



U.S. ENVIRONMENTAL PROTECTION AGENCY
 Office of Pesticide Programs
 Antimicrobials Division (7510P)
 1200 Pennsylvania Ave., N.W.
 Washington, D.C. 20460

EPA Reg. Number:

67619-47

Date of Issuance:

10/27/22

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Fortify

Name and Address of Registrant (include ZIP Code):

Jamie Venable
 Agent
 CLOROX PROFESSIONAL PRODUCTS COMPANY
 Electronic Transmittal: jvenable@srconsultants.com

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA).

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.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Tara Flint Silva, Acting Product Manager 31
 Branch Name, Antimicrobials Division (7510P)
 Branch Name, Antimicrobials Division (7510P)

Date:

10/27/22

2. You are required to comply with the data requirements described in the DCI identified below:
 - a. ADBAC GDCI-069141-30905
 - b. DDAC GDCI-069149-30869

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI Order listed above, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>

3. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 67619-47.”
4. Submit one copy of the final printed label for the record before you release the product for shipment.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels (“Guidance”), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.
2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
 - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 - A. CDC Current Outbreak List for “U.S. Based Outbreaks” (www.cdc.gov/outbreaks),
 - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification (www.cdc.gov/outbreaks) (also

- released through the CDC's Health Alert Network (HAN) notification process)
- C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)
- ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page (www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI).
- A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is enveloped.
- B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE's publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.
5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against Human Rotavirus [ATCC VR-2018][Strain WA] is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process, FIFRA section 12(a)(1)(B). Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Assurance.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 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. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 05/06/2022
- Alternate CSF #s A01-A04 dated 05/06/2022

Note that the record for this record also currently contains the following Alternate Brand Names:

- CloroxPro Clorox Active Guard Residual Sanitizing Cleaner
- CloroxPro Clorox ActiveGuard Residual Sanitizing Cleaner
- CloroxPro Clorox DuraGuard Residual Sanitizing Cleaner
- CloroxPro Clorox ActiGuard Residual Sanitizing Cleaner
- CloroxPro Clorox Surface Guard Residual Sanitizing Cleaner
- CloroxPro Clorox Surface Max Residual Sanitizing Cleaner
- CloroxPro Clorox Surface Defense Residual Sanitizing Cleaner

If you have any questions, please contact FlintSilva.Tara@epa.gov.

Enclosure: Stamped label

Label identification

Fortify, EPA Reg. No. 67619-*to be assigned*

RC779013

10:30 10/25/22

Formatting notes (applicable for all claims)

Now[!] -and/or- **New[ly][!]** -and/or- **Improved[!]** may be added anywhere to a claim and will only be used for the first 6 months of product on shelf.

Optional text may be placed anywhere on the label -and/or- container.

Bold, italicized text is information for the reader and is not part of the label.

Bracketed information is optional text.

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

All directions may be written in numbered form or in paragraph form.

All use sites and/or use surfaces on the label may be listed in conjunction with an image of the use site and/or use surface.

Highlighted text is new. Strike-through text means removed.

Fortify

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back -and/or- side panel -and/or- fold-out booklet for additional information -and/or- precautionary statements [and] [directions for use][and] [storage and disposal]

ACTIVE INGREDIENTS:

Alkyl (50% C14, 40% C12, 10% C16)

Dimethyl Benzyl Ammonium Chloride 0.2%

Didecyl dimethyl ammonium Chloride 0.3%

OTHER INGREDIENTS: 99.5%

TOTAL:..... 100.0%

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

[Contains No Phosphates]

[Net Contents] _____

Actual contents will be inserted on container label _____

ACCEPTED

10/27/2022

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under

EPA Reg. No. 67619-47

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.

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: 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. Have the product container or label with you when calling a poison control center or doctor or going for treatment. [For general information on product use, call the National Pesticides Information Center at 1-800-858-7378.] For medical emergencies, call the poison control center at 1-800-222-1222.

Questions or Comments? [Please] visit www.clorox.com or call [us toll free at] 1-800-227-1860 -or- (800) 227-1860.

For more [product -and/or- ingredient] information, visit www.IngredientsInside.com -or- www.smartlabel.org.

Mfd. for The Clorox Company, 1221 Broadway, Oakland, CA 94612.

© YYYY Made in [the] U.S.A. [of global components -and/or- ingredients.]

Clorox is a registered trademark of The Clorox Company.

