



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

June 17, 2022

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

Subject: PRIA Label Amendment – multiple updates to the label including but not limited to addition of efficacy claims; updates to Directions for Use; updates to graphics and marketing claims, and overall updates to formatting  
Product Name: Benefect Botanical Daily Cleaner Disinfectant Towelette  
EPA Registration Number: 84683-4  
Received Date: 08/25/2021  
Action Case Number/Decision Number: 00318324

Dear Ms. Perkinson:

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

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

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

Page 2 of 2  
EPA Reg. No. 84683-4  
Action Case No. 00318324

EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Assurance.

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

Sincerely,



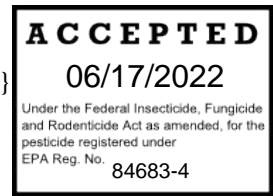
Heather A. Garvie  
Senior Regulatory Advisor  
Regulatory Management Branch 2  
Antimicrobials Division  
Office of Pesticide Programs

Enclosure: Accepted label

{MASTER LABEL}

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

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



**Benefect® Botanical Daily Cleaner Disinfectant 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[***] .....	0.05%
Other Ingredients [See back panel [for complete] [list of] [inert] [other] ingredient[s] [statement] [list]] .....	99.95%
Total.....	100.00%

[\*\*\* present as a component of [Essential] [and] [Botanical] [Thyme] Oil[s]]  
[See back panel [for complete] [list of] [inert] [other] ingredient[s] [statement] [list]]

Net Contents: [XXX]

[Count] [Pouch] [Canister] [Box] [Tub]

[X" x X"] [X"x X" (X cm x X cm)][X cm x X cm (X inches x X inches)]

[X [wet] wipe[s]]

EPA Reg. No. 84683-4

EPA Est. No. XXXXX

Cleanwell, LLC

1553 Platte Street Suite 310

Denver, CO 80202

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

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

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

{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.}



{Qualifiers}

{Qualifying symbols in the paragraph below (\*, †, ††, \*\*) will only be included if a corresponding claim is made on the product label}

{Comprehensive qualifying organism paragraph}

Kills 99.9 % of [household] germs[,] [(]specifically[,][:] [\*]*Pseudomonas aeruginosa*, *Salmonella enterica*, *Staphylococcus aureus*, Methicillin Resistant [*Staphylococcus*] [*S.*] *aureus* (MRSA), *Klebsiella aerogenes* [(formerly *Enterobacter aerogenes*)], [†]*Influenza A virus*, [including] [H1N1][*Influenza A virus*], [††] *Rhinovirus* [type 14] [type 37] [types 14 & 37], *Human Immunodeficiency Virus* (HIV) Type 1, *Human coronavirus* [OC43], and [\*\*]SARS-CoV-2 (COVID-19 virus) [coronavirus] ] [(the cause of COVID-19)] [the virus that causes COVID-19] [)]on hard non-porous surfaces.

Sanitizes hard non[-]porous non-food contact surfaces of *Staphylococcus aureus* and *Klebsiella aerogenes* [(formerly *Enterobacter aerogenes*)]in the presence of light or moderate soil load with a 30-second contact time.

{alternative organism qualifying statements}

\**Pseudomonas aeruginosa*, *Salmonella enterica*, *Staphylococcus aureus*, Methicillin Resistant [*Staphylococcus*] [*S.*] *aureus* (MRSA), *Klebsiella aerogenes* [(formerly *Enterobacter aerogenes*)], *Influenza A virus*, [including] [H1N1][*Influenza A virus*], *Rhinovirus* [type 14] [type 37] [types 14 & 37], *Human Immunodeficiency Virus* (HIV) Type 1, *Human coronavirus* [OC43], and SARS-CoV-2 (COVID-19 virus) [coronavirus] ] [(the cause of COVID-19)] [the virus that causes COVID-19]

\*\*Kills SARS-CoV-2 [(COVID-19 virus)] [coronavirus] [the virus that causes COVID-19] on hard non-porous surfaces

† Kills *Influenza A virus*, [including] [H1N1][*Influenza A virus*]

†† Kills the common cold virus, rhinovirus

{other qualifiers}

‡ when used according to disinfection directions

+ on hard non-porous 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.}

{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.

{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.

{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 “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. The close package statement will not be included on single wipe packages.}**

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].]

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

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

{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.}



how2recycle.info



how2recycle.info



how2recycle.info



how2recycle.info



how2recycle.info



how2recycle.info



how2recycle.info



[Do not flush]

{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[ing]. For visibly 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.

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

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

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

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

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

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

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

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

Contact Time: Leave surface wet for 10 minutes.

**{FOR DAILY (smooth texture) WIPES}**

**TO CLEAN [[AND] [&] DEODORIZE]:** [1.] Wet the surface with the wipe [[&][and] wipe clean]. [For stubborn stains, let stand for a few minutes.] [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

**TO CLEAN [REMOVE] non-living allergens<sup>++</sup>** [1.] Wet the surface with the wipe. [Allow to penetrate] [then] [[&][and] wipe clean]. [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]



{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.}

<sup>++</sup>Pet dander [(dog and cat dander)], cockroach matter [(debris, particles)], dust mite matter [(debris, particles)], pet hair, pollen particles.

{OPTION 1}

TO SANITIZE [[AND] [&] DEODORIZE]: Use to sanitize/deodorize hard, non[-]porous 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. [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

{OPTION 2}

TO SANITIZE [[AND] [&] DEODORIZE] [hard, non[-]porous non-food contact surfaces]:  
1. Wet the surface with the wipe [(spot test to check surface compatibility [first])]. 2. Leave visibly wet for 30 seconds. [Let surface] [Allow to] [air-]dry. No rinsing [or wiping] is required.[Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

{OPTION 1}

TO DISINFECT [[AND] [&] DEODORIZE] hard non[-]porous surfaces: 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)]. [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

{OPTION 2}

TO DISINFECT [[AND] [&] DEODORIZE]: Use to disinfect hard, non[-]porous 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. [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

{Alternate instructions for professional/commercial line products}

TO DISINFECT [[AND] [&] DEODORIZE] hard non[-]porous surfaces: 1. Wet the surface with the wipe [(spot test for surface compatibility [first])]. 2. Leave visibly wet for 10 minutes. [For xxx {insert organism(s) listed on label that have a 5 minute contact time in disinfecting portion of table 4} [use a 5 minute contact time] [leave [[visibly]wet] for 5 minutes]. [For xxx {insert organism(s) listed on label that have a 1 minute contact time in disinfecting portion of table 4} [use a 1 minute contact time] [leave [[visibly]wet] for 1 minute].] [Let surface] [Allow to air-] dry. No rinsing or wiping is required [(even on food contact surfaces)]. [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

{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.}

{Additional alternate instructions for professional/commercial line products}

TO DISINFECT [[AND] [&] DEODORIZE] hard non[-]porous surfaces: 1. Wet the surface with the wipe [(spot test for surface compatibility [first])]. 2. Leave [[visibly]wet] for the contact time listed in the table {one of the tables shown below}. [Let surface] [Allow to air-] dry. No rinsing or wiping is required [(even on food contact surfaces)]. [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

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

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

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

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

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

Type	[Microbe][Microorganism][Organism]	Contact Time		
		1 min[ute]	5 min[utes]	10 min[utes]
Bacteria	{insert selected organism(s) from disinfecting portion of Table 4}	{insert “X” for corresponding contact time from disinfecting portion of Table 4}		
Viruses	{insert selected organism(s) from disinfecting portion of Table 4}	{insert “X” for corresponding contact time from disinfecting portion of Table 4}		

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

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

{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.}

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

**[(This product or product name) is an effective virucide on hard, non[-]porous surfaces against SARS-CoV-2 when the treated surface is allowed to remain wet for just 1 minute.]**

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

TO CLEAN [[AND] [&] DEODORIZE]: 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)]. [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

TO SANITIZE [[AND] [&] DEODORIZE]: Use the [soft] [smooth] side of wipe to sanitize/deodorize hard, non[-]porous 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. [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

TO DISINFECT [[AND] [&] DEODORIZE]: Use the [soft] [smooth] side of wipe to disinfect hard, non[-]porous 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. [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

TO SPOT CLEAN [CARPET] [FLOOR] STAINS: 1. Wet the area [with the wipe [(spot test to check [surface compatibility] [fibers for colorfastness] [before use))]. 2. Scrub as needed. 3. [Allow to] [Let] [air-] dry. No rinsing [or wiping] is required. [Repeat as needed [for stubborn stains].] [Do not use [as] [baby wipe] [diaper wipe] [or] [for] [personal cleansing]]

{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 Scent Descriptors and Claims – Table 1}**

<b>{Scent descriptor terms (can be used in any order):}</b>		
[Light] [Herbal] [Botanical] [Lemon] [&] [Lemongrass] [&] [and] [Thyme] [&] [Herb] [&] [Citrus] [Clove] [Spice] [Lemony] [Orange] [Scent] [Bouquet] [Floral] [Lavender] [Vanilla] [Lavender Vanilla] [Vanilla Jasmine] [Peppermint] [Fresh Citrus Blossom] [Pine] [Lemon Verbena] [Basil] [Lavender] [Lime] [Spearmint] [Geranium] [Rosemary] [Floral] [Honeysuckle] [Fresh Linen] [Mountain Fresh] [Green Tea] [Eucalyptus] [Oatmeal & Aloe] [Green Tea & Aloe] [Aloe] [Vanilla Almond] [Juniper Berry] [Bright Citrus] [Grapefruit] [Fresh Grapefruit] [Orange Zest] [Lemon Zest] [Mint] [Chamomile] [Ylang Ylang] [Davana] [Fresh Citrus] [Eucalyptus] [&] [Spearmint] [Vanilla Geranium Flower]		
<b>{Scent Claims:}</b>		
Chlorine 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] [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] [Improved] 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] [floral]	
[The] [Powerful] Scent of [Clean] [Real Clean]	[Country] [Festive] [Fresh-Picked] [Holiday] [Rustic] [Seasonal] [Sun-Kissed]	
This product is scented only with essential oils & botanical extracts	[Crystal] [Classic] [Holiday] [Sparkling] Clean [breeze] [mist] [& fresh]	
Your [whole] family can breathe easier knowing that thymol not only disinfects [household germs*] [kitchen germs*] [bathroom germs*] [germs*] on hard non-porous surfaces [effectively], it also infuses your home with the pleasant [botanical] scent of the herb thyme [and] [{insert selected scent descriptor(s)}].	{Where appropriate, scent descriptors and claims may be <u>preceded by</u> } [bold] [clean] [crisp] [fresh] [good] [great] [invigorating] [light] [long-lasting] [nice] [pleasant] [pleasing] [refreshing] [strong] [warm] [cool]	{Where appropriate, scent descriptors and claims may be <u>followed with</u> } [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.}

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

## {EPA Reg. No. 84683-4

### **Optional Disinfecting/Sanitizing Claims**

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

xxxxx (lower case) – indicate values/numbers }

{Note to reviewer: + denotes on hard, non[-]porous surfaces }

1. NEW [Look][!] *{can be present on label for 6 months from date of first sale}*
2. [Hospital][Medical][Broad Spectrum] Disinfectant [Cleaner]
3. [Commercial] [Professional] [Residential][Institutional] [Sanitizer] [Sanitizing] [Disinfecting Cleaner] [Disinfecting Cleaner Wipes] [Disinfecting Wipes] [Disinfectant] [Professional Size] [Commercial Size]
4. [Effectively] [Control][s] Cross-Contamination on treated hard, non[-]porous [inanimate] surfaces
5. Kills Influenza A Virus [Flu] [including] [H1N1][Influenza A virus]
6. Kills Influenza A H1N1 Virus
7. [Kills] [Effective against] Flu Viruses<sup>†</sup>
8. [Kills] [Effective against] [the Common] [Cold<sup>††</sup> Virus] [cold (Rhinovirus)]
9. [Kills] [Effective against] [Flu & Cold<sup>††</sup>] [Cold<sup>††</sup> & Flu] Viruses<sup>†</sup>
10. [Bactericidal] [Bactericide][Antibacterial][Antimicrobial] [Virucide] [Germicide\*] [Germicidal\*]
11. [Controls] [prevents] [stops the growth] of odor-causing bacteria
12. [Destroys] [removes] [fights] [tough] mold & mildew stains
13. Virucidal against Influenza A [Flu] [virus]
14. Kills [99.9] % of [household germs\*] [kitchen germs\*] [bathroom germs\*] [germs\*] [,] [botanically] [on hard, non[-]porous surfaces]
15. All Purpose Cleaner
16. [Anti-Bacterial] Cleaner [+] [and] [&] [Disinfectant]
17. A Better Way to Clean<sup>®</sup>
18. Daily Strength Cleaning [Wipe]: *{This designation will only apply to the formulations using smooth texture wipes. }*
19. Gentle Wipe for easy cleaning
20. Weekly Strength Cleaning [Wipe]: *{This designation will only apply to the alternate formulation using medium texture wipes. }*
21. Monthly Strength Cleaning [Wipe]: *{This designation will only apply to the alternate formulation using rough texture wipes. }*
22. Textured Wipe for thorough cleaning and tougher stains {This statement is limited to use on weekly and monthly wipes.}.
23. Wipe for intensive cleaning and stubborn stains
24. [5 minute] [30 second] sanitizer.
25. [XXXXXX] is a [sensible, no compromise] botanical [disinfectant] [disinfecting] cleaner [formula].
26. 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.]
27. Anti-bacterial wipes.
28. [New] No-Rinse [disinfecting][sanitizing]formula
29. No Rinse required [even on][food contact surfaces][and] [children's] [toys]
30. Rinse free [formula]
31. Bacteria [and][or] virus\* [and][or] [household germ\*\*] [kitchen germ\*\*] [bathroom germ\*\*] [germ\*]- killing [formula]
32. [Bacteria-killing] [Germ\*-killing] [Household germ\*\*-killing] [Kitchen germ\*\*-killing] [Bathroom germ\*\*-killing] formula

