



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

October 14, 2016

Barnwell S. Ramsey  
V.P. Operations  
Innovasource, LLC  
11515 Vanstory Drive, Suite 110  
Huntersville, NC 28078

Subject: Notification per PRN 98-10 – Added Marketing Language  
Product Name: Proxi Home Disinfectant Cleaner Spray  
EPA Registration Number: 85837-4  
Application Date: 6/24/16  
Decision Number: 519363

Dear Mr. Ramsey:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

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 the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. 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) list 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. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Aline Heffernan at 703-347-8602 or via email at [heffernan.aline@epa.gov](mailto:heffernan.aline@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Julie Chao".

Julie Chao, Product Manager 33  
Regulatory Management Branch 1  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

*PROXI® Home General Disinfectant Cleaner Spray*

&lt;&lt;Front Panel&gt;&gt;

**PROXI® HOME General Disinfectant Cleaner Spray****Additional Brand Names:**

PROXI® (HOME) Bathroom Disinfectant Cleaner Spray  
 PROXI® (HOME) Bathroom Antibacterial Cleaner  
 PROXI® (HOME) Kitchen Antibacterial Cleaner  
 PROXI® (HOME) Kitchen Disinfectant Cleaner Spray  
 PROXI® (HOME) Antibacterial (Kitchen) (Bathroom) (Multi-Purpose) (All-Purpose) (Disinfectant) Cleaner  
 PROXI® (HOME) Multi-Surface Antibacterial Cleaner  
 PROXI® (HOME) All-Purpose Disinfectant Cleaner  
 PROXI® (HOME) Multi-Purpose Disinfectant Cleaner Spray  
 PROXI® (HOME) (BRAND) (One-step) Disinfectant Cleaner

**Active Ingredients:**

Hydrogen Peroxide.....	2.40%
Inert Ingredients .....	97.60%
Total .....	100.00%

**KEEP OUT OF REACH OF CHILDREN****CAUTION:** See back (side) panel for additional precautionary statements.

Net Contents:	2 FL OZ	(59 mL)
	22 FL OZ	(1 PT. 6 FL. OZ.)
	26 FL OZ	(1 PT. 10 FL. OZ.)
	32 FL OZ	(1 QT.)
	40 FL OZ	(1 QT. 8 FL. OZ.)
	64 FL OZ	(2 QT.)
	128 FL OZ	(1 GAL.)

**NOTIFICATION**

85837-4

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

10/14/2016

## &lt;&lt;Front or Back Panel&gt;&gt;

EPA Reg. No.: ~~85837-4xxxx-x~~  
 EPA Est. No.: xxxxxx-xx-xxx  
 See bottom or side (For Lot/Date Code)

## &lt;&lt; Back Panel&gt;&gt;

© Manufactured for Innovasource, LLC 11515 Vanstory Drive, Suite 10, Huntersville, NC 28078  
 Made in U.S.A.  
 PROXI® is a registered trademark of Rochester Midland Corporation, Rochester, NY.  
 We welcome your comments! [www.proxiproduts.com](http://www.proxiproduts.com)  
 1-866-94PROXI (866-947-7694)

## &lt;&lt;Front or Back Panel – Optional&gt;&gt;

Please Recycle  
 Bottle made from xx% post-consumer recycled content  
 Patent #x,xxx,xxx [if applicable]  
 To learn more about our (family of) products, visit [www.proxiproduts.com](http://www.proxiproduts.com)  
 For more information about our products, visit [www.proxiproduts.com](http://www.proxiproduts.com)  
 Para mayor informacion del producto, visite [www.proxiproduts.com](http://www.proxiproduts.com)

*PROXI® Home General Disinfectant Cleaner Spray*

<< Front or back panel - Marketing/Product performance claims – use as bullet or in paragraph form>>

(Light Fresh Scent) (Fresh Clean Scent) (Light Clean Scent) (Fresh Scent) (Citrus Scent)(Herbal Fresh Scent) (Light Floral) (Light Floral Scent) (Cucumber & Green Tea Scent) (Cucumber & Green Tea) (Green Tea & Sage) (Floral Fresh Scent) (Floral Fresh) (Fruity Floral Scent) (Fruity Floral) (Fresh Green Tea Scent) (Bergamot & White Tea) (Sage & White Tea) (Fresh clean scent) (Light clean scent) (Light fresh scent) (Fresh Citrus) (Clean Citrus) (Refreshing Clean) (Rocky Springs & Cool) (Mountain Cool) (Mountain Escape) (Citrus Tea Scent) (Unscented) (Fragrance Free) (Orange Scent) (Lemon Scent)

(3-in-1) (All-Purpose) (Antibacterial) (Antimicrobial) (Multi-Action) (Multi-Functional) (Multi-Purpose) (Multi-Surface) (Surface) (Triple Action) (Versatile) (Bathroom) (Floor) (Glass & Surface) (Kitchen) (Restroom) (Cleaner) (Cleaning) (Disinfectant) (Fungistatic) (Fungicidal) (One-step) (Bactericidal) (Bactericide) (Virucidal)

(Advanced)(Complete)(Easy)(Easy to Use)(Effective)(Quick & Easy Cleaning)(Ready to Use)(Streak-free) (Fast) (One-step)(Ultra) (Versatile) (Clean)(Cleaner)(Degreaser)(Degreases)(Deodorizes)(Deodorizer) (Grease releaser)(Glistening)(Shine)

(No bleach smell – bleach free)(Chlorine Free)(Non-abrasive)(Streak-free)(Phosphate Free)(Dye Free)(No Harsh Acids)(No Harsh Fumes)(No Harsh Chemicals) (No Harsh Chemical Smell) (No Abrasives)

(Contains) (Made with) (Powered by) (Powered with) (Hydrogen Peroxide) (H<sub>2</sub>O<sub>2</sub>)

(Active ingredient) (cleans) (disinfects) with the power of (water and oxygen) (hydrogen peroxide)(H<sub>2</sub>O<sub>2</sub>)

Active ingredient that leaves behind no (chemical) residue

A disinfecting, effective (non-food contact surface) (one-step) cleaner for use in the (kitchen) (bathroom) (washroom) (restroom) (household) (home)

A (An) simpler (easy) way to clean

An effective (disinfectant) (antibacterial) (cleaner) on non-food contact surfaces (in the) {insert use sites}.