EPA Reg. No. 67619-*to be assigned*

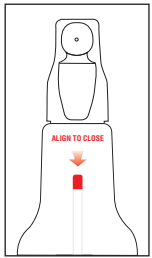
EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG), GA-4 (MR), IL-2 (VF); 8251-OH-1 (Q6), OH-2 (Q6), WI-2 (KW), WI-3 (KV), WI-5 (UQ); 50757-WI-1 (VN), WI-3 (2J); 52631-NJ-1 (UW); 58455-IN-1 (C6), IN-2 (01); 56952-AR-1 (RL), WI-1 (RK), WI-2 (VV); 62401-NC-2 (PK), NJ-1 (JW); 71681-GA (JQ), IL-1 (03), IL-2 (24); 99201-TX-1 (U01X)

Beginning of batch code indicates Est. No.

Patents: www.thecloroxcompany.com/patents

For a Spanish translation of product directions -or- instructions -or- information, visit www.clorox.com.

Optional graphics. May be placed anywhere on label/container.



Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)



CLOROXPRO™





Packaging Related Statements

Operating Trigger

To Operate: Open hinged cover of sprayer and snap into opening on top. -or- Turn -or- Rotate nozzle [counterclockwise] to “spray” -or- “stream” -or- ON [setting]. Adjust [nozzle] to desired pattern. -or- To open, turn nozzle. [When almost empty, -or- To spray every drop [,][:] tilt bottle downward -or- at a downward angle [while spraying].]

Alternate for Refill Bottle:

To Refill [Spray Bottles]:

Remove

Remove trigger sprayer -or- cap from empty bottle.

Pour

Unscrew cap on refill and pour contents directly into empty bottle. Use a funnel to minimize product spills -or- waste.

Use

Replace trigger sprayer and use as you normally would. -or- Unscrew cap and transfer your trigger to this bottle. -or- Replace cap and use as you normally would. Fill -or- refill the insert number [fl] oz this product spray bottle with this product refill. Pour product into spray bottle over sink or tub basin.

For foldout label:

Peel [here] [for] [additional] [directions]

Trigger options: To refill: Twist trigger [on spray bottle] [1/4 turn -and/or- counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

DIRECTIONS FOR USE

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

Disinfection

To Clean[,] [and] Disinfect [and Deodorize] [and Remove Allergens] on Hard, Nonporous Surfaces: [Set trigger to SPRAY.] Spray 6-8 in[ches] from surface [with trigger sprayer] until [surface is] thoroughly wet. Surface must remain visibly wet for contact time listed [below] -or- on label -or- 5 min[utes]. [Then wipe, if desired]. For visibly soiled areas, [a] precleaning [step] is required. [If streaking is observed, wipe with a clean, damp [microfiber] cloth -or- paper towel].

The following statement only to be used on institutional labels with medical use sites and medical devices:

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

Special Instructions for Use Against HBV and HCV

This product kills HBV and HCV on precleaned hard, nonporous surfaces/objects previously soiled with blood/body fluids in health care settings [(hospitals, nursing homes)] or other settings in which there is an expected likelihood of soiling of hard, nonporous 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 Hepatitis B Virus (HBV) and Human Hepatitis C Virus (HCV).

Special instructions for using this product to clean and decontaminate against HBV and HCV on hard, nonporous surfaces/objects soiled with blood/ body fluids: Personal Protection: When handling items soiled with blood or body fluids, use disposable impervious 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. **Contact Time:** Allow surface to remain visibly wet for 5 min[utes]. The contact times for other bacteria and viruses may differ. See product label for contact times. **Disposal of Infectious Materials:** Use disposable impervious gloves, gowns, masks and eye coverings. Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

Mandatory label language when product is supplied in large containers (1 gallon or greater) to be used with refillable [pump] spray bottles less than 1 gallon.

Fill or refill the X [fl] oz of **this product** spray bottle with **this product**. Pour product into spray bottle over sink or tub basin.

Deodorization

To Deodorize: Spray until thoroughly wet. -or- Apply [**this product**] [with trigger sprayer] to completely wet all surfaces. Surface must remain visibly wet for 5 min[utes]. [Then wipe.].

Allergen Removal

To [clean and] remove allergens^s: [Set trigger to SPRAY.] Spray 6-8 in[ches] from surface [with trigger sprayer] and wipe excess. Allow to air dry. [No rinsing is required.] [If streaking is observed, wipe with a clean, damp [microfiber] cloth -or- paper towel].

