



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

April 13, 2022

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

Subject: PRIA Label Amendment – Adding New Efficacy Claims
Product Name: Volcano
EPA Registration Number: 95337-1
Received Date: 08/27/2021
Action Case Number/Decision Number: 00319167

Dear Ms. Boesenberg:

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

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

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

Page 2 of 2
EPA Reg. No. 95337-1
Action Case No./Decision No. 00319167

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

Sincerely,

A handwritten signature in black ink, appearing to read "Marcel Howard", written in a cursive style.

Marcel Howard
Acting Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510M)

Enclosure: Accepted label

ACCEPTED

Apr 13, 2022

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. 95337-1

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%

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.:

Batch code indicates EPA establishment number

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]]

[SARS-Related Coronavirus 2, BEI Resources NR-52281, Strain Isolate USA-WA1/2020]

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

Worry-free cleaning for 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]*

Kills [the] [cause of the] COVID-19 virus⁹ [in 5 minutes]

Kills the virus that causes COVID-19⁹ [in 5 minutes]

[Tested] [&] [and] Proven to kill [the] COVID-19 virus⁹ [in 5 minutes]

Kills the virus that causes COVID-19⁹

Proven to kill [the] COVID-19 virus⁹ [in 5 minutes]

Kills 99.9% of bacteria and viruses, including [the] COVID-19 Virus⁹

Effective against [SARS- CoV-2] [COVID-19] VIRUS⁹

Effective against [SARS CoV-2] [the cause of COVID-19]⁹

Effective against [SARS- CoV-2] [COVID-19] VIRUS⁹

⁹SARS-CoV-2, the virus that causes COVID-19, on hard non-porous surfaces

[OPTIONAL NON PESTICIDAL CLAIMS]

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

Dye free *[this is included as useful information for users needing a dye-free product]*

Effective cleaning

Everyday cleaner

Free-From [Dyes] Multi-purpose cleaner

No gloves required

[No] [Free-From] Dye(s) [-Free] Non-corrosive

Non-irritating to skin

[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 cleaning for use on [list type of surface/ areas of use/ icons for areas of use]
Worry-Free cleaning for use on [stove] [tub] [shower] [high chair* *food contact surfaces must be rinsed with potable water] [strollers] [toilets] [crates] [play areas] [toys]
[This product] contains ingredients in the formulation that do not cause whitening.

[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]
Grab[s] [and] [&] [+] Hold[s] [Dirt]
Moisture-Lock Pack [Tub] [Canister]
Not for cleaning or sanitizing skin
Safe for use on [finished wood], [lamine], [vinyl], [linoleum], [quartz] [and] [glazed tile]
Safe on [finished wood], [lamine], [vinyl], [linoleum], [quartz] [and] [glazed tile]
Safe on all floors [finished wood], [lamine], [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 cleaning for use on [finished wood], [lamine], [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 cleaning for 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], Pamplemousse Punch [Scent], Grapefruit Zest [Scent], Pop of Pamplemousse [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:	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; Rotavirus	

