



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

September 9, 2021

Timothy Joseph
Regulatory Agent for CR Brands, Inc.
c/o Landis International
3185 Madison Highway P.O. Box 5126
Valdosta, GA 31603-5126

Subject: Notification per PRN 98-10 – Adding two Alternate Brand Names
Product Name: Volcano
EPA Registration Number: 95337-1
Application Date: 08/11/2021
Action Case Number: 316575

Dear Mr. Joseph:

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 alternate brand names have been added to the product record:

- Arm & Hammer Essential Disinfecting Wet Mopping Cloths
- Arm & Hammer Essential Disinfecting Botanical Wipes

If you have any questions, you may contact Lorena Rivas, via email at rivas.lorena@epa.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "Lorena Rivas", is written over a horizontal line.

Lorena Rivas, Acting Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosed: Stamped label

VOLCANO

[Alternate Brand Names:

Arm & Hammer Essentials Disinfecting Wipes

Arm & Hammer Clean & Simple™ Disinfecting Wipes

Arm & Hammer Essentials [Disinfecting] Wet Mopping Cloths

Arm & Hammer Essentials [Disinfecting] Botanical Wipes

ACTIVE INGREDIENT	
Citric Acid	1.5%
OTHER INGREDIENTS	98.5%
TOTAL	100.0%

NOTIFICATION

95337-1

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:

09/09/2021

CAUTION

KEEP OUT OF REACH OF CHILDREN

FIRST AID

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, then continue rinsing eye.
- 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. For medical emergencies, call the poison control center 1-800-222-1222. For general information on this product, call the National Pesticides Information Center 1-800-858-7378 Monday through Friday, 8 AM to 12 PM PST, or at <http://npic.orst.edu>.

[First aid may be in paragraph format]

[See [side] [back] panel for [additional] [precautions] [precautionary statements]]

[Manufactured] [Distributed] [by] [for]:

CR Brands, Inc.
8790 Beckett Rd
West Chester, OH 45069

EPA Reg. No.: 95337-1

EPA Est. No.:

NET CONTENTS [and/or Net Weight]: _____

[Insert number] [Cloths] [Wipes] [Towelettes] [Wet Cloths] [Size of each towelette]

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 and before eating, drinking, chewing gum, using tobacco or using the toilet.

STORAGE AND DISPOSAL

Storage: Keep lid closed when not in use. **Towelette Disposal:** Do not reuse towelette. Dispose of used towelette in trash. Do not flush. **Container Disposal:** Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available or place in trash.

ORGANISMS

[ATCC numbers are not required to be listed on production label. Organisms may be listed in a table and in any order.]

[Disinfection] [5 minutes contact time]

[Bactericidal] [Germicidal] [This product has demonstrated efficacy against:]

[*Staphylococcus aureus* [ATCC 6538]]

[*Salmonella enterica* [ATCC 10708]]

[*Escherichia coli* [ATCC 11229]]

[*Methicillin resistant staphylococcus aureus* [ATCC 33592]]

[*Streptococcus pyogenes* [ATCC 19615]]

[Virucidal] [This product has demonstrated efficacy against:]

[Human coronavirus [ATCC VR-740]]

[Influenza H1N1 [ATCC VR-1469]]

[Rhinovirus Type 37 [ATCC VR-1147]]

[Rotavirus [ATCC VR-2018]]

[Non-food contact sanitizer] [5 minutes contact time]

[*Staphylococcus aureus* [ATCC 6538]]

[*Klebsiella pneumoniae* [ATCC 4352]]

Dispenser [Canister] [Container] [Flat Pack] [Pack] [Plastic] [Pouch] [Sample Pack] [Soft Pack] [Travel Pack] [Tub] Directions [Instructions]:

1. Pull wipe from center of roll and feed into opening
2. Next sheet will automatically feed through opening
3. Firmly close lid to avoid dry-out and retain moisture

[or]

1. Open lid and remove seal
2. Pull out wipe from center of opening
3. Push excess wipes back into pack
4. Firmly close lid to avoid dry-out and retain moisture

[or]

1. First wipe is ready to use (next sheet will automatically feed through opening)
2. Firmly close lid to avoid dry-out and retain moisture

[or]

To Open [Flat Pack] [Pack] [Package] [Packaging] [Pouch] [Sample Pack] [Soft Pack] [Travel Pack]

1. Peel back seal to reveal wipes
2. Remove top wipe
3. Reapply seal to retain moisture and avoid dry-out

DIRECTIONS FOR USE

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

PRE-CLEANING: Required prior to disinfection and sanitization. Unfold a wipe. Wipe until clean.

