

08/29/2013



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

AUG 29 2013

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

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Subject: Benefect® Botanical Daily Cleaner Disinfectant Towelette
EPA Registration No.: 84683-4
Application Date: 08/08/2013
Receipt Date: 08/08/2013

Dear Dr. Kelley:

This acknowledges the receipt of your notification, submitted under the provision of PR Notice 98-10 and FIFRA section 3(c)9.

Proposed Notification

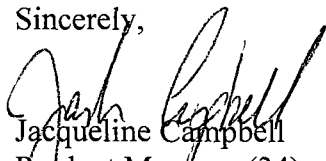
- Additional optional marketing claims and icons

General Comments

Based on a review of the submitted materials, your notification for the additional optional marketing claims is acceptable and is made a part of the records on file.

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

Sincerely,


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

	United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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Application for Pesticide – Section 1

1. Company/Product Number <p style="text-align: center;">84683-4</p>	2. EPA Product Manager <p style="text-align: center;">Jacqueline Campbell</p>	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Benefect® Botanical Daily Cleaner Disinfectant Towelette	PM# <p style="text-align: center;">34</p>	
5. Name And Address Of Applicant (Include ZIP Code) OhSo Clean, Inc. 315 Pacific Avenue San Francisco, CA 94111 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section II

<input type="checkbox"/> Amendment – Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated _____ <input checked="" type="checkbox"/> Notification – Explain below.	<input type="checkbox"/> Final Printed labels in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application. <input type="checkbox"/> Other – Explain Below.
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Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Label notification to add optional icons, gluten-free statements, and other optional marketing claims for *Benefect® Botanical Daily Cleaner Disinfectant Towelette* EPA Reg. No. 84683-4.

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section III

1. Material This Product Will Be Packaged In:			
Child Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No * Certification must be submitted	Unit Packaging <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If "Yes" No. per Unit Packaging wgt. Container 3.5" to 7" x 8" to 9" 1 - 100 towelettes	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" No. per Unit Packaging wgt. Container	2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(S) Retail Container Pouch/Canister/Box – with 1–100 towelettes		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithographed <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____			

Section IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)			
Name <p style="text-align: center;">J. Michael Kelley, PhD</p>	Title: toXcel, LLC Authorized Representative for OhSo Clean, Inc.	Telephone No. (Include Area Code) <p style="text-align: center;">703-754-0248 x112</p>	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received
2. Signature 	3. Title Authorized Representative for OhSo Clean, Inc.		
4. Typed Name <p style="text-align: center;">J. Michael Kelley, PhD</p>	5. Date <p style="text-align: center;">8 August 2013</p>		

toXcel**Toxicology and Regulatory Affairs**

7140 Heritage Village Plaza
Gainesville, VA 20155-3061

Phone: (703) 754-0248

Fax: (703) 310-6950

HAND-DELIVER

8 August 2013

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U. S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202

RE: Notification – Additional Optional Icons and Marketing Claims on the Label
for *Benefect® Botanical Daily Cleaner Disinfectant Towelette*
EPA Reg. No. 84683-4

Dear Jacqueline Campbell:

On behalf of OhSo Clean, Inc. of San Francisco, California, we are submitting this notification to add in the following optional items to the above referenced product label:

- 1) "Gluten-Free" icons
- 2) "Recycle" icon
- 3) Additional optional marketing claims

No other changes have been made to the label dated 12 July 2012.

The following documents are enclosed:

- 1) EPA Form 8570-1
- 2) One copy of the proposed label with track-changes (dated 8 August 2013)
- 3) Five clean copies of the proposed label (dated 8 August 2013)
- 4) EPA Form "Certification with Respect to Label Integrity"
- 5) Copy of label on CD

We request to be informed of the acceptance of this notification by an email to Mike.Kelley@toxcel.com. Please contact me immediately if you have any questions regarding this label notification.

Sincerely,



J. Michael Kelley, PhD
Authorized Representative for OhSo Clean, Inc.

cc: Larry Weiss
Sam DeAth

{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 [(see back label)]..... 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

Certified



Gluten-Free



NOTIFICATION
Data Reviewed: 9/29/2013
Reviewed By: [Signature]

{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.}

*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}

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

{The icon is optional and will only appear on 10ct packs, with wipe size of 7" x 7.75"}

{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].]

{MASTER LABEL}

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

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{This icon is optional and applies to the wipe canister.}



{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. 84683-4
Directions for Use}**

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its label[1]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)].