All-Purpose Disinfectant Cleaner

Antibacterial (Cleaning) Action

Bottle made of (x%) (post-consumer recycled content)

Brilliant (bright) (glistening) (see-through) (beautiful) (streak-free) (sparkling) shine

(Bubbles)(and)(Foams) so you know its working

Clean without compromise

Clean you expect. Ingredients you can trust.

Clean(s) (like) you expect

Combines streak-free cleaning with antibacterial (cleaning) action

Comfortable trigger spray

Comfortable grip (bottle) (handle) (trigger spray)

Confidence in cleaning

Contains (powerful) (effective) (fast acting) grease cutters

Contains (hydrogen peroxide) (H<sub>2</sub>O<sub>2</sub>)

Contains no (phosphates) (abrasives) (harsh acids) (copper sulfonate)

Contains no (VOCs) (volatile organic compounds)

Convenient (way to clean) {insert use sites}

Cuts (tough) grease and grime (without scrubbing)

Cuts cleaning time

Disinfects with [hydrogen peroxide] [H<sub>2</sub>O<sub>2</sub>]

Disinfects with (active ingredient) hydrogen peroxide (H<sub>2</sub>O<sub>2</sub>)

(Don't be afraid to) tackle your toughest (household) (kitchen) (bathroom) messes (with PROXI®)

Easy to use (formula) (formulation) (refill)

Easy to use trigger sprayer

Economical refill

Economy (Great) (Mega) (Super) (Trial) (Value) (Size) (Refill)

(Effectively) (cleans) (removes) soap scum and prevents mold and mildew stains

(Effective) (Active) ingredient is simply water with an extra atom of oxygen

NOTE: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product name. The term "x" is a place holder for a number between 1 to 99.

*PROXI® Home General Disinfectant Cleaner Spray*

Effectively (works) (cleans) (disinfects) (on) (many) (most) hard, non-porous surfaces

Encourage your local authorities to establish a program to recycle this (bottle) (container)

Easy/Effective: Use (in) (on) (the) {insert use sites}.

Foam trigger

Non-food contact

For a cleaner, fresher household

For everyday (use) (in) (on) (the) {insert use sites}

For most hard, non-porous surface where germs\* are a concern

For multiple cleaning tasks

For use (in) (on) {insert use sites} (as a) (multi-purpose) (kitchen) (bathroom) (disinfectant cleaner)

Fragrances are (infused with essential oils)

Fragrances are (free of phthalates) (phthalate-free)

Fragranced with (essential oils) (plant-derived oils)

Free of (harsh smelling chlorine bleach) (phosphates) (harsh fumes) (harsh chemicals) (SLS)

Free of harsh chemical residue

Fresh-smelling formula

Full line of products (using the not-so-secret ingredient) (hydrogen peroxide) (H<sub>2</sub>O<sub>2</sub>)

Fungistatic

Fungicidal

Good for (everyday cleaning) (and) (your toughest (household) (kitchen) (bathroom) messes)

Good for most indoor (and outdoor) cleaning tasks

Great for (kitchens) (bathrooms) (most indoor and outdoor cleaning tasks) (your toughest household messes)

Great for (kitchens) (bathrooms) (garages) (restrooms) (cleaning your home) (cleaning your house)

Great for everyday use (in) (on) (the) {insert use sites}

Great on glass

Help protect your family from germs\* with PROXI® (Home) (Disinfectant) (Cleaner)

High (cleaning) performance

High performance (kitchen) (bathroom) (home surface) (cleaner)

Hydrogen Peroxide (H<sub>2</sub>O<sub>2</sub>)

Hydrogen peroxide Hydrogen Peroxide (simply) breaks down into water and oxygen

Hydrogen Peroxide is simply water with an extra atom of oxygen

Hydrogen Peroxide (leaves behind) (breaks down to) (biodegrades) only water and oxygen

Hydrogen peroxide (cleaning) (disinfecting) (antibacterial) (sanitizing) performance

I (heart you) (love you) H<sub>2</sub>O<sub>2</sub>

~~Image of a dog and cat (picture)~~

Important facts (about this product)

Ingredients are derived from (renewable) (sustainable) resources

Ingredients you can trust

Ingredients are disclosed on every bottle

Ingredients: Water, Hydrogen Peroxide, (Deceth-5 and Laureth-5), (Videt Q3), (Videt NQ3), Citric Acid, (PEG-15 Cocomonium Chloride), (Dodecylbenzene Sulfonic Acid), (Biosoft S-101), (Calsoft LAS-99), (Fragrance), Phosphoric Acid, (Polysorbate 20),(Propanediol)

(It's) good (for everyday cleaning) (and) (for your toughest (household) (kitchen) (bathroom) (mess) (messes)

Keep your (kitchen) (bathroom) (home) (house) (restroom) clean every day

Keeps you, your home, and (conscious) (conscience) clean

Leaves (a fresh, clean scent) (with no (dull) (sticky) (smelly) residue)

Leaves behind no (residue) (streaks) (film) (fumes) (harsh odors)

Leaves (household) (washroom) (restroom) (kitchen) surfaces (clean) (deodorized) (and) (free from germs\*)

Leaves no (filmy) (sticky) residue

Leaves nothing behind on (kitchen) (bathroom) (surfaces) (throughout your home)

Leaves your (bathroom) (kitchen) (home) (shower) (fresh) (and) (clean)

Leaves your {insert use sites} (smelling) (fresh) (and) (clean) (like you expect)

Limpiador desinfectante de cocina

Limpiador desinfectante multipropósito

Limpiador desinfectante para banos

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*PROXI® Home General Disinfectant Cleaner Spray*