{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.}

33. Be ready for school by including XXXXX on your [back to school] [home] shopping list
34. Can help reduce the cross-contamination from treated hard, non-porous surfaces.
35. Clean. Disinfect. Carry on.
36. Clean [and][or] disinfect on the go<sup>+</sup>
37. For daily [use] [cleaning] [and] [disinfecting]
38. [Even] Better [scrubbing] [and] [cleaning] [power]
39. Disinfecting [wipes] [formula]
40. Disinfect [and][or] touch-up clean
41. For [light] [touch-up] [daily] [cleaning] [clean-up] [in one easy step]
42. Disinfects in [just] 10 minutes
43. Cleaner and disinfectant [all] in one [step]<sup>‡</sup> [
44. Cleans [and][or] disinfects [and][or] deodorizes
45. Clean[s] and disinfect[s] [anywhere<sup>+</sup>] [everywhere<sup>+</sup>]
46. [Clean[s]] [and][or] [disinfect[s]] [and][or] [kill[s]] [and][or] [remove[s]] [99.9% of] [household germs\*] [kitchen germs\*] [bathroom germs\*] [germs\*] [and][or] [bacteria] [and][or] [virus[es] \*] [on] [from] [your] [children's] [toys][.]
47. [Clean[s] away] [and][or] [kill[s]] [and][or] [eliminate[s] 99.9% of] [and][or] [disinfect[s]] [and][or] [deodorize][and][or][destroy[s]] [and][or] [remove[s]] [and][or] [and][or] [get[s] rid of] [99.9% of] [cold viruses<sup>++</sup>] [and][or] [[the] [Avian] flu virus[es]] [and][or] [cold and flu viruses<sup>+</sup>] [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}]:
48. [Cleans away] [removes] [helps reduce] [reduces] [common] [household] allergens<sup>++</sup> [from] [pet dander] [and] [dust mites] [and] [pollen particles] [which can trigger asthma and allergies] [around your home] [and] [office] <sup>++</sup>Pet dander [(dog and cat dander)], cockroach matter [(debris, particles)], dust mite matter [(debris, particles)], pet hair, pollen particles.
49. Convenient [shopping] cart [handle] disinfecting
50. Convenient cart cleaning
51. Disinfect before you shop
52. [Disinfect] [Clean] your cart
53. Easy shopping cart handle disinfecting
54. Disinfects [odor causing] [common] [household<sup>+</sup>] [kitchen<sup>+</sup>] [and][or] [bathroom<sup>+</sup>] germs\*
55. Disinfects [odor causing] bacteria<sup>+</sup>
56. Dual action [to] [:] [clean[s] up [[household<sup>+</sup>] [daily] [everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
57. XXXXX are your daily defense against [household germs\*<sup>+</sup>] [kitchen germs\*<sup>+</sup>] [bathroom germs\*<sup>+</sup>] [germs\*]
58. [Easily] [Effectively] [Conveniently] clean[s] [and][or] disinfect[s]
59. [Easy] [convenient] way to clean [and][or] disinfect
60. [Easy] Cleaning [and][or] disinfecting to go
61. Easy Cleaning Everywhere
62. Easy Cleaning for Kitchen Surfaces
63. Convenient, [tough] [real] cleaning!
64. [Effective] [bathroom] [and][or] [restroom] [and][or] [kitchen] [and][or] [household] [and][or] [office] [and][or] [workplace] [disinfectant] [and][or] [cleaner]
65. [Eliminate 99.9% of] [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}]
66. [Eliminates 99.9% of] [Destroys] [Gets rid of] [99.9% of] [common] [household germs\*<sup>+</sup>] [kitchen germs\*<sup>+</sup>] [bathroom germs\*<sup>+</sup>] [germs\*] [and][or] [bacteria]
67. [Eliminates 99.9% of] [Destroys] [Gets rid of] [99.9% of] [bacteria] [and][or] [household germs\*<sup>+</sup>] [kitchen germs\*<sup>+</sup>] [bathroom germs\*<sup>+</sup>] [germs\*] [all] around [your] [the]

{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.}

- [bathroom<sup>+</sup>] [restroom<sup>+</sup>] [kitchen<sup>+</sup>] [school<sup>+</sup>] [classroom<sup>+</sup>] [home<sup>+</sup>] [house<sup>+</sup>] [office<sup>+</sup>] [work<sup>+</sup>]  
[office<sup>+</sup>] [place<sup>+</sup>] [environment<sup>+</sup>]
68. [Kill[s]] [Effective against] [99.9% [of]] [*Salmonella enterica*] [Salmonella]
69. [Kill[s]] [Effective against] [99.9% [of]] bacteria [botanically]
70. [Kill[s]] [Effective against] Avian flu virus [on environmental surfaces] -and/or- [hard, non[-]  
]porous surfaces]
71. [Kill[s]] [Effective against] [cold<sup>++</sup>] [and] [flu<sup>+</sup>] viruses
72. [Reduce[s]] the spread of [cross contamination by] [bacteria] [and][or] [viruses] [and][or]  
[household germs\*] [kitchen germs\*] [bathroom germs\*] [germs\*] on treated hard, non[-]  
]porous surfaces [in your] [{insert selected use site(s) from Table 2}] [this [cold] [and] [flu]  
season]
73. [Reduce[s]] the spread of [cross contamination by] bacteria on treated hard, non[-]porous  
surfaces [in your] [{insert selected use site(s) from Table 2}]
74. [Effectively] [Control][s] Cross-Contamination on treated hard, non[-]porous [inanimate]  
surfaces
75. For use at home or on the go<sup>+</sup>.
76. [Hey] [Mom] [Teacher[s]] [!] [,] [Be] [Are you] Ready for [[back-to-] school] [[the] [cold]  
[and] [or] [flu season]] [the holiday[s] [season]] [?] [!]
77. Just one step<sup>†</sup> kills 99.9% of [household germs\*<sup>+</sup>] [kitchen germs\*<sup>+</sup>] [bathroom germs\*<sup>+</sup>]  
[germs\*] [bacteria]
78. Kills 99.99% of bacteria in [just] [5 minutes][30 seconds]
79. Kills 99.9% of [common] [household germs\*<sup>+</sup>] [germs\*]!
80. Kills 99.9% of [common] [bathroom germs\*<sup>+</sup>] [and] [or] kitchen germs\*<sup>+</sup>!
81. [Kill[s] 99.9% of] [Remove[s]] [Effective against] [odor causing] [common] [household<sup>+</sup>]  
[kitchen<sup>+</sup>] [and][or] bathroom<sup>+</sup>] [bacteria] [household germs\*<sup>+</sup>] [kitchen germs\*<sup>+</sup>] [bathroom  
germs\*<sup>+</sup>] [germs\*]
82. Kills 99.9% of viruses that cause cold<sup>++</sup> and flu<sup>+</sup>
83. [Kill[s]] [Remove[s]] [Effective against] [Common] Household Viruses<sup>++</sup>
84. [Kill[s]] [Remove[s]] [Effective against] [Influenza A][ATCC VR-544][H1N1][ATCC VR-  
1469)] [(ATCC VR-1520)] [Avian Influenza] [the virus[es] that cause[s] the [cold<sup>++</sup>] [and]  
[flu<sup>+</sup>]]
85. [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<sup>++</sup> that causes the cold] [cold virus<sup>++</sup>] [Rhinovirus [type 14] [type 37]  
[types 14 & 37]
  - [*Salmonella enterica*] [(formerly *Salmonella choleraesuis*)] [Salmonella] [(ATCC  
10708)]
  - [Staph] [*Staphylococcus aureus*] [(ATCC 6538)]
  - [MRSA] [resistant Staph](ATCC 33592)]
  - [SARS-CoV-2 [(COVID-19 virus)]] [USA-WA1/2020 (BEI Resources # NR-  
52281)]
  - [Human coronavirus OC43]] [Zeptomatrix #0810024CF]
86. Kills the virus[es] that cause[s] [the] [common] [cold[s]<sup>++</sup>] [cold (Rhinovirus)] [and] [or] flu<sup>+</sup>
87. Leaves hard, non[-]porous surfaces disinfected
88. Moist with [cleaners] [and][or] [disinfectants]
89. [Easily] wipes clean
90. One-step<sup>†</sup> [cleaning] [and][or] [disinfecting].
91. [Deodorizing][/][deodorizes]
92. [One step<sup>†</sup> [cleaning] [and][or] [disinfecting] [and][or] [deodorizing]] [[Disinfect] [and][or]  
[touch-up clean]] [[Cleans] [and][or] [disinfects] [and][or] [deodorizes]] [Anytime] [Daily]

{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.}

- [Every day] [In one easy step] [Everywhere] [Anywhere] [when disinfecting directions are followed] [when following disinfecting directions].
93. [One step<sup>‡</sup> [cleaning] [and][or] [disinfecting] [and][or] [deodorizing]] [[Disinfect] [and][or] [touch-up clean]] [[Cleans] [and][or] [disinfects] [and][or] [deodorizes]] on hard, non[-]porous [[bathroom] [and][or] [kitchen]] [surfaces] [on household surfaces] [every day] [Throughout the house [kitchen and bathroom]] [All over your house] [when disinfecting directions are followed] [when following disinfecting directions].
94. Put XXXXX on your school supply list to help keep your child's classroom clean
95. [Teachers] Clean up the classroom [with XXXXX]
96. [Classrooms] [Schools] are cleaner with this [product] [disinfecting] [wipes]
97. Clean up the classroom with this [product] [wipe]
98. [Hey Mom] [Take this] [this product] [me] [to] [my] [classroom] [school] [teacher]
99. Donate this product [to your child's [classroom] [school]]
100. [Remove] [Eliminate 99.9% of] [Kill] [viruses that cause cold<sup>††</sup> and flu<sup>†</sup>] [cold and fluviruses<sup>†</sup>] [cold virus<sup>††</sup>] [flu virus<sup>†</sup>] [this season]
101. [Removing] [and][or] [Killing] [and][or] [eliminating 99.9% of] [household germs<sup>\*†</sup>] [kitchen germs<sup>\*†</sup>] [bathroom germs<sup>\*†</sup>] [germs<sup>\*</sup>] [and][or] [bacteria] [and][or] [virus(es) <sup>†</sup>]
102. [Removes] [Eliminates] [Kill[s]] 99.9% of viruses<sup>†</sup> that cause cold and flu
103. Sanitizes [hard, non[-]porous] non-food contact surfaces in [just] [30 seconds].
104. [Sanitize] [and] [deodorize]
105. Color safe
106. [Say] Boo to the [Influenza virus] [household germs<sup>\*†</sup>] [kitchen germs<sup>\*†</sup>] [bathroom germs<sup>\*†</sup>] [germs<sup>\*</sup>] [[this [year] [winter] [flu virus season]] [with XXXXX]
107. "[The product [is] [are] the easy way to [touch-up] [clean] [and] disinfect"
108. "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"
109. "This [[Cleaner] [and][or] [disinfectant]] combines cleaning and disinfecting [in one product<sup>‡</sup>] [in one step<sup>‡</sup>] "
110. [Touch-up] Clean[s] and disinfect[s]
- "Use in [public] [common places where] [[bacteria] [and][or] [viruses<sup>†</sup>] [and][or] [household germs<sup>\*†</sup>] [kitchen germs<sup>\*†</sup>] [bathroom germs<sup>\*†</sup>] [germs<sup>\*</sup>] may be of concern]] [[you are concerned about [bacteria] [and][or] [viruses<sup>†</sup>] [and][or] [household germs<sup>\*†</sup>] [kitchen germs<sup>\*†</sup>] [bathroom germs<sup>\*†</sup>] [germs<sup>\*</sup>]] [on hard, non[-]porous surfaces]"
111. Use [the product][the wipes] to [disinfect] [and][or] [touch-up clean]
112. [Wet] [household] [and][or] [disinfecting] wipes
113. These [products] [disinfectants] [disinfecting wipes] utilize [XXXXXX] [patented] [proprietary] technology to kill 99.9% of [household germs<sup>\*†</sup>] [kitchen germs<sup>\*†</sup>] [bathroom germs<sup>\*†</sup>] [germs<sup>\*</sup>] [in a streak-free formula that enables easy cleaning].
114. [This] [These] [product] [disinfecting wipes] helps you [clean] [disinfect]
115. [Now] Kills 99.9% of [{insert virus name; see supported list in Table 4}] [on hard, non[-]porous surfaces] [in 10 minutes]
116. [Now] Kills 99.99% of [{insert bacteria name; see supported list in sanitizing section in Table 4}] [on hard, non[-]porous surfaces] [in 30 seconds]
117. [Household Germ<sup>\*†</sup>] [Kitchen Germ<sup>\*†</sup>] [Bathroom Germ<sup>\*†</sup>] [Germ<sup>\*</sup>] [Bacteria] [Virus<sup>†</sup>] - killing [formula]
118. 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]