TO DISINFECT [AND DEODORIZE] hard nonporous surfaces: To disinfect, unfold clean wipe and thoroughly wet surface. Allow surface to remain wet for *[or]* [The surface must remain wet for at least] *[or]* [Leave wet for] five [5] minutes. [Use additional wipe(s) if needed to assure surface remains wet]. Let air dry. A potable water rinse is required for food contact surfaces.

TO SANITIZE [AND DEODORIZE] hard nonporous nonfood contact surfaces: To sanitize and deodorize, unfold clean wipe and thoroughly wet surface. Allow surface to remain wet for [or] [The surface must remain wet for at least] [or] [Leave wet for] five [5] minutes. [Use additional wipe(s) if needed to assure surface remains wet]. Let air dry.

[or]

TO CLEAN, DISINFECT AND SANITIZE FLOORS: 1. Attach cloth to sweeper head. 2. Mop floor. Use enough cloths for floor to remain visibly wet for 5 minutes to disinfect and sanitize. 3. Let air dry. No rinsing required. Pre-cleaning: Required for heavily soiled surfaces prior to disinfection or sanitization.

[AREAS OF USE:]

[Claims may appear on front, side or back panels of packaging or marketing materials in bullet or paragraph format; choose one or more areas of use]

For use on hard nonporous surfaces of [kitchens], [bathrooms], [offices], [schools], [classrooms], [playrooms], [daycares], [pet areas], [veterinary clinics], [laundry rooms], [dorms], [garage], [cars], [gyms]

For use on [computers/keyboards], [doorknobs], [exercise equipment], [coolers], [floors], [trash cans], [changing tables], [diaper pails], [pet crates]

For use on [stainless steel], [sealed granite], [finished hardwood], [tubs & [and] shower walls], [toilet exteriors], [hard nonporous surfaces of car interiors]

Great for use on hard nonporous surfaces of [kitchens], [bathrooms], [offices], [schools], [classrooms], [playrooms], [daycares], [pet areas], [veterinary clinics], [laundry rooms], [dorms], [garage], [cars], [gyms]

Great for [use on] [computers/keyboards], [doorknobs], [exercise equipment], [coolers], [floors], [trash cans], [changing tables], [diaper pails], [pet crates]

Great for [use on] [stainless steel], [sealed granite], [finished hardwood], [tubs & [and] shower walls], [toilet exteriors], [hard nonporous surfaces of car interiors]

Worry-free use on [computers/keyboards], [doorknobs], [exercise equipment], [coolers], [floors], [trash cans], [changing tables], [diaper pails], [pet crates]

Worry-free use on [stainless steel], [sealed granite], [finished hardwood], [tubs & [and] shower walls], [toilet exteriors], [hard nonporous surfaces of car interiors]

[TYPES OF SURFACES:] [USE SITES:]

[Claims may appear on front, side or back panels of packaging or marketing materials in bullet or paragraph format; choose one or more surface types]

[The following statement is intended to provide users with information on where the product can be used]

Safe [Intended] for use on [stainless steel] [sealed granite] [finished hardwood] [tubs & shower walls] [toilet exterior] [hard nonporous surfaces of car interiors]

[Test a small area first]

[OPTIONAL ANTIMICROBIAL CLAIMS]

Citrus-based Disinfection

Controls [Controlling] the spread of germs*

*[Back Panel:] *Kills [list organisms from the organism list]*

Disinfectant Wipe(s)

Disinfects

Disinfects [common] [household] [kitchen] [and] [bathroom] bacteria

[including:] [list organisms from the organism list]

Disinfecting Wipe[s]

Effectively controls odors

Eliminates odor-causing bacteria

Eliminates 99.9% [99.999%] of [Name of Virus/Bacteria]

Eliminates 99.9% [99.999%] of cold and flu viruses*

[including:] [list organisms from the organism list]

*[Back Panel:] *Kills [list organisms from the organism list]*

Eliminates 99.9% [99.999%] of viruses* and bacteria

[including:] [list organisms from the organism list]

*[Back Panel:] *Kills [list organisms from the organism list]*

Eliminates 99.9% [99.999%] of viruses* and bacteria in 5 minutes

[including:] [list organisms from the organism list]

*[Back Panel:] *Kills [list organisms from the organism list]*

Everyday surface disinfectant

Kills [Effective against] [Destroys] [Name of Virus/Bacteria]

Kills [Eliminates] [Effective against] [Destroys] 99.9% [99.999%] of germs*

*[Back Panel:] *Kills [list organisms from the organism list]*

Kills [Eliminates] [Effective against] [Destroys] 99.9% [99.999%] of viruses* and bacteria

[including:] [list organisms from the organism list]

*[Back Panel:] *Kills [list organisms from the organism list]*

Kills [Effective against] [Destroys] cold and flu viruses*

[including:] [list organisms from the organism list]

*[Back Panel:] *Kills [list organisms from the organism list]*

Kills [Effective against] [Destroys] viruses* and bacteria

[including:] [list organisms from the organism list]

