U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

| EPA Reg. Number: | Date of Issuance: |
|---|---|
| 4822-591 | DEC 21 2012 |

Term of Issuance: **Conditional**

Name of Pesticide Product: Baboon

NOTICE OF PESTICIDE:
x Registration
___ Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):
E. David Lewis
Agent for SC Johnson & Son Inc.
Lewis & Harrison
122 C Street, NW, Suite 740
Washington, DC 20001

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration 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/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

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 sec 3(c)(7) provided that you:

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.

2. Make the labeling changes listed below before you release the product for shipment:

   **a.** Revise the EPA Registration Number to read, "EPA Reg. No. 4822-591"

| Signature of Approving Official: | Date: |
|---|---|
| Marshall Swindell<br>Product Manager Team-33<br>Regulatory Management Branch I<br>Antimicrobials Division (7510P) | DEC 21 2012 |

EPA Form 8570-6

**b.** On page 2, qualify "Allergens" with the term (Non-Living). There are a large number of living and nonliving allergens that can be present in a given environment. Dependent upon the type of allergen, the claim can be considered pesticidal. As consequence, efficacy data may need to be provided to support the claim.

**c.** On page 7, under the Marketing Efficacy Claims section, the following claims must be removed:

- Kills H1N1 (Influenza A2/Hong Kong)
- Kills Influenza (Influenza A2/Hong Kong)

As currently stated, the claims are ambiguous, and may be false and misleading. The product is registered to kill viruses that cause the flu on hard, non-porous surfaces. Since there are parenthetical terms within these claims (Influenza A2/Hong Kong), the agency assumes that the terms, in some marketing instances, may be omitted. If that is the case, the claims could be presented in a way to imply that the product *kills the infectious disease* as opposed to *killing the virus on hard, non-porous surfaces*. For example, if "(Influenza A2/Hong Kong)" is removed from the 1st bullet claim, it would read "Kills H1N1". That particular type of claim is not permissible. Further, claims for H1N1 Influenza A Virus must be qualified with specific labeling, per agency guidance: http://www.epa.gov/oppad001/h1n1-guide.html

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 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. Submit one (3) copy of your final printed labeling prior to release of this product for shipment. If you have any questions concerning this letter, please contact Demson Fuller at (703) 308-8062.

Sincerely,

Marshall Swindell
Product Manager Team-33
Regulatory Management Branch I
Antimicrobials Division (7510P)

Enclosure: (Stamped Label)

(Note to Reviewer: Parenthesis indicate optional text.)

# Baboon

Alternate Brand Name:Scrubbing Bubbles with Hydrogen Peroxide I

## SECTION 1: FORMULA

Active Ingredient:
Hydrogen peroxide ..... 1.4%
Inert Ingredients ..... 98.6%
Total ..... 100.0%

## SECTION 2: REFFERAL STATEMENTS

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**KEEP OUT OF REACH OF CHILDREN(.)**
CAUTION (:)

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

(Peel Here — Press to Reseal)
(Detailed Use Directions and Precautionary Statements are inside this label.)
(Please read all directions carefully before using this product).
(Use as directed.)

Net Contents:

(Note to Reviewer: Parenthesis indicate optional text.)

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## SECTION 3: DIRECTIONS FOR USE

**DIRECTIONS FOR USE:**
It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

(To open) (Rotate nozzle to (ON) (Foam) position (to open).) (Turn trigger to (SPRAY)(ON))

**TO DISINFECT:**

For use on non-food contact hard non-porous inanimate surfaces. Spray surface until thoroughly wet. Allow surface to remain wet for 5 minutes and then wipe. For heavily soiled areas, a precleaning is required.

(Advisory Statements:)
Do not use on glasses, utensils, or dishes.
(Kitchen countertops and similar surfaces must be rinsed with clean (potable) water following application.)
(For surfaces that come into contact with food: Use only on hard, non-porous surfaces and rinse thoroughly with water.)

**TO SANITIZE:**

For use on non-food contact hard non-porous inanimate surfaces. Spray surface until thoroughly wet. Allow surface to remain wet for 30 seconds and then wipe. For heavily soiled areas, a precleaning is required.

**TO CLEAN:**

To clean: Spray and wipe with a dry paper towel or lint-free cloth.

To clean: Spray surface thoroughly (Allow the (foaming) Hydrogen Peroxide to penetrate soap scum.) (Wipe with a dry paper towel or lint-free cloth.) (Tough stains may require longer contact time or two cleanings.)

To clean: Spray surface thoroughly. Allow foam to break down. Clean away dirt and soap scum. Wipe surface dry.

**(TO) DEODORIZE:**
(DEODORIZE) (DEODORIZER) (DEODORIZING)
Spray until surface is thoroughly wet. (Apply) (Brandname) (this) (product) with (trigger) (sprayer) to (thoroughly) (completely) wet (all) (the) surface(s). (Let stand for) (Wait for) (appropriate) contact time (to kill) odor causing (bacteria*)(organisms*). (Rinse) (Wipe) (to) (dry) with clean cloth or paper towel) (Allow to air dry) (If streaking is observed, wipe with a clean, damp (cloth or) paper towel)
(For heavily soiled areas, a precleaning is required)

Non-living Non-living

**(ALLERGEN** DESTRUCTION) (REMOVE) (REMOVES) (DESTROYS) ALLERGENS**:**
To (clean) (and) (remove) (and) (destroy) (specified) allergens**: Spray surface until it is well wet and wipe excess. (Rinse) (Wipe to dry with clean cloth or paper towel) (Allow to air dry) (If streaking is observed, wipe with a clean, damp (cloth or) paper towel)

**STORAGE AND DISPOSAL:**

**STORAGE**: Store in a cool place, out of reach of children and pets.
**CONTAINER HANDLING**: Nonrefillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available.

