

70627-73

10/23/2014

1/18

**U.S. ENVIRONMENTAL PROTECTION
AGENCY**

Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

NOTICE OF PESTICIDE:

☒ Registration
☐ Reregistration

(under FIFRA, as amended)

EPA Reg. #:

70627-73

Date of Issuance:

10/23/14

Term of Issuance:

Conditional

Name of Pesticide Product:

Scrubbing Bubbles
Disinfectant Bathroom
Cleaner

Name and Address of Registrant (include ZIP Code):

Diversey, Inc.
8310 16th Street, MS 707
Sturtevant, WI 53177-1964

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

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

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 (OPP Decision No. D-491782) is conditionally registered in accordance with FIFRA sec 3(c)(7)(A) provided that you:

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.

2. Make the labeling changes listed below before you release the product for shipment:

a. Revise the "EPA Registration Symbol to read, "EPA Reg. No. 70627-73"

3. Submit three (3) copies of your final printed labeling before distributing or selling the product bearing the revised labeling.

Signature of Approving Official:

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

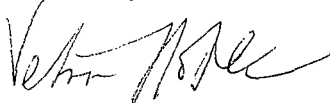
Date:

OCT 23 2014

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

A stamped copy of the label is enclosed for your records. Should you have any questions regarding this letter, please contact.

Sincerely,



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

Enclosure: stamped label

3/18

(Note to Agency: Text appearing in parenthesis is done to show optional text.)

Scrubbing Bubbles® Disinfectant Bathroom Cleaner

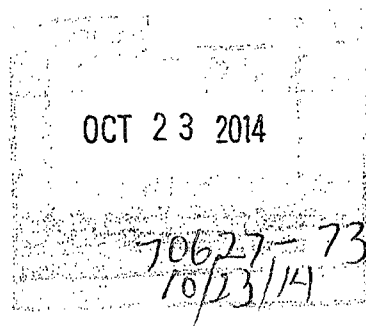
(Foam) (Foaming) (Aerosol) (Spray)
(Multi-Purpose) (Multi-Surface) (Multi-Task)
(Antibacterial) (Bathroom) (Disinfects) (Disinfectant) (Sanitizes) (Sanitizer) (Cleans) (Cleaner)
(For Institutional Use)

Active Ingredients:

Alkyl dimethyl benzyl ammonium chloride.....	0.096%
Octyl decyl dimethyl ammonium chloride.....	0.072%
Dioctyl dimethyl ammonium chloride.....	0.036%
Didecyl dimethyl ammonium chloride.....	0.036%
Other (Inert) Ingredients:.....	99.760%
Total.....	100.000%

KEEP OUT OF REACH OF CHILDREN CAUTION

See directions and additional precautionary statements on (back) (side) (panel) (label) (below).



NET (WT) (CONTENTS):

[(Product of) (Made in) XXXXXXXXXXXX.]

(Note to Agency: Text appearing in parenthesis is done to show optional text.)

[Marketing Text Relating to Cleaning & Surfaces:]

- A (quick,) (convenient) cleaner like none other!
- All you have to do is wipe(!)
- Always at hand
- (Also) (great) (available) (works effectively) (for) multi-purpose touch ups
- Attacks (soap scum) (bathroom stains)
- Foaming (spray) (action) that does the work for you
- Can be used on a wide variety of hard, non-porous surfaces
- Clean as you go
- Clean you desire (expect)
- The cleaning power of Scrubbing Bubbles® with the invigorating scent of fresh oranges!
- (Cleans) (and) (removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints) (hard water stains) (dirt) (grime) (limescale)
- Cleans (tough) (grease) (grime) (and) (soap scum) easily!
- Cleans (and) (shines) (without scratching)
- Cleans everyday (grease) (or) (grime) (kitchen) (messes) (like dirt, grease and food stains)
- Cleans glass (&) (more)(!)
- Cleans hard-to-reach spots
- Cleans without scrubbing
- (Clean up) without missing a beat(!)
- Complete clean(!)
- Complete(s) your (everyday) cleaning (regimen)
- Convenient way to clean
- Cuts through (bathroom) (dirt) (grime) (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (limescale) (and) (water marks) (hard water stains))
- Cuts tough (kitchen) grease (and grime)
- (Deep,) (penetrating) foam (thoroughly) cleans
- Deodorizes and leaves (insert from List 1) smelling fresh(!)
- Does not leave a (cloudy) residue
- Don't let messes slow you down in the (insert from List 1)
- (Don't) (No) (slow) (slowing) down for messes
- (Easy) (Quick) (&) (Convenient) to use in (the) (bathroom) (and) (kitchen) (insert from List 1)
- Easy (enough) to use (every day)
- (Easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- Effectively cleans (glass) (and other hard, nonporous surfaces) (countertops) (stovetops) (exterior surfaces of refrigerators) (exterior surfaces of microwave ovens) (exterior surfaces of appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (mirrors)

(Note to Agency: Text appearing in parenthesis is done to show optional text.)