{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 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.

{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}
Optional Scent Descriptors and Claims – Table 1}

{Scent descriptor terms:}		
[Light] [Herbal] [Botanical] [Lemon] [&] [Lemongrass] [&] [and] [Thyme] [&] [Herb] [&] [Citrus] [Clove] [Spice] [Lemony] [Orange] [Scent] [Bouquet]		
{Scent Claims:}		
[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] [lemony] [lemongrass] [citrus] [& thyme][herbal] scent	Unscented	Try [this] [our] [new] [{insert scent descriptor}] [scent]
Leaves [your] [the] [my] [home] [house] smelling clean with [lemony] [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] [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] [lemony] [fresh]	Fruit[y] [blast] [breeze] [burst] [clean] [fresh] [fusion]	
[The] [Powerful] Scent of [Clean] [Real Clean]	[Country] [Festive] [Fresh- Picked] [Holiday] [Rustic] [Seasonal] [Sun-Kissed]	
This product is scented only with essential oils & botanical extracts	[Crystal] [Classic] [Holiday] [Sparkling] Clean [breeze] [mist] [& fresh]	
Your [whole] family can breathe easier knowing that the [household germ] [kitchen germ] [bathroom germ] [germ*]-killing power 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]	{Where appropriate, scent descriptors and claims may be followed with} [aroma] [bouquet] [fragrance] [perfume] [odor] [scent] [smell] [essence] [clean]

{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

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] [cold (Rhinovirus)]
- [† Kills the common cold virus, Rhinovirus.] {used as needed to define the cold virus tested against; an “*” is used when multiple viruses are referenced.} [Kills] [Effective against] [Flu & Cold] [Cold & Flu] Viruses*
- [Bactericidal] [Bactericide][Antibacterial][Antimicrobial] [Virucide] [Germicide*] [Germicidal*]
- Virucidal against Influenza A [Flu] [virus]
- Kills [over] [99.9][9] % of [household germs] [kitchen germs] [bathroom germs] [germs*] [,] [botanically] [on hard, non[-]porous surfaces].
- All Purpose [Anti-Bacterial] Cleaner [+] [and] [&] [Disinfectant]
- A Better Way to Clean
- 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.}.
- 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.
- Inspired by how people really clean, we developed the [XXXXXX] system to make short work of most household chores: from cleanups on countertops and glass; to routine messes on tabletops and highchairs; to stubborn stains on stovetops and glazed tiles. 30 second sanitizer on 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] [household germ] [kitchen germ] [bathroom germ] [germ*]-fighting [formula]
- [Bacteria-fighting] [Germ*-fighting] [Household germ-fighting] [Kitchen germ-fighting] [Bathroom germ-fighting] formula

Deleted: 20120712

{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.}

- 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
- 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] [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] [kitchen germs] [bathroom germs] [germs*] [and][or] [bacteria] [and][or] [virus[es]] [on] [from] [your] [children's] toys.
- [Clean[s] away] [and][or] [kill[s]] [and][or] [eliminate[s]] [and][or] [disinfect[s]] [and][or] [destroy[s]] [and][or] [remove[s]] [and][or] [attack[s]] [and][or] [get[s] rid of] [99.99% of] [cold viruses] [and][or] [[the] [Avian] flu virus[es]] [and][or] [cold and flu viruses*] [and][or] [household germs] [kitchen germs] [bathroom germs] [germs*] [and] [or] [virus[es]] [commonly found [in] [on] [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]]:
- Convenient [shopping] cart [handle] disinfecting
- Convenient cart cleaning
- Disinfect before you shop
- [Disinfect] [Clean] your cart
- Easy shopping cart handle disinfecting
- Disinfects [odor causing] [common] [household] [kitchen] [and][or] [bathroom] bacteria
- Dual action [to] [:] [clean[s] up [[household] [daily] [everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- XXXXX are your daily defense against [household germs] [kitchen germs] [bathroom germs] [germs*]
- [Easily] [Effectively] [Conveniently] clean[s] [and][or] disinfect[s]
- [Easy] [convenient] way to clean [and][or] disinfect
- [Easy] Cleaning [and][or] disinfecting to go
- Easy Cleaning Everywhere
- Easy Cleaning for Kitchen Surfaces
- Convenient, [tough] [real] cleaning!
- [Effective] [bathroom] [and][or] [restroom] [and][or] [kitchen] [and][or] [household] [and][or] [office] [and][or] [workplace] [disinfectant] [and][or] [cleaner]
- [Eliminate] [Remove] [Clean] [Disinfect] [household germs] [kitchen germs] [bathroom germs] [germs*] [and][or] [bacteria] on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [[over] 99.9% of] [common] [household germs] [kitchen germs] [bathroom germs] [germs*] [and][or] [bacteria]
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [[over] 99.9% of] [bacteria] [and][or] [household germs] [kitchen germs] [bathroom germs] [germs*] [all] around [your] [the] [bathroom] [restroom] [kitchen] [school] [classroom] [home] [house] [office] [work] [office] [place] [environment]]
- [Fight[s]] [kill[s]] [effective against] [[over] 99.9% of]] [*Salmonella enterica*] [*Salmonella*]
- [Fight[s]] [kill[s]] [effective against] [[over] 99.9% of]] bacteria

