

84683-3

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

JUL - 3 2013

Dr. J. Michael Kelley, Ph.D
Representative for OhSo Clean, Inc.
P.O. Box 363
7140 Heritage Village Plaza
Gainesville, VA 20156

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Subject: Benefect® Botanical Daily Cleaner Disinfectant Spray
EPA Registration No.: 84683-3
Application Date: 6/3/2012
Receipt Date: 6/3/2012

Dear Dr. Kelley:

The following amendment submitted in connection with registration under FIFRA, as amended, is acceptable with comments.

Proposed Amendment

- Toilet bowl disinfection, sanitizing, and cleaning directions

Conditions

Revise the label as follows:

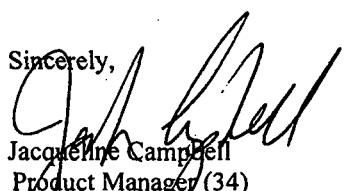
1. Per the recent letter dated April 5, 2013 from Dr. Steven Bradbury, on page 3 of the proposed label, remove Adjunct Fogging Instructions until data is submitted to support these directions.

General Comments

A stamped label is enclosed for your records. Submit three (3) copies of your final printed label before distributing or selling the product bearing the revised labeling.

Should you have any questions or comments concerning this letter, you may contact me by telephone at (703) 308-6416 or by e-mail at campbell.jacqueline@epa.gov or Jaclyn Pyne by telephone at (703) 347-0213 or by e-mail at pyne.jaclyn@epa.gov. When submitting information or data in response to this letter, a copy of this letter should accompany the submission to facilitate processing.

Sincerely,


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

{MASTER LABEL}

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Benefect® Botanical Daily Cleaner Disinfectant Spray
{This is the product name approved by EPA for the Basic formulation}

[Benefect® Botanical Weekly Cleaner Disinfectant Spray
{This is the product name for the Alternative formulation (spray).}]

[Benefect® Botanical Monthly Cleaner Disinfectant Spray
{This is the product name for the Alternative formulation (foam).}]

[Caution]

Keep Out of the Reach of Children

Active Ingredients:

Thymol (present as a component of Thyme Oil).....0.05%

Other Ingredients:99.95%

Total.....100%

Net Contents: _____

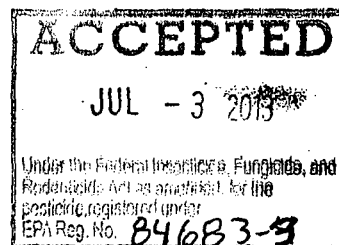
EPA Reg. No. 84683-3
EPA Est. No. [XXXXXX-XX-XXX]

OhSo Clean, Inc.
755 Sansome Street, Suite 300
San Francisco, CA 94111

TO-GO

{This icon is optional and will only appear on the 30 ml container}

Certified



*Kills [over] 99.9[9] % of household germs (specifically, [,][:] *Pseudomonas aeruginosa*, *Salmonella enterica*, *Staphylococcus aureus*, *Community Acquired Methicillin Resistant S. aureus* (CA-MRSA), *Escherichia coli*, *Influenza A virus*, [including][the Pandemic 2009][H1N1][Influenza A virus], *Influenza A Avian* (H3N2) *virus*, *Rhinovirus type 37*, *Human Immunodeficiency Virus (HIV) Type 1*), [{insert selected organism(s) from Table 4}] *Trichophyton mentagrophytes*, *Candida albicans* and *Aspergillus niger*.

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STORAGE/DISPOSAL: Store airtight at room temperature. Nonrefillable container. Do not reuse or refill this empty container. Offer empty container for recycling. If recycling is not available, discard in trash.

{This applies to containers with the metal-free spray heads}



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{EPA Reg. No. 84683-3
Directions for Use}

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its label[ing]. For heavily soiled or greasy areas, pre-cleaning is required.

{Whenever medical devices are listed as applicable sites on the label, the following text box will be included as required by PR 94-4}

This product may be used to pre-clean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection. 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.

{Optional Adjunct Fogging Instructions for selected/applicable products.}

Fogging Instructions:

Fogging is an adjunct [or supplement] to normal [sanitization or] disinfection procedures in areas that can be closed off so that fog is confined to the area to be treated. This is a ready-to-use product; do not dilute.

For [ULV][wet misting] fogging [surfaces & contents in] contained vacant areas [in] [as part of] [during] [residential, commercial, institutional] [and] [or] [[insurance] restoration, decontamination & remediation [sites]] for preliminary [cleaning][odor][& contamination] [control][reduction][knock-down], [prior to] as a supplement to final cleaning and disinfection.

After setting up fogging device, seal all windows & doors & leave area during the treatment time [recommended by the device manufacturer]. Do not enter the fogged area until the fog has completely settled or exhausted. After fogging cycle is complete, fully ventilate the treated area [according to device manufacturer instructions][[until [airborne][suspended] product is [no longer visible][purged]] prior to re-entry. Do not or use equipment in the fogged area until the treatment has dried.

After fogging pre-treatment, follow the product label's cleaning & [sanitization or] disinfection directions.

{FOR DAILY/WEEKLY SPRAY}

TO CLEAN: 1. Wet the surface [with the product] [with the spray] [by [sprayer] [(high or low pressure, hand or power operated)] [or] [cloth, sponge or mop] [& wipe clean] [(spot test to check surface compatibility)]. [For stubborn stains, let stand for a few minutes.] [Allow to penetrate, then wipe clean.]

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TO SANITIZE: 1. Wet the surface [with the product] [by [sprayer] [(high or low pressure, hand or power operated)] [or] [cloth, sponge or mop] [(spot test to check surface compatibility)]]. 2. Leave for 30 seconds. Allow to air-dry. No rinsing [or wiping] is required [(even on food contact surfaces)].

TO DISINFECT [& DEODORIZE]: 1. Wet the surface [with the product] [by [sprayer] [(high or low pressure, hand or power operated)] [or] [cloth, sponge or mop] [(spot test to check surface compatibility)]]. 2. Leave for 10 minutes. Allow to [air-] dry. No rinsing [or wiping] is required [(even on food contact surfaces)].

TO DEODORIZE: 1. Wet the surface [with the product] [by [sprayer] [(high or low pressure, hand or power operated)] [or] [cloth, sponge or mop] [(spot test to check surface compatibility)]]. 2. Allow to [air-] dry. No rinsing [or wiping] is required [(even on food contact surfaces)].

{FOR TOILET BOWL}

[CLEANING INSTRUCTIONS] TO CLEAN [& DEODORIZE] [TOILET BOWLS]:
[Twist nozzle to on-or-twist to open.][Squirt] [product][gel] under rim [and cover the inside of the toilet bowl evenly]. [Wait] [10 minutes] [then brush and flush].

[SANITIZING INSTRUCTIONS] TO SANITIZE [& DEODORIZE] [TOILET BOWLS]:
[To kill 99.9% of bacteria] Empty toilet bowl [of water][and any other contents], squirt [product][gel][under rim] to cover surface. Wait 30 seconds[, then brush and flush].

[DISINFECTING INSTRUCTIONS] TO DISINFECT [& DEODORIZE] [TOILET BOWLS]: Empty toilet bowl [of water][and any other contents], squirt[product][gel] to cover surface. Wait 10 minutes, [then brush and flush].

{FOR CARPETS}

TO [CLEAN] SANITIZE [& DEODORIZE] CARPETS: [Apply to][Spray][Saturate] the pre-cleaned carpet area [with the product] [with[by] [[light]wand],[high [or low] pressure][sprayer], [[hot water] extractor], [spin bonnet] or [immersion] [processes][application]] until [thoroughly wet] [saturated] [(spot test fibers for colorfastness before use)]. Scrub or agitate the carpet as need to ensure the test substance is delivered throughout the carpet pile and backing. Allow the test substance to remain on the carpet undisturbed for a minimum of 60 minutes. [[Rinse][Extract][with clean water] & allow to air dry.]

TO [CLEAN] [&] [DEODORIZE] CARPETS: [Apply to][Spray][Saturate] the carpet [rug] [with the product] [with[by] [[light]wand],[high [or low] pressure][sprayer], [[hot water] extractor], [spin bonnet] or [immersion] [processes][application]] [until [thoroughly wet] [saturated]] [(spot test fibers for colorfastness before use)]. [Scrub or agitate the carpet as needed.] [[Rinse][Extract][with clean water] [&] [allow to air dry.]

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{FOR MONTHLY FOAM}

TO CLEAN: 1. Wet the surface [with the spray] [& wipe clean]. [For stubborn stains, let stand for a few minutes.][Allow foam to penetrate, then wipe clean.]

TO SANITIZE: 1. Wet the surface [spray surface] [(spot test to check surface compatibility)]. 2. Leave for 30 seconds. Allow to air-dry. No rinsing [or wiping] is required [(even on food contact surfaces)].

TO DISINFECT [& DEODORIZE]: 1. Wet the surface [by sprayer, cloth, sponge or mop] [(spot test to check surface compatibility)]. 2. Leave for 10 minutes. Allow to air-dry. No rinsing [or wiping] is required [(even on food contact surfaces)].

