



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

DEC - 3 2010

OFFICE OF
CHEMICAL SAFETY
AND POLLUTION PREVENTION

J. Michael Kelley, PhD
Authorized Representative for OhSo Clean, Inc.
toXcel
Toxicology & Regulatory Affairs
P.O. Box 363
7140 Heritage Village Plaza
Gainesville, VA 20156

Subject: **Benefect Botanical Daily Cleaner Disinfectant Towelette**
EPA Registration No. 84683-4
Application Date: July 28, 2010
Receipt Date: July 28, 2010

Dear Dr. Kelley:

The following amendment, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) 3 (c) 7 A as amended, is accepted with conditions.

Proposed Amendment:

- Add additional virucidal and bacterial claims to label

Data Summary

Data Requirement	Means of Support	Status
Pseudomonas aeruginosa	Submitted study, MRID 481660-01	Acceptable, RTU @ 10 min
Salmonella enterica	Submitted study, MRID 481660-02	Acceptable, RTU @ 10 min
Staphylococcus aureus MRSA	Submitted study, MRID 481660-03 and -04	Acceptable, RTU @ 10 min
Staphylococcus aureus	Submitted study, MRID 481660-05, 06 and 07	Acceptable, RTU @ 10 min
Staphylococcus aureus	Submitted study, MRID 4816607-08	Acceptable, RTU @ 30 sec
Enterobacter aerogenes	Submitted study, MRID 4816607-08	Acceptable, RTU @ 30 sec

Conditions

Revise label as follows:

- 1.) The terms, "quick and fast," on pages 7, 8, and 24 must be deleted because the Agency has not determined a contact time that could define it.
- 2.) Agency guidance dated January 5, 2005 determined that products supporting acceptable efficacy supporting general disinfection claim against *S. aeurus*, *S. enterica*, nonevelope virus, and pathogenic fungi my make unqualified germs claims. According to Agency records, this product does not support efficacy data against the pathogenic fungi, *Trichophyton mentagrophytes*.

Therefore, you must delete all unqualified germs claims from the label; such as germs, Germicide, Germicidal, and Germ fighting.

3.) The terms, natural and naturally, are implied safety claims according to 40 CFR 152. Therefore, delete them from the label.

4.) Any claims regarding the health is an implied safety claim, and must be deleted from the label. Therefore the following statements must be deleted:

- a.) The last statement in the 23rd claim on page 7.
- b.) The phrase, protect planet home, in the 7th claim on page 10.
- c.) The term, healthy, in the 1st claim on page 11 and 17th and 39th claim on page 24.
- d.) The last statement in the 7th claim on page 11.
- e.) The first claim on page 26.

5.) Delete the term, Safely, from the 4th claim on page 15.

6.) Revise the 6th claim on page 15 by removing the brackets such that it reads "Improved formula for [low][less][lesser] streaking residue!"

7.) Revise the 12th claim on page 17 by deleting [vs. xx].

8.) Revise the 23rd claim on page 19 and 31st claim on page 23 by deleting the phrase, "The cleaning power of XXX wipes," because it may be heighten efficacy depending on the name of the product. You will need to provide product names before the Agency will accept this phrase.

9.) Revise the 15th claim on page 19 by deleting the term, "Improved," because it is heighten efficacy.

10.) Revise the 34th claim on page 19 by deleting the phrases, "[than other wipes][than the leading wipe][that other wipes leave behind]", because is misleading comparative claims.

11.) Delete the 39th claim on page 19 because it implies heighten efficacy.

12) Sustainable claims are misleading claims that are unacceptable. Therefore, delete the following claims:

- a.) Delete the 20th and 24th claims on page 21.
- b.) Delete 10th and 16th claim on page 25.

13.) Delete the 23rd claim on page because it is an implied safety claim.

14.) In order to support claims that the product "kills viruses that cause the common cold" you must submit efficacy data on 2 of the 3 viruses: Rhinovirus, Coronavirus, and Respiratory Syncytial Virus (RSV). Therefore, you must revise the "common cold claims" to read "kills the common cold virus, Rhinovirus."

15.) Revise the "Inert Ingredient Statements" disclosure on page 2 by only listing the chemical or common name of the ingredients in this product's formulation. Therefore, delete the following phrases:

- plant derived cleaning agent
- coconut derived cleaning agent
- bluestone
- mineral derived water mineralizer
- naturally occurring groundwater ion
- cornstarch derived water

If you wish to provide more information regarding this product's inert ingredients, you should make reference to a website that you customers may access for more information.

16.) Delete the "Representative graphics" on page 31 because they are false or misleading.

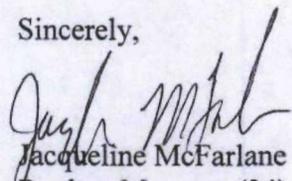
General Comments

A stamped label with conditions is enclosed. Submit a copy of your final printed label before distributing or selling the product.

Submit and/or cite all data required for registration/reregistration of your product under FIFRA section 3 (c) (5) and section 4 (a) when the Agency requires all registrants of similar products to submit such data.

Should you have any questions concerning this letter, you may contact me by telephone at (703) 308-6416 or by e-mail at campbell-mcfarlane.jacqueline@epa.gov or Stacey Grigsby by telephone at (703) 305-6440 or by email at grigsby.stacey@epa.gov during the hours of 8:00 am to 4:00 pm EST. When submitting information or data in response to this letter, a copy of this letter should accompany the submission to facilitate processing.

Sincerely,



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

4 8 34

{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 Towelette

{This is the Basic formulation's name; the "Daily" products use SMOOTH textured towelettes.}

{Alternative brand names include:}

[Benefect[®] Botanical Daily Cleaner [Sanitizer][Disinfectant/Sanitizer] Towelette]

{Basic formulation; the "Daily" products use SMOOTH textured towelettes.}

[Benefect[®] Botanical Weekly Cleaner Disinfectant Towelette

{This is an alternate formulation brand name; the "Weekly" products use MEDIUM textured towelettes.}

[Benefect[®] Botanical Monthly Cleaner Disinfectant Towelette

{This is an alternate formulation brand name; the "Monthly" products use ROUGH textured towelettes.}

[Caution]

Keep Out of [the] Reach of Children

Active Ingredient[s]:

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

Other Ingredients:99.95%

Total.....100.00%

Net Contents: [1] [2] [6] [10] [12] [15] [20] [25] [30] [35] [70] [80] [100]

[Pouch] [Canister] [Box]

[6" x 8"] [3.5" x 8"] [7" x 8"] [7" x 9"]

EPA Reg. No. 84683-4

EPA Est. No. XXXXX

OhSo Clean, Inc.

315 Pacific Avenue

San Francisco, CA 94111

ACCEPTED
with COMMENTS
EPA Letter Dated:

DEC -- 3 2010

Under the Federal Insecticide,
Fungicide, and Rodenticide act as
amended, for the pesticide,
registered under EPA Reg. No.

84683 -4

{MASTER LABEL}

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

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*Kills [over] 99.9[9] % of household germs (specifically[,][:] *Pseudomonas aeruginosa*, *Salmonella enterica*, *Staphylococcus aureus*, *Methicillin Resistant S. aureus (MRSA)*, *Enterobacter aerogenes*, *Influenza A virus*, [including][the Pandemic 2009][H1N1][Influenza A virus], *Rhinovirus type 37*, and *Human Immunodeficiency Virus (HIV) Type 1*). Sanitizes hard non-porous non-food contact surfaces of *Staphylococcus aureus* and *Enterobacter aerogenes* in the presence of light or moderate soil load with a 30-second contact time.

