SPARKLING CITRUS FABULOSO COMPLETE ANTIBACTERIAL MULTI-PURPOSE CLEANER

[*Alternate Brand Names:*
Fabuloso Complete Sparkling Citrus Antibacterial Cleaner
Fabuloso Complete Antibacterial Sparkling Citrus
Sparkling Citrus Fabuloso Complete Antibacterial
Fabuloso Antibacterial Sparkling Citrus
Sparkling Citrus Fabuloso Antibacterial
Fabuloso Sparkling Citrus Antibacterial Cleaner
Fabuloso Antibacterial Sparkling Citrus
Fabuloso Antibacterial
Lavender Fabuloso Antibacterial
Fabuloso Antibacterial Lavender
Fabuloso Antibacterial Pine]

ACTIVE INGREDIENT: L-LACTIC ACID……..….2.00%
INERT INGREDIENTS:……...98.00%
TOTAL……100.00%

Kills 99.9% of Bacteria*

KEEP OUT OF REACH OF CHILDREN.

CAUTION: See back panel for additional precautionary statements.

[Insert net contents here]

BACK LABEL:

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

To clean and sanitize hard, non-food, non-porous surfaces:

Dilute ½ cup of [insert product name] in a gallon of sterile deionized water and apply to surfaces with a mop, cloth or sponge.
-or-
Apply [insert product name] directly to surfaces with a mop, cloth or sponge.

Leave on surfaces for at least 5 minutes. No rinsing required.

STORAGE AND DISPOSAL: Store in a cool, well-ventilated area inaccessible to small children and pets. Non-refillable container. Do not re-use or refill this container. Offer for recycling if available or discard in trash.

PRECAUTIONARY STATEMENTS:
Hazards to Humans and Domestic Animals
CAUTION: Causes moderate eye irritation. Avoid contact with eyes and clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.
DO NOT SWALLOW. DO NOT HEAT.

Physical or Chemical Hazards: Do not mix with other household cleaners to avoid irritating fumes.

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. 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 general information on product use, etc., call the National Pesticides Information Center at 1-800-858-7378. You may also contact the poison control center at 1-800-222-1222 for emergency medical treatment information
[-or-]
For any product questions contact 1-800-443-0602

*[Kills 99.9% of] *Staphylococcus aureus* or *Staph aureus* and *Klebsiella pneumoniae*

EPA Reg. No. 4582-74
EPA Est. No. 4582-MX-01

<Insert Colgate-Palmolive Company logo: see Appendix B>
Dist. by:
Colgate-Palmolive Company
300 Park Avenue
New York, NY 10022 U.S.A.

[Manufactured by:]

<Insert Question box: See Appendix B>
1-800-443-0602
www.fabuloso.com
Made in Mexico

LOT CODE: The product lot code is lasered on the back panel of the bottle below the label.
[Lot No./MFT Date/ EXP Date: See printed on packaging.]

« MARKETING CLAIMS »

(Fresh) (Mild) (Clean) (Pleasant) (Long Lasting) (Fragrance)(Scent)
(All in 1) (Cleaning Power) (One Step Cleaner)
(Multi Action) (Multi Clean) (Multi Purpose) (Multi Surface)
(Complete) (Easy) (Easy to use) (Effective) (Extreme) (Quick) (Quick & Easy) (Ready to Use)
(Total) (Versatile) (Clean) (Cleaner) (Cleaning) (Degreaser) (Degreases) (Deodorizes)
(Beautiful) (Bright) (Brilliant) (Glistening) (Restores Original Shine) (Restores Original Luster) (Shine)
(Antibacterial) (Bactericidal) (Bactericide) (Cleaner) (Deodorizer) (Deodorizes)
(Sanitizer) (Sanitizes)
(Bleach free) (Non abrasive) formula
(Bonus) (Economy) (Great) (Mega) (Super) (Trial) (Value) (Pack) (Refill) (Size)
(Bonus x /) (Bonus x oz) (x oz at x oz Price) (x / discount (x / more free) (x oz at the price of x oz) (x% more than competitors)
A convenient way to (clean) (and) (deodorize) (sanitize)
Advanced (cleaner) (in) (on) ({insert: See Appendix A})
All In One
All purpose (cleaner)
An effective (cleaner) (and) (sanitizer) on non food contact surfaces in {insert: See Appendix A}
An effective (cleaner) (and) (sanitizer) on non food contact surfaces in the {insert: See Appendix A}
An effective cleaner for use in the {insert: See Appendix A} (and other household areas)
An effective all purpose cleaner (degreaser) (and) (deodorizer)
Antibacterial (Action) (surface cleaner)
Ammonia Free (formula)
(Clean) (deodorize) (sanitize) (with confidence) (confidently)
Clean you can trust
Confidence in (cleaning) (deodorizing) (sanitizing)
Contains no (abrasives) (ammonia) (bleach) (phosphates)
Contains (powerful) (effective) (fast acting) grease cutters
Contains the most powerful (effective) (fast acting) grease cutters
Convenient ({insert: See Appendix A}) (surface) (cleaner)
Complete
Complete+
Complete Clean
Deodorizes and sanitizes as it cleans†
Effective (cleaner) (in) (on) ({insert: See Appendix A})
Effectively works on many hard non porous surfaces
Fabuloso®
Fabuloso® (Complete) (All In One) (Multi-Use) Antibacterial
For a (cleaner) (fresher) (household) (home)
(For a) (deep down) (powerful) (clean)
For any hard non porous surface where (bacteria) are a concern
For (everyday) (use) (cleaning) (messes)
For multiple cleaning tasks
For use (in) (on) (the) ({insert: See Appendix A}) as a multi purpose cleaner
Good for (everyday cleaning) (multiple cleaning) (and) (for your toughest household messes) (jobs) (tasks) (chores)

