



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Ave., N.W.
Washington, D.C. 20460

EPA Reg. Number:

89900-5

Date of Issuance:

3/10/25

NOTICE OF PESTICIDE:

☒ Registration
☐ Reregistration
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

VALHALLA 2 SL

Name and Address of Registrant (include ZIP Code):

Natalie Gilboy
Registration Specialist
SC Johnson & Son, Inc.
Electronic Transmittal: NMGilboy@scj.com

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA).

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Luisa C. Samalot-Freire, Product Manager 31
Regulatory Management Branch I, Antimicrobials Division
(7510P)

Date:

3/10/25

2. You are required to comply with the data requirements described in the DCI or EDSP Order identified below:
 - a. ADBAC GDCI-128928-30917
 - b. DDAC GDCI-069165-30870, GDCI-069165-1736
 - c. DDAC GDCI-069166-30875, GDCI-069166-1737
 - d. DDAC GDCI-069149-30869, GDCI-069149-0681

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI listed above, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>

3. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, "EPA Reg. No. 89900-5."
4. Submit one copy of the final printed label for the record before you release the product for shipment.

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

The following alternate brand names have been added to the product record:

- Scrubbing Bubbles Disinfectant Restroom Grime Fighter I
- Scrubbing Bubbles Restroom Disinfectant Grime Fighter I
- Scrubbing Bubbles Disinfectant Restroom Cleaner IV
- Scrubbing Bubbles Restroom Disinfectant Cleaner I
- Scrubbing Bubbles Multi-Surface Disinfectant Cleaner I

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product

constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 10/15/24

If you have any questions, please contact Samalot.Luisa@epa.gov or Oiguenblik.Emilia@epa.gov.

Enclosure: Stamped label

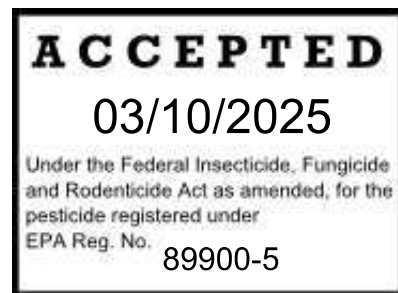
[Primary Display Panel]

[SECTION 1: PRODUCT INFORMATION]

Product Name: Valhalla 2 SL

Alternate Brand Names:

1. Scrubbing Bubbles Disinfectant Restroom Grime Fighter I
2. Scrubbing Bubbles Restroom Disinfectant Grime Fighter I
3. Scrubbing Bubbles Disinfectant Restroom Cleaner IV
4. Scrubbing Bubbles Restroom Disinfectant Cleaner I
5. Scrubbing Bubbles Multi-Surface Disinfectant Cleaner I



[SECTION 2: FORMULA INFORMATION]

Active Ingredients:

Alkyl dimethyl benzyl ammonium chloride.....	0.096%
Octyl decyl dimethyl ammonium chloride	0.072%
Dioctyl dimethyl ammonium chloride.....	0.036%
Didecyl dimethyl ammonium chloride... ..	0.036%
Inert (Other) Ingredients.....	<u>99.760%</u>
Total:	100.000%

[SECTION 3: REFERRAL STATEMENTS]

KEEP OUT OF REACH OF CHILDREN(.)

CAUTION (:)

See Back Panel For Additional Precautionary Statements.

(See Inside Label -or- Panel for Additional Precautionary Statements.)

(Please read all directions carefully before using this product). (Use as directed.)

Net (Weight) (Wt) Contents:

[Secondary Panel(s)]

[SECTION 4: PRECAUTIONARY STATEMENTS]

PRECAUTIONARY STATEMENTS:

Hazards to Humans and Domestic Animals (.)

CAUTION: Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

PHYSICAL OR CHEMICAL HAZARDS

CONTENTS UNDER PRESSURE. Do not use or store near heat or open flame. Exposure to temperature above 130° F (54° C) may cause bursting. Do not puncture or incinerate container.

[Note to Reviewer: Boxed format and “bullets” as listed below will be used if label space permits; otherwise a paragraph format will be used.]

FIRST AID

If in eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.
If on skin	<ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15-20 minutes.
IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

[SECTION 5: DIRECTIONS FOR USE]

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

(Shake well before (and) (during) ((use) (or) (using))).

(TO OPERATE:)

TO CLEAN:

Spray 6-8 inches from surface to be cleaned. (Product can be sprayed from any angle.) Allow foam to penetrate (soil) (dirt) (lime scale) (rust) (stains) (and) (soap scum). For visibly soiled areas, (let stand (several minutes) (x minutes) before wiping.) ((repeated use) (reapplication) may be (required) (needed) (necessary).) Remove by (rinsing with water) (or) (wiping away foam with (a) (wet) (dry) (cloth) (or) (sponge). (No need to wipe dry.) On chrome, rinse with water.

TO CLEAN (WIDE SPRAY):

Hold product farther from surfaces than you normally would to get the full benefit of the product’s spray pattern. Spray 12-15 inches from surface to be cleaned. Wait 3 minutes to allow foam to penetrate dirt and soap scum. Rinse clean or wipe away foam with cloth or sponge. Wipe dry after rinsing, if desired. On chrome, rinse with water.

TO DISINFECT(‡)(^)(*) (AND DEODORIZE) (HARD, NON-POROUS SURFACES): Pre-Clean visibly soiled areas. Spray 6-8 inches from hard non-porous surface(s) until visibly wet. Let stand for 5 minutes. ((Then) (wipe.) ((Wipe with a wet cloth or sponge) (,) (then) (rinse (thoroughly) with water).) Rinse food contact surfaces with (clean) (or tap) potable water.