**(FOR CLEAR BOTTLES ONLY:)**
**STORAGE:** Store in a cool place, out of reach of children and pets. Avoid storing in direct sunlight.
**CONTAINER HANDLING:** Nonrefillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available.

## SECTION 4: PRECAUTIONARY STATEMENTS

**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.

[*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 | • Hold eye open and rinse slowly and gently with water for 15-20 minutes.<br>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.<br>• 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. | |

**ENVIRONMENTAL HAZARDS:**
This pesticide is toxic to birds, fish, and aquatic invertebrates. Caution should be used when applying indoors because pets may be at risk.

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## SECTION 5: ORGANISMS

| Efficiacy Claim | Organisms | Contact Time | Soil Load |
|---|---|---|---|
| Disinfectant(*) | *Staphylococcus aureus* (Staph) (ATCC 6538)<br>*Salmonella enterica* (Salmonella) (ATCC 10708)<br>*Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442)<br>*Escherichia coli* (E. coli) (O157:H7) (ATCC 35150)<br>*Streptococcus pyogenes (*Strep) (ATCC 19615)<br>Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592) | 5 Minutes | 5% |
| Virucidal^ | Influenza A2/Hong Kong Virus (ATCC VR-544) (Influenza) (H1N1) (flu) (virus)<br>Repiratory Syncytial Virus (RSV) | 5 Minutes | 5% |
| Non-Food Sanitizer(†) | *Staphylococcus aureus* (Staph) (ATCC 6538)<br>*Klebsiella pneumoniae* (Klebsiella) (ATCC 4352) | 30 seconds | 5% |

*[Note to Reviewer: Footnotes for symbols mentioned in label.]*

* *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Escherichia coli* (E. coli) (O157:H7) (ATCC 35150), *Streptococcus pyogenes (*Strep) (ATCC 19615), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592)

† *Staphylococcus aureus* (Staph) (ATCC 6538), *Klebsiella pneumoniae* (Klebsiella) (ATCC 4352)

^ Influenza A2/Hong Kong Virus (Influenza) (H1N1) (flu) (virus), Repiratory Syncytial Virus (RSV)

‡ *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Escherichia coli* (E. coli) (O157:H7) (ATCC 35150), *Streptococcus pyogenes (*Strep) (ATCC 19615), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592), Influenza A2/Hong Kong Virus (Influenza) (H1N1) (flu) (virus), Repiratory Syncytial Virus (RSV)

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## SECTION 6: MARKETING CLAIMS

[Note to Reviewer: "And" or "&" can be used interchangeable in the marketing sentences. $H_2O_2$, H202, and Hydrogen Peroxide can be used interchangeably in all claims. All claims containing the word "new" will only be used for the first 6 months after the first retail production.]

### TABLE 1 – MARKETING EFFICACY CLAIMS

- A (daily) (bacteria*) (germ‡) defense for your (insert locations – Table 3)(without harsh chemicals)
- A (daily) (bacteria*) (germ‡) defense for your (insert locations – Table 3 (without bleach)
- (A disinfectant) (you've) trusted for generations (with the power to clean)
- A (disinfectant) name you (trust) (know) (recognize)
- A familiar way to clean & disinfect
- A familiar way to (clean) (lift dirt) (remove soap scum) (and) (disinfect)
- A (new) (different) way to clean (with a familiar disinfectant)
- (A) (sparkling) (disinfecting) clean(er)
- A disinfectant, with the power to clean
- Multi purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and) (non-food contact) sanitizer
- Antibacterial (action)(formula)(cleans & sanitizes)(with hydrogen peroxide)
- (Brandname) (This product) deodorizes areas that are hard to keep fresh smelling, ((such as) (insert locations – Table 3)) (and other areas prone to odors caused by microorganisms‡)
- (Brandname) (This product) (will) deodorize(s) hard, nonporous surfaces ((such as) (insert locations – Table 3)) (and other places bacteria* growth can cause (bad odors) (smells) (malodors)
- (Brightens)(surfaces) (removes grease) (removes soap scum) (and disinfects) (and) (while) (kill(s)(ing) (≥) (99.9%) (99.99%) (99.999%) of germs‡)
- Bubbles work hard to lift out dirt and germs‡
- (Bubbling) (dirt lifting) (ingredients) kill (≥) (99.9%) (99.99%) (99.999%) of germs‡ (with hydrogen peroxide)
- Harsh Chemical Alternative (Disinfectant) (Cleaner) with (sparkling) (streak-free) clean and kill‡
- Harsh Chemical Alternative (Disinfectant) (Cleaner) lifts out (the) (dirt) (grease) (grime) (soap scum) (streaks) (and kills the germs‡)
- Harsh Chemical Alternative (lifts) (dirt) (grease and grime) (soap scum) (Disinfectant) (Cleaner)
- Harsh Chemical Alternative (Disinfectant) (Cleaner) with bubbling clean (you can see)
- Harsh Chemical Alternative (Disinfectant) (Cleaner) with cleaning (and killing) active (of Hydrogen Peroxide) (Disinfectant) (that) Won't stain hard non-porous surfaces
- Harsh Chemical Alternative (Disinfectant) (Cleaner) with (cleaning) (grease fighting) (soap scum fighting) bubbles you can see
- Harsh Chemical Alternative (Disinfectant) (Cleaner) (-) (delivers) (sparkling) (streak-free) clean, without (tough chemicals) (staining) (harsh residue) (strong (chemical) odors).
- Harsh Chemical Alternative (Disinfectant) (Cleaner) (with) (delivers) (sparkling) (streak-free) clean
- Harsh Chemical Alternative lifts dirt and disinfects
- (Clean) (and) (Disinfect) Without compromise
- Cleaner and Disinfectant
- Cleans and Disinfects in One Step
- (Clean(s)) and (disinfect(s)) with (foaming) Hydrogen Peroxide