Sanitization

To Sanitize hard, nonporous non-food contact surfaces: [One-Step Cleaner/Sanitizer] Spray -or- Apply to surface until thoroughly wet. Surface must remain visibly wet for 60 sec[onds] -or- 1 min[ute]. Wipe clean with a clean cloth -or- sponge -or- paper towel. Preclean visibly soiled surfaces. [Kills -or- effective against] [[99.9% of] **insert non-food contact sanitization bacteria from Organism Table.**]
-or-

To Sanitize hard, nonporous non-food contact surfaces: Apply to -or- Spray surface until thoroughly wet. Surface must remain visibly wet for 1 min[ute] -or- 60 sec[onds] before wiping. Preclean visibly soiled surfaces.

To Sanitize Hard, Non-porous Non-food Contact Surfaces[:] For 24 H[OU]R[s] performance: Apply to -or- Spray surface until thoroughly wet. Surface must remain visibly wet for 5 min[utes]. Allow to air dry. [Kills -or- effective against 99.9% of] **insert residual sanitization bacteria from Organism Table** [for 24 h[ou]rs].

-or-

To Sanitize Hard Non-porous Non-food Contact Surfaces[:] [For 24 H[OU]R[s] [performance]]: Apply to -or- Spray surface until thoroughly wet and allow to air dry without wiping. Surface must remain visibly wet for 5 min[utes]. Reapply if surface is scrubbed. [Kills -or- effective against 99.9% of] [**Insert residual sanitization bacteria from Organism Table**] [for 24 h[ou]rs].

Disinfect and Sanitize Hard Non-porous Surfaces

To Disinfect and Sanitize Hard, Nonporous Non-food Contact Surfaces: Apply to -or- Spray surface until [surface is] thoroughly wet. Surface must remain visibly wet for 5 min[utes]. For visibly soiled areas, a precleaning is required.

Do not use on eating or cooking utensils, glasses, dishes, or cookware. Not for use on food contact surfaces.

RESIDENTIAL

Bottles intended to be refilled by the consumer

STORAGE AND DISPOSAL: Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill this container except as described in the directions for use. Refill only with this product. Offer for recycling or place in trash.

Nonrefillable bottles

STORAGE AND DISPOSAL: Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

INSTITUTIONAL & INDUSTRIAL

For Containers to be Refilled by the User:

STORAGE AND DISPOSAL: Do not contaminate water, food, or feed by storage or disposal.

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

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER HANDLING: Do not reuse or refill this container except as allowed in the directions for use. Refill only with this product. Recycle empty container[,] -and/or- discard in trash.

Nonrefillable bottles:

STORAGE AND DISPOSAL: Do not contaminate water, food, or feed by storage or disposal.

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

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. Recycle empty container[,] -and/or- discard in trash.

Sanitizing Claims

- [60 seconds -or- 1 min[ute]] [bacterial -or- sanitization] Sanitizer on hard, nonporous non-food contact surfaces
- [60 seconds -or- 1 min[ute]] Hard, Nonporous Non-food Contact Surface Sanitizer^P
- [Antibacterial*] Multi-Purpose Cleaner
- Antibacterial* Cleaner
- Cleaner and Sanitizer
- Cleans and sanitizes
- Kills 99.9% of bacteria [in 60 seconds -or- 1 min[ute]]*
- Kills 99.9% of **insert organisms from Organism Table** in 60 seconds -or- 1 min[ute]^{P, *}
- Hard, Nonporous Non-food Contact Surface Sanitizer^P
- Sanitizing [Value] Pack
- Sanitization [against bacteria]
- Sanitizer -or- Sanitizes
- Sanitizes in 60 seconds -or- 1 min[ute]*

