



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

EPA Reg. Number:

70627-76

Date of Issuance:

4/27/2015

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
 (under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

Windex Multi-Surface Disinfectant

Name and Address of Registrant (include ZIP Code):

Diversey Inc.  
 8310 16<sup>th</sup> Street  
 P.O. Box 902  
 Sturtevant, WI 53177

**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.

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 unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.
2. Submit one copy of the revised final printed label for the record before you release the product for shipment.

Signature of Approving Official:

Jacqueline Hardy, Product Manager 34  
 Regulatory Management Branch II,  
 Antimicrobials Division (7510P)

Date:

4/27/15

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 the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. 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) list 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. 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 Compliance.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. 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 CSF:

- Basic CSF dated 01/02/2015

If you have any questions, please contact Tom Luminello by phone at 703-308-8075, or via email at [Luminello.Tom@epa.gov](mailto:Luminello.Tom@epa.gov).

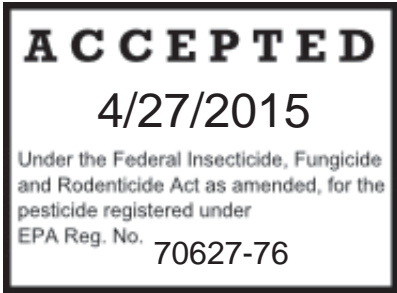
Sincerely,



Jacqueline Hardy, Product Manager (34)  
Regulatory Management Branch II  
Antimicrobials Division (7510P)

Enclosure: Stamped label dated 4/27/2015

(Note to Reviewer: Text appearing parenthesis is done to optional text.)



# Windex® Multi-Surface Disinfectant

(Multi-Surface) (Multi-Task) (Touch-Up) (Antibacterial) (Cleaner) (Sanitizer) (Disinfectant)

<b>Active Ingredient:</b>	
L-Lactic Acid.....	0.19%
<b>Other Ingredients:</b> .....	<u>99.81%</u>
<b>Total:</b> .....	100.00%

**KEEP OUT OF REACH OF CHILDREN  
CAUTION**

(See (back) (side) (inside) panel for additional precautionary statements.)  
 (See) detailed use directions and precautionary statements (are) inside (this) label.)  
 ((Please) Read all Directions carefully before using (this product).)

Net Contents:

[Note to Reviewer: “and” or “&” can be used interchangeable in the marketing sentences.]

**[Marketing Text Relating to Cleaning:]**

- Advanced combination of (*Insert Brand*) streak-free technology and quick sanitary action provides fast-acting sanitary clean
- (*Insert Product Name*) (*Insert Brand*) Best On glass
- Can be used on a wide variety of surfaces
- Clean(s) (and) (+) (that) shines (without scratching)
- Cleans (and removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints)
- Clean as you go
- Cleans (everyday) (tough) (grease) (and) (or) (grime) (messes) (without scrubbing)
- Cleans everyday kitchen messes (like dirt, grease and food stains)
- Clean, leave surfaces sanitary and provide a (*Insert Brand*) shine (on glass) (and other hard surfaces) (throughout the (*Insert from List 1*))
- Cleans with a streak-free shine!
- (Clean up) without missing a beat (!)
- Complete clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Conveniently clean!
- (Conveniently) works with (*insert from List of Material of Choice pg 13*)
- Cuts grease (cleans glass) (&) (more) (!)
- Cuts through bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks)
- Cuts tough (kitchen) (grease) (and) (grime)
- Deodorizes and leaves the (*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
- (Each) (One) (bottle) (container) (package) (get) (dispenses) (lasts) XX (uses) (pumps) (cleanings) (occasions) (dispenses) ((at) XX) (pumps) (sprays) per (application))
- (Easy) (Quick) (&) (Convenient) (to use) (in) (*insert from List 1*)
- Easy (enough) to (use) (everyday) (everywhere)
- (Easy) (Quick) (and) (Convenient) to use
- Effectively cleans (*Insert from List 1*)
- Effectively cleans (glass and other surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors)
- Effectively cleans and shines (*Insert from List 1*) (and more)
- Eliminates food odors left behind on surfaces
- Fast, easy cleaning solution – one product for a variety of surfaces
- Fast (convenient) approach to cleaning
- Fast, easy cleaning solution (- one product for a variety of (*Insert from List 1*) (non-food contact) surfaces)