*[Back Panel:] *Kills [list organisms from the organism list]*

Kills [Effective against] [Destroys] viruses* and bacteria in 5 minutes

[including:] [list organisms from the organism list]

*[Back Panel:] *Kills [list organisms from the organism list]*

Kills [Eliminates] [Effective against] [Destroys] 99.9% [99.999%] of viruses* and bacteria including cold and flu viruses*

*[Back Panel:] *Kills [list organisms from the organism list]*

Sanitizes [hard nonporous surfaces] in 5 minutes
Tough on [dirt] [and] [germs*]
*[Back Panel:] *Kills [list organisms from the organism list]*
Wipe(s) away [dirt] [and] [germs*]
*[Back Panel:] *Kills [list organisms from the organism list]*

[OPTIONAL NON PESTICIDAL CLAIMS]

Bleach-free *[this is included as useful information for users needing a bleach-free product]*
Botanical
[With] Botanical active ingredient
[With] Botanical cleaning [power]
Botanical Disinfectant
Botanical Disinfection
Botanical Wipes
Botanically derived active ingredient
Botanically derived ingredient
Botanically-based product
[Can be used] around pets
Cleans #x better (vs. a wet paper towel)
Cleans without [harsh] [or] [strong] chemical(s)
Cuts grease and grime
Does not contain [bleach] [or] [ammonia] [or] [chlorine] *[this is included as useful information for users needing a bleach / ammonia free product]*
Does not contain [Triclosan] [or] [Paraben] *[this is included as useful information for users needing a triclosan or paraben free product]*
Dye free *[this is included as useful information for users needing a dye-free product]*
Effective cleaning
Everyday cleaner
Free from alkyl dimethyl benzyl ammonium chloride *[this is included as useful information for users needing a quat-free product]*
Free from ammonia *[this is included as useful information for users needing an ammonia free product]*
Free from bleach *[this is included as useful information for users needing a bleach-free product]*
Free-From [Dyes] [Synthetic Fragrances] [Quats* *Quaternary Ammonium Chloride Compound]
[Parabens] [Phthalates] [Gluten] [BPA] [Phenol] [Phosphates] [Ammonia] [Bleach]
Multi-purpose cleaner
No alkyl dimethyl benzyl ammonium chloride
No ammonia *[this is included as useful information for users needing an ammonia free product]*
No bleach *[this is included as useful information for users needing a bleach-free product]*
No gloves required
[No] [Free-From] Ammonia [-Free]
[No] [Free-From] Bleach [-Free]
[No] [Free-From] BPA [-Free]
[No] [Free-From] Dye(s) [-Free]
[No] [Free-From] Gluten [-Free]
[No] [Free-From] Paraben(s) [-Free]
[No] [Free-From] Phenol [-Free]
[No] [Free-From] Phosphate(s) [-Free]
[No] [Free-From] Phthalate(s) [-Free]

[No] [Free-From] Quat(s)* [-Free] *Quaternary Ammonium Chloride Compound
[No] [Free-From] Synthetic Fragrances [-Free]
[No] [Free-From] Triclosan [-Free]
No quaternary ammonium compounds* (* alkyl dimethyl benzyl ammonium chloride) *[this is included as useful information for users needing a quat-free product]*
Non-corrosive
Non-irritating to skin
Paraben free
Phenol free
[With] Plant-Based active ingredient
[With] Plant-Based cleaning power
Plant-Based Disinfectant
Plant-based Disinfection
Powerfully pure cleaning
Powers through tough grease and grime
Pure and simple cleaning
Quick & easy cleaning
Scents from natural ingredients
Fragrance made with [plant extracts] [essential oils]
Textured wipes for a better clean
Textured wipes for tough cleaning
Worry-free cleaning on *[list type of surface / areas of use/icons for areas of use]*
Worry-Free use on *[list type of surface/ areas of use/ icons for areas of use]*
Worry-Free use on [stove] [tub] [shower] [high chair* *food contact surfaces must be rinsed with potable water] [strollers] [toilets] [crates] [play areas] [toys]

[WET MOPPING CLOTH CLAIMS]