- Effectively cleans (glass and other hard, nonporous surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors)
- Effectively cleans a wide range of surfaces
- Effectively cleans (and) (shines) (insert from List 1)
- (Effectively) removes (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Effectively removes (everyday) soils on (insert from List 1). All it leaves behind is a (beautiful)(,) (sparkling)(,) (streak-free) (*Insert Brand*) shine.
- Effective at removing (tough) (stains) (soils) (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Eliminates food odors left behind on surfaces
- Eliminates odors (as it cleans) (as you clean)
- Fast acting foam
- Fast (and) (easy) cleaning solution (–) (one product for a variety of (bathroom) (kitchen) (non-food contact) surfaces)
- Foam (penetrates) (reaches) (hard to reach places) (in nooks and crannies) for easy cleaning
- Foaming (action) (cleaner) (formula) (does the work) (for you)
- Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- For a variety of (bathroom) (kitchen) surfaces
- For (daily) (everyday) (light-duty) (heavy-duty) (touchup) (kitchen) (bathroom) (office) (cleaning) (use)
- For everyday cleaning (use)(!)
- (Formulated) (for) (tougher) (tough) cleaning(!)
- For the entire (bathroom) (business)
- For use on business surfaces
- For the dirt you can see and the germs[†] you can't
- (Freshens) (fragrance) (deodorizes) (and) (leaves (bathrooms) (kitchens) smelling fresh!)
- (Freshens) (fragrance) (deodorizes) (and) leaves the (insert from List 1) smelling fresh!
- From the makers of (*Insert Brand*)
- (Lightly) cleans
- (Foam) Goes to work on contact (penetrating) (and) (dissolving) (grime)
- Great for (all around) (the) (kitchen) (bathroom)
- Great on surfaces including: (insert from List 1)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- Great for (everyday) cleaning
- (Has) (Leaves) (a) (clean) (light) (airy) (mild) (fresh) (fragrance or scent)
- (Heavy-duty) (All-purpose) (cleaner)

(Note to Agency: Text appearing in parenthesis is done to show optional text.)

- Helps prevent cross-contamination of hard, non-porous surfaces
- Helps prevent (daily) (buildup) of soap scum
- (Just) (only) pennies per (dispense) (pump)!
- (Kitchen) (cleaning) (cleaner) (for) (inert from List 1)
- (Leaves) No (smeary) (filmy) (visible) (greasy) (gritty) (oily) residue
- Leaves (bathrooms) clean and (shiny) (shining)
- Leaves (behind) a (brilliant) (streak-free) shine (and) (has) (a fresh, clean scent)(!)
- Leaves a (long lasting) (fresh) (clean) (scent) (fragrance)
- (Leaves) (virtually) No (smeary) (filmy) (visible) (harmful chemical) residue
- Leaves your (whole) (room) (bathroom) (kitchen) (office) (smelling) (clean) (and) (fresh)!
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Makes your job easier.
- Makes (bathroom) (kitchen) (office) (clean-ups) (touch-up(s)) quick and easy
- Makes cleaning (up) (touching-up) (messes) (easy) (and) (convenient)
- Makes your current quick cleanup (even) (more) effective
- Makes your (cleaning) (job) (life) (easy) (easier)
- Multiple cleaning tasks
- (Multi-Surface) (Multi-Task) (Multi-Shine) (Multi-Purpose) (Cleaner)
- (Multi-Purpose) cleaner for (bathrooms) (and) (kitchens) (offices) (sinks) (toilets) (mirrors) (countertops) (appliances) (floors) (as well as) (other) (hard, non-porous surfaces)
- No (abrasives) (or) (phosphates)
- No (harsh) (chemical) (smell) (formula) (fumes) (odor)
- No (visible) (oily) (harsh) (dull) (smeary) residue (or buildup)!
- No need to rinse!
- No-scratch formula
- Non-(abrasive) (corrosive) formula
- (Nothing) (cleans) (cuts) (shines) (kitchen(s)) (grease) (bathroom(s)) better (than) (tough cleaning) (this product or *Insert Product Name*) (*Insert Brand*)
- One wipe and (you are) (you're) done(!)
- (One) (quick) (convenient) solution for clean (surfaces) (and) (insert from List 1)
- Passes the finger swipe test! No (oily) (or greasy) (or dull) (or smeary) residue(!)
- (Penetrating) foam (easily) removes (tough) (stains) (such as) (soap scum) (hard water stains) (toothpaste) (dirt) (makeup) (lipstick) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (fingerprints) (and) (grime)!
- Penetrating foam works on contact
- (Picks up) (cleans up) bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)

(Note to Agency: Text appearing in parenthesis is done to show optional text.)