- For (daily) (everyday) (gentle) (light-duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use)
- For everyday cleaning
- For (tough) (tougher) cleaning (!)
- For the entire business
- For use on business surfaces
- For (daily) (everyday) (light-duty) (heavy duty) (Insert from List 1) (cleaning) (everyday) (use)
- For (daily) (everyday) (light-duty) (touchup) (bathroom) (kitchen) cleaning
- Freshens (deodorizes) (and leaves the (Insert from List 1) smelling fresh!
- From the makers of (*This Brand*)
- (Gently) (Lightly) cleans
- Great for (all around) (multiple hard non-porous surfaces) (kitchen) (bathroom)
- Great on surfaces such as: (Insert from List 1)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- (Has a *or* Leaves a) (clean) (light) (airy) (mild) (fresh) (scent)
- (Helps) (Eliminate(s)) odors
- Improved scent deodorizes and leaves the (bathroom) (kitchen) smelling fresh (!)
- Improved for (tough) (tougher) cleaning!
- (Keep(s)) (Keeping) the (Insert from List 1) (clean) (and) (tidy).
- (Kitchen) (cleaning) (cleaner) (Insert from List 1)
- Leaves (bathrooms) clean and (shiny) (shining)
- Leaves a brilliant shine (and a fresh, clean scent)
- Leaves a long lasting (fresh) (clean) (scent) (fragrance)
- (Leaves a) Streak-free (shine) (!)
- (Leaves) No (smearly *or* filmy) residue.
- (Leaves) No (visible) (harmful chemical) residue.
- Leaves the (whole) (room) (Insert from List 1) (and) smelling (clean) (and) (fresh!)
- (Lets you) clean (up messes) (as you go) (without slowing down)
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Long lasting (scent)
- Makes your job easier
- Makes (Insert from List 1) (clean-ups) quick and easy
- Makes cleaning (up) (messes) (easy)
- Makes your current quick cleanup (even) (more) (effective)
- Makes your life easy
- Multi-Surface (Multi-Task)
- (Multi-Purpose) cleaner for (Insert from List 1) (as well as) (any) (other) (hard, non-porous surface)(s)
- No (need to rinse) (rinsing needed)!
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathrooms better (than) (tough cleaning) (*Insert Product Name*)
- One (quick) (convenient) solution for clean (surfaces) (Insert from List 1)
- One-Step (Insert from List 1) cleaner
- Picks 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)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSSES) (tough cleaning jobs)
- Perfect for the (kitchen) (bath) (Insert from List 1)
- (Product(s)) (ingredients) that perform
- Quick (and) (convenient) (way) (to) (clean (and) (shine)) (easy) (fast) (convenient) (versatile)
- Quick (and) (easy) (bathroom) (kitchen) clean-ups
- Reduce(s) the frequency of deep clean(s) (occasions)
- Removes (food stains) (odors)
- 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)
- Shiny clean!
- Simple (and) (easy) to use!
- (Simple) (Easy) Streak-free shine (on) (around) (hard) (non-porous) (surfaces) (Insert from List 1) (everyday)
- (Simple) (Easy) (Streak-free shine) on (hard non-porous) non-food contact kitchen surfaces
- So clean, it shines!
- Specially formulated for use in the (bathroom) (and) (kitchen)
- Stay on top of your (messes) (cleaning)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process
- The convenient way to keep your (Insert from List 1) looking “just cleaned” (!)
- The (fastest) (easiest) way to clean the (Insert from List 1)
- The right cleaner (at the right time) ((right) (when) (and) (where) (you need it)) (every time) (always)
- (*Insert Brand*) (Insert from List 1) (Multi-Purpose) (Cleaner)
- (This Product) effectively removes everyday soils on (Insert from List 1). All it leaves behind is a (beautiful) (,) (sparkling) (streak-free) (*Insert Brand*) shine.
- (Tough) cleaning without the oily –or- greasy –or- dull – or-smeary residue!
- Tough cleaning formula wipes out grease (and grime) (and leaves a fresh clean scent)!
- Tough on grease (and grime)
- Use in the kitchen, bathroom and (throughout) (all around) (Insert from List 1)
- Use throughout (the) (whole) (insert from List 1) (!)
- Use on (Insert from List 1) (hard non-porous surfaces)
- Versatile cleaner (can be used in) (throughout) (all around) (the) (Insert from List 1)