{EPA Reg. No. 84683-4
Package Instructions}

{FOR CANISTER}

{OPTION 1}

TO OPEN PACKAGE: [Open lid and] pull out wipe [from center [of roll]]. [[The] next [sheet] [wipe] pops up automatically.] [When finished,] close lid to retain moisture. PULL WIPE FROM CENTER

{OPTION 2}

TO OPEN PACKAGE: Open the lid and pull [corner of] wipe from center of the roll. [Twist and] feed wipe through the guide, pulling it through to next perforation. Tear off wipe [at perforation] and close lid to retain moisture.

{OPTION 3}

TO OPEN PACKAGE: Flip open dispensing flap. Pull up corner of CENTER SHEET and thread through slot in lid. Replace lid and PULL WIPE AT AN ANGLE; the next sheet pops up automatically. When finished, close lid flap to retain moisture.

{OPTION 4}

[TO OPEN PACKAGE] [OR][TO REFILL]: Open [existing] [container] [canister]. Place [refill] [pouch] in [canister] [container]. Open refill [[by removing seal] [by peeling seal]]. Replace lid [on existing [canister] [container]].

{FOR TUB and POUCH REFILL:}

TO OPEN PACKAGE: Flip open dispensing flap and remove lid by lifting upward. Place [refill] [pouch] in tub. Open pouch by peeling back seal. Insert sheet through opening in lid. Replace lid. [The next sheet pops up automatically.] [When finished,] close lid flap to retain moisture.

{For pouch only:}

TO OPEN PACKAGE: Open pouch by peeling back seal. [When finished,] close to retain moisture.

{MASTER LABEL}
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{For Refills:}
[TO OPEN PACKAGE] [OR] [TO REFILL]:

{OPTION 1}
[Open [existing] [container] [canister] according to label directions.] [Tear] open [[refill] [package] by [pulling on] [the] [tear strip] [removing seal] [pulling on the back] [seal] [tearing at notch.] Remove [one] refill [from refill package] [sleeve] [container] [pouch] [bag]. [Open refill [by pulling on] [the] [tear strip] [removing seal] [pulling on the back] [seal] [tearing at notch.]] [Turn upside down.] [Slide] [insert] [pre-moistened] [wipes] [refill] into [existing] [empty canister] [container.] Replace lid [on existing canister]. [Close] [reseal] [refill package] [sleeve] [container] [pouch] [bag.]

{OPTION 2}
Remove lid, insert wipes and replace lid. Pull out wipe [from center of roll.] [Next sheet pops up automatically.] Close lid to retain moisture.

{FOR "TO GO" PACKAGE}

{OPTION 1}
TO OPEN PACKAGE: [Flip] [Pull] open dispensing flap. [Insert] [Pull] first wipe through opening in pouch. [When finished,] [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

{OPTION 2}
TO OPEN PACKAGE: [Flip] [Pull] open dispensing flap. Open pouch by peeling back [film] [inner seal]. Pull first wipe by grabbing center of wipe. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

{REQUIRED Storage/Disposal Statement per PR Notice 2007-4 - for nonrefillable plastic canisters and tubs}

STORAGE [/] [AND] [DISPOSAL][:]
Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Nonrefillable container. Do not reuse or refill this empty container. Offer empty container for recycling. {{Recycling Symbol}} If recycling is not available, discard in trash.

{REQUIRED Storage/Disposal Statement per PR Notice 2007-4 - proposed alternative language unique to a nonrefillable foil package type of container. This statement will be placed near the "end" or "bottom" of the product label.}

STORAGE [/] [AND] DISPOSAL[:]
Dispose of wipe in trash after use. Do not flush. Close package between uses to retain moisture. Do not reuse this empty [foil] package. Discard [foil] package in trash. [Recycle the enclosed paper card.] [Card made from [100%] [post consumer] recycled paper.] [Please recycle [this card].]

7 7 34

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{EPA Reg. No. 84683-4
Directions for Use}

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

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

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

{FOR DAILY (smooth texture) WIPES}

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

TO SANITIZE [[AND] [&] DEODORIZE]: Use to sanitize/deodorize hard, nonporous non-food contact surfaces. Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 30 seconds. Let surface dry. No rinsing or wiping is required. For highly soiled surfaces, clean excess dirt first.

{OPTION 1}

TO DISINFECT [[AND] [&] DEODORIZE]: 1. Wet the surface [with the wipe] [(spot test for surface compatibility [first])]. 2. Leave visibly wet for 10 minutes. [Let surface] [Allow to air-]dry. No rinsing or wiping is required [(even on food contact surfaces)].

{OPTION 2}

TO DISINFECT [[AND] [&] DEODORIZE]: Use to disinfect hard, nonporous surfaces. Wipe surface to be disinfected; use enough wipes for treated surface to remain visibly wet for 10 minutes. Let surface dry. No rinsing or wiping is required [(even on food contact surfaces).] For highly soiled surfaces, clean excess dirt first.

{FOR WEEKLY OR MONTHLY (medium texture wipes or rough texture wipes, respectively) WIPES}

TO CLEAN: Use the [textured] [scrubbing] side of the wipe to remove tough soils. Use the [soft][smooth] side to wipe dirt away. If the [textured] [scrubbing] side gets dirty, fold the wipe, keeping the dirty [textured] [scrubbing] side inside. Let surface dry. No rinsing or wiping is required [(even on food contact surfaces)].

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{MASTER LABEL}

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TO SANITIZE [[AND] [&] DEODORIZE]: Use the [soft] [smooth] side of wipe to sanitize/deodorize hard, nonporous non-food contact surfaces. Wipe surface; use enough wipes for treated surfaces to remain wet for 30 seconds. Let surface dry. No rinsing or wiping is required [(even on food contact surfaces).] For highly soiled surfaces, clean excess dirt first.

TO DISINFECT [[AND] [&] DEODORIZE]: Use the [soft] [smooth] side of wipe to disinfect hard, nonporous surfaces. Wipe surface to be disinfected; use enough wipes for treated surfaces to remain visibly wet for 10 minutes. Let surface dry. No rinsing or wiping is required [(even on food contact surfaces).] For highly soiled surfaces, clean excess dirt first.

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**{EPA Reg. No. 84683-4
Optional Scent Descriptors and Claims – Table 1}**

{Scent descriptor terms:}		
[Light] [Herbal] [Natural] [Botanical] [Lemon] [&] [Lemongrass] [&] [and] [Thyme] [&] [Herb] [&] [Citrus] [Clove] [Spice] [Lemony] [Orange] [Scent] [Bouquet]		
{Scent Claims:}		
Bleach-free [scent]	[Fragrance] [scent] free	[Holiday] Herbal [blast] [breeze] [clean] [energy] [fresh] [fusion]
Fresh[er]	No [fragrance[s]] [scent[s]] added	Sweet [blast] [breeze] [burst] [rush] [splash] [fruit] [clean]
Leaves a [fresh] [clean] [pleasant] [nice] [good] [great] [strong] [pleasing] [botanical] [essential] [lemony] [lemongrass] [citrus] [& thyme][herbal] scent	Unscented	Try [this] [our] [new] [{insert scent descriptor}] [scent]
Leaves [your] [the] [my] [home] [house] smelling clean with [essential] [lemony] [essential] [lemongrass] [herbal] [botanical] [lemongrass] [& thyme] scent	[Festive] [Holiday] Fresh [blast] [breeze] [burst]	[Holiday] Essence [of clean]
Leaves your [home] [house] smelling clean [with a] [clean] [fresh] [herbal] [lemony] [essential] [botanical] [scent]	[{insert scent descriptor}] [blast] [breeze] [burst] [clean] [fresh] [fusion]	[Clean] [Refreshing] [Great] [New] scent
Leaves [a fresh, clean scent] [no [dull] [sticky] residue]	New scent [same [great] wipe]	Light[ly] [scented]
Leaves your [bathroom] [kitchen] smelling [clean] [and] [essential] [lemony] [fresh]	Fruit[y] [blast] [breeze] [burst] [clean] [fresh] [fusion]	
[The] [Powerful] Scent of [Clean] [Real Clean] [naturally] 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]	
Your [whole] family can breathe easier knowing that the germ -killing power of thyme oil not only disinfects [effectively], it also infuses your home with the pleasant [essential] [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] [soothing] [pleasing] [refreshing] [relaxing] [strong] [warm] [cool]	{Where appropriate, scent descriptors and claims may be followed with} [aroma] [bouquet] [fragrance] [perfume] [odor] [scent] [smell] [essence] [clean]