Wet [Mopping] Cloths
#x thicker (* vs. paper towel or vs. Arm & Hammer Disinfecting Wipes)
[Disinfecting] Floor Wipes
[Disinfecting] Wet Mopping Cloths
[Textured] [wet] Cloth(s) [for] [Easy] [Easier] [Better] [Scrubbing] [Cleaning] [Deep Cleaning]
Compatible with Most Quick Clean Dusters and Mops
Compatible with Swiffer® [Mop] [Wet Jet]
Do not use as a diaper wipe or for personal cleansing.
Easy Stack Pack [Tub] [Canister]
Easy Store Pack [Tub] [Canister]
Fits Swiffer® [Mop] [Wet Jet] [sweeper mop heads]
Free from Harsh Chemical Residue
Grab[s] [and] [&] [+] Hold[s] [Dirt]
Moisture-Lock Pack [Tub] [Canister]
Not for cleaning or sanitizing skin
Safe for use on [finished wood], [laminated], [vinyl], [linoleum], [quartz] [and] [glazed tile]
Safe on [finished wood], [laminated], [vinyl], [linoleum], [quartz] [and] [glazed tile]
Safe on all floors [finished wood], [laminated], [vinyl], [linoleum], [quartz] [and] [glazed tile]
Swiffer® is a registered trademark of the Procter & Gamble Company
Test a small area first, not recommended for use on unfinished wood and unsealed natural stone
Textured [Wet] Cloth to Grab and Hold Dirt
Textured [Wet] Cloths Grab [and] [&] Hold [Dirt] [and] [&] [Hair]

Textured Pattern

Thick and durable wet cloths XX% thicker!*

Thick, durable and absorbent

Trap[s] [and] [&] [+] Lock[s] [Dirt]

Worry-Free use on [finished wood], [laminated], [vinyl], [linoleum], [quartz] [and] [glazed tile]

[OPTIONAL PACKAGING CLAIMS AND PRODUCT DESCRIPTORS]

% thicker [wipe]

X thicker [wipe]

[Large] [Thick] [&] [Durable] [Wet] Wipes

[Large] [Wet] Wipes

Full-sized Wet Wipes

[Large] [Thick] [&] [Durable] [Wet] Wipes (# x ## count)

[Large] [Wet] Wipes (# x ## count)

Full-sized Wet Wipes (# x ## count)

Wipes (# x ## count)

Wipes = # x ## Wet Wipes

% Thicker*

*[vs. Arm & Hammer Essentials™ Disinfecting Wipes]

x Thicker*

*[vs. Arm & Hammer Essentials™ Disinfecting Wipes]

x Thicker*

*[vs. paper towel]

Click-close

Click-close for maximum freshness

Compact size

Dispenses one wipe at a time

Do not flush [in toilet]

Do not use as a diaper wipe or for personal cleansing

Easy Start

Easy to [stack] [and] [store]

Easy to pull

Easy to start and dispense

Easy to take on the go

Easy to use and store

First Wipe is Ready to Use

Freshness guaranteed

Freshness-lock

Freshness-lock lid

Full-size, thick and durable wipes

Ideal for [briefcases] [and] [glove compartments] [and] [purses] [and] [travel] [and] [vehicles]

Ideal for briefcases

Ideal for glove compartments

Ideal for purses

Ideal for travel

Ideal for vehicles

Inspired by nature

Large, thick and durable wipes

Locks in moisture to keep wipes fresh

Low streak formula
Moist wipes till the end, guaranteed
Moisture-lock
Moisture-lock lid
Multi-purpose
Multi-surface
No dry-out, guaranteed
No unpleasant [smell] [scent] [odor]
Opens with one hand
Peel here
Pull Wipe at Angle
Snap-close
Snap-close for maximum freshness
Snap-close lid
Snaps-closed
Soft collapsible packaging that's easier to store *[Claim to be used when using soft collapsible packaging]*
Space Saving Canister
Space-Saving Canister
Space saving pack
Space-saving pack
Stackable
StayFresh
Stay-Fresh
Stay-fresh lid
Stay-fresh, guaranteed
[Take] on the go
Takes up less space than bulky canisters
Thick and durable [wipes]
This is not a baby wipe
Tough wipes; so you can use less to get the job done
Use ##% less plastic than canisters [wipes]
Use ##% less plastic than similar count canisters
Wet-lock [lid]
Wide opening for [easy] easier [wipe] [dispensing] [pull]
Wide opening for easy access to wipes [roll]
Will not damage hard nonporous surfaces *[list type of surface / areas of use]*
Worry-free use on *[list type of surface / areas of use] [acceptable images (listed below)]*

[Product Sourcing information]

Assembled in the USA of global components *[Claim for when product is manufactured in USA]*
Designed in the USA, responsibly made in Vietnam *[Claim for when product is manufactured in Vietnam]*
Made in the USA *[Claim for when product is manufactured in USA]*

[Scent Names]

[Lavender Sparkle Fragrance]

Lavender [Scent], Hint of Lavender [Scent], Calming Breeze [Scent], Calming Lavender [Scent], Soothing Meadow [Scent], Lavender Fields [Scent], Lavender Fields Forever [Scent], Lavender Meadow [Scent], Lovely Lavender [Scent], Fields of Lavender [Scent], Lavender Mist [Scent],