- Prevent(s) (little) (small) (spills) (messes) from becoming (larger) (headaches) (messes) (tough cleaning jobs)
- Perfect ingredient for the (kitchen) (bathroom)
- (Product(s)) (ingredients) that perform
- Power(s) (through) (tough) (grime) (!)
- Powerful cleaner
- (Quick) touch up (cleaning) with (great) (fragrance)
- Quick (and) (easy) (bathroom) (kitchen) clean-ups
- (Quickly) (Effortlessly) removes grime
- (Ready) (at) (hand)
- Reduce(s) the frequency of deep clean(s)(ing) (occasions)
- Removes (food) stains
- Removes odors
- Removes (gets rid of) soap scum
- Removes (soap scum) (and hard water spots) (or) (hard water deposits) (in the bathroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- Saves (time) (and) (effort)
- Simple (and) (easy) to use!
- (Simple) (Easy) Streak-free shine (on) (around) (non-food contact kitchen) (hard non-porous surfaces) (insert from List 1) (every day)
- Simply dab, wipe and throw away.
- Simply touch (dab) and (&) go!
- Specially formulated for (a variety of hard, nonporous surfaces) (use in) (the) (bathroom) (and) (kitchen)
- Stay on top of your (little) (smaller) (messes) (cleaning)
- Stays where you spray (!)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) the cleaning process
- Such tough cleaning (that) (yet) it doesn't leave (a) (an) (oily) – (or) – (greasy) – (or) – (smeary) residue!
- Such tough cleaning that it leaves no (smeary) residue behind!
- Tackle the (toughest) (bathroom) (kitchen) cleaning needs (!)
- The convenient way to keep (the) (bathroom) (kitchen) (your) (office) looking "just cleaned" (!)
- The (fastest) (easiest) (most convenient) way to (clean-up) (everyday) (little) (messes)
- The (fastest) (easiest) way to clean (insert from List 1) (the) (bathroom) (kitchen)
- The (modern) way to clean (!)
- The right cleaner (at the right time) (right) (when) (where) (you need it) (every time)
- (Total) (kitchen) (and) (bathroom) solution(s)
- Tough enough for (high traffic) ("high touch") (heavily touched) (frequently used) (frequently touched) (items) (areas)
- Tough cleaning (formula) (with a fresh scent)!

(Note to Agency: Text appearing in parenthesis is done to show optional text.)

- (Tough) cleaning never smelled so good
- (Tough) cleaning for the (entire) (insert from List 1)(!)
- (Tough) cleaning without the oily (greasy) (dull) (smeary) residue!
- Tough cleaning formula wipes out (dirt) (grease) (and) (grime) (and leaves a fresh clean scent)!
- Tough cleaning made easy (without the residue)!
- Tough (Tougher) on (grease) (and) (grime)(!)
- Use (throughout) (everywhere in) (all around) (the) (whole) (insert from List 1)(!)
- Use as (much) (or) (as little) (as you need) to (quickly) clean up (wipe up)
- Use on (bathroom) (kitchen) (office) surfaces
- Versatile cleaner
- Virtually no scrubbing required
- We do the work so you don't have to
- We work hard so you don't have to!®
- Wipes away (nasty) (filthy) (bathroom) messes
- Wipes out tough grime (and leaves a fresh clean scent)!
- Won't (will not) harm septic (systems) (tanks)
- Won't (will not) harm (most) surfaces
- You can see and hear the Bubbles working

MISCELLANEOUS MARKETING CLAIMS:

- Ammonia free(!)
- Does not contain bleach
- Bleach-free(!)
- (By) (From) the makers of (*This Brand*)
- Contains no abrasives, (harsh acids) (or bleach)
- Contains no (chlorine) (bleach) (or) (phosphates) (phosphorus)
- (Contains) (Leaves) no (harsh) (lingering) chemicals
- For old or worn surfaces, test on a small area before use
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- (No) (Non-(chlorine)) (bleach)
- No harsh (fumes) (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula
- Patented formula
- Recommended for use on (sealed hard surfaces) (hard, non-porous surfaces). When in doubt, spot test on an inconspicuous area (of the surface)
- Will not harm most surfaces
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)

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[List 1 – LOCATIONS Including Places, Rooms/Areas, Items, and Surfaces]

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order, in singular or in plural.]