(TO INHIBIT AND PREVENT THE GROWTH OF MOLD AND MILDEW:

Remove visible soil prior to applying the product for treatment against mold and mildew. On hard non-porous surfaces, spray 6-8 inches from surface until visibly wet. Re-apply in 7 days or less.)

Do not apply this product around electrical equipment due to the possibility of shock hazard.

STORAGE AND DISPOSAL

STORAGE: (Residential – Pressurized Container)

(Store in a cool, dry place away from heat or flame (in an area inaccessible to children). Do Not Puncture or Incinerate!

DISPOSAL(non-refillable): Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling, if available. **If partly filled:** Call your local solid waste agency for disposal instructions.

OR

DISPOSAL(non-refillable): Nonrefillable container. Do not reuse or refill this container. If empty: This container may be recycled in aerosol recycling centers. At present, there are only a few such centers in the country. Before offering for recycling, empty the can by using the product according to label (DO NOT PUNCTURE!). If recycling option is not available, wrap the container and discard in trash. If partly filled: Call your local solid waste agency for disposal instructions.

[Note to Reviewer: The following Storage & Disposal statements are for non-residential uses only]

Do not contaminate water, food or feed by storage and disposal.

PESTICIDE STORAGE: Store in a cool, dry place away from heat or flame. Do not puncture or incinerate!

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL: Nonrefillable container. Do not reuse or refill this container. This container may be recycled in aerosol recycling centers. At present there are only a few such centers in the country. Before offering for recycling, empty the can by using the product according to the label (DO NOT PUNCTURE!). If recycling is not available, wrap the container and discard in trash. If partly filled, call your local solid waste agency for disposal instructions.

[SECTION 6: ORGANISMS]

Disinfectant*			
Organisms	ATCC and/or Strain	Contact Time	Soil Load
<i>Staphylococcus aureus</i> (Staph)	(ATCC 6538)	5 Minutes	5%
<i>Salmonella enterica</i> (Salmonella)	(ATCC 10708)	5 Minutes	5%
<i>Pseudomonas aeruginosa</i> (Pseudomonas)	(ATCC 15442)	5 Minutes	5%
<i>Enterobacter aerogenes</i> (KLEBSIELLA AEROGENES)	(ATCC 13048)	5 Minutes	5%
<i>Enterococcus faecalis</i>	(ATCC 29212)	5 Minutes	5%
<i>Escherichia coli</i> 0157:H7 (E. coli)	(ATCC 35150)	5 Minutes	5%
<i>Streptococcus pyogenes</i> (Strep)	(ATCC 19615)	5 Minutes	5%
<i>Listeria monocytogenes</i>	(ATCC 19117)	5 Minutes	5%
Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA)	(ATCC 33592)	5 Minutes	5%
<i>Campylobacter jejuni</i>	(ATCC 29428)	5 Minutes	5%
Virucidal [^]			
Organisms	ATCC and/or Strain	Contact Time	Soil Load
Herpes Simplex Virus Type 1	(ATCC VR-733)	5 Minutes	5%
Herpes Simplex Virus Type 2	(ATCC VR-734)	5 Minutes	5%
Influenza A (H1N1) Virus (Influenza virus) (Flu virus)	(ATCC VR-1469)	5 Minutes	5%
Respiratory Syncytial Virus (RSV)	(ATCC VR-26)	5 Minutes	5%
Rotavirus	(ATCC VR-2018) (Strain WA)	5 Minutes	5%
SARS-CoV-2	(Strain USA-WA1/2020)	5 Minutes	5%
Fungistatic ^{oo}			
Organisms	ATCC and/or Strain	Contact Time	Soil Load
<i>Aspergillus niger</i>	(ATCC 6275)	NA	5%

[Note to Reviewer: These statements for claims against large, non-enveloped viruses, shall not appear on marketed (final print) labels.]

EMERGING VIRAL PATHOGENS

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral categories:

- Large, non-enveloped virus

For an emerging viral pathogen that is a/an...	...follow the direction for use for the following organism on the label
Enveloped virus	Rotavirus (Strain WA) (VR-2018)

[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 Rotavirus on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

OR

[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 direction for use against Rotavirus on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

[SECTION 7: MARKETING CLAIMS]

[Optional marketing statements for Primary or Secondary Panel]

[NOTICE TO REVIEWER:

- The statements may be organized in any order to be grammatically correct.
- Marketing text is considered optional, commas and the words “and” “or” may be added to phrases to make text grammatically correct.
- “And” or “&” can be used interchangeable in the marketing sentences
- Claims may be combined with the use of “and” or “&”.
- Exclamation marks may be used for emphasis.
- All claims containing the word “new” or “improved” will only be used for 6 months after the first retail production.]