{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.}

- [Fight[s]] [kill[s]] [effective against] Avian flu virus [on environmental surfaces] -and/or- [hard, nonporous surfaces]
- [Fight[s]] [kill[s]] [effective against] [cold] [and] [flu] viruses*
- [Fight[s]] [reduce[s]] the spread of [cross contamination by] [bacteria] [and][or] [viruses] [and][or] [household germs] [kitchen germs] [bathroom germs] [germs*] on hard, nonporous surfaces [in your] [{insert selected use site(s) from Table 2}] [this [cold] [and] [flu] season]
- [Fight[s]] [reduce[s]] the spread of [cross contamination by] bacteria on hard, nonporous surfaces [in your] [{insert selected use site(s) from Table 2}]
- For use at home or on the go.
- [Hey] [Mom] [Teacher[s]] [!] [,] [Be] [Are you] Ready for [[back-to-] school] [[the] [cold] [and] [or] [flu season]] [the holiday[s] [season]] [?] [!]
- Just one step kills [over] 99.99% of [household germs] [kitchen germs] [bathroom germs] [germs*] [bacteria]
- Kills [over] 99.99% of bacteria in [just] [5 minutes][30 seconds]
- Kills [over] 99.99% of [common] [household germs] [germs*]!
- Kills [over] 99.9% of [common] [bathroom germs] [and] [or] kitchen germs!
- [Kill[s]] [over] 99.99% of [Remove[s]] [Effective against] [odor causing] [common] [household] [kitchen] [and][or] bathroom] [bacteria] [household germs] [kitchen germs] [bathroom germs] [germs*]
- Kills [over] 99.99% of viruses* that cause cold and flu
- [Kill[s]] [Remove[s]] [Effective against] [Common] Household Viruses
- [Kill[s]] [Remove[s]] [Effective against] [Influenza A] [(ATCC VR-544)][H1N1][(ATCC VR-1469)][Avian Influenza] [the virus(es) that cause(s) 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]†] [cold (Rhinovirus)] [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]]