((This product or Insert Product Name) Can be used in ((Is) for use in):

(PLACES)

- airplanes
- automotive (repair) shops
- barber shops and salons
- bed and breakfasts (inns)
- boats
- buses
- cars
- concession stands
- contractor shops
- convenience stores
- churches (synagogues)
- cruise ships
- daycare(s) (center(s)) (facilities)
- dormitories (dorms)
- homes cleaned by professional cleaning services
- hotels (and motels)
- janitorial services
- maintenance shops
- offices
- pet stores (shops)
- restaurants
- retail stores
- schools
- small businesses
- stores

(ROOMS/AREAS:)

- bathrooms
- bedrooms
- dining (rooms) (areas)
- garages (garage storage areas)
- kitchens
- laundry rooms
- lobbies
- pet areas
- play (areas) (rooms)
- restrooms
- sitting rooms (areas)

(This product can be used on the following hard, nonporous surfaces:)

(ITEMS:)

- artificial plants
- automobile (interiors) (dashboards) (seats) (windows) (windshield)
- bathroom surfaces
- bathtubs
- bedframes
- bicycles (bikes)
- blinds
- bookcases
- booster chairs
- baseboards (molding) (trim)
- basins
- cabinet handles
- cabinets
- ceiling fans
- changing tables
- clocks
- collectibles and knick knacks
- computer(s) (screens)
- (bathroom) (kitchen) (office) counters (countertops)
- cupboards
- desktops
- diaper pails
- dining tables (and chairs)
- doorknobs
- (closet) (entrance) (glass) doors
- electronics
- elevators
- exercise equipment

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- exterior surfaces of (small) (kitchen) (appliances) (such as) can openers, cooktops, dishwashers, freezers, microwaves, microwave ovens, oven(s) (doors), range(s) (hoods) (tops), refrigerators, stovetops, toasters, (and) (even) ((BBQ) grills (when surface is cool))
- faucets
- fixtures
- (linoleum) (no-wax) (vinyl) floors
- footboards
- (outdoor) (plastic) (patio) furniture
- garbage cans
- glass patio doors
- glazed ceramic tiles
- glazed porcelain (tiles) surfaces
- grocery carts
- handrails
- headboards
- high chairs
- hubcaps
- keyboards
- lamps
- laptops
- light fixtures
- light switches
- mirrors
- paned windows
- pianos
- picture frames
- recycling bins
- shelves
- shower(s) (doors) (heads) (stalls) (surrounds)
- sinks
- telephones
- toilet(s) (handles) (seats) (rims) (tanks) (exteriors)
- (sealed) (fiberglass) (glazed) (ceramic) tubs
- vanity (vanities)
- vinyl curtain(s) (tile)
- vinyl siding
- walls
- washing machines, exterior surfaces of
- (stained glass) windows
- window (ledges) (blinds)

(This product can be used on the following hard, nonporous surfaces:)

(SURFACES:)

- aluminum
- baked enamel
- bronze
- chrome
- Corian[®]
- Formica[®]
- fiberglass
- finished polyurethane
- finished wood
- (asphalt tile) (finished wood) (laminated) (linoleum) (no-wax) ((sealed masonry) (flagstone) (stone) (slate) (cork) (terrazzo)) (vinyl) floors
- (tempered) glass
- glazed ceramic (tile(s))
- glazed porcelain (enamel) (kitchen) (bathroom) (tile(s))
- laminated surfaces
- laminate
- metal
- (brushed) nickel
- Pergo[®] (laminated) (hardwood) surfaces
- plastic (ABS)
- polystyrene
- glazed porcelain (enamel)
- sealed cement
- sealed granite
- sealed grout
- sealed fiberglass
- sealed marble
- sealed synthetic marble
- sealed natural stone
- sealed quartz
- stainless steel
- steel surfaces
- stone surfaces
- vinyl
- wood laminate

(**Corian[®] is trademark owned by E.I. du Pont de Nemours and Company
Formica[®] is trademark owned by The Diller Corporation
Pergo[®] is trademark owned by Pergo AG)