Lavender Sunset [Scent], Essential Lavender [Scent], French Lavender [Scent], Garden Lavender [Scent], Soothing Lavender [Scent]

[Mint Leaf Fragrance]

Mint [Scent], Minty Fresh [Scent], Fresh Mint [Scent], Cool Mint Breeze [Scent], Cool Breeze [Scent], Cool Mint [Scent], Glacial Breeze [Scent], Morning Mint [Scent], Clean Mint [Scent], Mint Fields [Scent], Hint of Mint [Scent], Mint Garden [Scent], Sprig of Mint [Scent], Garden Mint [Scent], Herbal Mint [Scent], Refreshing Mint [Scent]

[Herbal Mint Leaf Fragrance]

Essential Mint [Scent],

[Lemongrass and Ginger Fragrance]

Lemongrass [Scent], Lemongrass [&] [and] Ginger [Scent], Mediterranean Fields [Scent], Tuscan Garden [Scent]

[Apple Action Mod Fragrance]

Apple Orchard [Scent], Green Apple [Scent], Juicy Apple [Scent], Juicy Green Apple [Scent], Apple Garden [Scent], Apple [Scent], Sweet Apple [Scent], Apple Action [Scent], Apple Tart [Scent], Tart Green Apple [Scent], Apple Fruit [Scent], Apple Jack [Scent], Apple Tree [Scent], Apple Basket [Scent], Apple Harvest [Scent], Crisp Apple [Scent], Sour Apple [Scent], Golden Apple [Scent], Crisp Green Apple [Scent], Apple Pie [Scent], Fresh Picked Apple [Scent], Caribbean Breeze [Scent], Caribbean Cool [Scent], Cool Breeze [Scent], Tropical Zest [Scent], Tropical Paradise [Scent], Tropical Burst [Scent], Tropical Breeze [Scent], Tropical Passionfruit [Scent], Tropical Mango [Scent], Tropical Sunset [Scent], Hawaiian Paradise [Scent], Hawaiian Breeze [Scent], Caribbean Sunset [Scent], Essential [Caribbean] [Hawaiian] [Tropical] [Scent]

[Fiji Fresh Fragrance]

Sun-Kissed Flowers [Scent], Fiji Beach [Scent]

[Fresh and Clean Mod Fragrance]

Clean Linen [Scent], Linen Breeze [Scent], Clean Cotton [Scent], Fresh Linen [Scent], Fresh Burst [Scent], Coastal Linen [Scent], Linen Blossom [Scent], White Linen [Scent], Luxe Linen [Scent], Clean Day [Scent], Cotton Powder [Scent], Beach Linen [Scent], Fresh Cotton [Scent], Pure Linen [Scent], Sun Drenched Linen [Scent], Linen [Scent], Linen Fresh [Scent], Laundry Day [Scent], Crisp Linen [Scent], Linen Clean [Scent], Linen Sun [Scent], Sun-kissed Linen [Scent], A Mist of Rain [Scent], After the Rain [Scent], Fresh [Scent], Fresh Morning Mist [Scent], Fresh Rain Drops [Scent], Meadow Rain [Scent], Morning Rain [Scent], Renewing Rain [Scent], Purifying Waters [Scent]

[Bright Lemon Fragrance]

Essential Lemon [Scent], Lemon Mist [Scent], Lemon Squeeze [Scent], Lemon & Sunshine [Scent], Sunshine & Lemon [Scent], Lemon Verbena [Scent], Lemon Blossom [Scent], Lemon Flair [Scent], Lemon Grove [Scent], Lemon Sunshine [Scent], Clean Lemon [Scent], Fresh Lemon [Scent], Refreshing Lemon [Scent], Lemon Farm [Scent], Lemon [Scent], Lemon Medley [Scent], Lemon Mist [Scent], Lemon Orchard [Scent], Citrus Mist [Scent], Citrus Spritz [Scent], Tangy Zing [Scent], Shades of Citrus [Scent], Sparkling Citrus [Scent], Sunshine & Citrus [Scent], Citrus Grove [Scent], Citrus Bliss [Scent], Citrus Sunset [Scent], Refreshing Citrus [Scent], Citrus Farm [Scent], Essential Citrus [Scent]

[Super Citrus Fragrance]

Citrus Medley [Scent]

[Pink Grapefruit Fragrance]

Grapefruit [Scent], Pink Punch [Scent], Pink Citrus [Scent], Pamplermousse Punch [Scent], Grapefruit Zest [Scent], Pop of Pamplermousse [Scent], Pop of Grapefruit [Scent], Sunshine Grove [Scent], Pink Grapefruit [Scent], Grapefruit Grove [Scent], Tart Grapefruit [Scent], Fresh Grapefruit [Scent], Refreshing Grapefruit [Scent], Essential Grapefruit [Scent], Grapefruit & Ginger [Scent]