1. EFFICACY CLAIMS

- (A way to) Disinfect(s)[†] (and) (clean(s)) hard, non-porous surfaces
- (Antibacterial) (Antiviral) (disinfecting) (foam) (foaming) (action!) (on hard, non-porous surfaces)
- (Antibacterial (Foaming)(Action)(Formula)(cleans and disinfects[†]) (on) (for) hard, non-porous surfaces
- (Brand name is) tough on grime and germs[‡]
- (Brand) (insert surface or location from TABLE 3) (Cleaner)(Disinfectant) kills (odor-causing bacteria) (bacteria*)
- Broad spectrum efficacy (kills viruses[^], bacteria* and fungus)
- Cleaning and disinfecting[†] (on) (for) hard, non-porous surfaces
- (Disinfect(s)[†]) (and) kills 99.9%[†] of (germs[‡]) (and) (viruses[^]) (and) (bacteria*) on hard, non-porous surfaces
- (Disinfect(s)[†]) (Deodorizes) (Deodorizer) (One Step) (Virucide[^]) (Virucidal[^]) (Insert location from Table 3) (Cleaner)
- Disinfect(s)[†] (insert SURFACES or LOCATIONS from TABLE 3) hard, non-porous (insert SURFACES or LOCATIONS from TABLE 3) surfaces
- Disinfect(s)[†] hard, non-porous surfaces
- Disinfect(s)[†] hard, non-porous surfaces where (germs[‡]) (bacteria*) (viruses[^]) (live) (hide) (hide out)
- Disinfect(s)[†] the (busiest) (most)(touched)(used) surfaces in your (insert location from Table 3)
- Disinfect(s)[†] the hard, non-porous surfaces (in) (your) (insert location from Table 3) (by killing 99.9%[†] of the) (germs[‡]) (bacteria*) (viruses[^]) (that) (live) (hide) (hide out) (there)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5) on hard, non-porous surfaces
- Disinfects[†] hard, non-porous surfaces in (the)(your) (hardest to reach) (dirtiest) places (in your) (Insert surface or location from Table 3)
- Disinfects[†] (as it cleans) (as you clean) (and cleans) (on) hard, non-porous surfaces
- (Effective against)(Tough on) (germs[‡]([†])) (viruses[^]) (and) (bacteria*) (from (insert location – Table 3) hard, non-porous surfaces) (including) (insert organism – Section 5)
- For the dirt you can see and the (germs[‡]([†])) (bacteria*) you can't
- From the brand you trust (to clean)(and) (disinfect[†])
- Great for (cleaning) (and) (disinfecting[†](on) hard, non-porous surfaces)
- Helps reduce the spread of (germs[‡]([†])) (viruses[^]) (and) (bacteria*) between treated hard, non-porous surfaces
- (Insert locations – Table 3) cleaner (and) (disinfectant[†] for hard, non-porous surfaces)

- (kill) (eliminate) (destroy) 99.9% of bacteria* in your (insert locations – Table 3)
- (Kills 99.9%) ((disinfectant) effective against) (This Product kills) (bacteria*) (and) (viruses^) (including (insert organisms – Section 5)) on hard, non-porous surfaces
- (Kills 99.9%) (effective against) (insert organisms – Section 5)) on hard, non-porous surfaces
- (Kills) (99.9% of) (Effective against) (disinfects) SARS-CoV-2 (the virus^o that causes COVID-19) on hard, non-porous surfaces
- (Kills) (99.9% of) (Effective against) (Disinfects) the virus^o that causes COVID-19 on hard, non-porous surfaces
- Kills (99.9% of) (cold)(and)(flu) viruses^
- Kills (99.9% of) (Germs†) (viruses^) (and bacteria*) (found) (on) (insert locations – Table 3) hard non-porous surfaces (as it cleans) (in 5 minutes)
- Kills (99.9% of) (Germs†) (viruses^) (and) (bacteria*) (like)(including) (insert organisms from Section 5) on hard non-porous surfaces (in 5 minutes)
- Kills (99.9% of) (germs†(+)) (viruses^) (and) (bacteria*) (from (insert location – Table 3) hard, non-porous surfaces) (including) (insert organism – Section 5)
- Kills (insert organism – Section 5)
- Kills (odor-causing) bacteria (that cause odors).
- Kills (viruses^ including) SARS-CoV-2 (which may cause)(which causes) COVID-19 (disease) on hard, non-porous surfaces
- Kills 99.9% of germs†(+)
- Kills germs† (on) (insert locations – Table 3)
- Kills the viruses^ that causes the (common) cold(s) (and) flu.
- Leaves (insert location – Table 3) hard, non-porous surfaces (sparkling) (shiny) (clean) (and) disinfected†.
- (Make(s)) (cleaning) (and) (disinfecting†) (killing) (germs†) (virus^) (and) (bacteria*) (is)(convenient) (easy) (with) (this product)
- (New) Disinfectant formula
- Prevents mold and mildew
- (The (effective) way to) Clean(s) (shine(s)) and disinfect(s)† hard, non-porous surfaces (without harsh fumes)
- (This Product) (is) (a) (an) (Multi-)(Purpose) Hard non-porous Surface (Bactericide) (Bactericidal) (Disinfectant†) (Spray)
- Tough on germs†, (easy) (gentle) (enough) for everyday use
- Tough on germs†, gentle on (insert surface or location from Table 3) surfaces
- Tough on germs†, gentle on your senses

2. **CLEANING CLAIMS**

[NOTICE TO REVIEWER: Where the word “**Cleans**” appears in the below claims it can be substituted by: “Powers through”, “Powers thru” “Attacks”, “Removes”]

- 100% Soap Scum Removal
- Brightens (surfaces)
- **Cleans** (insert soil – table 6)
- **Cleans** (100%) (tough) soap scum
- **Cleans** (and) (shines) without scratching
- **Cleans** (insert soils – table 6) (grime) (&) (soap scum) easily!
- **Cleans** (insert location from Table 3) (soap scum) (stains)
- **Cleans** (the)(your) (hard(est) to reach) (dirtiest) places (in your) (Insert surface or location from Table 3)