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MARKETING EFFICACY CLAIMS

- 2 in 1 (One-Step) (All Purpose) (insert from List 1) (Antibacterial) (Disinfectant) (Sanitizer) (&) (and) (Cleaner)
- (3-in1) (4-in-1)(5-in 1) (All-Purpose Cleaner): (cuts grease) (kills viruses[^]) (kills bacteria*) (eliminates odor causing bacteria*) (leaves a fresh scent) (kills germs[†]) (remove stains) (brightens surfaces) (attacks soap scum) (prevents mold and mildew) (removes) (hard water stains) (toothpaste) (cosmetics) (urine) (dirt) (mud) (bathtub rings)
- A (convenient) way to (clean up) (and) sanitize frequent messes
- A(n) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99.9% of bacteria*[†] in your (insert from List 1)
- An (easy) way to (disinfect) (and) (sanitize) (and) (clean)
- Antibacterial
- (Antibacterial) (disinfecting) (foam) (foaming) (action!)
- All purpose (antibacterial) (daily) (insert from List 1) (cleaner) (spray) (sanitizer)
- An effective sanitizer for use in the (insert from List 1)
- Antibacterial (insert from List 1) cleaner
- Antibacterial Action
- Antibacterial Formula (cleans and sanitizes)
- (insert from List 1) cleaner and sanitizer
- (Clean) (Sanitize) (Disinfect) (Sanitary) (hard,) (nonporous) surfaces (wherever), (whenever) you (go) (travel) (need)
- (Cleaning) (and) (Sanitizing) (and) (Disinfecting) (formula)
- Clean(s) (and) (sanitize)(s) (disinfect)(s) (up) (small) spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)
- (Cleans,) (shines,) (sanitizes,) (disinfects,) (&) (and) (deodorizes)
- Cleans and sanitizes (without harsh fumes)
- Cleans (and kills) (bacteria*) (and disinfects) (to a sparkling shine) (to a streak-free shine) (to a streak-free *Insert Brand* shine) (without leaving a residue) (without leaving a visible residue) (on surfaces).
- (Is good for) (cleans) (one product for) (cleaning) a variety of surfaces in the bathroom(,) (:) (including) (such as) (insert from List 1)
- Combines streak free cleaning with (disinfecting) (antibacterial) action
- (Convenient) (way) (to) (clean) (clean-up) (and) (disinfect) (and sanitize)
- (Deodorizes) (deodorizer)
- (Deodorizes) (Cleans) by disinfecting
- (Deodorize)(s) (areas where obnoxious odors may develop) (hard-to-clean areas) (where germs[†] are a concern)
- Disinfects
- Disinfect(s) (almost all) (of) the (hard) (non-porous) surfaces in the (bathroom) (kitchen) (by killing 99.9% of the) (germs[†]) (microbes[†]) (microorganisms[†]) (bacteria*) (viruses[^]) that (live) (hide) (hide out) (reside) (lurk) (lie in wait) (there)

(Note to Agency: Text appearing in parenthesis is done to show optional text.)

- Disinfects the (busiest) (most) (touched) (used) surfaces in the (bathroom) (kitchen) (insert from List 1)
- Disinfects the (hardest to reach) (dirtiest) places in the (bathroom) (kitchen) (insert from List 1)
- Disinfects the (hard) (non-porous) surfaces people (touch(s))(contact)(handle) the most
- Disinfects (hard) (non-porous) surfaces where (common) (germs[†]) (microbes[†]) (microorganisms[†]) (bacteria*) (viruses[^]) (live) (hide) (hide out) (reside) (lurk) (lie in wait)
- Disinfects and leaves the (bathroom) (kitchen) smelling fresh(!)
- Disinfects (and) (deodorizes) (cleans)(!)
- Disinfects (and) (-) kills 99.9% of (germs[†]) (and) (viruses[^]) (and) (bacteria*)
- Disinfects (as it cleans) (as you clean)
- Disinfects bacteria* (and) (deodorizes)(!)
- Disinfects (Disinfectant) on (hard non-porous surfaces) (insert from List 1)
- Disinfectant (that) (kills) (insert disinfectant organisms from Efficacy Claims section)
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) (and) (sanitizes) (disinfects) (while) (sanitizing) (disinfecting)
- (Easy) (and) (Convenient) (way) (to clean) (and) (disinfect)
- (Effective on) (Cleans) (kills 99.9% of germs[†]) (shines) (disinfects) (sanitizes) (and) (deodorizes) (bathroom surfaces) (kitchen surfaces) (locations) (in) (rooms) (areas) (on) (such as): (insert from List 1)
- For general (cleaning) (and) (sanitizing) of (hard) (non-porous) surfaces
- For the dirt you can see (and the bacteria* you can't)
- Formula cleans (and) (sanitizes) (disinfects)
- Formula sanitizes (hard,) (porous,) surfaces as it cleans and shines
- From the brand(s) you trust to clean(,) (with a powerful disinfectant)
- (Freshens) (fragrance) (deodorizes) (disinfects) (where germs[†] are a concern) ((and) leaves the (bathroom) (kitchen) (insert from List 1) smelling fresh!
- (Gently) (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (insert from List 1) bacteria*
- Great for (cleaning) (and) (sanitizing)(!)
- Helps fight bacteria*
- (Helps) (Eliminate(s)) odors
- Helps prevent the spread of (common) viruses[^]
- Helps prevent cross-contamination of treated (hard) (non-porous) surfaces
- Bacteria*-killing formula
- (Improved) (scent) (deodorizes) (disinfects) and leaves the (bathroom) (kitchen) (insert from List 1) smelling fresh(!)
- Kills (insert organism from Efficacy Claims Section)
- Kills (≥) 99.9% of bacteria* (on) (insert from List 1) (as it cleans)(!)
- Kills (99.9% of) (bacteria[†]) (in) (just) (30 seconds)(!)
- Kills (≥) 99.9% of germs[†] (on) (insert from List 1)
- Kills (≥) 99.9% of (cold) (and) (flu) viruses[^]
- Kills (≥) 99.9% of (common) (viruses[^]) (and) (bacteria*) (like) (insert organisms from Efficacy Claims Section)
- Kills (≥) 99.9% of viruses[^] (and bacteria*) (on) (insert from List 1)

