seal. When finished, close to retain moisture.

**For Refills:**

**To Open Package -or- To Refill:**

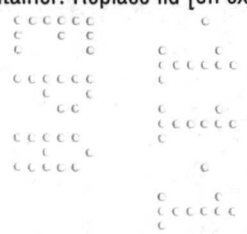
[Open [existing] container -or- canister according to label directions.] [Tear] open [refill -or- package] by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch. Remove [one] refill [from refill package -or- sleeve -or- container -or- pouch -or- bag]. [Open refill [by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch.]] [Turn upside down.] Slide -or- insert [pre-moistened] wipes -or- refill into existing -or- empty canister -or- container. Replace lid [on existing canister]. Close -or- reseal refill package -or- sleeve -or- container -or- pouch -or- bag.

-or-

- Remove lid, insert wipes and replace lid.
- Pull out wipe from center of roll.
- Next sheet pops up automatically.
- Close lid to retain moisture.

-or-

- Keep dispensing flap of [existing] [current] [empty] container -or- canister closed.
- Open [existing] [current] [empty] container -or- canister by [lightly] squeezing [it] and removing lid by [lifting] [twisting] [it] upward.



**Bold, italicized text is information for the reader and part of the label.**  
[Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed.  
R0822021

**For Dispenser and Pouch/Refill:**

**TO ATTACH [DISPENSER]:** Clean surface with rubbing alcohol and let it dry. Peel paper from adhesive [pads] [strips] and attach to surface. Press firmly for 10 seconds [(for best results, open refill door and apply pressure directly over adhesive [pads] [strips])]. Can be attached to tile, glass, finished wood and metal surfaces. Not recommended for use on wallpaper, [painted wallboard, plasterboard or drywall,] bare wood or particleboard.

**TO REFILL [DISPENSER]:** Remove label from pouch. Slide pouch into dispenser through refill door. Open lid and pull first wipe through opening; the next wipe pops up automatically.

**TO REMOVE [DISPENSER]:** Insert knife, twine or dental floss between dispenser and wall. Carefully cut tape between adhesive surfaces. Remove remaining residue with thumbnail or mild adhesive remover. Caution: improper removal may damage surfaces.

-or-  
**TO REMOVE [DISPENSER]:** Hold [dispenser] [bracket] [with one hand]. Grab removable tab [with other hand]. [Slowly] pull tab several inches [in direction of arrow] [along mounting surface] until [bracket] [dispenser] releases. [Repeat with second tab.]

- or-
- Insert green plastic lid into the dispenser cover with the flap open and pointing back toward the stand. (Replace the green plastic lid each time the dispenser is refilled with wipes.)
- Cut or tear open pouch evenly at notch.
- Place pouch inside the dispenser. (Do not remove roll of wipes from pouch.)
- Insert corner of center sheet through opening on the green plastic lid. (Do not push finger through the opening.)
- Close dispenser cover.
- Pull first wipe at an angle to ensure proper threading.

**For To Go package:**

**TO OPEN PACKAGE:** Flip -or- Pull open dispensing flap. Insert -or- Pull first wipe through opening in pouch. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

-or-  
**TO OPEN PACKAGE:** Flip -or- Pull open dispensing flap. Open pouch by peeling back [film] [inner seal]. Pull first wipe by grabbing center of wipe. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

**For Flatpack:**

**To Open Package:**

1. Open [click-lock] [closure] and peel back -or- remove seal.
2. Pull out wipe [, use as directed].
3. [When finished,] [firmly] close [click-lock] [closure] to retain moisture. [A "snap" should be heard, indicating that it is properly closed.]

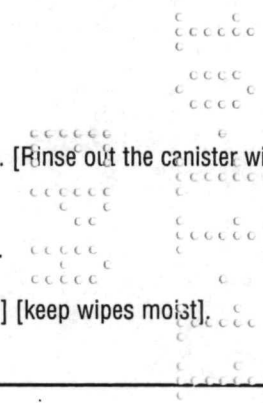
**For Flat stack:**

**To Open Package:**

1. Open lid and grasp -or- grab the corner of the wipe. Thread -or- pull the wipe through the [dispensing] opening -or- orifice. Next -or- following sheet[s] pop[s] up automatically.
2. Close lid [to keep wipes moist]. [A "snap" [should be heard, to] indicate[s] the lid is properly closed.]
3. [Refill canister when empty.]

**To Refill [Wipes Canister]:**

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Take [approximately 75] [some] wipes [from] [the stack] [the bag], and place them in[to] the canister.
4. Replace the lid [onto the canister].
5. [Close] [seal] strip on the refill bag [to keep wipes moist]. -or- Slide zipper closed [to] [seal bag] [and] [keep wipes moist].
6. [Use as instructed by canister label.]





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## DIRECTIONS FOR USE

IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING.

**TO CLEAN:** Wipe surface clean with *this product*. Let air dry.

**TO SANITIZE:** Use to sanitize/deodorize hard, nonporous surfaces. Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 30 seconds. Let surface dry. For highly soiled surfaces, clean excess dirt first.

**TO DISINFECT [AND DEODORIZE]:** Use to disinfect hard, nonporous surfaces. Wipe surface to be disinfected; use enough wipes for treated surface to remain visibly wet for 4 minutes. Let surface dry. For highly soiled surfaces, clean excess dirt first. [Preclean all vehicles including mats, crates, cabs and wheels.]

For surfaces that may come in contact with food, a potable water rinse is required.

*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 does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to preclean or decontaminate critical or semicritical medical devices prior to sterilization or high level disinfection.

### *Specific instructions for scrubbing wipes -or- heavy duty wipes:*

**TO CLEAN:** Use the textured -or- scrubbing side of the wipe to remove tough soils. Use the soft -or- smooth side to wipe dirt away. If the textured -or- scrubbing side gets dirty, fold the wipe, keeping the textured -or- scrubbing side inside. Let air dry.

**TO SANITIZE [AND DEODORIZE]:** Use the soft -or- smooth side of wipe to sanitize/deodorize hard, nonporous surfaces. Wipe surface; use enough wipes for treated surfaces to remain wet for 30 seconds. Let surface dry. For highly soiled surfaces, clean excess dirt first.

**TO DISINFECT:** Use the soft -or- smooth side of wipe to disinfect hard, nonporous surfaces. Wipe surface to be disinfected; use enough wipes for treated surfaces to remain visibly wet for 4 minutes. Let surface dry. For highly soiled surfaces, clean excess dirt first.

Not for cleaning or sanitizing skin. Do not use as a diaper wipe or for personal cleansing.

*This product* will not harm most surfaces including acrylic, fiberglass, sealed granite, finished hardwood and vinyl. Not recommended for use on unpainted wood [or glass].

For best [cleaning] results, avoid [soft] [glossy] [shiny] [polished] [plastics] [metals] [unfinished wood] [copper] [aluminum] [painted surfaces] [fabric]. [If in doubt,] [test] on a small inconspicuous area [before using].

Not recommended for use on unfinished, unsealed, unpainted, waxed, oiled or worn surfaces. Test a small area first.