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- Clean, sanitize and leave a *(This Brand)* shine (on glass) (and other hard surfaces) (throughout your house) (with just one product)
- (Deodorizer*) (Deodorizes*) (Deodorize(s)(er) *)
- Deodorizes* food odors (like garlic and onion) (left behind on non-food contact kitchen surfaces) (after cooking)
- Deodorizes odors (caused by) (from) odor causing bacteria* (or) (and) (non-fresh foods)
- (Destroys) (Removes) (Kills) odor causing bacteria* in the (insert locations – Table 3)
- (Destroys) (Takes away) (Removes) odors*
- (Disinfect) (and) (Kill (≥) (99.9%) (99.99%) (99.999%) of germs‡) (remove (tough) grease) (remove (tough) soap scum) (remove (tough) dirt) (remove (tough) grime)
- (Insert location – Table 3) Disinfect and Cleaner
- Disinfecting formula
- Disinfection technology
- Disinfects
- Disinfects (and) (-) kills (bacteria*) (and) (≥) (99.9%) (99.99%) (99.999%) of germs‡) (and) (viruses^)
- (Disinfects) (kills (≥) (99.9% ) (99.99%) (99.999%) of germs‡) with Hydrogen Peroxide
- (Disinfects) (Kills) (Destroys) odor causing bacteria*
- (Disinfects) (kills (≥) (99.9%) (99.99%) (99.999%) of germs‡ with) and leaves no (streaky) harsh residue
- (Disinfects) (kills (≥) (99.9%) (99.99%) (99.999%) of germs‡ with) and (Disinfects with) (kills (≥) (99.9%) (99.99%) (99.999%) of germs‡ with) No (streaky) Harsh Residue
- (Disinfects with) (kills (≥) (99.9%) (99.99%) (99.999%) of germs‡ with) Ingredients you (trust) (and) (know)
- Disinfects and leaves a streak free shine
- Disinfectant
- Eliminates (the source of) odors* on (household) surfaces (in the home)
- For general (cleaning and) sanitizing of hard non-porous surfaces
- For the dirt you can see and the household bacteria* you can't
- Formulated with (disinfecting) hydrogen peroxide (technology)
- From the brand(s) you trust to clean, with a disinfectant
- (Has) (Hydrogen Peroxide) (ingredients) (cleaners) (scrubbing agents) (work(s)) (to) (keep your (insert locations – Table 3) cleaner, longer) (clean and disinfect) (give you a sparkling clean)
- Harness Hydrogen Peroxide (to clean) (to lift) (to remove) (to disinfect) (grease) (soap scum) (dirt) (grime)
- (Hydrogen Peroxide) (Bubbles) Lift(s) dirt out (and kills germs‡)
- Hydrogen Peroxide (Fizzes dirt away) (breaks down dirt) (kills germs‡) (while killing germs‡)
- (Hydrogen Peroxide) bubbles work hard to lift out (dirt) (and germs‡) (grease and grime) (soap scum)
- (Hydrogen Peroxide) (Disinfectant) (Cleaner) (Bubbles) (Foams) so you know it's working
- (Hydrogen Peroxide) (Disinfectant)(Disinfecting) (germ‡ killing agent)
- (Hydrogen Peroxide) (disinfecting) (formula) (has) (leaves) No (annoying) harsh chemical (scum) (harsh residue) (film) No harsh (alcohol) smell (but the same (sparkling) (disinfecting) clean)
- (Hydrogen Peroxide) (disinfecting) (formula) Leaves virtually no harsh residue
- (Hydrogen Peroxide) Fizzes away (dirt) (and) (germs‡)
- (Hydrogen Peroxide) Helps prevent (or) (reduces) cross-contamination of treated (hard, non-porous) surfaces
- (Hydrogen Peroxide) Kills Odor Causing Bacteria*

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- (Hydrogen Peroxide) (micro) (bubbles) Remove(s) (offensive) (nasty)(stubborn) (odors*) (stains) (germs‡) (from) (insert locations – Table 3)
- (Hydrogen Peroxide) Releases micro-bubbles (to clean) (and) (to) (disinfect)
- (Hydrogen Peroxide) (wipes) clean(s) and disinfect(s)
- (Is a ) (2-in-1 cleaner and disinfectant) (Dual action cleaner and disinfectant) – brightens and disinfects (with Hydrogen Peroxide)
- (Is a) Perfect combination of Windex (*This Brand*) clean and Hydrogen Peroxide Disinfecting
- (Is) Tough on germs‡, enough (for everyday use) (on your surfaces)
- (It) (also) eliminates odors* leaving (insert locations – Table 3) surfaces smelling clean and fresh.
- Kills (bacteria*) (and) (≥) (99.9%) (99.99%) (99.999%) of (germs‡) (virus^)
- Kills E. coli (Escherichia coli)
- Kills Flu Virus (Influenza A2/Hong Kong)
- ~~Kills H1N1 (Influenza A2/Hong Kong)~~
- ~~Kills Influenza (Influenza A2/Hong Kong)~~
- Kills MRSA (Methicillin Resistant Staphylococcus aureus)
- Kills Salmonella (Salmonella enterica)
- Kills Staph (Staphylococcus aureus)
- Kills Strep (Streptococcus pyogenes)
- Kills viruses^
- Leaves no Harsh Residue
- Modern way to disinfect
- No(Harsh Residue)(Streaking)(Smears)
- Oxidizing agent to provide disinfection
- Perfect combination of (*brands* ) Clean and Hydrogen Peroxide Disinfecting
- (Product name ) Disinfects
- (Product name ) Kills Bacteria*
- (Product name ) Kills (≥)(99.9%) (99.99%) (99.999%) of Germs‡
- (Product name ) Kills (≥)(99.9%) (99.99%) (99.999%) of Viruses^
- (Product name ) Kills bacteria* and (≥) (99.9%) (99.99%) (99.999%) of viruses^
- (Product name ) Kills (harmful) germs‡
- (Product name ) Kills the (cold^) (and) flu virus^
- Proven disinfection technology
- Easy (and) convenient disinfecting
- Removes dirt, (grime), (fungus), (mold), (and) (food residue).
- (Removes soap scum) (and) Kills (≥) (99.9%) (99.99%) (99.999%) of (household) germs‡ (in 5 minutes) with hydrogen peroxide)
- Removes (stains) (grease) (grime) (soap scum) (dirt) (and) germs‡)
- The Hydrogen Peroxide formula releases thousands of micro bubbles that penetrate to oxidize (germs‡) (bacteria*) (dirt) (grease) (grime) (soap scum)
- (This product) (Brandname) is a (ready to use) (one step) (germicidal‡) (disinfectant) (cleaner) (and) (deodorant) (odor neutralizer) (designed) for (general) cleaning, (and) disinfecting (deodorizing) (of) hard (nonporous) (inanimate) surfaces.
- ((Uses) (Hydrogen Peroxide) (to) Deodorize(s) * your (insert locations – Table 3) and leave(s) behind a pleasant scent
- (Uses) (Hydrogen Peroxide) (to) Eliminate(s) odors* as it cleans
- Use in places you are concerned about (odor causing bacteria*) (viruses^) (germs‡)
- Use where odors* are a problem.