{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.}

119. [Reduce[s]] the spread of [household germs\*] [kitchen germs\*] [bathroom germs\*] [germs\*] on treated hard non[-]porous surfaces
120. [Kill[s]] [disinfect[s]] [help[s]] [eliminate[s] 99.9% of] [get[s] rid of] [reduce[s]] [remove[s]] [99.9% 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
121. [Kill[s]] [disinfect[s]] [help[s]] [eliminate[s] 99.9% of] [get[s] rid of] [reduce[s]] [remove[s]] [99.9% 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]
122. [Kill[s]] [disinfect[s]] [help[s]] [eliminate[s] 99.9% of] [get[s] rid of] [reduce[s]] [remove[s]] [99.9% 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]
123. [Now] Kills 99.9% of [{insert virus name; see supported list in Table 4}] [on hard, non[-]porous surfaces] [in 10 minutes]
124. [Now] Kills 99.99% of [{insert bacteria name; see supported list in sanitizing section in Table 4}] [on hard, non[-]porous surfaces] [in 30 seconds]
125. [Kill[s]] [disinfect[s]] [help[s]] [eliminate[s] 99.9% of] [get[s] rid of] [reduce[s]] [remove[s]] [99.9% of] [{insert organism name; see supported list in Table 4}] [commonly] found on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}] [botanically]
126. [Kill[s]] [disinfect[s]] [help[s]] [eliminate[s] 99.9% of] [get[s] rid of] [reduce[s]] [remove[s]] [99.9% of] [the] [flu<sup>+</sup>] [influenza][and][cold<sup>++</sup>] virus [[commonly] found on [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}] [botanically]
127. [Kills] [disinfect[s]] [help[s]] [eliminate[s] 99.9% of] [get[s] rid of] [reduce[s]] [remove[s]] [household<sup>+</sup>] [the] viruses [that cause[s] [the] [common] [cold<sup>++</sup>] [cold (Rhinovirus)] [and] [the] [flu<sup>+</sup>] [botanically]
128. A [smart] way to [disinfect] [and] [clean] the [bathroom] [kitchen] [home] [household] [office] [botanically]
129. A[n] [disinfecting,] effective [botanical] [food contact surface] [disinfectant] [disinfecting] [cleaner] for [use in] the [kitchen], [bathroom], [bedroom] [and] [other household areas]
130. [Easily] [removes] [cleans] tough [bathroom] [and] [restroom] [and] [kitchen] [and] [household] [and] [office] [and] [workplace] [dirt] [soils] [grime] [soap scum] [!]
131. An effective [botanical] [disinfectant] [disinfecting] [sanitizer] [cleaner] [for use on] [hard, non[-]porous surfaces] [in][on] [{insert selected use site(s) from Table 2}] [{insert selected material(s) from Table 3}]
132. Antibacterial [cleaning] action [on hard, non[-]porous surfaces] [for] [kitchens<sup>+</sup>] [and] [bathrooms<sup>+</sup>] [all over the house]
133. [Use] [botanical] [Disinfecting] XXXXX to [disinfect] [sanitize] hard non-porous surfaces in the interior of [your] car[s] [home]. [Wipe] on [botanical] XXXXX on areas where [thousands of] [household germs\*] [kitchen germs\*] [bathroom germs\*] [germs\*] lurk including [the] [steering wheel[s]], [shifter,] [door handles,] [dash[s]].
134. We set out to find a reliable way to disinfect [hard non-porous surfaces in the interior of] [your vehicle<sup>+</sup>] [vehicles<sup>+</sup>] [interiors<sup>+</sup>]. It is all about providing a [cleaner] [car interior<sup>+</sup>].
135. [Clean] [cleaning] [and] [disinfect] [disinfecting] without stopping [your life] [your family's life]
136. Life [doesn't] [shouldn't] have to stop for [cleaning] [and] [disinfecting]
137. Don't stop [your] [family] life for [cleaning] [disinfecting]
138. [Cleaning] [and] [disinfecting] that fits into your life

{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.}

139. Cleans and leaves [a fresh] scent
140. Bring the scent[s] of nature [into your] home [with you]
141. 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]
142. Cleans to a shine
143. [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]
144. [Low [-streak] [residue]] [Formula] [Wipe] [Clean(s) thoroughly] [For a] [more] [visible] [apparent] [clean]
145. [Low [-streak] [residue]] [Formula] [Wipe] [Great] [Use it] [For] [cleaning] [and] [disinfecting] [Every day!] [on] [hard, non[-]porous] [surface[s]]
146. [Low [-streak] [residue] [Formula] [Wipe] [Lets you] Clean multiple [household] surfaces [with wipes]
147. [Low [-streak] [residue]] [Formula] [Wipe] [Lets you] [Clean(s)] [throughout] [around] [in] [the] [your] [house]
148. Final Step Sanitizer
149. Kills [the] [SARS-CoV-2] [COVID-19 Virus\*\*] [virus\*\*] on hard, non[-]porous surfaces [[on] [in] [including] {insert use sites or use site surfaces from table 2}]
150. Effective against [the] [SARS-CoV-2] [COVID-19 virus\*\*] [virus\*\*] on hard, non[-]porous surfaces [[on] [in] [including] {insert use sites or use site surfaces from table 2}]
151. Kills [99.9% of] bacteria & viruses\*, [including [the] [SARS-CoV-2] [COVID-19 virus\*\*] [virus\*\*] ] on hard, non[-]porous surfaces[[on] [in] [including] {insert use sites or use site surfaces from table 2}]
152. Kills [99.9% of] [household] germs\*, [including [the] [SARS-CoV-2] [COVID-19 virus\*\*] [virus\*\*] ] on hard, non[-]porous surfaces [[on] [in] [including] {insert use sites or use site surfaces from table 2}]
153. [Now] [Tested] [Proven] [to kill] [kills] [against] [effective against] [[to help] [helps] reduce the spread of] [the] [SARS-CoV-2] [virus] [COVID-19 virus\*\*] [virus\*\*] [(the cause of COVID-19)] [the virus that causes COVID-19] [the virus that causes the 2019 severe acute respiratory syndrome, COVID-19] on treated hard, non[-]porous surfaces
154. {product name} is a broad-spectrum disinfectant that has been [shown] [proven to be] effective against SARS-CoV-2 (COVID-19 virus) on hard, non[-]porous surfaces.
155. Kills (SARS-CoV-2) [COVID-19 virus\*\*] [virus\*\*] on hard, non[-]porous surfaces in just one step<sup>1</sup>. [
156. [kill[s]] [effective against] [cold<sup>††</sup>] [and] [flu] viruses<sup>†</sup> [on hard non[-]porous surfaces]
157. [kill[s]] [effective against] [cold<sup>††</sup>] [and] [flu] viruses<sup>†</sup> [including [SARS-CoV-2] [COVID-19 virus\*\*] [virus\*\*] on hard non[-]porous surfaces
158. Kill[s] 99.9% of bacteria [,] [and] [&] [viruses<sup>†</sup>] [&] [and] [hard non[-]porous surfaces]
159. Kill[s] 99.9% of bacteria [,] [and] [&] [viruses<sup>†</sup>] [&] [and] [including] [COVID-19 virus\*\*]]hard non[-]porous surfaces
160. Kills {insert number of microbes} [kinds of] [types of] [common] [of the most common] microorganisms
161. Kills {insert number of microbes} [kinds of] [types of] [common] [of the most common] germs\* [bacteria] [viruses<sup>†</sup>][hard non[-]porous surfaces]
162. Kills [the] 10 [of the] [most] common germs\* [in 10 minutes]
163. Kills 99.9% of [the] [common] [viruses<sup>†</sup>] [and] [bacteria] your family comes in contact with every day<sup>+</sup>.
164. [Early Education][Daycare][Foodservice] sanitizer<sup>+</sup>
165. Effective surface sanitizer and disinfectant for [foodservice][early education][daycare] facilities<sup>+</sup>

{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.}

- 166. [Front of house] [and] [back of house] [non-food contact surface] [foodservice] [establishment] [surface] sanitizer<sup>+</sup>
- 167. Deodorized and disinfected
- 168. Helps stop the spread of COVID-19 virus \*\*] on treated hard, non[-]porous surfaces
- 169. Helps stop the spread [!] [of xxxxx {insert microbe from Table 4}] on treated hard, non[-]porous surfaces [!]
- 170. A [better] [gentle(r)] [satisfying] [feel-good] clean [for your home]
- 171. Seriously clean formulas
- 172. Disinfect where you live, work, and play

{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, decontamination & remediation sites [applications] (fire, water [(clean, grey or black)]), [sewage], [mold stains], [and][or] [trauma scene] [applications], [where bacteria or unpleasant odors are a concern], including [such as]:

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

{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.}

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

{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.}

- Kennels
- Kitchen[s]
- [Kitchen] Appliance[s] [surfaces]
- Lab[oratorie]s
- Lamps
- Laptop [keyboard] [screen] [mouse]
- Laundromats
- Laundry rooms
- Lavatories
- Libraries
- Light [switches] [fixtures] [panels]
- Litter boxes
- Living [areas] [rooms]
- Locker Room[s] [Facilities]
- Lockers
- Lodging Establishments
- Long Term Care Facilities
- Lounges
- Malls
- Manufacturing [Plants] [Facilities]
- [Massage] [Facial] [Hair] [Nail] [Salons] [Spas]
- Mass Merchandisers
- Meat [cutters] [slicers] [processors]
- [Medical] Clinics
- [Medical] [doctor's] [physician's] [veterinary] [&] [dental] offices
- Medical Facilities
- Medicine cabinets
- [Metal] [Plastic] [Window] Blinds
- [Metal] Workbenches
- Microwave[s] [surfaces]<sup>1</sup>
- Military Installations
- Mirrors
- Mobile Homes
- [Mobile] [Motor] [Vacation] Home(s)
- Mortuaries
- Motels
- Mudrooms
- Non[-]porous construction materials such as water damaged [sewage contaminated] sheet metal
- Nursing [homes] [stations]
- Nurses' Stations
- Office [machines] [furniture]
- Office[s] [Buildings]
- Outdoor areas
- Outdoor grills
- [Outer surfaces of] [Soap] [Napkin] [Liquid] [Soda] Dispensers
- Out-Patient [Surgical] [Centers] [(OPSC)] [Clinics] [Facilities]
- Oven[s] [doors] [handles]
- Pacifiers
- [Patient] Restrooms
- Patient Rooms
- Pet [habitats] [cages] [shops] [stores]
- Pet [areas], [bowls]
- Pharmacies
- Physical Therapy [Rooms] [Areas]
- Piano keys
- Plant [nurseries][warehouses]
- Plant [packaging] [processing] [cultivating] [testing] [holding & storage] areas
- Plant growing [chambers] [rooms][facilities]
- Plant transport vehicles
- [Plastic] Cutting Boards
- [Plastic] Floor mats
- [Plastic] Laundry baskets [hampers]
- [Plastic] Patio [outdoor] furniture [lawn chairs]
- Play [areas] [rooms]
- Playground equipment
- Playgrounds [areas]
- Playpens
- Porta-potties
- Potty Chairs
- [Pre] Schools
- Produce Areas
- Prostheses & orthotics
- Public [Care] Areas
- Public Facilities
- Public Restrooms
- Public [Transport] [Busses]
- [Radiology] [X-Ray] [Rooms] [Areas]
- Range hoods
- Reception Areas
- Recovery Rooms
- Recreational [Centers] [Facilities]
- Rehabilitation [Centers] [Facilities]
- Recycling bins
- Refrigerator[s] [door] [handles]<sup>1</sup>

