

EVERYDAY MARKET™ — SPECIFIC PRODUCT ASSET

1. PRODUCT IDENTIFICATION

PRODUCTION MODE:

NEW SPECIFIC PRODUCT ASSET

CORE PRODUCT:

Laundry Stain Remover

SPECIFIC / REFERENCE PRODUCT:

Clorox 2 for Colors Stain Remover, Max Performance, 102 Loads, 112.75 fl oz

RETAILER / SOURCE:

Costco

CURRENT RETAIL PRICE:

\$16.89

Exact Product Name: Clorox 2 for Colors Stain Remover, Max Performance

Brand: Clorox 2

Category: Laundry Care / Stain Remover

General Product Type: Liquid laundry stain remover and color-safe laundry additive

Package Format: Large molded-plastic jug with integrated handle and measuring-cap closure

Volume: 112.75 fl oz (3.52 qt / 3.33 L)

Load Count: 102 laundry loads

Storage: Shelf-stable household laundry product; store according to package directions.

Package-Verified Visible Claims:

- Removes 3X More Stains
- For Colors
- Stain Remover
- Bleach-Free
- Max Performance
- 4-in-1

- Removes Stains
- Removes Odor
- Brightens Colors
- Deep Cleans

The submitted package and Costco shelf-tag photographs support the product identity, 102-load configuration, 112.75 fl oz volume, and \$16.89 selling price.

2. CUSTOMER-FACING PRODUCT CONTENT

PRODUCT TITLE

Clorox 2 for Colors Stain Remover, Max Performance, 102 Loads, 112.75 fl oz

SHORT ECOMMERCE DESCRIPTION

Clorox 2 for Colors Stain Remover is a bleach-free liquid laundry additive designed to help remove stains and odors while brightening colors and deep cleaning. This large 112.75 fl oz container provides up to 102 laundry loads and features an integrated handle and measuring-cap closure for convenient laundry use.

PRODUCT DETAILS

Brand: Clorox 2

Product Type: Liquid Laundry Stain Remover

Use: Laundry / Color Care

Form: Liquid

Package: Large handled jug

Volume: 112.75 fl oz (3.52 qt / 3.33 L)

Loads: 102

Bleach-Free: Yes

Performance: Max Performance

Storage: Store according to package instructions.

3. CUSTOMER OPTIONS

No additional customer-selectable options are recommended.

This is an exact Specific Product Asset. The customer should understand that selecting this listing means purchasing the identified **Clorox 2 102-load, 112.75 fl oz product**, rather than a variable brand, size, or formulation.

4. PRODUCT INFORMATION VERIFICATION

Product Identity: Package Verified

Brand: Package Verified

102 Loads: Package Verified

112.75 fl oz Volume: Package Verified

Bleach-Free Claim: Package Verified

Max Performance Claim: Package Verified

4-in-1 Claims: Package Verified

Current Retail Price — \$16.89: Shelf-Tag Verified

Ingredients: Not Verified from submitted photographs

Detailed Directions: Not Verified from submitted photographs

Exact ingredient or detailed usage information should therefore not be added to the product asset without an appropriate package panel or reliable exact-product source.

5. PRODUCT & SAFETY INFORMATION

This is a non-food household laundry product, so Nutrition Facts and food-allergen information are not applicable.

The visible front package identifies the product as a laundry stain remover and includes a **CAUTION: IRRITANT** statement. Customers should follow all directions, precautions, handling instructions, and safety information appearing on the actual product packaging.

Do not transfer the product to an unlabeled container or represent the product's formulation beyond information verified from its current packaging.

6. FULFILLMENT

The customer is purchasing the exact **Clorox 2 for Colors Stain Remover, Max Performance, 102 Loads, 112.75 fl oz** product.

The shopper should fulfill the order with this exact product and configuration.

Another brand, Clorox 2 size, load count, or alternate formulation should not automatically be treated as the same Specific Product. If substitutions are permitted by the operator, they should be clearly handled as alternative fulfillment products rather than represented as this exact item.

7. PRICING

CURRENT RETAIL PRICE: \$16.89

SUGGESTED CUSTOMER PRICE: \$19.99

DOLLAR MARKUP: \$3.10

MARKUP: 18.35%

A \$19.99 selling price provides a commercially practical consumer price point while producing a \$3.10 gross dollar spread over the submitted \$16.89 acquisition price before payment processing, shopping, operating, delivery, and other service costs.

8. SEO

SEO PRODUCT TITLE:

Clorox 2 for Colors Stain Remover, 102 Loads, 112.75 fl oz

META DESCRIPTION:

Shop Clorox 2 for Colors Stain Remover Max Performance in the 102-load, 112.75 fl oz size. Bleach-free liquid laundry stain remover for color care.

IMAGE ALT TEXT:

Clorox 2 for Colors Max Performance liquid stain remover, 102 loads, 112.75 fl oz blue laundry jug

9. WIX-READY IMPLEMENTATION

PRODUCT NAME:

Clorox 2 for Colors Stain Remover, Max Performance, 102 Loads, 112.75 fl oz

BRAND:

Clorox 2

CATEGORY:

Laundry Care / Stain Remover

PRODUCT DESCRIPTION:

Clorox 2 for Colors Stain Remover is a bleach-free liquid laundry additive designed to help remove stains and odors while brightening colors and deep cleaning. This large 112.75 fl oz container provides up to 102 laundry loads and features an integrated handle and measuring-cap closure for convenient laundry use.

PRODUCT DETAILS:

Liquid laundry stain remover; for colors; bleach-free; Max Performance; 4-in-1; 102 loads; 112.75 fl oz (3.52 qt / 3.33 L); handled plastic jug with measuring-cap closure.

INGREDIENTS / ALLERGENS / NUTRITION:

Not applicable/ingredients not verified from submitted package imagery.

CURRENT RETAIL PRICE:

\$16.89

SUGGESTED CUSTOMER PRICE:

\$19.99

SEO PRODUCT TITLE:

Clorox 2 for Colors Stain Remover, 102 Loads, 112.75 fl oz

META DESCRIPTION:

Shop Clorox 2 for Colors Stain Remover Max Performance in the 102-load, 112.75 fl oz size. Bleach-free liquid laundry stain remover for color care.

IMAGE ALT TEXT:

Clorox 2 for Colors Max Performance liquid stain remover, 102 loads, 112.75 fl oz blue laundry jug

CORE PRODUCT COMPATIBILITY:

Laundry Stain Remover

This is the appropriate broad Core Product relationship if the Specific Product is later connected to an Everyday Market Core Asset.

10. PRODUCT INFORMATION NOTICE

Product information is provided for convenience and is believed to be accurate at the time of preparation. Product packaging, formulation, directions, safety information, and labeling may change without notice. Always refer to the product packaging for the most current information.