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- Virucidal^
- Wipes out (tough) soap scum (and household bacteria*)(with hydrogen peroxide)(!)
- (With a) (Foaming action)(formula)(to)(Destroys)(eliminates)(penetrates)(breaks through)(tough) soap scum and bacteria* (with hydrogen peroxide)
- (With) Antibacterial (Foaming) (Hydrogen Peroxide) Action

2009 PANDEMIC H1N1 CLAIMS

- Kills Pandemic 2009 H1N1 Influenza A Virus†
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu). †
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu). †
- (This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus. †
- (This product) has demonstrated effectiveness against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu). †

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ALLERGENS:

- (Reduces) (Breaks Down) Allergens**(!)
- (Destroys) (Eliminates) Allergens**(!)
- (Destroys) (Reduces) (Breaks down) (deactivates) (dust mite matter) (dust mite particles), (cockroach matter) (cockroach particles) (or) (and) (pet dander allergens) found in dust
- This product kills germs‡ and (removes) (destroys) allergens** while cleaning hard, nonporous surfaces.

  ** Cockroach matter, cocktroach particles, dust mite matter, dust mite particles, pet dander, dog dander, cat dander

**TABLE 2: MARKETING CLEANING CLAIMS**

- 3x the cleaning power
- A (bubbling) (dirt-lifting) (familiar) (micro-bubble) (hydro) clean you (can trust) (you know) (you recognize) (used for generations)
- A clean you recognize
- (A) Familiar alternative to harsh chemicals
- A familiar way to (clean) (lift dirt) (and) (remove soap scum) (with a Hydro clean)
- A fast (and) (easy) way to clean your house
- (A)smart choice
- Breaks down dirt
- *(Brand)* (With) Glade Tough Odor Solutions

- Brightens
- Brightens surfaces with the power of hydrogen peroxide
- Brilliant (insert locations – Table 3) shine (with the power of Hydrogen Peroxide)
- (Clean) (Remove soap scum) (on contact) (the way you like) (without scrubbing)(with hydrogen peroxide)
- Cleans and Shines (multiple) surfaces with no (dull) harsh residue left behind
- Cleans hard non-porous surfaces in your home
- Cleans and shines (without scratching)
- Cleans & Shines Glass, Countertops, Sinks & More!
- Cleans bathroom soils
- Cleans even tough, greasy dirt without damaging (insert locations – Table 3)
- Cleans everyday messes
- Cleans fingerprints
- Cleans food stains
- Cleans grease and grime
- Cleans great, with no harsh chemical fumes
- Cleans great, with no harsh residue
- Cleans mildew stains
- Cleans some of your toughest (dirt) (grime) (soap scum)
- Cleans to a shine
- Cleans with (hydrogen peroxide)(H2O2)
- Clear drying formula
- Complete clean
- (Contains) Patented Technology*
- (Contains) Protected Technology*
- Based on Patented Technology*
- (Contains) Aseptix Patented Technology*
- Contains Accelerated Hydrogen Peroxide*
- (Contains) *Hi-Speed Hydrogen Peroxide™* *]
- (Contains)(Based on) Aseptix Patented Technology*
- Cuts cleaning time
- Cuts through grease and oils, and brightens hard surfaces (with hydrogen peroxide)
- Cuts tough grease & grime!
- Deep (Hydrogen Peroxide) Bubbling Clean
- Discover the perfect balance for your family
- (Does not leave any) (No) Harsh Residues
- (Dust and Shine) (Lift dirt and dust) (with Hydrogen Peroxide)
- Easy to use (Hydrogen Peroxide) formula
- (Entire) (Whole) line of (hydrogen peroxide-based) (hydrogen peroxide) cleaners for your home
- Everyday Clean(er) (with Hydrogen Peroxide)
- Everyday (Hydrogen Peroxide) cleaner
- Fast, easy cleaning solution (–one product for a variety of surfaces)
- (Faster) Daily cleaning
- For (daily) (everyday) (light-duty) (heavy duty) (insert locations – Table 3) (cleaning) (everyday) (use)
- For hard non-porous surfaces in the entire house (home) (household)
- For use on ~~all~~ non food contact kitchen surfaces
- For use on hard non-porous surfaces (all around the) (around) (kitchen) (home) (house)