Makes your cleaning easier (in the) {insert use sites}  
 Multi-Purpose Disinfectant Cleaner  
 Multi-Surface Disinfecting Cleaner  
 Neutral smelling active ingredient  
 (No) (free of) animal-derived ingredients  
 (No) (free of) harsh (chemical) fumes  
 (No) (free of) harsh chemicals  
 No (free of) harsh chemical (or annoying) (scent) (fumes) (left behind on surfaces or hands)  
 No (free of) harsh cleaning agents  
 No herbal scent left behind (on countertops) (in kitchen) (in bathroom) (on bathroom surfaces)  
 No mix (mixing required) (cleaner) (cleaning)  
 No (overpowering fumes) (phosphates)  
 (No) (free of) phosphates  
 No (sticky) residue left behind on (countertops) (sinks) (surfaces throughout your home)  
 No (rinse) (rinsing) required  
 No (SLS) (Sodium Lauryl Sulfate)  
 No streaking (or filming)  
 Non-abrasive formula (will not scratch surfaces)  
 Not-so-secret ingredient (of) (hydrogen peroxide) (H<sub>2</sub>O<sub>2</sub>)  
 One-step (cleaner) (cleaning) (and) (disinfectant) (disinfectant cleaner)  
 (Cleaning) (sanitizing) (disinfecting) (performance) (action)  
 Perfect for cleaning (kitchen) (bathroom) (restroom) (every room in your home)  
 Performance you expect with the ingredients you (can) trust  
 Phosphate free  
 Phthalate free  
 Pleasant-smelling formula  
 Please recycle  
 Powerful Simple  
 Powers through your toughest cleaning (job) (mess)  
 Powerful [Quick and Easy Cleaning] [Cleaner]  
 Products that perform  
 [PROXI®] [PROXI® HOME] [PROXI® brand]  
 PROXI® (brand) has a full line of products to clean your home  
 PROXI® hydrogen peroxide based (cleaning) (disinfectants) (products)  
 PROXI® (brand) keeps you, your home (and conscious) (and conscience) clean  
 PROXI® (brand) can aid in the reduction of cross-contamination of germs on hard, non-porous surfaces  
 Proven (effective) (trusted) (active) ingredient  
 Ready to use (multi-purpose) (bathroom) (kitchen) (disinfectant) (antibacterial) (cleaner)  
 Stabilized Hydrogen Peroxide Technology  
 Starts to work before you do  
 Suitable for everyday (use) (cleaning) (disinfecting)  
 Tackle (your toughest) household messes  
 (Cleans) (Disinfects) (with)The not-so-secret ingredient [hydrogen peroxide]  
 This [bottle] [container] is made of x% post-consumer recycled plastic  
 To learn more about our products, visit [www.proxiprotects.com](http://www.proxiprotects.com)  
 Tough on messes, easy on you  
 Trigger (sprayer) comfortably fits in your hand  
 Trigger (sprayer) designed for easy (and frequent) (and extended) use  
 (Trusted) cleaning (and) (sanitizing) (disinfecting) (antibacterial) performance  
 Trusted heritage of hydrogen peroxide  
 Trusted power of hydrogen peroxide spanning everything you touch  
 Try the full line of PROXI® (Home Care) Products  
 Uniquely formulated (to powerfully clean) (with) (stabilized) (hydrogen peroxide) (H<sub>2</sub>O<sub>2</sub>)  
 Use only one product to get a streak-free shine plus (antibacterial) (sanitizing) (disinfecting) (cleaning)  
 action  
 Virucidal  
 Virucide  
 We're here to help pet parents

NOTE: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier]. The term "this product" used throughout this document may be replaced with the marketed product name. The term "x" is a place holder for a number between 1 to 99.

*PROXI® Home General Disinfectant Cleaner Spray*

With foaming action

With (hydrogen peroxide) (H<sub>2</sub>O<sub>2</sub>)

With the (simple) (active) ingredient of (hydrogen peroxide) (H<sub>2</sub>O<sub>2</sub>)

Without (the use of) (harsh) (abrasives) (fumes) (chemicals) (chlorine bleach) (phosphates)

Works on a wide range of (household) (kitchen) (bathroom) surfaces (throughout) (home) (house)

**<< Front or back panel – Cleaning & Deodorizing Claims – use as bullet or in paragraph form>>**

(Easy) (Effective) (Effectively) (Effortlessly)

(Cleans) (Cleaner) (Cuts) (Cuts through) (Degreases) (Degreaser) (Destroys) (Deodorizes) (Deodorizer)  
(Dissolves) (Eliminates) (Neutralizes) (Penetrates) (Removes)

Advanced cleaning power

Antibacterial (Cleaning) Action

Antibacterial cleaning action (on hard, non-porous surfaces) for {insert use sites}

Cleans (away) (hard water stains) (soap scum) (mold & mildew stains)

Cleans (deodorizes) (disinfects) (hard, non-porous surfaces)

Cleans (disinfects) (removes offensive odors from) {insert use sites}

Cleans (eliminates) stubborn (nasty) stains

Cleans (hard surfaces all over the house) (in kitchens and) (bathrooms) (restrooms)

Cleans (hard, non-porous surfaces) (throughout the home) (in the) (kitchen) (bathrooms) (restrooms)

Cleans (kitchen) (bathroom) (floor) surfaces to a streak-free shine

Cleans (surfaces) (throughout the) (house) (kitchen) (bathroom)

Cleans (surfaces) (throughout the) (kitchen) (restroom) (and other (public) facility surfaces)

Cleans (tough) grease and grime

Cleans and deodorizes (kitchen) (bathroom) (your entire home) (multiple surfaces throughout your home)

Cleans and shines

Cleans everyday (tough) (kitchen) (and) (bathroom) (washroom) (restroom) messes (fast)

Cleans everyday kitchen and bathroom messes

Cleans (greasy) fingerprints

Cleans non-food contact surfaces

Cleans powerfully

Cleans the toughest {insert soils and/or odors}

Cleans to a (brilliant) (streak-free) shine

Cleans tough messes fast

Cleans mold and mildew (stains)