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**Antibacterial Claims:**

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- 30-second sanitization<sup>1</sup>
- Anti-bacterial -or- disinfecting wipes -or- formula
- Bacteria -and/or- virus -and/or- germ fighting [formula]
- Bacteria-fighting -or- Germ-fighting formula
- Can help reduce the risk of [surface] cross-contamination [on treated surfaces]
- Clean. Disinfect. Carry on.
- Clean -and/or- disinfect on the go
- Cleaner and disinfectant in one
- Cleans -and/or- disinfects -and/or- deodorizes
- Clean[s] and disinfect[s] anywhere\* -or- everywhere\*
- Clean[s] -and/or- disinfect[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] **[Use Sites: Table 1]** germs† -and/or- bacteria -and/or- virus[es] [on] [from] [your] [children's] toys\*\*\*
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germs† -and/or- virus[es] [commonly found in -or- on] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]**
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] cold viruses<sup>4</sup> -and/or- [the] flu virus[es]<sup>5</sup> -and/or- cold and flu viruses<sup>3</sup> [commonly found in -or- on] **[Use Sites: Table 1]** **[Use Surfaces: Table 2]**
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] flu virus -and/or- virus -and/or- [other] germs† -and/or- virus[es] [commonly found in -or- on] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]**
- [Cleans -and/or- disinfects all in one step]
- Convenient cart disinfecting
- Deodorizes by killing the bacteria that cause [bad] odors
- Disinfectant -and/or- Deodorizing wipes
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart
- Disinfecting wipes -or- formula
- Disinfects in [just] 4 minutes
- Disinfects [odor causing] [common] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** bacteria<sup>1, 2</sup>
- Dual action [to] [:] [clean[s] up] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** -or- daily -or- everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- [Easily] [Effectively] [Conveniently] clean[s] -and/or- disinfect[s]
- [Easy] [convenient] way to clean -and/or- disinfect
- [Easy] Cleaning -and/or- disinfecting to go
- Effective against odor causing bacteria
- [Effective] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** disinfectant -and/or- cleaner
- [Eliminate] [Remove] [Clean] [Disinfect] [Germs† -and/or- bacteria] on **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]**
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] [common] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** germs† -and/or- bacteria
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] bacteria -and/or- germs† [all] around [your] [the] **[Use Sites: Table 1]**
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] Salmonella enterica **tested as Salmonella choleraesuis** (Salmonella)
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] Escherichia coli (E. coli)
- Fight[s] -and/or- kill[s] -and/or- effective against Avian flu virus [on environmental surfaces] -and/or- [hard, nonporous surfaces]
- Fight[s] -and/or- kill[s] -and/or- effective against cold viruses<sup>4</sup>
- Fight[s] -and/or- kill[s] -and/or- effective against colds and flu viruses<sup>3</sup>
- Fight[s] -and/or- kill[s] -and/or- effective against flu virus<sup>5</sup>
- Fight[s] -or- reduce[s] bacteria<sup>2</sup> -and/or- viruses<sup>3</sup> -and/or- germs† on hard, nonporous surfaces [in your] [list any] **[Use Sites: Table 1]** [this cold -and/or- flu season]
- Fight[s] -or- reduce[s] bacteria<sup>2</sup> on hard, nonporous surfaces [in your] **[Use Sites: Table 1]**
- For use at **[Use Sites: Table 1]** or on the go
- Just one step kills 99.9% of [germs†] [bacteria]
- Kills 99.9% of bacteria in [just] 30 seconds<sup>1</sup>
- Kills 99.9% of [common] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** germs†!
- Kills 99.9% of [common] **[Use Sites: Table 1]** germs††
- Kill[s] [99.9% of] -or- Effective against -or- [Disinfect Bacteria<sup>1, 2</sup>] -or- [that cause odor] -or- [that cause scum and slime on hard surfaces] in [just] 4 minutes
- Kill[s] 99.9% of -or- Remove[s] -or- Effective against [odor causing] [Common] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** bacteria<sup>1</sup>
- Kills 99.9% of viruses<sup>3</sup> that cause cold and flu
- Kills 99.9% of -or- Effective against [odor causing] bacteria [in 30 seconds]
- Kills a wide range of pathogens
- Kills [most] common germs -and/or- viruses -and/or- bacteria
- Kill[s] -or- Remove[s] -or- Effective against [Common] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** Viruses<sup>3</sup>
- Kill[s] -or- Remove[s] -or- Effective against Human coronavirus [ATCC VR 740]
- Kill[s] -or- Remove[s] -or- Effective against ~~ATCC VR 811 [the virus that causes the flu]~~ or Rotavirus WA [diarrhea-causing virus]

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**Antibacterial Claims continued:**

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- [Kill[s] -or- Remove[s] -or- Effective against] [the following] [organisms:]
  - Campylobacter jejuni [ATCC 29428]
  - [E. coli] (Escherichia coli O157:H7) [ATCC 51657]
  - Herpes (Herpes simplex virus type 1) [ATCC VR-260]
  - Human coronavirus [ATCC VR 740]
  - HIV-1 <sup>Y</sup> [(Human immunodeficiency virus type 1)]
  - Influenza A2 virus [ATCC VR 544]  
[the virus that causes the flu -or- the flu virus]
  - [Kleb] (Klebsiella pneumoniae) [ATCC 4352]
  - [Listeria] (Listeria monocytogenes) [ATCC 19117]
  - [Pseudomonas] (Pseudomonas aeruginosa) [ATCC 15442]
  - [RSV] (Respiratory syncytial virus) [ATCC VR 26]  
[the virus that causes the cold -or- the cold virus]  
(Rhinovirus type 14) [ATCC VR 284]
  - [the virus that causes diarrhea -or- the diarrhea virus]  
(Rotavirus WA)
  - Salmonella enterica **tested as Salmonella choleraesuis**  
(Salmonella) [ATCC 10708]
  - Staph [(Staphylococcus aureus)] [ATCC 6538]
  - [Strep] (Streptococcus pyogenes) [ATCC 19615]
- Kills [the] [common] cold [and/or] [&] flu virus[es]<sup>3</sup>
- Kills the virus[es] that cause[s] [the] [common] cold[s] and/or flu<sup>3</sup>
- Leaves hard, nonporous surfaces disinfected
- Meets AOAC efficacy testing requirements -or- standards [for hospital disinfection]
- Moist with cleaners -and/or- disinfectants
- One-step cleaning -and/or- disinfecting -and/or- deodorizing
- One-step cleaning -and/or- sanitizing -and/or- deodorizing [of] [99.9% of bacteria] -or- [odor causing bacteria]
- [One-step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] Anytime -or- Daily -or- Every day -or- In one easy step -or- Everywhere\* -or- Anywhere\*
- [One-step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] on hard, nonporous **[Use Sites: Table 1]** surfaces [every day] -or- Throughout the **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** -or- All over [the] your **[Use Sites: Table 1]**
- Pretreated with a special formula to clean, disinfect, and deodorize
- Quick and easy cart disinfecting
- Remove -or- Eliminate -or- Kill cold and flu viruses<sup>3</sup> -or- cold virus<sup>4</sup> -or- flu virus<sup>5</sup> [this season]
- Remove -or- Eliminate -or- Kill viruses<sup>3</sup> that [can] cause [colds] and [the] flu [this season]
- Removing -and/or- Killing -and/or- Fighting -and/or- Eliminating germs† -and/or- bacteria -and/or- virus[es] since 1913 -or- for [nearly] **insert number** years
- Removes -or- Eliminates -or- Kills 99.9% of viruses<sup>3</sup> that [can] cause colds and [the] flu
- Sanitizes in [just] 30 seconds<sup>1</sup>
- Sanitizing wipes
- [Say] Boo to the Influenza virus [this year -or- winter -or- flu virus season] [with **This Product** -or- Clorox Commercial Solutions® Disinfecting products]
- [Teachers] Clean up the classroom [with **This Product**]
- [**This product** [is] [are]] the quick and easy way to [touch-up] [clean] [and] disinfect
- There are many uses for **This Product** and here are a few:
  - bathroom surfaces
  - kitchen surfaces
  - Kids' -or- Children's [play]room or family den
  - window blinds
- This [cleaner -and/or- disinfectant] combines cleaning and disinfecting [in one product] [in one step]
- [Touch-up] Clean[s] and disinfect[s]
- Use in public -or- common places where [bacteria -and/or- viruses -and/or- [other] germs may be of concern] [you are concerned about bacteria -and/or- viruses -and/or- [other] germs] [on hard, nonporous surfaces]
- Use [in public -or- common] places where [germs may be of concern] [you are concerned about germs]
- Use [**this product**] -or- [the wipes] to [disinfect] -and/or- [touch-up clean]
- [Wet] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** -and/or- disinfecting] wipes
- Wipes away [dirt -and/or- dust]





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### Poultry Houses, Brooders and Hatcheries

**To disinfect [and deodorize] hard, nonporous surfaces:** [against Avian Influenza A Virus [VR 2072] ‡]:

Poultry House: Remove all animals and feeds from premises and enclosures such as coops or cages. Remove all litter, droppings, and manure from walls, tables, surfaces of coops, cages, and other facilities and fixtures occupied or traversed by animals. Empty all troughs, racks, and other feeding and watering applications. Thoroughly clean all surfaces with soap or detergent and rinse with water. Thoroughly wet surfaces by using enough wipes for treated surface to remain wet for 4 minutes. After application, ventilate coops and other closed spaces. Do not house animals or employ equipment until treatment has been absorbed, set, or dried. Thoroughly scrub all treated feed racks, mangers, automatic feeders, fountains and waterers with soap or detergent and rinse with potable water before reuse.