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- For use in (Cleans) (For cleaning) homes (and small businesses) (such as (insert locations – Table 3))
- (Foaming (action of)) Hydrogen Peroxide works hard so you don't have to
- (Foams)(bubbles) (with the power of) (*insert brand*) (and) (Hydrogen Peroxide) (so you know it's working)
- Formulated with you in mind
- Great for hard non-porous surfaces (all around) (the) (house) (home) (insert locations – Table 3)
- Great on glass!
- Great on ((surfaces such as) (insert locations – Table 3))
- Guaranteed to clean or your money back (see back panel)
- Harnesses the simple (to clean) (to remove grease) (to remove soap scum) (to remove dirt) (to remove grime) Hydrogen Peroxide – a (cleaning) (and) oxidizing agent
- (Has)(Hydrogen Peroxide) cleaners that cut through (soap scum and/or dirt and/or grime)
- Helps keep (insert location – Table 3) sparkling and clean
- Hydro(Sparkle)(Fizz)(Bubble)(Glisten)(Splash)
- (Hydrogen Peroxide) Attacks soap scum, mold stains & mildew stains
- (Hydrogen Peroxide (based)) Multisurface (clean) (cleaner)
- (Hydrogen Peroxide) Boost(s) your clean
- (Hydrogen Peroxide) (bubbles) ((cleaning agents) offer a (everyday) (new) (different) (familiar) (tough) (commonly used) alternative (used for generation) to (harsh) (chemicals))
- (Hydrogen Peroxide) bubbles work while you wait
- (Hydrogen Peroxide) Cleans (insert location/surface – Table 3) to a shine
- (Hydrogen Peroxide) Clean(s) more than you think (with Hydrogen Peroxide)
- (Hydrogen Peroxide contains) No abrasives (or) (phosphates)
- (Hydrogen Peroxide) cuts (tough) (insert location – Table 3) grease (on) (insert surfaces – Table 3)
- (Hydrogen peroxide)()(foaming)(bubbling)(bubble) action (removes) (soap scum) (dirt) (grime) (grease)
- (Hydrogen Peroxide (formula)) Expands into hard-to-reach places
- (Hydrogen Peroxide) is a tough cleaner, without tough chemicals.
- (Hydrogen Peroxide is) Great for tough stains
- (Hydrogen Peroxide) Leaves (insert locations – Table 3) clean and shining (shiny)
- (Hydrogen Peroxide) Leaves a (brilliant) shine
- (Hydrogen Peroxide) Leaves a (brilliant shine) (and a) fresh (clean) scent
- (Hydrogen Peroxide leaves) No visible ( or oily) (or smeary) residue (build up)
- (Hydrogen Peroxide) Leaves no (less) visible (or) (greasy) (or) (gritty) (or) (oily) (or) (smeary) residue
- (Hydrogen Peroxide) cleans' while oxidizing
- (Hydrogen Peroxide) Passes the finger swipe test
- (Hydrogen Peroxide) Won't (Will not) harm most surfaces
- (Is) Blended with H2O2 for highly effective cleaning
- (Leaves) A Beautiful Shine in a lot less time
- (Leaves only) (with a) Streak-free shine (with) (the power of) (Hydrogen Peroxide)
- Leaves your (insert locations – Table 3) smelling fresh
- Leaves (your) (insert locations – Table 3) spotless
- Let your surfaces shine
- (Lifts) (Cleans) Cleans everyday floor messes like dirt, grease and food
- (Lifts) (Cleans) everyday dirt and stains without damaging (insert location – Table 3)
- Multi-Purpose (Cleaner) (with Hydrogen Peroxide)

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- Multi-Shine (Cleaner) (with Hydrogen Peroxide)
- (Multi-Surface) ( Multi-Task)
- (Multi-Surface) (Multi-task) (household) cleaner
- No harsh residue, same tough clean
- No oily (or) (greasy) (or) (dull) (or) (smeary) harsh residue
- No-scratch (Hydrogen Peroxide) formula
- (Now) With Glade® (insert fragrance – Table 6)
- (Now you can) (Hydrogen Peroxide lets you) have it all(!)
- (Sparkle)(Fizz)(Bubble)(Glisten)(Splash)
- (Micro) (hydro) (bubbles) lift (dirt) (soap scum) (grease) (grime)
- Patented Formula
- (Peroxy) Power
- Pleasant (odor) (fragrance) (perfume)
- Pleasant smell
- ([*Product Name*]) Effectively removes everyday soils on (insert locations – Table 3) (with (the power of) Hydrogen Peroxide)
- (Product name ) (with) (Hydrogen Peroxide)
- Proprietary Formula
- (Provides a) (clean) (cleaning action) (cleans on contact)(with hydrogen peroxide)
- Refreshingly Clean
- Removes tough [food and beverage] stains, (fingerprints),( bathrooms) (Oils),(crayon and pencil marks),( and) (scuff marks)
- Removes (tough) (dirt)(and)(grease)(and)(grime) with (the)(foaming action)(of)(hydrogen peroxide)
- Reveal the natural beauty of your (finished) (wood) (insert location – Table 3)
- Same great (*brand* ) clean
- Save(s) (you) time and money
- Saves on cleaning time, so you have more time for your family
- (Scientifically engineered) (to put) (Putting) (hydrogen) peroxide to work
- Shine (insert location – Table 3) (to) their natural shine
- Stick it to stubborn soils
- Strong enough for tough (cleans) (grease) (grime) (soap scum) (dirt), for (your) (fine) (surfaces) (family) (everyday life) (the things you care about)
- (The)(Science)(behind)(of) the (new) Hydrogen Peroxide
- The wood care you expect from Pledge, for your floors
- Total Clean(er) (with Hydrogen Peroxide)
- Tough cleaner with a non-chemical scent
- (Tough) (deep) (sparkling) (streak-free) clean
- Tough on grime
- Tough on germs‡, easy on surfaces
- Tough on germs‡, (easy) (enough) for everyday use
- Two in one: cleaning and disinfecting
- (Uses) (Hydrogen Peroxide) (to) Easily removes soap scum, hard water stains and dirt
- (Uses) (Hydrogen Peroxide) (to) Leave(s) a brilliant shine
- (Uses) (Hydrogen Peroxide) (to) Leave(s) your (insert locations – Table 3) smelling fresh
- (Uses) (Hydrogen Peroxide) (to) Penetrates and remove(s) tough soap scum and grime
- (Uses) (Hydrogen Peroxide) (to) Remove(s) dirt and grease (from hard non-porous surfaces)
- (Uses) (Hydrogen Peroxide) (to) Wipe(s) out tough grease and grime (and leaves a fresh clean scent)