- **Cleans** (tough) (grease)(grime)(, leaves a pleasant scent)
- **Cleans** (tough) grease and grime
- **Cleans** (up) (small) spills (like) (misses) (drips) (on and around the toilet)
- **Cleans** (up) (small) spills (like) (toothpaste) (water marks) (on and around the sink)
- **Cleans** and shines (without scratching)
- **Cleans** hard-to-reach spots
- **Cleans** tough (soap scum) (and) (grime)
- **Cleans** without scrubbing
- Complete Clean
- Complete(s) your (everyday) cleaning (regimen)
- Convenient way to clean
- Cuts (grease) (tough grime) (cleans glass) (&) (more)
- Cuts grease (and grime)
- Cuts through (insert soils – table 6) (stains) (dirt) (and) (grime)
- Cuts through restroom grime (such as) (insert soil – table 6).
- Cuts through Soap scum and grime
- **(Deep) (penetrating) foam (thoroughly) cleans**
- Does not leave a (cloudy) residue
- (Easily) (Quickly) (Effectively) Cleans (and) (removes) (gets rid of) (tough) (everyday) (insert soils – table 6) (stains) (messes) (in)(from) (multiple) (insert surface or location from Table 3) (surfaces)
- Easily cleans (tough) (insert locations from Table3) (insert soils – table 6) (dirt) (soil) ((and) (disinfects†) (while) (disinfecting†) (on) hard, non-porous surfaces)
- (Easy) (Quick Cleaner) (&) (Convenient) (to use) (in) (insert location - Table 3) (&) (throughout the house)
- Easy (enough) (to) (use) (everyday) (everywhere) for cleaning (insert soils – table 6)
- Easy Rinse ⁱ
- Effective at removing (tough) (everyday) (insert soils – table 6) (stains) (soils) (dirt) (odors)
- (Effectively) cleans (and) (shines) (insert Surfaces or Locations – Table 3)
- (Effectively) cleans (grime)(dirt) (insert soils – table 6) from multiple surfaces
- For (daily) (everyday) (light-duty) (heavy duty) (touchup) (insert location from Table 3) (cleaning) (use)
- For (tough) (tougher) (everyday) cleaning
- For the entire (restroom) hard, non-porous surfaces
- For the entire (insert surfaces or locations – Table 3)
- (Formulated) (for) (tougher) (tough) cleaning
- Gentle on (surfaces)(your senses)
- Great for (insert surfaces and/or locations from Table 3)
- Great for (Spring) (Fall) (Everyday) Cleaning
- Great on (glass) (insert surfaces from Table 3)
- Improved for (tough) (tougher) cleaning!
- (Leaves) (virtually) No (smeary) (sticky) (filmy) (visible) (greasy) (gritty)(oily)(harmful chemical) residue
- Leaves (a brilliant shine) (and) (has) (a fresh, clean scent).
- Leaves (behind) a (brilliant) shine
- Leaves (your) (insert surface or location from Table 3) clean and (shiny) (shining)
- Makes (insert surface and/or location from Table 3) (clean-ups) (touch-up(s)) quick and easy
- Makes (your current) quick cleanup (even) (quicker) (more) (effective)
- Makes (your) cleaning (job) (life) (easy) (easier)
- Makes cleaning (up) (messes) (easy) (and) (convenient)

- Makes tough cleaning easy
- No (visible) (sticky) (oily) (harsh) (dull) (smeary) residue (or buildup)!
- (Now) (with) (tough) (tougher) (cleaning)
- (One) (quick) (convenient) solution for cleaning (insert surfaces or locations – Table 3)
- Passes the finger swipe test! (No oily) (or greasy) (or dull) (or smeary) residue
- (Foam) (formula) (easily) removes (tough) (stains) (such as) (insert soils – table 6)
- (Picks up) (cleans up) restroom (dirt) (and) (grime) (such as) (insert soils – table 6)
- Powerful clean
- Powerful clean without harsh cleaning (solvent)(smells)(smell) (odor)
- Powerful clean, no harsh smells
- Powerful cleaner (aerosol) (spray)
- (Powerful)(Effective)(Deep) clean
- Removes the surface dirt and restores the shine of the restroom.
- (Removes Soap Scum with) No Scrubbing
- (Simple) (Easy) Streak-free shine (on) (all) (around) (insert surface or Locations – Table 3) (surfaces) (everyday)
- Simply (spray) (wipe) (touch) (dab) and go
- Streak-free clean
- Tackle your (toughest) (insert location from Table3) cleaning needs
- (The convenient way to) (helps) keep your (entire) (insert location from Table 3) looking “just cleaned”
- (This Product) (effectively) Cleans everyday soils on (insert location from Table 3)
- (Thoroughly) Clean(s)
- (Tough enough for) the (high traffic) (“high touch” (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- (Tough) cleaning on hard, non-porous surfaces for the (entire) (insert locations – Table 3)
- (Tough) cleaning without (the) (oily)(greasy) (dull) (smeary) residue
- Tough cleaning (formula) (with a fresh scent)!
- Tough cleaning formula wipes out (dirt) (and) (grease) (and grime) (and leaves a fresh clean scent)!
- Tough cleaning made easy (without the residue)!
- (Tough) cleaning never smelled so good
- Tough(er) on (soap scum) (messes)(grease) (and) (grime)(!)