(Note to Agency: Text appearing in parenthesis is done to show optional text.)

- Kills bacteria* (found) on (hard) (non-porous) (insert from List 1) surfaces
- (Kills) (bacteria*) (disinfectant effective against) (This product or *Insert Product Name* kills) (many types of) bacteria* (and viruses[^]), including (insert organisms from Efficacy Claims Section)
- Kills (common) (bacteria*) (and) (viruses[^]) (without heavy fumes)(!)
- (Kills) (Eliminates) (Destroys) 99.9% (of bacteria*) (of the bacteria* commonly found in) (all around) (insert from List 1) (including) (insert organism from Efficacy Claims Section)
- (Kills) (Eliminates) (Destroys) bacteria* from (insert from List 1) surfaces
- Kills (harmful) germs[‡] (on) (insert from List 1)
- Kills bacteria* (fast) (on contact)(!)
- Kills ((odor-causing) (food-related) bacteria*) (viruses[^]) on hard, non-porous surfaces
- Kills (odor-causing) bacteria* (that cause odors)
- Kills the viruses[^] that cause (the common) cold(s) and flu
- Kitchen cleaner and sanitizer
- Leaves (hard) (non-porous) surfaces (disinfected) (sanitized) (and sparkling clean)(!)
- Leaves (hard,) (non-porous) surfaces sanitized
- Leaves (the) (insert from List 1) (kitchen) (bathroom) (surfaces) (shiny) (clean) (and) (disinfected) (sanitary) (sanitized) (smelling clean)
- Leaves (insert from List 1) surfaces sanitized
- Make (cleaning) (and) (killing) (disinfecting) (sanitizing) (removing) (virus[^]) (bacteria*) (convenient) (easy) (with) (this product or *Insert Product Name*)
- Makes cleaning (disinfecting) easy (and sanitizes too)
- Makes sanitizing easy
- Multi-purpose (antibacterial) (daily) (insert from List 1) (cleaner) (spray) (and) (non-food contact sanitizer)
- (Multi-purpose) (30 second) (cleaner) (cleaning) (sanitizer) (sanitizing) (insert from List 1)
- One-step cleaner (sanitizer) (and) (disinfectant)
- (*Insert Product Name*) (Helps prevent the spread of) (insert organisms from Efficacy Claims section)
- Removes (stains)(/)(build-up) from (insert from List 1)
- Removes (grime) (soap scum) (while) (disinfecting)
- (Sanitizer) (Disinfectant) (Antibacterial) (One Step) ((2 in 1) (Bathroom) (Kitchen) (All-Purpose) (&) (and) (Cleaner)
- Sanitizes and deodorizes
- Sanitizes as it cleans
- Sanitizes (hard) (non-porous) (bathroom) (kitchen) (insert from List 1) surfaces (in 30 seconds)
- Sanitizes in (just) (30) seconds
- Sanitizes (kills) (common) bacteria[†]
- Shines (and) (plus) kills (household) bacteria*
- Stops (germs[‡]) (microbes[‡]) (microorganisms[‡]) (bacteria*) (viruses[^]) in (their) (it's) (tracks)
- (Stops) (Kills) (Eliminates) (Eradicates) (germs[‡]) (microbes[‡]) (microorganisms[‡]) (bacteria*) (viruses[^]) where (they) (it) (live(s)) (hide(s)) (hide(s) out)) (reside(s)) (lurk(s)) (lie(s) in wait) (where germs[‡] are a concern)

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(Note to Agency: Text appearing in parenthesis is done to show optional text.)

