

**NOW Concentrated**



Same number of loads as before. Easy pour bottle.

Active Ingredient:  
Sodium Hypochlorite:.....8.25%  
Other Ingredients:.....91.75%  
Total:.....100.00%  
Yields 7.86% Available Chlorine.  
**CONTAINS NO PHOSPHORUS**

**KEEP OUT OF REACH OF CHILDREN DANGER:**

**FIRST AID:** 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. **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. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin with plenty of water for 15-20 minutes. **IF SWALLOWED:** Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the Poison Control Center or doctor. Do not give anything by mouth to an unconscious person. **NOTE TO PHYSICIAN:** Probable mucosal damage may contraindicate the use of gastric lavage. See back panel for additional precautionary labeling.

**Kills Viruses\*\* That Cause Colds & Flu†**

**Bleach**  
**REGULAR SCENT**

Brightens Laundry ✓

Removes Stains ✓

**KILLS 99.9% OF COMMON HOUSEHOLD GERMS\***



**LICENSED LICENSED**  
PERIOD 2015-2017 LIC. NO. **8177.13**  
PERIOD 2012-2014 LIC. NO.

NET CONTENTS 2 QUARTS (64 FL OZ) 1.89 L **SAFEMAY**

SEAL TO FALL HERE

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

**LAUNDRY USE:**

1. Before adding clothes, mix 1/2 cup of bleach with water in top-loading 16 gallon machines or mix 1/2 cup bleach with water in front-loading 8 gallon machines. For large top loading automatics or larger heavily soiled loads, use 1 cup. For HE Washers, add using the bleach dispenser filling to the max line following the machine manufacturer's instructions.
2. Add clothes.
3. Wash and rinse with usual cycles. DO NOT use on acetate, leather, silk, spandex, wool and mohair or non-fast colors.

**TO REMOVE STAINS:**

1. Mix 1/4 cup of bleach with a gallon of water.
2. Soak stained area for 5 minutes to remove grass, ink, coffee, tea, scorch, fruit, etc.
3. Rinse thoroughly.

**HOUSEHOLD USE:**

**TO DISINFECT KITCHEN, DISHES, SINKS:**

1. Use 1/3 cup bleach mixed with 2 quarts of water to soak cleaned dishes, teapot, cups, sinks, etc. for 5 minutes.
2. Rinse with a solution of 2 teaspoons of bleach per gallon of water to prepare a 200 ppm solution. Do not use on silverware. Bleach solution can be used on glazed porcelain, baked enamel, etc., surfaces after cleaning.
3. Let air dry.

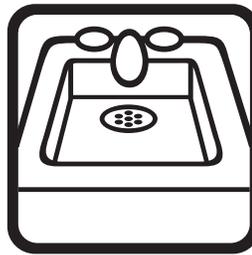
**DISINFECTING AND DEODORIZING BATHROOMS:** To disinfect, deodorize and eliminate mold and mildew from washable surfaces such as tubs, showers, counter tops, sinks, ceramic tile and vinyl flooring,

1. Spread a solution of 1 cup of this product per 1-1/2 gallons of water on clean surface.
2. Let stand 5 minutes, then drain or rinse and air dry.

**TOILET BOWLS:** To sanitize and deodorize pre-cleaned toilet bowls, use 1 cup of this product.

1. Flush, pour in bleach – swab with brush, making sure to get under the rim.
2. Let stand for 10 minutes.
3. Flush. DO NOT use with bowl cleaners or any other household chemicals.

IMPROVED WHITENING WHEN COMPARED TO 96oz BLEACH



**PRECAUTIONARY STATEMENTS:**

Hazards to humans and domestic animals.

**DANGER: CORROSIVE.** May cause severe skin and eye irritation or chemical burns to broken skin. Causes eye damage. Wear safety glasses and rubber gloves when handling this product. Wash after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Avoid breathing vapors. Vacate poorly ventilated areas as soon as possible. Do not return until strong odors have dissipated.

**ENVIRONMENTAL HAZARDS:** This product is toxic to fish and aquatic organisms.

**PHYSICAL AND CHEMICAL HAZARDS:** Strong oxidizer. Flush drains before and after use. Do not use or mix with other household chemicals, such as toilet bowl cleaners, rust removers, acid or ammonia containing products. To do so will release hazardous gases. Prolonged contact with metal may cause pitting or discoloration.

**STORAGE AND DISPOSAL:** Do not contaminate food or feed by storage, disposal or cleaning of equipment. Store in a cool, dry area away from direct sunlight and heat to avoid deterioration. In case of spill, flood area with large quantities of water. Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer. **CONTAINER DISPOSAL:** Non-refillable container. Do not reuse or refill this container. Offer for recycling if available or place in trash collection. **KEEP BOTTLE UPRIGHT AND TIGHTLY CAPPED.**

EPA Reg No. 70271-24

EPA Est. No. 70271-CA-2(G), CO-1(L), FL-1(M), GA-1(S), TX-1(B), VA-1(P), WA-1(F), CAN-1(A), 55852-IL-01(CP)

Letter designation in lot code printed above or below label on bottle identifies actual establishment.

RD12078



UPC # 21130-43141 FOR POSITION ONLY



\*Kills common household germs including: Staphylococcus aureus, Streptococcus pyogenes, Salmonella enterica, Trichophyton mentagrophytes (Athlete's foot fungus), Escherichia coli (O157:H7), \*\*†Influenza A virus and \*\*Rhinovirus type 37. \*\*Kills H1N1 Influenza A virus. \*\*Also Kills Avian Influenza A virus.

MANUFACTURED BY: KIK INTERNATIONAL, INC. 33 MACINTOSH BLVD., CONCORD, ONTARIO CANADA L4K 4L5

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