Hatcheries: Remove all animals and feeds from the premises and enclosures. Pre-clean all surfaces such as hatchers, setters, trays, racks, carts, sexing tables, and other hard surfaces with soap and detergent and rinse with water. Then, thoroughly wet surfaces by using enough wipes for treated surfaces to remain wet for 4 minutes. After application, ventilate coops and other closed spaces. Do not house animals or employ equipment until treatment has been absorbed, set, or dried. Thoroughly scrub all treated feed racks, mangers, automatic feeders, fountains and waterers with soap or detergent and rinse with potable water before reuse.

### Pandemic 2009 H1N1 Influenza A virus‡‡

#### Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (**Product Name**) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.

- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

**‡‡ per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)"**  
[www.epa.gov/oppad001/h1n1-guide.html](http://www.epa.gov/oppad001/h1n1-guide.html)

- Kills [2009] H1N1 [Flu Virus]
- Kills Germs -and/or- Flu Viruses [including [2009] H1N1]

- Kills [99.9% of] Germs including [2009] H1N1 [Flu Virus]
- Effective against [2009] H1N1 [Flu Virus]



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**General/Cleaning Claims:**

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- After use, just toss wipe[s] away
- Also available in [the] [Lemon,] [Fresh,] [Kitchen,] [and] [Lavanda] [varieties]
- Also available in [the] **insert number** count [Value] [Size] [and the] [To Go Size[s]]
- [Also] [Now] [Great] [Made] [Works [well]] [Appropriate] [on -or- for] **Use Surfaces: Table 2** [with] [because of] [due to] [the] [low-streak -or- residue formula]
- Bleach[-]free [formula]
- Check out our website for [more] [the latest] information on germs that affect your **Use Sites: Table 1** [www.cloroxprofessional.com]
- Classrooms -or- schools\*\* are cleaner with **this product** -or- [disinfecting] wipes
- Clean before you shop
- Clean [even] more -or- multiple surfaces with wipes -or- **this product**
- Clean up the classroom [with **this product** -or- wipes]
- Clean with just a wipe -or- touch
- Clean your cart
- [Clean] [cleaning] -and/or- [disinfect] [disinfecting] without stopping [your life] [your family's life]
- [Cleaning -and/or- disinfecting] that fits into your life
- Cleaning wipes
- Cleans and leaves scent
- Cleans on the spot with [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] fragrance
- Cleans to a shine!
- Cleans with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
- **This product** [is] [are] your daily defense against germs
- Color-safe
- Convenient
- Convenient cart cleaning
- Convenient, [tough] [real] cleaning!
- Deodorizing/deodorizes
- Designed to Leave Out on the Counter[!]
- Does not contain bleach
- Don't miss a beat with **this product**
- Dual-Sided [Wipe] -or- Two-Sided [Wipe] -or- 2-Sided [Wipe]: Textured [side] for [stubborn] [baked on] [tough] messes, Smooth [side] for shiny surfaces
- Durable towel[s] -or- wipe[s]
- DuraPly Weave -or- Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs] -or- [Multi-Surface Wipe]
- DuraPly Weave -or- Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- TripleWeave Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs] -or- [Multi-Surface Wipe]
- Easy [to use]
- Easy Dispensing Package[!]
- Easy one hand cleaning!
- [Easily] removes -or- cleans tough **Use Sites: Table 1** -and/or- **Use Surfaces: Table 2** [dirt] [soils] [grime] [soap scum] [!]
- [Easily] wipes clean
- Economical
- Effortless cleaning with one hand
- Effortless Dispensing[!] [-] [is] [as] easy as pulling a tissue!
- [Even] Better scrubbing -and/or- cleaning [power]
- Every hard, nonporous surface in [your] [the] **Use Sites: Table 1** deserves -or- can -or- could use a wipe
- Everything [you need] is already in the wipe
- Fast
- Fits [in] [a(n)] [your] [current] [existing] [**insert number**] [**this product**] canister -or- container
- For a cleaner -and/or- fresher **Use Sites: Table 1**
- For a variety of surfaces indoor and outdoor
- For daily [use] [cleaning -and/or- disinfecting]
- For [light] -or- touch-up – daily -or- quick cleaning -or- clean-ups [in one easy step]
- For **Use Sites: Table 1** -and/or- **Use Surfaces: Table 2** surfaces indoor and outdoor
- For use at home or in public areas -or- places
- For use for front of the house restaurant cleaning -or- For touch-up cleaning -or- For boy misses
- For use on grocery cart and basket handles
- For use while traveling
- Freshens [the] [your] **Use Sites: Table 1**
- Great for the classroom
- [Great] for [the] school(s)\*\* -or- classroom(s)
- [Great] For traveling -or- For use at work -or- For use in public restrooms -or- For use on hard, nonporous surfaces -or- For floor(s) [touch-ups] -or- For touch-up cleaning
- Holds up to your toughest messes -or- jobs -or- stains
- [Improved formula] [for] [low -or- less -or- lower] streaking -or- residue!
- Individually Cut Sheets Dispense Easier[!]
- Individually Wrapped for Freshness[!]
- It's from Clorox®, so it's more than clean
- Just pull, wipe clean and toss
- Just wipe [once] - no clean-up [after wipe] needed
- Leaves your **Use Sites: Table 1** fresh and clean
- Less Plastic to Throw Away[!]
- Life doesn't have to stop for cleaning
- Life [doesn't] [shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- [Look] [Now] Less streaking -or- residue
- Low -or- lower streak[ing] formula
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!



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**General/Cleaning Claims: continued**