{MASTER LABEL}

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{EPA Reg. No. 84683-4

Optional Disinfecting/Sanitizing Claims

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

xxxxx (lower case) – indicate values/numbers}

- NEW! {can be present on label for 6 months from date of first sale}
- Disinfectant [Cleaner]
- Decontaminant
- [Control] [Prevents] Cross-Contamination from treated surfaces
- Kills Influenza A Virus [Flu] [including][the Pandemic 2009][H1N1][Influenza A virus]
- Kills Influenza A H1N1 Virus
- [Kills] [Effective against] Flu Viruses*
- [Kills] [Effective against] [the Common] Cold Virus*
- [Kills] [Effective against] [Flu & Cold] [Cold & Flu] Viruses*
- [Bactericidal] [Bactericide][Antibacterial][Antimicrobial] [Virucide] [Germicide] [Germicidal]
- Virucidal against Influenza A [Flu] [virus]
- Kills [over] [99.9][9] % of [household] germs[.] [~~actually~~][botanically] [on hard, non-]porous surfaces]
- All Purpose [Anti-Bacterial] Cleaner [+] [and] [&] [Disinfectant]
- A Better Way to Clean
- Daily Strength Cleaning [Wipe]: {This designation will only apply to the formulations using smooth texture wipes.}
- Gentle Wipe for easy cleaning
- Weekly Strength Cleaning [Wipe]: {This designation will only apply to the alternate formulation using medium texture wipes.}
- Monthly Strength Cleaning [Wipe]: {This designation will only apply to the alternate formulation using rough texture wipes.}
- Textured Wipe for thorough cleaning and tougher stains {This statement is limited to use on weekly and monthly wipes.}
- Power Wipe for intensive cleaning and stubborn stains
- [5 minute] [30 second] sanitizer.
- [XXXXXX] is a [sensible, no compromise] botanical [disinfectant] [disinfecting] cleaner [formula].
- Truth is, you don't actually need a different cleaning product for every room in your home. [XXXXXX] cuts through the dirt in your life and the clutter under your sink. ~~[XXXXXX]~~ home is a healthy home.
- Inspired by how people really clean, we developed the [XXXXXX] system to make short work of most household chores: from quick cleanups on countertops and glass; to routine messes on tabletops and highchairs; to stubborn stains on stovetops and tiles. 30 second sanitizer on non-food contact surfaces.
- Anti-bacterial wipes.
- [New] No-Rinse [disinfecting][sanitizing]formula
- No Rinse required [even on][food contact surfaces][and] [children's] [toys]
- Rinse free [formula]
- Bacteria [and][or] virus [and][or] ~~germ~~ fighting [formula]
- [Bacteria-fighting] [~~Germ-fighting~~] formula
- Be ready for school by including XXXXX on your [back to school] [home] shopping list
- Can help reduce the risk of cross-contamination from treated surfaces.
- Clean. Disinfect. Carry on.
- Clean [and][or] disinfect on the go

{MASTER LABEL}

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

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

{MASTER LABEL}

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

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

- For use at home or on the go.
- [Hey] [Mom] [Teacher[s]] [!] [,] [Be] [Are you] Ready for [[back-to-] school] [[the] [cold] [and] [or] [flu season]] [the holiday[s] [season]] [?] [!]
- Just one step kills [over] 99.99% of [germs] [bacteria]
- Kills [over] 99.99% of bacteria in [just] [5 minutes][30 seconds]
- Kills [over] 99.99% of [common] [household] germs!
- Kills [over] 99.9% of [common] [bathroom] [and] [or] [kitchen] germs!
- [Kill[s] [over] 99.99% of] [Remove[s]] [Effective against] [odor causing] [common] [household] [kitchen] [and][or] bathroom] [bacteria] [germs]
- Kills [over] 99.99% of viruses that cause cold and flu
- [Kill[s]] [Remove[s]] [Effective against] [Common] Household Viruses
- [Kill[s]] [Remove[s]] [Effective against] [Influenza A][ATCC VR-544][H1N1][ATCC VR-1469][Avian Influenza] [the virus[es] that causes the [cold] [and] [flu]]
- [Kill[s]] [Remove[s]] [Effective against] [the following] [organisms:]
 - [the virus that causes the flu] [flu virus][Influenza A2]
 - [Avian Influenza A] [(H3N2)] [virus] [(Avian Reassortant)]
 - [Human Immunodeficiency Virus type 1] [HIV-1]
 - [Pseudomonas] [*Pseudomonas aeruginosa*] [(ATCC 15442)]
 - [the virus that causes the cold] [cold virus] [Rhinovirus type 37]
 - [*Salmonella enterica*] [(*Salmonella choleraesuis*)] [Salmonella] [(ATCC 10708)]
 - [Staph] [*Staphylococcus aureus*] [(ATCC 6538)]
 - [MRSA] [resistant Staph](ATCC 33592)]
- Kills the virus[es] that cause[s] [the] [common] cold[s] [and] [or] flu
- Leaves hard, nonporous surfaces disinfected
- Moist with [cleaners] [and][or] [disinfectants]
- [Easily] wipes clean
- One-step [cleaning] [and][or] [disinfecting]
- [Deodorizing][/] [deodorizes]
- [One step [cleaning] [and][or] [disinfecting] [and][or] [deodorizing]] [[Disinfect] [and][or] [touch-up clean]] [[Cleans] [and][or] [disinfects] [and][or] [deodorizes]] [Anytime] [Daily] [Every day] [In one easy step] [Everywhere] [Anywhere]
- [One step [cleaning] [and][or] [disinfecting] [and][or] [deodorizing]] [[Disinfect] [and][or] [touch-up clean]] [[Cleans] [and][or] [disinfects] [and][or] [deodorizes]] on hard, nonporous [[bathroom] [and][or] [kitchen]] [surfaces] [on household surfaces] [every day] [Throughout the house] [kitchen and bathroom]] [All over your house]
- Put XXXXX on your school supply list to help keep your child's classroom clean
- [Teachers] Clean up the classroom [with XXXXX]
- [Classrooms] [Schools] are cleaner with this [product] [disinfecting] [wipes]
- Clean up the classroom with this [product] [wipe]
- [Hey Mom] [Take this] [this product] [me] [to] [my] [classroom] [school] [teacher]
- Donate this product [to your child's] [classroom] [school]]
- [Remove] [Eliminate] [Kill] [viruses that cause cold and flu] [cold and flu viruses*] [cold virus] [flu virus] [this season]
- [Removing] [and][or] [Killing] [and][or] [Fighting] [and][or] [eliminating] [germs] [and][or] [bacteria] [and][or] [virus[es]]
- [Removes] [Eliminates] [Kill[s]] [over] 99.99% of viruses that cause Cold and flu
- Sanitizes in [just] 30 seconds.
- [Say] Boo to the [Influenza virus][germs] [[this [year] [winter] [flu virus season]] [with XXXXX]
- "The product [is] [are] the easy way to [touch-up] [clean] [and] disinfect"
- "There are many uses for XXXXX and here are a few:

{MASTER LABEL}

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

{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.}

- A ~~healthy~~ [smart] way to [disinfect] [and] [clean] the [bathroom] [kitchen] [home] [household] [office] ~~naturally~~ [botanically]
- A[n] [disinfecting,] effective [botanical] [food contact surface] [disinfectant] [disinfecting] [cleaner] for [use in] the [kitchen], [bathroom], [bedroom] [and] [other household areas]
- [Easily] [removes] [cleans] tough [bathroom] [and] [restroom] [and] [kitchen] [and] [household] [and] [office] [and] [workplace] [dirt] [soils] [grime] [soap scum] [!]
- An effective [botanical] [disinfectant] [disinfecting] [sanitizer] [cleaner] [for use on] [hard, nonporous surfaces [in][on] [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]
- Antibacterial [cleaning] action [on hard, nonporous surfaces] [for] [kitchens] [and] [bathrooms] [all over the house]
- [Use] [Botanical] [Disinfecting] XXXXX to [naturally] [disinfect] [sanitize] the interior of [your] car[s] [home]. [Wipe] on [Botanical] XXXXX on areas where [thousands of] ~~germs~~ lurk including [the] [steering wheel[s],] [shifter,] [door handles,] [dash[s].
- We set out to find a reliable way to disinfect [the interior of] [your vehicle] [vehicles] [interiors]. It is all about providing a [better] ~~healthier~~ [in-car] ~~quality~~ [car interior].
- [Clean] [cleaning] [and] [disinfect] [disinfecting] without stopping [your life] [your family's life]
- Life [doesn't] [shouldn't] have to stop for [cleaning] [and] [disinfecting]
- Don't stop [your] [family] life for [cleaning] [disinfecting]
- [Cleaning] [and] [disinfecting] that fits into your life
- Cleans and leaves scent
- Cleans [on the spot] with [a] [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [{insert selected scent descriptor(s) from Table 1}] [fragrance] [smell] [scent]
- Cleans to a shine
- [Low [-streak] [residue]] [Formula] [Wipe] [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] [tile] [stovetops] [microwaves] [and] [refrigerators] [and] [faucets] [and] [sinks] [, too]
- [Low [-streak] [residue]] [Formula] [Wipe] [Clean(s) thoroughly] [For a] [more] [visible] [apparent] [clean]
- [Low [-streak] [residue]] [Formula] [Wipe] [Great] [Use it] [For] [cleaning] [and] [disinfecting] [Every day!] [on] [hard, nonporous] [surface[s]]
- [Low [-streak] [residue]] [Formula] [Wipe] [Lets you] Clean multiple [household] surfaces [with wipes]
- [Low [-streak] [residue]] [Formula] [Wipe] [Lets you] [Clean(s)] [throughout] [around] [in] [the] [your] [house]

{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. 84683-4

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

{MASTER LABEL}

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

{MASTER LABEL}

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

{Surface Materials}	
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}

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{EPA Reg. No. 84683-4

Optional Packaging Claims

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

xxxxx (lower case) – indicate values/numbers}

- As easy as [grabbing] [dispensing] tissues [from a box]
- [As easy as] [Just like] pulling a tissue
- Attach [‘em] [them] [wipes] where you [need] [use] [‘em] [them] [most]
- [Attachable] [dispenser] [Safely] [easily] [attaches] [can be attached] [to] [tile] [glass] [mirrors] [windows] [finished wood] [cabinets] [metal surfaces] [metal appliances] [sealed] [wallboard] [plasterboard] [drywall]
- [Also] [Now] [Great] [Made] [Works [well]] [Appropriate] [on] [for] [stainless steel] [and] [metal] [and] [glass surfaces] [and] [stovetops] [and] [microwaves] [and] [refrigerators] [and] [faucets] [and] [sinks] [and] [mirrors] [and] [dark tile] [with] [because of] [due to] [the] [new] [low] [streak] [residue] [formula]
- [~~Improved~~ formula] [for] [low] [less] [lower] [streaking] [residue] [!]
- [Look] [Now] Less [streaking] [residue]
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- Low [-streak] [residue] [Formula] [Wipe] For all of your [kitchen] [bathroom] [household] surfaces [like] [stainless steel] [and] [metal] [and] [glass] [and] [mirrors] [stovetops] [and] [microwaves] [and] [refrigerators] [and] [faucets] [and] [sinks]
- Low [-streak] [residue] [Formula] [Wipe] [Delivers] [A] Clean you can [see] [and] [smell] [and] [feel] [notice]
- Low [-streak] [residue] [Formula] [Wipe] [leaves] [Less] [Fewer] [visible] [spots] [spotting] [blotches] [marks] [than [ever] before]
- [Low] [Lower] streak[ing] formula
- Only [disinfectant] [disinfecting] wipe with [a] [this amazing] low-streak cleaning [formula]!
- Available in {Insert number} other design
- Also available in the {insert count} count size
- Also Available in [the] [Lemon,] [Fresh,] [Kitchen,] [Bathroom] [and] [Lavender] [varieties]
- Also Available in [the] {insert count} count Value [Size] and the {insert count} count to Go Size[s] Big size
- Does not contain [bleach] [ammonia] [chlorine]
- Bleach[-] free [formula]
- [Bleach-free] Clean [from XXXXX] [to go] [on the go] [&] [and] [go]
- [Buy] One for {insert selected use site(s) from Table 2}, one for {insert selected use site(s) from Table 2}
- [BUY] Two for {insert selected use site(s) from Table 2}, one for {insert selected use site(s) from Table 2}
- [Buy] Two for {insert selected use site(s) from Table 2}, two for {insert selected use site(s) from Table 2} [Big] [Value] Can
- [Buy] Two for home, one for [school] [the car] [the purse] [to go]
- "[Can] [easily] [Slip] [Fit] into a [purse] [pocket] [diaper bag] [backpack] [[glove compartment] [box]] [car] [minivan] [SUV] [lunch [box] [or] [bag]] [briefcase] [luggage] [suitcase]"
- XXXXX brings [beauty] [artistry] [elegance] [trendy] to cleaning!
- XXXXX [Disinfecting] Wipes To Go
- XXXXX Wipe [&] [and] [‘N] Go
- Don't miss a beat with XXXXX

{MASTER LABEL}

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- Disinfecting Wipes
- Collect all [of the Designer Series] canisters!
- Combo Pack

- Coming soon
- Complete Refill Pack for {insert number} [Club Pack]
- 3 Canisters With 3 Matching Refill(s) [Pouches]
- 4 Refill Pouches for {insert number}-Count Canisters
- [Contains] [Same XXXXX wipes] [you love] [same wipes, easier to grab]
- Convenient
- [Convenient] [Size][and] [easy to use]
- Decorate your [home] [kitchen] [bathroom] counter[s] [office] [bathroom[s]] [with designer wipes]
- [Designer] [Decorator] [Holiday]
- [Dispenses] [Comes out] one wipe at a time
- [Dispenses] [Wipes] like a tissue
- [Doesn't] [No more] pinch[ed] fingers!
- [Double] [Super Value] [Size] [Pack]
- [Easier] [Easy] [to Use] [Improved] [Dispensing] [Dispenser]!
- [Easier Than Ever] [Easier] to [Use] [Pull] [Wipes] [Out]!
- Easy
- [Easy] [and] [Simple] Dispensing!
- [Easy] [Better] [New] [&] [Improved] [Dispensing] [Lid] [Closure]
- [Easy] [Effortless] [Breezy] [Dispensing] [-To-Use] [Dispenser]
- Easy-carry handle
- Easy one hand cleaning!
- Effortless cleaning with one hand
- [[Easy] [One-handed] [dispensing] [dispense] [wipes] with [only] [just] one [hand]] [[Grab] [wipes] [a wipe] [and wipe] with [just] [only] [one hand]] [[Easily] Grab [wipes] one at a time]
- Easy open lid
- [Easy] [EZ] [Start Lid] [Cap]
- Easy on [your] hands
- Easy pop [top]
- Wipes [pull out] [dispense] effortlessly!
- Easy start & stop [lid]
- Easy start dispensing!
- Easy [storage] [to store] [stack]
- Easy to carry
- Easy to [Open] [Thread]
- Easy to Use Lid
- Fits almost anywhere
- Get 1 wipe at a time, every time!
- Wipes come out one at a time!
- Wipes don't bunch together!
- Great [for] on the go!
- Great for [the road] [and] [travel] [traveling][!]
- Great for [the] [your] [use on] [{insert selected use site(s) from Table 2}] [{insert selected surface material(s) from Table 3}] [!]Great for [those] [life's] [your family's] unexpected messes
- Holds up to your toughest [messes] [jobs] [stains]