24-hour Residual Sanitizing Claims

- 24 hour 99.9% bacteria sanitization^{3, 4}
- 24 hour peace of mind⁴
- 24 hour sanitization on treated hard, nonporous surfaces
- 24 hour sanitizing spray for hard, nonporous surfaces⁴
- 24 hours of protection from 99.9% bacteria [even in high contact areas]^{3, 4}
- 24-Hour Protection from 99.9% of bacteria on treated surfaces⁴
- A product that gives you 24 hour[s] peace of mind⁴
- After 5 minutes, kills 99.9% of bacteria, and keeps killing for 24 hours⁴
- All day bacteria protection⁴
- All day sanitization⁴
- Continues to kill [99.9%] bacteria[,] even if touched⁴
- Continuous 99.9% antibacterial sanitizing for up to 24 hours⁴
- Formulated with a [new] revolutionary technology that sanitizes -or- reduces bacteria [[on] hard, non-porous surfaces] for 24 hours⁴
- Helps you protect -or- defend -or- guard [your] treated hard, non-porous surfaces from 99.9% of bacteria for 24 hours⁴
- Helps you protect treated hard, non-porous surfaces from 99.9% of bacteria for 24 hours⁴
- Keeps killing [99.9% of bacteria] for up to 24 hours⁴
- Keeps killing [99.9% of] bacteria even after multiple touches⁴
- Keeps killing [99.9% of] bacteria for up to 24 hours [even after the surface is touched many times -or- even after multiple touches]⁴
- Keeps Killing [99.9% of] [bacteria] Even After Multiple Touches [for up to 24 hours]⁴
- Keeps treated hard, nonporous surfaces sanitized for 24 hours⁴
- Kills 99.9% of bacteria for 24 hours on treated surfaces⁴
- Kills 99.9% of bacteria in 5 minutes, and keeps killing for 24 hours⁴
- Multi-purpose -or- Multi-Surface cleaner [with -or- and -or- & 24 hour sanitizing]^{4, P}
- [Leaves behind a] sanitizing -or- 99.9% bacterial killing coating for 24 hours
- [Leaves behind a] coating -or- barrier on treated hard, nonporous surfaces for 24 hours⁴
- [Patented -or- Patent Pending] Formula continues to work after multiple touches -or- up to 24 hours⁴
- [Persistent] antibacterial sanitization for up to 24 hours⁴
- Persistent antibacterial sanitizing for up to 24 hours⁴
- Protects [household -and/or- commercial -or- industrial -or- institutional -or- business -or- professional] surfaces^P from 99.9% of bacteria for up to 24 hours⁴
- Protects against 99.9% of bacteria between cleanings for 24 hours on treated surfaces^{4, P}
- Protects against bacteria on treated surfaces between cleanings for up to 24 hours^{4, P}
- Protects treated hard, nonporous surfaces from what you can't see: 24 hours of sanitization [from bacteria]^{3, 4}
- Protects treated hard, nonporous surfaces from what you can't see[:] 24 hours of protection on surfaces from 99.9% of bacteria^{3] 4}
- Provides 24 hour [99.9% of bacteria] sanitization⁴
- Provides 24 hour sanitization -or- sanitizing against 99.9% of bacteria⁴
- Provides 24 hour sanitization -or- sanitizing against **insert Residual Sanitization bacteria from Organism Table⁴**
- [A]round the clock bacteria protection⁴
- Sanitization that lasts all day⁴
- Sanitization that lasts up to 24 hours⁴
- Sanitize and protect treated hard, nonporous surfaces from bacteria for 24 hours⁴
- Sanitizes bacteria for 24 hours⁴
- Sanitizes [against bacteria] for 24 hours⁴
- Sanitizes for 24 hours on hard non-porous surfaces against **insert Residual Sanitization bacteria from Organism Table⁴**
- Sanitizes for up to 24 hours⁴
- Sanitizes treated [household -and/or- commercial -or- industrial -or- institutional -or- business -or- professional] surfaces [**insert use surface(s) from Table 1 -and/or- surface materials from Table 3**] [from 99.9% of bacteria] for up to 24 hours⁴
- Scientifically proven to kill 99.9% of bacteria for up to 24 hours⁴
- Spray and you're good for [the day] [24 Hours]⁴
- Stays cleaner between cleans – up to 24 hours⁴
- Surface protection that goes on working for 24 hours⁴
- [The cleaner that] provides 24 hour continuous sanitization⁴
- [The cleaner that] provides 24 hour of sanitization⁴
- [This product] [is] a 24[-]hour sanitizer specifically formulated for your home -and/or- business[es] -and/or- workplace [(it keeps killing, even after multiple touches)]⁴
- [This product] keeps killing [99.9% of] bacteria even after multiple touches [for up to 24 hours]⁴
- [Useful] when you want cleaning and [24 hour] sanitizing⁴
- Withstands repeated contact for [up to] 24 hours⁴