{The following graphic (or a subset of the text and paragraph) maybe used to accompany the Directions for Use Section and/or the following graphic (or a subset of the text of the graphic) maybe used anywhere on the product label or accompanying}

[Bathroom] [Touch Up] for [Toilet] [Sink] and [Counter]

[All purpose] [Touch Up] for [toilet] [and] [bathroom] [kitchen] [and] [sinks] and [countertops] [appliances] [floors] [any hard non-porous surfaces]

[Kitchen] [Touch Up] for [sinks] [and] [countertops] [appliances] [floors] [cook tops]

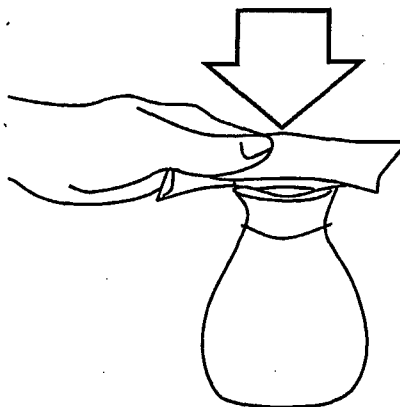
Use on [sink] [countertop] [appliances] [cook tops] [and] [cabinets]

Use on [toilet] [sink] [vanity] [and] [cabinets]

Spray on surface to sanitize. Wipe with toilet paper or tissue

Use with [toilet paper] [facial tissue] [tissue] [bath tissue] [paper towel] [a clean sponge] [or] [rag] [or other cleaning material of your choice]

Use [toilet paper] [paper towel] [sponge] [material of your choice] with cleaner and [flush] [or] [throw] away [when done]



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{EPA Reg. No. 84683-3}

Optional Scent Descriptors and Claims – Table 1}

{Scent descriptor terms:}	
[Light] [Herbal] [Botanical] [Lemon] [&] [Lemongrass] [&] [and] [Thyme] [&] [Herb] [&] [Citrus] [Clove] [Spice] [Lemony] [Orange] [Scent] [Bouquet] [Lavender] [Vanilla] [Lavender Vanilla] [Vanilla Jasmine] [Peppermint] [Fresh Citrus Blossom] [Pine] [Lemon Verbena] [Basil] [Lavender] [Lime] [Spearmint] [Geranium] [Rosemary] [Floral] [Honeysuckle] [Fresh Linen] [Mountain Fresh] [Green Tea] [Eucalyptus] [Oatmeal & Aloe] [Green Tea & Aloe] [Aloe] [Vanilla Almond] [Juniper Berry] [Bright Citrus] [Grapefruit] [Orange Zest] [Lemon Zest]	
{Scent Claims:}	
Chlorine free [scent]	[Fragrance] [scent] free
Fresh[er]	No [fragrance[s]] [scent[s]] added
Leaves a [fresh] [clean] [pleasant] [nice] [good] [great] [strong] [pleasing] [botanical] [aromatic] [lemony] [lemongrass] [citrus] [& thyme][herbal] scent	Unscented
Leaves [your] [the] [my] [home] [house] smelling clean with [lemony] [lemongrass] [herbal] [botanical] [lemongrass] [& thyme] scent	[Festive] [Holiday] Fresh [blast] [breeze] [burst]
Leaves your [home] [house] smelling clean [with a] [clean] [fresh] [herbal] [lemony] [botanical] [scent]	[{insert scent descriptor}] [blast] [breeze] [burst] [clean] [fresh] [fusion]
Leaves [a fresh, clean scent] [no [dull] [sticky] residue]	New scent [same [great] spray]
Leaves your [bathroom] [kitchen] smelling [clean] [and] [lemony] [fresh]	Fruit[y] [blast] [breeze] [burst] [clean] [fresh] [fusion]
[The] [Powerful] Scent of [Clean] [Real Clean]	[Country] [Festive] [Fresh-Picked] [Holiday] [Rustic] [Seasonal] [Sun-Kissed]
This product is scented only with essential oils & botanical extracts	[Crystal] [Classic] [Holiday] [Sparkling] Clean [breeze] [mist] [& fresh]
The [household germ] [kitchen germ] [bathroom germ] [germ]-killing capability of thyme oil not only disinfects [effectively], it also infuses your home with the pleasant [botanical] scent of the herb thyme [and] [{insert selected scent descriptor(s)}].	{Where appropriate, scent descriptors and claims may be <u>preceded by</u> } [bold] [clean] [crisp] [fresh] [good] [great] [invigorating] [light] [long-lasting] [nice] [pleasant] [pleasing] [refreshing] [strong] [warm] [cool]
[Holiday] Herbal [blast] [breeze] [clean] [energy] [fresh] [fusion]	{Where appropriate, scent descriptors and claims may be <u>followed with</u> } [aroma] [bouquet] [fragrance] [perfume] [odor] [scent] [smell] [essence] [clean]
[Holiday] Essence [of clean]	[Clean] [Refreshing] [Great] [New] scent
Sweet [blast] [breeze] [burst] [rush] [splash] [fruit] [clean]	Light[ly] [scented]
Try [this] [our] [new] [{insert scent descriptor}] [scent]	

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{EPA Reg. No. 84683-3}

Optional Disinfecting/Sanitizing Claims}

{XXXXXX (capitalized) – indicate product and subregistrant names and

xxxxx (lower case) – indicate values/numbers}

- NEW! {can be present on label for 6 months from date of first sale}
- [Hospital][Medical][Broad Spectrum] Disinfectant [Cleaner]
- [Commercial][Residential][Institutional] Carpet [Sanitizer] [Sanitizing] [Cleaner]
- [Fungicide][Fungicidal][Fungistat][Fungistatic]
- [[Controls] [Kills][Prevents] Mold & Mildew]]
- [Mildewstat][Mildewstatic][Mildewcide][Mildewcidal]
- Instrument PreSoak
- Deodorizer[Deodorizing][Deodorizes]
- Provides [Residual Deodorizer][Residual Deodorizing][Long term Deodorizer][Long term Deodorizing][Continuous Deodorizer][Continuous Deodorizing][Deodorizer][Deodorizing] [Activity] [for up to 6 [12] months]
- [Decontaminant*][Decontaminates*]
- [Control] [Prevents] Cross-Contamination
- Kills Influenza A Virus [Flu] [including][the Pandemic 2009][H1N1][Influenza A virus]
- Kills Influenza A H1N1 Virus
- Kills Avian Influenza A H3N2 Virus
- [Kills] [Effective against] Flu Viruses*
- [Kills] [Effective against] [the Common] [Cold† Virus] [cold (Rhinovirus)]
- [† Kills the common cold virus, rhinovirus.] {used as needed to define the cold virus tested against; an "*" is used when multiple viruses are referenced.} [Kills] [Effective against] [Flu & Cold†] [Cold† & Flu] Viruses*
- [Kills] [Effective against] [Flu & Cold†] [Cold† & Flu] Viruses*
- [Kills [gram negative & gram positive] Bacteria][Bactericidal][Bacteriostat][Bacteriostatic] [Bactericide][Antibacterial][Antimicrobial] [Virucide*][Virucidal*] [Germicide] [Germicidal][Spray]
- Virucidal against Influenza A [Flu] [virus]
- Kills [over] [99.9][9] % of [household germs] [kitchen germs] [bathroom germs] [germs][,] [botanically] [on hard, non[-]porous surfaces]
- All Purpose [Anti-Bacterial] Cleaner [+] [and] [&] [Disinfectant]
- A Better Way to Clean
- Power Spray for intensive cleaning and stubborn stains
- [5 minute] [30 second] sanitizer.
- [XXXXXX] is a [sensible,] [no compromise] [botanical disinfectant] [disinfecting] cleaner [formula] [using an essential oil active ingredient].
- Truth is, you don't actually need a different cleaning product for every room in your home. [XXXXXX] cuts through the dirt in your life and the clutter under your sink.
- Inspired by how people really clean, we developed the [XXXXXX] system to make short work of most household chores: from cleanups on countertops and glass; to routine messes on tabletops and highchairs; to stubborn stains on stovetops and glazed tiles. 30 second sanitizer [on food contact surfaces]
- [New] No-Rinse [disinfecting][sanitizing]formula
- No Rinse required [even on][food contact surfaces][and] [children's] [toys]
- Rinse free [formula]
- Bacteria [and][or] virus [and][or] [household germ] [kitchen germ] [bathroom germ] [germ]-fighting [formula]