Great for ({insert: See Appendix A}) (most indoor and outdoor cleaning tasks) (your toughest household messes)
(Great for) everyday use in ({insert: See Appendix A})
(Great for) (everyday cleaning) (multiple cleaning) (and) (for your toughest household messes) (jobs) (tasks) (chores)
(Great for) use on hard non porous surfaces located in (the) ({insert: See Appendix A})
Help protect your home from bacteria with Fabuloso® Brand products
(Introducing) (new), (New (and) Antibacterial), (New (and) Sanitizing), (Now (with) (Antibacterial) (Power))
Irresistible fragrance
Keep your ({insert: See Appendix A}) clean every day
Leaves a (long lasting*) (fresh) (clean) scent (*For up to 24 hours)
Multi-Purpose Cleaner
No rinse (rinsing) (required)
Non abrasive formula (will not scratch surfaces)
One Step Cleaner
([OVER] XX% in SAVINGS*** [***PRICE PER OUNCE VS[.] BUYING X BOTTLE[s] of XX oz)]
Perfect for (use) (in) (on) (the) ({insert: See Appendix A})
Powers through (your) (the) (toughest cleaning jobs) (everyday household messes) (jobs) (tasks) (chores)
Perfect for everyday (use) (in) (on) ({insert: See Appendix A})
Phosphate free
Powerful (cleaner) (in) (on) ({insert: See Appendix A})
Ready to use (kitchen) (and) (bathroom) (cleaner)
Save XX%
Take care of your home with {insert product name}
Use (in) (on) (the) ({insert: See Appendix A})
Use {insert product name} throughout your home
Where to use (in) (on) ({insert: See Appendix A})
Works on a wide range of (kitchen) (bathroom) (household) surfaces

<u>« CLEANING & DEODORIZING CLAIMS »</u>
Advanced cleaning power [formula]
Antibacterial cleaning action on hard non porous surfaces (in the) (for) ({insert: See Appendix A})
Cleans (and sanitizes†) (kitchens] (and) (bathrooms) (restrooms)
Cleans (and sanitizes†) hard non porous surfaces in kitchens and bathrooms
Cleans and sanitizes† (kitchens) (and) (bathrooms) (restrooms)
Cleans and sanitizes most (washable) hard non porous (kitchen) (bathroom) (restroom) surfaces†
Cleans and sanitizes non-food contact surfaces†
Cleans (s) (sanitizes) and removes offensive odors from ({insert: See Appendix A})†
Cleans counters
Cleans everyday kitchen and bathroom messes
Cleans grease (fast) (quickly)
Cleans greasy dirt soap scum and bathroom soils
Cleans grime in kitchens (and) (bathrooms) (restrooms) (fast)
Cleans kitchen and (bathroom) (restroom) surfaces
Cleans kitchen bathroom and household grime and soils (fast)