[Unscented]

Free and Clear [Scent], Scent-Free, Fragrance-Free, Unscented

[OPTIONAL CLAIMS FOR MULTI & PROMOTION PACKS]

Pack (# = 2, 3, 4 or 5)

More wipes

% bonus pack

% more free

Back-to-school pack

Bonus pack

Family Pack

Large Pack

Mega Pack

Multi Pack

Promotional pack

Seasonal print

Seasonal scent

Spring cleaning pack

Twin pack

Value pack

[Note: The following claims can be used only for 6 months]

New [wipe] [towelette]

Introducing [name of wipes]

Introducing [name of scent]

Introducing [new] [wipe] [towelette]

New and improved scent

[This item is manufactured, marketed and distributed by CR Brands, Inc. ARM AND HAMMER and the ARM AND HAMMER Logo and distinctive orange trade dress are trademarks of Church & Dwight Co., Inc., and are used by CR Brands, Inc. under license.]

This item is manufactured, marketed and distributed by CR Brands, Inc. The ARM & HAMMER and The ARM & HAMMER ESSENTIALS trademarks are owned by Church & Dwight Co., Inc., and are used by CR Brands, Inc. under license.

This item is manufactured, marketed and distributed by CR Brands, Inc. The ARM & HAMMER and Essentials trademarks are owned by Church & Dwight Co., Inc., and are used by CR Brands, Inc. under license.

[Questions?] [Comments?] [Go to www.ahcleans.com] [or] [call us at 1-888-334-4890]

[For more product ingredient information, visit ahcleans.com/ingredients]

Emerging Viral Pathogens Claims

[This product qualifies for emerging viral pathogen claims per 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 emerging viral pathogens from the following viral categories:]

- Enveloped Viruses
- Large Non-Enveloped Viruses

For an emerging viral pathogen that is a/an:	<input type="checkbox"/> follow the directions for use for the following organism on the label:
Enveloped Virus	Rhinovirus type 37; Rotavirus
Large Non-Enveloped Virus	Rhinovirus type 37

[Statements must adhere to one or both of the following formats:]

[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 – see 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 – see table above]** on hard non-porous surfaces. Refer to the **[CDC or OIE]** website at **[website address]** for additional information.

[These statements shall not appear on marketplace (final printed) labels]

		
PAPER BOX	PLASTIC WRAP	PLASTIC CAN

Rinse Before Recycling

how2recycle.info

*Not recycled in all communities



CANISTER & LID



CANISTER & LID
Remove label before recycling



CANISTER



PLASTIC LABEL



Pull wipe from center of roll and feed into opening.



Next sheet will automatically feed through opening.



Firmly close lid to avoid dry-out and retain moisture.



Snap Close Lid



Wide Opening For Easy Access To Wipes Roll



Easy To Store



Stackable



Open lid and remove wipe.



Put out wipe from center of opening.



Push excess wipes back into pack.




Firmly close lid to avoid dry-out and retain moisture.


Full-size, thick and durable wipes




#x thicker!




Snap Close Lid




Wide Opening For Easy Access To Wipes Roll



Easy To Store



Stackable



Take on the Go



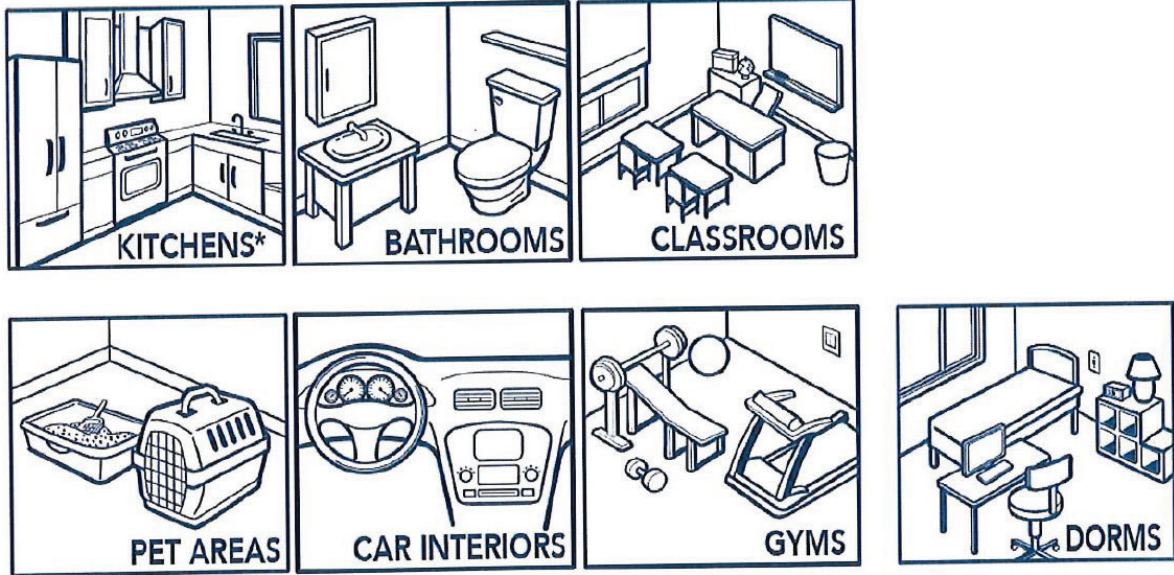
DISPENSER DIRECTIONS



First wipe is ready to use.
(next sheet will automatically feed through opening)