Cleans tough soap scum

Cleans water spots

Cleans with (hydrogen peroxide) (H<sub>2</sub>O<sub>2</sub>)

Cleans without leaving a (dull) (sticky) residue (behind)

(Complete clean) (Completely cleans)

Cuts (Cleans) (Controls) (Dissolves)(Removes) grease

Cuts (Cleans) (Dissolves) (Removes) (greasy dirt) (soap scum) (bathroom) (messes) (soils)

Cuts (Cleans) (Removes) (grease) and (grime) (in) (kitchens) (and) (bathroom) (restrooms)

(Cuts) (Removes) (tough) (kitchen) grease and grime

Cuts (Cleans) (Removes)(Prevents) mold and mildew (stains)

Cuts grease

Cuts grease and grime

Cuts through (tough) (grease) (grime) (messes)

Cuts through grease and grime

Cuts through tough (kitchen) (and) (bathroom) (restroom) (grease) (grime) and soils

Degreases (Degreaser)

Degreases and deodorizes

Deodorizes areas that are (generally) hard to keep fresh (smelling) (such as {insert use sites})

Deodorizes (kitchen) (bathroom) (entire home) (throughout the home)

Deodorizes (kitchen) (to eliminate) (to destroy) (food) odors

Deodorizes (while you clean)

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*PROXI® Home General Disinfectant Cleaner Spray*

Deodorizes tough (kitchen) (bathroom) (household) (garage) (trash can) (wastebasket) (pet) (smoke) odors

Destroys (Cuts) (Powers through) (Removes) (tough) grease (and grime)

Destroys (Eradicates) (Powers away) (Powers through) (cleans) (wipes away) (removes) (tough) (on) grease and grime

Designed for daily (cleaning) (use)

Easily removes mold and mildew stains

Eliminate (kitchen) (bathroom) (tough) (household)(pet)(smoke) odors

Eliminates grease (and grime) without streaking

Eliminates odors throughout your home

Eliminates (food) odors (like garlic) left behind (on hard, non-food contact food surfaces) (after cooking)

Eliminates odors

Eliminates tough (kitchen) (bathroom) grease and grime

Effortlessly removes stubborn (nasty) stains

Effective cleaning with harsh (chemicals) (or) (fumes)

Effective everyday cleaner

Effectively controls odors

Easy/Effective cleaning (action)

For a beautiful streak-free shine, just spray and wipe clean (with a) (paper towel) (cloth)

Foams so you know it's working

Foaming (micro bubbles) action (breaks down) (and) (lifts stains) (from) (kitchen) (bathroom) (household surfaces)

Freshens {insert surface / sites}

(Gives you) multiple cleaning actions

(Gives you) streak-free cleaning (on most non-food contact kitchen surfaces) (on bathroom surfaces) (on most surfaces throughout the home)

(Gives you) streak-free shine while it cleans (and disinfects)

Helps eliminate odors

High performance cleaning (action)

Hydrogen Peroxide (deodorizes) (cleans) (hard, non-porous surfaces in your home)

Hydrogen peroxide releases (thousands of) micro-bubbles to deep clean surfaces

Hydrogen peroxide releases (thousands of) micro-bubbles to penetrate (and dissolve) {insert soils}

It eliminates odors, leaving (bathrooms) (kitchens) (restrooms) smelling clean and fresh

Just (squeeze) (spray) (mop) (wipe)

Keep your (shower) (kitchen) (bathroom) (home) (restroom) clean (and fresh) every day

Keep your shower clean with PROXI® Daily Shower Cleaner

Makes your (cleaning) job easier (in the) (kitchen) (bathroom) (restroom) (washroom) (household) (all over the house)

Maximum cleaning power

Maintain your shower between cleanings with PROXI® (brand) Daily Shower Cleaner

Multi-surface cleaner

Neutralizes (tough) odors

No mix cleaner

Non-food contact surface cleaner

One-step cleaning (deodorizing) (action) (performance)

Oxygenated cleaning and deodorizing

Oxygen formula (releases) (micro-bubbles) to penetrate (and dissolve) tough stains

Powerful (effective) (multi-) purpose cleaner (degreaser and deodorizer)

(Powerful) Foaming Action (cuts through) (soap scum) (hard water) (mold & mildew) (stains)

Powerfully simple cleaning

Powerfully cleans (your) (kitchen) (bathroom) (home) with stabilized hydrogen peroxide technology

(Powers through) (Eliminates) (Destroys) (tough) grease (and grime)

Powers through (tough) soap scum

Powers through (even) your toughest messes (in the) (kitchen) (bathroom) (around your) (home)

Powers through tough messes (all over the house including kitchen grease and grime) (bathroom soils such as soap scum)

Powers through your toughest cleaning jobs

PROXI® (brand) cleans like you expect with the ingredients you (can) trust

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*PROXI® Home General Disinfectant Cleaner Spray*

PROXI® (brand) cleans with the powerfully (simple) ingredient (of) (hydrogen peroxide) (H<sub>2</sub>O<sub>2</sub>)

Ready-to-use cleaner

Removes (Cleans) the following: {insert soils}

Removes (Eliminates) (nasty) (foul) (filthy) (lingering) odors

Removes mold and mildew (stains)

Removes oxidizable stains (and odors)

Removes (soap scum) (hard water stains) (mineral deposits)

Removes (tough) odors (from) (pets) (smoke) (cooking)

Removes (tough) food stains (from) (countertops) (stoves) (floors) (sinks) (stove tops)

Removes food stains and helps eliminate odors

Simplified cleaning

Simply clean

Single-step cleaning (and deodorizing)

Starts cleaning on contact

Starts to work before you do

Streak-free (formula) (shine)

Streak-free cleaning

Surface cleaner

Thick foam clings to (mold and mildew stains) (soap scum) (hard water stains) for easy (bathroom) cleanup

Thick foam dissolves (soap scum) (hard water stains) (mold and mildew stains)

(This product's formula) cleans and shines

Tough on grease (and) (grime)