Cleans on contact
Cleans the toughest soils
Cleans (tough) (everyday) (dirt and grime) ({insert: See Appendix A})
Cleans tough messes fast
Cleans tough soap scum (with no bleach)
Cleans without bleaching
Complete Clean
Controls grease (fast) (quickly)
Cuts through grease
Cuts grease (fast) (quickly)
Cuts greasy dirt and soap scum and bathroom soils
Cuts grime in kitchens and (bathrooms) (restrooms) (fast)
Cuts kitchen bathroom and household grime and soils (fast)
Cuts through tough grease (and grime) (without streaking) (and) (with no bleach)
Cuts through tough kitchen (and) (bathroom) (restroom) (grease) (grime) (and) soils
Cuts tough grease (and grime) (without streaking) (and) (with no bleach)
Cuts tough soap scum (with no bleach)
(tough) grease (and grime)
tough grease (and grime)) (and) (with no bleach)
Disintegrates (grease) (soap scum) (lime scale) (on contact)
Dissolves grease (fast) (quickly)
Dissolves (tough) ({insert: See Appendix A})
Easily cuts (through) (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Easily (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Easily dissolves (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Easily removes (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Easily powers away (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Easily powers through (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Easily wipes away (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Effective - cleans soap scum
Effortlessly cleans (stubborn) stains
Effortlessly cleans the following ({insert: See Appendix A})
Effortlessly eliminates the following ({insert: See Appendix A})
Effortlessly removes the following ({insert: See Appendix A})
Eliminates the toughest soils
Eliminates tough ({insert: See Appendix A})
Eliminates (tough) grease (and grime)
Eliminates tough odors (left behind) (from) (pets) (smoke) (cooking)
Eliminates tough soap scum (with no bleach)
Fabuloso® [Insert Product Name] is an all in one cleaner that can be used [on] for floors, walls, bathroom[s], living room[s] and almost every (non-porous) hard surface
For (many) hard non porous (kitchen) (bathroom) (restroom) surfaces
Freshens ({insert: See Appendix A})
Gives you multiple cleaning actions - (removes) (eliminates) (cuts through) ({insert: See Appendix A})
Grease cleaning power
Keep your (shower) (tub) clean
Keep your (shower) (tub) free from soap scum
Leaves ({insert: See Appendix A}) (surfaces) (clean) (deodorized)

Leaves your ({insert: See Appendix A}) with a fresh clean scent
Make soap scum (disintegrate away) (dissolve)
Multi-action formula for a deeper clean** (**vs. Regular Fabuloso®)
Multi-Purpose Cleaner
Non food contact surface sanitizing cleaner
One step cleaning and sanitizing
Powerful all purpose cleaner
Powerful cleaning action
Powerful grease cutter
Powerful soap scum remover
Powers away tough grease (and grime) (with no bleach)
Powers away tough soap scum (with no bleach)
(Powers through) (cuts) (cleans) (tough) (household) (messes) (including (kitchen) (grease) (and) (grime)
Powers through even your toughest messes in the kitchen and bathroom
Powers through (soap scum) (and) (grease)
Powers through (tough) (grease) (and) (soap scum)
Powers through (tough) grease (and grime)
Powers through tough messes including kitchen grease & grime) (and) (bathroom soils like soap scum)
(Powers through) (tough on) (wipes out) odor
Quick cleaning (in) (on) (the) ({insert: See Appendix A})
Quickly cleans (stubborn) stains
Quickly cleans the following ({insert: See Appendix A})
Quickly cuts (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Quickly degreases and deodorizes
Quickly destroys (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Quickly dissolves (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Quickly eliminates (foul) (filthy) (lingering) (food) odors
Quickly eliminates (stubborn) stains
Quickly eliminates the following ({insert: See Appendix A})
Quickly removes (foul) (filthy) (lingering) (food) odors
Quickly removes (stubborn) stains
Quickly removes the following ({insert: See Appendix A})
Quickly removes (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Quickly powers away (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Quickly powers through (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Quickly wipes away (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Removes limescale
Removes soap scum
Removes tough ({insert: See Appendix A})
Removes (tough) (everyday) (dirt and grime) ({insert: See Appendix A})
Removes tough odors (left behind) (from) (pets) (smoke) (cooking)
Removes tough soap scum (with no bleach)
(Removes) (eliminates) (neutralizes) (offensive) odors (from) (pets) (smoke) (cooking)
Starts cleaning on contact
Surface cleaner with antibacterial formula
The smell of (Fabuloso®) clean
Thoroughly cleans surfaces throughout the ({insert: See Appendix A})

Tough on greasy soils
Uniquely formulated to remove tough grease and grime
Use (this product) (throughout your home) to clean ({insert: See Appendix A})
Wipes away everyday grease and grime
Wipes away tough grease (and grime) (without streaking) (and) (with no bleach)
Wipes away tough soap scum (with no bleach)

« SANITIZING CLAIMS - Hard, non porous, non food contact surfaces »

