



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

April 19, 2022

Nicole Perkinson
Authorized Representative for CleanWell, LLC
CleanWell LLC
1553 Platte Street Suite 310
Denver, CO 80202

Subject: PRIA Label Amendment – Adding New Efficacy Claims and Labeling Revisions
Product Name: Benefect Botanical Daily Cleaner Disinfectant Spray
EPA Registration Number: 84683-3
Received Date: 08/25/2021
Action Case Number/Decision Number: 00318331

Dear Ms. Perkinson:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. Pursuant to 40 CFR 156.10(a)(6), you must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

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

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Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Terria Northern via email at northern.terria@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Marcel Howard", written in a cursive style.

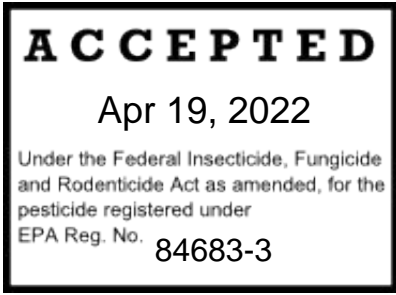
Marcel Howard
Acting Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510M)

Enclosure: Accepted 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.}



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
 [See back panel for additional precautions]

Active Ingredient[s]:
 Thymol[*].....0.05%
 Other Ingredients [See back panel [for complete] [list of] [inert] [other] ingredient[s] [statement] [list]]
 :.....99.95%
 Total.....100.00%
 [*present as a component of [essential] [and] [botanical] [Thyme] oil[s]]
 [See back panel [for complete] [list of] [inert] [other] ingredient[s] [statement] [list]]
 [Net Contents:] _____

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

Cleanwell, LLC
 1553 Platte Street Suite 310
 Denver, CO 80202

[The letters in the lot [#] [number] identify the establishment.]

[Country of Origin: USA] [Made in USA] [with U.S. and imported ingredients] [Assembled in USA]

[xxx{insert company name}] [and other] [trademarks] [is] [are] owned or licensed by [xxx{insert company name}]. [Reg. U.S. Patent & TM Off.] [Registered U.S. Patent & Trademark Office.]



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



{MASTER LABEL}

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

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{ Qualifiers }

*Kills 99.9% of [household] germs (specifically, [,[:] *Pseudomonas aeruginosa*, *Salmonella enterica*, *Staphylococcus aureus*, [Community Acquired] Methicillin Resistant [*Staphylococcus*] [*S.*] *aureus* (MRSA) ([CA-]MRSA), *Escherichia coli*, *Escherichia coli* O157:H7, *Klebsiella aerogenes* [(formerly *Enterobacter aerogenes*)], *Listeria monocytogenes*, *Influenza A virus*, [including] [H1N1][*Influenza A virus*], *Influenza A Avian* (H3N2) *virus*, *Rhinovirus* [type 14] [type 37] [types 14 & 37], *Norovirus* [(*Feline Calicivirus*, as the surrogate)], *Human Immunodeficiency Virus* (HIV) Type 1, *Human coronavirus* [OC43], SARS-CoV-2 [(COVID-19 virus)] [coronavirus]-[the virus that causes COVID-19], [{insert selected organism(s) from Table 4}] *Trichophyton interdigitale* [(formerly *Trichophyton mentagrophytes*)], *Candida albicans* and *Aspergillus niger* [.] on hard, non[-]porous surfaces.

**Kills SARS-CoV-2 [(COVID-19 virus)] [coronavirus]-[the virus that causes COVID-19]

† Kills the common cold virus, rhinovirus

†† Kills Influenza A virus, [including] [H1N1][*Influenza A virus*], *Influenza A Avian* (H3N2) virus

‡ When used according to the disinfection directions

STORAGE [/] [AND] DISPOSAL: Store airtight at room temperature. Nonrefillable container. Do not reuse or refill this empty container. [[Replace] [remove] [cap] [sprayer] and] Offer empty container for recycling. If recycling is not available, discard in trash.

{This applies to the BOV container}

STORAGE [/] [AND] DISPOSAL: Contents under pressure. Do not expose to heat or open flame, or store at temperatures above 120 F. Do not puncture or incinerate container. Store airtight at room temperature [in areas inaccessible to small children]. [Nonrefillable container. Do not reuse or refill this container.] [[Replace] [remove] cap and] Offer empty container for recycling. If recycling is not available, discard in trash.] [If empty: place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.]

{This applies to containers that may be refilled by the user}

STORAGE [/] [AND] DISPOSAL: Store airtight at room temperature. Do not reuse or refill this container except as allowed in the directions for use [above]. Offer empty container for recycling. If recycling is not available, discard in trash.

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

{MASTER LABEL}

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

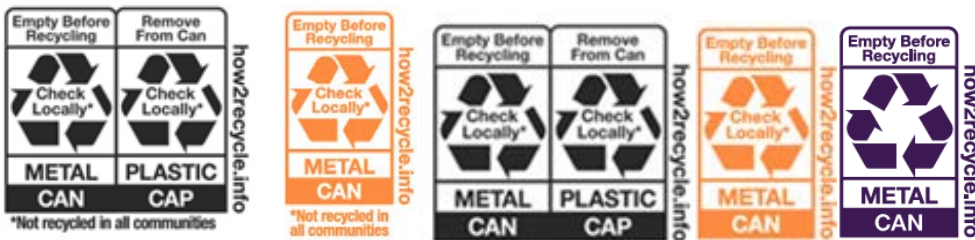
{All text in braces {xxx} is administrative communication & will not appear on a printed label.}



{This applies to plastic containers with metal spring in the spray head.}



{This applies to metal containers and BOV bottles with or without a plastic cap.}



{This applies to plastic containers with a plastic cap.}



{MASTER LABEL}

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{This applies to the BOV bottle}



Federal regulations prohibit CFC propellants in aerosols.

{MASTER LABEL}

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

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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].

{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.

{The statement below may also be used as an alternative to the text box above, when medical settings appear on the label}

[This product is not for use on medical device surfaces]

{Required language for labels with HIV-1 efficacy claims.}

***KILLS HIV ON PRE-CLEANED ENVIRONMENTAL SURFACES/OBJECTS PREVIOUSLY SOILED WITH BLOOD/BODY FLUIDS** in health care settings or other settings in which there is an expected likelihood of soiling of inanimate surfaces/objects with body fluids and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of human immunodeficiency virus Type 1 (HIV-1) (associated with AIDS).

SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 ON SURFACES/OBJECTS SOILED WITH BLOOD/BODY FLUIDS.

Personal Protection: Specific barrier protection items to be used when handling items soiled with blood or body fluids, are disposable latex gloves, gowns, masks and eye coverings.

Cleaning Procedure: Blood & other body fluids must be thoroughly cleaned from surfaces & objects before application of the disinfectant.

Disposal of Infectious Material: Blood & other body fluids must be autoclaved & disposed of according to federal, state & local regulations for infectious waste disposal.

Contact Time: Treated surfaces should remain visibly wet for 10 minutes.

{FOR SPRAY}

[Shake well before use.] [Do not spray [directly] in eyes [or] [on skin]].

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

TO SANITIZE hard, non[-]porous food contact surfaces: 1. Wet the surface [with the product] [with the spray] [by sprayer [(low pressure, hand, foamer, or, cloth, sponge or mop] [(spot test to check surface compatibility)]. 2. Leave visibly wet for [60 seconds] {or} [1 minute]. [Allow to] [Let] air-dry. No rinsing [or wiping] is required For visibly soiled or greasy areas, pre-cleaning is required.

TO SANITIZE hard, non[-]porous surfaces: 1. Wet the surface [with the product] [with the spray] [by sprayer [(low pressure, hand, foamer, or, cloth, sponge or mop] [(spot test to check surface compatibility)]. 2. Leave visibly wet for [60 seconds] {or} [1 minute]. [Allow to] [Let] air-dry. No rinsing [or wiping] is required [(even on food contact surfaces)]. For visibly soiled [or greasy areas], pre-cleaning is required.

{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 DISINFECT [[&] [and] DEODORIZE] hard non[-]porous surfaces: 1. Wet the surface [with the [product] [spray]] [by sprayer [(low pressure, hand,), foamer, or cloth, sponge or mop] [(spot test to check surface compatibility)]. 2. Leave visibly wet for 10 minutes. For visibly soiled [or greasy areas], pre-cleaning is required.

{optional statement for 5 minute claims}

For xxx {insert organism(s) listed on label that have a 5 minute contact time in disinfecting portion of table 4} [use a 5 minute contact time] [leave [[visibly]wet] for 5 minutes].

{optional statement for 1 minute claims}

For xxx {insert organism(s) listed on label that have a 1 minute contact time in disinfecting portion of table 4} [use a 1 minute contact time] [leave [[visibly]wet] for 1 minute].

[Allow to] [Let] [air-] dry. No rinsing [or wiping] is required [(even on food contact surfaces)].

TO DEODORIZE: 1. Wet the surface [with the [product] [spray]] [by sprayer [(low pressure, hand,), foamer, or cloth, sponge or mop] [(spot test to check surface compatibility)]. [Allow to] [Let] air-dry.

{Alternate instructions for professional/commercial line products}

TO DISINFECT [[&] [and] DEODORIZE] hard non[-]porous surfaces: 1. Wet the surface [with the [product] [spray]] [by sprayer [(low pressure, hand,), foamer, or, cloth, sponge or mop] [(spot test to check surface compatibility)]. 2. Leave visibly wet for 5 minutes. For visibly soiled [or greasy] areas, pre-cleaning is required.

{optional statement for 10 minute claims}

For xxx {insert organism(s) listed on label that have a 10 minute contact time in disinfecting portion of table 4} [use a 10 minute contact time] [leave visibly wet for 10 minutes].

{optional statement for 1 minute claims}

[For xxx {insert organism(s) listed on label that have a 1 minute contact time in disinfecting portion of table 4} [use a 1 minute contact time] [leave visibly wet for 1 minute].

[Allow to] [Let] [air-] dry. No rinsing [or wiping] is required [(even on food contact surfaces)].

{Additional alternate instructions for professional/commercial line products}

TO DISINFECT [[&] [and] DEODORIZE] hard non[-]porous surfaces: 1. Wet the surface [with the [product] [spray]] [by sprayer (low pressure, hand,), foamer, or cloth, sponge or mop] [(spot test to check surface compatibility)]. 2. Leave visibly wet for [10 minutes] [the contact time listed in the table]. [Allow to] [Let] [air-] dry. No rinsing [or wiping] is required [(even on food contact surfaces)]. For visibly soiled [or greasy] areas, pre-cleaning is required. {one of the tables shown below}

{optional enumerations of contact times for organisms listed on the product label for professional/commercial line products}

[When used as directed, this product is effective against [the following] [pathogenic] microorganisms [including bacteria, viruses and fungi].

BACTERICIDAL ({xx} minutes contact time): {insert selected organism(s) from disinfecting portion of Table 4}

VIRUCIDAL ({xx} minute[s] contact time): {insert selected organism(s) from disinfecting portion of Table 4}

FUNGICIDAL ({xx} minutes contact time): {{insert selected organism(s) from disinfecting portion of Table 4}

{optional enumerations of contact times for organisms listed on the product label for professional/commercial line products }

Type	[Microbe] [Microorganism] [Organism]	Contact Time		
		1 min[ute]	5 min[utes]	10 min[utes]
Bacteria	{insert selected organism(s) from disinfecting portion of Table 4}			

{MASTER LABEL}

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

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		{insert "X" for corresponding contact time from disinfecting portion of Table 4}
Viruses	{insert selected organism(s) from disinfecting portion of Table 4}	{insert "X" for corresponding contact time from disinfecting portion of Table 4}
Fungi	{insert selected organism(s) from disinfecting portion of Table 4}	{insert "X" for corresponding contact time from disinfecting portion of Table 4}

{optional enumerations of contact times for organisms listed on the product label for professional/commercial line products}

Type	{[Microbe] [Microorganism] [Organism]}	Contact Time
Bacteria	{insert selected organism(s) from disinfecting portion of Table 4}	{insert contact time from disinfecting portion of Table 4 in format "X" min[utes]}
Viruses	{insert selected organism(s) from disinfecting portion of Table 4}	{insert contact time from disinfecting portion of Table 4 in format "X" min[utes]}
Fungi	{insert selected organism(s) from disinfecting portion of Table 4}	{insert contact time from disinfecting portion of Table 4 in format "X" min[utes]}

{Optional Directions to be printed on refill and refillable bottles}

TO REFILL [THIS CONTAINER] [SPRAY BOTTLE]: 1. Remove the [sprayer] [spray head] [from this bottle] [from spray bottle]. 2. Fill [spray] bottle from [this] refill container [of this same product] [to about 1 inch below top]. 3. Replace the [sprayer] [spray head]. [Refill only with this product].

[[Ready to use] Do not dilute]

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

TO CLEAN [REMOVE] non-living allergens⁺⁺ Spray [surface] [area] [until [thoroughly] wet]. [Allow to penetrate, then] Wipe clean [with a clean [wipe] [mop]]. ⁺⁺Pet dander [(dog and cat dander)], cockroach matter [(debris, particles)], dust mite matter [(debris, particles)], pet hair, pollen particles.

TO CONTROL MOLD AND MILDEW: Pre-clean surface. Spray [surface] [area] [until [thoroughly] wet]. Leave visibly wet for 10 minutes. [Allow to] [Let] [air-] dry. Repeat weekly or when growth appears.

TO CLEAN FRUITS AND VEGETABLES: Rinse produce with clean water to remove excess soil. Spray produce surface with product until wet, then rub for 30-60 seconds. Thoroughly rinse produce under clean running water to remove soil and excess cleaner.

{FOR FOGGING PRE-TREATMENT}

FOGGING INSTRUCTIONS: For ULV fogging in contained vacant areas as part of pre-cleaning or contamination control (knock-down) in restoration or remediation sites, as a supplement to final cleaning and disinfection. This is a ready-to-use product; do not dilute. After setting up fogging device, seal all windows & doors to confine the fog & leave area during the treatment time recommended by the device manufacturer. After fogging cycle is complete, fully ventilate the treated area until suspended product is purged prior to re-entry. Do not enter the fogged area until the fog has completely settled or exhausted. Do not use equipment in the fogged area until the treatment has dried. After fogging pre-treatment, follow the product label's cleaning & disinfection directions.