[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 wax

Pull out wipe from center of spring

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



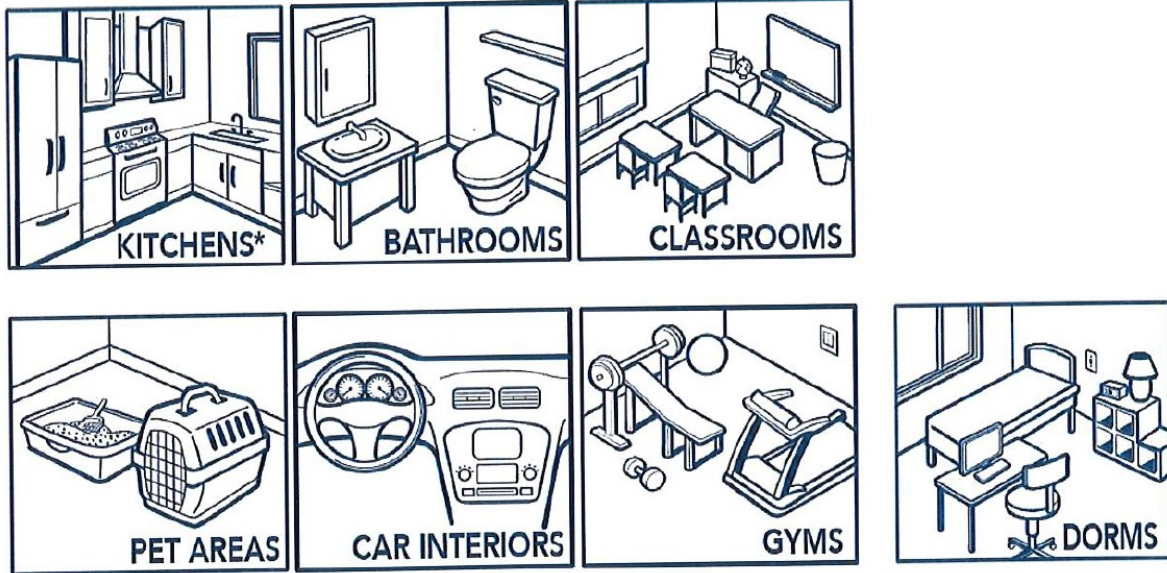
DISPENSER DIRECTIONS



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*



TUB & LID

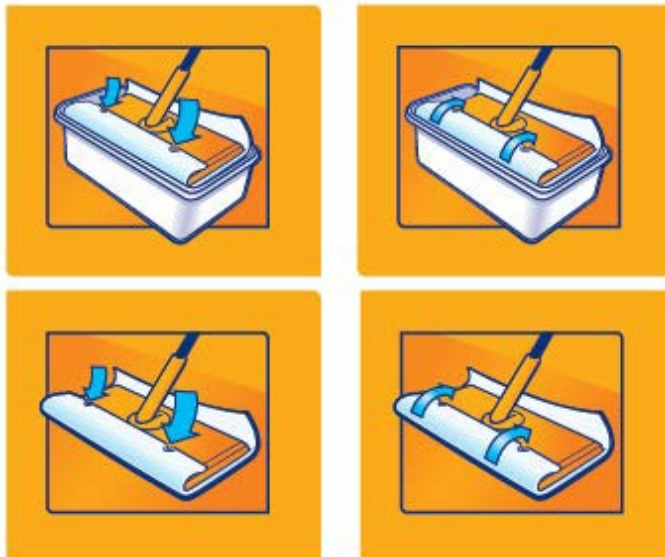


TUB & LID
Remove label before recycling



TUB & LID
Remove label
before recycling

1. Attach cloth to sweeper



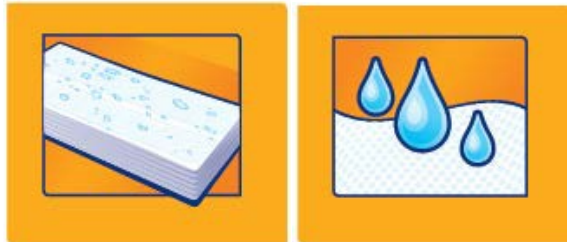
2. Mop Floor



3. Let Dry-



o Wipes/ Cloths image (zoom)



o Used wipes
Dirt:



Dirt & Hair



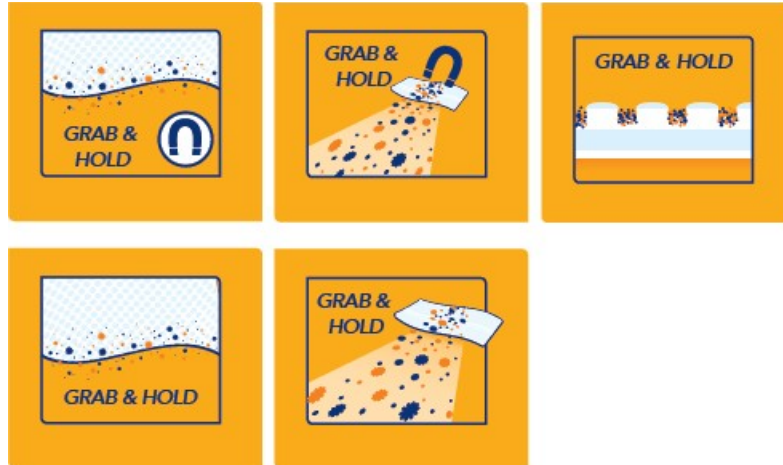
Dust



- Mop image



- Grab & Hold icon



GRAB & HOLD
TEXTURED
WET CLOTHS





CITRUS
BASED
DISINFECTION

CLEANS
WITHOUT
HARSH CHEMICALS

BOTANICAL  DISINFECTANT

BOTANICAL  DISINFECTANT



- 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

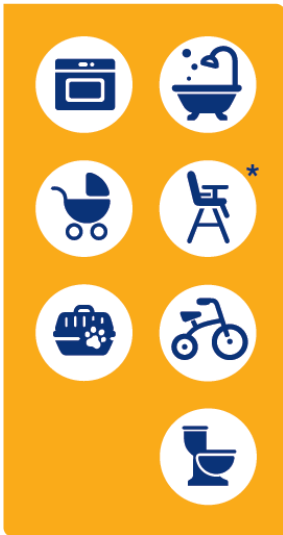
- NO
- NO

- FREE OF
- FREE OF

- CLEANS WITHOUT HARSH CHEMICALS
- CITRUS-BASED DISINFECTION

- TEXTURED CLOTHS GRAB & HOLD DIRT & HAIR





*Food contact surfaces must be rinsed with potable water

PURE AND SIMPLE CLEANING
INSPIRED BY NATURE



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



- Linoleum



- Quartz



- Glazed tile, Vinyl



- Safe on all floors



Examples of graphics and scents