- (Use on hard non-porous surfaces in the (insert locations – Table 3) (and) (throughout) (all around) (the whole house) (your home) (your house)
- Use On (insert locations – Table 3)
- Use this product ([*Product Name*]) throughout your home on (household) hard non-porous surfaces (including glass)
- (Unique)(Patented)(Formula)(Technology)(Product)
- Uniquely available from Aseptix* (the inventors of (Accelerated Hydrogen Peroxide)(Hi-Speed Hydrogen Peroxide)
- Use throughout the (your) home (house)
- Versatile cleaner (can be used) on hard non-porous surfaces (throughout) (all around) (the whole house) (your home) (your house)
- We work hard so you don't have to
- Wipes out tough grease and grime and leaves a fresh clean scent!
- (With a) Ammonia Free (Hydrogen Peroxide) clean
- (With a ) Effortless Clean
- (With a) (Foaming action)(formula)(to)(Cuts through)(easily)(removes) (dissolves)(soap scum) (stains)(grime) (with) (no) (messy)(dull) (harsh residue)(fast)(with hydrogen peroxide)Won't stain (surfaces) (counters) (insert locations/surfaces – Table 3)
- (With) (Hydrogen peroxide)(effervescent)(foaming) action removes (grease) (and) (grime) (soap scum)
- Works (for you) (not against you)
- Worry-free clean
- (You can) See foaming (Hydrogen Peroxide) bubbles at work (on) (grease) (grime) (dirt) (soap scum)

**TABLE 3- LOCATIONS**

[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 to link locations/surfaces.]

**PLACES**

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- (Barber) (Beauty) Shop(s) (and) (Salons)
- Bar(s)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stand(s)
- Contractor Shop(s)
- Convenience Store(s)
- Churches (Synagogues) (&) (Religious Organizations)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Exercise Facility (ies)
- Fitness Center(s)

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- Gym(s)
- Gymnasium(s)
- Home(s)
- Home and (Small) Business Solution(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

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**ROOMS/AREAS:**

- Attic(s)
- Baby Nurseries
- Basement(s)
- Bathroom(s)
- Bedroom(s)
- Den(s)
- Dining (room(s)) (areas)
- Family Room(s)
- Foyer(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s) – Non-Food Contact Surfaces
- Laundry Room(s)
- Living room(s)
- Mudroom(s)
- Pet area(s)
- Play (areas) (rooms)
- Powder room(s)
- Restroom(s)
- Washroom(s)
- Workshop(s)

**ITEMS:**

- Artificial plant(s)
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom surface(s)
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blind(s)
- Bookcase(s)

- Booster chair(s)
- Baseboards(Molding) (Trim)
- Basins
- Behind (and under) sinks
- Bench
- Cabinet handles
- Cabinet(s)
- Camper(s)
- Ceiling Fan(s)
- Chair(s)
- Changing table(s)
- China knickknack(s)
- China Cabinet
- Clock(s)
- Collectibles and Knick Knacks
- Computer(s) (screen(s))
- (Bathroom) (Kitchen) (Office) Counter(s) (Countertops)
- Cribs
- Cupboard(s)
- Curio Cabinet(s)
- Desktop(s)
- Diaper pails
- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- Doorhandle(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevator(s)
- Exercise equipment
- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) can openers, cook top(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s) (door(s)), stovetops, toasters, (and) (even) ((BBQ) grills (use when surface is cool))
- Faucet(s)
- (chrome) Fixture(s)
- (linoleum) (no-wax) (vinyl) Floors
- Footboard(s)
- (outdoor) (plastic) (patio) Furniture
- Garbage can(s)
- Glass Patio Door(s)
- Glazed (bathroom) (ceramic) (kitchen) tile(s)
- Glazed porcelain surface(s)
- Grocery cart(s)
- Handrail(s)
- Headboard(s)
- High chair(s)
- High traffic surface(s)

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- Hubcap(s)
- Keyboard(s)
- Lamp(s)
- Laptop(s)
- Light Fixture(s) Switch(es)
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- Picture Frame(s)
- Recycling bin(s)
- Remote Control(s)
- Sealed (fiberglass) tubs (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (curtain(s)) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Table(s)
- Telephone(s)
- ((glazed) (ceramic)) Tile (s)
- Exterior surfaces of toilet(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tub(s)
- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washer(s) and Dryer(s)
- Washing machines
- (Stained Glass) Window(s) (Pane(s))
- Window(s) (Ledges) (Blinds)

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**SURFACES:**

- Aluminum
- (Baked) enamel
- Chrome
- Corian®** (**is trademark owned by E.I. du Pont de Nemours and Company)
- Formica®** (**is trademark owned by The Diller Corporation)
- Finished polyurethane
- Finished wood
- Glass
- Glazed ceramic (tile)
- Glazed porcelain (enamel) (kitchen) (bathroom) (tile)
- Laminated surfaces
- Laminate
- Laminate(d) Wood

- Metal
- Pergo®** (laminate)(hardwood) surfaces (**is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed ceramic (tile)
- Glazed porcelain
- (Glazed) porcelain enamel
- Quartz
- Sealed cement
- Sealed granite
- Sealed grout
- Sealed fiberglass
- Sealed marble
- Sealed synthetic marble
- Sealed natural stone
- Stainless steel
- Steel surfaces
- Stone surfaces
- Vinyl (tile)
- (Finished wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminate) (sealed (masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

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**TABLE 4: PACKAGING CLAIMS**

- 2 in 1
- Advanced
- Also available in wipes, kitchen disinfecting cleaner, bathroom disinfecting cleaner
- (Better) (improved) (application) (control) (method).
- Better Value
- Big (Job)Size
- Bigger Size (package) (bottle)
- Bonus Pack
- Bonus (Multi-) (Special) (Mega) (Value) Pack
- Bottle made of (25%) (50%) post-consumer recycled plastic
- Bottle made of *XX*% post-consumer recycled plastic
- (Club) (Value) Pack
- Combo Pack
- Commercial (Pack) (Size)
- Easy to (Use) (Refill)
- Economic Refill
- Economy Size
- Effortless dispensing
- Foaming Trigger (!)
- For limited time only!
- Gallon size!
- (Improved) (Fragrance) (Scent) (!)