{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.}

- [Remove] [Eliminate] [Kill] [viruses that cause cold and flu] [cold and flu viruses*] [cold virus] [flu virus] [this season]
- [Removing] [and][or] [Killing] [and][or] [Fighting] [and][or] [eliminating] [household germs] [kitchen germs] [bathroom germs] [germs*] [and][or] [bacteria] [and][or] [virus[es]]
- [Removes] [Eliminates] [Kill[s]] [over] 99.99% of viruses* that cause cold and flu
- Sanitizes in [just] 30 seconds.
- [Say] Boo to the [Influenza virus] [household germs] [kitchen germs] [bathroom germs] [germs*] [[this [year] [winter] [flu virus season]] [with 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:
 - bathroom surfaces
 - kitchen surfaces
 - [Kids'] [Children's] [play] room or family den
 - window blinds"
- "This [[Cleaner] [and][or] [disinfectant]] combines cleaning and disinfecting [in one product] [in one step]"
- [Touch-up] Clean[s] and disinfect[s]
 - "Use in [public] [common places where] [[bacteria] [and][or] [viruses] [and][or] [household germs] [kitchen germs] [bathroom germs] [germs*] may be of concern]] [[you are concerned about [bacteria] [and][or] [viruses] [and][or] [household germs] [kitchen germs] [bathroom germs] [germs*]] [on hard, nonporous surfaces]"
- Use [the product][the wipes] to [disinfect] [and][or] [touch-up clean]
- [Wet] [household] [and][or] [disinfecting] wipes
- [These] thyme-based [disinfecting wipes] [disinfectants] [products] kill [household germs] [kitchen germs] [bathroom germs] [germs*] on hard, nonporous surfaces.
- These [products] [disinfectants] [disinfecting wipes] utilize [XXXXXX] patented technology to kill [over] 99.99% of [household germs] [kitchen germs] [bathroom germs] [germs*] [in a streak-free formula that enables easy cleaning].
- [This] [These] [product] [disinfecting wipes] helps you [clean] [disinfect]
- [Now] Kills [over] 99.99% of [{insert virus name; see supported list at the end of this master label}] [on hard, nonporous surfaces] [in 10 minutes]
- [Now] Kills [over] 99.99[9]% of [{insert bacteria name; see supported list at the end of this master label}] [on hard, nonporous surfaces] [in 30 seconds]
- [Household Germ] [Kitchen Germ] [Bathroom Germ] [Germ*] [Bacteria] [Virus] -fighting [formula]
- Disinfect[s] [the] [your] [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}] [this season] [this [cold] [and] [flu] season] [this [back to] [pre-] school season] [this spring cleaning]
- [Fight[s]] [Reduce[s]] the spread of [household germs] [kitchen germs] [bathroom germs] [germs*] [on hard nonporous surfaces]
- [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [fight[s]] [reduce[s]] [remove[s]] [[over] 99.99% of] [the] [common] [household] [bacteria] [and] [viruses] [and other] [household germs] [kitchen germs] [bathroom germs] [germs*] [commonly] found on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}] [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] [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]

{MASTER LABEL}

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

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- [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [fight[s]] [reduce[s]] [remove[s]] [[over] 99.99% of] [the] [common] [household] [bacteria] [and] [viruses] [and other] [household germs] [kitchen germs] [bathroom germs] [germs*] [botanically] [on] [from] [your] [children's] toys [play areas] [[pre-] school surfaces] [day care areas]
- [Now] Kills [over] 99.99% of [{insert virus name; see supported list at the end of this master label}] [on hard, nonporous surfaces] [in 10 minutes]
- [Now] Kills [over] 99.99[9]% of [{insert bacteria name; see supported list at the end of this master label}] [on hard, nonporous surfaces] [in 30 seconds]
- [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [fight[s]] [reduce[s]] [remove[s]] [[over] 99.99% of] [{insert organism name; see supported list at the end of this master label }] [commonly] found on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}] [botanically]
- [Kill[s]] [destroy[s]] [disinfect[s]] [help[s]] [eliminate[s]] [get[s] rid of] [fight[s]] [reduce[s]] [remove[s]] [[over] 99.99% of] [the] [flu] [influenza][and][cold†] virus [[commonly] found on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]] [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†] [cold (Rhinovirus)] [and] [the] [flu] [botanically]
- A [smart] way to [disinfect] [and] [clean] the [bathroom] [kitchen] [home] [household] [office] [botanically]
- A[n] [disinfecting,] effective [botanical] [food contact surface] [disinfectant] [disinfecting] [cleaner] for [use in] the [kitchen], [bathroom], [bedroom] [and] [other household areas]
- [Easily] [removes] [cleans] tough [bathroom] [and] [restroom] [and] [kitchen] [and] [household] [and] [office] [and] [workplace] [dirt] [soils] [grime] [soap scum] [!]
- An effective [botanical] [disinfectant] [disinfecting] [sanitizer] [cleaner] [for use on] [hard, nonporous surfaces] [in][on] [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]
- Antibacterial [cleaning] action [on hard, nonporous surfaces] [for] [kitchens] [and] [bathrooms] [all over the house]
- [Use] [botanical] [Disinfecting] XXXXXX to [disinfect] [sanitize] the interior of [your] car[s] [home]. [Wipe] on [botanical] XXXXXX on areas where [thousands of] [household germs] [kitchen germs] [bathroom germs] [germs*] lurk including [the] [steering wheel[s]], [shifter], [door handles,] [dash[s]].
- We set out to find a reliable way to disinfect [the interior of] [your vehicle] [vehicles] [interiors]. It is all about providing a [cleaner] [car interior].
- [Clean] [cleaning] [and] [disinfect] [disinfecting] without stopping [your life] [your family's life]
- Life [doesn't] [shouldn't] have to stop for [cleaning] [and] [disinfecting]
- Don't stop [your] [family] life for [cleaning] [disinfecting]
- [Cleaning] [and] [disinfecting] that fits into your life
- Cleans and leaves scent
- Cleans [on the spot] with [a] [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [{insert selected scent descriptor(s) from Table 1}] [fragrance] [smell] [scent]
- Cleans to a shine
- [Low [-streak] [residue]] [Formula] [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] [glazed tile] [stovetops] [microwaves] [and] [refrigerators] [and] [faucets] [and] [sinks] [, too]
- [Low [-streak] [residue]] [Formula] [Wipe] [Clean(s) thoroughly] [For a] [more] [visible] [apparent] [clean]