**[PACKAGING STATEMENTS]**

- 2 in 1
- (Better) (improved) (application) (control) (method)
- (Better) (and) (&) (Improved)(Look) (Design)(Scent!) (Formula) (Fragrance) (Color) (Foaming)(Trigger!) (Bottle)(Spray)(Sprayer)
- Better Value
- Big (Job) Size
- Bigger Size (package) (bottle)
- Bottle made of XX% post-consumer recycled plastic
- Cleans even tough, greasy soil easily
- (Comfort) (Easy Grip) (Ergo) (Ergonomic) (Improved) (Trigger)
- Complete
- Easy to (Use) (Refill)
- Easy to Grip, Easy to Store (!)
- Economic Refill
- Economy Size
- Fast, easy cleaning solution – one product for a variety of surfaces
- Gallon size!
- Gentle on surfaces
- Industrial (Pack) (Size)
- Institutional Size
- Locked feature included
- Mega (Pack) (Size)
- (More) (focused) (accurate)(application)
- (Improved) (bottle)(design) (lets you use up (all) your (brand)(product)) (formula) (!)
- Patented (Cleaning) Technology/Formula
- Now available in (separate) refill(s)
- Patented (diptube) (spray) (design) (technology) (lets you use up (all) your (brand)(product)) (formula) (!)
- Refill (only)
- Refill (cartridges) (only)
- Refills sold separately
- Twin Pack
- (Uniquely) (unique) (shape) (shaped) (bottle) (pump)
- (X ounces) at or for the (X oz.) price (of X ounces) (!)
- (X%) (X oz.) (more) (free) (!)
- (X) at the (X oz) price!
- Value (Pack) (Size)
- X (%) (oz) (free) (more) (!)
- (X) Liter (Refill) (Size) (!)

**[MISCELLANEOUS MARKETING CLAIMS]**

- Ammonia free (!)
- Does not contain bleach
- Bleach-free (!)
- Contains no abrasives, harsh acids or bleach
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) no phosphorus
- (Contains *or* Leaves) no (harsh) (harmful) (lingering) chemicals
- For old or worn surfaces, test on a small area before use
- For use on sealed hard surfaces. When in doubt, spot test on an inconspicuous area of the surface.
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- (No) (Non-(chlorine)) (bleach)
- No harsh fumes
- No harsh (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula
- Patented formula
- (This Product is) Produced with more than 30% Renewable Energy
- Will not harm most surfaces
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)
- (Won't) (Will not) harm septic (systems) (tanks)

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

[*Note to Reviewer:* Multiple locations/surfaces can be chosen from this list. In the case where one or more location/surfaces is chosen, an “and” “&” “or” may be used to link locations/surfaces.]

