



MAKING GREAT PRODUCTS
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MICROBAN CLAIMS OVERVIEW

EPA Treated Article Overview

- The EPA has primary jurisdiction over the use of antimicrobials.
- The EPA regulates built-in antimicrobial claims under FIFRA, which limits claims to protection of the treated article and prohibits public health claims.
- There are three key requirements to fulfilling EPA guidance on treated article claims.
 - Qualified efficacy— Limits claims to bacteriostatic versus bacteriocidal action.
 - Limited to treated article - Antimicrobial protection claims must be *clearly* limited to the treated surface and cannot be inferred beyond the treated product, i.e. to the adjacent surfaces or surrounding environment.
 - Prohibition of public health claims - For example, claims of reducing bacteria growth that can cause illness, disease or cross contamination would be a violation of FIFRA guidelines.

Claims Overview

- **Qualifier Claims Guidelines**

- To establish bacteriostatic versus bacteriocidal action; one of the following qualifiers must be used when making an antimicrobial claim.
 - Examples of allowable qualifiers: inhibits, fights, resists, helps prevent.
 - Examples of unacceptable qualifiers: kills, stops, prevents, eliminates.
- To establish the claim against non-pathogenic microorganisms the statement must be further qualified against bacteria that can cause...
 - Examples of allowable qualifiers: stains, odors, product deterioration.
 - Examples of unacceptable claims: naming of specific microorganisms, i.e. staph, MRSA, E.coli, etc.
- Qualifier language must be in proximity and prominence to the antimicrobial claim on all materials that are an inducement to sale.

Claims Overview

- **The selection of the primary qualifier (inhibits/fights/resists/helps prevent) will be influenced by your target audience.**
 - For commercial and more informed audiences we recommend the use of “inhibits”.
 - For primarily male audiences or products that are not in contact with food/water/skin/children we recommend more aggressive qualifiers such as “fights”
 - For primarily female audiences and products in contact with food/water/skin/children we recommend “helps prevent”.
- **The selection of the secondary qualifier (stains/odors/product deterioration) is influenced by the functionally relevant claim.**

Qualifier Claims Overview

- **Qualifier Claims Examples**

- Microban® antimicrobial product protection *inhibits* the growth of *stain and odor causing bacteria*.
- Microban® antimicrobial product protection *fights* the growth of bacteria that *can cause stains and odors*.
- Microban® antimicrobial product protection works continuously to *help prevent* the growth of *stain and odor causing bacteria*.

- **Qualifier Claims Recommendations**

- Microban® antimicrobial product protection inhibits the growth of stain and odor causing bacteria (commercial).
- Microban® antimicrobial protection helps prevent the growth of stain and odor causing bacteria (residential).

Functional Claims Overview

- **Functional Claims Examples**

- Microban® antimicrobial protection *works continuously* to help prevent (inhibit) the growth of stain and odor causing bacteria.
- Microban® antimicrobial technology is *infused into the tile surface* for an *added level of protection* against stain and odor causing bacteria.
- Microban® antimicrobial protection *works 24/7* for an *added level of cleanliness protection*.
- Microban® antimicrobial technology is infused into the tile surface during the manufacturing process to help prevent (inhibit) the growth of stain and odor causing bacteria.
- Microban® antimicrobial protection makes tile surfaces easier to clean and keeps them cleaner between cleanings by inhibiting the growth of stain and odor causing bacteria.
- On an unprotected surface, bacteria can double in number every 20 minutes. Microban protection works continuously to keep tile surfaces cleaner, longer.

Claims Review Process

- This document is to provide claims guidance on potential product and packaging claims in compliance with EPA FIFRA guidelines.
- Final claims on all marketing materials are subject to efficacy and durability approvals from Microban International.
- All partner marketing materials must be submitted to Microban International for final review and approval.
- Claims submissions should be sent to **claims.review@microban.com**.