Tough on stains yet gentle on (kitchen) (bathroom) (household) surfaces

Wipes away everyday (grease and grime) (dirt) (messes)



PROXI® Home General Disinfectant Cleaner Spray

<< Front or back panel – Disinfecting Claims – use as bullet or in paragraph form>>

(Antibacterial) (Bactericidal) (Bactericide) (Controls) (Disinfectant) (Disinfects) (Fungicidal) (Fungistatic) (Germicidal) (Inhibits) (Kills) (Prevents) (Virucidal)

Active ingredient that kills germs\*

A disinfecting (non-food contact surface) cleaner for use in {insert use sites}

Antibacterial cleaner that kills 99.9% of germs\* (while effectively cutting through grease)

Cleans and disinfects {insert use sites}

Cleans and disinfects {Insert 'A-B-C-D' organisms}

Cleans and disinfects in one (easy) step (against) {Insert 'A-B-C-D' organisms}

Cleans and disinfects hard, non-porous surfaces (throughout the home) (in the kitchen) (in bathrooms)

Cleans and prevents mold and mildew

Controls (eliminates) (kitchen) odors caused by (bacteria\*\*) (germs\*) (mold) (and mildew)

Controls (prevents) (inhibits) the growth of (fungi) (and) (mold)

Controls and prevents mold and mildew

Disinfects (and deodorizes) (hard, non-porous surfaces) (while you clean)

Disinfects as (you clean) (it cleans)

Disinfects in one easy step against ({Insert 'A-B-C-D' organisms}) (germs\*) (bacteria\*\*) (cold & flu viruses<sup>†</sup>)

(Effectively kills) (Disinfects against) 99.9% of germs\*

Eliminates (kills) odor-causing (bacteria\*\*) (germs\*)

Eliminates odors caused by (bacteria\*\*) (germs\*) (non-fresh foods)

Fights germs\* (through the oxidation process)

Reduces cross-contamination of germs\*\* (on hard, non-porous surfaces) (with PROXI®)

Reduces the spread of food borne bacteria\*\* like (Salmonella<sup>^</sup>) (E.Coli<sup>^</sup>) (Listeria<sup>^</sup>)

[Helps to] [Prevents] [Reduce] [Reduces risk of] cross-contamination [of (common) household germs\*]

Hydrogen Peroxide (H<sub>2</sub>O<sub>2</sub>) disinfects hard, non-porous surfaces (in) (on) {insert use sites}

Hydrogen peroxide kills (99.9% of) germs\*

Hydrogen peroxide kills (99.9% of) germs\* through (the) oxidation process

Hydrogen peroxide works by oxidizing microorganisms

It [kills the fungus that causes athlete's foot] [controls and prevents the growth of mold and mildew]

[eliminates household bacteria\*\*] [eliminates bacteria\*\*] [kills the cold and flu viruses] (like you expect).

Kill germs\* in one easy step with PROXI® (brand) (hydrogen-peroxide based) (products)

Kills cold and flu viruses<sup>†</sup>

Kills (common) (household) germs\*

Kills (Destroys) (Eliminates) germs\* (while it cleans)

Kills (Disinfects) against in one step: {insert 'A-B-C-D' organism}

(Kills) (Effective against) (Disinfects against) (*Salmonella enterica*) (*Salmonella*<sup>^</sup>)(*Staphylococcus aureus*)

(*Staph*<sup>^</sup>)(*Escherichia coli*) (*E. coli*<sup>^</sup>) (*Listeria monocytogenes*)(*Listeria*<sup>^</sup>) (*Pseudomonas aeruginosa*)

(*Pseudomonas*<sup>^</sup>) (*Trichophyton mentagrophytes*) (*Athlete's Foot Fungus*) (*H1N1 Virus*)

(*H1N1*<sup>^</sup>)(*Rhinovirus*) (*Common Cold Virus*<sup>^</sup>)(*Methicillin-resistant Staphylococcus aureus*) (*MRSA*<sup>^</sup>)

(Kills) (Effective against) (Disinfects against) (in one easy step) Influenza A<sup>†</sup>

(Kills) (Effective against) (Disinfects against) (in one easy step) the flu virus<sup>†</sup>

(Kills) (Effective against) (Disinfects against) (in one easy step) the virus<sup>†</sup> that causes the common cold

(Kills) (Effective against) (Disinfects against) (in one easy step) MRSA<sup>^</sup>

Kills (fungus that causes) Athlete's Foot (*Trichophyton mentagrophytes*)

Kills (household) bacteria\*\* (without bleach) (with) (hydrogen peroxide)

Kills (household) viruses<sup>†</sup> (in 10 minutes) (commonly found inside the home) {Insert 'B' Organism}

Kills (kitchen) (bathroom) (household) germs\*

Kills (more than) (greater than) 99.9% of (the following) (common) (household) germs\*

Kills [99.9% of] germs\*

Kills [*Salmonella*<sup>^</sup>], [*Staph*<sup>^</sup>], [*E. coli*<sup>^</sup>], [*Pseudomonas*<sup>^</sup>] [*H1N1*<sup>^</sup>] [*Common Cold Virus*<sup>^</sup>] [*MRSA*<sup>^</sup>]

Kills {insert 'A-B-C-D' organism} commonly found {insert use sites} (in 10 minutes)

Kills {insert 'A-B-C-D' organisms} on hard, non-porous {insert use sites} surfaces in 10 minutes

Kills {insert 'C' organism} commonly found in bathrooms (in 10 minutes)

Kills bacteria\*\*

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*PROXI® Home General Disinfectant Cleaner Spray*

Kills (99.9% of) bacteria\*\* for a deep down clean

Kills bacteria\*\* commonly found in the (kitchen) (bathroom) (home) (house)

Kills germs\*

Kills germs\* (and cleans) with the (hydrogen) peroxide (H<sub>2</sub>O<sub>2</sub>)

Kills germs\* and prevents the (spread) (and) (growth) of (fungi) (and) (mold)

Kills germs through (the oxidization process) (oxidization)