{FOR TOILET BOWL}

[TO OPEN]: [Twist nozzle to on-or-twist to open.] [Flip nozzle to open]

{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.}

[CLEANING INSTRUCTIONS] TO CLEAN [& DEODORIZE] [TOILET BOWLS]:

[Twist nozzle to on]-[or]-[twist to open.] [Flip nozzle to open] [Squirt] [product][gel] [under rim] [and cover the inside of the toilet bowl evenly] [to cover [bowl] surface]. [Leave visibly wet for] [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] [and cover the inside of the toilet bowl [evenly]] [to cover [bowl] surface]. [Leave visibly wet] for [Wait] 30 seconds, then brush and flush. For visibly soiled areas, pre-cleaning is required.

[DISINFECTING INSTRUCTIONS] TO DISINFECT [& DEODORIZE] [TOILET BOWLS]: Empty toilet bowl of water and any other contents, squirt [product][gel] [under rim] [and cover the inside of the toilet bowl [evenly]] [to cover [bowl] surface]. [Leave visibly wet for] [Wait] 10 minutes, then brush and flush. For visibly soiled areas, pre-cleaning is required.

{FOR CARPET SPOT TREATMENT}

TO SPOT [CLEAN] SANITIZE [& DEODORIZE] CARPETS: [Apply to] [Spray][Saturate] the pre-cleaned carpet area [with the product] [with[by] [[light]wand], [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 to ensure the [test substance] [product] [solution] is delivered throughout the carpet pile and backing. Allow the test [substance] [product] [solution] to remain on the carpet undisturbed for a minimum of 60 minutes. [[Rinse][Extract][with clean water] & allow to air dry.]

TO [SPOT] [CLEAN] [&] [DEODORIZE] CARPETS: [Apply to] [Spray][Saturate] the carpet [rug] [with the product] [with[by] [[light]wand], [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.]

{FOR FOAM}

TO CLEAN [[&] [and] DEODORIZE]: 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 hard, non[-]porous food contact surfaces: 1. Wet the surface [with the product] [with the spray] [by [sprayer,(low pressure, hand,), foamer, or, cloth, sponge or mop] [(spot test to check surface compatibility)]. 2. Leave visibly wet for [60 seconds] {or} [1 minute]. [Allow to] [Let] air-dry. No rinsing [or wiping] is required

TO SANITIZE hard, non[-]porous surfaces: 1. Wet the surface [with the product] [with the spray] [by [sprayer,(low pressure, hand,), foamer, or, cloth, sponge or mop] [(spot test to check surface compatibility)]. 2. Leave visibly wet for [60 seconds] {or} [1 minute]. [Allow to] [Let] air-dry. No rinsing [or wiping] is required [(even on food contact surfaces)].

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

TO DEODORIZE: 1. Wet the surface [with the [product] [spray]] [by sprayer [(low pressure, hand,), foamer, or cloth, sponge or mop] [(spot test to check surface compatibility)]. [Allow to] [Let] air-dry.

TO CLEAN [REMOVE] non-living allergens⁺⁺: Spray [surface] [area] [until [thoroughly] wet]. [Allow to penetrate, then] Wipe clean [with a clean [wipe] [mop]]. ⁺⁺Pet dander [(dog and cat dander)], cockroach matter [(debris, particles)], dust mite matter [(debris, particles)], pet hair, pollen particles.

{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 CONTROL MOLD AND MILDEW: Pre-clean surface. Spray [surface] [area] [until [thoroughly] wet]. Leave visibly wet for 10 minutes. [Allow to] [Let] [air-] dry. Repeat weekly or when growth appears.

{ FLOOR CLEANER }

[Shake well before use.] [Do not spray [directly] in eyes [or] [on skin]].

[TO OPEN]: [Twist nozzle to on] [or] [twist to open.] [[Flip] [Pull] nozzle to open]

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

TO SANITIZE [[&][and] DEODORIZE]: 1. Wet floor [with the product] [with the sprayer] [by sprayer (low pressure, hand or power operated), or, cloth,sponge, or mop] [(spot test to check surface compatibility)] [to wet [floor] [surface]] [thoroughly]. 2. Leave visibly wet for 30 seconds. [Allow to] [Let] air-dry. No rinsing [or wiping] is required. For visibly soiled [or greasy] areas, pre-cleaning is required.

TO DISINFECT [[&][and] DEODORIZE] hard non[-]porous [floors] [surfaces]: 1. Wet floor [with the [product] [spray]] [by sprayer (low pressure, hand or power operated), [or cloth, sponge, or mop] [(spot test to check surface compatibility)] [to wet [floor] [surface]] [thoroughly]. 2. Leave visibly wet for 10 minutes. [Allow to] [Let] [air-] dry. No rinsing [or wiping] is required. For visibly soiled [or greasy] areas, pre-cleaning is required.

{Optional Directions to be printed on refill and refillable bottles}

TO REFILL [THIS CONTAINER] [SPRAY BOTTLE]: 1. Remove the [sprayer] [spray head] [from this bottle] [from spray bottle]. 2. Fill [spray] bottle from [this] refill container [of this same product] [to about 1 inch below top]. 3. Replace the [sprayer] [spray head]. [Refill only with this product].

[[Ready to use] Do not dilute]

TO DEODORIZE [CARPETS] [FLOORS]: 1. Wet the [surface] [carpet] [with the [product] [spray]] [by [sprayer (low pressure, hand or power operated),or, cloth, sponge] [(spot test to check [surface compatibility] [fibers for colorfastness] [before use))] [to wet [floor] [surface]] [thoroughly]. 2. [Allow to] [Let] [air-] dry. No rinsing [or wiping] is required].

TO SPOT CLEAN [CARPET] [FLOOR] STAINS: 1. Wet the area [with the [product] [spray]] [by sprayer](low pressure, hand or power operated), or], cloth, sponge] [(spot test to check [surface compatibility] [fibers for colorfastness] [before use))]. 2. Scrub as needed. 3. [Allow to] [Let] [air-] dry. No rinsing [or wiping] is required]. [Repeat as needed [for stubborn stains].]

TO CLEAN [REMOVE] non-living allergens⁺⁺: Spray [surface] [area] [until [thoroughly] wet]. [Allow to penetrate, then] Wipe clean [with a clean [wipe] [mop]]. ⁺⁺Pet dander [(dog and cat dander)], cockroach matter [(debris, particles)], dust mite matter [(debris, particles)], pet hair, pollen particles.

[Let floors dry] [completely] [remove excess liquid] [after use] [to avoid] [slips] [and] [falls].

GENERAL SLIMICIDE, AND ALGAECIDE (FOR INDOOR AND OUTDOOR AGRICULTURAL FACILITY, GREENHOUSE, HORTICULTURAL, HYDROPONIC, AND CULTIVATION FACILITY APPLICATIONS): This product may be used to treat and control fungi, slimes, and algae with an exposure time of 5 minutes on hard, non-porous surfaces.

DIP TO CONTROL AND SUPPRESS BACTERIA (Erwinia chrysanthemi), ALGAE (such as Phormidium boneri), AND FUNGI (SUCH AS Penicillium digitatum, Botrytis sp. AND Fusarium solani) ON ROOTED

{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.}

AND UNROOTED CUTTINGS AND CUT FLOWERS. Dip cuttings or cut flowers and ensure they remain visibly wet with the solution for at least one minute.

DIP OR DRENCH TO CONTROL AND SUPPRESS BACTERIA (*Erwinia chrysanthemi*), ALGAE (*Phormidium boneri*), AND FUNGI (*Penicillium digitatum*, *Botrytis* sp., *Fusarium solani*, *Pythium aphanidermatum*, *Pythium irregulare*, *Fusarium oxysporum* f. sp. *Basilicum* (Fob)) IN SEED-BED SOIL AND PLANTING CUBES. Submerge or dip seed-bed soil and/or planting cubes and allow them to remain visibly wet for ten (10) minutes. Seed-bed soil and/or planting cubes can be seeded or planted immediately after treatment.

TO CONTROL AND SUPPRESS BACTERIA (*Erwinia chrysanthemi*), INCLUDING ALGAE (*Phormidium boneri*); FUNGI [*Penicillium digitatum*, *Botrytis* sp., *Fusarium solani*, *Pythium aphanidermatum*, *Pythium irregulare*, *Fusarium oxysporum* f. sp. *Basilicum* (Fob)], ON ORNAMENTALS, EDIBLES. Submerge ornamentals, edibles and ensure crop is visibly wet for ten (10) minutes.

{SECONDARY CONTAINER LABEL}

{Secondary container label for use if contents of 1 gallon (or larger) label are placed/filled by user into smaller containers}

{Secondary container label will contain at minimum the following information to match the information on the original container label:}

[Secondary Container Label]

Product Name

Ingredient statement

KEEP OUT OF REACH OF CHILDREN

[Follow directions for use, storage and disposal from the [xxx {product name and size}] [original] [container] label].

[Directions for Use]

[Storage & Disposal]

Company name and address

EPA Reg. No.

{additional information may be included on the secondary label provided it is present on the registered original container label.}

{SHIPPABLE SPRAYERS}

{The following information may be used when shipping spray products capped with the sprayhead shipped separately in the box and attached by the user before use.}

Box Contents:

[xx] Bottles

[xx] [reusable] [Sprayers] [Sprayheads]

[Sprayer] [Sprayhead] [Instructions]

[Step 1: Remove cap and seal from the bottle.]

[Step 2: Insert [sprayer] [sprayhead] and twist onto bottle neck to tighten.] [Turn [sprayer] [sprayhead] nozzle to [ON] [OPEN] [SPRAY]].

[Step 3: Once bottle is empty, remove [sprayer] [sprayhead] and reuse the [sprayer] [sprayhead] on the next bottle [of this same product].]

[[Do not open [case].] [Sold as case.]]

{MASTER LABEL}

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{EPA Reg. No. 84683-3

Optional Scent Descriptors and Claims – Table 1 }

{Scent descriptor terms (can be used in any order):}	
[Light] [Herbal] [Botanical] [Lemon] [&] [Lemongrass] [&] [and] [Thyme] [&] [Herb] [&] [Citrus] [Clove] [Spice] [Lemony] [Orange] [Scent] [Bouquet] [Lavendøer] [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] [Fresh Grapefruit] [Orange Zest] [Lemon Zest] [Mint] [Chamomile] [Ylang Ylang] [Davana] [Fresh Citrus] [Eucalyptus] [&] [Spearmint] [Vanilla Geranium Flower]	
{Scent Claims: }	
	[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] [floral]
[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 preceded by} [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 followed with} [aroma] [bouquet] [fragrance] [perfume] [odor] [scent] [smell] [essence] [clean]
[Holiday] Essence [of clean]	[Clean] [Refreshing] [Great] [New][Improved] 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}

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

xxxxx (lower case) – indicate values/numbers}

1. NEW [Look][!] *{can be present on label for 6 months from date of first sale}*
2. [Hospital][Broad Spectrum] Disinfectant [Cleaner]
3. [Commercial] [Professional] [Residential][Institutional] [Sanitizer] [Sanitizing] [Disinfecting Cleaner] [Disinfectant] [Professional Size] [Commercial Size]
4. [Commercial] [Professional][Residential][Institutional] Carpet [Sanitizer] [Sanitizing] [Cleaner]
5. [Fungicide][Fungicidal][Fungistat][Fungistatic]
6. [[Controls] [Kills] Mold & Mildew]
7. Prevents Mold & Mildew [growth] for up to 7 days
8. [Controls] [prevents] [stops the growth of] odor-causing bacteria
9. [Mildewstat][Mildewstatic][Mildewcide][Mildewcidal]
10. [Destroys] [removes] [tough] mold & mildew stains
11. Instrument PreSoak
12. Deodorizer [Deodorizing] [Deodorizes]
13. [Effectively] [Control][s] Cross-Contamination [on treated [hard, non[-]porous] [inanimate] surfaces]
14. Kills Influenza A Virus [Flu] [including] [H1N1][Influenza A virus]
15. Kills Influenza A H1N1 Virus
16. Kills Avian Influenza A H3N2 Virus
17. [Kills] [Effective against] Flu Viruses^{††}
18. [Kills] [Effective against] [the Common] [Cold[†] Virus] [cold (Rhinovirus)]
19. [Kills] [Effective against] [Flu & Cold[†]] [Cold[†] & Flu] Viruses*
20. [Kills [gram negative & gram positive] Bacteria][Bactericidal][Bacteriostat][Bacteriostatic] [Bactericide][Antibacterial][Antimicrobial] [Virucide*][Virucidal*] [Germicide] [Germicidal][Spray]
21. Virucidal against Influenza A [Flu] [virus]
22. Kills Norovirus [(Feline Calicivirus, as the surrogate)]
23. Kills [99.9 % of] [household germs*] [kitchen germs*] [bathroom germs*] [germs][,] [botanically] [on hard, non[-]porous surfaces]
24. Kills [the] [SARS-CoV-2] [COVID-19 virus**] on hard, non[-]porous surfaces [[on] [in] [including] {insert use sites or use site surfaces from table 2}]
25. Effective against [the] [SARS-CoV-2] [COVID-19 virus**] s]on hard, non[-]porous surfaces [[on] [in] [including] {insert use sites or use site surfaces from table 2}]
26. Kills [99.9% of] bacteria & viruses*, [including [the] [SARS-CoV-2] [COVID-19 virus**]] on hard, non[-]porous surfaces [[on] [in] [including] {insert use sites or use site surfaces from table 2}]
27. Kills [99.9% of] [household germs*] germs, [including [the] [SARS-CoV-2] [COVID-19[**] virus**]] on hard, non[-]porous surfaces [[on] [in] [including] {insert use sites or use site surfaces from table 2}]
28. [Now] [Tested] [Proven] [to kill] [kills] [against] [effective against] [[SARS-CoV-2 virus] [COVID-19 virus**] [(the cause of COVID-19** [illness] [disease])] [the virus that causes COVID-19** [illness] [disease]] [the virus that causes the severe acute respiratory syndrome, COVID-19**] on hard non[-]porous surfaces
29. To help reduce the spread of SARS-CoV-2 (COVID-19 virus) between treated hard nonporous surfaces
30. {product name} is a broad-spectrum disinfectant that has been [shown] [proven to be] effective against SARS-CoV-2 (COVID-19 virus) on hard, non[-]porous surfaces.
31. Kills [SARS-CoV-2] [COVID-19 virus**] on hard, non[-]porous surfaces in just one-step[‡].
32. [kill[s]] [effective against] [cold[†]] [and] [flu] viruses* [and [SARS-CoV-2] [COVID-19 virus**] on hard non[-]porous surfaces
33. Kill[s] 99.9% of bacteria [,] [and] [&] [viruses*] [&] [and] [including] [COVID-19 virus**] on hard non[-]porous surfaces
34. Kills {insert number of microbes} [kinds of] [types of] [common] [of the most common] microorganisms*
35. Kills {insert number of microbes} [kinds of] [types of] germs [bacteria] [viruses*] [on hard non[-]porous surfaces]
36. Kills {insert number of microbes} [kinds of] [types of] [common] [of the most common] germs* [bacteria]* [viruses*] [on hard non[-]porous surfaces]
- 37.