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- [Bacteria-fighting] [Germ-fighting] [Household germ-fighting] [Kitchen germ-fighting] [Bathroom germ-fighting] formula
- Be ready for school by including XXXXX on your [back to school] [home] shopping list
- Can help reduce the risk of cross-contamination on treated surfaces
- Clean. Disinfect. Carry on.
- Clean [and][or] disinfect on the go
- For daily [use] [cleaning] [and] [disinfecting]
- [Even] Better [scrubbing] [and] [cleaning] [power]
- Disinfecting [spray] [formula]
- Disinfect [and][or] touch-up clean
- For [light] [touch-up] [daily] [cleaning] [clean-up] [in one easy step]
- Disinfects in [just] 10 minutes
- Cleaner and disinfectant [all] in one [step]
- Cleans [and][or] disinfects [and][or] deodorizes
- Clean[s] and disinfect[s]
- [Clean[s]] [and][or] [disinfect[s]] [and][or] [kill[s]] [and][or] [remove[s]] [[over] 99.9% of] [household germs] [kitchen germs] [bathroom germs] [germs] [and][or] [bacteria] [and][or] [virus[es]] [on] [from] [your] [children's] toys.
- [Clean[s] away] [and][or] [kill[s]] [and][or] [eliminate[s]] [and][or] [disinfect[s]] [and][or] [destroy[s]] [and][or] [remove[s]] [and][or] [attack[s]] [and][or] [get[s] rid of] [99.99% of] [cold viruses†] [and][or] [[the] [Avian] flu virus[es]] [and][or] [cold† and flu viruses*] [and][or] [household germs] [kitchen germs] [bathroom germs] [germs] [and] [or] [virus[es]] [commonly found [in] [on] [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]]:
- Convenient [shopping] cart [handle] disinfecting
- Convenient cart cleaning
- Disinfect before you shop
- [Disinfect] [Clean] your cart
- Easy shopping cart handle disinfecting
- Disinfects [odor causing] [common] [household] [kitchen] [and][or] [bathroom] bacteria
- Dual action [to] [:] [clean[s] up [[household] [daily] [everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- XXXXX are your daily defense against [household germs] [kitchen germs] [bathroom germs] [germs]
- [Easily] [Effectively] [Conveniently] clean[s] [and][or] disinfect[s]
- [Easy] [convenient] way to clean [and][or] disinfect
- [Easy] Cleaning [and][or] disinfecting to go
- Easy Cleaning Everywhere
- Easy Cleaning for Kitchen Surfaces
- Convenient, [tough] [real] cleaning!
- [Effective] [bathroom] [and][or] [restroom] [and][or] [kitchen] [and][or] [household] [and][or] [office] [and][or] [workplace] [disinfectant] [and][or] [cleaner]
- [Eliminate] [Remove] [Clean] [Disinfect] [household germs] [kitchen germs] [bathroom germs] [germs] [and][or] [bacteria] on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [[over] 99.9% of] [common] [household germs] [kitchen germs] [bathroom germs] [germs] [and][or] [bacteria] [botanically]
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [[over] 99.9% of] [bacteria] [and][or] [household germs] [kitchen germs] [bathroom germs] [germs] [all] around [your] [the] [bathroom] [restroom] [kitchen] [school] [classroom] [home] [house] [office] [work] [office] [place] [environment]]
- [Fight[s]] [kill[s]] [effective against] [[over] 99.9% of]] [*Salmonella enterica*] [Salmonella]

{MASTER LABEL}

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- [Fight[s]] [kill[s]] [effective against] [[over] 99.9% [of]] bacteria [botanically]
- [Fight[s]] [kill[s]] [effective against] Avian flu virus [on environmental surfaces] -and/or- [hard, nonporous surfaces]
- [Fight[s]] [kill[s]] [effective against] [cold†] [and] [flu] viruses*
- [Fight[s]] [reduce[s]] the spread of [cross contamination by] [bacteria] [and][or] [viruses] [and][or] [household germs] [kitchen germs] [bathroom germs] [germs] on hard, nonporous surfaces [in your] [{insert selected use site(s) from Table 2}] [this [cold] [and] [flu] season]
- [Fight[s]] [reduce[s]] the spread of [cross contamination by] bacteria on hard, nonporous surfaces [in your] [{insert selected use site(s) from Table 2}]
- For use at home or on the go.
- [Hey] [Mom] [Teacher[s]] [!] [,] [Be] [Are you] Ready for [[back-to-] school] [[the] [cold] [and] [or] [flu season]] [the holiday[s] [season]] [?] [!]
- Just one step kills [over] 99.99% of [household germs] [kitchen germs] [bathroom germs] [germs] [bacteria]
- Kills [over] 99.99% of bacteria in [just] [5 minutes][30 seconds]
- Kills [over] 99.99% of [common] [household germs] [germs]!
- Kills [over] 99.9% of [common] [bathroom germs] [and] [or] kitchen germs!
- [Kill[s]] [over] 99.99% of [Remove[s]] [Effective against] [odor causing] [common] [household] [kitchen] [and][or] bathroom] [bacteria] [household germs] [kitchen germs] [bathroom germs] [germs]
- Kills [over] 99.99% of viruses* that cause cold† and flu
- [Kill[s]] [Remove[s]] [Effective against] [Common] Household Viruses
- [Kill[s]] [Remove[s]] [Effective against] [Influenza A][(ATCC VR-544)][H1N1][Avian Influenza] [(ATCC VR-2072)] [the virus[es] that cause[s] the [cold†] [and] [flu]]
- [Kill[s]] [Remove[s]] [Effective against] [the following] [organisms:]
 - [{insert selected organism(s) from Table 4}]
- Kills the virus[es] that cause[s] [the] [common] [cold[s]†] [cold (Rhinovirus)] [and] [or] flu
- Leaves hard, nonporous treated surfaces disinfected
- [Easily] clean
- Bathroom [cleaner] [disinfectant] [sanitizer]
- One-step [cleaning] [and][or] [disinfecting]
- [One step [cleaning] [and][or] [disinfecting] [and][or] [deodorizing]] [[Disinfect] [and][or] [touch-up clean]] [[Cleans] [and][or] [disinfects] [and][or] [deodorizes]] [Anytime] [Daily] [Every day] [In one easy step]
- [One step [cleaning] [and][or] [disinfecting] [and][or] [deodorizing]] [[Disinfect] [and][or] [touch-up clean]] [[Cleans] [and][or] [disinfects] [and][or] [deodorizes]] on hard, nonporous [[bathroom] [and][or] [kitchen]] [surfaces] [on household surfaces] [every day] [Throughout the house [kitchen and bathroom]] [All over your house]
- Put XXXXXX on your school supply list to help keep your child's classroom clean
- [Teachers] Clean up the classroom [with XXXXXX]
- [Classrooms] [Schools] are cleaner with this [product] [disinfecting] [spray]
- Clean up the classroom with this [product] [spray]
- [Hey Mom] [Take this] [this product] [me] [to] [my] [classroom] [school] [teacher]
- Donate this product [to your child's [classroom] [school]]
- [Remove] [Eliminate] [Kill] [viruses that cause cold† and flu] [cold† and flu viruses*] [cold virus†] [flu virus] [this season]
- [Removing] [and][or] [Killing] [and][or] [Fighting] [and][or] [eliminating] [household germs] [kitchen germs] [bathroom germs] [germs*]] [and][or] [bacteria] [and][or] [virus[es]]
- [Removes] [Eliminates] [Kill[s]] [over] 99.99% of viruses* that cause Cold† and flu
- Sanitizes in [just] [30 seconds].
- [Say] Boo to the [Influenza virus] [household germs] [kitchen germs] [bathroom germs] [germs] [[this [year] [winter] [flu virus season]] [with XXXXXX]

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

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- "XXXXXX is the easy way to [touch-up] [clean] [and] [disinfect]."
- "There are many uses for XXXXXX and here are a few:
 - bathroom surfaces
 - kitchen surfaces
 - [Kids'] [Children's] [play] room or family den
 - window blinds"
- "This [[Cleaner] [and][or] [disinfectant]] combines cleaning and disinfecting [in one product] [in one step]"
- [Touch-up] Clean[s] and disinfect[s]
 - "Use in [public] [common places where] [[bacteria] [and][or] [viruses] [and][or] [household germs] [kitchen germs] [bathroom germs] [germs] may be of concern]] [[you are concerned about [bacteria] [and][or] [viruses] [and][or] [household germs] [kitchen germs] [bathroom germs] [germs]] [on hard, nonporous surfaces]"
- Use [the product][the spray] to [disinfect] [and][or] [touch-up clean]
- Household disinfecting spray
- [These] [this] thyme-based [disinfecting spray[s] [disinfectant[s]] [product[s]] kill[s] [household germs] [kitchen germs] [bathroom germs] [germs] on hard, nonporous surfaces.
- These [products] [disinfectants] [disinfecting sprays] utilize [XXXXXX] patented technology to kill [over] 99.99% of [household germs] [kitchen germs] [bathroom germs] [germs] [in a streak-free formula that enables easy cleaning].
- [This] [product] [disinfecting spray] helps you [clean] [disinfect]
- [Now] Kills [over] 99.99% of [{insert virus name; see supported list at the end of this master label}] [on hard, nonporous surfaces] [in 10 minutes]
- [Now] Kills [over] 99.99[9]% of [{insert bacteria name; see supported list at the end of this master label}] [on hard, nonporous surfaces] [in 30 seconds]
- [household germs] [kitchen germs] [bathroom germs] [Germ] [Bacteria] [Virus] -fighting [formula]
- Disinfect[s] [the] [your] [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}] [this season] [this [cold] [and] [flu] season] [this [back to] [pre-] school season] [this spring cleaning]
- [Fight[s]] [Reduce[s]] the spread of [household germs] [kitchen germs] [bathroom germs] [germs] [on hard nonporous surfaces]
- [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [fight[s]] [reduce[s]] [remove[s]] [[over] 99.99% of] [the] [common] [household] [bacteria] [and] [viruses] [and other] [household germs] [kitchen germs] [bathroom germs] [germs] [commonly] found on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}] [the] surfaces your [kids] [and] [pets] touch every day
- [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [fight[s]] [reduce[s]] [remove[s]] [[over] 99.99% of] [the] [common] [household] [bacteria] [and] [viruses] [and other] [household germs] [kitchen germs] [bathroom germs] [germs] [commonly] found on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}] [botanically] [that] [accompany] [come with] [this] [the] [[flu] season] [[back to] [pre-] school season]] [spring cleaning] [time of year]
- [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [fight[s]] [reduce[s]] [remove[s]] [[over] 99.99% of] [the] [common] [household] [bacteria] [and] [viruses] [and other] [household germs] [kitchen germs] [bathroom germs] [germs] [botanically] [on] [from] [your] [children's] toys [play areas] [[pre-] school surfaces] [day care areas]
- [Now] Kills [over] 99.99% of [{insert virus name; see supported list at the end of this master label}] [on hard, nonporous surfaces] [in 10 minutes]
- [Now] Kills [over] 99.99[9]% of [{insert bacteria name; see supported list at the end of this master label}] [on hard, nonporous surfaces] [in 30 seconds]
- [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [fight[s]] [reduce[s]] [remove[s]] [[over] 99.99% of] [{insert organism name; see supported list at the end of this

master label }} [commonly] found on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}] [botanically]