Disinfecting Claims

- [Antibacterial*] Multi-Purpose Cleaner
- Broad spectrum [general] disinfectant
- Can help reduce cross contamination between treated surfaces^P
- Cleans -and/or- disinfects [in one step¹]
- Cleans and disinfects hard, non-porous surfaces
- Cleans as it disinfects¹
- Cleans, disinfects, and deodorizes
- Destroys 99.9% of bacteria on **insert use surface(s) from Table 1 -and/or- surface materials from Table 3 -and/or- use site(s) from Table 2¹**
- Disinfectant [&] Cleaner
- Disinfecting [Value] Pack
- Disinfects **insert use surface(s) from Table 1-and/or- surface materials from Table 3 -and/or- use site(s) from Table 2**
- Disinfects in just 5 min[utes]
- Disinfects 99.9% of bacteria and viruses[‡] in 5 minutes
- Disinfects and deodorizes
- Disinfects and removes offensive odors from **insert use site(s) from Table 2**
- Disinfects hard, nonporous surfaces against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 5 min[utes]]
- Effective against **insert organism(s) from Disinfection Organism Table**
- Effective against -or- Disinfects 99.9% of SARS-CoV-2[◇], Cold & Flu viruses⁶, MRSA⁷ and E. coli⁸ in 5 min[utes]
- Effective against -or- Kills SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 5 min[utes]]^P
- Eliminates 99.9% of bacteria from **insert use surface(s) from Table 1 -and/or- surface materials from Table 3 -and/or- use site(s) from Table 2^P**
- Eliminates 99.9% of bacteria -and/or- viruses[‡] [in 5 minutes]^P
- Eliminates tough stains and 99.9% of bacteria and viruses^{‡, P}
- Helps you maintain a cleaner home
- Kills[99.9% of] bacteria [in one step¹]
- Kills bacteria [and] viruses[‡] in -or- on **insert use surface(s) from Table 1 -and/or- surface materials from Table 3 -and/or- use site(s) from Table 2¹**
- Kills **Insert organism(s) from Disinfection Organism Table¹**
- Kills -or- Disinfects against -or- Effective against [the] COVID-19 virus[◇] -or- virus that causes COVID-19[◇] [in 5 min[utes]]
- Kills 99.9% of bacteria and flu viruses²
- Kills [99.9% of] bacteria on -or- in **insert use surface(s) from Table 1 -and/or- surface materials from Table 3 -and/or- use site(s) from Table 2**
- Kill[s] -and/or- Effective against cold and flu viruses⁶
- Kills 99.9% of cold & flu viruses⁶
- Kills 99.9% of viruses[‡] and bacteria
- Kills [bacteria] in 5 minutes: **insert bacteria from Disinfection Organism Table**
- Kills [viruses[‡]] in 5 minutes: **insert virus(es) from Disinfection Organism Table**
- Kills the virus that causes flu²
- [One-step¹] Disinfectant
- One-step¹ disinfectant [cleaner]
- One-step¹ virucide[‡]
- Reduces cross contamination between treated hard, nonporous surfaces
- The choice for when you want cleaning and disinfecting
- Tested [and proven effective] against SARS-CoV-2 [the cause of -or- the coronavirus that causes COVID-19] [in 5 min[utes]]^P
- Virucide[‡]

Emerging Viral Pathogen Claims

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

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

- enveloped viruses

<i>For an emerging viral pathogen that is an:</i>	<i>... following the directions for use for the following organisms on the label:</i>
Enveloped virus	Human Rotavirus [ATCC VR-2018] [Strain WA]

This product has demonstrated effectiveness against viruses similar to ***insert name of emerging virus*** on hard, nonporous surfaces. Therefore, ***this product*** can be used against ***insert name of emerging virus*** when used in accordance with the directions for use against †***Rotavirus*** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at ***insert pathogen-specific website address*** for additional information.

Insert name of illness/outbreak is caused by ***insert name of emerging virus***. ***This product*** kills similar viruses and therefore can be used against ***insert name of emerging virus*** when used in accordance with the directions for use against †***Rotavirus*** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at ***insert pathogen-specific website address*** for additional information.