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38. Kills [the] 10 [of the] [most] common germs* [in 10 minutes]
39. Kills bacteria ({select from Food Contact Sanitizer portion of table 4}) that can cause food poisoning [on hard, non[-]porous surfaces]
40. Kills [over] [20] [xx{insert number}] [illness causing] [germs[*]] [including those that may cause [cold] [flu] [COVID-19 virus**] on hard, non[-]porous surfaces
41. Kills 99.9% of [the] [viruses*] [and] [bacteria] your family comes in contact with every day.
42. Kills 99.9% of [the] [common] [viruses*] [and] [bacteria*] your family comes in contact with every day.
43. [Helps] [Reduce[s]] [cuts down] infection causing germs[*]
44. [Early Education][Daycare][Foodservice] sanitizer
45. Kills 99.999% of {select from Food Contact Sanitizer portion of table 4} [on food contact surfaces] [that cause [foodborne illnesses] [food poisoning]]
46. Effective surface sanitizer and disinfectant for [foodservice][early education][daycare] facilities
47. Deodorized and disinfected
48. Helps reduce the spread of COVID-19 virus** [on hard, non[-]porous surfaces]
49. Helps reduce the spread [!] [of xxxxx {insert microbe from Table 4}] [on hard, non[-]porous surfaces] [!]Multi- Purpose [Anti[-]Bacterial] Cleaner [+][and] [&] [Disinfectant] A Better Way to Clean®
51. A [better] [gentle(r)] [satisfying] [feel-good] clean [for your home]
52. Seriously clean formulas
53. Power Spray for intensive cleaning and stubborn stains
54. [5 minute] [30 second] [60 second] sanitizer.
55. [XXXXXX] is a [sensible,] [no compromise] [authentically] [authentic] [botanical disinfectant] [disinfecting] cleaner [formula] [using an essential oil active ingredient].
56. 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 stovetops¹ and glazed tiles.] [30 second sanitizer] [60 second sanitizer] [on food contact surfaces]
57. Disinfect where you live, work, and play
58. [New] No-Rinse [disinfecting][sanitizing]formula
59. No Rinse required [even] [on][food contact surfaces][and] [children's] [toys]
60. No rinsing or wiping is required[, even on food contact surfaces]
61. No-rinse [food contact surface] sanitizer [simplifies procedures]
62. Rinse free [formula]
63. Bacteria [and][or] virus* [and][or] [household germ*] [kitchen germ*] [bathroom germ*] [germ]-killing [formula]
64. [Bacteria-killing] [Germ-killing] [Household germ*-killing] [Kitchen germ*-killing] [Bathroom germ*-killing] formula
65. Be ready for school by including XXXXXX on your [back to school] [home] shopping list
66. Can help reduce cross-contamination on treated surfaces
67. Clean. Disinfect. Carry on.
68. Clean [and][or] disinfect on the go
69. Be sure to disinfect when on the go
70. [Designed] For daily [use] [cleaning] [and] [disinfecting]
71. [Even] Better [scrubbing] [and] [cleaning] [power]
72. [Scrub and Go] [Scrub & Go]
73. Disinfecting [spray] [formula]
74. Disinfect [and][or] touch-up clean
75. For [light] [touch-up] [daily] [cleaning] [clean-up] [in one easy step‡]
76. Disinfects in [just] 10 minutes
77. Follow disinfection directions to clean and disinfect [in one easy step‡]
78. Cleaner and Disinfectant in one easy step when following disinfection directions
79. Cleaner and disinfectant [all] in one‡ [-step]
80. Cleans [and][or] disinfects [and][or] deodorizes
81. Clean[s] and disinfect[s]

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82. [Disinfect[s]] [and][or] [kill[s]] [and][or] [remove[s]] [99.9% of] [household germs*] [kitchen germs*] [bathroom germs] [germs] [and][or] [bacteria] [and][or] [virus[es]] [on] [from] [your] [children's] [toys][.]
83. [Kill[s]] [and][or] [eliminate[s] 99.9% of] [and][or] [disinfect[s]] [and][or] [deodorizes][and][or][destroy[s]] [and][or] [remove[s]] [and][or] [get[s] rid of 99.9% 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}]:
84. [Cleans away] [removes] [helps reduce] [reduces] [common] [household] allergens⁺⁺ [from] [pet dander] [and] [dust mites] [and] [pollen particles] [which can trigger asthma and allergies] [around your home] [and] [office]
85. Convenient [shopping] cart [handle] disinfecting
86. Convenient cart cleaning
87. Disinfect before you shop
88. [Disinfect] [Clean] your cart
89. Easy shopping cart handle disinfecting
90. Disinfects [odor causing] bacteria
91. Disinfects [odor causing] [common] [household] [kitchen] [and][or] [bathroom] bacteria*
92. Dual action [to] [:] [clean[s] up [[household] [daily] [everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
93. [Easily] [Effectively] [Conveniently] clean[s] [and][or] disinfect[s]
94. [Easy] [convenient] way to clean [and][or] disinfect
95. [Easy] Cleaning [and][or] disinfecting to go
96. Easy Cleaning Everywhere
97. Easy Cleaning for Kitchen Surfaces
98. Convenient, [tough] [real] cleaning!
99. [Effective] [bathroom] [and][or] [restroom] [and][or] [kitchen] [and][or] [household] [and][or] [office] [and][or] [workplace] [disinfectant] [and][or] [cleaner]
100. [Eliminate 99.9% of] [Remove] [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}]
101. [Eliminates] [Destroys] [Gets rid of] 99.9% of [common germs*] [household germs*] [kitchen germs*] [bathroom germs*] [germs] [and][or] [bacteria] [botanically]
102. [Eliminates] [Destroys] [Gets rid of] 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]]
103. [kill[s]] [effective against] 99.9% [of]] [*Salmonella enterica*] [Salmonella]
104. [kill[s]] [effective against] 99.9% [of]] bacteria [botanically]
105. [kill[s]] [effective against] Avian flu virus [on environmental surfaces] -and/or- [hard, non[-]porous surfaces]
106. [kill[s]] [effective against] [cold†] [and] [flu] viruses*
107. reduce[s] cross contamination by [bacteria] [and][or] [viruses*] [and][or] [household germs*] [kitchen germs*] [bathroom germs*] [germs] on hard, non[-]porous surfaces [in your] [{insert selected use site(s) from Table 2}] [this [cold] [and] [flu] season]
108. reduce[s] cross contamination by bacteria on hard, non[-]porous treated surfaces [in your] [{insert selected use site(s) from Table 2}]
109. For use at home or on the go.
110. [Hey] [Mom] [Teacher[s]] [!] [,] [Be] [Are you] Ready for [[back-to-] school] [[the] [cold] [and] [or] [flu season]] [the holiday[s] [season]] [?] [!]
111. Just one-step‡ kills 99.9% of [household germs*] [kitchen germs*] [bathroom germs*] [germs] [bacteria]
112. Kills 99.9% of bacteria in [just] [5 minutes] [30 seconds] [60 seconds]
113. Kills 99.9% of [common germs*][common household germs*] [household germs*] [germs]!
114. Kills 99.9% of [common] [bathroom germs*] [and] [or] kitchen germs*!
115. [Kill[s] 99.9% of] [Remove[s]] [Effective against] [odor causing] [[common] [household] [kitchen] [and][or] bathroom] bacteria* [bacteria] [household germs*] [kitchen germs*] [bathroom germs*] [germs]

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116. Kills 99.9% of viruses* that cause cold† and flu
117. [Kill[s]] [Remove[s]] [Effective against] [Common] Household Viruses*
118. [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]]
119. [Kill[s]] [Remove[s]] [Effective against] [the following] [organisms:]
[insert selected organism(s) from Table 4]
120. [Kill[s]] [Remove[s]] [Effective against] Norovirus [(Feline Calicivirus, as the surrogate)]
121. Kills the virus[es] that cause[s] [the] [common] [cold[s]†] [cold (Rhinovirus)] [and] [or] flu
122. Leaves hard, non[-]porous treated surfaces disinfected
123. [Easily] clean
124. Bathroom [cleaner] [disinfectant] [sanitizer] [deodorizer]
125. [Foodservice] [food service] [back of house] [food contact surface] [60 second] [food contact] [surface] sanitizer [and disinfectant]
126. [Front of house] [and] [back of house] [non-food contact surface] [foodservice] [establishment] [surface] disinfectant
127. One-step‡ [cleaning] [and][or] [disinfecting]
128. [One-step‡ [cleaning] [and][or] [disinfecting] [and][or] [deodorizing]] [[Disinfect] [and][or] [touch-up clean]]
- ~~129.~~ [[Cleans] [and][or] [disinfects] [and][or] [deodorizes]] [Anytime] [Daily] [Every day] [In one easy step‡]
130. [[Cleans] [and][or] [disinfects] [and][or] [deodorizes]] on hard, non[-]porous [[bathroom] [and][or] [kitchen]] [surfaces] [on household surfaces] [every day] [Throughout the house [kitchen and bathroom]] [All over your house]
131. Put XXXXX on your school supply list to help keep your child's classroom clean
132. [Teachers] Clean up the classroom [with XXXXX]
133. [Classrooms] [Schools] are cleaner with [this] [product] [disinfecting] [spray] [XXXXXX]
134. Clean up the classroom with [this] [product] [spray] [XXXXXX]
135. [Hey Mom] [Take this] [this product] [me] [to] [my] [classroom] [school] [teacher]
136. Donate this product [to your child's] [classroom] [school]
137. [Remove] [Eliminate 99.9% of] [Kill] [viruses that cause cold† and flu††] [cold† and flu viruses††] [cold virus†] [flu virus††] [this season]
138. [Removing] [and][or] [Killing] [and][or] [eliminating 99.9% of] [household germs*] [kitchen germs*] [bathroom germs*] [germs]] [and][or] [bacteria] [and][or] [virus[es]*]
139. [Removes] [Eliminates] [Kill[s]] 99.% of viruses* that cause Cold† and flu
140. Sanitizes [hard, non[-]porous] food contact surfaces in [just] [60 seconds] [1 minute]
141. [Sanitize] [and] [deodorize] with a single product
142. Sanitize and deodorize in one single step (when following the sanitize instructions)
143. Color safe
144. [Say] Boo to the [Influenza virus] [household germs*] [kitchen germs*] [bathroom germs*] [germs] [[this [year] [winter] [flu virus season]] [with XXXXX]
145. "XXXXXX is the easy way to [touch-up] [clean] [and] [disinfect]."
146. "There are many uses for XXXXX and here are a few:
1. bathroom surfaces
 2. kitchen surfaces
 3. [Kids'] [Children's] [play] room or family den
 4. window blinds"
147. "This [[Cleaner] [and][or] [disinfectant]] combines cleaning and disinfecting [in one product] [in one-step‡] "
148. "{insert product name} [[Cleaner] [and][or] [disinfectant]] combines cleaning and disinfecting [in one product] [in one-step‡]
149. [Touch-up] Clean[s] and disinfect[s]
150. "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, non[-]porous surfaces]"
151. Use [the product] [the spray] to [disinfect] [and][or] [touch-up clean]
152. Household disinfecting spray

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153. [These] [this] [botanical] [plant-derived] [essential oil] [-based] [disinfecting spray[s] [disinfectant[s] [product[s]] kill[s] [household germs*] [kitchen germs*] [bathroom germs*] [germs] on hard, non[-]porous surfaces.
154. These [products] [disinfectants] [disinfecting sprays] utilize [XXXXXX] [patented][proprietary] technology to kill 99.9% of [household germs*] [kitchen germs*] [bathroom germs*] [germs] [in a streak-free formula that enables easy cleaning].
155. [This] [product] [disinfecting spray] helps you [clean] [disinfect]
156. [Now] Kills 99.9% of [{insert virus name; see supported list at the end of this master label}] [on hard, non[-]porous surfaces] [in 10 minutes]
157. [Now] Kills 99.9% of [{insert bacteria name; see supported list in Table 4}] [on hard, non[-]porous surfaces] [in 30 seconds] [in 60 seconds]
158. [household germs*] [kitchen germs*] [bathroom germs*] [Germ] [Bacteria] [Virus*] -killing [formula]
159. 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]
160. [Helps] [Reduce[s]] the spread of [household germs*] [kitchen germs*] [bathroom germs*] [germs] between treated hard, non[-]porous surfaces
161. [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [reduce[s]] [remove[s]] 99.9% of [the] [[common] [household] [bacteria*]] [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
162. [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [reduce[s]] [remove[s]] 99.9% of [the] [[common] [household] bacteria*] [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]
163. [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [reduce[s]] [remove[s]] 99.9% of [the] [[common] [household] [bacteria*]] [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]
164. [Now] Kills 99.9% of [{insert virus name; see supported list at the end of this master label}] [on hard, non[-]porous surfaces] [in 10 minutes]
165. [Now] Kills 99.9% of [{insert bacteria name; see supported list in Table 4}] [on hard, non[-]porous surfaces] [in 30 seconds] [in 60 seconds on food contact surfaces]
166. [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [reduce[s]] [remove[s]] 99.9% 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]
167. [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [reduce[s]] [remove[s]] 99.9% 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}]]
168. [Kills] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] 99.9% of [get[s] rid of] [reduce[s]] [remove[s]] [household] [the] viruses* [that cause[s] [the] [common] [cold†] [cold (Rhinovirus)] [and] [the] [flu]
169. A [smart] way to [disinfect] [and] [clean] the [bathroom] [kitchen] [home] [household] [office] [botanically]
170. A[n] [disinfecting,] effective [botanical] [food contact surface] [disinfectant] [disinfecting] [cleaner] for [use in] the [kitchen], [bathroom], [bedroom] [and] [other household areas]
171. [Easily] [removes] [cleans] [dissolves] [tough] [bathroom] [and] [restroom] [and] [kitchen] [and] [household] [and] [office] [and] [workplace] [dirt] [soils] [grime] [soap scum] [!]
172. An effective [botanical] [disinfectant] [disinfecting] [sanitizer] [cleaner] [for use on] [hard, non[-]porous surfaces] [in][on] [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]]
173. Antibacterial action on hard, non[-]porous surfaces [for] [kitchens] [and] [bathrooms] [all over the house]
174. [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]].