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- [Low-streak -or- residue] [Formula -or- Wipe] [Cleans] [[is] [even] appropriate -or- great for] **[Use Sites: Table 1]** surfaces [like] -and/or- **[Use Surfaces: Table 2]**
- [Low-streak -or- residue] [Formula -or- Wipe] Clean[s] thoroughly
- [Low-streak -or- residue] [Formula -or- Wipe] For all of your **[Use Sites: Table 1]** surfaces [like] -and/or- **[Use Surfaces: Table 2]**
- [Low-streak -or- residue] [Formula -or- Wipe] [For a] more -or- visible -or- apparent -or- noticeable -or- satisfying clean
- [Low-streak -or- residue] [Formula -or- Wipe] [Delivers] [A] Clean you can [see -and/or- smell -and/or- feel] [notice]
- [Low-streak -or- residue] [Formula -or- Wipe] [Great] [Use it] [For] [cleaning -and/or- disinfecting] Every day[,] [on] hard, nonporous [surface[s]]
- [Low-streak -or- residue] [Formula -or- Wipe] [leaves] Less -or- Fewer [visible] spots -or- spotting -or- blotches -or- marks [than] [ever] before]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean multiple **[Use Sites: Table 1]** surfaces [with wipes]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean[s] [throughout] [around] [in] [the -or- your] **[Use Sites: Table 1]\***
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [cleans -and/or- disinfects] [for] [Shiny -or- Multiple Surfaces]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [Delivers] a Clean you can [see -and/or- smell -and/or- feel] [notice]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] clean[s] thoroughly
- Makes [cleaning -and/or- disinfecting] [your job] easier [in [at] the] **[Use Sites: Table 1]** [place]
- Makes daily cleaning easy [easier than ever]!
- Makes your job easier in the **Use Sites: Table 1**
- Maximum Cleaning, Minimum Effort
- Moist Institutional -or- Residential [Cleaning] Wipes
- [More] efficient **[Use Sites: Table 1]** cleaning -and/or- disinfecting
- Multi-purpose [use]
- Multi-Surface [formula -or- wipe]
- NEW DuraPly Weave -or- Texture -or- Technology for Better Cleaning
- **NEW in circle - sticker**
- NEW TripleWeave Texture -or- Technology for Better Cleaning
- No dilution required [for cleaning]
- No mess
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- No streaking
- No-Touch [Easy] Refill
- Non-scratching -or- Non-Abrasive
- [Now] [A(n)] [Even] [Better] [Great] [Easy] Everyday cleaner
- [Now] Even stronger -and/or- more durable [than ever]
- [Now] [Wipe] Cleans better -and/or- lasts longer [than ever]
- One-Handed Dispensing[!]
- One-step
- [One] [Versatile] [low-streaking -or- residue] wipe for [all] hard, nonporous **[Use Sites: Table 1]** surfaces
- One Wipe, Multiple Surfaces
- Only disinfecting wipe formulated for [your] Shiny **[Use Sites: Table 1]** Surfaces
- Only [disinfecting] wipe with [a] [this amazing] low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying [formula]
- Patented -or- Exclusive formula -or- lotion -or- wipe
- Perfect for cleaning up around the toilet
- Perfect solution
- Quick
- Quick and Easy Cart Cleaning
- ~~Quick and Easy Cleaning Everywhere\*~~
- Quick and Easy Cleaning for **Use Sites: Table 1** Surfaces\*
- Refill for [a(n)] [your] [current] [existing] [*insert number*] [**this product**] canister -or- container
- [Removes] [Eliminates] [Attacks] [Gets rid of] [Melts away] tough [soap scum] [dirt] [soils] [grime] [on] **[Use Sites: Table 1]** [surfaces] [!]
- Suitable for Multiple Surfaces
- See the [low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying] difference [on mirrors -and/or- glass -and/or- shiny surfaces]
- Simplifies [cleaning -and/or- disinfecting]
- Simplify [cleaning -and/or- disinfecting]
- Single Sheet Dispensing[!]
- Some [moments] [things] shouldn't be interrupted
- Specially formulated for a variety of **[Use Sites: Table 1]** surfaces
- Specially formulated for Multiple -or- Shiny Surfaces
- [Specially formulated] For [use in] the **Use Sites: Table 1**
- Specially formulated to clean [a variety of surfaces] [throughout -or- all over -or- around] the **[Use Sites: Table 1]**
- [Specially formulated] Use daily [to clean bathroom soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion]
- Spot clean[ing] -or- touch-up clean[ing] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
- Strong -or- durable enough for [tough] [messes] [jobs] [stains] [difficult -or- uneven surfaces] [all around the] **Use Sites: Table 1**
- [The] [All- -or- Multipurpose -or- occasion] wipe: [cleans] [great] [works [well] [on -or- in -or- for] **[Use Sites: Table 1]** surfaces -or- places [like] **[Use Surfaces: Table 2]**
- [The] [Multipurpose -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] **[Use Sites: Table 1]** surfaces -or- places [like] **[Use Surfaces: Table 2]**
- The [convenient] [easy] [effective] way to keep your **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** looking "just cleaned"
- The easiest way to keep a variety of surfaces clean every day
- The easy way to clean -and/or- disinfect [all over] [your] [the] **[Use Sites: Table 1]** [work -or- office [place] [environment] [place]
- The easy way to keep your **[Use Sites: Table 1]** [common areas] [office -or- work [place] [environment]] [place] clean every day
- The easy way to clean all over the **Use Sites: Table 1**

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**General/Cleaning Claims: continued**

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- The easy way to touch-up clean your **Use Sites: Table 1** every day
  - [The] only wipe with a low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying formula [for shiny surfaces]!
  - [**The product** is -or- the wipes are] [always] ready to use
  - The smell of clean
  - The wipe that does it all...anytime\*
  - **This product** [is] [are] premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
  - Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] [**Use Sites: Table 1**] [work -or- office place] soils[!]
  - Trap[s] -and/or- pick[s] up -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
  - [Trapper] [pockets] [ridges] [texture] get[s] into [crevices] [nooks & crannies] [cracks] [uneven places] for a [more thorough] [better] clean
  - TripleWeave Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
  - ~~Use Everywhere\* or Anywhere\* on hard, nonporous surfaces~~
  - Use [in [public] places] where germs may be of concern
  - Use on [grocery] carts and baskets
  - Use on [grocery] cart handles and basket handles
  - ~~Use on hard, nonporous surfaces anywhere\* [you travel] [throughout the Use Sites: Table 1]~~
  - Use [**the product**] -or- the wipe[s] throughout the **Use Sites: Table 1**
  - [Use **the product** -or- the wipes] for [light] touch-up -or- light -or- everyday -or- daily -or- quick cleaning -or- clean-ups [all over the **Use Sites: Table 1**] [anytime ~~and/or anywhere\*~~]
  - Versatile [cleaner]
  - [Virtually] no streaks -or- residue -or- film -or- trace left behind
  - [Virtually] streak-free -or- film-free -or- residue-free shine [clean]
  - Will not harm most surfaces
  - Wipe and let dry
  - Wipe away [the] [tough] [**Use Sites: Table 1**] [soils] [dirt] [grime]
  - With a bleach-free formula
  - With a pleasant fragrance
  - Works [great] on [shiny] [high-gloss] [high shine] surfaces [such as stainless steel -and/or- mirrors -and/or- glass tables -and/or- chrome -and/or- [dark] enamel -and/or- [dark] tile -and/or- dark surfaces]
- This claim is not to be used with any one-step cleaning and disinfecting claim on the label**
- Cuts Grease
  - \* Hard, nonporous, non-food-contact surfaces
  - \*\*Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.

**SATISFACTION GUARANTEED**

If you are not completely satisfied, please call 1-888-797-7225.



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**Fragrance/Scent Descriptors and Claims:**