- Industrial (Pack) (Size)
- Less plastic, less waste
- Mega (Pack) (Size)
- New!
- (New) (Better) (and) (&) (Improved) (Scent!) (Formula) (Fragrance) (Trigger!) (Bottle) (canister)
- (New) (Big) (X oz.) (X Liter) (Size)
- (New) (Comfort) (Easy Grip) (Ergo) (Ergonomic) (Improved) (Trigger)
- (New) (Improved) (fragrance) (scent) (formula) (!)
- (New) (Improved) (bottle)(design) (lets you use up (all) your (brand)(product)) (formula) (!)
- (New) (Improved) (*This Brand*) formula
- (New) Patented (Cleaning) Technology/Formula
- No batteries (needed) (!)
- Now available in (separate) refill(s)
- Patented (bottle) (pump) design
- Patented (diptube) (spray) (design)( technology) (lets you use up (all) your (brand)(product)) (formula) (!)
- Plus
- Refill (only)
- Refill (and) (+) Dispenser
- Refill (cartridges) (only)
- Refills sold separately
- Same size as (fill in product name), (but) with less plastic
- Trial (Value) (Pack) (Size)
- Trial Size (Available)
- Twin Pack
- (Two) (2) Liter (Refill) (Size) (!)
- (*X*%) (*X* oz.) (more) (free) (!)
- (X) at the (X oz) price!
- Value (Pack) (Size)

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**TABLE 5 – MISC MARKETING CLAIMS**

- Ammonia free (!)
- Bleach-free (!)
- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- (Chlorine) (Bleach-free) (formula) Contains hydrogen peroxide
- Chlorine free (bleach) (bleaching)
- Contains no abrasives
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- Does not contain bleach
- Does not contain [chlorine] bleach
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- Free from bleach
- Great (insert fragrance – Table 5) (scent) (!)

- Higher fragrance load!
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- No (Chlorine) Bleach
- No (Chlorine) (bleach) free
- (No) (Non-(chlorine)) (bleach)
- No (harsh) (alcohol) smell
- No (harsh)(overpowering) ((smell) (fragrance) (scent))
- No phosphates
- No smeary harsh residue!
- Non-abrasive formula.
- Non-abrasive
- Non-flammable
- Not to be used on acid sensitive surfaces
- Not to be used on brass, copper or zinc
- Not to be used on porous natural stone or marble
- Not to be used on painted wood
- Not to be used on soft surfaces
- Not to be used on silver or gold
- NOTE: Keep out of reach of children and pets. Unplug (small) electrical appliances before (cleaning) (sanitizing) (them) (with this product). Not recommended for use on wood, varnished surfaces, carpeted areas or upholstery.
- Patented formula
- Peel Off
- Recommended for use on sealed hard surfaces. When in doubt, spot test on an inconspicuous area of the surface.
- Scan QR code (at bottom) (of packaging) (here) (for more information) !
- Scratch 'n Sniff
- Smell (Sniff) Here
- With a bleach-free formula
- With a pleasant fragrance

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**TABLE 6 - FRAGRANCE CLAIMS**
(NOTE: Can stand alone or be combined with the Glade® brand name.)

- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) Grapefruit (spumante) (twist) (Splash) (zest)
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) Pomelo (twist) (Splash) (zest)
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) Kumquat (twist) (Splash) (zest)
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) Sunfruit (twist) (Splash) (zest)
- Glistening Citrus
- Tangerine Fizz
- Lemon Scent
- Citrus (Fresh) scent
- (Sparkling) (fresh) (Sweet) (invigorating) Citrus (twist) (Splash)
- Crystal Rain

- Fresh Berries
- Hawaiian Breeze
- Lavender & Peach Blossom
- Red Honeysuckle Nectar
- (Twinkling) (Bubbling) (Florida) (Sweet) (Bright) (Glistening) (Crisp) (Sparkling) (Effervescent) (Lemon) (Lime) (Citrus) (Tangerine) (Mandarin) (Clementine) (Orange) (Blossom) (Zest) (Fizz) (Tingle) (Twist)
- (Fresh) Bubbling Spring(s)
- Sparkling Raindrops
- (Fresh) (clean) (cotton) (linen) (laundry) (scent)
- Clean Champagne
- Sapphire Champagne
- Cool Willow
- Misty Meadow
- Babbling Brook
- Twinkling Stream
- Splash of Spring
- Airy Sky
- Rippling Pool
- Brilliant Budding Blossoms
- Glade® Crisp Waters
- Fresh Mountain Morning
- Foaming Fresh
- Aqua (clean) (cool ) (fizz) (fresh) (splash)
- Almond Oil scent

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**SECTION 6: MISC**

EPA Reg. No. 4822-*XXX*
EPA Est. No.

*This product is covered by US Patent 7,658,953

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(Note to Reviewer: Parenthesis indicate optional text.)