{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.}

175. 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.
176. [Clean] [cleaning] [and] [disinfect] [disinfecting] without stopping [your life] [your family's life]
177. Life [doesn't] [shouldn't] [have to] stop for [cleaning] [and] [disinfecting]
178. Don't stop [your] [family] life for [cleaning] [disinfecting]
179. [Cleaning] [and] [disinfecting] that fits into your life
180. Cleans and leaves [a fresh] scent
181. Bring the scent[s] of nature [into your] home [with you]
182. 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]
183. Cleans to a shine
184. [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] [stovetops¹] [microwaves¹] [and] [refrigerators¹] [and] [faucets] [and] [sinks] [, too]
- ¹ surfaces should be at room temperature when treated.
185. [Low [-streak] [residue]] [Formula] [Spray] [Clean(s) thoroughly] [For a] [more] [visible] [apparent] [clean]
186. [Low [-streak] [residue]] [Formula] [Spray] [Great] [Use it] [For] [cleaning] [and] [disinfecting] [Every day!] [on] [hard, non[-]porous] [surface[s]]
187. [Low [-streak] [residue] [Formula] [Spray] [Lets you] [Clean] [Great for] multiple [household] surfaces
188. [Low [-streak] [residue]] [Formula] [Spray] [Lets you] [Clean(s)] [throughout] [around] [in] [the] [your] [house]
189. Steam distilled from [Essential Oils] [Botanical sources] [Essential Oils and Botanical sources], we bring you a [cleaner] disinfectant that kills household germs, specifically Influenza A, Rhinovirus, Norovirus, Staphylococcus aureus, Salmonella enterica, and Pseudomonas aeruginosa on hard, non[-]porous surfaces.
190. Final Step Sanitizer [(no rinse is required)]

{EPA Reg. No. 84683-3

Optional Carpet Sanitizing Claims }

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

xxxxx (lower case) – indicate values/numbers }

191. [XXXXXX] is a [low foaming] carpet spot treatment sanitizer [that resists resoiling] suitable for use [on [nylon][olefin] [stain resistant] carpets] spin bonnet and immersion [carpet cleaning processes] [application]
192. [XXXXXX] is a [low foaming] carpet spot treatment 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]
193. [Part of a [conscientious][sensible][routine] carpet maintenance program] [that will] [deodorize][&] [protect] your carpet for longer life.
194. CleanWell® [All Purpose Cleaner] [Carpet Cleaner and Deodorizer] [Bathroom Cleaner] is one of the most versatile cleaners on the market.
195. 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.
196. CleanWell® Carpet Cleaner and Deodorizer is great for all washable fibers and is gentle on carpet backings and pads.
197. 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.}

{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], [where bacteria or unpleasant odors are a concern], including [such as]:

- [accessible] coils & drain pans of [HVAC & R equipment] [air conditioning & refrigeration equipment & heat pumps] ¹
- Airplanes, Planes
- Airplane [surfaces][&][cavities]
- [Airplane] [train] [bus] tray table, arm rest, seat belt latch
- Airports
- Ambulances
- Animal Care Facilities
- Animal Transportation Vehicles
- Apartments, Studios
- [Assisted Living] [Full Care] [Nursing] [Homes] [Facilities]
- Athletic [Recreational] Facilities
- Automobiles, Cars
- [Baby] Nurseries
- Back of [truck] [carrier]
- Back of house
- Baker racks
- Banquet Halls
- Barber Shops
- Barns
- Baseboards
- Basements
- [Bathroom] [Kitchen] [Dining Room] Surfaces
- [Bathroom] [Kitchen] Faucets
- Bathrooms, Restrooms, Washrooms
- Bathtub[s], Tubs
- Beauty [Salons] [Spas]
- Bed [frames] [rails]
- Bedrooms
- Bidets
- Boat [airplane] surfaces & cavities
- Boats, Yachts
- Bottom of pots and pans
- Bowling Alleys
- Burner Trays
- Butcher Shops
- [Cabinet] [Door] [Appliance] [Handles][Knobs]
- Cafeteria[s]
- Campers,
- Campgrounds
- Car interiors
- Carts
- Casual Dining Restaurants
- Catering Facilities
- Central Supply [Rooms] [Areas]
- Chairs
- [Children's] [Baby] [Toddler] [Pet] Toys
- [Children's] [Baby] [Glass-topped] Furniture
- [Children's] [Kid's] [Child's] [play] [game] [rooms] [areas] [structures] [equipment] [furniture] [tables]
- Churches
- Classrooms
- Closets
- [Clothes] [diaper] Hampers
- [Coffee] [Espresso] machines
- Colleges
- [Commercial] [Basement][Hobby] Greenhouses
- Commercial Kitchens
- Common areas
- Compost Bins
- Computer [screen] [keyboard] [mice]
- Convenience Stores
- Convention Centers
- Cooler [s] [surfaces]
- Correctional Facilities
- Counter[s] [tops]
- Cribs
- Cruise ships
- Cupboards
- Dairy Farms
- [Damp] Storage areas [rooms]
- [Day] [Child] care [facilities] [centers]

{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.}

- Deli[catessen [shops]
- Den
- [Dental] [Dentist's] Offices
- Desks
- [Diaper] [Infant] Changing [tables] [areas]
- [Diaper] Pails
- Dining [Rooms] [Halls]
- Discount Retailers
- Dish Rack
- Doctors' Offices
- Door[s] [frames] [handles] [knobs]
- Dorms, Dormitories
- Drawers
- Dryer[s] [exteriors]
- Early education facilities
- Elevators
- Exam[ination] Rooms
- Exercise equipment [handles]
- Exhaust fan
- Family [areas] [rooms]
- Factories
- Farms
- Fast Food [Chains] [Restaurants]
- [Filing] [Kitchen] [Bathroom] [Interior] [Exterior] Cabinets [interiors] [exteriors]
- Finished [sealed] [hardwood] [woodwork] [window sills]
- [Fitness] [athletic] [exercise] equipment
- [Fitness] Gyms, spas
- Fixtures
- [floral] [lawn & garden] Shops
- Food [preparation] [and] processing [areas] [establishments]
- Food preparation [surfaces] [areas]
- Food preparation facilities
- [Food Processing] Plants
- Foodservice [facilities] [restaurants] [areas]
- Food storage area[s]
- Foot spa surfaces
- Freezer[s] [surfaces]¹
- Front of house
- [Front of] Restaurants
- Funeral Homes
- Garages
- Garage Surfaces
- Garbage [trash] cans
- [Garbage] [Waste] Storage Areas
- Gas Stations
- General Merchandise Stores
- Glazed [ceramic] [porcelain] Tile[s]
- [Glazed] Floors [around toilets]
- [Glazed] Walls
- Golf Carts
- Grocery conveyor belts
- [Grocery] [Shopping [Cart] [Basket]] Handles
- Grocery Stores
- Grooming facilities
- Gym equipment
- Gym[nasium]s
- Handrails
- Health care [facilities] [settings]
- Health Club[s] [Facilities]
- Health professional, chiropractic & physiotherapy clinics
- Herbal dispensaries
- Highchairs
- Home Centers
- Home Health Care Settings
- Homes
- [horticultural][aeroponic][aquaponic][hydroponic] Growing Facilities
- Hospices
- Hospitals
- Hotels
- House
- [Household] Contents
- Household [residential] [areas]
- Housing Facilities
- Ice machines¹
- Industrial Facilities
- Isolation Areas
- Kennels
- Kitchen[s]
- [Kitchen] Appliance[s] [surfaces]
- Lab[oratorie]s
- Lamps
- Laptop [keyboard] [screen] [mouse]
- Laundromats
- Laundry rooms
- Lavatories
- Libraries
- Light [switches] [fixtures] [panels]
- Litter boxes

{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.}

- Living [areas] [rooms]
- Locker Room[s] [Facilities]
- Lockers
- Lodging Establishments
- Long Term Care Facilities
- Lounges
- Malls
- Manufacturing [Plants] [Facilities]
- [Massage] [Facial] [Hair] [Nail] [Salons] [Spas]
- Mass Merchandisers
- Meat [cutters] [slicers] [processors]¹
- [Medical] Clinics
- [Medical] [doctor's] [physician's] [veterinary] [&] [dental] offices
- Medical Facilities
- Medicine cabinets
- [Metal] [Plastic] [Window] Blinds
- [Metal] Workbenches
- Microwave[s] [surfaces]¹
- Military Installations
- Mirrors
- Mobile Homes
- [Mobile] [Motor] [Vacation] Home(s)
- Mortuaries
- Motels
- Mudrooms
- Non[-]porous construction materials such as water damaged [sewage contaminated] sheet metal
- Nursing [homes] [stations]
- Nurses' Stations
- Office [machines] [furniture]
- Office[s] [Buildings]
- Outdoor areas
- Outdoor grills
- [Outer surfaces of] [Soap] [Napkin] [Liquid] [Soda] Dispensers
- Out-Patient [Surgical] [Centers] [(OPSC)] [Clinics] [Facilities]
- Oven[s] [doors] [handles]¹
- Pacifiers
- [Patient] Restrooms
- Patient Rooms
- Pet [habitats] [cages] [shops] [stores]
- Pet [areas], [bowls]
- Pharmacies
- Physical Therapy [Rooms] [Areas]
- Piano keys
- Plant [nurseries][warehouses]
- Plant [packaging] [processing] [cultivating] [testing] [holding & storage] areas
- Plant growing [chambers] [rooms][facilities]
- Plant transport vehicles
- [Plastic] Cutting Boards
- [Plastic] Floor mats
- [Plastic] Laundry baskets [hampers]
- [Plastic] Patio [outdoor] furniture [lawn chairs]
- Play [areas] [rooms]
- Playground equipment
- Playgrounds [areas]
- Playpens
- Porta-potties
- Potty Chairs
- [Pre] Schools
- Produce Areas
- Prostheses & orthotics
- Public [Care] Areas
- Public Facilities
- Public Restrooms
- Public [Transport] [Busses]
- [Radiology] [X-Ray] [Rooms] [Areas]
- Range hoods
- Reception Areas
- Recovery Rooms
- Recreational [Centers] [Facilities]
- Rehabilitation [Centers] [Facilities]
- Recycling bins
- Refrigerator[s] [door] [handles]¹
- Remediation equipment & PPE (Personal Protective Equipment)
- Remote controls
- [Rental] [Car] [interior[s]] [surfaces] [Glove boxes] [[leather] [vinyl] seats]
- Restaurants [& bars]
- Restroom[s] [Areas]
- Retail [Businesses] [Stores] [Establishments]
- RVs
- Schools
- School buses
- School [Kitchens] [Cafeterias]
- Sealed woodwork
- Shelters

{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.}

- Shelves
- Shippers
- Shoes & boot soles
- Shopping [Centers] [Malls]
- Shower[s] [walls] [doors] [stalls] [plastic curtains] [rooms] [areas]
- Sickrooms
- Signs
- Sinks
- Small Animal Facilities
- Sports [Arenas] [Stadiums]
- Sports equipment [such as jock cups & helmets]
- Stove[s] [tops]¹
- Study
- Subways
- Supermarkets
- Table[s] [tops]
- Tablet [screen]
- Tack Shops
- Tattoo Parlors
- [Telephones], [Cell] [Mobile] [Smart] Phones [screen]
- Television [TV] screen
- Tires
- Toaster[s] [surfaces]¹
- Toilet [urinal] [bowl] [seats] [exteriors] [handle] [hardware]
- Tool sheds
- Tool[s] [boxes]
- Toy [boxes] [storage bins]
- Trailers
- Train surfaces [& cavities]
- Training toilets
- Trains
- Transportation Terminals
- Trolleys
- Universities
- Vanities [tops]
- Vertical surfaces {for relation to 30 second sanitizer claims only}
- Veterinary [Clinics] [Offices]
- [Vinyl] Wallpaper
- Waiting Rooms
- [Washable] Floors [including linoleum, no wax vinyl, and glazed ceramic tile]
- Washer[s] [washing machine] [exteriors]
- Waste baskets
- Water fountain
- Wheelchairs
- Wholesale Establishments
- Windows
- Windshields
- Workplace
- Work Stations
- Yoga mats
- Zoos

¹ Surfaces should be at room temperature when treated.