- [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [fight[s]] [reduce[s]] [remove[s]] [[over] 99.99% of] [the] [flu] [influenza][and][cold†] virus [[commonly] found on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]]
- [Kills] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [fight[s]] [reduce[s]] [remove[s]][household] [the] viruses [that cause[s] [the] [common] [cold†] [cold (Rhinovirus)] [and] [the] [flu]
- A [smart] way to [disinfect] [and] [clean] the [bathroom] [kitchen] [home] [household] [office] [botanically]
- A[n] [disinfecting,] effective [botanical] [food contact surface] [disinfectant] [disinfecting] [cleaner] for [use in] the [kitchen], [bathroom], [bedroom] [and] [other household areas]
- [Easily] [removes] [cleans] tough [bathroom] [and] [restroom] [and] [kitchen] [and] [household] [and] [office] [and] [workplace] [dirt] [soils] [grime] [soap scum] [!]
- An effective [botanical] [disinfectant] [disinfecting] [sanitizer] [cleaner] [for use on] [hard, nonporous surfaces [in][on] [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]]
- Antibacterial action [on hard, nonporous surfaces] [for] [kitchens] [and] [bathrooms] [all over the house]
- [Use] [Botanical] [Disinfecting] XXXXX to [disinfect] [sanitize] the interior of [your] car[s] [home]. [Spray] on XXXXX on areas where [thousands of] [household germs] [kitchen germs] [bathroom germs] [germs] lurk including [the] [steering wheel[s]], [shifter,] [door handles,] [dash[s]].
- We set out to find a reliable way to disinfect [the interior of] [your vehicle] [vehicles] [interiors]. It is all about providing a [cleaner] car interior.
- [Clean] [cleaning] [and] [disinfect] [disinfecting] without stopping [your life] [your family's life]
- Life [doesn't] [shouldn't] have to stop for [cleaning] [and] [disinfecting]
- Don't stop [your] [family] life for [cleaning] [disinfecting]
- [Cleaning] [and] [disinfecting] that fits into your life
- Cleans and leaves scent
- Cleans [on the spot] with [a] [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [{insert selected scent descriptor(s) from Table 1}] [fragrance] [smell] [scent]
- Cleans to a shine
- [Low [-streak] [residue]] [Formula] [Spray] [Cleans] [is] [even] [appropriate] [great for] [kitchen] [and] [bathroom] [and] [household] [surfaces] [places] [like] [stainless steel] [and] [other] metal [and] [glass] [and] [mirrors] [and] [dark] [glazed tile] [stovetops] [microwaves] [and] [refrigerators] [and] [faucets] [and] [sinks] [, too]
- [Low [-streak] [residue]] [Formula] [Spray] [Clean(s) thoroughly] [For a] [more] [visible] [apparent] [clean]
- [Low [-streak] [residue]] [Formula] [Spray] [Great] [Use it] [For] [cleaning] [and] [disinfecting] [Every day!] [on] [hard, nonporous] [surface[s]]
- [Low [-streak] [residue]] [Formula] [Spray] [Lets you] Clean multiple [household] surfaces
- [Low [-streak] [residue]] [Formula] [Spray] [Lets you] [Clean(s)] [throughout] [around] [in] [the] [your] [house]
- Steam distilled from the thyme plant, we bring you a [cleaner] disinfectant that kills household germs, specifically Influenza A, Rhinovirus, Staphylococcus aureus, Salmonella enterica, and Pseudomonas aeruginosa on hard nonporous surfaces.

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

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{EPA Reg. No. 84683-3}

Optional Carpet Sanitizing Claims

{XXXXXX (capitalized) – indicate product and subregistrant names and
xxxxx (lower case) – indicate values/numbers}

- [XXXXXX] is a [low foaming] carpet [sanitizer][cleaner] [that resists resoiling] suitable for use [on [nylon][olefin] [stain resistant] carpets] in hot water extraction, spin bonnet and immersion [carpet cleaning processes][application]
- [Part of a [conscientious][sensible][routine] carpet maintenance program] [that will] [deodorize][&][protect] your carpet for longer life.
- CleanWell [All Purpose Cleaner] [Carpet Cleaner and Deodorizer] [Bathroom Cleaner] is one of the most versatile cleaners on the market.
- Our neutral pH formula is non-irritating, non-flammable, and non-corrosive. It cuts through tough dirt, grease, stains and odors without harsh or annoying fumes.
- CleanWell Carpet Cleaner and Deodorizer is great for all washable fibers and is gentle on carpet backings and pads.
- For use on most types of surfaces, cleans and rinses effectively with hot or cold water, and leaves no [harsh] [visible] [detectible] residues or fumes behind.

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

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{EPA Reg. No. 84683-3}

List of Sites that may be inserted as Indicated in Optional Statements or Presented in Tabular Form – Table 2}

{Use Sites, singular or plural:}		
[SUITABLE FOR use on hard, non[-]porous surfaces in [residential, medical, commercial] [[and][or] [[insurance] restoration, decontamination & remediation sites [applications] (fire, water [(clean, grey or black)], [sewage], [mold][fungal contamination], [and][or] [trauma scene] [applications], including [such as]:		
Airplanes, Planes	Food preparation facilities	Medical, veterinary & dental offices
Airports	Garages	Mudrooms
Ambulances	Grocery Stores	Nurseries
Apartments, Studios	[Fitness] Gyms, spas	Nursing homes
Automobiles, Cars	Gymnasiums	Office[s]
Basements	Health care facilities	Outdoor areas
Bathrooms, Restrooms, Washrooms	Health Clubs	Pet areas, bowls
Bedrooms	Health professional, chiropractic & physiotherapy clinics	Playgrounds [areas]
Boats, Yachts	[Mobile] [Motor] [Vacation] Home(s)	Restaurants & bars
Buses	Hospitals	[Pre] Schools
Campers, RVs, Mobile Homes	Hotels & motels	School buses
Campgrounds	House	Sickrooms
[Children's] [Kid's] [Child's] [play] [game] [rooms] [areas] [structures] [equipment] [furniture] [tables]	Household [residential] [areas]	[Damp] Storage areas [rooms]
Classrooms	Kitchen[s], cafeteria[s], food storage area[s]	Study
Common areas	Laundromats	Supermarkets
[Day] [Child] care [facilities] [centers]	Laundry rooms	Tool sheds
Dens	Libraries	Trailers
Dining Rooms	Living [areas] [rooms]	Trains
Dorms, Dormitories	Locker Room[s] [Facilities]	Waiting Rooms
Elevators	Lounges	Workplace
Family [areas] [rooms]	Malls	Zoos, farms, barns & kennels

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

{Use Sites, singular or plural: (continued)}		
SUITABLE FOR use on all hard, non[-]porous surfaces [where bacteria or unpleasant odors are a concern] including [such as]:		
[Kitchen] Appliance[s] [surfaces]	Garbage [trash] cans	Shelves
Bathtub[s], Tubs	Gym equipment	[Household] Contents
Foot spa surfaces	[Cabinet] [Door] [Appliance] Handles	Shoes & boot soles
Bed [frames] [rails]	[Grocery] [Shopping [Cart] [Basket]] Handles	Shower[s] [walls] [doors] [stalls] [plastic curtains]
Bidets	[Clothes] [diaper] Hampers	Signs
[Metal] Blinds	Handrails	Sinks
Boat [airplane] surfaces & cavities	Highchairs	Sports equipment [such as jock cups & helmets]
Bottom of pots and pans	[Cabinet] [Door] [Appliance] Knobs	Stove[s] [tops]
Burner trays	Lamps	[Bathroom] [Kitchen] [Dining Room] Surfaces
[Filing] [Kitchen] [Bathroom] Cabinets	[Plastic] Laundry baskets [hampers]	Table[s] [tops]
Car interiors	Light [switches] [fixtures] [panels]	Telephones, Phones
Chairs	Litter boxes	Television [TV] screen
[Diaper] Changing tables [areas]	Lockers	Glazed [ceramic] [porcelain] Tile[s]
Closets	Medicine cabinets	Tires
Computer [screen] [keyboard] [mice]	Microwave[s] [surfaces]	Toaster[s] [surfaces]
Cooler [s] [surfaces]	Mirrors	Toilet [bowl] [seats] [exteriors]
Counter[s] [tops]	Non[-]porous construction materials such as water damaged [sewage contaminated] sheet metal	Washer[s] [washing machine] [exteriors]
Cribs	Office [machines] [furniture]	[Children's] [Baby] [Toddler] Toys
Cupboards	Outdoor grills	Toy [boxes] [storage bins]
[Plastic] Cutting Boards	Oven[s] [doors] [handles]	Training toilets
Desks	Pacifiers	Train surfaces & cavities
Dish Rack	[Diaper] Pails	Vanities [tops]
Door[s] [frames] [handles] [knobs]	Sealed woodwork	[Glazed] Walls
Drawers	Pet [habitats] [cages]	[Vinyl] Wallpaper
Dryer[s] [exteriors]	Piano keys	Tool[s] [boxes]
Exhaust fan	[Plastic] Patio [outdoor] furniture] [lawn chairs]	Waste baskets
[Bathroom] [Kitchen] Faucets	Playground equipment	Water fountain
Finished [sealed] [hardwood] [woodwork] [window sills]	Playpens	Wheelchairs
Fixtures	Porta-potties, Potty Chairs	Windows
[Glazed] Floors [around toilets]	Prostheses & orthotics	Windshields
[Washable] Floors [including linoleum, no wax vinyl, and glazed ceramic tile]	Range hoods	[accessible] coils & drain pans of [HVAC & R equipment] [air conditioning & refrigeration equipment & heat pumps]
Food preparation surfaces	Recycling bins	
Freezer[s] [surfaces]	Refrigerator[s] [door handles]	[Metal] Workbenches
[Children's] [Baby] [Glass-topped] Furniture	Remediation equipment & PPE (Personal Protective Equipment)	Vertical surfaces {for relation to 30 second sanitizer claims only}