{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.}

- Resistant to drying out!
- Wipes that stay [moist] [wet]
- [Have you tried] [Look[ing] for] [Also try] [the] [our] [new] [redesigned] [easier-to-use] [tissue like dispenser] [packaging] [XXXXXX] [oval] [package] [design]
- [Improved] [Resalable] [Snap & seal package] [and] [pouch] [and] [pack]
- [Improved] [Stay-wet] [Moisture lock] [Stay-tight] [Air-lock package] [and] [seal] [and] [pouch] [and][pack]
 - "[Keep] [Carry] [one] [some] [a package] [pouch] [pack] in your purse [and] [diaper bag] [and] [backpack] [and] [gym bag]"
- [Hassle-free] [No hassle] [dispensing] [lid] [cap] [!]
- [Individual] [refills] [rolls] [package] [pouch] [stay[s]] [keep[s]] [moist] [fresh]
- Individually wrapped [for] [to] [stay] [keep] [preserve] [fresh] [freshness] [moist] [moisture] [moisture-protection]
- "[Individually wrapped [refills] [or] [rolls] [or] [disinfecting] wipes are] As fresh as the [disinfecting] wipes you use now"
- [Individually wrapped to be] As fresh as your [regular] [normal] [disinfecting] wipes
- [xxx] [free] [% off] [extra] [more] [wipes]
- [xx] [%] [percent] [bigger quilted] [more] [wipes] [vs xx] [disinfecting wipes canister]
- [{Insert wipe dimensions}] [wipes]
- [Includes] [{insert number} [count] [refill] [pack]]
- [Contains] {insert number} [wipes]
- [It's] the easy way to grab a wipe
- [Just] [Easily] Pop open [with one hand] [for easy use]
- Just like [grabbing] [dispensing] tissues [from a box]
- Leave me out on the counter [to make cleaning easier]!
- Look[ing] for all [{insert number}] [other designs] [to match your home]
- [Makes] [wipes] [as] easy to grab [as they are to use]
- Match me to your home decor!
- Mixed [refill] [pouch] [canister] pack
- Moisture lock lid
- Moisture [lock refill] [package] [pouch]
- [Money-saving] [canister and] refill [Value] [{insert number}] pack
- Multi-refill pack
- [No surface damage] [Adhesive] Removes without [damaging] [damage] [or residue] [{most} [household] surfaces] [Holds on [strongly]] [Comes off cleanly]
- No threading [required]
- No wasted wipes
- [Now] [25%] [35%] [50%] [75%] [100%] [150%] stronger wipes
- [Now] [2x] [2.5x] [3x] [4x] [5x] stronger wipes
- Now dispensing is effortless!
- [Now] [even] [more wipes] [{insert number} [wipes]] per [package] [container] [canister]
- [[Now] [With] [An] air-tight [seal] [and] [pouch] [and] [pack]
- [Now with] [Individually cut] wipes [that dispense one at a time]!
- Our [best] [easiest] [smoothest] dispensing ever!
- [Perfect for] Use with the [XXXXXX] [disinfecting] [wipes] [this product] easy start lid
- Perfect size for [kitchens] [bathrooms]
- Pop-up [top]
- [Portable size] [Can be] [attached] [reattached] [with bracket]
- Prevents wipes from bunching!
- [Pulls] [Dispenses] 1 wipe at a time!

{MASTER LABEL}

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- Pull 'n' go
- Just pull, wipe clean and go
- Pull-N-Wipe [lid] [cap]
- Pulls wipes effortlessly [every time]!
- Pull wipes [from center [opening] [like a tissue]
- [Puts] [Put] wipes where you need them
- [Puts] [Put] wipes [within] [easy] [arm's reach] [at your fingertips]
- Clean with just a wipe]
- [Quick-clip] [convenient handle]
- Ready pull
- Re designed [dispensing] [dispenser] [that's easier to use] [and] [dispense]
- Refill pack
- [Refill] [Pouch] [Canister] Combo Pack
- Refill for [a(n)] [your] [current] [existing] [{{insert number}}] [XXXXX] [Disinfecting] [Wipes] [this product] [canister] [container]
- Refillable [with {insert number} wipes] [Dispenser] [refill [pack] [for dispenser]]
- [Regular [wipe] [size]] [large [wipe] [size]]
- Same easy dispensing
- [Same great] [product] [wipes] [new] [easier] [simpler] [form] [package]
- Single sheet dispensing!
- Stackable [disinfecting wipe [refills] [package[s]] [pouches]
- [[Take] [XXXXX] [Disinfecting] Wipes [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}}] [and] [your] [the] [purse] [and] [diaper bag] [and] [gym bag].
- Takes up less [space] [room] [than your [current] [existing] [canister] [container]
- Fits [in] [a(n)] [your] [current] [existing] [{{insert number}}] [XXXXX] [Disinfecting] [Wipes] [this product] [canister] [container]
- ~~[The cleaning power of XXXXX Wipes]~~ [Same XXXXX Wipes], [now with a(n)] easier [and] [new] [and] [innovative] [and] [redesigned] [packaging] [dispensing] [package]
- [The Designer Series is] [Beautiful] [Elegant] enough to leave out [on counter[s]] [desk[s]] [in bathroom] [in kitchen] [in office]
- [Three pack] [multi-pack]
- [Twin pack] [two pack] [dual pack]
- To Go [pack] [size]
- [To Go] [Purse] [Travel] [Pocket] [Size] [Pouch] [Pack]
- Trial [size] [pack] [Paper towel size [8.5"x11"]]
- Try me [on] [for] [{{insert selected use site(s) from Table 2}}] [{{insert selected surface material(s) from Table 3}}] [!]
- Tub Refill
- Value [twin] [size] [pack]
- Wipes come out one at a time!
- Wipes don't bunch together!
- Wipes [pull out] [dispense] effortlessly!
- [Wipes] Stay[s] [wet] [moist longer]
- Wipe up [and go]
- [With] Pop action
- 2-in-1 (wipe)
- 2 sides (1 for scrubbing, 1 for wiping)
- 2 sides (1 to scrub, 1 to wipe)
- Abrasive

{MASTER LABEL}

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- [Absorbs] [Absorbent] [Better Absorbency]
- [Also] fits [this product] canisters
- Built-in [Micro] [tough] scrubbing fibers