Kills germs\* using (the) (simple) (active) (ingredient) (of) hydrogen peroxide (H<sub>2</sub>O<sub>2</sub>)

Kills germs\* while it cleans

Kills H1N1 [virus†]

Kills Influenza A [flu] virus†

Kills *Methicillin-resistant Staphylococcus aureus [MRSA]*^

Kills odor-causing (household) bacteria\*\*

Kills odor-causing bacteria\*\*

Kills odor-causing bacteria\*\* in the {insert sites} (on hard, non-porous surfaces)

Kills odor-causing germs\*

Kills [*Salmonella (choleraesuis) enterica*]^, [*Staphylococcus aureus*]^, and [*Escherichia coli*]^

Kills the virus† that may cause the common cold

Kills the virus† that may cause the flu

Kills the following (household) bacteria\*\* (in 10 minutes) (commonly found in kitchens) {Insert 'A' Organisms}

Kills (the following) (household) fungi (in 10 minutes) (commonly found inside the bathroom) {Insert 'C' Organisms}

Kills (the following) (household) organisms (in 10 minutes) (commonly found inside the home) {Insert 'A-B-C-D' Organisms}

Kills viruses†

Kills germs and cleans in one easy step

No pre-cleaning needed

One-step disinfectant cleaner (that kills germs\*) (that kills viruses that may cause the common cold and flu viruses†) (that kills common household germs\*)

Prevents (Controls) mold and mildew growth

Prevents the growth of mold and mildew (stains)

(Reduces) cross-contamination of (common) (household) (kitchen) (bathroom) (germs\*) (bacteria\*\*)

PROXI® (brand) cleans and kills germs in one easy step

PROXI® (brand) disinfects hard, non-porous surfaces (in the) (on the) {insert use sites}

PROXI® (brand) kills germs while you clean

PROXI® (brand) kills germs\* like you expect

PROXI® (brand) kills germs\* using hydrogen peroxide (H<sub>2</sub>O<sub>2</sub>)

(PROXI®) (brand) uses (hydrogen peroxide) (H<sub>2</sub>O<sub>2</sub>) and (surfactants) to kill germs\*

(PROXI®) (brand) uses disinfecting power of hydrogen peroxide (H<sub>2</sub>O<sub>2</sub>)

(PROXI®) (brand) hydrogen peroxide to kill E.coli^, Salmonella^ and H1N1 Virus† (in your) (kitchen) (bathroom) (home)

(PROXI®) (brand) uses hydrogen peroxide to kill germs\* (around your) {insert use sites}

<< Back panel -- Disinfectant claim qualifier>>

- \*Kills (99.9% of) (*Influenza A H1N1 Virus*) (*Rhinovirus*) (*Escherichia coli*) (*Listeria monocytogenes*) (*Pseudomonas aeruginosa*) (*Salmonella enterica*) (*Staphylococcus aureus*) (*Methicillin-resistant Staphylococcus aureus [MRSA]*) (*Trichophyton mentagrophytes*) (on hard, non-porous surfaces) (in 10 minutes)
- \*\* Kills (99.9% of) (*Escherichia coli*) (*Listeria monocytogenes*) (*Pseudomonas aeruginosa*) (*Salmonella enterica*) (*Staphylococcus aureus*) (*Methicillin-resistant Staphylococcus aureus [MRSA]*) (on hard, non-porous surfaces) (in 10 minutes)
- †Kills (99.9%) (*Influenza A H1N1 Virus*) (*H1N1 Virus*^) (*Rhinovirus*) (on hard, non-porous surfaces) (in 10 minutes)
- ^ Kills (99.9% of) (*Escherichia coli*) (*Listeria monocytogenes*) (*Pseudomonas aeruginosa*) (*Salmonella enterica*) (*Staphylococcus aureus*) (*Methicillin-resistant Staphylococcus aureus [MRSA]*) (on hard, non-porous surfaces) (in 10 minutes)

## PROXI® Home General Disinfectant Cleaner Spray

## Organism Reference Table

<b>Category</b>	<b>Contact time</b>	<b>One-step</b>	<b>Name of organism(s)</b>
A – Bacteria	10 minutes	Yes	Salmonella^ Staph ^ E.coli^ Pseudomonas^ Methicillin-resistant Staphylococcus aureus ^
B – Virus	10 minutes	Yes	Influenza A (H1N1) virus Rhinovirus
C – Fungi	10 minutes	Yes	Trichophyton mentagrophytes (Athlete's Foot Fungus)
D – Bacteria	10 minutes	Yes	Listeria monocytogenes^

## &lt;&lt; The following text is for information purposes only. &gt;&gt;

## &lt;&lt;Disinfection – Hard non-porous surfaces&gt;&gt;

## Bacteria:

- Escherichia coli 157(ATCC #35150)
- Listeria monocytogenes (ATCC #7644)
- Pseudomonas aeruginosa (ATCC #15442)
- Salmonella (choleraesuis) enterica (ATCC #10708)
- Staphylococcus aureus (ATCC #6538)
- Methicillin-resistant Staphylococcus aureus [MRSA] (ATCC #33591)

## Virus:

- Human Influenza A virus [H1N1] (A/PR/8/34)
- Rhinovirus Type 14 (ATCC VR-284)

## Fungi:

- Trichophyton mentagrophytes (ATCC 9533)

## &lt;&lt;Fungistatic – Hard non-porous surfaces&gt;&gt;

## Fungi:

- Aspergillus brasiliensis (ATCC 9642)

## &lt;&lt; Back panel – Disinfecting &amp; Deodorizing claims&gt;&gt;

(This product or product name) is (also) a ready to use cleaner for outdoor decks and or patio surfaces to clean without harming nearby shrubs and grass

(This product or product name) is a germicidal (disinfectant) cleaner and deodorant (odor-counteractant) (odor neutralizer) designed for general cleaning, (and) disinfecting (deodorizing) (and controlling mold and mildew on) (of) hard, non-porous inanimate surfaces

(This product) is a broad spectrum disinfectant (bactericidal) according to the AOAC Germicidal Spray Products test method.