{Use Sites surfaces, singular or plural: (continued)}		
SUITABLE FOR use on all hard, non[-]porous surfaces [where mold, mildew, fungus or other contaminants are a concern] associated with horticultural use including [such as]:		
Compost bins [& equipment]	Grow [tents] [and] [nets]	Pollination trays
Germination [& propagation] stations	Plant [benches] [&] [tables]	[Pots][,] [Mats][,] [Buckets][,] [Trays] [,] [Totes]
Grafting stations	Plant [carts] [,] [wagons] [,] [wheelbarrows]	Produce/flower testers
Greenhouse [soil testing] [seed-starting] equipment & tools	Plant coolers	Row covers [& Shade materials]
Greenhouse [films] [&] [windows]	Plant grow shelves	Transplant equipment
Greenhouse irrigation systems [& hoses]	Plant [transport] [display] racking	
Greenhouse [lighting] [heating] [climate control] [fan] [ventilation] [fixtures] equipment	Plant shelters	

{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}

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 Aviation Claims}

1. AMS1453
2. AMS1452
3. Aircraft [lavatories], [galleys], [windows and transparencies], [tray tables], [service trays], [overhead bins], [arm rests], [head rests], [vinyl walls], [bulkheads], [stainless steel], [glazed porcelain], [floors], [and] [any other hard surfaces on aircraft], [trains], [automotive forms of transportation], [ships], [and] [boats].
4. [It] [This [botanically based] product] has successfully met all of the requirements of [AMS 1452 and] AMS 1453: Disinfectant Cleaner for Aircraft Interiors.



{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}

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

xxxxx (lower case) – indicate values/numbers}

1. [Also] [Now] [Great] [Made] [Works [well]] [Appropriate] [on] [for] [stainless steel] [and] [metal] [and] [glass surfaces] [and] [stovetops¹] [and] [microwaves¹] [and] [refrigerators¹] [and] [faucets] [and] [sinks] [and] [mirrors] [and] [dark glazed tile] [with] [because of] [due to] [the] [new] [low] [streak] [residue] [formula]
2. Formula for [low] [less] [lower] [streaking] [residue] [!]
3. [Look] [Now] Less [streaking] [residue]
4. Low-streak formula [dries clear] [eliminates need to wipe down after use]
5. Low-streak formula [for] [cleans] shiny surfaces!
6. Low [-streak] [residue] [Formula] [Spray] For all of your [kitchen] [bathroom] [household] surfaces [like] [stainless steel] [and] [metal] [and] [glass] [and] [mirrors] [stovetops¹] [and] [microwaves¹] [and] [refrigerators¹] [and] [faucets] [and] [sinks]
7. Low [-streak] [residue] [Formula] [Spray] [Delivers] [A] Clean you can [see] [and] [smell] [and] [feel] [notice]
8. Low [-streak] [residue] [Formula] [Spray] [leaves] [Less] [Fewer] [visible] [spots] [spotting] [blotches] [marks] [than [ever] before]
9. [Low] [Lower] streak[ing] formula
10. [disinfectant] [disinfecting] spray with [a] [this amazing] low-streak cleaning [formula]!
11. Also Available in [the] [Lemon,] [Fresh,] [Kitchen,] [Bathroom] [and] [Lavender] [varieties]
12. Also Available in [the] {insert size} Value [Size] and the {insert size} to Go Size[s] Big size
13. Does not contain [Triclosan] [Parabens] [Quaternary Amines] [Quats]
14. Clean [from XXXXX] [to go] [on the go] [&] [and] [go]
15. [Buy] One for {insert selected use site(s) from Table 2}, one for {insert selected use site(s) from Table 2}
16. [BUY] Two for {insert selected use site(s) from Table 2}, one for {insert selected use site(s) from Table 2}
17. [Buy] Two for {insert selected use site(s) from Table 2}, two for {insert selected use site(s) from Table 2} [Big] [Value] bottle
18. XXXXX [Disinfecting] Spray To Go
19. XXXXX Spray [&] [and] [N] Go
20. Non-Aerosol Spray
21. Don't miss a beat with XXXXX
22. Disinfecting Spray
23. Collect all [of the Designer Series] bottles!
24. Combo Pack
25. Coming soon
26. [Contains] [Same XXXXX spray] [you love] [same spray, easier to grab]
27. Convenient
28. [Convenient] [Size][and] [easy to use]
29. [Double] [Super Value] [Size] [Pack]
30. [Easier] [Easy] [to Use] [Improved] [Dispensing]!
31. [Easier Than Ever] [Easier] to [Use] [Point] [Spray]!
32. Easy
33. [Easy] [and] [Simple] Dispersal!
34. [Easy] [Effortless] [Breezy] [Dispersal]
35. Easy one hand cleaning!
36. Effortless cleaning with one hand
37. [[Easy] [One-handed] [dispersal] with [only] [just] one [hand]] [[Grab] [spray] [and spray] with [just] [only] [one hand]] [[Easily] Grab [spray]]
38. Easy open nozzle
39. [Easy] [EZ] [Nozzle]
40. Easy on [your] hands

{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.}

41. Fits almost anywhere
42. 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
43. Holds up to your toughest [messes] [jobs] [stains]
44. [Hassle-free] [No hassle] [dispensing] [nozzle] [!]
45. Leave me out on the counter [to make cleaning easier]!
46. [Now] [25%] [35%] [50%] [75%] [100%] [150%] stronger spray
47. [Now] [2x] [2.5x] [3x] [4x] [5x] stronger spray
48. Now dispersal is effortless!
49. Our [best] [easiest] [smoothest] dispersal ever!
50. Perfect size for [kitchens] [bathrooms]
51. Spray 'n' go cleaning
52. Just spray clean and go
53. Spray-N-Clean
54. Re designed [dispenser] [that's easier to use] [and] [dispense]
55. Same easy dispensing
56. [Same great] [product] [spray] [new] [easier] [simpler] [form] [bottle]
57. [Take] [XXXXX] [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}]
58. [Trial] [travel] size
59. Try me [on] [for] [{insert selected use site(s) from Table 2}] [{insert selected surface material(s) from Table 3}] [!]
60. Value [twin] [size] [pack]
61. Disinfecting Spray
62. Disposable
63. [Does not] [Will not] [No] scratch[ing] [[your] surfaces]
64. [Dual Action] [Dual use] [Multi use] [complete]
65. For everyday use
66. [Great for use in] [For Use in] [Kitchen[s]], [Bathroom[s]] [Bedroom[s]] [and All Around the House]
67. Great for touch-up cleaning
68. Great for use in [your] [the] [dorm room] [classroom] [office] [gym] [car]
69. [New] [Formula] [Deodorizes] [Multi Use] [Multi Clean] [Multi-surface]
70. [Now] [A[n]] [Even] [Better] [Great] [Easy] Everyday cleaner
71. [Now] [Spray] [Cleans better] [and] [lasts longer] [than ever]
72. [One] [Versatile] [low [-streaking] [residue]] spray for [all] hard, non[-]porous [kitchen] [and] [bathroom] [and] [household] surfaces
73. One swipe and {insert selected soil(s) from Table 3} [is] [are] gone!
74. Perfect Size for [Kitchens] [and] [Bathrooms] [and] [Bedrooms]
75. Ready to use
76. Revolutionary
77. Swipe[s] away [more] {insert selected soil(s) from Table 3} [in seconds] [with no effort] [than ever]
78. Toilet Bowl Cleaner
79. Dissolves Challenging Messes
80. Cleans every day [pet] messes
81. [This product] is [also] great on the "go" in [{insert selected use site(s) from Table 2}]
82. Unbelievable cleaning strength
83. Use where you live, work and play
84. Won't damage, or fade car surfaces
85. About our packaging
86. [Made][with]Plant[-][based][derived][active][ingredient[s]][thymol]
87. Will not harm food contact surfaces
88. [This] [package] [packaging] [bottle] [and] [sprayer] [cap] [is] [are] made from xxx% {insert applicable percent} post-consumer recycled [plastic] [material], [(] [excluding colorant] [)]

{MASTER LABEL}

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{Note: Below is an example graphic. Color, style and % recycled may vary.}



- 89. [Recycled and] recyclable [bottle] [and] [sprayer] [cap]
- 90. Trash to treasure – from recycling to your countertop
- 91. From your recycling bin to your countertop
- 92. [Using] Refills[helps] save[s] [xx%] plastic
- 93. Save plastic, reuse [the] [your] [sprayer] [sprayhead]
- 94. Reduce plastic, use refills
- 95. Reusable [sprayer] [sprayhead]
- 96. [Available in] Economical [gallon] refill[s]
- 97. Convenient refills with reusable [sprayer] [sprayhead]
- 98. Less plastic, more clean
- 99. HDPE bottles [made] from [old] milk jugs
- 100. HDPE from [old] milk jugs makes new [cleaner] bottles
- 101. Bag-on-Valve [non-flammable] aerosol
- 102. Bag-on-Valve ready to spray technology.
- 103. No propellants, VOCs, petroleum gas or distillates found in aerosol cans.
- 104. Free of VOC propellants.
- 105. Apply from any angle.
- 106. Will not lose pressure.
- 107. Continuous spray technology [with air-propellant] - sprays 360 deg
- 108. Graphic explaining BOV (separation of propellant etc.)
- 109. [bag-on-valve] [aerosol] [spray] powered by [compressed] air [nitrogen]
- 110. Propelled by [compressed] air
- 111. Propellant: compressed air
- 112. Floor Cleaner
- 113. [Powered by] CleanWell® [Inside]



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

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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}

1. Embrace life's good-and-dirty. [We say:] Live Free, CleanWell
2. To learn more, visit [www.]XXXXXX.com
3. [Don't let the pleasant smell fool you.]
4. Effectively [deodorizes][controls][eliminates] odors [produced by odor causing bacteria]
5. Effectively [deodorizes][controls][eliminates] odors [produced by odor causing bacteria] [on [non[-]porous] [porous surfaces]]
6. Effectively [deodorizes][controls][eliminates] odors produced by odor causing bacteria, fungi & other odor-causing organisms [on] [concrete, wood framing & studding, trim, carpet, pads & subfloors] [{insert selected site(s) from Table 2}] {insert selected surface material(s) from Table 3}].
7. Effectively [deodorizes][controls][eliminates] odors on [concrete, wood framing & studding, trim, carpet, pads & subfloors] [{insert selected site(s) from Table 2}] {insert selected surface material(s) from Table 3}].
8. {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.
9. {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.
10. {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.
11. Cleans, disinfects and deodorizes.
12. Disinfects while you clean‡.
13. Clean and disinfect in one easy step when disinfecting directions are followed
14. Clean and disinfect in one easy step when following disinfecting directions.
15. Clean and disinfect in one easy step ‡
16. More clean[.] [in] Less time.
17. Tough on dirt, easy on you.
18. Clean easy, breathe easy.
19. A cleaner home in minutes
20. Cleans and disinfects hard, non[-]porous surfaces throughout the [home] [{insert selected use site(s) from Table 2}].
21. [Controls] [Eliminates] [Odors] [Deodorizer] [Deodorizes][Deodorizing]
22. Botanical [Active] [Ingredient[s]]
23. [Ready To Use] [RTU]
24. Cuts [grease] [and] [grime] [with the best of them]
25. 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.]
26. A better way to clean®.
27. A [better] [gentler] clean
28. Non-VOC emitting formulation [using an essential oil active ingredient]
29. No fine print.
30. Every hard, non[-]porous surface in [your] [the] [kitchen] [bathroom] [house] [{insert selected use site(s) from Table 2}] [deserves] [can] [could] use a spray
31. Everything [you need] is already in the spray
32. 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}]
33. For household surfaces indoor and outdoor
34. For use at home or in public [areas] [or] [places]
35. Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [[work] [office] place] [[work] [office] environment] [{insert selected use site(s) from Table 2}]
36. 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}]

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37. Makes daily cleaning easy [easier than ever]!
38. Makes your job easier in the [kitchen] [/] [bathroom]
39. Maximum Cleaning, Minimum Effort
40. [More] efficient [bathroom] [kitchen] [home] [household] [office] [{insert selected use site[s] from Table 2}] cleaning
41. Multi-Surface formula
42. New Year. Fresh Start.
43. No [mixing] [and] [fuss] [and] [need to rinse]
44. [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]] [!]
45. See the [low-streak] difference [on [mirrors] [and] [glass]]
46. Simplify[ies] cleaning
47. Some [moments] [things] shouldn't be interrupted
48. Specially formulated for a variety of [surfaces] [kitchen surfaces]
49. [Specially formulated] For [use in] the bathroom
50. Specially formulated to clean [a variety of surfaces] [throughout] [all over] [around] the [house] [kitchen] [and] [bathroom]
51. [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]
52. 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
53. [Strong] enough for [tough] [messes] [jobs] [stains] [difficult] [uneven surfaces] [all around the house]
54. [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] [stovetops¹] [and] [microwaves¹] [and] [refrigerators¹] [and] [faucets]
55. The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office][[work] [office [area] [place] [environment]] looking "just cleaned"
56. The easy way to [clean] [and] [disinfect] [all over] [your] [the] [bathroom] [kitchen] [house] [office] [[work] [office] [place] [environment]] [place] [clean every day]
57. The easy way to clean all over the house
58. The easy way to touch-up clean your bathroom every day
59. [The product [is] [the spray is]] [always] ready to use
60. The smell of clean
61. Tough on [grime] [and] [soap scum] [and] [dirt] [and] [other] [tough] [bathroom] [restroom] [kitchen] [household] [office] [[work] [office] place]] soils [!]
62. Trap[s] [and] [pick[s] up] [and] [grip[s]] [and] [grab[s]] [and] [hold[s]] [particles] [and] [dust] [and] [dirt] [and] [hair] [and] [crumbs]
63. Try Me
64. Use [Everywhere] [Anywhere] on hard, non[-]porous surfaces
65. Use [in [public] places] where [household germs**] [bathroom germs*] [germs] may be of concern
66. Use on hard, non[-]porous surfaces anywhere [throughout the house] [around] [in] [{insert selected use site(s) from Table 2}]
67. Use [the product] [the spray] throughout the [house] [{insert selected use site(s) from Table 2}]
68. [Use [the product] [the spray]] for [light] [touch-up] [light] [everyday] [daily] [cleaning] [clean-ups] [all over the house] [[anytime] [and] [anywhere]]
69. [Virtually] streak-free [shine] [clean]
70. Will not harm hard, non[-]porous surfaces
71. Spray away [the] [tough] [bathroom] [and] [restroom] [kitchen] [household] [office] [workplace] [soils] [dirt] [grime]
72. 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
73. Cuts Grease
74. Hard, non[-]porous, non-food-contact surfaces
75. Cleans [on the spot] with [a] [{insert selected scent descriptor and/or scent claim from Table 1}]
76. Use [this spray] [this product] for [light] [touchup] [everyday] [daily] [cleaning] [cleanups] [around the house] [{insert selected use site(s) from Table 2}]