{MASTER LABEL}

{All text in brackets [xxx], ... optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

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{EPA Reg. No. 84683-3}

**Lists of Surface Materials and Soils that may be inserted as Indicated in
Optional Statements or Tabulated – Table 3}**

{Surface Materials}	
SUITABLE FOR disinfecting hard, non-porous surfaces, including [such as]:	
metals, glass, fiberglass, plastic, vinyl and similar polymers, glazed tiles, painted or sealed surfaces, finished woodwork, laminated surfaces, sealed marble, and similar sealed stone or stone-like composites	
Aluminum [Alloy]	Linoleum
Corian® (Corian® is a trademark of DuPont™, DuPont™ is a registered trademark of E. I. du Pont de Nemours and Company or its affiliates)	Metal(s)
Chrome	Sealed Wallboard or Wood
Crystal	Plastics
Baked Enamel	Sealed [Granite] [synthetic] [Marble] [similar] [stone or stone-like composites]
[Sealed] Fiberglass	Stainless Steel
Glass	[Hard] [Laminated] Plastic
Glazed Ceramic	[Hard] Vinyl [and] [similar polymers]
Glazed porcelain	[painted] [sealed] [or] [laminated] surfaces
Glazed tile	Finished [sealed] woodwork
{Soils}	
Bodily fluids	Handprints
Dirt	Mud
Fecal [matter] [material]	Smear
Fingerprints	Smudges
[Sticky] [Food spills] [splatters] [messes]	Sweat
Food waste	Urine
Grease [Splatter]	Vomit
[Outdoor] Grime	

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

{EPA Reg. No. 84683-3

Optional Packaging Claims}

{XXXXXX (capitalized) – indicate product and subregistrant names and

xxxxxx (lower case) – indicate values/numbers}

- [Also] [Now] [Great] [Made] [Works [well]] [Appropriate] [on] [for] [stainless steel] [and] [metal] [and] [glass surfaces] [and] [stovetops] [and] [microwaves] [and] [refrigerators] [and] [faucets] [and] [sinks] [and] [mirrors] [and] [dark glazed tile] [with] [because of] [due to] [the] [new] [low] [streak] [residue] [formula]
- Formula for [low] [less] [lower] [streaking] [residue] [!]
- [Look] [Now] Less [streaking] [residue]
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- Low [-streak] [residue] [Formula] [Spray] For all of your [kitchen] [bathroom] [household] surfaces [like] [stainless steel] [and] [metal] [and] [glass] [and] [mirrors] [stovetops] [and] [microwaves] [and] [refrigerators] [and] [faucets] [and] [sinks]
- Low [-streak] [residue] [Formula] [Spray] [Delivers] [A] Clean you can [see] [and] [smell] [and] [feel] [notice]
- Low [-streak] [residue] [Formula] [Spray] [leaves] [Less] [Fewer] [visible] [spots] [spotting] [blotches] [marks] [than [ever] before]
- [Low] [Lower] streak[ing] formula
- Only [disinfectant] [disinfecting] spray with [a] [this amazing] low-streak cleaning [formula]!
- Also Available in [the] [Lemon,] [Fresh,] [Kitchen,] [Bathroom] [and] [Lavender] [varieties]
- Also Available in [the] {insert size} Value [Size] and the {insert size} to Go Size[s] Big size
- Does not contain [bleach] [ammonia] [chlorine]
- Clean [from XXXXXX] [to go] [on the go] [&] [and] [go]
- [Buy] One for {insert selected use site(s) from Table 2}, one for {insert selected use site(s) from Table 2}
- [BUY] Two for {insert selected use site(s) from Table 2}, one for {insert selected use site(s) from Table 2}
- [Buy] Two for {insert selected use site(s) from Table 2}, two for {insert selected use site(s) from Table 2} [Big] [Value] bottle
- XXXXXX [Disinfecting] Spray To Go
- XXXXXX Spray [&] [and] [N] Go
- Non-Aerosol Spray
- Don't miss a beat with XXXXXX
- Disinfecting Spray
- Collect all [of the Designer Series] bottles!
- Combo Pack
- Coming soon
- [Contains] [Same XXXXXX spray] [you love] [same spray, easier to grab]
- Convenient
- [Convenient] [Size][and] [easy to use]
- [Double] [Super Value] [Size] [Pack]
- [Easier] [Easy] [to Use] [Improved] [Dispensing]!
- [Easier Than Ever] [Easier] to [Use] [Point] [Spray]!
- Easy
- [Easy] [and] [Simple] Dispersal!
- [Easy] [Effortless] [Breezy] [Dispersal]
- Easy one hand cleaning!

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

- Effortless cleaning with one hand
- [[Easy] [One-handed] [dispersal] with [only] [just] one [hand]] [[Grab] [spray] [and spray] with [just] [only] [one hand]] [[Easily] Grab [spray]]
- Easy open nozzle
- [Easy] [EZ] [Nozzle]
- Easy on [your] hands
- Fits almost anywhere
- Great for [the] [your] [use on] [{insert selected use site(s) from Table 2}] [{insert selected surface material(s) from Table 3}] [!]
Great for [those] [life's] [your family's] unexpected messes
- Holds up to your toughest [messes] [jobs] [stains]
- [Hassle-free] [No hassle] [dispensing] [nozzle] [!]
- Leave me out on the counter [to make cleaning easier]!
- [Now] [25%] [35%] [50%] [75%] [100%] [150%] stronger spray
- [Now] [2x] [2.5x] [3x] [4x] [5x] stronger spray
- Now dispersal is effortless!
- Our [best] [easiest] [smoothest] dispersal ever!
- Perfect size for [kitchens] [bathrooms]
- Spray 'n' go
- Just spray clean and go
- Spray-N-Clean
- Re designed [dispenser] [that's easier to use] [and] [dispense]
- Same easy dispensing
- [Same great] [product] [spray] [new] [easier] [simpler] [form] [bottle]
- [Take] [XXXXXX] [Disinfecting] Spray [with you] on the go [:] [on] [travel] [and] [in] [on] [{insert selected use site(s) from Table 2}] [and] [{insert selected material(s) from Table 3}]
- Try me [on] [for] [{insert selected use site(s) from Table 2}] [{insert selected surface material(s) from Table 3}] [!]
- Value [twin] [size] [pack]
- Disinfecting Spray
- Disposable
- [Does not] [Will not] [No] scratch[ing] [[your] surfaces]
- [Dual Action] [Dual use] [Multi use] [complete]
- For everyday use
- [Great for use in] [For Use in] [Kitchen[s]], [Bathroom[s]] [Bedroom[s]] [and All Around the House]
- Great for touch-up cleaning
- Great for use in [your] [the] [dorm room] [class room] [office] [gym] [car]
- [New] [Formula][3-in-1] [4-in-1] [All in one] [All in one Complete] [Deodorizes] [Multi Use] [Multi Clean] [Multi-surface]
- [Now] [A[n]] [Even] [Better] [Great] [Easy] Everyday cleaner
- [Now] [even] [stronger] [than before] [than ever]
- [Now] [Spray] [Cleans better] [and] [lasts longer] [than ever]
- [One] [Versatile] [low [-streaking] [residue]] spray for [all] hard, nonporous [kitchen] [and] [bathroom] [and] [household] surfaces
- One swipe and {insert selected soil(s) from Table 3} [is] [are] gone!
- Perfect Size for [Kitchens] [and] [Bathrooms] [and] [Bedrooms]
- Ready to use
- Revolutionary
- Select-a-size

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{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

- Swipe[s] away [more] {insert selected soil(s) from Table 3} [in seconds] [with no effort] [than ever]
- Toilet Bowl Cleaner
- Traps and Dissolves Challenging Messes
- Traps & Locks More Messes [than before] [than previous formula] [than prior formula]
- [Traps][locks][picks up][cleans][more] [{insert selected soil(s) from Table 3}][better] [than ever] [The] One-step cleaner
- [This product] is [also] great on the "go" in [{insert selected use site(s) from Table 2}]
- Unbelievable [cleaning] strength
- Use where you live, work and play
- Won't damage, or fade car surfaces
- This bottle is made from 100% post-consumer recycled plastic, excluding colorant
- CleanWell™ Inside



- Check out our website at www.XXXXXX.com for [more] [the latest] information on [household germs] [kitchen germs] [bathroom germs] [germs] that affect your family.