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- Alpine [air] [blast] [burst] [fresh] [meadow] [mist] [rain] [splash] [waterfall]
- Aqua [blast] [burst] [clean] [mist] [rain] [splash] [waterfall]
- Aromatic
- Bay [breeze] [mist]
- [Blue] [Clear] [Sparkling] Wave
- [Blue] [Sun-Kissed] Mist
- Bursting [petals] [bouquet]
- [Calm] [Breezy] Outdoor[s] [fresh] [breeze]
- [Calming] [French] [Lush] [Mountain] [Provence] [Sheer] [Soft] [Sun-Drenched] [Sun-Kissed] [Wild] Lavender
- Cascading [clean] [falls]
- [Cherry] Blossom [blast] [breeze] [burst] [clean] [fresh]
- Citrus [Blend] [Lift] [Burst] [scent -or- fragrance]
- [Clean] [Refreshing] [Great] scent
- Cool [Retreat] [Oasis] [Wave] [scent -or- fragrance]
- [Country] [Open] [Sun-Kissed] [Sun-Drenched] [Lush] Meadow [flowers] [blossom[s]]
- [Country] [Festive] [Fresh-Picked] [Holiday] [Rustic] [Seasonal] [Sun-Kissed] [Sun-Drenched] Bouquet [fresh] [fusion]
- [Crystal] [Classic] [Holiday] [Sparkling] Clean [breeze] [linen] [mist] [& fresh]
- [Crystal] [Sparkling] Clear [breeze] [& clean] [dew] [mist] [rain] [splash] [water[s]] [waterfall]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] [Red] [Green] Apple [rush] [& pear] [blossom] [splash]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] Pear [blossom] [splash]
- [Festive] [Holiday] Eucalyptus [fresh] [breeze] [blast] [burst] [medley] [forest]
- [Festive] [Holiday] Fresh [blast] [breeze] [burst]
- [Festive] [Holiday] [Lush] Orchard [breeze] [fresh] [harvest] [dew] [mist] [blossom[s]]
- [Festive] [Holiday] [Seasonal] Berry [blast] [breeze] [boom] [burst] [fresh]
- [Festive] [Holiday] [Seasonal] Mint [burst] [cooling] [rush]
- [Festive] [Seasonal] Floral [blast] [breeze] [burst] [clean] [fresh] [fusion] [mist]
- [Festive] [Seasonal] Wildflower [clean] [blast] [breeze] [burst] [escape] [fusion] [power]
- Fragrance -or- scent free
- Free and clear
- [Fresh] [Bright] Lemon [Zest] [Lift] [scent -or- fragrance]
- [Fresh] [Classic] [Soft] [Clean] Lavender [scent -or- fragrance]
- Fruit(y) [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Gardenia [bloom] [breeze] [burst] [blossom] [fresh]
- Great [scent] for [the] [your] [**insert use or usage site**]
- Has [leaves] a clean -and/or- Light Fresh/ Lemon/Rain Clean/Floral scent -or- fragrance -or- smell
- Hibiscus [bloom] [breeze] [burst] [blossom] [fresh]
- [Holiday] Essence [of clean]
- [Holiday] [Festive] [Lush] Garden [bloom] [breeze] [escape] [fresh] [power] [surge]
- [Holiday] Herbal [blast] [breeze] [clean] [energy] [fresh] [fusion]
- Island [bloom] [bouquet] [breeze] [power]
- Jasmine [bloom] [breeze] [burst] [blossom] [fresh]
- Lavender [blast] [breeze] [burst] [clean] [fresh] [fusion] [& chamomile] [& herbs] [aromatherapy] [escape] [fields] [flowers] [garden] [harvest] [meadows] [valley] [whisper]
- Lavender Lilac [scent -or- fragrance]
- Lemon [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Light[ly] scent [ed]
- Lime [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Mandarin [Orange]
- [Misty] [Sheer] [Sunshine] [Soft] [Gentle] Breeze
- Morning [burst] [clean] [dew] [fresh] [fusion] [mist]
- Morning Dew [scent -or- fragrance]
- [Morning -or- Spring] Burst [scent -or- fragrance]
- Mountain [breeze] [clean] [fresh] [spring]
- New scent[,] [same] [great] wipe
- No fragrance[s] -or- scent[s] added
- [Now] [with] [fresh] [new] [and] [improved] scent[s] [!] [.]
- Ocean [Breeze] [Blue] [scent -or- fragrance]
- Ocean [breeze] [fresh] [winds] [mist]
- Orange [blast] [breeze] [burst] [fresh] [fusion]
- [Outdoor] Fresh [Scent] [Breeze] [Meadow] [scent -or- fragrance]
- Pacific Breeze [scent -or- fragrance]
- Paradise [blend] [breeze] [mist] [scent -or- fragrance]
- Petal [breeze] [pink] [rush]
- Rain [clean] [fresh] [fusion] [shower]
- [Refreshing -or- Fresh] Zest [scent -or- fragrance]
- Renewing Rain [scent -or- fragrance]
- River [burst] [clean] [fresh] [rush] [splash]
- Rose [of the tropics]
- Sea Spray [scent -or- fragrance]
- Serene Clean [scent -or- fragrance]
- Shower [breeze] [burst] [fresh] [fusion]
- [Simply] Country [breeze] [whisper] [calm] [fresh] [blossom[s]] [spring] [stream]
- [Soft] [Gentle] [Washed] Cotton [soft] [fresh] [whisper]
- [Soft] [Sun-Kissed] Linen [fresh]
- Spa Fresh [scent -or- fragrance]
- [Sparkling] Glacier [mist] [splash] [blast] [burst]
- Spring [bloom] [blossom] [breeze] [burst] [clean] [mist] [shower]
- Spring [Sunshine -or- Day] [scent -or- fragrance]
- Spring Meadow [scent -or- fragrance]
- [Sunny -or- Bright -or- Spring] Morning [scent -or- fragrance]
- Sweet [blast] [breeze] [burst] [rush] [splash] [fruit] [clean]
- Tranquil Waters [scent -or- fragrance]
- Tropical [bloom] [rainfall] [rose] [shower] [breeze]
- Tropical [Escape] [Fresh] [scent -or- fragrance]
- [Tropical] Palm [breeze] [escape]
- Try [this] [our] [scent] [**insert scent descriptor**]
- Unscented
- Veranda [breeze] [flowers] [blossom[s]]
- Waterfall [clean] [burst] [rush] [splash]
- Whitewater [clean] [burst] [falls] [mist] [rush] [splash]
- Zesty [Fresh -or- Clean] [scent -or- fragrance]

**Any claim above could be preceded by bold -or- clean -or- crisp -or- fresh -or- good -or- great -or- invigorating -or- light -or- long-lasting -or- nice -or- pleasant -or- soothing -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm -or- cool**