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

**(PLACES)**

- |   |                              |
|---|------------------------------|
| ▪ airplanes   | ▪ fitness centers            |
| ▪ automotive (repair) (shops)                         | ▪ garage(s)                  |
| ▪ (barber) (beauty) shops (and) (salons)              | ▪ garage storage areas       |
| ▪ bars  | ▪ gymnasium (gyms)           |
| ▪ bed and breakfasts (inns)                           | ▪ hotels (motels)            |
| ▪ boats   | ▪ janitorial services        |
| ▪ buses   | ▪ maintenance shops          |
| ▪ cars  | ▪ (professional) offices     |
| ▪ concession stands                                   | ▪ pet stores                 |
| ▪ contractor shops                                    | ▪ pubs                       |
| ▪ convenience stores                                  | ▪ restaurants                |
| ▪ churches (synagogues) (&) (religious organizations) | ▪ retail stores              |
| ▪ cruise ships  | ▪ schools                    |
| ▪ daycare (centers) (facilities)                      | ▪ (small) business solutions |
| ▪ dormitories (dorms)                                 | ▪ stores                     |
| ▪ exercise facilities                                 | ▪ workshops                  |



**(ROOMS/AREAS:)**

- bathrooms
- kitchens
- laundry rooms
- play areas
- powder rooms
- restrooms
- washrooms

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

**(ITEMS:)**

- artificial plants
- automobile interiors (dashboards) (seats) (windows) (windshields)
- bathroom surfaces
- bathtubs
- bedframes
- bicycles (bikes)
- blinds
- bookcases
- booster chairs
- baseboards (molding) (trim)
- basins
- behind (and under) sinks
- benches
- cabinet handles
- cabinets
- campers
- ceiling fans
- chairs
- changing tables
- china knickknacks
- china cabinets
- clocks
- collectibles and knick knacks
- computer(s) (screen(s)) (bathroom) (kitchen) (office) counters (countertops)
- cupboards
- curio cabinets
- desktops
- diaper pails
- diaper changing tables
- dining tables (and chairs)
- doorknobs
- doorhandles
- (closet) (entrance) (glass) doors
- dressers
- (personal) electronics
- elevators
- exercise equipment
- exterior surfaces of {choose from list that follows:} (small) ((kitchen) appliances) (such as) can openers, cook tops, dishwashers, freezers, microwaves, microwave ovens, ovens doors, ranges hoods (tops), refrigerator(s) (door(s)), stovetops, toasters, (and) ((BBQ) grills (use when surface is cool))
- faucets
- (chrome) fixtures
- (linoleum) (no-wax) (vinyl) floors
- footboards
- (outdoor) (plastic) (patio) furniture
- garbage cans
- glass patio floors
- glazed (bathroom) (ceramic) (kitchen) tiles
- grocery carts
- germ<sup>†</sup> prone surfaces
- handrails
- headboards
- high chair(s)
- high traffic surface(s)
- hubcap(s)
- keyboard(s)
- lamp(s)
- laptop(s)
- light fixtures (switches)
- mirrors
- nightstands
- paned windows
- pianos
- picture frames
- recycling bins
- sealed (fiberglass) tubs (or) (shower surrounds) (and) (sinks)
- shelves
- shower(s) (curtain(s)) (doors) (stalls)
- shower heads
- sinks
- (kitchen) (bathroom) sinks
- tables
- telephones
- Exterior surfaces of toilets
- Toilet(s) (handles) (seats) (rims) (tanks) (around) toilet areas
- ((glazed) (ceramic)) tubs
- vanities
- vinyl siding

(Note to Reviewer: Text appearing parenthesis is done to optional text.)

- walls
- washers and dryers
- washing machines
- stained glass windows
- window(s) (ledges) (blinds)

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

**(SURFACES:)**

- aluminum
- (baked) enamel
- chrome
- Corian<sup>®\*\*</sup>
- fiberglass
- finished polyurethane
- finished wood
- Formica<sup>®\*\*</sup>
- glass
- glazed ceramic (tile)
- glazed porcelain (surfaces)
- glazed porcelain (enamel) (kitchen) (bathroom) (tile)
- laminated surfaces (laminated)
- laminated wood
- metal
- Pergo<sup>®\*\*</sup> surfaces
- plastic (ABS)
- polystyrene
- quartz
- sealed cement
- sealed granite
- sealed grout
- sealed fiberglass
- sealed marble
- sealed synthetic marble
- sealed natural stone
- stainless steel
- steel surfaces
- stone surfaces
- vinyl (tile)
- (wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminated) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