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

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**{EPA Reg. No. 84683-3
Optional Marketing Claims}**

{XXXXXX (capitalized) – indicate product and subregistrant names and
xxxxx (lower case) – indicate values/numbers}

- To learn more, visit www.XXXXXX.com
- [www.Terrachoice.com]
- [Don't let the pleasant smell fool you.]
- Effectively [deodorizes][controls][eliminates] odors [produced by odor causing bacteria]
- Effectively [deodorizes][controls][eliminates] odors [produced by odor causing bacteria] [on [nonporous] [porous surfaces]]
- Effectively [deodorizes][controls][eliminates] odors produced by odor causing bacteria, fungi & other odor-causing organisms [on] [hard nonporous surfaces] [concrete, wood framing & studding, trim, carpet pads & subfloors] [{insert selected site(s) from Table 2}] {insert selected surface material(s) from Table 3}].
- Effectively [deodorizes][controls][eliminates] odors on [concrete, wood framing & studding, trim, carpet pads & subfloors] [hard nonporous surfaces] [{insert selected site(s) from Table 2}] {insert selected surface material(s) from Table 3}].
- Daily Strength Cleaner: {This designation will only apply to this Basic formulation} A streak-free spray for easy cleaning [throughout the home] [on] [of] [{insert selected use site(s) from Table 2}] and more.
- Weekly Strength Cleaner: {This designation will only apply to alternate spray formulation} A powerful spray for thorough cleaning [throughout the home] [on] [of] [{insert selected use site(s) from Table 2}] and more.
- Monthly Strength Cleaner: {This designation will only apply to alternate foam formulation} A [deep cleaning] [penetrating] [foam for intensive cleaning [throughout the home] [on] [of] [{insert selected use site(s) from Table 2}] and more.
- Cleans, disinfects and deodorizes.
- Disinfects while you clean.
- Clean and disinfect in one easy step.
- More clean. Less time.
- Tough on dirt, easy on you.
- Clean easy, breathe easy.
- A cleaner home in minutes
- Cleans and disinfects hard nonporous surfaces throughout the [home] [{insert selected use site(s) from Table 2}].
- [Controls] [Eliminates] [Odors] [Deodorizer] [Deodorizes][Deodorizing]
- Botanical [Active] [Ingredient[s]]
- [Ready To Use] [RTU]
- Cuts grease and grime [with the best of them]
- We set out to find a better way to clean, [and we're pretty happy with the results] [and we hope you are too.] [We hope you will be too.]
- A better way to clean.
- Non-VOC emitting formulation [using an essential oil active ingredient]
- No fine print.
- Every hard, nonporous surface in [your] [the] [kitchen] [bathroom] [house] [{insert selected use site(s) from Table 2}] [deserves] [can] [could] use a spray
- Everything [you need] is already in the spray
- For a [cleaner] [and] [or] [fresher] [bathroom] [restroom] [kitchen] [home] [house] [place] [[work] [or] [office] place] [work [or] office environment] [{insert selected use site(s) from Table 2}]

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

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- For household surfaces indoor and outdoor
- For use at home or in public [areas] [or] [places]
- Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [[work] [office] place] [[work] [office] environment] [{insert selected use site(s) from Table 2}]
- Makes [cleaning] [and] [disinfecting] [your job] easier [in the [kitchen] [and] bathroom [and] [house]] [in the [work] [office] place]] [at work] [{insert selected use site(s) from Table 2}]
- Makes daily cleaning easy [easier than ever]!
- Makes your job easier in the [kitchen] [/] [bathroom]
- Maximum Cleaning, Minimum Effort
- [More] efficient [bathroom] [kitchen] [home] [household] [office] [{insert selected use site[s] from Table 2}] cleaning
- Multi-Surface formula
- New Year. Fresh Start.
- No [mixing] [and] [fuss] [and] [need to rinse]
- [Removes] [Eliminates] [Attacks] [Gets rid of] [Melts away] tough [soap scum] [[bathroom] [and] [restroom] [and] [kitchen] [and] [household] [and] [office] [and] [workplace] [dirt] [soils] [grime]] [!]
- See the [low-streak] difference [on [mirrors] [and] [glass]]
- Simplify[ies] cleaning
- Some [moments] [things] shouldn't be interrupted
- Specially formulated for a variety of [surfaces] [kitchen surfaces]
- [Specially formulated] For [use in] the bathroom
- Specially formulated to clean [a variety of surfaces] [throughout] [all over] [around] the [house] [kitchen] [and] [bathroom]
- [Specially formulated] Use daily [to clean bathroom soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion]
- Spot clean[ing] [touch-Up clean[ing]] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [{insert scent descriptor from Table 1}] smell
- [Strong] enough for [tough] [messes] [jobs] [stains] [difficult] [uneven surfaces] [all around the house]
- [The] [Multipurpose] [occasion] spray: [cleans] [great] [works [well]] [on] [in] [for] [kitchen] [and] [bathroom] [and] [household] [surfaces] [places] [like] [stainless steel] [and] [metal] [and] [glass] [and] [mirrors] [stovetops] [and] [microwaves] [and] [refrigerators] [and] [faucets]
- The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office][[work] [office] [area] [place] [environment]] looking "just cleaned"
- The easy way to [clean] [and] [disinfect] [all over] [your] [the] [bathroom] [kitchen] [house] [office] [[work] [office] [place] [environment]] [place] [clean every day]
- The easy way to clean all over the house
- The easy way to touch-up clean your bathroom every day
- The only spray with a low-streak formula [for shiny surfaces]!
- [The product [is] [the spray is]] [always] ready to use
- The smell of clean
- Tough on [grime] [and] [soap scum] [and] [dirt] [and] [other] [tough] [bathroom] [restroom] [kitchen] [household] [office] [[work] [office] place]] soils [!]
- Trap[s] [and] [pick[s] up] [and] [grip[s]] [and] [grab[s]] [and] [hold[s]] [particles] [and] [dust] [and] [dirt] [and] [hair] [and] [crumbs]
- Try Me
- Use [Everywhere] [Anywhere] on hard, nonporous surfaces
- Use [in [public] places] where [household germs] [kitchen germs] [bathroom germs] [germs] may be of concern

{MASTER LABEL}

{All text in brackets [xxx], optional & may or may not be included on a printed label.}

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- Use on hard, nonporous surfaces anywhere [throughout the house] [around] [in] [{insert selected use site(s) from Table 2}]
- Use [the product] [the spray] throughout the [house] [{insert selected use site(s) from Table 2}]
- [Use [the product] [the spray]] for [light] [touch-up] [light] [everyday] [daily] [cleaning] [clean-ups] [all over the house] [[anytime] [and] [anywhere]]
- [Virtually] streak-free [shine] [clean]
- Will not harm hard non[-]porous surfaces
- Spray away [the] [tough] [bathroom] [and] [restroom] [kitchen] [household] [office] [workplace] [soils] [dirt] [grime]
- Works [great] on [shiny] [high-gloss] [high shine] surfaces [such as [{insert selected material(s) from Table 3}] [and] [dark] [enamel] [dark] [glazed tile] [and/or] dark surfaces]
- Cuts Grease
- Hard, nonporous, non-food-contact surfaces
- Cleans [on the spot] with [a] [{insert selected scent descriptor and/or scent claim from Table 1}]
- Use [this spray] [this product] for [light] [touchup] [everyday] [daily] [cleaning] [cleanups] [around the house] [{insert selected use site(s) from Table 2}]
- The easy way to touch up clean your [{insert selected use site(s) from Table 2 and/or surface material(s) from Table 3}] [every day]
- A proven way to keep [your] [the] [my] [kitchen] [bathroom] [hard surfaces] [looking] [{insert selected use site(s) from Table 2}] clean [and] [disinfected] [sanitized]
- A cleaner home in minutes.
- A clean you can smell
- [Back to school] [Spring] [Flu [& Cold] season] cleaning [and disinfecting]
- Brilliant [streak-free] [glistening] [sparkling] shine
- Cleaner and Disinfectant in one
- Clean [botanically] with [CleanWell] [CleanWell™ Inside]
- Cleans [kitchen] [and] [bathroom] [surfaces] [to a beautiful shine]
- Clean without a [harsh] [strong] chemical smell
- Cleans without [bleaching] [bleach] [ammonia] [chlorine]
- Cleans [and disinfects] [hard, non[-]porous surfaces] [in [kitchens] [and] [bathrooms]]
- Cleans and shines [disinfects] [sanitizes]
- Cleans everyday [kitchen] [and] [bathroom] messes
- [Gently] Cleans [kitchen] [and] [bathroom] [{insert selected use site(s) from Table 2}] surfaces
- Cleans everyday [tough] [kitchen] [and] [bathroom] [washroom] [{insert selected use site(s) from Table 2}] messes
- Cleans [surfaces] [throughout the] [house] [kitchen] [bathroom] [and other household surfaces] [{insert selected use site(s) from Table 2}]
- Cleans to a brilliant shine
- Cleans [and [disinfects] [sanitizes]] to a streak-free shine
- Cleans tough messes
- Cleans without bleaching
- Cleans without leaving a dull residue behind
- [Convenient and] easy to use
- Convenient [bathroom] [kitchen] [surface] cleaner
- [Cuts] [Cleans] [kitchen] [and] [bathroom] [and] [household] grime and soils
- Cuts grease and grime [with the best of them]
- Does not streak or smear
- Easily [removes] [cleans] [the following:] [{insert selected soil(s) from Table 3}]
- [Easily] clean