Organism Table

Disinfection		
Bacteria	Strain and/or ATCC	Contact Time
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]	5 min[utes]
Klebsiella aerogenes	[ATCC 13048]	5 min[utes]
Listeria monocytogenes	[ATCC 19117]	5 min[utes]
Methicillin Resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	5 min[utes]
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]	5 min[utes]
Salmonella enterica [(Salmonella)]	[ATCC 10708]	5 min[utes]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	5 min[utes]
Streptococcus pyogenes	[ATCC 19615]	5 min[utes]
Enveloped Viruses	Strain and/or ATCC	Contact Time
‡. [##]Bovine Viral Diarrhea Virus ^[00] [(BVDV)] as [surrogate for] Hepatitis C Virus [(HCV)]	[ATCC VR-1422] [Strain NADL]	5 min[utes]
‡. [##]Duck Hepatitis B Virus ^[00] [(DHBV)] as [surrogate for] Hepatitis B Virus [(HBV)]		5 min[utes]
‡Herpes Simplex Virus Type 1	[Strain F(1)] [ATCC VR-733]	5 min[utes]
‡Herpes Simplex Virus Type 2	[ATCC VR-734] [Strain G]	5 min[utes]
‡Human Coronavirus [cause of common cold]	[ATCC VR-740] [Strain 229E]	5 min[utes]
‡Influenza A Virus [(H1N1)]	[Strain A/4108/2009] [CDC 2009712192]	5 min[utes]
‡Respiratory Syncytial Virus [(RSV)]	[ATCC VR-26] [Strain Long]	5 min[utes]
‡SARS-CoV-2 [(cause of COVID-19)]	[Strain 1/2020] [BEI NR-52281]	5 min[utes]
Large Non-enveloped Virus	Strain and/or ATCC	Contact Time
‡Human Rotavirus	[Strain WA] [ATCC VR-2018]	5 min[utes]
Non-Food Contact Sanitization	Strain and/or ATCC	Contact Time
Klebsiella pneumoniae	[ATCC 4352]	60 sec[onds]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	60 sec[onds]
Residual Sanitization Bacteria	Strain and/or ATCC	Contact Time
Klebsiella aerogenes	[ATCC 13048]	5 min[utes]
Staphylococcus aureus [(Staph)]	[ATCC 6538]	5 min[utes]

General/Miscellaneous Claims

- All Purpose Cleaner
- A Clorox® cleaner you can trust
- A technology that is gentle -and/or- mild enough to use on the surfaces your family touches the most
- Bonus -and/or- Value Pack
- Bonus -or- Economy size
- Bonus **X%** free
- Can be used for transportation areas
- Cleaning made easy for all your hard, nonporous surfaces
- Cleans and cuts grease
- Cleans tough stains
- Clean with confidence [with *insert product name*]
- Cleaner
- Cleans without harming surfaces
- Cleans without scratching your surfaces
- Cleans without leaving visible residue behind
- Compatible with common surfaces such as *insert use surface(s) from Table 1 -and/or- insert surface material(s) from Table 3*
- Convenient
- Cost effective and time efficient
- Deodorizer
- [Designed] For Home -and/or- Hospital -and/or- Institutional -and/or- Industrial Use
- Does not damage surfaces
- Easy to use
- [Easily] Cleans [up] everyday messes -or- dirt and grime
- Easy, convenient, and effective
- Effective concentration every time
- Eliminates [tough] odors
- Fast and easy way to clean
- Fast and effective cleaning
- For use in: *insert use site(s) from Table 2*
- For use in schools, offices, hospitals, veterinary clinics, athletic facilities, airports and more
- For use on both light and dark hard, nonporous surfaces
- Formula is ready to use
- Formula is tough on soils [but -or- and] easy on surfaces
- Gentle on surfaces
- Get -or- Spray Every Drop[® -or-™][!]
- Great for everyday use
- Great for on-the-go cleaning
- Great for shiny surfaces!
- Great on *insert surface material(s) from Table 3*
- Great on *insert use surface(s) from Table 1*
- Great -or- Designed for [use] *insert use site(s) from Table 2*
- Ideal for continuous cleaning
- Ideal for everyday cleaning
- Kills odor-causing bacteria
- Leave nothing but clean behind
- Leaves a clean, fresh scent
- Leaves a light, natural scent behind
- Leaves a [fresh -or- light] citrus scent
- Leaves a [light] pleasant fragrance -or- [little -or- no] scent [behind]
- Leaves a streak-free shine -or- leaves surfaces shiny
- Leaves glass and stainless steel sparkling clean
- Leaves [shiny] surfaces spotless
- Leaves *insert use surface(s) from Table 1* surfaces spotless
- Leaves surfaces clean
- Leaves your *insert use site(s) from Table 2* smelling clean
- Low odor [formula] *only for CSFs with no fragrance*
- [More than -or- over] 100 years of disinfection history
- No fragrances *only for CSFs with no fragrance*
- No mixing required
- No strong smell
- Patented formulation
- Perfect size for use all around the house
- Pleasant odor
- Powerful cleaning surfactants [to get the job done]
- Quick and easy to use on high touch surfaces
- Quick dry formula
- Ready-to-use -or- RTU
- Safe for use on *insert surface material(s) from Table 3*
- Suitable for use on most surfaces, including soft surface[s]
- Suitable for use on soft surfaces
- Simplify Your Routine for Clean
- [Suitable -or- appropriate to -or- for] use on *insert use site(s) from Table 2*
- The cleaning power of Clorox® you expect
- The [trusted] smell of clean
- This product will deodorize
- Use daily -or- every day
- [Use as a] refill for this product
- Use on a wide variety of surface commonly found in *insert use site(s) from Table 2*
- Use on -or- in common areas^P
- Use on high touch surfaces^P
- Use throughout the *insert use site(s) from Table 2*^P
- Works all around the facility^P