Cuts tough grease and grime and kills 99.9% of bacteria* in the (kitchen) (bathroom)
Kills 99.9% / of bacteria*
Kills 99.9% of (household) bacteria*
Kills 99.9% / of the following household bacteria commonly found (in) (kitchens) (bathrooms) (around the home) on hard non porous surfaces (*Staphylococcus aureus*) (and) (*Klebsiella pneumoniae*)
This product is a sanitizer for hard non-porous non food contact surface areas against (*Staphylococcus aureus*) (and) (*Klebsiella pneumoniae*)
() (Eliminates) (Kills) 99.9% of (household) bacteria*
() (kills) (eliminates 99.9%) bacteria (for a deep down clean)
() (Eliminates 99.9%) (Kills) (kitchen) (bathroom) (household) (odor causing) bacteria
() (Eliminates) (Kills) 99.9%* of bacteria
() (Eliminates 99.9%)) (Kills) bacteria commonly found in the (kitchen) (bathroom)
() (Eliminates) (Kills) (kitchen) (and) (bathroom) (household) bacteria (sanitizer)
Great for use as a non food contact surface sanitizer in ({insert: See Appendix A})
Sanitizes (and deodorizes) hard non porous surfaces throughout your ({insert: See Appendix A})
Sanitizes as it cleans†
Sanitizes hard non porous surfaces (kitchens and bathrooms)
Sanitizes non food contact surfaces
Sanitizes ({insert: See Appendix A}) (non food contact) surfaces
Sanitizes without bleaching
Starts to kill on contact
Versatile and convenient sanitizer for hard non porous surfaces

†when used according to [sanitization] [sanitizer] directions.

[*Optional Fragrance Descriptors that may be used depending on formula selected*]

- Lavender
- [Sparkling] Citrus
- Pine

Appendix A: « SOILS / ODORS / SURFACES / USE SITES >>

Soils / Odors (Graphic - depicting soil)
Bathtub rings
Cooking odors
Crayon / Pencil marks

Dirt (Greasy dirt)
Fingerprints
(Tough) Grease (Splatter)
Grime
Handprints
Heel / Scuff marks
Lime scale
Mud
Oil
Outdoor grime
Pen / Ink marks
Tough soils
Smear (Smudge)
Smoke odors
Soap scum

<u>Surface Types (Graphic – depicting surface type)</u>
Chrome
Copper
Crystal
Enamel
Fiberglass fixtures
Glass
Glazed ceramic
Glazed porcelain
Glazed tile
Linoleum
Metal
Mirror
Plastic laminate
Stainless steel
Tin
Vinyl

<u>Hard Non porous Surfaces (Graphic- depicting surface)</u>
Bathtub (tub)
Bed frame
Cabinet (non wood)
Chair (non wood)
Changing table (non wood)
Computer screen
Crib (non wood)
Diaper pail (non wood)
Door knob (handle)
Exhaust (fan) (hood)
Faucet
Fixture (chrome / stainless steel)
Floor (glazed tile)
Floor (linoleum)

Floor (vinyl) (depicting use site)
Garbage (can) (pail) (container)
Glass
Glass topped furniture
Glazed ceramic tile (surfaces)
Glazed porcelain tile (surfaces)
Grill (Bar B Que) exterior
Highchair (non food contact area)
Light fixture
Metal
Metal blinds
Microwave exterior
Mirror
Non medical (chrome / stainless steel)
Outdoor patio furniture (non wood)
Oven (door)
Painted woodwork
Patio door
Piano keys
Picnic table (non wood)
Plastic laundry (basket) (hamper)
Range hood (stove hood)
Refrigerator / Freezer exterior
Shelves (drawers)
Shower (door) (curtain) (stall) (area)
Sink (basin)
Storage (area) (room)
Stove (stovetop)
Table (tabletop)
Telephone
Tires
Toilet bowl exterior (Urinal)
Tools
Workout (Exercise room)

<u>Household Use Sites (Graphic - depicting use site)</u>
Basement
Bathroom
Bedroom
Breakfast room
Den
Dining room
Family room
Garage
Home
House
Household areas
Kitchen
Laundry room

Living room
Library
Mud room
Outdoor area
Study
Storage area
Workout (exercise) room

<u>High touch & Professional use sites</u>
Cafeteria
Clinic
Day Care Center
Dental Office
Dining room
Doctor’s Office
Dormitory
Health Care Facility
Health Club
Hospital
Hotel / Motel
Kitchen
Nursing Home
Office Building
Outdoor area
Physician’s Office
Rest (area) (stop)
Restaurant
Restroom
School (College)

<<APPENDIX B: PRODUCT LABEL DESIGN DETAIL>>

NOTE: Please refer to PDF for full label design.

FULL FRONT LABEL COMMUNICATION INCLUDING LOGO

[

] [

]

PRODUCT USAGE ICONS

Front label:

[ ]

Bar Code for Club Sizes

Back label:

[

]

Colgate-Palmolive Company logo

Question box

Smart label and barcode

or

Smart label background info:

SmartLabel® gives consumers easy and instantaneous access to detailed information about thousands of food, beverage, personal care, household and pet care products. Consumers can find this product information in many ways – smartphone, computer, telephone. Read more at: www.smartlabel.org

Recycling information

Optional Graphics

December 18, 2020