{MASTER LABEL}

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{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

- Action [kitchen] [bathroom] cleaner
- Easy cleaning solution
- For a beautiful streak-free shine, just spray and wipe clean [with a [paper towel] [sponge] [mop] [cloth]]
- For a [clean] [fresh(er)] [bathroom] [kitchen] [home] [household] [office] [{insert selected use site(s) from Table 2}]
- Good for most indoor and outdoor cleaning tasks
- Good [for everyday cleaning]
- Great for [bathrooms] [kitchens] [{insert selected use site(s) from Table 2}]
- Great for everyday use [in] [the] [bathroom[s]] [kitchen[s]]
- Great on [{insert selected surface material(s) from Table 3}] [{insert selected soil(s) from Table 3}]
- Just spray [and wipe] [and walk away]
- Leaves [bathrooms] [your bathroom] [{insert selected use site(s) from Table 2}] clean and [shining] [shiny]
- Leaves no smeary residue
- Leaves no [filmy] [sticky] residue
- Low streak [and smear] formula [for] [use on] [glass] [shiny] [surfaces], [mirrors], [windows] [and] [chrome] [{insert selected use material(s) from Table 3}]
- Makes [daily] [cleaning] [your [daily] [cleaning] job] easier [in the [kitchen] [bathroom] [house] [playrooms] [school] [day care]]
- More clean. Less time.
- No mix [cleaner] [cleaning]
- No streaking [or] [filming] [smearing]
- [True] [Truly] Clean
- Easy cleaning.
- [Effortlessly] [removes] [and] [cleans] the following {insert selected soil(s) from Table 3}
- Removes [tough] [everyday] {insert selected soil(s) from Table 3}
- Sparkling shine
- Streak-free cleaning [shine]
- Surface cleaner
- [The] [A] simple solution for a [clean] [fresh(er)] [home] [day care] [office] [classroom]
- [The] One-step cleaner [and disinfectant]
- [This product] cleans, shines and disinfects most nonporous [bathroom] [kitchen] surfaces [and leaves] [your] [bathroom] [kitchen] [with] a fresh, clean scent
- [This product] effectively cleans, [shines] and disinfects [washable] hard nonporous [inanimate environmental] [bathroom] [kitchen] surfaces [and fixtures] [around the home] [{insert selected use site(s) from Table 2}]
- Tough on dirt, easy on you.
- Use only one product to get a streak-free shine plus [antibacterial] [antiviral] [antimicrobial] action
- Versatile [cleaner]
- Wipes away dirt and grime with little or no scrubbing
- Patented Formula [technology] [US 8,147,877, US 7,763,575]
- A patented formulation using a[n] [botanically] essential oil active ingredient; it will not harm hard non[-]porous surfaces.
- Botanical disinfectant made from essential oils
- Made from Thyme [oil].
- [A disinfectant based on] [made from] [botanical] [Thyme] [oil].
- [Patented] Disinfectant formula [technology] based on Thyme [oil]
- Thyme oil disinfecting formula [technology]

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{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

- [Thyme] [oil] [based] [Thymol] [present as a component of Thyme Oil] [formula] [disinfectant] [sanitizer]
- Contains Thymol, which is [from] [in] [the predominant component of] Thyme oil
- [Part of our] Botanical Cleaning & Disinfection Solution
- [Contains no] [Does not contain] abrasives, harsh acids
- Contains [botanical] [plant-derived] [purified] essential oils [extracted] [from plants].
- [Contains no] [Does not contain] [bleach,] [added dyes,] [added colors,] [perfumes,] [(volatile organic compounds)], [ammonia], [phosphates], [phosphorus], [chlorine bleach], [alcohol], [dyes], [synthetic fragrances,] [volatile solvents,] [known or suspected endocrine disruptors,] [glycol ethers,][chlorinated compounds,] [petrochemical[s]][petroleum][derivatives] [or] [chlorine]
- Dye-free
- Gluten-free
- [Free of] [No] [added] [dyes] [perfumes] [or] [colors]
- Contains no bleach or phosphates, creates no harsh fumes, and leaves no harmful residue.
- [Can be used] around kids, pets and food.
- Will not damage septic systems.
- Will not damage grey water systems.
- Will not damage hard, non[-]porous surfaces
- [Always] Spot test for surface compatibility [first] [before using]
- For use on both colored and white hard, nonporous surfaces
- Works on a wide range of [kitchen] [bathroom] [household] [{insert selected use site(s) from Table 2}] hard nonporous surfaces [both indoors and outdoors]
- [Easy] [effective]: Use [in] [on] [the] {insert selected use site(s) from Table 2}
- Effectively works on many hard, non[-]porous surfaces.
- Cleans and shines Glass & [Chrome] [Surfaces]
- Multi-Surface, Glass, and Chrome cleaner
- Specially formulated for a variety of [hard, nonporous] [kitchen] [bathroom] [{insert selected use site(s) from Table 2}] surfaces
- Use [this product] on all washable hard, nonporous [inanimate environmental] surfaces [that can be found in {insert selected use site(s) from Table 2}]
- Thyme [for a] [to] change.
- Thyme to [clean] [shine].
- It's about Thyme®.
- Thyme for XXXXX [disinfectant][sanitizing][cleaners]
- Thyme for a [Home] [{insert selected use site(s) from Table 2}].
- [For][Have] the Thyme of your life [!]
- Cuts grease and grime
- CleanWell All Purpose Cleaner contains powerful degreasers for superior cleaning in the greasiest, grimmest situations.
- Just Spray and Wipe No Need to Rinse
- Hundreds of uses in and around the home
- No harsh fumes
- For use [Can be used] around pets, kids and plants
- Eliminates [Destroys] the toughest odors so they are gone for good
- Removes tough stains and odors
- Great for use in homes with children and pets
- Great for high traffic areas
- Perfect for home and office environments
- Kind to those with chemical sensitivities and allergies
- Deodorizes as it cleans

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

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- Removes [pet] [and] common household odors [and replaces with a fresh, pleasant scent]
- Removes tough stains such as: grease, coffee, wine, chocolate, blood, lipstick, and much more.
- Enjoy the clean, fresh [lemon] scent.
- Entirely free of harsh chemicals, our [Carpet Cleaner and Deodorizer] [All Purpose Cleaner] [Bathroom Cleaner] has been created from only pure botanical ingredients – [no phosphates], [chlorine], or [petrochemicals].
- CleanWell [Pet Stain Remover] [Carpet Cleaner and Deodorizer] is a superior stain remover, formulated and proven for use on carpet and upholstery made with both natural and synthetic fibers.
- Great for use on pet bedding, carpets, seating and anywhere else your pet may have left its mark.
- The [sensible] [right] [great] choice for your [pet] [dog] [cat].
- Works on the toughest of stains including urine, feces, and blood.
- [CW Stain Remover] Works on pet areas, laundry, diapers, drains, carpets and more.
- Non-corrosive
- Eliminates odors and stains
- [product] contains no [parabens], [phosphates], [phthalates], [DEA], [synthetic dyes], [ethylene oxide] [1,4-dioxane] [color dyes] [artificial fragrances] or [petrochemical derivatives]
- CO2 neutral: no contribution to climate change
- Make spring cleaning enjoyable with CleanWell
- Spring cleaning the healthy way
- Eliminates airborne, fabric and hard surface odors
- The active ingredient in CleanWell is steam distilled from [the thyme plant] [thyme plants].
- CleanWell is A Better Way to Clean™ because our active ingredient is steam distilled from [the thyme plant] [thyme plants].
- Attacks pet, food and beverage stains, organic waste, and odors until they are gone.
- Removes stains and odors caused by pets
- For use on litter boxes, leashes, collars, cages, or anywhere your animal goes
- [Any] [residue] [left behind] will not harm your [cat] [dog] [pet]

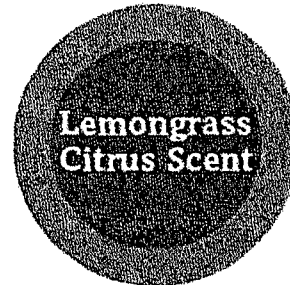
{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

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- We disclose all ingredients. You have the right to know what's inside the cleaning products you purchase, and what makes Seventh Generation cleaning products effective at getting the job done, so we include a full ingredients list on all of our cleaners. Thank you for purchasing this Seventh Generation product! Jeffrey Hollender, President and Chief Inspired Protagonist. {exclusive statement to Seventh Generation supplemental distributed products}
- "In our every deliberation, we must consider the impact of our decisions on the next seven generations." From the Great Law Of the Iroquois Confederacy {exclusive statement to Seventh Generation supplemental distributed products}



{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

**{EPA Reg. No. 84683-3
Optional Inert Ingredient Statements}**

{Back Label: this version is proposed for use on the product label}:}

Other ingredients: water, sodium lauryl sulfate, copper sulfate pentahydrate (bluestone), citric acid, sodium citrate, and essential oils fragrance^[††]. [No phosphates.]