Fragrance/Scent Descriptors

Any fragrance descriptor below can 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 -and/or- followed with aroma -or- bouquet -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean

- | | | | |
|--|---|---|--|
| <ul style="list-style-type: none"> • Aloe • Amber -or- Ambery • Atlantic Fresh • Bergamot • Bergamot & Orange Peel • Citrus • Clean • Clementine • Cyclamen • Eucalyptus • Eucalyptus & Sage • Floral • Floral • Fresh | <ul style="list-style-type: none"> • Fresh Fragrance • Fruity • Grapefruit • Green Apple • Jasmine • Lavender • Lavender & Eucalyptus • Lavender & Mint • Lemon • Lemongrass • Mandarin • Mango & Hibiscus • Max Freshness • Mild | <ul style="list-style-type: none"> • Mint • Modern • Musk • Orange Breeze • Orange Peel • Peach • Pineapple • Pleasant • Pure Lemon • Rose -or- Rose Petals -or- Rose Water • Sage • Springtime • Spun Sugar | <ul style="list-style-type: none"> • Summer -or- Summer Fresh • Tangerine • Tropical • Unfragranced -or- Unscented • White Musk • White Strawberry • Wild Berries |
|--|---|---|--|

Table 1 Use Surfaces^P

<ul style="list-style-type: none"> Appliances Brass Copper Crystal Glass Finished Wood Galvanized metal Glazed tiles Laminated plastic 	<ul style="list-style-type: none"> Laminated surfaces Linoleum Metal Mirrors Nickel Painted Surfaces Painted Wood Plastic Laminate 	<ul style="list-style-type: none"> Plexiglass[®] Sealed [or finished] hardwood [floors] Sealed Grout Sealed limestone Sealed Marble Sealed Slate Sealed Terra Cotta 	<ul style="list-style-type: none"> Sealed Terrazzo Sealed Wood Shower Curtains Glazed Tile
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Table 2 Use Sites^P

- | | | | |
|---|---|--|---|
| <ul style="list-style-type: none"> • Acute Care Institution • Airports • Alternate Care Institutions • Ambulances [equipment -or- surfaces] • Anesthesia rooms • Animal Care Facilities • Animal Equipment Dialysis Centers -or- machines • Animal Hospitals • Animal Labs • Assisted Living Facilities • Auto Repair Centers • Automatic Feeders • Automatic Teller Machines (ATMs) • Banks • Barber -or- Beauty Shops • Barges • Bars -or- Restaurants (non-food contact surfaces only) • Basements -or- crawl spaces | <ul style="list-style-type: none"> • Bathroom[s] [Fixtures] • Bathroom Counter[top]s -and/or- Cabinets -and/or- Cupboards • [Bath]tubs • Bed Knobs -and/or- Frames -and/or- railings • Bed pans • Bedrooms • Benches • Blinds • Blood banks • Boats • Bowling Alleys • Breeding -and/or- Grooming Establishments • Buckets • Buses -and/or- Bus Stations • CAT Scan equipment -or- rooms • Campers • Campgrounds | <ul style="list-style-type: none"> • Carts • Cars • Central Service Areas • Central Supply Rooms • Chairs • Changing Tables • Clinics • Coated Mattresses • Coated Pillows • Combs • Commercial Building • Computer keyboards • Computer Manufacturing Sites • Computer peripherals • Computers -and/or- Tablets -and/or- Keyboards • Counter[top]s • Cruise ship surfaces -or- equipment • Curing Lights • Cutting Tools • Day Care Centers | <ul style="list-style-type: none"> • Delivery Trucks • Dental Chairs -and/or- offices -and/or- operatory rooms • Department stores • Desks • Desktops • Diaper pails • Dining rooms • Dispensing & Filling Equipment • Door -and/or- Cabinet -and/or- Appliance Handles • Dog -and/or- Cat Animal Kennels • Drain boards • Dressing Carts • Dressing Rooms • Drinking Fountains (non-food contact surfaces) • Electronics • Emergency vehicles • E[mergency] M[edical] |
|---|---|--|---|