(\*\*Corian<sup>®</sup> is trademark owned by E.I. du Pont de Nemours and Company  
Formica<sup>®</sup> is trademark owned by The Diller Corporation  
Pergo<sup>®</sup> is trademark owned by Pergo AG)

**[MARKETING EFFICACY CLAIMS]**

- 2 in 1 (Cleaner) (Sanitizer) (&) (and) (Disinfectant)
- 10-second sanitization<sup>†</sup>
- A fast and convenient way to clean up and sanitize frequent messes
- (Add) (a) (an) (everyday) (quick) (fast) (sanitizing) (quick touch-ups) (touch-up) (cleaning) (clean up) (to your daily) (cleaning) (routine)
- A(n) (quick) (and) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99.9% of bacteria<sup>†</sup> in the (Insert from List 1)
- An (easy) (quick) (fast) 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)(d) (Disinfect)(Sanitary) (hard, nonporous) surfaces (wherever), (whenever) you (go) (need)
- Cleaning and sanitizing

- Clean(s) (and) (sanitize)(s) (disinfect)(s) (up) small spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)
- Cleans, shines, disinfects, (deodorizes)
- Cleans (sanitizes) (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).
- Dab and (&) (sanitize) (disinfect)
- Disinfects (and) (deodorizes) (cleans) (!)
- Disinfects (and) (-) kills 99.9% of (germs<sup>†</sup>) (and) (viruses<sup>^</sup>) (and) (bacteria<sup>†</sup>)
- Disinfects (as it cleans) (as you clean)
- Disinfects bacteria (and) (deodorizes) (!)
- Disinfects on (hard non-porous surfaces) (Insert from List 1)
- Disinfectant on (hard non-porous surfaces) (Insert from List 1)
- Disinfectant (that) (kills) (insert disinfectant organism from Efficacy Claims Section)
- (Easy) (Quick) (and) (Convenient) (way) (to clean) (and disinfect) (and sanitize)
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) and sanitizes
- (Easy) (Quick) (and) (Convenient) (way) (to clean) (and disinfect)
- (Effective on) (Cleans) (kills 99.9% of germs<sup>†</sup>) (shines) (disinfects) (sanitizes) (and) (deodorizes) (bathroom surfaces) (kitchen surfaces) (locations) (in) (rooms) (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<sup>†</sup> you can't
- Formula sanitizes hard porous surfaces as it cleans and shines
- (Gently) (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (Insert from List 1) bacteria<sup>†</sup>
- Great for touch-up (cleaning) (and) (sanitizing) (!)
- Helps fight bacteria<sup>†</sup>
- Helps prevent the spread of common viruses<sup>^</sup>
- Helps prevent cross-contamination of hard non-porous surfaces
- Kills (>) 99.9% of bacteria (on) (insert from List 1) (as it cleans) (!)
- Kills (99.9% of) (bacteria<sup>†</sup>) (in) (just) (10 seconds) (!)
- Kills (>) 99.9% of germs<sup>†</sup> (on) (Insert from List 1)
- Kills (>) 99.9% of viruses<sup>^</sup> and bacteria<sup>†</sup>
- Kills >99.9% of (bacteria<sup>†</sup>)(viruses<sup>^</sup>)
- Kills (>)99.9% of viruses<sup>^</sup> (and bacteria)(on) (Insert from List 1)
- Kills bacteria (found) on hard non-porous (Insert from List 1) surfaces
- (Kills) (bacteria) (disinfectant effective against) (*This Product* kills) (many types of) (bacteria (and viruses), including (insert organism from Efficacy Claims Section)
- Kills (common) (bacteria) (and) (viruses<sup>^</sup> (without (heavy) (harsh) fumes) (!)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria (of the bacteria<sup>†</sup> commonly found in) (all around) (Insert from List 1) (including) (insert sanitizer organism from Efficacy Claims Section)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria (on commonly) touched surfaces that can be transfer points for bacteria (such as (Insert from List 1))
- (Kills) (Eliminates) (Destroys) bacteria from (Insert from List 1) surfaces
- Kills (harmful) germs<sup>†</sup> (on) (Insert from List 1)
- Kills bacteria<sup>†</sup> fast !