- The convenient way to (clean) (and) (sanitize) (and disinfect) (and deodorize) (insert from List 1)(!)
- The (easy) (effective) way to (clean) (and) (sanitize)
- (This Product or Insert Product Name) (Kitchen) (Bathroom) (Cleaner) is the (convenient) way to (clean) (and) (sanitize) (bathroom) (non-food contact kitchen) surfaces
- (This Product or Insert Product Name) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and sanitize
- (This Product or Insert Product Name) (Bathroom) (Kitchen) (Cleaner) kills many types of bacteria* (and eliminates their odors)
- (This Product or Insert Product Name) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (sanitizes) (deodorizes) (Shines)(!)
- (This Product or Insert Product Name) is a (disinfectant) (versatile cleaner) that kills (99.9% of) bacteria*, (removes grease)(,) (and) (cleans) (surfaces) (even) (including) (glass,) (to a) (sparkling) (beautiful), streak-free (Insert Brand) shine.
- (This Product or Insert Product Name) (Thoroughly) Cleans, shines and (disinfects) (sanitizes) (insert from List 1)
- (This Product or Insert Product Name) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Sanitizer) (Sanitizes) (Virucide*) (Virucidal*) (Bathroom) (Kitchen) (Cleaner)
- (Thoroughly) Cleans, shines and (disinfects) (sanitizes)
- Tough on dirt and bacteria*...Easy on You!
- Tough on germs[†] (easy) enough (for everyday use) (on surfaces)
- Use (daily) (everyday) (for a) (fresh) (clean) (sanitized) (kitchen) (bathroom) (environment)
- (Use this product to) (Insert Brand Name) (can) (clean,) (shine,) (disinfect) (and) (sanitize)
- Wipes out tough grime and germs[†]!

(Efficacy Claims)

With a 5 minute contact time, in the presence of 5% soil, this product is an effective disinfectant on hard, non-porous surfaces against:

*Bacteria:

Pseudomonas aeruginosa (ATCC 15442), *Staphylococcus aureus* (ATCC 6538), *Salmonella enterica* (ATCC 10708), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (ATCC 35150), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592), *Streptococcus pyogenes* (ATCC 19615)

^Viruses:

Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA)

Mold/Mildew Control (Mildewstatic Activity) – controls and prevents (inhibits) the growth of mold and mildew (such as *Aspergillus niger* (ATCC 6275)) (and the odors caused by them) when applied to pre-cleaned hard, non-porous inanimate surfaces.

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(Note to Agency: Text appearing in parenthesis is done to show optional text.)

†Non-Food Contact Surface Sanitizer for hard non-porous surfaces – effective against *Klebsiella pneumoniae* (ATCC 4352) and *Staphylococcus aureus* (ATCC 6538) in the presence of 5% soil in 30 seconds.

[Note to Reviewer: Footnotes for symbols which can be used in place of or in addition to the Efficacy Claims section above]

(* = disinfectant bacteria)

**Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (E. coli) (ATCC 35150), *Streptococcus pyogenes* (Strep) (ATCC 19615), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592)

(† = non-food contact sanitizer bacteria)

†*Klebsiella pneumoniae* (ATCC 4352), *Staphylococcus aureus* (Staph) (ATCC 6538)

(^ = viruses)

^Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA)

(‡ = germs, microbes, microorganisms)

‡*Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (E. coli) (ATCC 35150), *Streptococcus pyogenes* (Strep) (ATCC 19615), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592), Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA)

[Note to Reviewer: If the Pandemic statements are used on the product label they will not be used in combination with any other statements.]

- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) 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 (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

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(Note to Agency: Text appearing in parenthesis is done to show optional text.)

DIRECTIONS FOR USE:

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

(Shake well before (and) (during) ((use) (or) (using)).)

(TO OPERATE:)

(TO) (CLEAN) (GENERAL) (HOUSEHOLD) (KITCHEN) (BATHROOM) (FLOOR(S)) (CLEANING) (DIRECTIONS):

(Spray X-Y inches from surface (to be cleaned).) (Hold (product) (farther) from surfaces than (you) normal(ly) (would) to get the full benefit of the (product's) spray pattern.) ((Product) can be sprayed from any angle.) (Wait) (Let stand) (several minutes) (x minutes) (to) Allow foam to penetrate (soil) (dirt) (lime scale) (rust) (stains) (and) (soap scum). (For (heavily soiled areas) (tough jobs), ((repeated use) (reapplication) may be (required) (needed) (necessary).) ((Let stand) (wait) (for) (several minutes) (x minutes) before wiping). (Remove by) (rinse) (rinsing) (clean) (with water) (or) ((wipe) (wiping)) away foam with (a) (wet) (dry) (cloth) (or) (sponge). (Wipe dry after rinsing (,) (if desired.)) (No need to wipe dry.) (On (chrome) (insert surface), rinse with water.)