2.1 CLEANING CLAIMS RELATED TO TECHNOLOGY

- (Foam) Goes to work on contact (penetrating) (and) dissolving grime
- (Foaming) (aerosol) (spray)(formula) Helps Fight Build Up of Hard Water Stains
- (Foaming) (aerosol) (spray)(formula) Helps Prevents Build Up of Hard Water Stains
- (Foaming) (aerosol) (spray)(formula) Reduces Build Up of Hard Water Stains
- (Helps Prevent) (Helps Fight) (Reduces) Build Up of Hard Water Stains
- (Helps Prevent) (Helps Fight) Grime from Sticking
- (Helps) (prevent) (daily) (buildup) of soap scum
- (Helps)(Save)(Reduce)(Reduces)(your) cleaning effort ^{iv}
- (Helps)(Save)(Reduce)(Reduces)(your) cleaning time ^{iv}
- (technology name from Section 2.2) Creates an Invisible Barrier (that Prevents Grime from Building Up)
- (Virtually) no scrubbing (required)
- Powered by grime guard technology
- Removes Soap Scum with No Scrubbing ^{iv}

- Active Foam
- Actively repels water, soils and stains for an easier clean
- Cleans (and)(+)(repels) (dirt)(and)(grime)(and)(soap scum)
- Just Wipe Away Soap Scum^{iv}
- Less Scrubbing!ⁱ
- Lifts Stains Easierⁱ
- Patented (Cleaning) (Technology) (Formula)
- Protects against soap scum, hard water, and other shower related stains
- Saves (you) (cleaning) (time) (and) effort
- Saves (you) Cleaning Timeⁱ
- Makes your job (easy) (easier)
- When Grime Doesn't Stick, it is easier to clean
- 50% less Cleaning (Time) (Effort) (for Tough Soap Scum)^{iv}
- 50% less scrubbing for tough soap scum^{iv}
- Reduce Cleaning Effort by 50% (for Tough Soap Scum)^{iv}
- Reduce Cleaning Time by 50% (for Tough Soap Scum)^{iv}
- (insert technology name from Section 2.2) (polymer) Remains On Surface for Up to 30 Showersⁱⁱ
- (insert technology name from Section 2.2) creates an invisible barrier (that prevents grime from building up and sticking directly to your surfaces)
- (insert technology name from Section 2.2) Prevents Grime from Building Up
- (insert technology name from Section 2.2) Reduce(s) the frequency of deep clean(s)(ing) (occasions)
- (insert technology name from Section 2.2) Reduces (your) Cleaning Effortⁱ
- (insert technology name from Section 2.2) Reduces (your) Cleaning Timeⁱ
- (insert technology name from Section 2.2) Reduces Build Up of Hard Water Stains
- (insert technology name from Section 2.2)(polymer) Remains On Surface for Up to 2 weeksⁱⁱⁱ
- (technology name from section 2.2) adheres to surfaces for an easier clean
- (technology name from Section 2.2) Benefits Renewed After Every Use
- (technology name from Section 2.2) Creates an invisible barrier that prevents grime from building up and sticking directly to your surfaces
- (technology name from Section 2.2) Benefits Last for Up to 2 weeks (Between Cleans)ⁱⁱⁱ
- (technology name from Section 2.2) Benefits Last for Up to 30 Showers (Between Cleans)ⁱⁱ

2.2 TECHNOLOGY NAMES

- (Now) (With) (New) Anti-dirt (™) (Technology)
- (Now) (With) (New) Build-Up Guard (™)
- (Now) (With) (New) Clean Extended (™) (Technology)
- (Now) (With) (New) Clean X-tend (™) (Technology)
- (Now) (With) (New) Clean X-tended (™) (Technology)
- (Now) (With) (New) Dirt Repel(ling) (™) (Technology)
- (Now) (With) (New) Extended Clean (™) (Technology)
- (Now) (With) (New) Keep Clean (™) (Technology)
- (Now) (With) (New) Long Lasting Easy Clean (™) (Technology)
- (Now) (With) (New) Long Lasting E-Z Clean (™) (Technology)
- (Now) (With) (New) Polymer (Technology)
- (Now) (With) (New) Stain Guard (™) (Technology)
- (Now)(With)(New) Stain Destroyer (Technology)

- (Now) (With) (New) Stain Prevention (™) (Technology)
- (Now) (With) (New) Stain-Away (™) (Technology)
- (Now) (With) (New) Stay Clean (™) (Technology)
- Water Based (Technology)

2.3 FOAM QUALITY CLAIMS

- A cleaning foam that stays where you put it
- Cling-on clean & disinfect
- Clings on vertical surfaces
- Clings to surface to penetrate stains
- Complete foaming coverage
- Easy on foam - easy off grime
- Fast acting foam (penetrates hard to reach places for easy) cleaning
- Fast, easy cleaning solution
- (Foam) Goes to work on contact (penetrating) (and) dissolving grime
- [Foam] [Max cling foam] soaks the grime for less scrubbing time ⁱ
- [Foam] [Max cling foam] softens up scum for less scrubbing ⁱ
- [Foam][Max cling foam] [Max cling-on foam] stays in place [to dissolve soap scum and grime]
- Foam that stays where you (need it)(want it)
- Foam clings to surface to easily wash away soap scum and grime
- Foaming (action) (cleaner) (formula) (does the) (work) (for you)
- Foaming (aerosol)(formula) Helps Fight Build Up of Hard Water Stains
- Foaming (aerosol)(formula) Helps Prevents Build Up of Hard Water Stains
- Foaming (aerosol)(formula) Reduces Build Up of Hard Water Stains
- Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (stains) (dirt) (restroom) (rings) (around) (in) (the) (shower)(tub)(insert location from Table 3)
- Foams up to stay in place (for cleaning and disinfection)
- High cling foam, loosens up grime, for easier clean-up
- (Longer lasting)(Thicker) Foam
- Max foaming action (with) (insert technology name from section 2.2)
- Millions of cleaning bubbles in each spray
- More bubbles, more power through tough grime
- Penetrating foam cleans on contact
- Product clings on the surface longer, making the clean easier^u
- Product Stays (where you spray)(where applied)
- Product Stays where (you) (spray(ed)) (apply) (applied)
- Scrubbing Bubbles (thickest foam) (foamiest clean)
- Stay-in-place foam
- Stay-on foam (for cleaning and disinfection)
- Stays in place while cleaning vertical surfaces
- Thick cleaning foam
- Thick foam (for a penetrating clean) (to penetrate soap scum)
- With Improved Foaming Action[♦]
- You can see and hear the Bubbles working

