concentrated bleach
with fabric protection
kills 99.9% of common household germs*

NET 3.78 QT (121 FL OZ) 3.57 L

ACTIVE INGREDIENT:
Sodium Hypochlorite........... 6.0%
OTHER INGREDIENTS........... 94.0%
TOTAL............................ 100.0%
Yields 5.7% Available Chlorine.
CONTAINS NO PHOSPHORUS

KEEP OUT OF REACH OF CHILDREN

DANGER
FIRST AID: Call a Poison Control Center (1-866-366-5048) or doctor for treatment advice. Have the product container or label with you when calling. If the person is unconscious, do not give anything by mouth to an unconscious person. FOR IN EYES: Hold eye open and rinse slowly and gently with water for 15 to 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 to 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.
FOR A CLEANER, FRESHER HOUSEHOLD and LAUNDRY

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 3/4 cup of bleach with water in top-loading 16 gallon machines or mix 1/3 cup bleach with water in front-loading 8 gallon machines. For large top-loading automatics or larger heavily soiled loads, use 1-1/4 cups. For HE washers, add using the bleach dispenser 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, 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:
KITCHEN:
Clean and disinfect appliances, countertops, floors, garbage disposals, glazed ceramic tile, sinks, trash cans, vinyl, walls:
1. Use 3/4 cup of bleach per gallon of water.
2. Pre-wash surface and rinse, then apply the disinfecting solution.
3. Let stand 10 minutes, then rinse thoroughly and air dry.

DISINFECTING AND DEODORIZING BATHROOMS:
To disinfect, deodorize and eliminate mold and mildew from pre-cleaned, hard nonporous surfaces such as tubs, showers, countertops, sinks, glazed ceramic tile and vinyl flooring:
1. Use 3/4 cup of bleach per gallon of water.
2. Pre-wash surface and rinse, then apply the disinfecting solution.
3. Let stand 10 minutes, then soak and drain and rinse thoroughly.

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.

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. 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 must be diluted with water before disposal in a sanitary sewer. CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container.

KEEP BOTTLE UPRIGHT AND TIGHTLY CAPPED.

EPA Reg. No. 70271-20
EPA Est. No. 70271-CA-2, CO-01 (N), FL-1 (M), GA-1 (N), TX-1 (N), VA-1 (N), CAN-1 (N), 55953-L-01 (M), 1672-PA-1 (N), 1672-MA-1 (N)
Letter designation in lot code printed above or below label on bottle identifies actual establishment.

*Staphylococcus aureus, Streptococcus pyogenes, Salmonella enterica, Trichophyton mentagrophytes (Athlete’s foot fungus), Escherichia coli (O157:H7), Influenza A virus, Avian Influenza A virus, H1N1 Influenza A virus and Rhinovirus type 37.
†When compared to up & up concentrated bleach.

100% satisfaction guaranteed or your money back.

MANUFACTURED FOR: KIK INTERNATIONAL LLC
33 MACINTOSH BLVD., CONCORD, ONTARIO L4K 4L5 CANADA
Marketed By: Target Corporation
Minneapolis, MN 55403
TM & ©2019 Target Brands, Inc.
Guest Services 1-800-910-6874

Patent US 8,703,689 B2
CONCENTRATED BLEACH WITH FABRIC PROTECTION

EPA REG NO. 70271-20

64 OZ SIZE
whites stay brighter longer†

kills 99.9% of common household germs*

KEEP OUT OF REACH
OF CHILDREN

DANGER

FIRST AID: Call a Poison Control Center (1-866-366-5048) 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.

ACTIVE INGREDIENT:
Sodium Hypochlorite ........... 6.0%
OTHER INGREDIENTS .......... 94.0%
TOTAL .................................. 100.0%
Yields 5.7% Available Chlorine.
CONTAINS NO PHOSPHOROUS

up&up
concentrated bleach
with fabric protection

kills 99.9% of common household germs*

NET 2 QT (64 FL OZ) 1.89 L

2/21/19
FOR A CLEANER, FRESHER HOUSEHOLD and LAUNDRY

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LAUNDRY USE:
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2. Add clothes.
3. Wash and rinse with usual cycles. DO NOT use on acetate, leather, silk, spandex, wool, 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:
KITCHEN:
Clean and disinfect appliances, countertops, floors, garbage disposals, glazed ceramic tile, sinks, trash cans, vinyl, walls:
1. Use 3/4 cup of bleach per gallon of water.
2. Pre-wash surface and rinse, then apply the disinfecting solution.
3. Let stand 10 minutes, then rinse thoroughly and air dry.

DISINFECTING AND DEODORIZING BATHROOMS:
To disinfect, deodorize and eliminate mold and mildew from pre-cleaned, hard nonporous surfaces such as tubs, showers, countertops, sinks, glazed ceramic tile and vinyl flooring:
1. Pre-wash surface and rinse. Spread a solution of 1-1/2 cups of this product per 2 gallons of water.
2. Let stand 10 minutes, then drain or rinse and air dry.

TOILET BOWLS:
To sanitize and deodorize pre-cleaned toilet bowl, 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.

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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. 70271-20
Letter designation in lot code printed above or below label on bottle identifies actual establishment.

*Staphylococcus aureus, Streptococcus pyogenes, Salmonella enterica, Trichophyton mentagrophytes (Athlete’s foot fungus), Escherichia coli (O157:H7), Influenza A virus, Avian Influenza A virus, H1N1 Influenza A virus and Rhinovirus type 37.
†When compared to up & up concentrated bleach.

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We welcome any questions you may have at Target.com/comments or 1-800-910-6874.
Each year we give 5% of our profit to communities. See all the good we do together at Target.com/Community.

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