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{MASTER LABEL}

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

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

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

**{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}

{All text in brackets [xxx] is optional & may or may not be included on a printed 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
Bathub[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	[Glazed] Walls
Drawers	Pet [habitats] [cages]	[Vinyl] Wallpaper
Dryer[s] [exteriors]	Piano keys	Tool[s] [boxes]
Exhaust fan	[Plastic] Patio [outdoor] furniture [lawn chairs]	Waste baskets
[Bathroom] [Kitchen] Faucets	Playground equipment	Water fountain
Finished [sealed] [hardwood] [woodwork] [window sills]	Playpens	Wheelchairs
Fixtures	Porta-potties, Potty Chairs	Windows
[Glazed] Floors [around toilets]	Prostheses & orthotics	Windshields
[Washable] Floors [including linoleum, no wax vinyl, and glazed ceramic tile]	Range hoods	[accessible] coils & drain pans of [HVAC & R equipment] [air conditioning & refrigeration equipment & heat 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}

{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. 84683-4

**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}

{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. 84683-4
Optional Electronics Marketing Claims}

- No residue
- Streak free shine
- Televisions
- Computers
- Cell Phones
- Electronics
- Gaming Consoles
- Gaming
- Accessories
- Antibacterial electronic wipe(s)
- Screen antibacterial wipe(s)
- Antibacterial gaming wipe(s)
- How many germs are on your remote?
- How many germs are on your cell phone?
- For clean gaming
- Alcohol free [formula]
- Removes dust, dirt and fingerprints
- A Better Way to Clean™ Electronics
- Using ordinary window cleaner to clean delicate electronic surfaces is not an option. Harsh detergents, alcohol and ammonia may strip away protective coatings.

{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. 84683-4
Optional Aviation Claims}**

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

{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] [easily] [attaches] [can be attached] [to] [glazed 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 glazed tile] [with] [because of] [due to] [the] [new] [low] [streak] [residue] [formula]
- Formula for [low] [less] [lower] [streaking] residue !
- [Look] [Now] Less [streaking] [residue]
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- Low [-streak] [residue] [Formula] [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]
- Formula
- Clean [from XXXXXX] [to go] [on the go] [&] [and] [go]
- [Buy] One for {insert selected use site(s) from Table 2}, one for {insert selected use site(s) from Table 2}
- [BUY] Two for {insert selected use site(s) from Table 2}, one for {insert selected use site(s) from Table 2}
- [Buy] Two for {insert selected use site(s) from Table 2}, two for {insert selected use site(s) from Table 2} [Big] [Value] 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]"
- XXXXXX brings [beauty] [artistry] [elegance] [trendy] to cleaning!
- XXXXXX [Disinfecting] Wipes To Go
- XXXXXX Wipe [&] [and] [N] Go
- Don't miss a beat with XXXXXX

{MASTER LABEL}

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

- 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]
- Resistant to drying out!

{MASTER LABEL}

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- 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] [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!
- Pull 'n' go
- Just pull, wipe clean and go

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- 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}] [XXXXXX] [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] [XXXXXX] [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}] [XXXXXX] [Disinfecting] [Wipes] [this product] [canister] [container]
- [The cleaning power of CleanWell™ wipes] [Same CleanWell™ 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
- [Absorbs] [Absorbent] [Better Absorbency]
- [Also] fits [this product] canisters
- Built-in [Micro] [tough] scrubbing fibers

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- 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.
- For everyday use
- [Great for use in] [For Use in] [Kitchen[s]], [Bathroom[s]] [Bedroom[s]] [and All Around the House]
- Great for touch-up cleaning
- Great for use in [your] [the] [dorm room] [class room] [office] [gym] [car]
- [[New] [Formula][3-in-1] [4-in-1] [All in one] [All in one Complete] [Deodorizes] [Multi Use] [Multi Clean] [Multi-surface]
- 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 [XXXXXX] 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]
- 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] [The] One-step cleaner
- 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
- Use where you live, work and play
- Won't dry out, damage, or fade car surfaces