3. WHERE TO USE CLAIMS

- (Can be) Use(d) on (insert surfaces – table 4) (and) (throughout) (all around) (the) (your) [insert LOCATIONS -Table 3]
- Can be used on a wide variety of [insert LOCATIONS - Table 3] (and) (or) [insert SURFACE TYPES - Table 4] (and) (or) [insert LOCATIONS - Table 3] (surfaces)
- Can be used on all types of [insert LOCATIONS – TABLE 3] surfaces
- (Gentle) on (insert surfaces – table 4)(insert locations – table 3) surfaces, not on germs†
- (Gentle)(Safe) for use on (insert surfaces – table 4)
- Great (Works) (Effective) on multiple hard non-porous surfaces
- Great (for) (on) hard, non-porous surfaces (all around) (the) (such as:) [insert LOCATIONS - Table 3]
- (For) Use all around the [insert LOCATION - Table 3]
- (For) Use on [insert LOCATIONS - Table 3] (and) (or) [insert SURFACE TYPES - Table 4] (and) (or) [insert LOCATIONS - Table 3] hard, non-porous surfaces
- (For)(on) old or worn surfaces, test on a small area before use
- For the entire [insert LOCATIONS - Table 3]
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- one product for a variety of surfaces
- Safe for use on [insert locations – table 3] (insert surfaces – table 4) surfaces
- (Specially)(Expertly) (formulated) For [insert LOCATIONS - Table 3] surfaces
- (Specially)(Expertly) (formulated) For a variety of [insert LOCATIONS - Table 3] surfaces
- (Specially)(Expertly) (formulated) For use (in) (on) (around) [insert LOCATIONS - Table 3] (and) (or) [insert SURFACE TYPES - Table 4]
- (The) Entire [insert LOCATIONS - Table 3 (and) (insert location – table 3)] solution
- (The) Perfect product for your [insert LOCATIONS - Table 3 (and) (insert location – table 3)]
- (Total) [(insert location – table 3) + (insert location – table 3)] solution(s)
- (Won't) (Will not) harm (most) (insert LOCATION - Table 3) surfaces
- Will not harm most surfaces
- Won't scratch (fiberglass) (surfaces)
- No-scratch formula
- Recommended for use on (sealed hard surfaces) (hard, non-porous surfaces)(insert location – table 3) (insert surfaces – table 4). When in doubt, spot test on an inconspicuous area (of the surface).

4. FRAGRANCE CLAIMS

- Deodorize(s)
- (Fragrance) (insert fragrance – Table 7) (plus!) (+)
- Fresh Scent of (insert fragrance – table 7)
- Freshen(s)
- (Freshens) (fragrance) (deodorizes) (where germs† are a concern)
- Gentle Scent
- Has a pleasant Scent without harsh (fumes) (smell(s)) (odor)
- Has (Leaves) a pleasant (airy) (mild) (light) (subtle) (long lasting) (fresh) (clean) scent (fragrance) (smell)
- (Has a) (Leaves a) (subtle) (pleasing) (clean) (light) (airy) (mild) (fresh) (insert fragrance – Table 7) (fragrance)(scent)
- (Leaves a) (pleasant)(clean)(fresh)(fragrance) (scent)
- Leaves your (insert location from Table 3) smelling fresh!
- No chemical (smell(s)) (odor)
- No fumes

- No harsh (fumes) (smell(s)) (odor)
- No heavy fumes
- (Powerful clean) with no harsh (fumes) (smell(s)) (odor)
- (Tough) cleaning never smelled so good
- (With a) pleasant fragrance
- Without Harsh (fumes) (smell(s)) (odor)

5. **VALUE CLAIMS**

- (3 in 1)(Triple Action) (Insert Efficacy Claim), (Insert Cleaning Claim), (Insert Fragrance Claim)
- (3-in-1) (4-in-1)(5-in 1) Disinfectant[†] (All-Purpose Cleaner):(cuts grease) (kills viruses[^]) (kills bacteria*) (eliminates odor causing bacteria*) (leaves a fresh scent)(kills germs[‡])(remove stains) (brightens surfaces)(attacks soap scum)(prevents mold and mildew)(removes) (hard water stains) (toothpaste)(cosmetics)(urine)(dirt)(mud)(bathtub rings)
- (4 in 1) (Insert Efficacy Claim), (Insert Efficacy Claim), (Insert Cleaning Claim), (Insert Fragrance Claim)
- (5 in 1) (Insert Efficacy Claim), (Insert Efficacy Claim), (Insert Cleaning Claim), (Insert Cleaning Claim), (Insert Fragrance Claim)
- [Brand Name] Foaming (aerosol) (spray) (action) that does the work for you
- For use on (the entire) (insert surfaces and/or locations from Table 3)
- Guaranteed to clean or your money back (see back panel)
- Ideal for (use on) [insert LOCATIONS – TABLE 3]
- (Insert Efficacy Claim) (Insert Cleaning Claim) (Insert Fragrance Claim) with one easy spray
- (Insert locations – Table 3) (Multi-Purpose) (clean) (and (insert cleaning or disinfection claim))
- (Is good for) (great for) (cleans) (one product for) (cleaning) a variety of surfaces in (the) (insert locations – Table 3) (such as) (insert surfaces – table 4)
- (Is good for) (great for) (cleans) (one product for) (cleaning) (insert soils – table 6)
- (Just) (only) pennies per (dispense)(spray)(use)
- Multi-purpose (insert locations) (hard non-porous surface disinfectant) (cleaner)
- One-step (Insert Efficacy Claim) (Insert Cleaning Claim) (Insert Fragrance Claim)
- One-step cleaner (and disinfectant[†])
- (One-Step) (Multi-Purpose) (insert locations – Table 3) (Bactericidal) (Virucidal) Disinfectant[†] (&) (and) (Cleaner)
- Simple (and) (easy) (to use for) cleaning!
- Spray, (foam,) (let sit,) (wipe) (rinse) for an easy clean
- Spray, let sit to work for you
- Spray, let sit, while it fights grime for you
- (Use on) (for) (insert locations from Table 3) (insert surfaces – table 4)
- (Works) (Great) (Effective) on multiple hard, non-porous surfaces