**Any claim above could be followed with aroma -or- bouquet -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean**



**Packaging Claims:**

New(!) -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- 3 Canisters With 3 Matching Refill[s] [Pouches]
- 4 Refill Pouches for [*insert number*]-Count Canisters
- As easy as grabbing -or- dispensing [facial] tissues [from a box]
- [As easy as] [Just like] pulling a tissue
- Attach [‘em] [them] [wipes] where you need -or- use [‘em] [them] [most]
- Attachable [dispenser] -or- [Safely] attaches -or- can be attached [to] [tile] [glass] [mirrors] [windows] [finished wood] [cabinets] [metal surfaces] [metal appliances] [painted] [wallboard] [plasterboard] [drywall]
- Available in [*insert number*] other designs
- Big size
- [Bleach-free] Clean [from Clorox®] to go -or- on the go -or- [&] [and] go
- [Buy] One for [*Use Sites: Table 1*], one for [*Use Sites: Table 1*]
- [Buy] Two for [*Use Sites: Table 1*], one for [*Use Sites: Table 1*]
- [Buy] Two for [*Use Sites: Table 1*], two for [*Use Sites: Table 1*]
- [Big] [Value] Can
- [Buy] Two for [*Use Sites: Table 1*], one for school\*\* -or- the car -or- purse -or- to go
- [Can] [easily] Slip -or- Fit into a [purse] [pocket] [diaper bag] [backpack] [glove compartment -or- box] [car] [minivan] [SUV] [lunch box -or- bag] [briefcase] [luggage] [suitcase]
- Clorox® [Disinfecting] Wipes To Go
- Clorox® Wipe [&] [and] [‘N] Go Disinfecting Wipes
- Combo Pack
- Coming soon
- Commercial [size] [use]
- Complete Refill Pack for [*insert number*] [Club Pack]
- [Contains] Same Clorox® wipes [you love] -or- same wipes, easier to grab
- Convenient pack
- [Convenient] [Size]
- [Convenient and] easy to use
- Decorate your [*Use Sites: Table 1*] -and/or- [*Use Surfaces: Table 2*] [with designer wipes]
- Designer -or- Decorator -or- Holiday -or- Seasonal series
- Dispenses [Comes out] one wipe at a time
- Dispenses [wipes] like a tissue
- [Doesn’t] [No more] pinch[ed] fingers!
- Double -or- Super Value [Size] [Pack]
- Easier -or- Easy [to Use] -or- Improved [Dispensing] [Dispenser]!
- Easier Than Ever to Use -or- Pull [Wipes] [Out]!
- Easy -and/or- Simple Dispensing!
- [Easy] [Better] [&] [Improved] Dispensing
- [Easy] [Better] [&] [Improved] [Dispensing] Lid -or- Closure -or- Cap
- Easy Breezy Dispensing
- Easy-carry handle
- [Easy] One-handed [dispensing] -or- Dispense [wipes] with [only] [just] one hand -or- Grab [wipes] [a wipe] [and wipe] with [just] [only] one hand -or- [Easily] Grab [wipes] one at a time
- Easy open lid
- Easy -or- EZ Start Lid -or- Cap
- Easy on [your] hands
- Easy pop [top]
- Easy start & stop [lid]
- Easy start dispensing!
- Easy storage -or- to store
- Easy to carry
- Easy to Open -or- Thread
- Easy to pull wipes
- Easy to [store] [stack]
- Easy-to-use dispenser
- Easy to Use Lid
- Easy to [use] [open] lid -or- closure -or- cap
- Effortless dispensing!
- Fits almost anywhere\*
- Get 1 wipe at a time, every time!
- Great [for] on the go!
- Great for the road -and/or- travel -or- traveling!
- Great for [the] [your] [use on] [*Use Sites: Table 1*] [*Use Surfaces: Table 2*] [!]
- Great for [those] [life’s] [your family’s] unexpected messes
- Guaranteed to not dry out!
- [Guaranteed to] Pull[s] Wipes One at a Time!
- Guaranteed to stay moist
- [Guaranteed] Wipes stay moist -or- wet
- [Handy] [*insert size*] Cloth or Wipe [size]
- Handy size
- Hassle-free dispensing!
- Hassle free lid
- [Have you tried -or- Look[ing] for -or- Also try] [the -or- our] [redesigned] [easier-to-use] [tissue-like dispenser -or- packaging] [Clorox® Disinfecting Wipes] [oval] [package -or- design]
- [Improved] Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
- [Improved] Stay-wet -or- Moisture-lock -or- Stay-tight -or- Air-lock package -and/or- seal -and/or- pouch -and/or- pack
- Keep -or- Carry [one] [some] [a package -or- pouch -or- pack] in your purse -and/or- diaper bag -and/or- backpack -and/or- gym bag
- [Includes] *insert number* count refill [pack] -or- Contains *insert number* wipes
- [Individual] refills -or- rolls -or- package -or- pouch [stay(s)] [keep(s)] [moist] [fresh]
- Individually wrapped for [freshness] [moisture-protection]
- [Individually wrapped refills -or- rolls -or- [disinfecting] wipes are] As fresh as the [disinfecting] wipes you use now
- Individually wrapped to [stay] [keep] [moist] [fresh]
- [Individually wrapped to be] As fresh as your [regular] [normal] [disinfecting] wipes
- Individually wrapped to preserve [freshness] [moisture]
- *insert number* free -or- extra -or- more wipes
- *insert number*% off
- *insert percent* Bigger quilted wipes\*
- *insert percent* more wipes\* [\*vs. *insert number* count [*this product*] canister]
- *insert wipe dimensions* wipes
- [Includes] *insert number* count refill [pack] -or- Contains *insert number* wipes
- Institutional [size] [use]
- [It’s] the easy way to grab a wipe
- [Just] [Easily] Pop open [with one hand] [for easy use]
- Just like grabbing -or- dispensing [facial] tissues [from a box]
- Leave me out on the counter [to make cleaning easier]!
- Look[ing] for all *insert number* -or- other designs [to match your *Use Sites: Table 1*]
- Made with ~~xx~~% Less Plastic[!] / Less Packaging[!]
- [Makes] [wipes] [as] easy to grab [as they are to use]
- Mixed [refill] [pouch] [canister] Pack
- Moisture lock lid
- Moisture-lock refill -or- package -or- pouch
- [Money-saving] [Canister and] Refill [Value] [*insert number*] Pack
- Multi-refill pack

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**Packaging Claims continued:**

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- No Hassle Lid -or- Cap
- No surface damage -or- [Adhesive] Removes without damage [or residue] -or- [Adhesive] Removes without damaging [most] **[Use Sites: Table 1]** surfaces -or- Holds on strongly -or- Comes off cleanly
- No hassle lid -or- cap
- No threading [required]
- No wasted wipes
- [Now] **insert number** stronger\*
- [Now] **insert number**% stronger\*
- [Now] 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger[†]
- [Now] 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger[†]
- Now dispensing is effortless!
- [Now] [even] more wipes [per package -or- container -or- canister]
- [Now] [even] stronger [wipe[s]] [a] [Better Wipe[s]] [†]
- [Now] **insert number** wipes [per package -or- container -or- canister]
- [Now] [With] [An] Air-tight [seal -and/or- pouch -and/or- pack]
- [Now with] [Individually cut] wipes [that dispense one at a time]!
- Our [Best] [Easiest] [Smoothest] Dispensing Ever!
- [Perfect for] Use with the **[this product]** easy start lid
- Perfect size for **Use Sites: Table 1**
- Pop-up [top]
- Portable -or- Can be reattached [with bracket]
- Portable size
- Prevents wipes from bunching!
- Professional [size]
- [Pulls] [Dispenses] 1 wipe at a time!
- Pull 'n' go
- Pull-N-Wipe Lid -or- Cap
- Pulls Wipes Effortlessly [Every Time]!
- Pull wipes [from center [opening]] [like a tissue]
- [Puts] [Put] wipes where you need -or- use them -or- want them
- [Puts] [Put] wipes within [easy] [arm's] reach -or- at your fingertips
- Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile
- Quick-clip -or- convenient handle
- Ready pull
- Redesigned dispensing -or- dispenser -or- packaging -or- package [that's easier to use -and/or- dispense]
- Refill pack
- [Refill] [Pouch] [Canister] Combo Pack
- Refillable [with **insert number** wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- Regular [wipe] [size] -or- Large [wipe] [size]
- Same easy dispensing
- Same great [product] [wipes]. New [easier] [simpler] form -or- package -or- packaging.
- Single sheet dispensing!
- Stackable [disinfecting] [wipes] refills -or- package(s) -or- pouches
- Stays -and/or- Keeps moist -and/or- wet [better than ever -or- before]
- Take Clorox® [Disinfecting] Wipes [with you] on the go[:] [on] travel -and/or- [in -or- on] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]** -and/or- [your] [the] purse -and/or- diaper bag -and/or- gym bag
- Takes up less [space] [room] [[than your [current] [existing] canister -or- container]]
- [The cleaning power of Clorox® wipes] [same Clorox® wipes], [now with a -or- an] easier -and/or- new -and/or- innovative -and/or- redesigned packaging -or- dispensing -or- package
- [The Designer Series is] Beautiful [elegant] enough to leave out [in] [on] **[Use Sites: Table 1]** -and/or- **[Use Surfaces: Table 2]**
- The [same] [Clorox®] wipes [you love]
- Three pack -or- multi-pack
- Twin pack -or- two pack -or- dual pack
- To Go [pack] [size]
- [To Go] [Purse] [Trial] [Travel] [Pocket] Size -or- Pouch -or- Pak
- Travel [size -or- pack]
- Trial [size -or- pack] -or- Paper towel size [8.5"x11"]
- Try me [on] [for] **[Use Surfaces: Table 2]** [!]
- Tub refill
- Value pack
- Value size
- Value Twin
- Wipes Come Out One at a Time!
- Wipes don't bunch together!
- Wipes [pull out] [dispense] effortlessly!
- [Wipes] Stay[s] wet -or- moist longer
- Wipe up [and go]
- [With] Pop action

\*vs **insert wipe dimensions** size

†In comparison to **insert wipe dimensions** [prior] [past] [previous] [old] wipe [material] -or- Versus [prior] [past] [previous] [old] wipe [material]