{The following statement or parenthetical may be used with appropriate alternate formulations.}

[†† [(][Citral] [and] [Limonene] [and] [Linalool] [is a] [are] component[s] of [these essential oils] [this fragrance].)]]

[Trace materials are commonly present in [cleaning product] [botanical] ingredients.]
[Please visit our website [(www.XXXXXX.com)] for more details.] [Learn more at XXXXX.com.]

{The following version is proposed for use on website referenced on the label}:}

[Other ingredients][Ingredients other than the active ingredient, thymol (as present in thyme oil)]: water, sodium lauryl sulfate, copper sulfate pentahydrate (bluestone), citric acid, sodium citrate, and essential oil fragrance^[††].

{The following statement or parenthetical may be used with appropriate alternate Formulations on the product label or website referenced on the label.}

[Essential oil fragrance components vary and may contain:][(] [*origanum vulgare* (oregano) oil], [*cymbopogon schoenanthus* (lemongrass) oil], [*cedrus atlantica* (blue atlas cedar) bark oil], [*citrus sinensis* (orange) oil], [*citrus medica limonum* (lemon) peel oil], [*citrus medica limonum* (lemon) fruit extract], [*mentha citrata* (orange bergamot mint) leaf extract]), [*cymbopogon nardus* (citronella) oil].)]

{MASTER LABEL}

{All text in brackets [xxx], is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

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{EPA Reg. No. 84683-3}

**List of Organisms that may be inserted as Indicated in Optional Statements
or Tabulated – Table 4}**

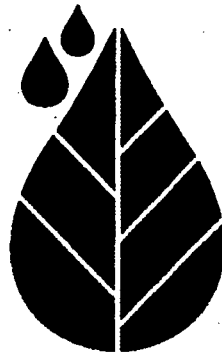
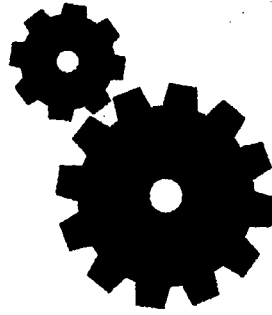
This product [is a broad-spectrum] [health care facility] [disinfectant] [[is]
proven to kill over 99.99% of the designated test microorganisms required for
broad-spectrum claims of [hospital] disinfectant effectiveness.] [has
demonstrated efficacy against the following specific organisms:]

Organism	ATCC No.
Bacteria:	
<i>Pseudomonas aeruginosa</i>	15442
<i>Salmonella enterica</i>	10708
<i>Staphylococcus aureus</i>	6538
<i>Methicillin Resistant S. aureus (MRSA)</i>	NARSA NRS384, USA300
<i>Escherichia coli</i>	35150
Viruses:	
<i>Influenza A virus</i>	ATCC VR-544
<i>Influenza A Avian (H3N2) virus</i>	VR-2072
<i>Rhinovirus type 37</i>	VR-1147
<i>Human Immunodeficiency Virus (HIV) Type 1</i>	Strain HTLV-III _B
Fungi:	
<i>Candida albicans</i>	10231
<i>Trichophyton mentagrophytes</i>	9533
30 Second Food Contact Sanitizer:	
<i>Escherichia coli & Staphylococcus aureus</i>	11229 & 6538
Carpet Sanitizer:	
<i>Enterobacter aerogenes</i>	13048
<i>Staphylococcus aureus</i>	6538
<i>Pseudomonas aeruginosa</i>	15442
Mildewstat:	
<i>Aspergillus niger</i>	6275

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}



{MASTER LABEL}

{All text in brackets [xxx], is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

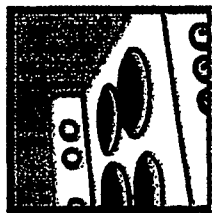
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DISINFECTING WIPES ILLUSTRATIONS

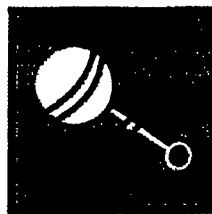
084683-00004.20090724.OhSo_Benefect_Botanical_Daily_Cleaner_Disf_Towelette_DIAGRAMS

Typical Diagrams and Language that may be optionally used on the marketed label.

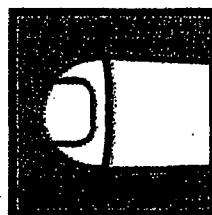
Alternate diagrams are permitted if the site is on the approved label.



kitchen



children's toys



garbage cans



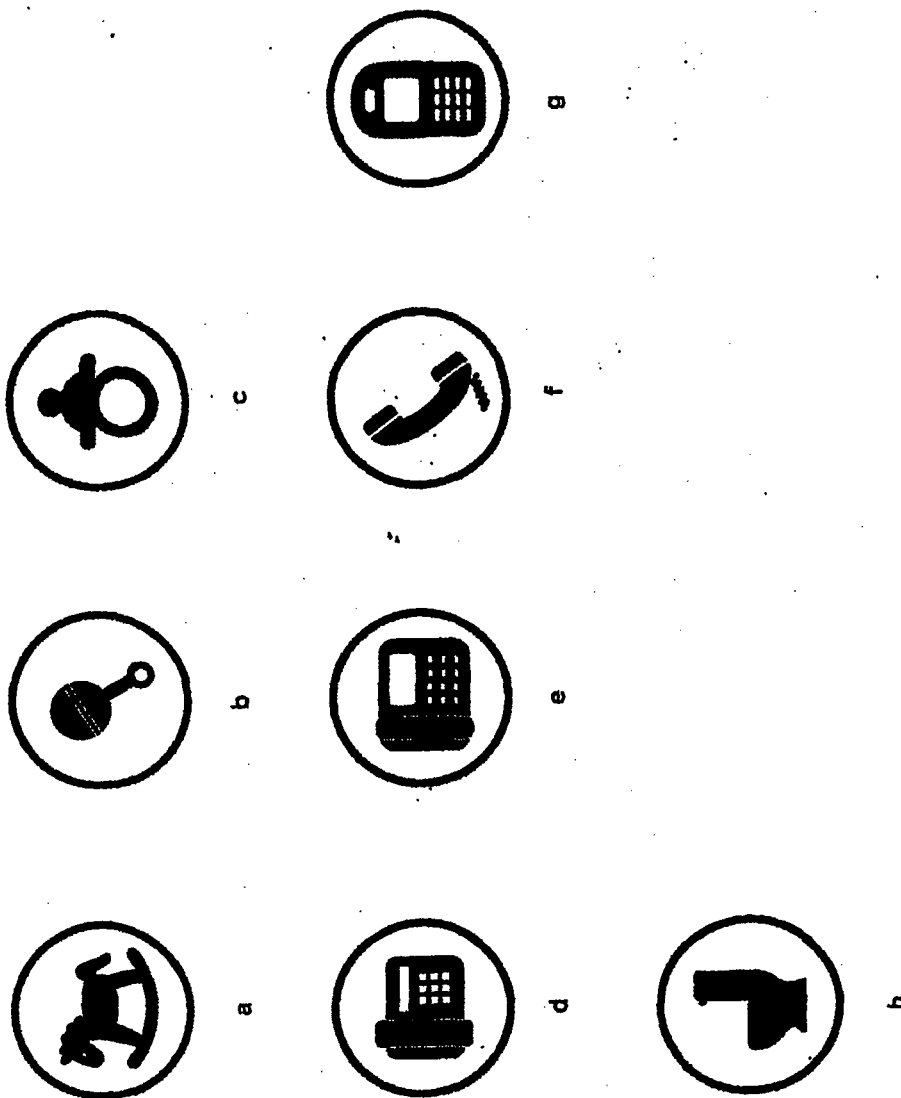
toilet seats

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

TO GO SURFACE CARE
CLEAN WELL ICONS
03/13/10



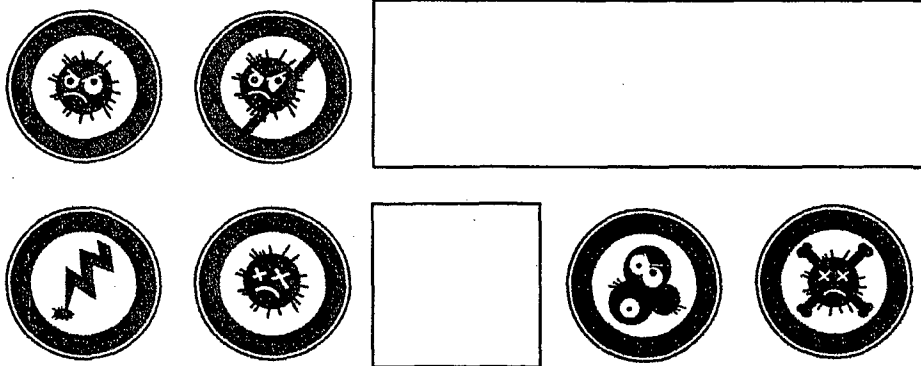
- a. Rocking horse (Children's toys)
- b. Children's toys
- c. Pacifier (Children's toys)
- d. Small phone
- e. Large phone
- f. Phone receiver
- g. Cell phone
- h. Toilet

High contact surfaces

{MASTER LABEL}

{All text in brackets [xxx] is optional & may or may not be included on a printed label.}

{All text in braces {xxx} is administrative communication & will not appear on a printed label.}



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standard for social and
environmental performance.

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