- S[ervices] -and/or- Fire Facilities
- Food Processing Plants (non-food contact areas)
- Garages
- Government facilities
- Hair Clippers
- Hair salons
- Health Clubs
- Helicopters
- Homes -or- houses
- Hospital[s] [beds]
- Hotel[s] [Rooms]
- Isolation areas -or- wards
- Kitchen (Non-food contact surfaces)
- Laboratories
- Lamps
- Laundries
- Libraries
- Living rooms
- Locker[s] [rooms]
- Medical offices
- Medical Research Facilities
- Movie Theaters
- Mud rooms
- Neonatal units
- Newborn Nurseries
- Nurse call buttons -or- devices
- Nursery
- Office[s] [Buildings -or- Equipment]
- Patio furniture
- Performance Centers -or- Theaters
- Performance/Theater Centers
- Pet Animal Quarters
- Pet Shops
- Picnic Facilities
- Playpens
- Playrooms
- Portable -and/or- Chemical Toilets
- Post Offices
- Plumbing Fixtures
- Powder rooms
- Pre-schools
- Public spaces
- Recreational sporting -or- snow -and/or- water equipment
- Recycling Bins
- Refrigerator exterior surfaces
- Restroom Fixtures
- Restrooms
- Retail and Wholesale establishments
- RV's -or- Mobile homes
- Salons
- Schools
- Scissors
- Shopping Malls
- Shower curtains -or- doors -or- stalls
- Sinks
- Soap dispensers
- Spas
- Sport complexes
- Sports Arenas
- Storage areas
- Stovetops⁹
- Strollers
- Supermarkets (non-food contact surfaces)
- Tables
- Tanning Beds -or- equipment -or- salons -or- spas
- Taxis
- Telephones
- Toilet -or- Urinal Exteriors -or- Exterior surfaces of Toilets
- Trains -and/or- Train Stations
- TV Remote Controls
- TV -and/or- phone -and/or- Tablet Screens
- Vanity tops
- Vet Offices -or- Hospitals
- Veterinary Clinics
- [Washable] Walls
- Wheelchairs

Table 3 Surface Materials

Acrylic	Glass	Plated -and/or- stainless steel
A[crylonitrile] B[utadiene] S[tyrene] [(ABS)] [plastic]	Glazed ceramic	PVC
Aluminum	Glazed porcelain	Sealed fiberglass
Chrome	Glazed -or- sealed stone -or- granite	Silicone rubber
Corian [®] [^λ]	Laminate	Tin
Formica [®] [^{λλ}]	Plastic	Vinyl
		Zinc

Alternate Brand Names (ABNs)

- | | |
|---|--|
| CloroxPro [®] Clorox [®] Active Guard Residual Sanitizing Cleaner | CloroxPro [®] Clorox [®] Surface Guard Residual Sanitizing Cleaner |
| CloroxPro [®] Clorox [®] ActiveGuard Residual Sanitizing Cleaner | CloroxPro [®] Clorox [®] Surface Max Residual Sanitizing Cleaner |
| CloroxPro [®] Clorox [®] DuraGuard Residual Sanitizing Cleaner | CloroxPro [®] Clorox [®] Surface Defense Residual Sanitizing Cleaner |
| CloroxPro [®] Clorox [®] ActiGuard Residual Sanitizing Cleaner | |

Footnotes

- ¹When used according to the disinfecting directions
- ²Influenza A Virus H1N1 [(H1N1)]
- ³Even after multiple touches [on surfaces]
- ⁴ Sanitizes for 24 hours on hard non-porous surfaces against *insert Residual Sanitization bacteria from Organism Table*
- ⁶ Influenza A Virus H1N1, Human Coronavirus, Respiratory Syncytial Virus [(RSV)]
- ⁷ Methicillin Resistant Staphylococcus aureus
- ⁸ Escherichia coli O157:H7
- ⁹ allow to come to room temperature
- *when used according to [the] sanitization directions
- ^P [on] hard, nonporous surfaces [of] [identified on this label]
- ✦Kills SARS-CoV-2 on hard, nonporous surfaces
- § Cockroach matter -or- particles, dust mite matter -or- particles, pet dander -or- dog and cat dander
- [‡ Viruses]
- [‡‡ Bloodborne pathogens]
- ◇◇ [tested] as Bovine viral diarrhea Virus
- ◇◇◇ [tested] as Duck Hepatitis B Virus [(HBV)]
- [^λ] Corian[®] is a [registered] trademark of [E. I. du Pont de Nemours and Company] [a subsidiary of] [E. I. du Pont de Nemours and Company] [or one or more of its affiliates]
- [^{λλ}] Formica[®] is a [registered] trademark of [The Diller Corporation] [a subsidiary of] [Formica] [Formica Corporation] [or one or more of its affiliates]