**Heavy Duty Claims:**

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- Better -and/or- Improved -and/or- Stronger -and/or- Textured wipe cleans -and/or- removes -and/or- works great on **[Use Surfaces: Table 2]**
- [Better] [Improved] [Stronger] [Thicker] Wipe!
- Cleans -or- Removes -or- Good for -or- Great on -or- Works great on [tough] [soap scum] [baked-on] [grease] [soils] [messes] [spaghetti sauce] [kitchen messes] [dirt] [soils] [bathroom messes]
- Disinfect and scrub clean
- [Cloth-like] [softer] [feel]
- Dissolve[s] -and/or- Pick[s] up dirt, [don't] [doesn't] [just] push it around
- [Double] [Dual] [Two]-sided scrubbing wipes
- [Double] [Triple] Reinforced wipe
- Dual action
- Easy to grip -and/or- hold -and/or- handle
- Feel the difference with [our] [improved] honeycomb texture -or- wipe
- Feels like a cloth
- For tough messes throughout the **Use Sites: Table 1**
- Great -or- Tough Cleaning in a [Thick] Wipe
- Honeycomb texture -or- weave -or- material [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- Honeycomb texture -or- wipe cleans [better] [more soils -and/or- messes]



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**Heavy Duty Claims continued:**

New[!] -and/or- [New! and -or- & Improved!] *to be used as a claim descriptor only for the first 6 months of product on shelf*

- Ideal -or- Great for many cleaning jobs in the **Use Sites: Table 1**
- [Improved] Honeycomb [wipe -or- cloth -or- fabric] [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- [Improved] Texture[d] [wipe] great on [greasy] [all] messes
- [Improved] Textured [thick] wipe [cleans] [shines] better
- [Improved] Textured wipe lasts longer
- [Improved] Wipe grabs more soil -and/or- dirt -and/or- grease
- [New texture] [Thick wipe] Stays wet [longer]
- [Now] [Reinforced] [with] Quilted [strength]
- Now thicker -and/or- stronger
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave cloth [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave fibers [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave pockets [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave ridges [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave technology [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- [Now] With stay-wet technology
- One side is like a scrubbing sponge, the other is like a wipe
- Soft side for wiping -or- cleaning dirt away and disinfecting
- Soft weave wipe cleans [**Use Surfaces: Table 2**] better [in] [**Use Sites: Table 1**]
- Softer wipe
- Specially formulated -or- designed -or- with patented technology to [clean better] -or- [trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Stays wet longer -or- holds moisture longer
- Textured -or- scrubby -or- rough [side] -or- [scrubbing fibers] for [scrubbing] [cleaning] [removing] [wiping] [tough] [stains] [soils] [messes]
- Texture traps more soil -and/or- dirt -and/or- grease -and/or- germs
- Textured wipe [works] better on tough stains
- Textured wipe reduces streaks [on] [**Use Surfaces: Table 2**]
- The scrubbing [power] [side] of a sponge in a disinfecting wipe
- Thick -and/or- Low-Streak Wipe
- Thick -and/or- soft wipe
- Thick -and/or- Strong Wipe for Industrial Use -or- Cleaning
- Thick Wipe[s] and Low-Streak Formula for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [~~Anywhere~~] [Around -or- Throughout the **Use Sites: Table 1**]!
- Thick, Low-Streak Wipe[s] [for] [Cleaning] [Clean[s]] Multiple Surfaces [~~Anywhere~~\*] [Around -or- Throughout the **Use Sites: Table 1**]!
- Thick, Low-Streak Wipe[s] for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [~~Anywhere~~] [Around -or- Throughout the **Use Sites: Table 1**]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] work[s] great on [tough] [dirt -and/or- soil -and/or- grease -and/or- messes] [~~Anywhere~~\*] [Around -or- Throughout the **Use Sites: Table 1**]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] Clean[s] Tough Messes [~~Anywhere~~\*] [Around -or- Throughout the **Use Sites: Table 1**]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] for [Everyday] [Daily] [Tough] [Messes] [Cleaning] [Anywhere\*] [Around -or- Throughout the **Use Sites: Table 1**]!
- [Thick] Wipe cleans -and/or- scrubs better
- Thick wipe with "moisture seal" -or- "moisture lock"
- [Thick] [Wipe] Stays wet -and/or- moist longer
- Thicker -and/or- stronger wipe cleans -and/or- dissolves -and/or- absorbs [more] soil -or- messes better
- Thicker wipe removes more stains
- [Thicker wipe] [Is] Tougher on stains -and/or- soil -and/or- dirt -and/or- grease
- [Thicker] Quilted wipe
- [Thicker,] [stronger] wipe
- [Virtually] Lint Free
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting
- [With] [moisture] [trapper] pockets -or- ridges -or [added] [more] texture to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
- [Wow] Scrubs like a sponge



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### Environmental Claims for Refills

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- Less plastic -or- waste -or- material [to throw away]
- [Package] [Uses] [Made from] [Made with] **insert percent%** less plastic -or- waste -or- material

### Value Claims

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- [Better] [Improved] value!
- [Same Great] Clorox® Wipes [Now] at a Better Value[!]
- [Get] more wipes [at] the [same] [old] [original] price
- Same great [product] [wipes] at a [better] [improved] value!
- [Now] **insert percent%** more [wipes]!
- Save **insert percent%** !
- Now lower cost per wipe
- Save money and plastic [with Clorox® [Disinfecting] [Wipes] refills]
- [Now] more [of the same great] [product] [wipes] for less!
- Refills save you money

### Usage Claims

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- [Drops] [Slides] into an empty [disinfecting] [wipes] canister -or- container
- [Easy] [Simple] [Quick]-to-load refill -or- roll -or- [disinfecting] wipes
- [Easy] [Simple] [Quick]-loading refill -or- roll -or- [disinfecting] wipes in [an empty canister -or- container]
- Just [drop] [slip] [slide] the refill -or- roll -or- [disinfecting] wipes in [an empty canister -or- container]

### Miscellaneous Claims

New[!] -and/or- [New! and -or- & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- Cast your [design] vote [at www.cloroxprofessional.com <www.cloroxprofessional.com> -and/or- by texting **insert number**
- [Visit -or- Check [out] our website at] www.cloroxprofessional.com [for more information] [on Clorox®]
- Enter -or- Vote [now] [and win]
- Vote [online] [now] for [a] [the] [your] [future -or- next -or- favorite] design [at www.cloroxprofessional.com <http://www.cloroxprofessional.com> -and/or- by texting **insert number**
- [Get involved!] Support -or- Participate in [Clorox's] [our] Wipe Out campaign [benefiting [worthy] [celebrity-supported] causes -or- charities] [!]
- Vote -or- Tell us -or- Share [your opinion -or- story] at **insert website**
- Help us [with our canister makeover] [pick our future -or- next [canister] design]
- What [design] do you want to see [next] [in the future]?
- Look out [on shelf -or- in stores] for [a] [our] [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -or- container[s] -or- [oval] [package[s]] [shape[s]]
- What [design] would look good -or- best [on] [in] [your] [the] **[Use Sites: Table 1] -and/or- [Use Surfaces: Table 2]?**
- [Now is your chance to] Customize your [wipes] canister
- What would you Wipe Out?
- [Same great wipes!] [Decorative] [Beautiful] [Pretty] [Hip] [Fun] [Trendy] [Oval] packaging -or- package[s] -or- canister[s] -or- container[s] -or- shape[s]
- Wipe Out is [a program -or- campaign] presented by [the makers of] **This Product**
- See back -or- sticker for details -or- rules -or- instructions
- Wipe Rewards. Visit www.cloroxprofessional.com for details
- See details -or- rules -or- instructions [on] [back -or- sticker]
- [You] Choose -or- Decide [a] [your] [the] [future -or- next -or- favorite] [design] [at www.cloroxprofessional.com <http://www.cloroxprofessional.com> -and/or- by texting **insert number**] [to hit shelves -or- stores]
- See -or- Visit www.cloroxprofessional.com <http://www.cloroxprofessional.com> for details -or- rules -or- instructions
- [Your] [favorite] [**this product**] [wipes] [are] [Now] [Also] Available in [a] [our] [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -or- container[s] -or- [oval] [package[s]] [shape[s]]
- See [the] [our] [ads -or- series] in **insert publication name(s)**
- [You're invited to] Be [a] [our] design expert
- Visit www.cloroxprofessional.com <http://www.cloroxprofessional.com> -and/or- text **insert number** to vote -or- pick [for] [a] [your] [the] [future -or- next -or- favorite] [canister] [design]
- [You're invited to] Share your opinion
- Visit **insert website** [to get involved] [to participate] [to pledge -and/or- vote] [for more information -or- details]