{MASTER LABEL}

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77. 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]
78. 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]
79. A cleaner home in minutes.
80. A clean you can smell
81. [Back to school] [Spring] [Flu & Cold] season] cleaning [and disinfecting]
82. Brilliant [streak-free] [glistening] [sparkling] shine
83. Cleaner and Disinfectant in one
84. Clean [botanically] with [CleanWell] [CleanWell® Inside]
85. Cleans [kitchen] [and] [bathroom] [surfaces] [to a beautiful shine]
86. Clean without a [harsh] [strong] chemical smell
87. Cleans [and disinfects] without [bleaching] [bleach] [ammonia] [chlorine]
88. Cleans [and disinfects] [hard, non[-]porous surfaces] [in [kitchens] [and] [bathrooms]]
89. Cleans and shines [disinfects] [sanitizes]
90. Cleans everyday [kitchen] [and] [bathroom] messes
91. [Gently] Cleans [kitchen] [and] [bathroom] [{insert selected use site(s) from Table 2}] surfaces
92. Cleans everyday [tough] [kitchen] [and] [bathroom] [washroom] [{insert selected use site(s) from Table 2}] messes
93. Cleans [surfaces] [throughout the] [house] [kitchen] [bathroom] [and other household surfaces] [{insert selected use site(s) from Table 2}]
94. Cleans to a brilliant shine
95. Cleans [and [disinfects] [sanitizes]] to a streak-free shine
96. Cleans tough messes
97. Cleans without bleaching
98. Cleans without leaving a dull residue behind
99. [Convenient and] easy to use
100. Convenient [bathroom] [kitchen] [surface] cleaner
101. [Cuts] [Cleans] [tough] [kitchen] [and] [bathroom] [and] [household] [grime] [and] [soils]
102. Cuts [grease] [and] [grime] [cleaning time] [with the best of them]
103. Does not streak or smear
104. Easily [removes] [cleans] [the following:] [{insert selected soil(s) from Table 3}]
105. [Easily] clean
106. Action [kitchen] [bathroom] cleaner
107. [Easy] [simple] cleaning solution
108. For a beautiful streak-free shine, just spray and wipe clean [with a [paper towel] [sponge] [mop] [cloth]]
109. For a [clean] [fresh[er]] [bathroom] [kitchen] [home] [household] [office] [{insert selected use site(s) from Table 2}]
110. Good for most indoor and outdoor cleaning tasks
111. Good [for everyday cleaning]
112. Great for [bathrooms] [kitchens] [{insert selected use site(s) from Table 2}]
113. Great for everyday use [in] [the] [bathroom[s]] [kitchen[s]]
114. Great on [{insert selected surface material(s) from Table 3}] [{insert selected soil(s) from Table 3}]
115. Leaves [bathrooms] [your bathroom] [{insert selected use site(s) from Table 2}] clean and [shining] [shiny]
116. Leaves no smeary residue
117. Leaves no [filmy] [sticky] residue
118. No [sticky] [dull] [dulling] residue [on hard floors]
119. No [build-up] [abrasives]
120. Low streak [and smear] formula [for] [use on] [glass] [shiny] [surfaces], [mirrors], [windows] [and] [chrome] [{insert selected use material(s) from Table 3}]
121. Makes [daily] [cleaning] [your [daily] [cleaning] job] easier [in the [kitchen] [bathroom] [house] [playrooms] [school] [day care]]
122. No mix [cleaner] [cleaning]
123. No streaking [or] [filming] [smearing]
124. [True] [Truly] Clean
125. Easy cleaning.

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126. [Effortlessly] [removes] [and] [cleans] the following {insert selected soil(s) from Table 3}
127. Removes [tough] [everyday] {insert selected soil(s) from Table 3}
128. Sparkling shine
129. Streak-free cleaning [shine]
130. Surface cleaner
131. [The] [A] simple solution for a [clean] [fresh(er)] [home] [day care] [office] [classroom]
132. [The] One-step cleaner
133. [The] One-step‡ cleaner and disinfectant
134. [This product] cleans, shines and disinfects most non[-]porous [bathroom] [kitchen] surfaces [and leaves] [your][bathroom] [kitchen] [with] a fresh, clean scent
135. [This product] effectively cleans, [shines] and disinfects [washable] hard, non[-]porous [inanimate environmental] [bathroom] [kitchen] surfaces [and fixtures] [around the home] [{insert selected use site(s) from Table 2}]
136. Tough on dirt, easy on you.
137. Use only one product to get a streak-free shine plus [antibacterial] [antiviral] [antimicrobial] action
138. Versatile [cleaner]
139. Wipes away dirt and grime with little or no scrubbing
140. [Patented] [Proprietary] Formula [technology] [US 8,147,877, US 7,763,575]
141. A [patented][proprietary] formulation using a[n] [botanically] essential oil active ingredient; it will not harm hard, non[-]porous surfaces.
142. [Botanical] disinfectant made from [an] essential oil[s]
143. Made from Essential [oil].
144. [A disinfectant [derived from] [based on] [made from] [botanical] [essential] [oil].
145. [Patented] [Proprietary] Disinfectant formula [technology] based on essential [oil]
146. Essential oil disinfecting formula [technology]
147. [Thymol] [present as a component of] [botanical] [plant derived] [plant based] [essential] [Oil] [formula] [disinfectant] [sanitizer]
148. Contains Thymol, which is [from] [in] [the predominant component of] [botanical] [plant derived] [essential] [oil]
149. Thymol – a component [naturally] occurring in [natural] essential oils
150. [Part of our] [Authentically] [authentic] Botanical Cleaning & Disinfection Solution
151. [Contains no] [Does not contain] abrasives, harsh acids
152. Contains [botanical] [plant-derived] [purified] essential oils [extracted] [from plants].
153. [Contains no] [Does not contain] [0%] [added dyes,] [dyes,] [added colors,] [perfumes,] [(volatile organic compounds), , [dyes], [synthetic fragrances,] [volatile solvents,] [known or suspected endocrine disruptors,] [petrochemical[s]][petroleum][derivatives]
154. No [petrochemical[s]] [or] [petroleum][derivatives]
155. Dye-free
156. Gluten[-]free
157. [Vegan] [no] [0] animal[-derived] [-based] ingredients
158. Non-flammable [propellant] [formula]
159. [Free of] [No] [added] [dyes] [perfumes] [or] [colors] [propane] [and] [butane] [VOC propellants]
160. [Can be used] around [kids,] [children,] pets and food.
161. When used as directed, safe for use around pets
162. [OK] [good] for use around [kids][and] [or] [pets] [cats] [and] [dogs]
163. Will not damage septic systems.
164. Septic [compatible]
165. [Compatible with] septic systems
166. Will not damage grey water systems.
167. Compatible with grey water systems.
168. Compatible with [all] toilet bowl parts.
169. Will not damage hard, non[-]porous surfaces
170. [Always] Spot test for surface compatibility [first] [before using]
171. For use on both colored and white hard, non[-]porous surfaces
172. Works on a wide range of [kitchen] [bathroom] [household] [{insert selected use site(s) from Table 2}] hard, non[-]porous surfaces [both indoors and outdoors]
173. [Easy] [effective]: Use [in] [on] [the] {insert selected use site(s) from Table 2}

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174. Effectively works on many hard, non[-]porous surfaces.
175. Cleans and shines Glass & [Chrome] [Surfaces]
176. Multi-Surface, Glass, and Chrome cleaner
177. Specially formulated for a variety of [hard, non[-]porous] [kitchen] [bathroom] [{insert selected use site(s) from Table 2}] surfaces
178. Use [this product] on all washable hard, non[-]porous [inanimate environmental] surfaces [that can be found in {insert selected use site(s) from Table 2}]
179. Thyme [for a] [to] change.
180. Thyme to [clean] [shine].
181. It's about Thyme®.
182. Thyme for XXXXX [disinfectant][sanitizing][cleaners]
183. Thyme for a [Home] [{insert selected use site(s) from Table 2}].
184. [For][Have] the Thyme of your life [!]
185. Take the thymol challenge
186. Cuts grease and grime
187. [CleanWell] [Botanical Disinfecting] [All Purpose Cleaner] contains powerful degreasers for superior cleaning in the greasiest, grimeiest situations.
188. Fast, effective, frustration free cleaning
189. Plant Powered Clean
190. Plant Powered Cleaning Formula[s]
191. Plant-based formula
192. Botanically powered cleaning
193. Botanical cleaning power
194. A botanical active ingredient you can smell
195. Botanical disinfectant for your business
196. Quick [and easy] cleaning
197. Hundreds of uses in and around the home
198. No harsh [fumes] [or] [chemicals]
199. Eliminates [Destroys] the toughest odors [so they are gone for good]
200. Removes tough stains and odors
201. Great for use in homes
202. Great for high traffic areas
203. Perfect for home and office environments
204. Deodorizes as it cleans
205. Removes [pet] [and] common household odors [and replaces with a fresh, pleasant scent]
206. Removes tough stains such as: grease, coffee, wine, chocolate, blood, lipstick, and much more.
207. Enjoy the clean, fresh [lemon] scent.
208. [Entirely] free of harsh chemicals [, our [Carpet Cleaner and Deodorizer] [All Purpose Cleaner] [Bathroom Cleaner] has been created from only pure botanical ingredients
209. [Entirely] free of harsh chemicals
210. [Entirely] free of harsh chemicals[,] [:] [-] propelled by compressed air.
211. CleanWell® [Pet Stain Remover] [Carpet Cleaner and Deodorizer] is a superior stain remover, formulated and proven for use on carpet, textiles and upholstery made with both natural and synthetic fibers.
212. Great for use on pet bedding, carpets, seating and anywhere else your pet may have left its mark.
213. Works on the toughest of stains including urine, feces, and blood.
214. [CW Stain Remover] Works on pet areas, laundry, diapers, drains, carpets and more.
215. Non-corrosive
216. Eliminates odors and stains
217. [product] contains no [parabens], [phosphates], [phthalates], [DEA], [synthetic dyes], [ethylene oxide] [1,4-dioxane] [color dyes] [artificial fragrances] or [petrochemical derivatives]
218. CO2 neutral: no contribution to climate change
219. Make spring cleaning enjoyable with CleanWell®
220. Spring cleaning the healthy way
221. Eliminates airborne, fabric and hard surface odors
222. [Eliminates] [removes] odors caused by [smoke] [and] [tobacco], [food] [and] [cooking]
223. [Eliminates] [removes] [urine] [and] [other] [strong] pet odors

{MASTER LABEL}

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224. The active ingredient in CleanWell® is steam distilled from [the thyme plant] [thyme plants] [the ajwain plants] [ajwain plants] [Botanical Oils] [Essential Oils].
225. CleanWell® is A Better Way to Clean® because our active ingredient is steam distilled from [the thyme plant] [thyme plants] [ajwain plant] [Botanical Oils] [Essential Oils].
226. Attacks pet, food and beverage stains, organic waste, and odors until they are gone.
227. Removes stains and odors caused by pets
228. For use on litter boxes, leashes, collars, cages, or anywhere your animal goes
229. One-step‡ disinfecting
230. One-step cleaning
231. No Rinse, One-Step Cleaning
232. No Rinse, One-Step Disinfecting
233. No rinse
234. No rinse required
235. Botanical Germ Buster
236. Botanical Germ Blaster
237. Clean home, clean conscience
238. Read the label, see the difference
239. It's a new day for disinfecting
240. No rinse, Disinfect in one easy step
241. No rinse! Disinfect in one easy step
242. Disinfecting from a brand you trust
243. A clean you can trust
244. 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], [name of person] [President] [Co-Founder] [and Chief Inspired Protagonist]. {exclusive statement to Seventh Generation supplemental distributed products}
245. "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}
246. For more than 25 years we've been thoughtfully formulating [safe & effective plant-based] products that work. [Really Well.] {exclusive statement to Seventh Generation supplemental distributed products}
247. Join us in nurturing the health of the next seven generations. {exclusive statement to Seventh Generation supplemental distributed products}
248. Caring today for seven generations of tomorrows™ {exclusive statement to Seventh Generation supplemental distributed products}
249. For commercial use
250. Commercial
251. For use in (commercial areas) (food service areas)
252. Pro-control
253. Pro-care
254. Pro-smart
255. Pro-tech
256. Pro-solution
257. Pro-system
258. Pro-range
259. Pro-benefit
260. Pro-clean
261. [Clean] [Disinfect] with purpose™
262. Care with purpose
263. It's just science
264. Rooted in science
265. Rooted in clean
266. Formulated for good
267. Ingredients you recognize
268. [A] clean you will love