- Kills (bacteria<sup>†</sup>) (viruses<sup>^</sup>) (odor-causing bacteria) (food-related bacteria) on hard, non-porous surfaces
- Kills (odor-causing) bacteria (that cause odors)
- Kitchen (quick) (touch-up) cleaner and sanitizer
- Leaves hard non-porous surfaces (disinfected) (sanitized) (and sparkling clean) (!)
- Leaves (the) (kitchen) (bathroom) (surfaces) (shiny) (clean) (sanitized) (smelling clean)
- 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) (10 second) (touch-up) (cleaner) (cleaning) (sanitizer) (sanitizing) (Insert from List 1)
- One-step cleaner (sanitizer) (and) (disinfectant)
- Formula cleans and (sanitizes) (disinfects)
- (*Insert Product Name*) (Helps prevent the spread of) (insert organism from Efficacy Claims Section)
- Sanitizes and deodorizes
- Sanitizes as it cleans
- Sanitizes hard non-porous (bathroom) (kitchen) surfaces
- Sanitizes bathroom surfaces in 10 seconds<sup>\*</sup>
- Sanitizes in (just) (10) seconds<sup>\*</sup>
- Sanitizes (kills) common bacteria<sup>†</sup>
- Shines (and) (plus) kills bacteria<sup>†</sup>
- The convenient way to (clean) (and) (sanitize) (and deodorize) (the) (Insert from List 1) (!)
- The (easy) (effective) way to clean and sanitize
- The (easy) (effective) way to (touch-up) (clean) (and) (sanitize)
- (*Insert Product Name*) (Bathroom) (Cleaner) is the convenient way to (clean) (and) (sanitize) (bathroom) (kitchen) surfaces
- (*Insert Product Name*) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and sanitize
- (*Insert Product Name*) (Bathroom) (Cleaner) kills many types of bacteria (and eliminates their odors)
- (*Insert Product Name*) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (sanitizes) (deodorizes)(!)
- (*Insert Product Name*) is a (disinfectant) (versatile cleaner) that kills (99.9% of) bacteria<sup>†</sup>, removes grease(,) and cleans surfaces (even) (including) glass, to a (sparkling) (beautiful), streak-free (*Insert Brand*) shine.
- (*Insert Product Name*) (This Product) (Touch-up) (Thoroughly) clean(s), shine(s), disinfect(s), (and) sanitize(s)
- (This product) (Thoroughly) Cleans, shines and (disinfects) (sanitizes) (Insert from List 1)
- (*This Product*) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Sanitizer) (Sanitizes) (Virucide<sup>^</sup>) (Virucidal<sup>^</sup>) (Bathroom) (Kitchen) (Cleaner)
- (Thoroughly) Cleans, shines and (disinfects) (sanitizes)
- Tough on dirt and bacteria<sup>†</sup>...Easy on You!
- Tough on germs<sup>‡</sup> (easy) enough (for everyday use)
- Touch-up (sanitizer) (disinfectant)
- (Touch-Up) (formula) cleans and (sanitizes) (disinfects)
- (Touch-up) (Thoroughly) (Cleans), (shines), (disinfects) (and), (sanitizes)

(Note to Reviewer: Text appearing parenthesis is done to optional text.)