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**Use Sites: Table 1**

**Use on hard, nonporous surfaces in:**

Airplane[s] -or- Plane [Lavatory -or- Lavatories] [Tray Tables]	Elevators	Laboratories	Play Areas
Airports	Emergency Vehicles	Lavator[y] [ies] [Bathroom[s]]	Play Rooms
Ambulances	Environment [place]	Living Areas -or- Rooms	Playground Equipment
Automobiles	Factory[ies] -or- Plants	Locker Rooms	Playgrounds
Basements	Family Rooms/Areas	Lounges	[Police -and/or- Fire] Vehicles
Bathroom[s] -or- Locker Room Facilities [Surfaces]	Fast Food Restaurants	Malls	Public Facilities
Boats	Fitness Center[s] [Equipment]	[Manufacturing] Plants	Public Restrooms
Bowling Alleys	[Food Processing] Plants	Markets	Public Telephone[s] [Booths]
Buses	Food Services	Mass Merchandisers, Discount Retailers -and/or- General Merchandise Stores	Recreational [Centers] [Facilities]
Butcher Shops	Garages	[Medical] Clinics	[Rental] Cars
Cafeterias	Gas Stations	[Medical -or- Dental -or- Physician's -or- Doctor's -or- Nurse's -or- Pediatrician's]	Rest Stops
Camper[s] -or- RV[s] -or- Trailer[s] -or- [Mobile] Home[s]	Grocery Stores	[Office[s]] [Waiting Room[s]]	Restaurants
Campgrounds	Gymnasiums	[Exam[ination] Room[s] -or- Table[s]]	Restrooms
Cars	Gyms	Military Installations	School** Buses
Church[es]	Health Clubs	Mobile Homes	School** -or- City -or- Public Transit -or- Commuter Buses
[Common] [Classroom] [School]** [Play] Areas	Home Centers	Motels	Schools**
Convenience Stores	Homes [Households]	Motor Homes	Shelters
Correctional Facilities	Hotels	Motorboats -or- Houseboats	Ships
[Damp] Storage Areas	[Households]	Nurseries	Shops
Day Care Centers	Houses	Nursing Home[s] -or- Convalescent Home[s] -or- Senior [Citizens'] Home[s]	Storage Areas
Dens	Industrial Facilities	Office[s] [place]	Subways
Dorms	Institutional Kitchens	Pet Areas	Supermarkets
Elder Care Centers	[Institutional] Laundromats	Pharmacies	Trains
[Elementary] Schools** -or- Colleges -or- Universities	Institutions		Trolleys
	Jungle Gym[s]		Vacation Homes
	Kennels		Vehicle [Interior[s]] [Exterior[s]]
	Kids' -or- Children's [Play]room[s] -or- [Family] Den[s]		Veterinary Clinics
	Kitchen[s]		Warehouse Clubs
			Work[place]

**For use on noncritical surfaces in:**

Dental Offices	Laboratories	Nursing Homes	Physician Offices
Hospitals	Medical Clinics	Patient Rooms	Veterinary Offices

\*\*Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.

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**Use Surfaces: Table 2**

**For use on hard, nonporous surfaces [such as]:**

Appliances [Appliance] [Exterior[s]] [Surfaces] [Outside of]	[Door] [Cabinet] [Appliance] Knobs Door Frames	Laundry Rooms Light Switches [Fixtures] [Panels]	Stainless Steel [Appliances] Staplers Stereo Consoles Stove Tops Tables [Tiled] Walls
Baby Furniture (Cribs, Changing Tables, Diaper Pails)	Doorknobs Drain Boards	Lockers [Manual] Pencil Sharpeners	[Toilet] [Toilet Flush] [Faucet] [Telephone] [Dishwasher] [Cabinet] [Door] Handles
Baseboards	Drawer Pulls	[Medicine] Cabinets	Toilet Seats
Basements	Dressing Carts	Metal [Work Benches]	Toys*
[Bathroom] [Kitchen] Faucets [Handles]	Drinking Fountains*	Microwave[s] [Exterior[s]] [Outside[s] of]	Toy Boxes
Bed Rails	Elevator Buttons	Mirrors [bathroom]	Toy Storage Bins
Bed Springs and Frames	Faucets	Non-Food Contact Surfaces of Highchairs	Training Toilets
Bidet[s]	[Filing] Cabinets	Office -or- Bedside Furniture	Training Tools
Blinds	Finished Hardwood[s]	Office Machinery	Trash Cans
Cabinets -and/or- Cupboards	[Finished Wood] Doors	Paper Towel [Dispensers] [Holders]	Trash Compactors
Cages	Floors	Patio Furniture -and/or- [Lawn] Chairs	[TV] [Wii] [Remote[s]] [Controls]
Car Interiors	Floors Around Toilets	PDA [Personal Digital Assistant]	[Under] Sinks
Cat -and/or- Dog -and/or- Pet Dish[es] -or- Soiled Surface[s]	Gaming Systems	Pet areas -and/or- surfaces	Vending Machine Surfaces
[Cell] [Smart] Phone	Garbage Cans	Picnic Tables	[Vinyl] Wallpaper
Chairs	Garbage Disposals	Plastic Shower Curtains	Walkers
[Children's] Furniture	General Use[s]	Playground Equipment	Walls
Chrome	Glass [tables -or- tabletops]	Playpens	Washing Machines [Washers -and/or- Dryers] [Exterior[s]] [Outside of]
Chrome Exterior Surfaces of Urinals and/or Toilets	[Glazed Porcelain] [Bath]tubs	Porta-Pottie[ies] -or- Portable Bathroom[s]	Wastebaskets
[Classroom] Desks	[Glazed Porcelain] Sinks	[Public -or- Pay] Telephones -or- Phone Booths	[Water] [Drinking] Fountain [Toggles] [Handles]
Closets	[Glazed Porcelain] Toilet -and/or- Urinal Exterior[s] [Surfaces] -or- Exterior Toilet Surfaces	Range Hoods	Wheelchairs
[Clothes] [Diaper] Hampers <sup>§</sup>	Glazed Tiles	Recycling Bins	Windows
Computer[s] [Laptop[s]] [Netbook[s]] [Keyboards]	[Grocery [Store]] [Shopping] Basket Handles	Refrigerator Door Handles	
Cooler Exteriors	[Grocery [Store]] [Shopping] Cart Handles	Refrigerator[s] Exterior[s] [Outside of]	
Counters	[Grocery [Store]] [Shopping] Carts	Restaurant High Chairs	
Countertops	Gym Equipment	[Salad Bar] [Buffet] [Cafeteria] Sneeze Guard[s]	
Desks	Hampers <sup>§</sup>	[School]** [Toys*] [Supplies] Surface[s]	
[Dark] tile	Hand Dryer Buttons	Sealed Granite [Countertops]	
[Diaper] Changing Tables -and/or- Areas	Handrails	[Shower] Doors	
Diaper Pails	Highchairs*	Shower [Walls]	
Dining Room Surfaces -and/or- Tables -and/or- Fast Food Restaurant Tables	[Kid's] Play [Structures] [Equipment] [Furniture] [Tables]	Showers	
[Dining] [Fast Food] [Kitchen] [Picnic] [Play] [Restaurant] [Tray] Tables	Kitchen Surface[s] Lamps	Signs	

\*rinse with water after wiping  
 with -or- using the product  
 \*\*Confirm school policy allows  
 for use and/or donation of  
 product. Adults must deliver  
 donations [directly] to  
 schools.

§ having nonporous surfaces of