{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.}

- Remediation equipment & PPE (Personal Protective Equipment)
- Remote controls
- [Rental] [Car] [interior[s]] [surfaces] [Glove boxes] [[leather] [vinyl] seats]
- Restaurants [& bars]
- Restroom[s] [Areas]
- Retail [Businesses] [Stores] [Establishments]
- RVs
- Schools
- School buses
- School [Kitchens] [Cafeterias]
- Sealed woodwork
- Shelters
- Shelves
- Shippers
- Shoes & boot soles
- Shopping [Centers] [Malls]
- Shower[s] [walls] [doors] [stalls] [plastic curtains] [rooms] [areas]
- Sickrooms
- Signs
- Sinks
- Small Animal Facilities
- Sports [Arenas] [Stadiums]
- Sports equipment [such as jock cups & helmets]
- Stove[s] [tops]<sup>1</sup>
- Study
- Subways
- Supermarkets
- Table[s] [tops]
- Tablet [screen]
- Tack Shops
- Tattoo Parlors
- [Telephones], [Cell] [Mobile] [Smart] Phones [screen]
- Television [TV] screen
- Tires
- Toaster[s] [surfaces]<sup>1</sup>
- Toilet [urinal] [bowl] [seats] exteriors][handle] [hardware]
- Tool sheds
- Tool[s] [boxes]
- Toy [boxes] [storage bins]
- Trailers
- Train surfaces [& cavities]
- Training toilets
- Trains
- Transportation Terminals
- Trolleys
- Universities
- Vanities [tops]
- Vertical surfaces {for relation to 30 second sanitizer claims only}
- Veterinary [Clinics] [Offices]
- [Vinyl] Wallpaper
- Waiting Rooms
- [Washable] Floors [including linoleum, no wax vinyl, and glazed ceramic tile]
- Washer[s] [washing machine] [exteriors]
- Waste baskets
- Water fountain
- Wheelchairs
- Wholesale Establishments
- Windows
- Windshields
- Workplace
- Work Stations
- Yoga mats
- Zoos

<sup>1</sup> surfaces should be at room temperature when treated

{MASTER LABEL}

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

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

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

**{EPA Reg. No. 84683-4  
Lists of Surface Materials and Soils that may be inserted as Indicated in  
Optional Statements or Tabulated – Table 3}**

<b>{Surface Materials}</b>	
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 [and/or] laminated surfaces
Glazed tile	Finished [sealed] woodwork
<b>{Soils}</b>	
Bodily fluids	Handprints
Dirt	Mud



{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.}

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}**

1. No residue
2. Streak free shine
3. Televisions
4. Computers
5. Cell Phones
6. Electronics
7. Gaming Consoles
8. Gaming
9. Accessories
10. Antibacterial electronic wipe(s)
11. Screen antibacterial wipe(s)
12. Antibacterial gaming wipe(s)
13. How many germs are on your remote?
14. How many germs are on your cell phone?
15. For clean gaming
16. Alcohol free [formula]
17. Removes dust, dirt and fingerprints
18. A Better Way to Clean<sup>®</sup> Electronics
19. Using ordinary window cleaner to clean delicate electronic surfaces is not an option. Harsh detergents, alcohol and ammonia may strip away protective coatings.

### **{EPA Reg. No. 84683-4 Optional Aviation Claims}**

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



{MASTER LABEL}

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

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

## **{EPA Reg. No. 84683-4 Optional Packaging Claims}**

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

xxxxx (lower case) – indicate values/numbers }

1. As easy as [grabbing] [dispensing] tissues [from a box]
2. [As easy as] [Just like] pulling a tissue
3. Attach ['em] [them] [wipes] where you [need] [use] ['em] [them] [most]
4. [Attachable] [dispenser] [easily] [attaches] [can be attached] [to] [glazed tile] [glass] [mirrors] [windows] [finished wood] [cabinets] [metal surfaces] [metal appliances] [sealed] [wallboard] [plasterboard] [drywall]
5. [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]
6. Formula for [low] [less] [lower] [streaking] residue!
7. [Look] [Now] Less [streaking] [residue]
8. Low-streak formula [dries clear] [eliminates need to wipe down after use]
9. Low-streak formula [for] [cleans] shiny surfaces!
10. 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]
11. Low [-streak] [residue] [Formula] [Wipe] [Delivers] [A] Clean you can [see] [and] [smell] [and] [feel] [notice]
12. Low [-streak] [residue] [Formula] [Wipe] [leaves] [Less] [Fewer] [visible] [spots] [spotting] [blotches] [marks] [than [ever] before]
13. Only [Low] [Lower] streak[ing] formula
14. Available in {Insert number} other design
15. Also available in the {insert count} count size
16. Also Available in [the] [Lemon,] [Fresh,] [Kitchen,] [Bathroom] [and] [Lavender] [varieties]
17. Also Available in [the] {insert count} count Value [Size] and the {insert count} count to Go Size[s] Big size
18. Does not contain [bleach] [ammonia] [chlorine]
19. Does not contain [Triclosan] [Parabens] [Quaternary Amines] [Quats]
20. Formula
21. Clean [from XXXXX] [to go] [on the go] [&] [and] [go]
22. [Buy] One for {insert selected use site(s) from Table 2}, one for {insert selected use site(s) from Table 2}
23. [BUY] Two for {insert selected use site(s) from Table 2}, one for {insert selected use site(s) from Table 2}
24. [Buy] Two for {insert selected use site(s) from Table 2}, two for {insert selected use site(s) from Table 2} [Big] [Value] Can
25. [Buy] Two for home, one for [school] [the car] [the purse] [to go]
26. [Can] [easily] [Slip] [Fit] into a [purse] [pocket] [diaper bag] [backpack] [[glove compartment] [box]] [car] [minivan] [SUV] [lunch [box] [or] [bag]] [briefcase] [luggage] [suitcase]"
27. XXXXX brings [beauty] [artistry] [elegance] [trendy] to cleaning!
28. XXXXX [Disinfecting] Wipes To Go
29. XXXXX Wipe [&] [and] ['N] Go
30. Don't miss a beat with XXXXX
31. Disinfecting Wipes
32. Collect all [of the Designer Series] canisters!
33. Combo Pack

{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.}

34. Coming soon
35. Complete Refill Pack for {insert number} [Club Pack]
36. 3 Canisters With 3 Matching Refill(s) [Pouches]
37. 4 Refill Pouches for {insert number}-Count Canisters
38. [Contains] [Same XXXXX wipes] [you love] [same wipes, easier to grab]
39. Convenient
40. [Convenient] [Size][and] [easy to use]
41. Decorate your [home] [kitchen] [bathroom] counter[s] [office] [bathroom[s]] [with designer wipes]
42. [Designer] [Decorator] [Holiday]
43. [Dispenses] [Comes out] one wipe at a time
44. [Dispenses] [Wipes] like a tissue
45. [Doesn't] [No more] pinch[ed] fingers!
46. [Double] [Super Value] [Size] [Pack]
47. [Easier] [Easy] [to Use] [Improved] [Dispensing] [Dispenser]!
48. [Easier Than Ever] [Easier] to [Use] [Pull] [Wipes] [Out]!
49. Easy
50. [Easy] [and] [Simple] Dispensing!
51. [Easy] [Better] [New] [&] [Improved] [Dispensing] [Lid] [Closure]
52. [Easy] [Effortless] [Breezy] [Dispensing] [-To-Use] [Dispenser]
53. Easy-carry handle
54. Easy one hand cleaning!
55. Effortless cleaning with one hand
56. [[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]
57. Easy open lid
58. [Easy] [EZ] [Start Lid] [Cap]
59. Easy on [your] hands
60. Easy pop [top]
61. Wipes [pull out] [dispense] effortlessly!
62. Easy start & stop [lid]
63. Easy start dispensing!
64. Easy [storage] [to store] [stack]
65. Easy to carry
66. Easy to [Open] [Thread]
67. Easy to Use Lid
68. Extra-strong wipes
69. Fits almost anywhere
70. Get 1 wipe at a time, every time!
71. Wipes come out one at a time!
72. Wipes don't bunch together!
73. Great [for] on the go!
74. Great for [the road] [and] [travel] [traveling][!]
75. Great for [the] [your] [use on] [{insert selected use site(s) from Table 2}] [{insert selected surface material(s) from Table 3}] [!]
76. Great for [those] [life's] [your family's] unexpected messes
76. Holds up to your toughest [messes] [jobs] [stains]
77. Resistant to drying out!
78. Wipes that stay [moist] [wet]
79. [Have you tried] [Look[ing] for] [Also try] [the] [our] [new] [redesigned] [easier-to-use] [tissue like dispenser] [packaging] [XXXXX] [oval] [package] [design]
80. [Improved] [Resalable] [Snap & seal package] [and] [pouch] [and] [pack]

{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.}

81. [Improved] [Stay-wet] [Moisture lock] [Stay-tight] [Air-lock package] [and] [seal] [and] [pouch] [and][pack]
  - o "[Keep] [Carry] [one] [some] [a package] [pouch] [pack] in your purse [and] [diaper bag] [and] [backpack] [and] [gym bag]"
82. [Hassle-free] [No hassle] [dispensing] [lid] [cap] [!]
83. [Individual] [refills] [rolls] [package] [pouch] [stay[s]] [keep[s]] [moist] [fresh]
84. Individually wrapped [for] [to] [stay] [keep] [preserve] [fresh] [freshness] [moist] [moisture] [moisture-protection]
85. "[Individually wrapped [refills] [or] [rolls] [or] [disinfecting] wipes are] As fresh as the [disinfecting] wipes you use now"
86. [Individually wrapped to be] As fresh as your [regular] [normal] [disinfecting] wipes
87. [xxx] [free] [% off] [extra] [more] [wipes]
88. [xx] [%] [ percent] [bigger quilted] [more] [wipes] [disinfecting wipes canister]
89. [{Insert wipe dimensions}] [wipes]
90. [Includes] [{insert number} [count] [refill] [pack]]
91. [Contains] {insert number} [wipes]
92. [It's] the easy way to grab a wipe
93. [Just] [Easily] Pop open [with one hand] [for easy use]
94. Just like [grabbing] [dispensing] tissues [from a box]
95. Leave me out on the counter [to make cleaning easier]!
96. Look[ing] for all [{insert number}] [other designs] [to match your home]
97. [Makes] [wipes] [as] easy to grab [as they are to use]
98. Match me to your home decor!
99. Mixed [refill] [pouch] [canister] pack
100. Moisture lock lid
101. Moisture [lock refill] [package] [pouch]
102. [Money-saving] [canister and] refill [Value] [{insert number}] pack
103. Multi-refill pack
104. [No surface damage] [Adhesive] Removes without [damaging] [damage] [or residue] [[most] [household] surfaces] [Holds on] [strongly] [Comes off cleanly]
105. No threading [required]
106. No wasted wipes
107. [Now] [25%] [35%] [50%] [75%] [100%] [150%] stronger wipes
108. [Now] [2x] [2.5x] [3x] [4x] [5x] stronger wipes
109. Now dispensing is effortless!
110. [Now] [even] [more wipes] [{insert number} [wipes]] per [package] [container] [canister]
111. [[Now] [With] [An] air-tight [seal] [and] [pouch] [and] [pack]
112. [Now with] [Individually cut] wipes [that dispense one at a time]!
113. Our [best] [easiest] [smoothest] dispensing ever!
114. [Our] [tough] [toughest] wipes for [your] [tough] [toughest] messes
115. [Perfect for] Use with the [XXXXXX] [disinfecting] [wipes] [this product] easy start lid
116. Perfect size for [kitchens] [bathrooms]
117. Plastic-free wipes [substrate] [fiber]
118. Pop-up [top]
119. [Portable size] [Can be] [attached] [reattached] [with bracket]
120. Prevents wipes from bunching!
121. [Pulls] [Dispenses] 1 wipe at a time!
122. Pull 'n' go
123. Just pull, wipe clean and go
124. Pull-N-Wipe [lid] [cap]
125. Pulls wipes effortlessly [every time]!
126. Pull wipes [from center] [opening] [like a tissue]
127. [Puts] [Put] wipes where you need them