- Use (daily) (everyday) (for a) (fresh) (clean) (healthy) (sanitized) (kitchen) (bathroom) (environment)
- (Use this product to) (clean) (disinfect)(and) (sanitize)
- Use (*Insert Product Name*) throughout the entire (Insert from List 1) (to kill) bacteria including (insert organisms from Efficacy Claims Section) (on (Insert from List 1) surfaces...including glass)
- Way to (clean) (and) (sanitize) (everyday) (–) (a) (Fast) (Quick) (quick touch-ups) (touch- up) (cleaner) (sanitizer)
- Works in (just) (only) (10) seconds to kill 99.9% of bacteria

### **[Efficacy Claims]**

#### **(Disinfectant \*Bacteria:)**

With a 10 minute contact time, in the presence of 5% soil, this product is an effective disinfectant on hard, non-porous surfaces against the following bacteria: *Pseudomonas aeruginosa* (*Pseudomonas*) (ATCC 15442), *Staphylococcus aureus* (*Staph*) (ATCC 6538), *Salmonella enterica* (*Salmonella*) (ATCC 10708), and *Streptococcus pyogenes* (*Strep*) (ATCC 19615).

#### **(^Virucidal:)**

With a 5 minute contact time, in presence of 5% soil, this product is an effective disinfectant on hard, non-porous surfaces against the following viruses: Rhinovirus Type 37 (ATCC VR-1147(Strain 151-1)) (common cold), Influenza A2/Hong Kong (ATCC VR-544) (Influenza) (H1N1) (flu) (virus), and Influenza B/Hong Kong/5/72 (ATCC VR-823 (Strain B)).

†**Non-Food Contact Surface Sanitizer for hard non-porous surfaces** – effective against *Staphylococcus aureus* (*Staph*) (ATCC 6538), *Enterobacter aerogenes* (*Enterobacter*) (ATCC 13048), *Escherichia coli* (*E. coli*) (ATCC 11229), *Salmonella enterica* (*Salmonella*) (ATCC 10708), *Campylobacter jejuni* (ATCC 29428), *Listeria monocytogenes* (*Listeria*) (ATCC 19117), and *Streptococcus pyogenes* (*Strep*) (ATCC 19615) in the presence of 5% soil in 10 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), *Streptococcus pyogenes* (*Strep*) (ATCC 19615)

(† = non-food contact sanitizer bacteria)

*Staphylococcus aureus* (*Staph*) (ATCC 6538), *Enterobacter aerogenes* (*Enterobacter*) (ATCC 13048), *Escherichia coli* (*E. coli*) (ATCC 11229), *Salmonella enterica* (*Salmonella*) (ATCC 10708), *Campylobacter jejuni* (ATCC 29428), *Listeria monocytogenes* (*Listeria*) (ATCC 19117), *Streptococcus pyogenes* (*Strep*) (ATCC 19615)

(^ = viruses)

Rhinovirus Type 37 (common cold), Influenza A2/Hong Kong (Influenza) (H1N1) (flu) (virus), Influenza B

(# = germs)

*Staphylococcus aureus* (*Staph*) (ATCC 6538), *Salmonella enterica* (*Salmonella*) (ATCC 10708), *Pseudomonas aeruginosa* (*Pseudomonas*) (ATCC 15442), *Streptococcus pyogenes* (*Strep*)

(Note to Reviewer: Text appearing parenthesis is done to optional text.)

(ATCC 19615), Rhinovirus Type 37 (common cold), Influenza A2/Hong Kong (Influenza) (H1N1) (flu) (virus), Influenza B

[*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).

#### **DIRECTIONS FOR USE**

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

NOTE: Keep out of reach of children and pets. Unplug electrical appliances before (cleaning,) (sanitizing,) (and) (or) (disinfecting) (them) (with this product). Not recommended for use on finished wood. Spot test on other surfaces before using. Do not use or mix with other cleaners.

(Rotate nozzle to ON position.) (Remove cap.) (Twist to unlock.)

**TO CLEAN:** Spray (and) (wipe) (with) (material of choice) (including) (and) (or) (*insert from List of Material of Choice on pg. 13*) (and) (or)) (Allow to air dry).

[*Note to Reviewer:* The following note will be used preceding sanitizer and/or disinfectant directions.]

Note: Do not use on glasses, utensils or dishes. All food contact surfaces such as appliances and kitchen countertops must be rinsed with ((clean) (or) (potable)) water.