- Disinfecting Wipes
- Disposable
- [Does not] [Will not] [No] scratch[ing] [[your] surfaces]
- [Dual Action] [Dual use] [Multi use] [complete]
- Dual sided [texture]
- Each pre-moistened disposable wipe has a [scrubbing] [abrasive] side for [tough stains] [tough jobs] [like] soap scum and grease and a softer side for wiping away everyday messes.
- Feel the strength
- For everyday use
- [Great for use in] [For Use in] [Kitchen[s]], [Bathroom[s]] [Bedroom[s]] [and All Around the House]
- Great for touch-up cleaning
- Great for use in [your] [the] [dorm room] [class room] [office] [gym] [car]
- [Improved] [New] [Formula][3-in-1] [4-in-1] [All in one] [All in one Complete] [Deodorizes] [Multi Use] [Multi Clean] [Multi-surface][Triple Action]
- Just wipe and throwaway. [It's that easy.]
- After use, just toss wipe[s] away
- Wipes are [Larger] [bigger] [longer] than ever
- [Makes it] easy to [re-] fill canisters
- [Now] [A[n]] [Even] [Better] [Great] [Easy] Everyday cleaner
- [Now] [even] [stronger] [more durable] [than before] [softer] [wipe[s]] [construction] [than ever]
- [Now] [Wipe] [Cleans better] [and] [lasts longer] [than ever]
- [Now with] Quilted wipe
- [One] [Versatile] [low [-streaking] [residue]] wipe for [all] hard, nonporous [kitchen] [and] [bathroom] [and] [household] surfaces
- One swipe and {insert selected soil(s) from Table 3} [is] [are] gone!
- Perfect Size for [Kitchens] [and] [Bathrooms] [and] [Bedrooms]
- Power Grooves [fiber] [weave] [grooves] [pattern]
- Ready to use
- Revolutionary
- Same [wipe] [roll] you [find] [buy] in [XXXXX] canisters
- Scrub[s][bing] [and] [Wipes]
- Select-a-size
- [Strong] [absorbent] [durable] [thick] [wipe]
- Superior strength towelette construction
- Swipe[s] away [more] {insert selected soil(s) from Table 3} [in seconds] [with no effort] [than ever] [~~than other wipes~~] [~~than the leading wipe~~] [~~that other wipes leave behind~~]
- Traps and Dissolves Challenging Messes
- Traps & Locks More Messes [than before] [than previous formula] [than prior formula]
- [Traps][locks][picks up][cleans][wipes off] [more] [{insert selected soil(s) from Table 3}][better] [than ever] [~~that other wipes leave behind~~] [The] One-step cleaner
- ~~The Power of XXXXX~~
- Thicker [wipe] [to clean] [for] [your] [bigger messes]
- [This product] is [also] great on the "go" in [{insert selected use site(s) from Table 2}]
- [Two] [2] [sides] [sided]
- Unbelievable cleaning strength

{MASTER LABEL}

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- Use where you live, work and play
- Won't dry out, damage, or fade car surfaces
- Check out our website at www.XXXXX.com for [more] [the latest] information on germs that affect your family.

{MASTER LABEL}

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{EPA Reg. No. 84683-4

Optional Marketing Claims

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

xxxxx (lower case) – indicate values/numbers}

- To learn more, visit www.XXXXX.com
- [Don't let the pleasant smell fool you.]
- Effectively [controls] [eliminates] odors [produced by odor causing bacteria]
- Effectively [controls] [eliminates] odors produced by odor causing bacteria, fungi & other odor-causing organisms [on] [hard nonporous surfaces] [concrete, wood framing & studding, trim, carpet pads & subfloors] [{insert selected site(s) from Table 2}] {insert selected surface material(s) from Table 3}].
- Effectively [controls] [eliminates] odors on [concrete, wood framing & studding, trim, carpet pads & subfloors] [hard nonporous surfaces] [{insert selected site(s) from Table 2}] {insert selected surface material(s) from Table 3}].
- Daily Strength Cleaning [Wipe]: {This designation will only apply to this Basic formulation with smooth texture wipes.} A gentle wipe for easy cleaning [throughout the home] [on] [of] [{insert selected use site(s) from Table 2}] and more.
- Weekly Strength Cleaning [Wipe]: {This designation will only apply to alternate formulations using medium textured wipes.} A textured wipe for thorough cleaning [throughout the home] [on] [of] [{insert selected use site(s) from Table 2}] and more.
- Monthly Strength Cleaning [Wipe]: {This designation will only apply to alternate formulations using rough textured wipes.} A power wipe for intensive cleaning [throughout the home] [on] [of] [{insert selected use site(s) from Table 2}] and more.
- Cleans, disinfects and deodorizes.
- Disinfects while you clean.
- Clean and disinfect in one easy step.
- More clean. Less time.
- Tough on dirt, easy on you.
- Clean easy, breathe easy.
- A cleaner home in minutes
- Cleans and disinfects hard nonporous surfaces throughout the [home] [{insert selected use site(s) from Table 2}].
- [Controls] [Eliminates] [Odors] [Deodorizer] [Deodorizes]
- Botanical
- [Ready To Use] [RTU]
- [Part of our] ~~Sustainable~~ Botanical Cleaning & Disinfection Solution
- Cuts grease and grime [with the best of them]
- We set out to find a better way to clean, [and we're pretty happy with the results] [and we hope you are too.] [We hope you will be too.]
- A better way to clean.
- ~~Part of a sustainable solution.~~
- Contains non-VOC emitting [ingredients] [and fragrance] [botanical essential oils].
- No fine print.
- Every hard, nonporous surface in [your] [the] [kitchen] [bathroom] [house] [{insert selected use site(s) from Table 2}] [deserves] [can] [could] use a wipe
- Everything [you need] is already in the wipe
- For a cleaner [bathroom] [restroom] [kitchen] [home] [house] [place] [[work] [or] [office] place] [work [or] office environment] [{insert selected use site(s) from Table 2}]
- For household surfaces indoor and outdoor

{MASTER LABEL}

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- For use at home or in public [areas] [or] [places]
- For use on grocery cart and basket handles
- For use while traveling
- Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [[work] [office] place] [[work] [office] environment] [{insert selected use site(s) from Table 2}]
- Makes [cleaning] [and] [disinfecting] [your job] easier [in the [kitchen] [and] bathroom [and] [house]] [in the [work] [office] place]] [at work] [{insert selected use site(s) from Table 2}]
- Makes daily cleaning easy [easier than ever]!
- Makes your job easier in the [kitchen] [/] [bathroom]
- Maximum Cleaning, Minimum Effort
- Moist Household [Cleaning] Wipes
- [More] efficient [bathroom] [kitchen] [home] [household] [office] [{insert selected use site[s] from Table 2}] cleaning
- Multi-Surface formula
- New Year. Fresh Start.
- No [mixing] [and] [spraying] [and] [fuss] [and] [need to rinse]
- [Removes] [Eliminates] [Attacks] [Gets rid of] [Melts away] tough [soap scum] [[bathroom] [and] [restroom] [and] [kitchen] [and] [household] [and] [office] [and] [workplace] [dirt] [soils] [grime]] [!]
- See the [low-streak] difference [on [mirrors] [and] [glass]]
- Simplify[ies] [cleaning [and] [disinfecting]]
- Some [moments] [things] shouldn't be interrupted
- Specially formulated for a variety of [surfaces] [kitchen surfaces]
- [Specially formulated] For [use in] the bathroom
- Specially formulated to clean [a variety of surfaces] [throughout] [all over] [around] the [house] [kitchen] [and] [bathroom]
- [Specially formulated] Use daily [to clean bathroom soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion]
- Spot clean[ing] [touch-Up clean[ing]] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [{insert scent descriptor from Table 1}] smell
- Disinfecting Towelettes are pre-moistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
- [Strong] [Durable] enough for [tough] [messes] [jobs] [stains] [difficult] [uneven surfaces] [all around the house]
- [The] [Multipurpose] [occasion] wipe: [cleans] [great] [works [well]] [on] [in] [for] [kitchen [and] [bathroom] [and] [household] [surfaces] [places] [like] [stainless steel] [and] [metal] [and] [glass] [and] [mirrors] [stovetops] [and] [microwaves] [and] [refrigerators] [and] [faucets]
- The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office][[work] [office] [area] [place] [environment]] looking "just cleaned"
- The easy way to [clean] [and] [disinfect] [all over] [your] [the] [bathroom] [kitchen] [house] [office] [[work] [office] [place] [environment]] [place] [clean every day]
- The easy way to clean all over the house
- The easy way to touch-up clean your bathroom every day
- The only wipe with a low-streak formula [for shiny surfaces]!
- [The product [is] [the wipes are]] [always] ready to use
- The smell of clean
- The wipe that does it all ... Anytime
- Tough on [grime] [and] [soap scum] [and] [dirt] [and] [other] [tough] [bathroom] [restroom] [kitchen] [household] [office] [[work] [office] place]] soils [!]