**TABLE 8: PICTOGRAMS**

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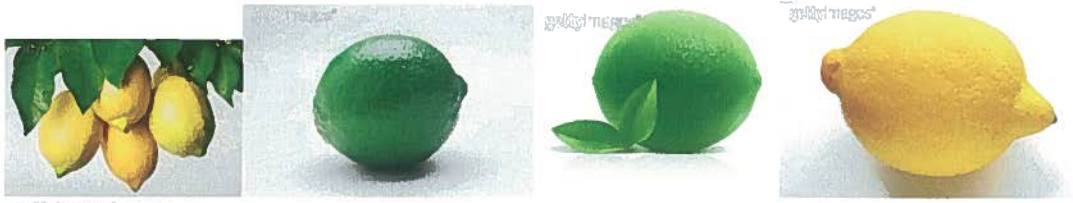
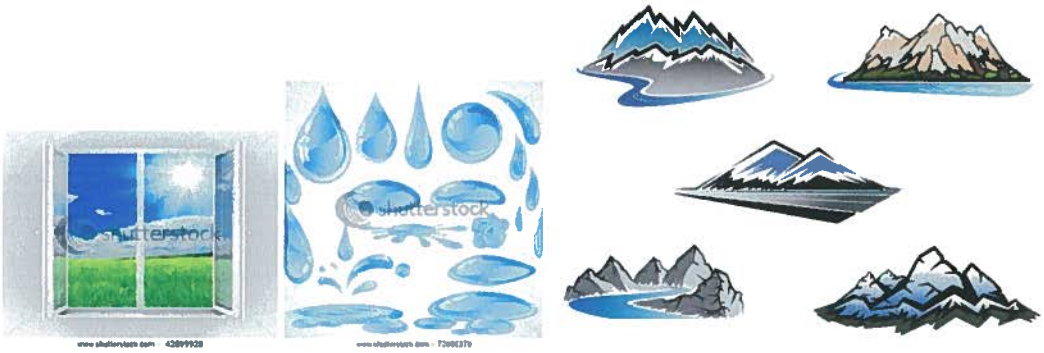
Graphics for Fragrance Descriptions:





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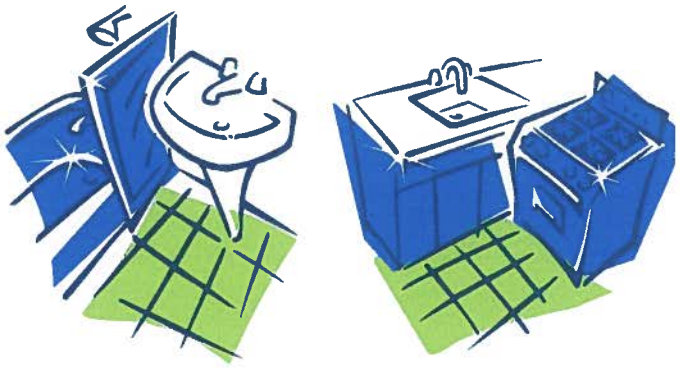
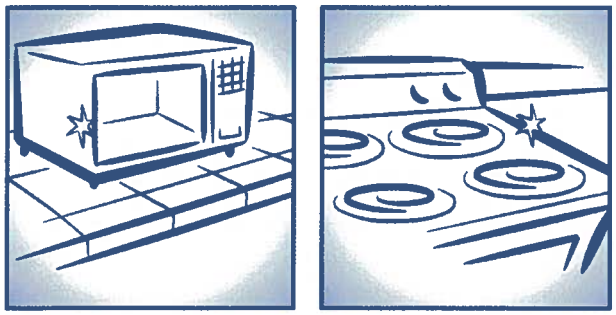
Representative Graphics of Locations/Surfaces:





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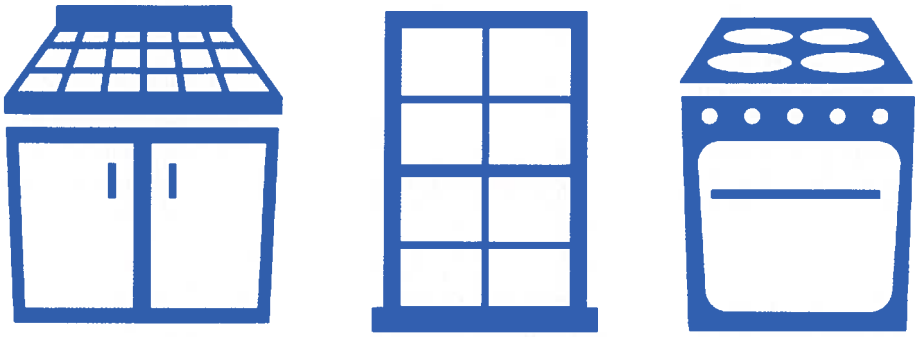

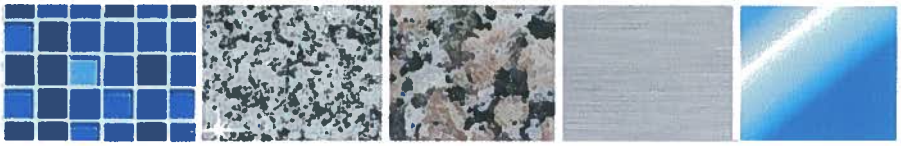

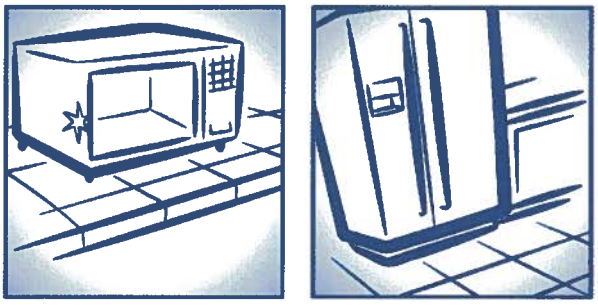

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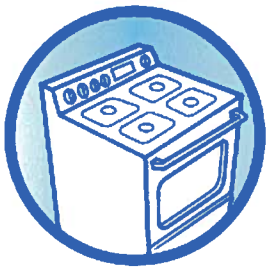
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