{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.}

128. [Puts] [Put] wipes [within] [easy] [arm's reach] [at your fingertips]
129. Clean with just a wipe
130. [Quick-clip] [convenient handle]
131. Ready pull
132. Re designed [dispensing] [dispenser] [that's easier to use] [and] [dispense]
133. Refill pack
134. [Refill] [Pouch] [Canister] Combo Pack
135. Refill for [a(n)] [your] [current] [existing] [{insert number}] [XXXXXX] [Disinfecting] [Wipes] [this product] [canister] [container]
136. Refillable [with {insert number} wipes] [Dispenser] [refill [pack] [for dispenser]]
137. [Regular [wipe] [size]] [large [wipe] [size]]
138. Same easy dispensing
139. [Same great] [product] [wipes] [new] [easier] [simpler] [form] [package]
140. Single sheet dispensing!
141. Stackable [disinfecting wipe [refills] [package[s]] [pouches]
142. [ [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].
143. Takes up less [space] [room] [than your [current] [existing] [canister] [container]
144. Fits [in] [a(n)] [your] [current] [existing] [{insert number}] [XXXXXX] [Disinfecting] [Wipes] [this product] [canister] [container]
145. [The cleaning power of CleanWell® wipes] [Same CleanWell® Wipes], [now with a(n)] easier [and] [new] [and] [innovative] [and] [redesigned] [packaging] [dispensing] [package]
146. [The Designer Series is] [Beautiful] [Elegant] enough to leave out [on counter[s]] [desk[s]] [in bathroom] [in kitchen] [in office]
147. [Three pack] [multi-pack]
148. [Twin pack] [two pack] [dual pack]
149. To clean always use a fresh wipe on surfaces
150. To Go [pack] [size]
151. [To Go] [Purse] [Trial] [Travel] [Pocket] [Size] [Pouch] [Pack]
152. [Traps] [and] [lifts] everyday messes
153. Trial [size] [pack] [Paper towel size [8.5"x11"]]
154. Try me [on] [for] [{insert selected use site(s) from Table 2}] [{insert selected surface material(s) from Table 3}] [!]
155. Tub Refill
156. Value [twin] [size] [pack]
157. Wipe away [tough] stains
158. Wipes come out one at a time!
159. Wipes don't bunch together!
160. Wipes [pull out] [dispense] effortlessly!
161. [Wipes] Stay[s] [wet] [moist longer]
162. Wipe up [and go]
163. [With] Pop action
164. 2-in-1 (wipe)
165. 2 sides (1 for scrubbing, 1 for wiping)
166. 2 sides (1 to scrub, 1 to wipe)
167. Abrasive
168. [Absorbs] [Absorbent] [Better Absorbency]
169. [Also] fits [this product] canisters
170. Built-in [Micro] [tough] scrubbing fibers
171. Disinfecting Wipes
172. Disposable
173. [Does not] [Will not] [No] scratch[ing] [[your] 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.}

174. [Dual Action] [Dual use] [Multi use] [complete]
175. Dual sided [texture]
176. 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.
177. For everyday use
178. [Great for use in] [For Use in] [Kitchen[s]], [Bathroom[s]] [Bedroom[s]] [and All Around the House]
179. Great for touch-up cleaning
180. Great for use in [your] [the] [dorm room] [classroom] [office] [gym] [car]
181. [[New] [Formula][3-in-1] [4-in-1] [All in one] [All in one Complete] [Deodorizes] [Multi Use] [Multi Clean] [Multi-surface]
182. Just wipe and throwaway. [It's that easy.]
183. After use, just toss wipe[s] away
184. Wipes are [Larger] [bigger] [longer] than ever
185. [Makes it] easy to [re-] fill canisters
186. [Now] [A[n]] [Even] [Better] [Great] [Easy] Everyday cleaner
187. [Now] [even] [stronger] [more durable] [than before] [softer] [wipe[s]] [construction] [than ever]
188. [Now] [Wipe] [Cleans better] [and] [lasts longer] [than ever]
189. [Now with] Quilted wipe
190. [One] [Versatile] [low [-streaking] [residue]] wipe for [all] hard, non[-]porous [kitchen] [and] [bathroom] [and] [household] surfaces
191. One swipe and {insert selected soil(s) from Table 3} [is] [are] gone!
192. Perfect Size for [Kitchens] [and] [Bathrooms] [and] [Bedrooms]
193. Power Grooves [fiber] [weave] [grooves] [pattern]
194. Ready to use
195. Revolutionary
196. Cleans everyday [pet] messes
197. Same [wipe] [roll] you [find] [buy] in [XXXXXX] canisters
198. Scrub[s][bing] [and] [Wipes]
199. Select-a-size
200. [Strong] [absorbent] [durable] [thick] [wipe]
201. Superior strength towelette construction
202. Swipe[s] away [more] {insert selected soil(s) from Table 3} [in seconds] [with no effort] [than ever]
203. Dissolves Challenging Messes
204. Thicker [wipe] [to clean] [for] [your] [bigger messes]
205. [This product] is [also] great on the "go" in [{insert selected use site(s) from Table 2}]
206. [Two] [2] [sides] [sided]
207. Unbelievable cleaning strength
208. Use where you live, work and play
209. Won't dry out, damage, or fade car surfaces
210. [Made][with]Plant[-][based][derived][active][ingredient[s]][thymol]
211. Will not harm 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.}

212. [Powered by] CleanWell® [Inside]



213. Check out our website at [www.]XXXXXX.com for [more] [the latest] information on [household germs\*] [kitchen germs\*] [bathroom germs\*] [germs\*] that affect your family.
214. About our packaging
215. [This] [canister] [tub] [container] [package] [packaging] is made from xxx% {insert applicable percent} [post-consumer] recycled [plastic] [material], [(] [excluding colorant] [)]
216. [Recycled and] recyclable [package] [packaging] [and] [ canister]
217. Trash to treasure – from recycling to your countertop
218. From your recycling bin to your countertop
219. Less plastic, more clean
220. HDPE [canisters] [packaging] [made] from [old] milk jugs
221. HDPE from [old] milk jugs makes new [cleaner] [canisters] [packaging]
222. Wipe [material] MADE FROM XX% {insert percentage} [PLANT-BASED] [PLANT-DERIVED] FIBERS

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





{MASTER LABEL}

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

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

## **{EPA Reg. No. 84683-4 Optional Marketing Claims}**

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

xxxxx (lower case) – indicate values/numbers }

1. [Embrace life’s good-and-dirty.] [We say:] Live Free, CleanWell
2. Botanical [Active] [Ingredient[s]]
3. No harsh [fumes] [or] [chemicals]
4. To learn more, visit [www.XXXXX.com](http://www.XXXXX.com)
5. [Don’t let the pleasant smell fool you.]
6. Effectively [controls] [eliminates] odors [produced by odor causing bacteria]
7. Effectively [controls] [eliminates] odors produced by odor causing bacteria, fungi & other odor-causing organisms [on] [hard non[-]porous surfaces] [concrete, wood framing & studding, trim, carpet pads & subfloors] [{insert selected site(s) from Table 2}] {insert selected surface material(s) from Table 3}].
8. Effectively [controls] [eliminates] odors on [concrete, wood framing & studding, trim, carpet pads & subfloors] [hard non[-]porous surfaces] [{insert selected site(s) from Table 2}] {insert selected surface material(s) from Table 3}].
9. 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.
10. 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.
11. 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.
12. Cleans, disinfects and deodorizes.
13. Disinfects while you clean.
14. Clean and disinfect in one easy step<sup>†</sup>
15. More clean [.] [in] Less time.
16. Tough on dirt, easy on you.
17. Clean easy, breathe easy.
18. A cleaner home in minutes
19. Cleans and disinfects hard, non[-]porous surfaces throughout the [home] [{insert selected use site(s) from Table 2}]].
20. [Controls] [Eliminates] Odors
21. [Deodorizer] [Deodorizes]
22. Botanical
23. [Ready To Use] [RTU]
24. [Part of our] Botanical Cleaning & Disinfection Solution
25. Cuts [grease] [and] [grime] [with the best of them]
26. We set out to find a better way to clean<sup>®</sup>, [and we’re pretty happy with the results] [and we hope you are too.] [We hope you will be too.]
27. A [better] [gentler] clean
28. A better way to clean<sup>®</sup>.
29. Contains [ingredients] [and fragrance] [botanical essential oils].
30. No fine print.
31. Every hard, non[-]porous surface in [your] [the] [kitchen] [bathroom] [house] [{insert selected use site(s) from Table 2}] [deserves] [can] [could] use a wipe
32. Everything [you need] is already in the wipe

{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.}

33. 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}]
34. For household surfaces indoor and outdoor
35. For use at home or in public [areas] [or] [places]
36. For use on grocery cart and basket handles
37. For use while traveling
38. Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [[work] [office] place] [[work] [office] environment] [{insert selected use site(s) from Table 2}]
39. 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}]
40. Makes daily cleaning easy [easier than ever]!
41. Makes your job easier in the [kitchen] [/] [bathroom]
42. Maximum Cleaning, Minimum Effort
43. Moist Household [Cleaning] Wipes
44. [More] efficient [bathroom] [kitchen] [home] [household] [office] [{insert selected use site(s) from Table 2}] cleaning
45. Multi-Surface formula
46. New Year. Fresh Start.
47. No [mixing] [and] [spraying] [and] [fuss] [and] [need to rinse]
48. [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]] [!]
49. See the [low-streak] difference [on [mirrors] [and] [glass]]
50. Simplify[ies] [cleaning]
51. Some [moments] [things] shouldn't be interrupted
52. Specially formulated for a variety of [surfaces] [kitchen surfaces]
53. [Specially formulated] For [use in] the bathroom
54. Specially formulated to clean [a variety of surfaces] [throughout] [all over] [around] the [house] [kitchen] [and] [bathroom]
55. [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]
56. 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
57. Disinfecting Towelettes are pre-moistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
58. [Strong] [Durable] enough for [tough] [messes] [jobs] [stains] [difficult] [uneven surfaces] [all around the house]
59. [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]]
60. The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office][[work] [office [area] [place] [environment]] looking "just cleaned"
61. The easy way to [clean] [and] [disinfect] [all over] [your] [the] [bathroom] [kitchen] [house] [office] [[work] [office] [place] [environment]] [place] [clean every day]
62. The easy way to clean all over the house
63. The easy way to touch-up clean your bathroom every day
64. [The product [is] [the wipes are]] [always] ready to use
65. The smell of clean
66. Tough on [grime] [and] [soap scum] [and] [dirt] [and] [other] [tough] [bathroom] [restroom] [kitchen] [household] [office] [[work] [office] place]] soils [!]
67. Trap[s] [and] [pick[s] up] [and] [grip[s]] [and] [grab[s]] [and] [hold[s]] [particles] [and] [dust] [and] [dirt] [and] [hair] [and] [crumbs]

{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.}

68. [Trapper] [pockets] [ridges] [texture] get[s] into [crevices] [nooks & crannies] [cracks] [uneven places] for a more thorough clean
69. Try Me
70. Use [Everywhere] [Anywhere] on hard, non[-]porous surfaces
71. Use [in [public] places] where [household germs\*+] [kitchen germs\*+] [bathroom germs\*+] [germs\*] may be of concern
72. Use on [grocery] carts and baskets
73. Use on [grocery] cart handles and basket handles
74. Use on hard, non[-]porous surfaces anywhere [you travel] [throughout the house] [around] [in] [{insert selected use site(s) from Table 2}]
75. Use [the product] [the wipe[r]s] throughout the [house] [{insert selected use site(s) from Table 2}]
76. [Use [the product] [the wipes]] for [light] [touch-up] [light] [everyday] [daily] [cleaning] [clean-ups] [all over the house] [[anytime] [and] [anywhere]]
77. [Virtually] streak-free [shine] [clean]
78. Will not harm hard non[-]porous surfaces
79. Wipe away [the] [tough] [bathroom] [and] [restroom] [kitchen] [household] [office] [workplace] [soils] [dirt] [grime]
80. With a pleasant [botanical] fragrance
81. 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
82. Cuts Grease
83. Hard, non[-]porous, non-food-contact surfaces
84. Cleans [on the spot] with [a] [{insert selected scent descriptor and/or scent claim from Table 1}]
85. Use [this wipe] [this product] for [light] [touchup] [everyday] [daily] [cleaning] [cleanups] [around the house] [{insert selected use site(s) from Table 2}]
86. Just wipe [once] – no cleanup needed.
87. Pre-moistened wipe[s] [with special formula to handle daily cleanups [without bottles, sponges or buckets]]
88. 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]
89. 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]
90. A cleaner home in minutes.
91. A clean you can smell
92. [Back to school] [Spring] [Flu & Cold] season cleaning [and disinfecting]
93. Brilliant [streak-free] [glistening] [sparkling] shine  
Cleaner and Disinfectant in one easy step<sup>†</sup>
94. Clean [botanically] with [CleanWell<sup>®</sup>] [CleanWell<sup>®</sup> Inside]
95. Cleans [kitchen] [and] [bathroom] [surfaces] [to a beautiful shine]
96. Clean without a [harsh] [strong] chemical smell
97. Cleans [and disinfects] without [bleaching] [bleach] [ammonia] [chlorine]
98. Cleans [and disinfects] [hard, non[-]porous surfaces] [in [kitchens] [and] [bathrooms]]
99. Cleans and shines [disinfects] [sanitizes]
100. Cleans everyday [kitchen] [and] [bathroom] messes
101. [Gently] Cleans [kitchen] [and] [bathroom] [{insert selected use site(s) from Table 2}] surfaces
102. Cleans everyday [tough] [kitchen] [and] [bathroom] [washroom] [{insert selected use site(s) from Table 2}] messes
103. Cleans [surfaces] [throughout the] [house] [kitchen] [bathroom] [and other household surfaces] [{insert selected use site(s) from Table 2}]
104. Cleans to a brilliant shine