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- CleanWell™ Inside



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

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{EPA Reg. No. 84683-4}

Optional Marketing Claims}

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

- To learn more, visit www.XXXXXX.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] 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.
- Contains [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
- For use at home or in public [areas] [or] [places]

(MASTER LABEL)

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- 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]
- 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
- Tough on [grime] [and] [soap scum] [and] [dirt] [and] [other] [tough] [bathroom] [restroom] [kitchen] [household] [office] [[work] [office] place]] soils [!]
- Trap[s] [and] [pick[s] up] [and] [grip[s]] [and] [grab[s]] [and] [hold[s]] [particles] [and] [dust] [and] [dirt] [and] [hair] [and] [crumbs]

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- [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 [household germs] [kitchen germs] [bathroom germs] [germs*] 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[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 pleasant [botanical] fragrance
- Works [great] on [shiny] [high-gloss] [high shine] surfaces [such as [{insert selected material(s) from Table 3}] [and] [dark] [enamel] [dark] [glazed tile] [and/or] dark surfaces
- Cuts Grease
- Hard, nonporous, non-food-contact surfaces
- Cleans [on the spot] with [a] [{insert selected scent descriptor and/or scent claim from Table 1}]
- Use [this 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 [botanically] with [CleanWell] [CleanWell™ Inside]
- Cleans [kitchen] [and] [bathroom] [surfaces] [to a beautiful shine]
- Clean without a [harsh] [strong] chemical smell
- Cleans without [bleaching] [bleach] [ammonia] [chlorine]
- Cleans [and disinfects] [hard, non[-]porous surfaces] [in [kitchens] [and] [bathrooms]]
- Cleans and shines [disinfects] [sanitizes]
- Cleans everyday [kitchen] [and] [bathroom] messes
- [Gently] Cleans [kitchen] [and] [bathroom] [{insert selected use site(s) from Table 2}] surfaces
- Cleans everyday [tough] [kitchen] [and] [bathroom] [washroom] [{insert selected use site(s) from Table 2}] messes

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

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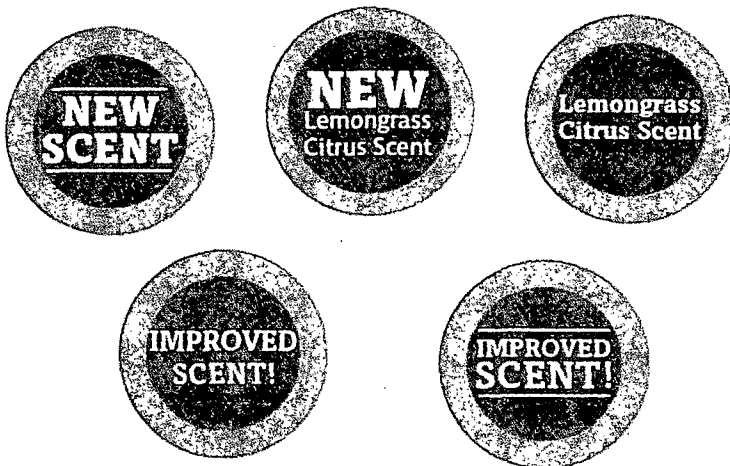
- Tough on dirt, easy on you.
- Use only one product to get a streak-free shine plus [antibacterial] [antiviral] [antimicrobial] action
- Versatile [cleaner]
- Wipes away dirt and grime with little or no scrubbing
- Patented Formula [technology]
- A patented botanical disinfectant made [from] [with]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