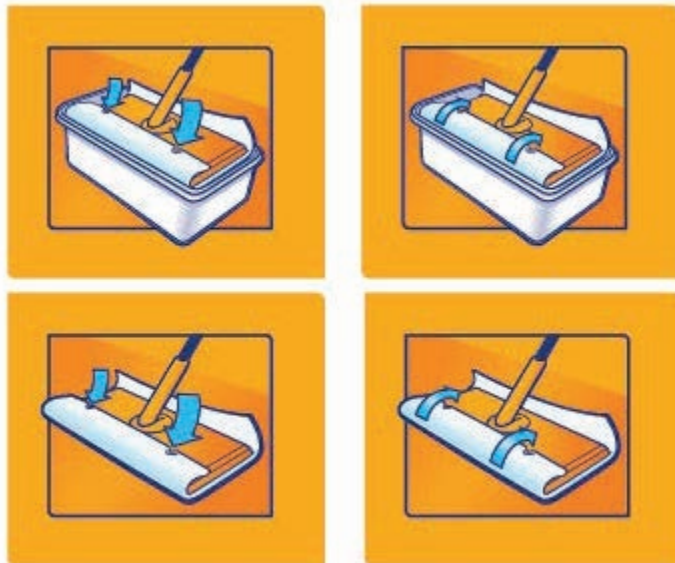
Firmly close lid to avoid dry-out and retain moisture.



**Food contact surfaces must be rinsed with potable water*



1. Attach cloth to sweeper



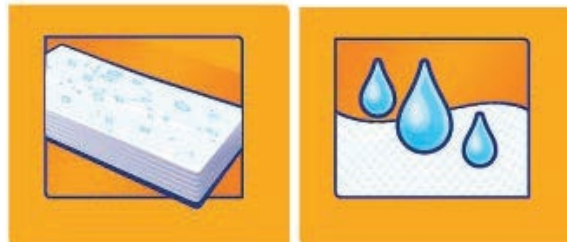
2. Mop Floor



3. Let Dry-



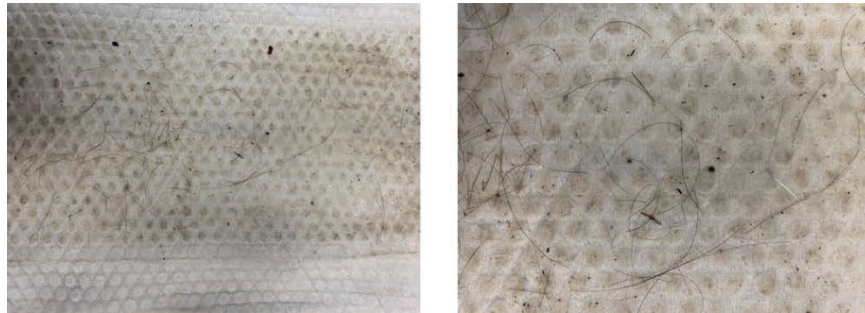
o Wipes/ Cloths image (zoom)



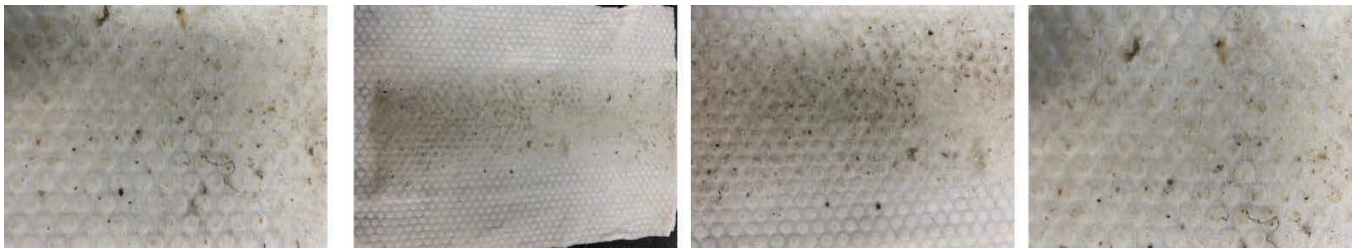
o Used wipes
Dirt:



Firt & Hair



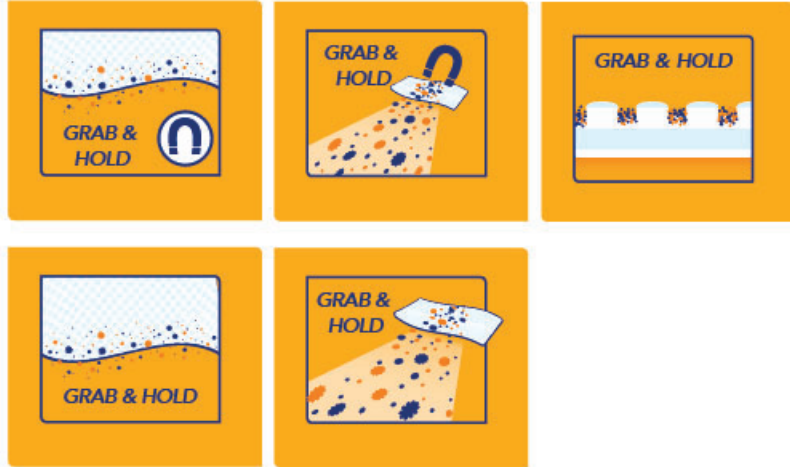
Dust



- Mop image






- Grab & Hold icon






GRAB & HOLD
TEXTURED
WET CLOTHS





-  BOTANICAL DISINFECTION
-  BOTANICAL DISINFECTION
-  BOTANICAL DISINFECTION


-  BOTANICAL DISINFECTANT
-  BOTANICAL DISINFECTANT
-  BOTANICAL DISINFECTANT

-  PLANT-BASED ACTIVE INGREDIENT
-  PLANT-BASED ACTIVE INGREDIENT

-  CLEANS WITHOUT HARSH CHEMICALS
-  CLEANS WITHOUT HARSH CHEMICALS
-  CLEANS WITHOUT HARSH CHEMICALS
-  CLEANS WITHOUT HARSH CHEMICALS

-  SCENT MADE WITH ESSENTIAL OILS
-  SCENT MADE WITH ESSENTIAL OILS
-  SCENT MADE WITH ESSENTIAL OILS
-  SCENT MADE WITH ESSENTIAL OILS

-  INSPIRED BY NATURE
-  INSPIRED BY NATURE
-  INSPIRED BY NATURE
-  INSPIRED BY NATURE
-  INSPIRED BY NATURE

-  PURE & SIMPLE CLEANING
-  PURE & SIMPLE CLEANING
-  PURE & SIMPLE CLEANING
-  PURE & SIMPLE CLEANING

-  NO
-  NO

-  FREE OF
-  FREE OF

-  CLEANS WITHOUT HARSH CHEMICALS
-  CITRUS-BASED DISINFECTION

-  TEXTURED CLOTHS GRAB & HOLD DIRT & HAIR

 **BOTANICAL**
DISINFECTANT

WITH  **BOTANICAL**
DISINFECTANT



WITH  **PLANT-BASED**
ACTIVE INGREDIENTS

WITH  **PLANT-BASED**
ACTIVE INGREDIENTS



 **BOTANICAL**
DISINFECTION

WITH  **BOTANICAL**
DISINFECTION



 **BOTANICAL**
DISINFECTION

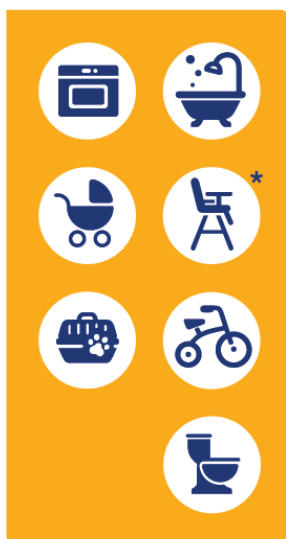
 **BOTANICAL**
DISINFECTION

 **BOTANICAL**
DISINFECTION



 **BOTANICAL**
DISINFECTION





*Food contact surfaces must be rinsed with potable water

PURE AND SIMPLE CLEANING
INSPIRED BY NATURE

FRAGRANCE MADE WITH
Essential Oils

- ⊘ NO QUATS⁸
- ⊘ NO AMMONIA
- ⊘ NO BLEACH
- ⊘ NO DYES
- ⊘ NO PHOSPHATES
- ⊘ NO PARABENS
- ⊘ NO PHTHALATE
- ⊘ NO GLUTEN
- ⊘ NO BPA

- Worry free on/ Safe to use on images →
 - Finished wood, Laminate



- Linoleum



- Quartz



- Glazed tile, Vinyl



- Safe on all floors



Examples of graphics and scents