{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.}

105. Cleans [and [disinfects] [sanitizes]] to a streak-free shine
106. Cleans tough messes
107. Cleans without bleaching
108. Cleans without leaving a dull residue behind
109. [Convenient and] easy to use
110. Convenient [bathroom] [kitchen] [surface] cleaner
111. [Cuts] [Cleans] [tough] [kitchen] [and] [bathroom] [and] [household] grime [and soils]
112. Cuts grease and grime [with the best of them]
113. Cleans [tough] [bathroom] grime
114. Cleans [tough] soap scum
115. Does not streak or smear
116. Easily [removes] [cleans] [the following:] [{insert selected soil(s) from Table 3}]
117. [Easily] Wipes clean
118. Action [kitchen] [bathroom] cleaner
119. [Easy] [simple] cleaning solution
120. For a beautiful streak-free shine, just spray and wipe clean [with a [paper towel] [cloth]]
121. For a [clean] [fresh(er)] [bathroom] [kitchen] [home] [household] [office] [{insert selected use site(s) from Table 2}]
122. Good for most indoor and outdoor cleaning tasks
123. Good [for everyday cleaning]
124. Great for [bathrooms] [kitchens] [{insert selected use site(s) from Table 2}]
125. Great for everyday use [in] [the] [bathroom[s]] [kitchen[s]]
126. Great on [{insert selected surface material(s) from Table 3}] [{insert selected soil(s) from Table 3}]
127. Just spray [and wipe] [and walk away]
128. Leaves [bathrooms] [your bathroom] [{insert selected use site(s) from Table 2}] clean and [shining] [shiny]
129. Leaves no smeary residue
130. Leaves no [filmy] [sticky] residue
131. No [sticky] [dull] [dulling] residue [on hard floors]
132. No [build-up] [abrasives]
133. Low streak [and smear] formula [for] [use on] [glass] [shiny] [surfaces], [mirrors], [windows] [and] [chrome] [{insert selected use material(s) from Table 3}]
134. Makes [daily] [cleaning] [your [daily] [cleaning] job] easier [in the [kitchen] [bathroom] [house] [playrooms] [school] [day care]]
135. More clean. Less time.
136. No mix [cleaner] [cleaning]
137. No streaking [or] [filming] [smearing]
138. [True] [Truly] Clean
139. Easy cleaning.
140. [Effortlessly] [removes] [and] [cleans] the following {insert selected soil(s) from Table 3}
141. Removes [tough] [everyday] {insert selected soil(s) from Table 3}
142. Sparkling shine
143. Streak-free cleaning [shine]
144. Surface cleaner
145. [The] [A] simple solution for a [clean] [fresh(er)] [home] [day care] [office] [classroom]
146. [The] One-step cleaner
147. [The] One-step\* cleaner and disinfectant
148. [This product] cleans, shines and disinfects most non[-]porous [bathroom] [kitchen] surfaces [and leaves] [your][bathroom] [kitchen] [with] a fresh, clean scent
149. [This product] effectively cleans, [shines] and disinfects [washable] hard non[-]porous [inanimate environmental] [bathroom] [kitchen] surfaces [and fixtures] [around the home] [{insert selected use site(s) from Table 2}]

{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.}

150. Tough on dirt, easy on you.
151. Use only one product to get a streak-free shine plus [antibacterial] [antiviral] [antimicrobial] action
152. Versatile [cleaner]
153. Wipes away dirt and grime with little or no scrubbing
154. [Patented][Proprietary] Formula [technology]
155. A [patented][proprietary] botanical disinfectant made [from] [with] [an] [essential oil[s]] [plant extracts]; [it will not harm hard non[-]porous surfaces].
156. Made from botanical plant extracts [with [a] pleasant] [aromatic], vapors [scent]
157. Made from Essential [oil].
158. [A disinfectant [derived from] [based on] [made from] [botanical] [essential] [oil]
159. [Patented] [Proprietary] Disinfectant formula [technology] based on essential [oil]
160. Essential oil disinfecting formula [technology]
161. [Thymol] [present as a component of ] [botanical] [plant derived] [essential] [Oil] [formula] [disinfectant] [sanitizer]
162. Contains Thymol, which is [from] [in] [the predominant component of] [botanical] [plant derived] [essential] [oil]
163. Thymol – a component [naturally] occurring in [natural] essential oils
164. [Part of our] [Authentically] [authentic]] [Botanical] Cleaning & Disinfection Solution
165. [Contains no] [Does not contain] abrasives, harsh acids
166. Contains [botanical] [plant-derived] essential oils [extracted] [from plants].
167. [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]
168. [product] contains no [parabens], [phosphates], [phthalates], [DEA], [synthetic dyes], [ethylene oxide] [1,4-dioxane] [color dyes] [artificial fragrances] or [petrochemical derivatives]
169. No [petrochemical[s]] [or] [petroleum][derivatives]
170. Dye-free
171. [Free of] [No] [added] [dyes] [perfumes] [or] [colors]
172. Gluten-free
173. [Vegan] [no] [0] animal[-derived] [-based] ingredients]
174. Phosphate free
175. Contains no bleach or phosphates, creates no harsh fumes, and leaves no harmful residue.
176. [Chlorine] Bleach free
177. No Bleach
178. [Can be used] around [kids,] [and] [children,] pets and food.
179. [OK] [good] for use around [kids][and] [or] [pets] [cats] [and] [dogs]
180. Will not damage septic systems.
181. Septic [compatible]
182. [Compatible with] septic systems
183. Will not damage grey water systems.
184. Compatible with grey water systems.
185. Compatible with [all] toilet bowl parts.
186. Will not damage hard, non[-]porous surfaces
187. [Always] Spot test for surface compatibility [first] [before using]
188. For use on both colored and white hard, non[-]porous surfaces
189. Works on a wide range of [kitchen] [bathroom] [household] [{insert selected use site(s) from Table 2}] hard non[-]porous surfaces [both indoors and outdoors]
190. [Easy] [effective]: Use [in] [on] [the] {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.}

191. Effectively works on many hard, non[-]porous surfaces.
192. Cleans and shines Glass & [Chrome] [Surfaces]
193. Multi-Surface, Glass, and Chrome cleaner
194. Specially formulated for a variety of [hard, non[-]porous] [kitchen] [bathroom] [{insert selected use site(s) from Table 2}] surfaces
195. Use [this product] on all washable hard, non[-]porous [inanimate environmental] surfaces [that can be found in {insert selected use site(s) from Table 2}]
196. Take the thymol challenge
197. [CleanWell] [Botanical Disinfecting] [All Purpose Cleaner] contains powerful degreasers for superior cleaning in the greasiest, grimmest situations.
198. Fast, effective, frustration free cleaning
199. Plant Powered Clean
200. Plant Powered Formula[s]
201. Botanically powered cleaning
202. Botanical cleaning power
203. A botanical active ingredient you can smell
204. Botanical disinfectant for your business
205. Quick [and easy] cleaning
206. One step<sup>†</sup> disinfecting
207. One step cleaning
208. No Rinse, One Step Cleaning
209. No Rinse, One Step<sup>†</sup> Disinfecting
210. No rinse
211. No rinse required
212. Botanical Germ\* Buster
213. Botanical Germ\* Blaster
214. Clean home, clean conscience
215. Read the label, see the difference
216. It's a new day for disinfecting
217. No rinse, Disinfect in one easy step<sup>†</sup>
218. No rinse! Disinfect in one easy step<sup>†</sup>
219. We disclose all ingredients. You have the right to know what's inside the cleaning products you purchase, and what makes Seventh Generation cleaning products effective at getting the job done, so we include a full ingredients list on all of our cleaners. Thank you for purchasing this Seventh Generation product! [Jeffrey Hollender],[name of person] [President] [Co-Founder] [and Chief Inspired Protagonist]. {exclusive statement to Seventh Generation supplemental distributed products }
220. "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 }
221. Entirely] free of harsh chemicals [, our [Disinfecting Wipes] have been created from only pure botanical ingredients – [no phosphates], [chlorine], or [petrochemicals]].
222. [Entirely] free of harsh chemicals
223. [Eliminates] [removes] odors caused by [smoke] [and] [tobacco], [food] [and] [cooking]
224. [Eliminates] [removes] [urine] [and] [other] [strong] pet odors
225. Powered by plants, rooted in results
226. For commercial use
227. Commercial
228. For use in (commercial areas) (food service areas)
229. Pro Formula
230. ProFormula
231. Pro-Formula
232. Pro-control

{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.}

- 233. Pro-care
- 234. Pro-smart
- 235. Pro-expert
- 236. Pro-master
- 237. Pro-tech
- 238. Pro-power
- 239. Pro-solution
- 240. Pro-system
- 241. Pro-range
- 242. Pro-benefit
- 243. Pro-ingredient
- 244. Pro-clean
- 245. Pro-formula
- 246. A clean you can trust
- 247. A trusted brand of {insert company name}
- 248. [Clean] [Disinfect] with purpose<sup>[TM]</sup>
- 249. Care with purpose
- 250. It's just science
- 251. Rooted in science
- 252. Rooted in clean
- 253. Formulated for good
- 254. Ingredients you recognize
- 255. [A] clean you will love
- 256. Conscious clean
- 257. Keep a clean conscience
- 258. Clear choice for clean
- 259. Clean chemistry
- 260. [Deep] Hygienic [clean] [cleaning]
- 261. Designed with the wellbeing of your customers, [and] [workforce] [staff] [and environment] in mind.
- 262. Choose XXXX {product name} and send a clear message to your customers and [employees] [staff]: this business cares about their wellbeing [and the planet].
- 263. [Formulated for] [Suitable for] [in] [restaurants] [foodservice facilities] [daycare facilities] [early education facilities]
- 264. [Formulated for] [Suitable for] [commercial use] [use in] [daycare facilities] [early education facilities] [foodservice facilities] [office environments] [offices] [schools]
- 265. Formulated for [cleaning] [sanitizing] [disinfecting] hard, non[-]porous surfaces in early education facilities
- 266. Back to business
- 267. Get a handle on the cold and flu season
- 268. A clean you can trust
- 269. A trusted brand of {insert company name}
- 270. Trusted by [moms] [dads] [parents]
- 271. Suitable for use on all hard, non[-]porous surfaces [where bacteria or unpleasant odors are a concern].
- 272. [Removes] [Destroys] [Dissolves] [Powers through] tough stains
- 273. [Removes] [Destroys] [Dissolves] [Powers through] stubborn stains
- 274. Rinses away for a sparkling clean
- 275. [Brilliant] [Sparkling] clean
- 276. Deodorizes, Freshens and Cleans
- 277. [Freshens] [and] [Deodorizes] [and Cleans]
- 278. [Removes] [Dissolves] [Powers through] rust stains, calcium deposits, lime stains, limescale, mineral deposits, hard water stains [while eliminating 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.}

279. Freshen and disinfect your bathroom<sup>+</sup>
280. Cleans [toilet] as it disinfectants
281. Cleans and disinfects leaving your toilet sparkling [, while killing 99.9% of bacteria]
282. Removes [tough] [the toughest] stains [in seconds]
283. {insert product name} makes everyone's least favorite house chore a breeze.
284. {insert product name} removes dirt, grease, and germs\* you find in your home!
285. Disinfect frequently touched areas<sup>+</sup>
286. Clean high touch surfaces
287. Cleans at a microscopic level
288. Cleans the invisible dirt
289. Microscopic clean
290. A clean clean
291. Cleans, Deodorizes, and removes build up
292. Washes away stains [from] [left behind by] germs
293. Disinfecting formula based on [thymol] [thyme oil] [essential oil] Thymol is [made] [derived] from [thyme oil] [essential oil]
294. [Harnesses] [uses] [the [botanical] power of] [thymol] to disinfect your home<sup>+</sup>
295. EPA Category IV
296. Primary skin irritation category IV
297. Primary eye irritation category IV
298. No PPE [required] [listed on the label]
299. Non-irritating to eyes
300. Non-irritating to skin
301. Non-irritating to respiratory tract
302. Not for use on skin
303. [Multi Purpose] [all over] [cleaner] [disinfectant]
304. [All Purpose] [Multi Purpose] [all over] [cleaner]
305. Live free of harsh chemicals
306. [Fragrances] [Scents] made from [100%] essential oils [and botanical [ingredients] [extracts]]
307. [Naturally derived] fragrance [derived] [[from essential oil[s]] [and] [botanical ingredients]
308. [Fragranced] [Scented] with essential oils [and [botanical] [plant] [extracts] [ingredients]]
309. [Fragrances] [Scents] from [nature] [[natural] essential oils [and botanical extracts]] [natural aromatic ingredients] [for your home]
310. [Fragrances] [Scents] to freshen your entire home
311. Light [and] [natural] scent
312. Aromatherapeutic cleaning smell
313. [Essential] oil of wellness
314. Uplifting botanical fragrance
315. Real scents from real [plants] [ingredients] [nothing [fake] [artificial]]
316. 0% artificial fragrances
317. Multiple [fragrances] [scents] in one pack! {for mixed multi-packs}
318. Eliminates odors, doesn't mask them
319. [Botanical] [Deodorizer] [deodorizes] [odor eliminating] doesn't just mask odors
320. Leaves [behind] a fresh [scent] [fragrance] [for a clean smell]
321. Gets rid of the toughest odors [from] [workout clothes] [play clothes] [sweaty workout gear] [outerwear] [towels]
322. [Kills][Reduces][Removes] odor causing bacteria
323. Eliminate 99.9% of bacteria from hard to wash items or for use in between washes
324. Odor-free freshness
325. Stop odors at their source
326. Consistent cleaning performance, every time.
327. Dissolves tough [baked-on] grease without residue or streaks
328. Tough cleaners for filthy jobs