6. **PACKAGING AND SUSTAINABILITY CLAIMS**

- (A(n)) (abrasive) (phosphate) (phosphorus) (bleach) free formula
- (Big) X oz. Size (Pack)
- (Y) Bottle contains up to (XX%) dye (and (XX%) stabilizers)
- No (bleach)
- (This Product is) Produced with more than 30% Renewable Energy
- (Won't) (Will not) harm septic (systems) (tanks)
- Bottle made of (X%) post-consumer recycled plastic
- Bottle Made with (XX%) recycled plastic(Y) (from stadium cups)

- Commercial (Pack) (Size)
- Contains no (abrasives) (phosphates) (bleach)
- Effective dispersion to (reach nooks and crannies) (lift hidden dirt)
- Ergonomic design for better control and reach
- Institutional Size
- Made without (abrasives) (phosphates) (bleach)
- (New) (Big) XXX oz. (Size)
- No (abrasives) (phosphates) (bleach)
- Non-(abrasive) (corrosive) formula
- X oz (More) (Free) compared to X ounce (oz.)
- X oz. at the X oz. price
- X% (More) (Free) compared to X ounce (oz.)
- X% (oz.) More (Free)
- X% more than the X (ounce) (oz.)

7. OTHER MARKETING CLAIMS

- (By) (From the makers of) (This Brand) (this product)
- For limited time only!
- Patented formula
- Peel Off (here)
- The (new) (modern) way to clean
- We do the work so you don't have to
- We work hard so you don't have to!®
- [This Brand] We work hard so you don't have to®
- By (from) (the makers of) [This Product] [This Brand]
- From the makers of [This Brand]
- New!

8. TABLE 3: LOCATIONS AND SURFACES

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an “and” “&” “or” may be used.]

PLACES

- Any place that has a restroom
- Home(s) ⁺
- House(s)
- Household(s) ⁺
- Mobile home(s) ⁺
- Vacation home(s) ⁺

ROOMS/AREAS:

- Basement(s)
- Bathroom(s)
- Bedroom(s)
- Dining (room(s)) (areas) ⁺
- Dormitories
- Dorms
- Family Room(s)
- Kitchen(s) ⁺
- Living room(s)
- Restroom(s)

HARD, NON-POROUS ITEMS

- Any restroom surface or furniture
- Bidet
- Cabinet(s)
- Countertop(s)
- Door handles
- Doorknobs
- Garbage cans
- Grout
- Handle(s)
- Faucet(s)
- Floor(s)
- Mirror(s)
- sink(s)
- Shower(s)
- Toilet (seat) (exterior)
- (Bath) Tub(s)

SURFACES:

- (Black) marble
- (Brushed) Stainless Steel
- Chrome (fixtures)
- Corian^{®**}
- Fiberglass
- Formica^{®***}
- Glazed ceramic (tiles)
- Glazed porcelain (enamel) (restroom) (tile(s))
- Laminated Wood
- Laminated Surfaces
- Mirrors
- Sealed (granite) (grout) (cement) (concrete) (marble) (natural stone) (quartz) (synthetic marble)
- Vinyl (shower) (curtain(s)) (tile) (floors)

(Does not harm most restroom surfaces) For other surfaces, spot test in an inconspicuous area.

((Do not use on) (Not recommend for use on) (acrylic,) (brass,) (natural) (marble,) (finished wood,) (painted or worn surfaces)) (insert surfaces – Table 3).) (Spot test all hard, non-porous other surfaces (in an inconspicuous area)). (Unplug electrical appliances before using - or - spraying.) (Not recommended for use on acrylic fixtures.)

SOILS

- (Tough) (Baked on) Grease
- (Tough) Soap Scum (rings)
- Bathtub ring(s)
- Cosmetics
- Clay
- Dirt
- Fingerprints
- Foundation
- Grime
- Hair
- Hairspray
- Lipstick
- Make-up
- Mud
- Urine
- Oil
- Sand
- Shaving cream
- Shampoo
- Shower ring(s)
- Soap
- Stubble
- Toothpaste

9. FRAGRANCE/SCENTS

- (Apple)(Citrus)(Lemon)(Lime)(Orange)
- Berry (Blast) (Bliss) (Burst)
- Floral Fusion
- Fresh (Air) (berries) (Breeze) (Bubbling Spring(s)) (Citrus) (&) (Clean) (Cotton) (Laundry) (Linen) (Marine) (Mountain Morning) (Ocean) (Rain) (Scent) (Stream) (Water(s))
- Petal Paradise (Camelia)
- Rainshower[®]

[SECTION 8- MISC. SCJ INFO]

EPA Reg. No. 89900-X

EPA Est. No.

(US) Patent XXXXX

Patent Pending

Questions? Comments? Call 800-558-5252 (.)