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- Trap[s] [and] [pick[s] up] [and] [grip[s]] [and] [grab[s]] [and] [hold[s]] [particles] [and] [dust] [and] [dirt] [and] [hair] [and] [crumbs]
- [Trapper] [pockets] [ridges] [texture] get[s] into [crevices] [nooks & crannies] [cracks] [uneven places] for a more thorough clean
- Try Me
- Use [Everywhere] [Anywhere] on hard, nonporous surfaces
- Use [in [public] places] where ~~rooms~~ may be of concern
- Use on [grocery] carts and baskets
- Use on [grocery] cart handles and basket handles
- Use on hard, nonporous surfaces anywhere [you travel] [throughout the house] [around] [in] [insert selected use site(s) from Table 2}]
- Use [the product] [the wipe[r]s] throughout the [house] [insert selected use site(s) from Table 2}]
- [Use [the product] [the wipes]] for [light] [touch-up] [light] [everyday] [daily] [cleaning] [clean-ups] [all over the house] [[anytime] [and] [anywhere]]
- [Virtually] streak-free [shine] [clean]
- Will not harm hard non[-]porous surfaces
- Wipe away [the] [tough] [bathroom] [and] [restroom] [kitchen] [household] [office] [workplace] [soils] [dirt] [grime]
- With a bleach-free formula
- With a pleasant [botanical] [aromatherapeutic] fragrance
- Works [great] on [shiny] [high-gloss] [high shine] surfaces [such as [insert selected material(s) from Table 3}] [and] [dark] [enamel] [dark] [tile] [and/or] dark surfaces
- Cuts Grease
- Hard, nonporous, non-food-contact surfaces
- Cleans [on the spot] with [a] [insert selected scent descriptor and/or scent claim from Table 1}]
- The wipe that does it all, anytime
- Use [this wipe] [this product] for [light] [touchup] [everyday] [daily] [cleaning] [cleanups] [around the house] [insert selected use site(s) from Table 2}]
- Just wipe [once] – no cleanup needed.
- Pre-moistened wipe[s] [with special formula to handle daily cleanups [without bottles, sponges or buckets]]
- The easy way to touch up clean your [insert selected use site(s) from Table 2 and/or surface material(s) from Table 3}] [every day]
- A proven way to keep [your] [the] [my] [kitchen] [bathroom][hard surfaces] [looking] [insert selected use site(s) from Table 2}] clean [and] [disinfected] [sanitized]
- A cleaner home in minutes.
- A clean you can smell
- [Back to school] [Spring] [Flu [& Cold] season] cleaning [and disinfecting]
- Brilliant [streak-free] [glistening] [sparkling] shine
- Cleaner and Disinfectant in one
- Clean ~~naturally~~ [botanically] with [the power of] ~~XXXXXX~~ [powered by] ~~XXXXXX~~
- Cleans [kitchen] [and] [bathroom] [surfaces] [to a beautiful shine]
- Clean without a [harsh] [strong] chemical smell
- Cleans without [bleaching] [bleach] [ammonia] [chlorine]
- Cleans [and disinfects] [hard, non[-]porous surfaces] [in [kitchens] [and] [bathrooms]]
- Cleans and shines [disinfects] [sanitizes]
- Cleans everyday [kitchen] [and] [bathroom] messes
- [Gently] Cleans [kitchen] [and] [bathroom] [insert selected use site(s) from Table 2}] surfaces

{MASTER LABEL}

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- Cleans everyday [tough] [kitchen] [and] [bathroom] [washroom] [{insert selected use site(s) from Table 2}] messes [fast]
- Cleans [surfaces] [throughout the] [house] [kitchen] [bathroom] [and other household surfaces] [{insert selected use site(s) from Table 2}]
- Cleans to a brilliant shine
- Cleans [and [disinfects] [sanitizes]] to a streak-free shine
- Cleans tough messes fast
- Cleans without bleaching
- Cleans without leaving a dull residue behind
- [Convenient and] easy to use
- Convenient [bathroom] [kitchen] [surface] cleaner
- [Cuts] [Cleans] [kitchen] [and] [bathroom] [and] [household] grime and soils [fast]
- Cuts grease and grime [with the best of them]
- Does not streak or smear
- Easily [removes] [cleans] [the following:] [{insert selected soil(s) from Table 3}]
- [Easily] Wipes clean
- Fast action [kitchen] [bathroom] cleaner
- Fast, easy cleaning solution
- For a beautiful streak-free shine, just spray and wipe clean [with a [paper towel] [cloth]]
- For a [clean] [healthy] [fresh[er]] [bathroom] [kitchen] [home] [household] [office] [{insert selected use site(s) from Table 2}]
- Good for most indoor and outdoor cleaning tasks
- Good [for everyday cleaning]
- Great for [bathrooms] [kitchens] [{insert selected use site(s) from Table 2}]
- Great for everyday use [in] [the] [bathroom[s]] [kitchen[s]]
- Great on [{insert selected surface material(s) from Table 3}] [{insert selected soil(s) from Table 3}]
- Just spray [and wipe] [and walk away]
- Leaves [bathrooms] [your bathroom] [{insert selected use site(s) from Table 2}] clean and [shining] [shiny]
- Leaves no smeary residue
- Leaves no [filmy] [sticky] residue
- Low streak [and smear] formula [for] [use on] [glass] [shiny] [surfaces], [mirrors], [windows] [and] [chrome] [{insert selected use material(s) from Table 3}]
- Makes [daily] [cleaning] [your [daily] [cleaning] job] easier [in the] [kitchen] [bathroom] [house] [playrooms] [school] [day care]]
- More clean. Less time.
- No mix [cleaner] [cleaning]
- No streaking [or] [filming] [smearing]
- [Pure] [Purely] [True] [Truly] Clean
- Easy cleaning.
- [Quickly] [Effortlessly] [removes] [and] [cleans] the following {insert selected soil(s) from Table 3}
- Removes [tough] [everyday] {insert selected soil(s) from Table 3}
- Sparkling shine
- Streak-free cleaning [shine]
- Surface cleaner
- [The] [A] simple solution for a [clean] [fresh[er]] [home] [day care] [office] [classroom]
- [The] One-step cleaner [and disinfectant]