{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.}

- 329. [Non-Abrasive] [and] Non-Corrosive] [formula]
- 330. [Triple Action]: Cleans, Deodorizes, and Freshens
- 331. Worry-free [cleaning] [disinfecting] [for your] [family] [home] [school] [daycare] [office]
- 332. No water hardness testing required for product performance.
- 333. Protect your family protect your home<sup>+</sup> [from germs\*]
- 334. Protect on the go
- 335. [Stains] [Germs\*] are no match [for Seventh Generation [XXXX {insert product name}]]
- 336. No unnecessary [chemicals] [ingredients]
- 337. Plant-[based] [derived]
- 338. [Effective] [plant-powered] [plant-based] [plant-derived] cleaning [power] [formula]
- 339. Clean smarter not harsher
- 340. Plant-astic [clean] [cleaner] [disinfectant] [formula]
- 341. This is how clean smells
- 342. This is what clean smells like
- 343. [Back to school] [Spring] [Flu [& Cold] season] cleaning [and disinfecting] without harsh chemicals
- 344. A family friendly clean
- 345. (Contains) no (harsh) (harmful) (dangerous) (toxic) chemicals (fumes) (residues)
- 346. (Gentle) (mild) enough to use around children) (kids) (babies) (your family) (food) (pets) (dogs) (cats)
- 347. (Gentle) (mild) enough to use without gloves
- 348. Gentle Cleaning
- 349. A [gentle] [mild] way to clean
- 350. For use around (home) (kitchen) (house) (bathroom)
- 351. For use in (kennels) (litter box) (pet areas)
- 352. For use in (newborn) nurseries
- 353. As effective as conventional [cleaners] [disinfectants]
- 354. (No) (free of) animal-derived ingredients
- 355. No (harmful) (dangerous) chemicals yet as effective as bleach
- 356. Disinfects [sanitizes] as effectively as bleach with no [harmful] chemicals
- 357. No warning labels or first aid statements required
- 358. Proven [effective] [trusted] [active] ingredient[s]
- 359. Powers through [your] [the] toughest [tough] [jobs] [messes]
- 360. Tough on [stains] [messes] [germs\*] bacteria [,] [yet] [gentle] [easy] on [kitchen] [bathroom] [household] surfaces
- 361. Use without gloves
- 362. No gloves [needed] [required]
- 363. For a [cleaner] [,] [fresher] [bathroom] [kitchen] [home] [house] [pet area] [kennel] [litter box] [nursery] [office] [vehicle] [insert site from Table 2 or surface from Table 3]
- 364. No [harsh] [alcohol] [bleach] [ammonia] smell
- 365. A CleanWell<sup>®</sup> home is a healthier home.
- 366. [Wipes](s) away [dirt] [germs\*] [and] allergens
- 367. [Removes] [reduces] allergens
- 368. [Cleans and] eliminates [99.9% of] common allergens!
- 369. [Eliminates [99.9%] of most allergens<sup>[++]</sup> [instantly] [upon contact] including dust mite [matter] [debris] [particles], cat [dander] [fur], dog [dander] [fur], mouse [dander] [fur], rat [dander] [fur], guinea pig [dander] [fur], cockroach matter [-or-debris-or-particles], peanut, birch pollen, timothy grass pollen, rag weed pollen. <sup>[++]</sup>Pet dander [(dog and cat dander)], cockroach matter [(debris, particles)], dust mite matter [(debris, particles)], pet hair, pollen particles.
- 370. Say goodbye to dirt, dust mite debris and other [microscopic] allergens<sup>++</sup> that build up around your home. <sup>++</sup>Pet dander [(dog and cat dander)], cockroach matter [(debris, particles)], dust

{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.}

mite matter [(debris, particles)], pet hair, pollen particles.

- 371. Use around pet [water] [and] [food] bowls
- 372. [Controls] [Eliminates 99.9% of] [Kills] germs\* on [animal] [pet] [chew] toys
- 373. [Controls] [Eliminates 99.9% of] [Kills] germs\*, yet effective enough to use on pet [cages] [crates]
- 374. Use to keep [pet cages] [dog crates] [cat crates] [pet areas] healthy
- 375. Worry free use in [kennels] [litter box] [pet areas]
- 376. For healthier pet living areas
- 377. [Controls] [stops] [prevents] pet odors from bacteria on surfaces
- 378. No harsh fumes to irritate pet noses
- 379. Cleans up [the] pet mess[es] and kills [the] germs\* on hard, [non[-]porous] surfaces
- 380. Deodorizes tough (kitchen) (bathroom) (household) (garage) (trash can) (wastebasket) (pet) (smoke) odors
- 381. Eliminate (kitchen) (bathroom) (household) (garage) (trash can) (wastebasket) (pet) (smoke) odors
- 382. (Gentle) (mild) enough to use around children) (kids) (babies) (your family) (food) (pets) (dogs) (cats)
- 383. Plant [-derived] [-based] performance
- 384. Safe [for] [to use as] produce [wash]

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



{MASTER LABEL}

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

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

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

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

[Active ingredient: thymol 0.05%.] Other ingredients: water, sodium lauryl sulfate, citric acid, sodium citrate, copper sulfate pentahydrate (bluestone), and [CleanWell®] [essential oils[s]] fragrance [blend]<sup>[††]</sup> {insert list of fragrance ingredients as applicable per alternate formulation per below list of fragrance ingredients}. [No phosphates.]

Wipe material: [blend of] [polyester] [,] [and] [rayon] [wood pulp] [polyethylene] [polypropylene] [cotton] [recycled cotton].][viscose][cotton][regranted cotton][polyethylene terephthalate][cellulose regenerated][polypropylene][polyethylene terephthalate copolymer][bamboo][flax][polylactic acid [(PLA)], [PLA], [eucalyptus [wood] pulp].

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

[Ingredients] [What's inside our formula] : [thymol] [0.05%] [Present as a component of Botanical Oils] [(present as a component of Essential oils)] [present as a component of [essential] [and] [botanical] [Thyme] oil[s]] [(antimicrobial) active ingredient], water [(diluent)], sodium lauryl sulfate [(cleaning agent)], citric acid [(water softener)], sodium citrate [(water softener)], copper sulfate pentahydrate [(bluestone)] [(water mineralizer)], [and] [CleanWell®] [essential oil[s] fragrance<sup>[††]</sup>] {insert list of fragrance ingredients as applicable per alternate formulation per below list of fragrance ingredients}. [No phosphates.]

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

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

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

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

[Other ingredients][Ingredients other than the active ingredient, thymol (as present in [Essential oils] [Botanical Oils]): water, sodium lauryl sulfate, citric acid, sodium citrate, copper sulfate pentahydrate (bluestone),and [CleanWell®] [essential oil[s]] fragrance [blend]<sup>[††]</sup> {insert list of fragrance ingredients as applicable per alternate formulation per below list of fragrance ingredients}.

{Fragrance Ingredients: The following statement or parenthetical may be used with appropriate alternate formulations on the product label or website reference on the label.}

[Essential oil fragrance components vary and may contain:][([ [anthesis nobilis [(chamomile)] [flower] [oil]], [artemisia pallens [(davana)] [flower] [oil]], [cananga odorata [(ylang ylang)] [flower] [oil]], [cedrus atlantica [(blue atlas cedar)] [bark] [oil]],

{MASTER LABEL}

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

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

[citr], [citcolorantrus sinensis [(orange)] [fruit]], [citronellol], [citrus aurantifolia [(lime)] [oil]], [citrus aurantium dulcis [(orange)] [peel] [oil]], [citrus limon [(lemon)] [peel] [oil]], [citrus medica limonum [(lemon)] [fruit] [extract]], [citrus medica limonum [(lemon)] [peel] [oil]], [citrus paradisi [(grapefruit)] [peel] [oil]], [citrus sinensis [(orange)] [oil]], [citrus sinensis [(orange)] [fruit] [oil]], [coriandrum sativum [(coriander)] [fruit] [oil]], [cymbopogon citratus [(lemongrass)] [leaf] [oil]], [cymbopogon martini [(palmarosa)] [oil]], [cymbopogon nardus [(citronella)] [oil]], [cymbopogon schoenanthus [(lemongrass)] [oil]], [eucalyptus globulus [(eucalyptus)] [leaf] [oil]], [gamma-decalactone], [geraniol], [3-hexenol], [hexenyl acetate], [ho wood oil], [lavandula angustifolia [(lavender)] [oil]], [lavandula hybrida [(lavandin)] [oil]], [linalool], [mentha arvensis [(mint)] [leaf] [oil]], [mentha citrata [(orange bergamot mint)] [leaf] [extract]], [mentha viridis [(spearmint)] [leaf] [oil]], [origanum vulgare [(oregano)] [oil]], [pelargonium graveolens [(geranium)] [flower] [oil] [extract]], [pogostemon cablin [(patchouli)] [oil]], [rosmarinus officinalis [(rosemary)] [leaf] [oil]], [triethyl citrate], [vanilla planifolia [flower] [extract]], [vanillin].[]]

{MASTER LABEL}

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

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

**{EPA Reg. No. 84683-4**  
**List of Organisms that may be inserted as indicated in Optional Statements**  
**or Tabulated – Table 4}**

This [product] [is a broad-spectrum] [health care facility] [disinfectant] [[is] proven to kill 99.9% of the designated test microorganisms required for [broad-spectrum] [and hospital] disinfectant claims. [has demonstrated efficacy against the following specific organisms:]

<b>Organism</b>	<b>ATCC/Strain No.</b>	<b>Contact Time</b>
<b>{Disinfecting}</b>		
<b>Bacteria:</b>		
Methicillin Resistant [ <i>Staphylococcus</i> ] [ <i>S.</i> ] <i>aureus</i> (MRSA)	33592	10 minutes
<i>Pseudomonas aeruginosa</i>	15442	10 minutes
<i>Salmonella enterica</i>	10708	10 minutes
<i>Staphylococcus aureus</i>	6538	10 minutes
<b>Viruses (enveloped):</b>		
<i>Human coronavirus</i> [OC43]	Zeptomatrix #0810024CF	5 minutes
<i>Human Immunodeficiency Virus</i> (HIV) Type 1	Strain HTLV-III <sub>B</sub>	10 minutes
<i>Influenza A virus</i>	VR-544	10 minutes
<i>Influenza A virus</i> (H1N1)	VR-1469	10 minutes
<i>Influenza A virus</i> (H1N1)	VR-1520	5 minutes
SARS-CoV-2 [(COVID-19 virus)]	USA-WA1/2020 (BEI Resources # NR-52281)	1 minute
<b>Viruses (small non-enveloped):</b>		
Rhinovirus type 14	VR-284	5 minutes
Rhinovirus type 37	VR-1147	10 minutes
<b>{Sanitizing}</b>		
<b>Non-food Contact Sanitizer:</b>		
<i>Klebsiella aerogenes</i> [(formerly <i>Enterobacter aerogenes</i> )]	13048	30 seconds, 5 minutes
<i>Staphylococcus aureus</i>	6538	30 seconds, 5 minutes

{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.}

## EMERGING VIRAL PATHOGEN CLAIM

For an emerging viral pathogen that is a/an...	...follow the directions for use for the following organisms on the label:
Enveloped virus	Rhinovirus type 14

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

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

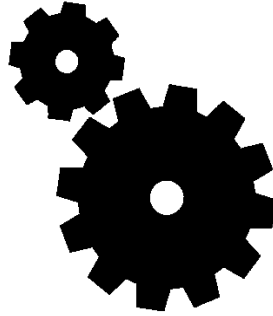
- [Product name] has demonstrated effectiveness against viruses similar to [name of emerging virus] on hard, non[-]porous surfaces. Therefore, [product name] can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es) from table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