TO CLEAN:

Spray X-Y inches from surface to be cleaned. Allow foam to penetrate (dirt) (soap scum) (soil). (For heavily soiled areas, let stand (several minutes) (x minutes) before wiping.) Remove by (rinsing with water) (or) (wiping with a wet cloth or sponge). (No need to wipe dry.) (On chrome, rinse with water.)

TO CLEAN:

Hold product farther from surfaces than you normally would to get the full benefit of the product's spray pattern. Spray X-Y inches from surface to be cleaned. Product can be sprayed from any angle. Wait (several minutes) (x minutes) to allow foam to penetrate dirt and soap scum. Rinse clean or wipe away foam with cloth or sponge. Wipe dry after rinsing, if desired. On chrome, rinse with water.

TO CLEAN (WIDE SPRAY):

Hold product farther from surfaces than you normally would to get the full benefit of the product's spray pattern. Spray 12-15 inches from surface to be cleaned. Wait 3 minutes to allow foam to penetrate dirt and soap scum. Rinse clean or wipe away foam with cloth or sponge. Wipe dry after rinsing, if desired. On chrome, rinse with water.

TO DISINFECT (AND DEODORIZE) (HARD, NON-POROUS SURFACES):

Pre-clean heavily soiled areas. Spray 6-8 inches from hard non-porous surface(s) until thoroughly wet. Let stand for 5 minutes. ((Then) (wipe.) ((Wipe with a wet cloth or sponge)(,) (then) (rinse (thoroughly) with water).) (Rinse food contact surfaces with (clean) (or tap) (or potable) water).

TO SANITIZE (99.9% OF BACTERIA) (AND DEODORIZE) (HARD, NON-POROUS SURFACES):

Pre-clean heavily soiled areas. Spray 6-8 inches from hard non-porous surface(s) until thoroughly wet. Let stand 30 seconds. ((Then) (wipe.) ((Wipe with a wet cloth or sponge)(,) (then) (rinse (thoroughly) with water).)

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(Note to Agency: Text appearing in parenthesis is done to show optional text.)

TO INHIBIT AND PREVENT THE GROWTH OF MOLD AND MILDEW:

Remove gross filth or heavy soil prior to applying the product for treatment against mold and mildew. On hard non-porous surfaces, spray surface until thoroughly wet. Re-apply as needed.

STORAGE AND DISPOSAL:

Do not contaminate water, food or feed by storage and disposal.

PESTICIDE STORAGE: Store in a cool, dry place away from heat or flame. Do not puncture or incinerate!

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

CONTAINER DISPOSAL: Nonrefillable container. Do not reuse or refill this container. This container may be recycled in aerosol recycling centers. At present there are only a few such centers in the country. Before offering for recycling, empty the can by using the product according to the label (DO NOT PUNCTURE!). If recycling is not available, wrap the container and discard in trash. If partly filled, call your local solid waste agency for disposal instructions.

PRECAUTIONARY STATEMENTS

HAZARD 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.

PHYSICAL OR CHEMICAL HAZARDS

CONTENTS UNDER PRESSURE. Do not use or store near heat or open flame. Exposure to temperature above 130°F (54°C) may cause bursting. Do not puncture or incinerate container.

FIRST AID:

IF IN EYES: Hold eyelids 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.

IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE.

[Working Toll-Free Number Will be Inserted Here]

Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.

EPA Reg. No. 70627-

EPA Est. No.

(Lot code letters indicate establishment number.)

(See MSDS)

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[Manufactured for:]

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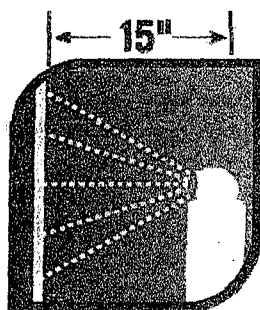
(Note to Agency: Text appearing in parenthesis is done to show optional text.)

Pictograms

Other graphics:



You can recycle
this steel container,
when empty, in an
increasing number
of communities.



Federal
regulations
prohibit CFC
propellants
in aerosols.