**(TO SANITIZE) (FOR SANITIZATION<sup>†</sup> OF) (TO KILL 99.9% OF BACTERIA) (ON) (FOR) HARD NON- POROUS SURFACES:**

Pre-clean heavily soiled areas. Spray surface(s) until thoroughly wet. Let stand for 10 seconds. Wipe (with) (material of choice) (including) (and) (or) (*insert from List of Material of Choice on pg. 13.*) (and) (or) (Allow to air dry).

[*Note to Reviewer: the parenthetical statement "AND DEODORIZE" will be used with the directions for disinfection only if deodorizer claims are made on the print/production label.*]

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

Pre-clean heavily soiled areas. Spray surface(s) until thoroughly wet. Let stand for 10 minutes. (Wipe (with) (material of choice) (including) (and) (or) (*insert from List of Material of Choice on pg. 13.*) (and) (or)) (Allow to air dry).

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**List of Materials of Choice**

(*Note to Reviewer: May choose any combination and "dry" may proceed any choice; if more than one material is chosen an "and" or "or" may be used to complete sentence:*)

- (a (dry) ((paper) towel)
- ((clean) (rag))
- ((clean) sponge)
- ((lint-free) (microfiber) (or) (cleaning) cloth)
- (napkin)
- (toilet paper)
- ((facial) (bath) (or) (toilet) tissue))
- ((bath) (or) (toilet) (tissue))

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[*Refill instructions for (refill) (refillable) bottle only:*]

**TO REFILL:** (Trigger Spray Bottle): Remove trigger sprayer from empty bottle. Unscrew cap on refill and pour contents directly into empty bottle. Replace trigger sprayer and use as you normally would.

**STORAGE AND DISPOSAL**

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

**Pesticide Storage:** Store in a cool place, out of reach of children and pets. Keep out of direct sunlight. Do not freeze.

**Pesticide Disposal:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

**Container Handling:**

(Refillable Trigger Spray bottle): Refillable container. Do not reuse or refill this container except as allowed in the directions. Do not reuse or refill this container with any other product other than this product's refill. Final disposal of container: Offer for recycling if available or discard in a sanitary landfill.

(All other containers): Non refillable container. Do not reuse or refill this container. Offer for recycling if available or discard in a sanitary landfill.

(Note to Reviewer: Text appearing parenthesis is done to optional text.)

**PRECAUTIONARY STATEMENTS  
HAZARD TO HUMANS AND DOMESTIC ANIMALS**

**CAUTION:** Causes slight eye irritation. Avoid contact with eyes. 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.

**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.)

[Manufactured for:] © 2014 Diversey, Inc., 8310 16<sup>th</sup> Street, Sturtevant, WI 53177-1964

(See SDS #####)

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**OPTIONAL GRAPHICS:**

[The following four icons can be placed on general open front or back panel label space (not within text) to denote that the product:

Attacks germs/bacteria/organisms that are listed on the product label – or-

Kills/sanitizes germs/bacteria/organisms that are listed on the product label



[The following icon can appear on product label to indicate that the packaging is recyclable.]





## REFERENCE SHEET

# Windex® Multi-Surface Disinfectant

*(Insert verbatim any Claims statements from the Claims sections from above.)*

### **[Efficacy Claims]**

#### **(Disinfectant \*Bacteria:)**

With a 10 minute contact time, in the presence of 5% soil, this product is an effective disinfectant on hard, non-porous surfaces against the following bacteria: *Pseudomonas aeruginosa* (*Pseudomonas*) (ATCC 15442), *Staphylococcus aureus* (*Staph*) (ATCC 6538), *Salmonella enterica* (*Salmonella*) (ATCC 10708), and *Streptococcus pyogenes* (*Strep*) (ATCC 19615).

#### **(^Virucidal:)**

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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.  
*(Insert verbatim any set(s) of Directions for Use from above.)*

See the container label for use directions and additional required information for First Aid, Precautionary Statements, and Storage and Disposal.

EPA Reg. No. 70627-

[Manufactured][Distributed][by][for]:

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