(Sold by:) (Manufactured for:) S.C. Johnson Professional USA, Inc., [2815 Coliseum Centre Dr. #600] Charlotte, NC 28217 © 20XX

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A Family Company (at work for a better world) (Go Further with our Family™(!))

(A Family Company since 1886. Fisk Johnson [signature])

(Made in [country])

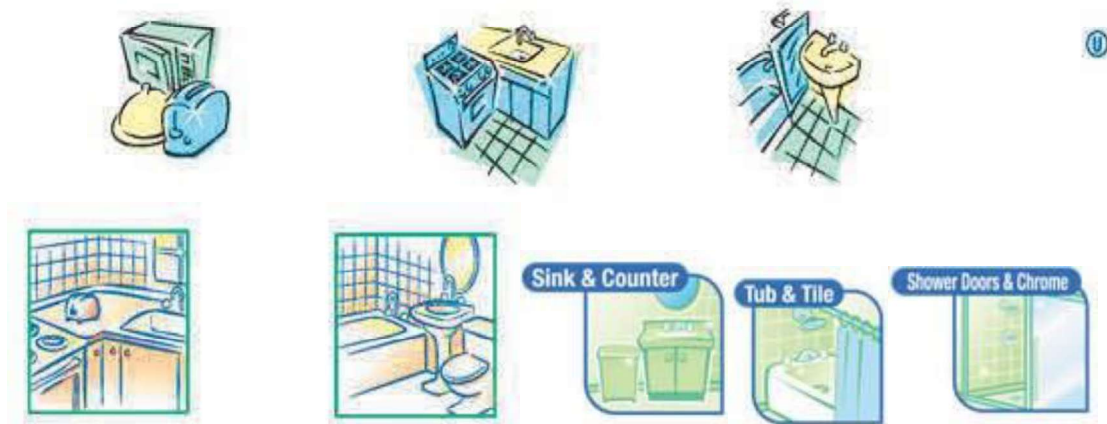
[website may be listed]

(Learn more at: [website may be listed])

[SECTION 9 – GRAPHICS]

[NOTICE TO REVIEWER: Graphic depictions on label may vary slightly from graphics depicted below and may vary in size, shape color and design.]





Graphics for fragrance descriptions:





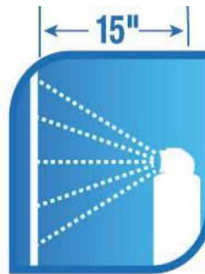
Other graphics:



Federal regulations prohibit CFC propellants in aerosols.



You can recycle this steel container, when empty, in an increasing number of communities.



how2recycle.info



how2recycle.info

Optional (how2recycle.info (logos))

[SECTION 10 - FOOTNOTES]

*(Bacteria):

Staphylococcus aureus (Staph) (ATCC 6538)
Salmonella enterica (Salmonella) (ATCC 10708)
Pseudomonas aeruginosa (Pseudomonas) (ATCC 15442)
Enterobacter aerogenes (KLEBSIELLA AEROGENES) (ATCC 13048)
Enterococcus faecalis (ATCC 29212)
Escherichia coli 0157:H7 (E. coli) (ATCC 35150)
Streptococcus pyogenes (Strep) (ATCC 19615)
Listeria monocytogenes (ATCC 19117)
Methicillin Resistant *Staphylococcus aureus* (MRSA)(ATCC 33592)
Campylobacter jejuni (ATCC 29428)

^(Viruses)

Herpes Simplex Virus Type 1 (ATCC VR-733)
Herpes Simplex Virus Type 2 (ATCC VR-734)
Influenza A (H1N1) Virus (Influenza virus) (Flu virus) (ATCC VR-1469)
Respiratory Syncytial Virus (RSV) (ATCC VR-26)
Rotavirus (ATCC VR-2018) (Strain WA)
SARS-CoV-2 (Strain USA-WA1/2020)

‡(Germs):

Staphylococcus aureus (Staph) (ATCC 6538)
Salmonella enterica (Salmonella) (ATCC 10708)
Pseudomonas aeruginosa (Pseudomonas) (ATCC 15442)
Klebsiella Aerogenes (formerly *Enterobacter aerogenes*) (ATCC 13048)
Enterococcus faecalis (ATCC 29212)
Escherichia coli 0157:H7 (E. coli) (ATCC 35150)
Streptococcus pyogenes (Strep) (ATCC 19615)
Listeria monocytogenes (ATCC 19117)
Methicillin Resistant *Staphylococcus aureus* (MRSA)(ATCC 33592)
Campylobacter jejuni (ATCC 29428)
Herpes Simplex Virus Type 1 (ATCC VR-733)
Herpes Simplex Virus Type 2 (ATCC VR-734)
Influenza A (H1N1) Virus (Influenza virus) (Flu virus) (ATCC VR-1469)
Respiratory Syncytial Virus (RSV) (ATCC VR-26)
Rotavirus (ATCC VR-2018) (Strain WA)
SARS-CoV-2 (Strain USA-WA1/2020)

^{oo} (Fungi)

Aspergillus niger (ATCC 6275)

† When use-directions for disinfection are followed

◇ SARS-CoV-2

^u vs Scrubbing Bubbles trigger

◆ vs previous formula

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***is trademark owned by The Diller Corporation

+ Kitchen countertops and similar, food-contact surfaces must be rinsed with clean potable water following application. [Statement required when food-contact surfaces are referenced on the label.]

ⁱ Compares (Consistent)(Subsequent) (Use) (Cleaning) to First Time (Use) (Cleaning)

ⁱⁱ Average Shower Length of 8 min

ⁱⁱⁱ Assuming an average of two 8-min showers per day

^{iv} After First Use