- No Rinse, One Step Cleaning
- No Rinse, One Step Disinfecting
- No rinse
- No rinse required
- Kill germs with thyme and leave nothing behind
- Botanical Germ Buster
- Botanical Germ Blaster
- Clean home, clean conscience
- Feel good about disinfecting
- Finally, feel good about disinfecting
- Disinfect without a care
- Read the label, see the difference
- It's a new day for disinfecting
- No rinse. Disinfect in one easy step
- No rinse! Disinfect in one easy step
- Worry free disinfecting
- Worry free disinfecting in one easy step
- Guilt-free disinfecting
- Guilt-free disinfecting in one easy step
- Disinfecting from a brand you trust
- Smarter disinfecting
- Smarter disinfecting in one easy step
- We disclose all ingredients. You have the right to know what's inside the cleaning products you purchase, and what makes Seventh Generation cleaning products effective at getting the job done, so we include a full ingredients list on all of our cleaners. Thank you for purchasing this Seventh Generation product! Jeffrey Hollender, President and Chief Inspired Protagonist. {exclusive statement to Seventh Generation supplemental distributed products}
- "In our every deliberation, we must consider the impact of our decisions on the next seven generations." From the Great Law Of the Iroquois Confederacy {exclusive statement to Seventh Generation supplemental distributed products}



{MASTER LABEL}

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

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

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

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

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

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

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

[Trace materials are commonly present in [cleaning product] [botanical] ingredients.]

[Please visit our website [(www.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 thyme oil)]: water, sodium lauryl sulfate, copper sulfate pentahydrate (bluestone), citric acid, sodium citrate, and essential oil fragrance^{††}.

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

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

Formatted: Normal, Tab stops: Not at 2.38"

{MASTER LABEL}

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

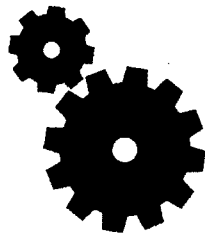
{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

**{EPA Reg. No. 84683-4
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)

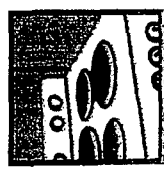
{MASTER LABEL}
{All text in brackets [xxx] is optional & may or may not be included on a printed label.}
{All text in braces {xxx} is administrative communication & will not appear on a printed label.}



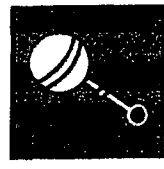
{MASTER LABEL}
{All text in brackets [xxx] is optional & may or may not be included on a printed label.}
{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

DISINFECTING WIPES ILLUSTRATIONS

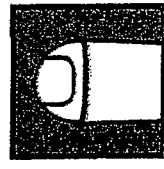
084683-00004.20080724.OhSo_Benefit_Botanical_Daily_Cleaner_Dist_Towelette_DIAGRAMS
Typical Diagrams and Language that may be optionally used on the marketed label.
Alternate diagrams are permitted if the site is on the approved label.



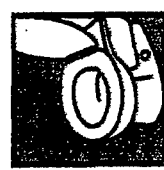
kitchen



children's toys



garbage cans



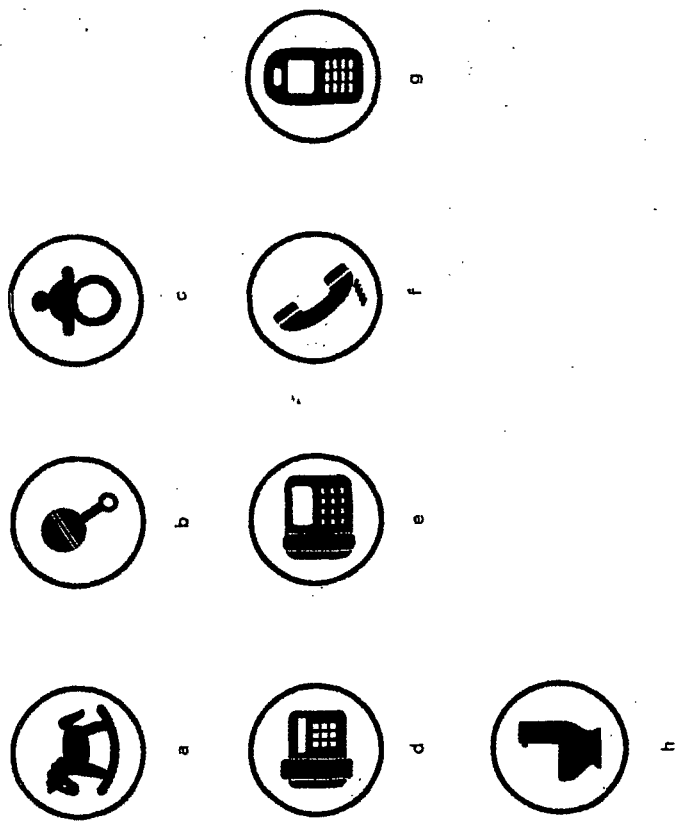
toilet seats

{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
03/3/10



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

High contact surfaces