{MASTER LABEL}

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- [This product] cleans, shines and disinfects most nonporous [bathroom] [kitchen] surfaces [and leaves] [your][bathroom] [kitchen] [with] a fresh, clean scent
- [This product] effectively cleans, [shines] and disinfects [washable] hard nonporous [inanimate environmental] [bathroom] [kitchen] surfaces [and fixtures] [around the home] [{insert selected use site(s) from Table 2}]
- Tough on dirt, easy on you.
- Use only one product to get a streak-free shine plus [antibacterial] [antiviral] [antimicrobial] action
- Versatile [cleaner]
- Wipes away dirt and grime with little or no scrubbing
- Patented Formula [technology]
- A patented botanical disinfectant made [from] [with] [essential oils] [plant extracts]; it will not harm hard non[-]porous surfaces.
- Made from botanically pure plant extracts [with [a] pleasant] [aromatic], vapors [scent]
- Made from [~~sustainably sourced~~] Thyme [oil].
- A disinfectant based on Thyme [oil].
- [Patented] Disinfectant formula [technology] based on Thyme [oil]
- Thyme oil disinfecting formula [technology]
- [Thyme] [oil] [based] [Thymol] [present as a component of Thyme Oil] [formula] [disinfectant] [sanitizer]
- Contains Thymol, which is [from] [in] [the predominant component of] Thyme oil
- [Part of our] ~~Sustainable~~ Botanical Cleaning & Disinfection Solution
- [Contains no] [Does not contain] abrasives, harsh acids
- Contains [botanical] [plant-derived] [purified] essential oils [extracted] [from plants].
- [Contains no] [Does not contain] [bleach,] [added dyes,] [added colors,] [perfumes,] [VOCs,] [(volatile organic compounds),] [ammonia], [phosphates], [phosphorus], [chlorine bleach], [alcohol], [dyes], [synthetic fragrances,] [volatile solvents,] [known or suspected endocrine disruptors,] [glycol ethers,][chlorinated compounds,] [or] [chlorine]
- Dye-free
- [Free of] [No] [added] [dyes] [perfumes] [or] [colors]
- Contains no bleach or phosphates, creates no harsh fumes, and leaves no harmful residue.
- [~~Gentle enough to use~~] [Can be used] around kids, pets and food.
- Will not damage septic systems.
- Will not damage grey water systems.
- Will not damage hard, non[-]porous surfaces
- [Always] Spot test for surface compatibility [first] [before using]
- For use on both colored and white hard, nonporous surfaces
- Works on a wide range of [kitchen] [bathroom] [household] [{insert selected use site(s) from Table 2}] hard nonporous surfaces [both indoors and outdoors]
- [Fast] [easy] [effective]: Use [in] [on] [the] {insert selected use site(s) from Table 2}
- Effectively works on many hard, non[-]porous surfaces.
- Cleans and shines Glass & [Chrome] [Surfaces]
- Multi-Surface, Glass, and Chrome cleaner
- Specially formulated for a variety of [hard, nonporous] [kitchen] [bathroom] [{insert selected use site(s) from Table 2}] surfaces
- Use [this product] on all washable hard, nonporous [inanimate environmental] surfaces [that can be found in {insert selected use site(s) from Table 2}]
- Thyme [for a] [to] change.
- Thyme to [clean] [shine].
- It's about Thyme[®].
- Thyme for XXXXXX [disinfectant][sanitizing][cleaners]

29 8 34

{MASTER LABEL}

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- Thyme for a ~~Healthy~~ [Home] [{insert selected use site(s) from Table 2}].
- [For][Have] the Thyme of your life [!]

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

{MASTER LABEL}

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**{EPA Reg. No. 84683-4
Optional Inert Ingredient Statements}**

[~~Water~~ (water), sodium lauryl sulfate [(~~plant-derived cleaning agent~~)] [(palm kernel or ~~coconut-derived cleaning agent~~)], copper sulfate pentahydrate (~~blue stone~~) [(mineral ~~derived water mineralizer~~)] [(~~naturally occurring groundwater ion~~)] [(~~ionizing agent~~)], citric acid (~~cornstarch-derived water softener~~), essential oils and [~~botanical extracts~~[*]] [~~essential oil fragrance~~[*]] [{Fragrance components vary and may contain:} (*origanum vulgare* (oregano) oil), [*cymbopogon schoenanthus* (lemongrass) oil], [*cedrus atlantica* (blue atlas cedar) bark oil], [*citrus medica limonum* (lemon) peel oil], [*citrus medica limonum* (lemon) fruit extract], [*mentha citrata* (orange bergamot mint) leaf extract]].

[Trace materials are commonly present in [cleaning product] [botanical] ingredients.]
[Please visit our website [(www.XXXXX.com)] for more details.] [[*][Citral] [and] [Limonene] [and] [Linalool] [is a] [are] component[s] of these essential oils.] [No phosphates.]

{MASTER LABEL}

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**{EPA Reg. No. 84683-4
OPTIONAL Statement & Table}**

This product has been demonstrated efficacy against the following specific organisms:

Organism	ATCC No.
Bacteria:	
<i>Pseudomonas aeruginosa</i>	15442
<i>Salmonella enterica</i>	10708
<i>Staphylococcus aureus</i>	6538
Methicillin Resistant <i>S. aureus</i> (MRSA)	33592
<i>Enterobacter aerogenes</i>	13048
Viruses:	
Influenza A virus	ATCC VR-544
Influenza A (H1N1) virus	VR-1469
Rhinovirus type 37	VR-1147
Human Immunodeficiency Virus (HIV) Type 1	(ATS Labs)

{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

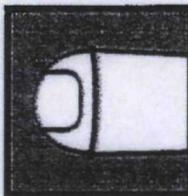
084683-00004.20090724.OhSo_Benefact_Botanical_Daily_Cleaner_Disf_Towelette DIAGRAMS
Typical Diagrams and Language that may be optionally used on the marketed label.
Alternate diagrams are permitted if the site is on the approved label.



kitchen



children's toys



garbage cans

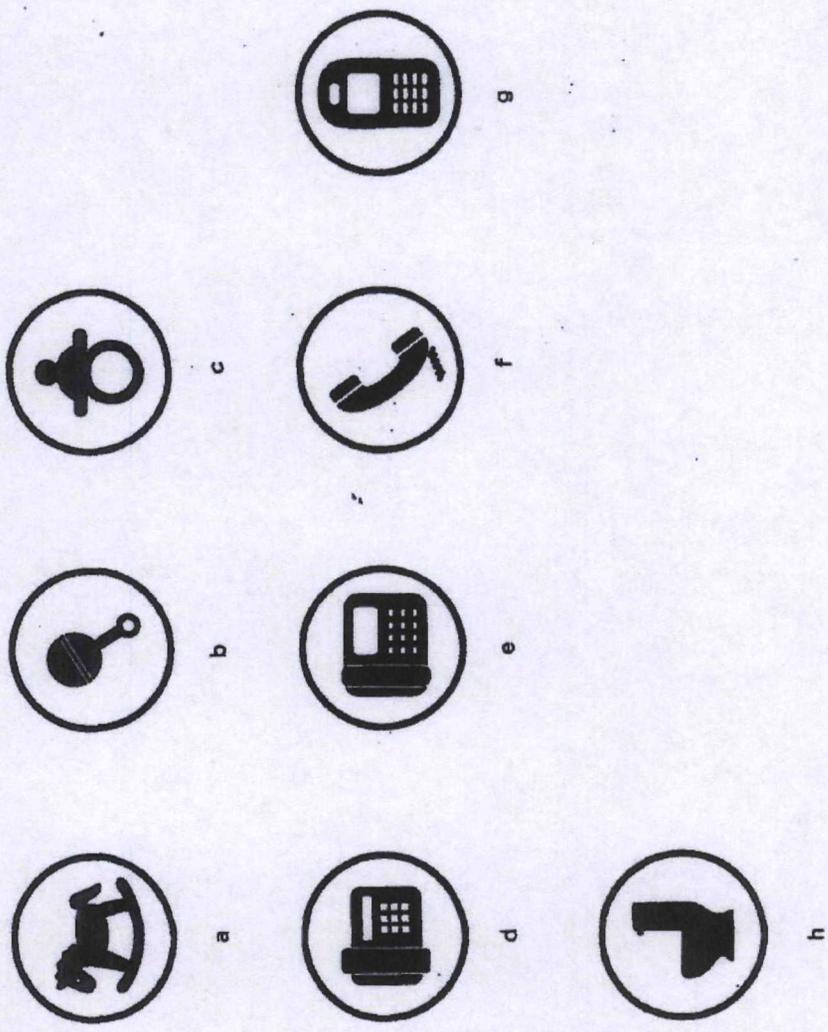


toilet seats

{MASTER LABEL}

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TO GO SURFACE CARE
CLEAN WELL. ICONS
03.13.10

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