(This product) is a combination cleaner and disinfectant that provides hospital disinfection on (washroom) (restroom) (and other) hard, non-porous surfaces

(This product) is a versatile and convenient disinfectant cleaner for most washable hard, non-porous surfaces.

(This product) is germicidal when used as directed for disinfection of non-food contact surfaces

(This product) is highly versatile and a convenient disinfectant cleaner that you use straight from the bottle

Cleans, disinfects, and deodorizes hard, non-porous inanimate surfaces

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*PROXI® Home General Disinfectant Cleaner Spray*

Clean tough {insert soils} {odors} from {insert use sites}

Effectively, easy to use (hospital) disinfectant cleaner

Formulated for (hospital) (institutional) use

Formulated for medical institution's (infection control program) needs

Hospital (type) (level) (disinfection) (disinfectant)

It (also) eliminates odors leaving (restroom) surfaces smelling clean and fresh

It cleans, disinfects and deodorizes surfaces by killing odor-causing microorganisms and (prevents) (inhibits) (controls) the growth of mold and mildew.

It eliminates odors, leaving bathrooms (restrooms) smelling clean and fresh

Its non-abrasive formula is designed for use on (restroom surfaces): glazed ceramic (restroom surfaces), glazed porcelain, chrome, stainless steel and plastic surfaces associated with floors, walls, fixtures, toilets, urinals, sinks, shower rooms and locker rooms.

Its non-abrasive formula is designed for use on (use daily on) (Use daily to clean and disinfect) hard, non-porous inanimate surfaces: plated or stainless steel, aluminum, chrome, glazed porcelain, glazed tile, laminated surfaces associated with floors, walls, countertops, cages, crates, kennels and animal equipment found in animal housing facilities.

Kill germs\* in one easy step with PROXI® (brand) (hydrogen-peroxide based) (products)

Kills cold and flu viruses†

Kills (Destroys) (Eliminates) germs\* (while it cleans)

Kills (Disinfects) against in one step: {insert 'A-B-C-D' organism}

(Kills) (Effective against) (Disinfects against) (*Salmonella enterica*) (*Salmonella*^)(*Staphylococcus aureus*) (*Staph*^)(*Escherichia coli*) (*E. coli*^)(*Listeria monocytogenes*)(*Listeria*^)(*Pseudomonas aeruginosa*) (*Pseudomonas*^)(*Trichophyton mentagrophytes*) (*Athlete's Foot Fungus*)(*H1N1 Virus*) (*H1N1*^)(*Rhinovirus*) (*Common Cold Virus*^)( *Staphylococcus aureus*) (MRSA^)

(Kills) (Effective against) (Disinfects against) Influenza A†

(Kills) (Effective against) (Disinfects against) the flu virus†

(Kills) (Effective against) (Disinfects against)( the virus† that causes the common cold) (Rhinovirus)

Kills (fungus that causes) Athlete's Foot

Kills bacteria\*\* (without bleach) (with) (hydrogen peroxide)

Kills viruses that may cause the common cold and flu†

Kills viruses†

Kills germs\*

Kills [*Salmonella*^], [*Staph*^], [*E. coli*^], [*Pseudomonas*^] [*H1N1*^] [*Common Cold Virus*^] [*Listeria*^] [*Methicillin-resistant Staphylococcus aureus [MRSA]* ^]

Kills {insert 'A-B-C-D' organism} commonly found {insert commercial use sites}

Kills {insert 'A-B-C-D' organisms} on hard, non-porous {insert use sites} surfaces in 10 minutes

Kills {insert 'C' organism} commonly found in (public) bathrooms (in 10 minutes)

Kills bacteria\*\*

Kills germs\* (and cleans) with the power of (hydrogen) peroxide (H<sub>2</sub>O<sub>2</sub>)

Kills germs\* using (the) (powerful) (powerfully) (simple) (active) (ingredient) (of) hydrogen peroxide (H<sub>2</sub>O<sub>2</sub>)

Kills germs\* while it cleans

Kills H1N1 [virus†]

Kills Influenza A [flu] virus†

Kills *Methicillin-resistant Staphylococcus aureus [MRSA]* ^

Meets AOAC Germicidal Spray Products efficacy test standards for hospital disinfectants

No (pre-) (rinsing) (cleaning) required

No rinsing required

One-step cleaning and disinfecting

PROXI® (brand) is a one-step disinfectant cleaner, deodorizer, and degreaser

PROXI® (brand) makes commercial cleaning easy (as a one-step disinfectant cleaner)

Quickly removes dirt, grease, grime, mold, mildew, food residue, blood, and other organic matter commonly found in (hospitals) (health care facilities) (medical facilities)

Use on (tough) (everyday) messes

Use PROXI® (brand) disinfectant cleaners to keep {insert commercial use sites} clean

Use PROXI® (brand) to kill germs\* and clean (in) {commercial use sites}

Use where odors are a problem

When used as directed, (this product or product name) (is) effective against a wide variety (broad-spectrum) of pathogenic microorganisms (including bacteria, viruses, and fungi)

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<<Back Panel – Use Directions – IMPORTANT: Advisory statements must be included where appropriate>>

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

**To Operate:** Turn nozzle to preferred usage.

**To Operate:** Turn nozzle to (“ON”) (desired) (spray) (stream)(mist)(foam) position.

**To Refill:** Remove trigger sprayer. Pour in product from refill container and replace trigger.

**To Refill:** Remove trigger unit from empty bottle and attach to new bottle.

**To Refill (Bottle):** Remove trigger sprayer from empty (bottle) (container). Unscrew cap on refill and pour contents into empty (bottle) (container). Replace trigger sprayer and use as you normally would. Refill container only with (this product).

<<Cleaning / Disinfecting / Controlling Mold & Mildew directions>>

**TO CLEAN (DEODORIZE) (HOUSEHOLD) (BATHROOM) (AND) (KITCHEN) (SURFACES):** Spray on surface until thoroughly wet, then wipe clean. No rinsing required. [To clean (kitchen) grease, allow product to sit 15-20 seconds to penetrate grease before wiping clean. Repeat if necessary.]