{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.}

- 269. Conscious clean
- 270. Keep a clean conscience
- 271. Clear choice for clean
- 272. Clean chemistry
- 273. [Deep] Hygienic [clean] [cleaning]
- 274. 100% hygiene
- 275. Designed with the wellbeing of your customers, [and] [workforce] [staff] [and environment] in mind.
- 276. Choose XXXX {product name} and send a clear message to your customers and [employees] [staff]: this business cares about their wellbeing [and the planet].
- 277. [Formulated for] [Suitable for] food contact surfaces [in] [restaurants] [foodservice facilities] [daycare facilities] [early education facilities]
- 278. [Formulated for] [Suitable for] [commercial use] [use in] [daycare facilities] [early education facilities] [foodservice facilities] [office environments] [offices] [schools]
- 279. Formulated for [cleaning] [sanitizing] [disinfecting] [food contact] [hard, non[-]porous] surfaces in early education facilities
- 280. Back to business
- 281. Get a handle on the cold and flu season
- 282. A clean you can trust
- 283. A trusted brand of {insert company name}
- 284. Trusted by [moms] [dads] [parents]
- 285. Suitable for use on all hard, non[-]porous surfaces [where bacteria or unpleasant odors are a concern].
- 286. [Removes] [Destroys] [Dissolves] [Powers through] tough stains
- 287. [Removes] [Destroys] [Dissolves] [Powers through] stubborn stains
- 288. Rinses away for a sparkling clean
- 289. [Brilliant] [Sparkling] clean
- 290. Deodorizes, Freshens and Cleans
- 291. [Freshens] [and] [Deodorizes] [and Cleans]
- 292. [Removes] [Dissolves] [Powers through] rust stains, calcium deposits, lime stains, limescale, mineral deposits, hard water stains [while eliminating 99.9% of bacteria]
- 293. [Fights] [destroys] toilet rings and stains
- 294. Effective toilet disinfectant cleaner formula[‡] that freshens and removes stains
- 295. Freshen and disinfect your bathroom[‡]
- 296. Destroys toilet bowl rings and cleans as it disinfects.[‡]
- 297. Cleans [toilet] as it disinfectants[‡]
- 298. Cleans and disinfects leaving your toilet sparkling [, while killing 99.9% of bacteria] ‡
- 299. Clinging gel that dissolves hard water and limescale stains while eliminating bacteria to make your [porcelain] [toilet] [bowl] look shiny and new
- 300. Thick gel formula
- 301. Reaches grime under the rim
- 302. Removes limescale, hard water, and rust stains
- 303. Removes [tough] [the toughest] stains [in seconds]
- 304. Scrub, let sit, then flush away the grime.
- 305. Eliminates and prevents stinky odors in your toilet, making your bathroom smell fresher and cleaner for longer.
- 306. {insert product name} makes everyone's least favorite house chore a breeze.
- 307. {insert product name} removes dirt, grease, and germs you find in your home!
- 308. Disinfect frequently touched areas
- 309. Clean high touch surfaces
- 310. Cleans the invisible dirt
- 311. A clean clean
- 312. Cleans, Deodorizes, and removes build up
- 313. Washes away stains [from] [left behind by] germs
- 314. Disinfecting formula based on [thymol] [thyme oil] [essential oil]Thymol is [made] [derived] from [thyme oil] [essential oil]
- 315. [Harnesses] [uses] [the [botanical] power of] [thymol] to disinfect your home
- 316. EPA Category IV
- 317. Primary skin irritation category IV

{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.}

- 318. Primary eye irritation category IV
- 319. No PPE [required] [listed on the label]
- 320. Non-irritating to eyes
- 321. Non-irritating to skin
- 322. Non-irritating to respiratory tract
- 323. Not for use on skin
- 324. [Multi Purpose][cleaner] [disinfectant]
- 325. [All Purpose] [all over] cleaner
- 326. Live free of harsh chemicals
- 327. Clinging gel formula for a [deep] [deeper] clean
- 328. [Fragrances] [Scents] made from [100%] essential oils [and botanical [ingredients] [extracts]]
- 329. [Naturally derived] fragrance [derived] [[from essential oil[s]] [and] [botanical ingredients]
- 330. [Fragranced] [Scented] with essential oils [and [botanical] [plant] [extracts] [ingredients]]
- 331. [Fragrances] [Scents] from [nature] [[natural] essential oils [and botanical extracts]] [natural aromatic ingredients] [for your home]
- 332. [Fragrances] [Scents] to freshen your entire home
- 333. Light [and] [natural] scent
- 334. Uplifting botanical fragrance
- 335. Real scents from real [plants] [ingredients] [nothing [fake] [artificial]]
- 336. 0% artificial fragrances
- 337. Multiple [fragrances] [scents] in one pack! {for mixed multi-packs }
- 338. Eliminates odors, doesn't mask them
- 339. [Botanical] [Deodorizer] [deodorizes] [odor eliminating] doesn't just mask odors
- 340. Leaves [behind] a fresh [scent] [fragrance] [for a clean smell]
- 341. Gets rid of the toughest odors [from] [workout clothes] [play clothes] [sweaty workout gear] [outerwear] [towels]
- 342. Fight odor causing bacteria
- 343. Cleans and deodorizes hard to wash items or for use in between washes
- 344. Eliminates tough laundry odors
- 345. Odor-free freshness
- 346. Stop odors at their source
- 347. Consistent cleaning performance, every time.
- 348. Deep foaming clean.
- 349. Powerful cleaningaction
- 350. Dissolves tough [baked-on] grease without residue or streaks
- 351. Tough cleaners for filthy jobs
- 352. Ready-to-use, [No Mixing or Dilution Required] [No mixing hassles] [or complex dilution instructions]
- 353. [Non-Abrasive] [and] Non-Corrosive] [formula]
- 354. [Triple Action]: Cleans, Deodorizes, and Freshens
- 355. Worry-free [cleaning] [disinfecting] [for your] [family] [home] [school] [daycare] [office]
- 356. No water hardness testing required for product performance.
- 357. [Stains] [Germs] are no match [for Seventh Generation [XXXXX {insert product name}]]
- 358. Angled bottle targets hard-to-reach areas
- 359.
- 360. Plant-[based] [derived]
- 361. [Effective] [plant-powered] [plant-based] [plant-derived] [cleaning power] [formula]
- 362. Clean smarter not harsher
- 363. Plant-astic [clean] [cleaner] [disinfectant] [formula]
- 364. This is how clean smells
- 365. This is what clean smells like
- 366. [Back to school] [Spring] [Flu [& Cold] season] cleaning [and disinfecting] without harsh chemicals
- 367. A family friendly clean
- 368. (Contains) no (harsh) (harmful) (dangerous) (toxic) chemicals (fumes) (residues)
- 369. (Gentle) (mild) enough to use around children (kids) (babies) (your family) (food) (pets) (dogs) (cats)
- 370. (Gentle) (mild) enough to use without gloves
- 371. Gentle 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.}

372. A [gentle] [mild] way to clean
373. For use around (home) (kitchen) (house) (bathroom)
374. For use in (kennels) (litter box) (pet areas)
375. For use in (newborn) nurseries
376. As effective as conventional [cleaners] [disinfectants]
377. (No) (free of) animal-derived ingredients
378. No (harmful) (dangerous) chemicals yet more powerful than bleach
379. Disinfects [sanitizes] as effectively as bleach with no [harmful] chemicals
380. No warning labels or first aid statements required
381. Proven [effective] [trusted] [active] ingredient[s]
382. Powers through [your] [the] toughest [tough] [jobs] [messes]
383. Tough on [stains] [messes] [,] [yet] [gentle] [easy] on [kitchen] [bathroom] [household] surfaces
384. Use without gloves
385. No gloves [needed] [required]
386. For a [cleaner] [,] [fresher] [bathroom] [kitchen] [home] [house] [pet area] [kennel] [litter box] [nursery] [office] [vehicle] [insert site from Table 2 or surface from Table 3]
387. No [harsh] [alcohol] [bleach] [ammonia] smell
388. A CleanWell® home is a healthier home.
389. Eliminates odors and freshens the air
390. [Spray][Wipes](s) away [dirt] [and] allergens
391. [Removes] [reduces] allergens
392. [Cleans] [and] eliminates [99.9% of] common allergens!]
393. [Eliminates [99.9% of] most allergens** [instantly] [upon contact] including dust mite [matter] [debris] [particles], cat [dander] [fur], dog [dander] [fur], mouse [dander] [fur], rat [dander] [fur], guinea pig [dander] [fur], cockroach matter [-or-debris-or-particles], peanut, birch pollen, timothy grass pollen, rag weed pollen. **Pet dander [(dog and cat dander)], cockroach matter [(debris, particles)], dust mite matter [(debris, particles)], pet hair, pollen particles.
394. Say goodbye to dirt, dust mite debris and other [microscopic] allergens** that build up around your home. **Pet dander [(dog and cat dander)], cockroach matter [(debris, particles)], dust mite matter [(debris, particles)], pet hair, pollen particles.
395. Use around pet [water] [and] [food] bowls
396. [Destroys] [Controls] [Eliminates 99.9%] [Kills] germs on [animal] [pet] [chew] toys
397. Spray on pet chew toys, no rinse required
398. Reduce the spread of germs between treated hard nonporous surfaces, spray on animal chew toys
399. [Destroys] [Controls] [Eliminates] [Kills] germs, yet effective enough to use on pet [cages] [crates]
400. Use to keep [pet cages] [dog crates] [cat crates] [pet areas] healthy
401. Worry free use in [kennels] [litter box] [pet areas]
402. For healthier pet living areas
403. [Controls] [stops] [prevents] pet odors from bacteria on surfaces
404. No harsh fumes to irritate pet noses
405. Cleans up [the] pet mess[es] and kills [the] germs on hard, [non[-]porous] surfaces
406. Deodorizes tough (kitchen) (bathroom) (household) (garage) (trash can) (wastebasket) (pet) (smoke) odors
407. Eliminate (kitchen) (bathroom) (household) (garage) (trash can) (wastebasket) (pet) (smoke) odors
408. (Gentle) (mild) enough to use around children) (kids) (babies) (your family) (food) (pets) (dogs) (cats)
409. Plant [-derived] [-based] performance
410. Safe [for] [to use as] produce [wash]

{Note: color and style of graphics below may vary slightly}

{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.}

ECOLOGO Product Certified for Reduced Environmental Impact. View Specific Attributes
Evaluated: ULCOM/EL UL 2794



{USDA Biobased logo}

USDA Certified Biobased Product 100%



{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}

The following ingredient statements will appear on the front or back panel. If the ingredient statement below is on the back panel, then the ingredient statement on page 1 of the label will appear on the front panel.

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

[Active ingredient: thymol 0.05%.] Other ingredients: water, sodium lauryl sulfate, [xanthan gum], citric acid, [lactic acid] sodium citrate, copper sulfate pentahydrate (bluestone), and [CleanWell®] [essential oil[s]] fragrance [blend]^[††] {insert list of fragrance ingredients as applicable per alternate formulation per below list of fragrance ingredients } [.] [,] [nitrogen] [compressed air] [(propellant)]. [No phosphates.]

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

[Ingredients] [What's inside our formula] : [thymol] [0.05%] [present as a component of [essential] [and] [botanical] [Thyme] oil[s]] [Present as a component of Botanical Oils] [(present as a component of Essential oils)] [(antimicrobial) active ingredient], water [(diluent), sodium lauryl sulfate [(cleaning agent) [(surfactant)], [xanthan gum] [(thickener)], citric acid [(water softener)], [lactic acid] [(pH adjuster)] [limescale remover),] sodium citrate [(water softener), copper sulfate pentahydrate (bluestone)] [(water mineralizer)], [and] [CleanWell®] [essential oil[s]] [fragrance] [blend]^[††] {insert list of fragrance ingredients as applicable per alternate formulation per below list of fragrance ingredients } [nitrogen] [compressed air] [(propellant)]. [No phosphates.]

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

[†† [(l)Citral] [and] [(d-)Limonene] [and] [Linalool] [and] [Geraniol] [and] [Citronellol] [is a] [are] [component[s] of [these essential oils] [this fragrance]] [are fragrance allergens].)]

[Trace materials are commonly present in [cleaning product] [botanical] ingredients.] [Please visit our website [(www.)XXXXX.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 [Botanical oils] [Essential Oils]): water, sodium lauryl sulfate, [xanthan gum,] citric acid, [lactic acid,] [decyl glucoside,] sodium citrate, copper sulfate pentahydrate (bluestone), and essential oil[s] fragrance[blend]^[††] {insert list of fragrance ingredients as applicable per alternate formulation per below list of fragrance ingredients } .

{Fragrance Ingredients: 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:]][(l) [anthesis nobilis [(chamomile)] [flower] [oil]], [artemisia pallens [(davana)] [flower] [oil]], [cananga odorata [(ylang ylang)] [flower] [oil]], [cedrus atlantica [(blue atlas cedar)] [bark] [oil]], [citral], [citricoloranrus sinensis [(orange)] [fruit]], [citronellol], [citrus aurantifolia [(lime)] [oil]], [,], [citrus aurantium dulcis [(orange)] [peel] [oil]], [citrus limon [(lemon)] [peel] [oil]], [citrus medica limonum [(lemon)] [fruit] [extract]], [citrus medica limonum [(lemon)] [peel] [oil]], [citrus paradisi [(grapefruit)] [peel] [oil]], [citrus sinensis [(orange)] [oil]], [citrus sinensis [(orange)] [fruit] [oil]], [coriandrum sativum [(coriander)] [fruit] [oil]], [cymbopogon citratus [(lemongrass)] [leaf] [oil]], [cymbopogon martini [(palmarosa)] [oil]], [cymbopogon nardus [(citronella)] [oil]], [cymbopogon schoenanthus [(lemongrass)] [oil]], [eucalyptus globulus [(eucalyptus)] [leaf] [oil]], [gamma-decalactone], [geraniol], [3-hexenol], [hexenyl acetate], [ho wood oil], [lavandula angustifolia [(lavender)] [oil]], [lavandula hybrida [(lavandin)] [oil]], [linalool], [mentha arvensis [(mint)] [leaf] [oil]], [mentha citrata [(orange bergamot mint)] [leaf] [extract]], [mentha viridis [(spearmint)] [leaf] [oil]], [origanum vulgare [(oregano)] [oil]], [pelargonium graveolens [(geranium)] [flower] [oil] [extract]], [pogostemon cablin [(patchouli)] [oil]], [rosmarinus officinalis [(rosemary)] [leaf] [oil]], [triethyl citrate], [vanilla planifolia [flower] [extract]], [vanillin].)]