{MASTER LABEL}

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

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

## {EPA Reg. No. 84683-4 Optional Graphics}



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



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

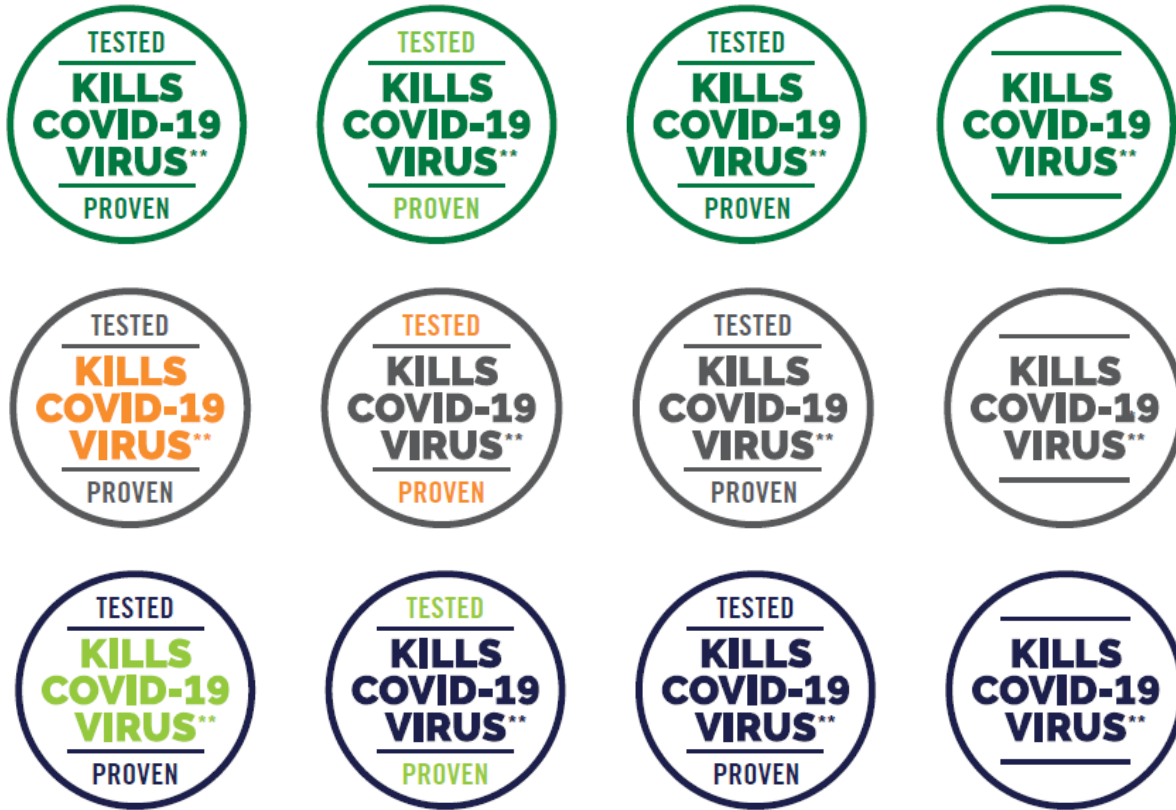


{MASTER LABEL}

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

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

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





{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.}

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



[kitchen] [faucets] [sinks]



[door handles] [door knobs]



[stove]



[bathroom] [toilets]  
[toilet seats]



[stove tops]



[trash can]



[[children's] toys]



[garbage cans]



[doorknob]



[garbage cans] [trash cans]



[children's toys][rocking horse]



[bathroom] [toilets]  
[toilet seats]



[cutting boards]



[cutting board]



[toilet]



[bath vanity]



[tables] [table tops]



[kitchen][sink]



[bathtub][/][shower]

{MASTER LABEL}

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

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

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



[Botanical Disinfectant]



[Botanical Disinfectant]



[No Rinse Required]  
[No Rinsing Required]



[Back To School]



[Kitchen]  
[Sinks]



[Trash Cans]  
[Garbage Cans]



[Children's] [Toys]



[Back To School]



[Bathroom]  
[Toilets]



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



[Botanical Disinfectant]  
[Botanical Fragrances]



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



[Bathroom]  
[Bathtubs]  
[Sparkling Clean]



[Bathroom]  
[Toilets]  
[Sparkling Clean]



[Sparkling Clean]



[Door Handles]  
[Door Knobs]



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



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



[Keyboards]



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



[Vanilla [scent]]



[Lavender [scent]]



[Lemongrass [scent]]



[Eucalyptus [scent]]

{MASTER LABEL}

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

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



[No Harsh Chemical  
Smell]



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



[Kills COVID-19 virus\*\*]  
[on hard non[-]porous surfaces]  
[Kills cold<sup>††</sup> [and] flu<sup>†</sup>  
viruses]



[Kills COVID-19 virus\*\*]  
[on hard non[-]porous surfaces]  
[Kills cold<sup>††</sup> [and] flu<sup>†</sup>  
viruses]



[Back to] [School]  
[College]



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



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

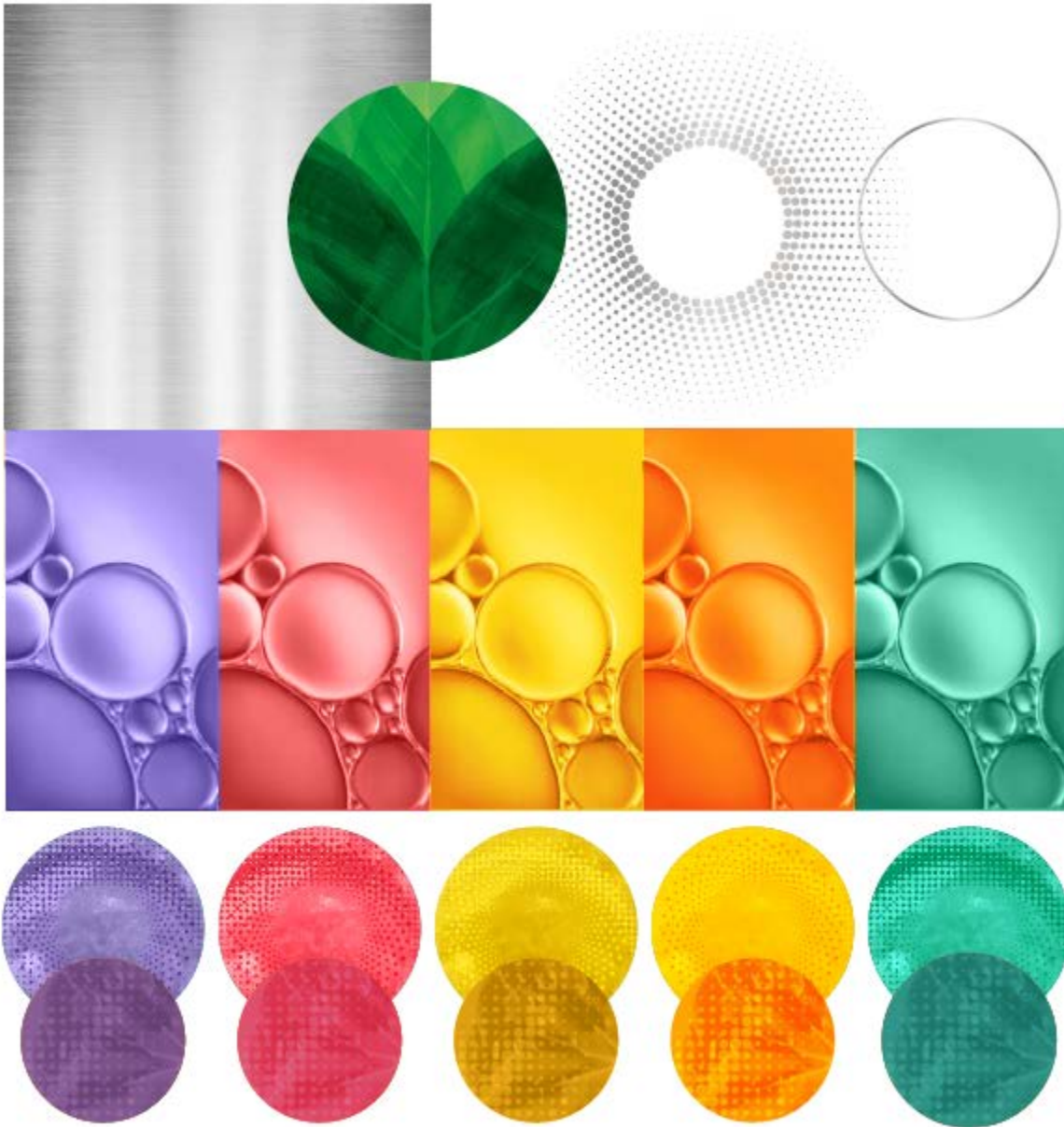


{MASTER LABEL}

{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.}

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



{MASTER LABEL}

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

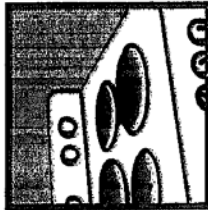
{All text in braces {xxx} is administrative communication & will not appear on a printed label.}

**DISINFECTING WIPES ILLUSTRATIONS**

084683-00004.20090724.OhSo\_Benefect\_Botanical\_Daily\_Cleaner\_Dist\_Towelette\_DIAGRAMS

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

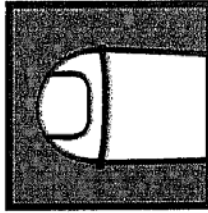
Alternate diagrams are permitted if the site is on the approved label.



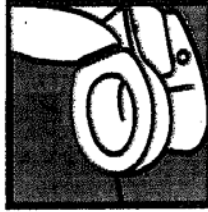
**kitchen**



**children's toys**



**garbage cans**

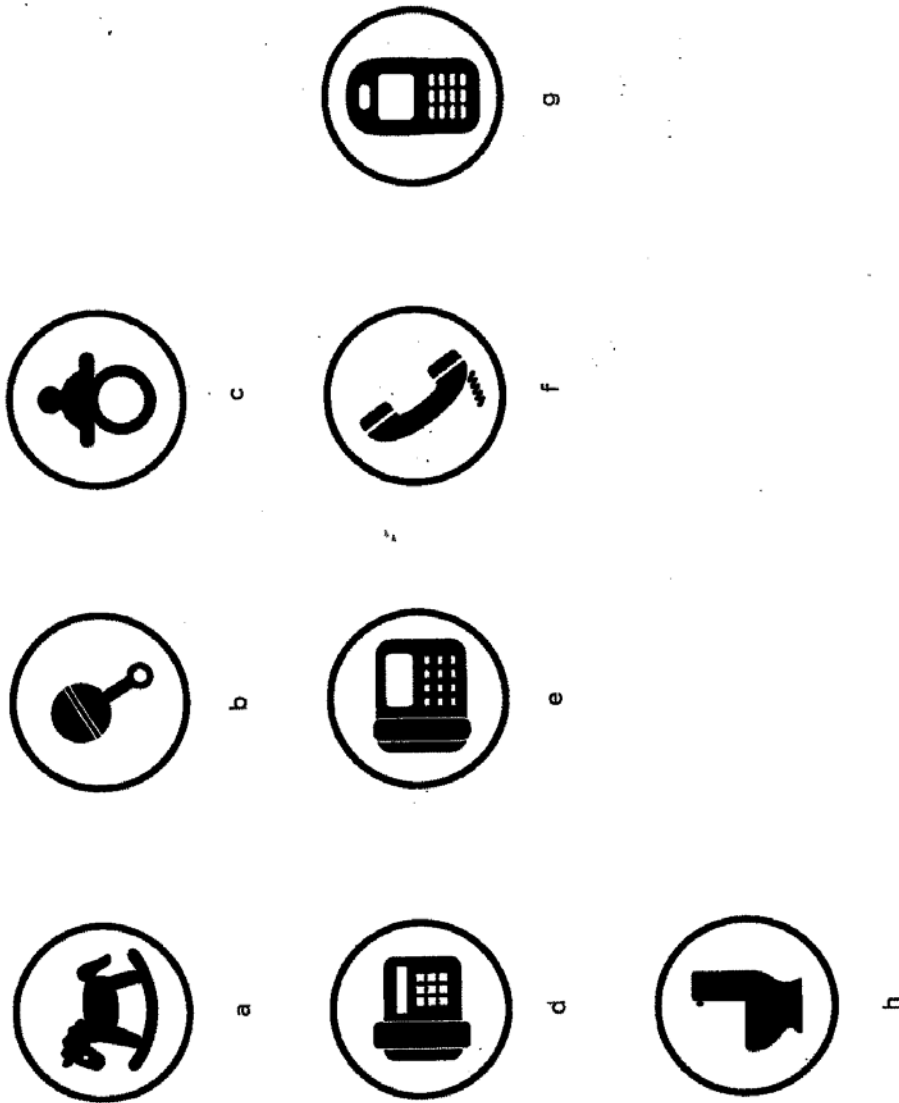


**toilet seats**

{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  
03/13/10

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