**TO DISINFECT:** Spray until thoroughly wet. Let stand for 10 minutes then wipe clean.

**TO CONTROL (AND PREVENT) (THE GROWTH OF) MOLD & MILDEW:** Pre-clean hard, non-porous surfaces. Apply product to pre-cleaned surface. Let surface remain wet for 3 minutes and then allow to air dry. Repeat application at weekly intervals or when mold and mildew growth appears.

<<Advisory Statements – must be included where appropriate>>

Do not use on (eating/cooking utensils, glasses/dishes or cookware) (unfinished, oiled or waxed wood floors) (outdoor patio furniture cushions and pillows)  
(Does not) (Will not) harm most (kitchen) (bathroom) (household) surfaces.  
On painted surfaces, finished wood floors, marble, or brass, test a small inconspicuous area first.

**PROXI® Home General Disinfectant Cleaner Spray****<< Soil / Odor / Surface / Use Sites – may be listed on product label in plural form>>**Soils:

Bathtub rings	Fingerprints	Heel/Scuff mark	Pet stain / Pet Urine
Beverage stain	Food stain	Mildew stain	Smear (Smudge)
Blood (stain)	Grass stain	Mud	Soap scum
Cosmetic stain	Grease (Splatter)	Oil	Tough soil
Crayon/Pencil Mark	Grime	Outdoor grime	Wine/Juice stain
Dirt	Handprint	Pen/Ink mark	Sweat / Perspiration
Stains	Makeup		

Odors:

Cooking	Food	Pet	Mildew	Body
Smoke	Garbage Can	(Pet) (Dog, Cat) Urine	Musty	

Surface Types:

Chrome	Fiberglass	Linoleum	Stainless steel	Corian®
Copper	Glass	Metal	Granite	Marble
Quartz	Crystal	Glazed ceramic	Mirror	Vinyl
Enamel	Glazed porcelain	Plastic laminate	Plastic-hard surface	

Hard Non-porous surfaces:

Appliance exterior	Garbage (Can) (Pail) (Container)	Range Hood/(Stove Hood)
Bathtub (Tub)	Glass topped furniture	Refrigerator
Bed frame	Glazed ceramic tile	Shelves (Drawers)
Cabinet	Glazed porcelain tile	Shower (Door) (Curtain)
Chair	Grill (Bar-B-Que) exterior	Shower (Stall) (Area)
Dehumidifier parts	Hand rails	Sink (Basin)
Computer screen	Humidifier tanks (and parts)	Spa
Changing table	Jacuzzi®	Table (Tabletop)
Counter (Countertop)	Metal blinds	Telephone
Crib	Microwave	Tires
Dehumidifier tanks	Non-medical (Chrome)	Toilet bowl (exterior)
Changing table	Highchair (non-food contact area)	
Counter (Countertop)	Metal blinds	Trash (cans) (containers) (waste basket)
Diaper pail	Non-medical (Stainless steel)	Tools
Door knob (handle)		Vanity top
Exhaust (Fan) (Hood)	Outdoor patio furniture (non-wood)	Washable (Wall) (Wallpaper)
Fixture (Chrome) (Brass)	Oven (Door)	Tools
Fixture (Stainless steel)	Painted woodwork	Urinal
Floor (Glazed ceramic tile)	Patio door	Washable (Wall) (Wallpaper)
Floor (Linoleum) (Vinyl)	Piano keys	Whirlpools®
Window (windowsill)	Picnic table (non-wood)	Windshield
Fitness Equipment		
Finished Wood (floors)	Plastic Laundry (Basket) (Hamper)	
Kitchen surfaces (not for use on food contact surfaces)		
Stoves (not for use on food contact surfaces)		

Household Use Sites:

Basement	Family room	Kitchen	Outdoor area	Docks
Bathroom	Garage	Laundry room	Playroom	Outdoor kitchens
Bedroom	High-touch areas	Living room	Storage area/room	Cars (Vehicles)
Boats	Home/house	Mud room	Tool shed	R.V.'s
Den/study	Household areas	Nursery	Patio	Trucks
Dining room	Attic	Deck	Sun room	

Commercial Use Sites:

Animal Housing Facilities	Grooming Facilities	Public Restrooms	Preschools
Cafeterias	Public Dining Areas	Break Rooms	Classrooms
Day Care Facilities	Dental Offices	Nursing Home (Hospice)	Office Buildings
Hospitals	Medical Facilities	Health Care Facilities	School (College)
Kennels	Pet Stores	Veterinary Clinics	Hotel / Motel
Locker Rooms	Shower Rooms	Restaurants	

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*PROXI® Home General Disinfectant Cleaner Spray***PRECAUTIONARY STATEMENTS:** Hazards to Humans and Domestic Animals

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling.

(Extended contact with this product may cause a temporary white appearance on the skin of some individuals. Bubbling or foaming may also occur upon contact with dry or damaged skin. These are normal effects from hydrogen peroxide and the white appearance should disappear quickly. To minimize these effects, rinse or wash hands promptly after contact.)

OR

(Extended contact with the product may result in a temporary white appearance or foaming on dry or damaged skin. This is a common reaction to the hydrogen peroxide and will disappear quickly. To minimize the effect, rinse hands promptly after using the product.)

**FIRST AID**

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. **If in eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, and then continue rinsing. Call a poison control center or doctor for treatment advice.

**[OPTIONAL:** For emergency information, call your poison control center at 1-800-222-1222.]

## Storage and Disposal Language

<<Trigger Spray container>>

**Storage and Disposal:** Store in a cool, dry place that is inaccessible to small children. Refillable container. Do not reuse this container with any other product or for any other purpose. If not refilling, discard in trash or offer for recycling.

<<Pourable container>>

**Storage and Disposal:** Store in a cool, dry place that is inaccessible to small children. Keep securely closed. Non-refillable container. Do not reuse or refill this container. Discard in trash or offer container for recycling.