{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 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 99.9% of the designated test microorganisms required for broad-spectrum claims of [hospital] disinfectant effectiveness.] [has demonstrated efficacy against the following specific organisms:]

Organism	ATCC/Strain No.	Contact Time
{Disinfecting}		
Bacteria:		
<i>Escherichia coli</i>	11229	5 minutes
<i>Escherichia coli</i> O157:H7	35150	5 minutes
<i>Klebsiella aerogenes</i> [(formerly <i>Enterobacter aerogenes</i>)]	13048	5 minutes
<i>Listeria monocytogenes</i>	7644	5 minutes
<i>Pseudomonas aeruginosa</i>	15442	5 minutes
<i>Salmonella enterica</i>	10708	5 minutes
<i>Staphylococcus aureus</i>	6538	10 minutes
[Community Acquired] Methicillin Resistant [<i>Staphylococcus</i>] [<i>S.</i>] <i>aureus</i> (MRSA) ([CA-]MRSA)	NARSA NRS384, USA300	10 minutes
Viruses (enveloped):		
<i>Human coronavirus</i> [OC43]	Zeptomatrix #0810024CF	5 minutes
<i>Human Immunodeficiency Virus</i> (HIV) Type 1	Strain HTLV-III _B	10 minutes
<i>Influenza A virus</i>	VR-544	5 minutes
<i>Influenza A virus</i> (H1N1)	VR-1520	5 minutes
<i>Influenza A Avian</i> (H3N2) <i>virus</i>	VR-2072	10 minutes
SARS-CoV-2 (COVID-19 Virus)	USA-WA1/2020 (BEI Resources # NR-52281)	1 minute
Viruses (small non-enveloped):		
<i>Norovirus</i> [(<i>Feline Calicivirus</i> , as the surrogate)]	VR-782	5 minutes
<i>Rhinovirus</i> type 14	VR-284	5 minutes
<i>Rhinovirus</i> type 37	VR-1147	10 minutes
Fungi:		
<i>Candida albicans</i>	10231	10 minutes
<i>Trichophyton interdigitale</i> [(formerly <i>Trichophyton mentagrophytes</i>)]	9533	10 minutes
{Sanitizing}		
Food Contact Sanitizer:		
<i>Escherichia coli</i>	11229	{tested at 30 seconds} {on product labels 60 seconds will be shown}
<i>Staphylococcus aureus</i>	6538	{tested at 30 seconds} {on product labels 60 seconds will be shown}
Non-Food Contact Sanitizer:		
<i>Escherichia coli</i>	11229	30 seconds

{MASTER LABEL}

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

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<i>Staphylococcus aureus</i>	6538	30 seconds
Carpet Sanitizer:		
<i>Klebsiella aerogenes</i> [(formerly <i>Enterobacter aerogenes</i>)]	13048	60 minutes
<i>Pseudomonas aeruginosa</i>	15442	60 minutes
<i>Staphylococcus aureus</i>	6538	60 minutes
{Mildewstat}		
<i>Aspergillus niger</i>	6275	N/A

{MASTER LABEL}

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

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EMERGING VIRAL PATHOGEN CLAIM

For an emerging viral pathogen that is a/an...	...follow the directions for use for the following organisms on the label:
Enveloped virus	Rhinovirus type 14
Large, non-enveloped virus	Rhinovirus type 14
Small, non-enveloped virus	Rhinovirus type 14 Norovirus (Feline Calicivirus, as the surrogate)

{Emerging Pathogen Claims – This product meets the criteria for use against emerging enveloped viral pathogens; large, non-enveloped viral pathogens; and small, non-enveloped viral pathogens when used in accordance with the use directions for Norovirus and Rhinovirus type 14. Per the Guidance to Registrants, these statements will only be permitted as non-label claims when emerging viral pathogen conditions are met.

The following statements shall be made only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels. }

1. [Product name] has demonstrated effectiveness against viruses similar to [name of emerging virus] on hard, non-porous surfaces. Therefore, [product name] can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es) from table above] on hard, non-porous surfaces. Refer to the [CDC or OIE] website at [pathogen-specific website address] for additional information.
2. [Name of illness/outbreak] is caused by [name of emerging virus]. [Product name] kills similar viruses and therefore can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es) from table above] on hard, non-porous surfaces. Refer to the [CDC or OIE] website at [website address] for additional information.

{MASTER LABEL}

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

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{EPA Reg. No. 84683-3 Optional Graphics}

{Note: color and style of graphics below may vary slightly}



(For use as an asterisk in supplemental distributor's logo)

{Note: color and style of graphics below may vary slightly}



{MASTER LABEL}

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

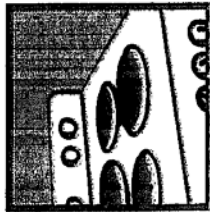
{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

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.

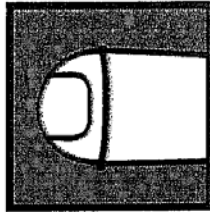
Alternate diagrams are permitted if the site is on the approved label.



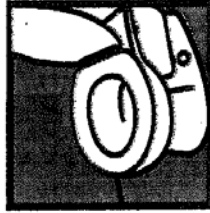
kitchen



children's toys



garbage cans

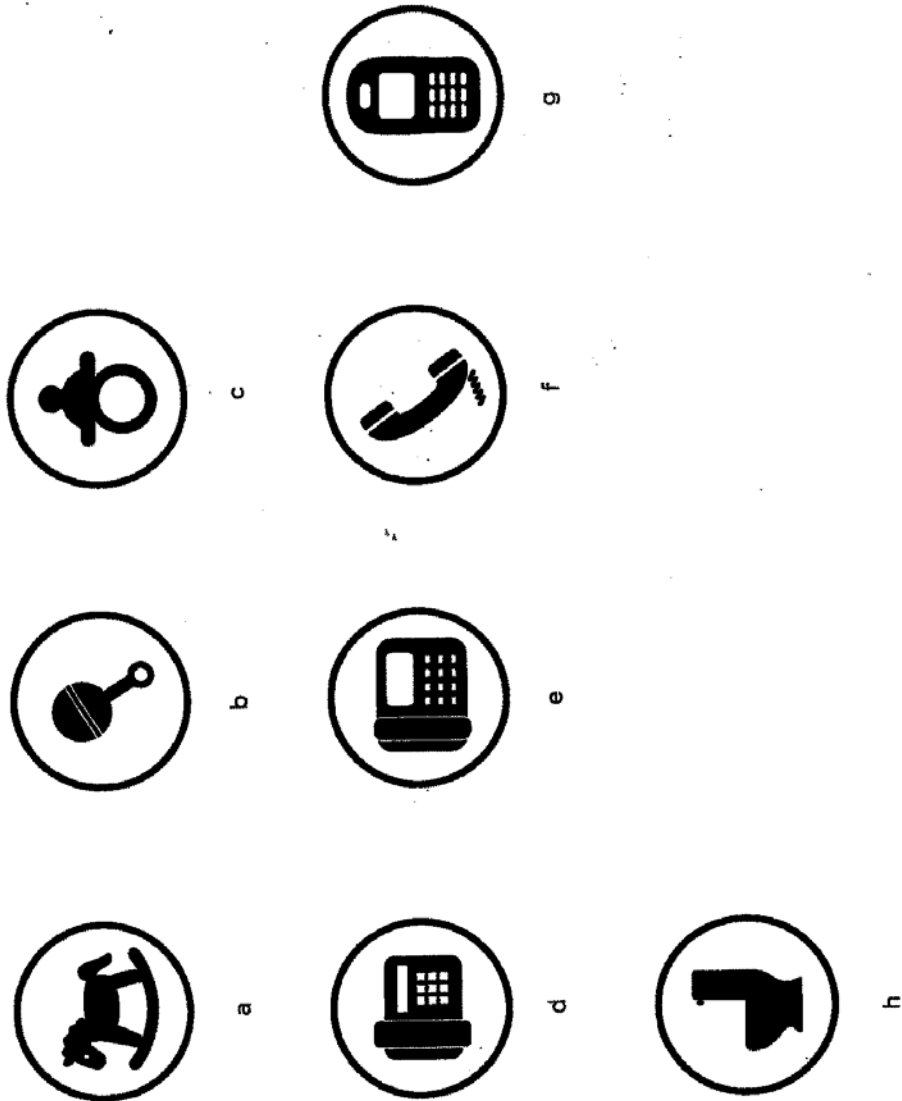


toilet seats

{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

1. Rocking horse (Children's toys)
2. Children's toys
3. Pacifier (Children's toys)
4. Small phone
5. Large phone
6. Phone receiver
7. Cell phone
8. 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.}



{Note: color and style of graphics below may vary }



{Note: color and style of graphics below may vary }



{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.}

{Note: color and style of graphics below may vary }



[bathroom] [toilets] [toilet seats]



[tables] [table tops]



[door handles] [door knobs]



[stove tops]



[garbage cans]



[cutting boards]



[toilet]



[kitchen][sink]



[stove]



[trash can]



[doorknob]



[children's toys][rocking horse]



[cutting board]



[bath vanity]



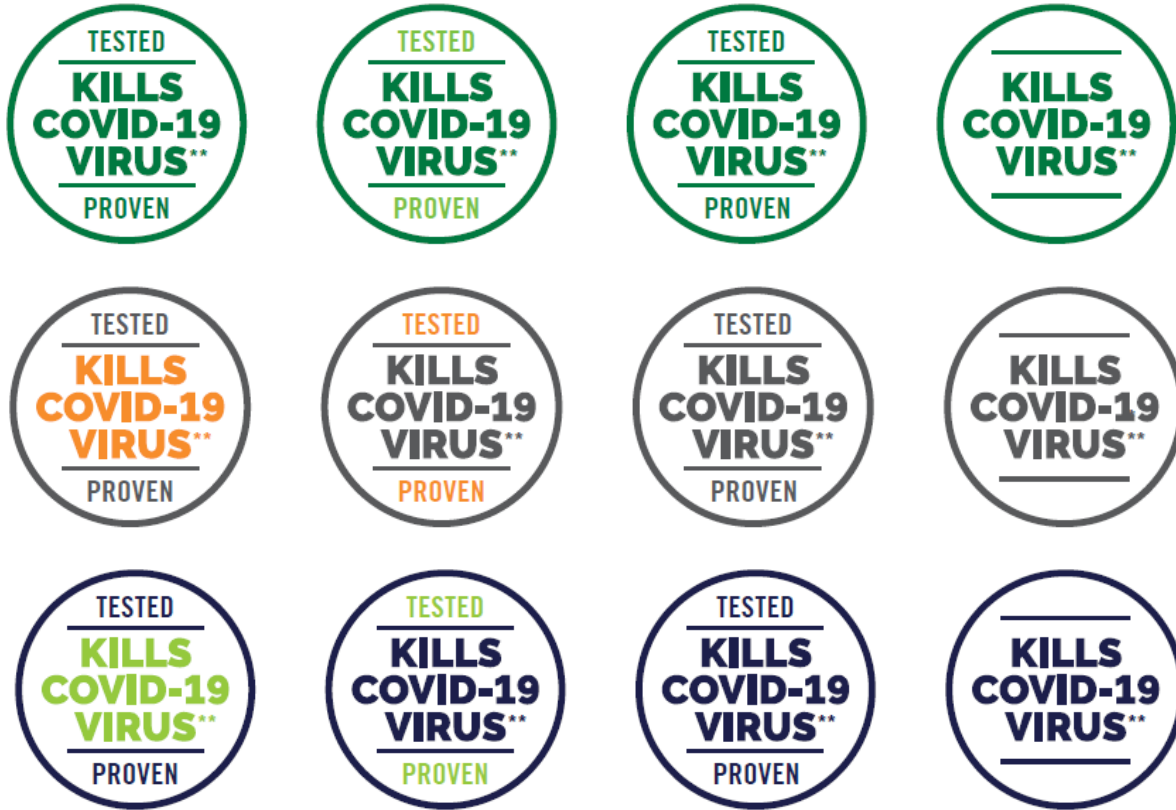
[bathtub][/][shower]

{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.}

{Note: color and style of graphics below may vary }



{Note: color and style of graphics below may vary }



{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.}

{Note: color and style of graphics below may vary, icons may be used without circle around them. }



[Botanical Disinfectant]



[Botanical Disinfectant]



[No Rinse Required]
[No Rinsing Required]



[Back To School]



[Kitchen]
[Sinks]



[Trash Cans]
[Garbage Cans]



[Children's] [Toys]



[Back To School]



[Bathroom]
[Toilets]



[Essential Oils]
[Essential Oils Fragrance]
[Essential Oils Scent]



[Botanical Disinfectant]
[Botanical Fragrances]



[Thyme [scent]]
[Thymol]
[Botanical active ingredient]
[Botanical Disinfectant]



[Bathroom]
[Bathtubs]
[Sparkling Clean]



[Bathroom]
[Toilets]
[Sparkling Clean]



[Sparkling Clean]



[Door Handles]
[Door Knobs]



[On-the-go] [On the go]



[Kitchen] [Cuts Grease]
[Ovens] [Stoves]
[Appliances]



[Keyboards]



[Back To School]
[On-the-go] [On the go]
[Backpacks]



[Vanilla [scent]]



[Lavender [scent]]



[Lemongrass [scent]]



[Eucalyptus [scent]]

{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.}



[No Harsh Chemical Smell]



[[Brilliant] [Sparkling] Shine] [[Brilliant] [Streak-Free] Shine] [Window]



[Kills COVID-19 virus**] [on hard non[-]porous surfaces] [Kills cold† [and] flu viruses††]



[Kills COVID-19 virus**] [on hard non[-]porous surfaces] [Kills cold† [and] flu viruses††]



[Powerful Foaming Action] [Foaming Action]



[Back to] [School] [College]



[Cleans] [and] [Protects] [against Mold and Mildew] [Stains]



[Cleans] [and] [Protects] [against Mold and Mildew] [Stains]



Clean with Purpose



{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.}

{Note: background patterns - color and style of graphics below may vary }

