

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

November 8, 2016

Arjun Channi Reckitt Benckiser LLC. Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054

Subject: Notification per PRN 98-10 – Add Marketing Claims

Product Name: Lysol Brand Fresh Scent Cling Thick Liquid Disinfectant Toilet

Bowl Cleaner

EPA Registration Number: 777-70 Application Date: August 24, 2016

Decision Number: 520842

Dear Mr. Channi:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped "Notification" and will be placed in our records.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

If you have any questions, you may contact Joe Daniels at (703) 347-8669 or via email at daniels.joseph@epa.gov.

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> Sincerely, E. Midelloff

Eric Miederhoff

Product Manager 31

Regulatory Management Branch I Antimicrobials Division (7510P)

Office of Pesticide Programs

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<< FRONT PANEL >> ACTIVE INCREDIENT

ACTIVE INGREDIENT:	
Alkyl (50% C14, 40% C12, 10% C16) dimethyl benzyl ammonium chloride	0.49%
Octyl decyl dimethyl ammonium chloride	0.37%
Didecyl dimethyl ammonium chloride	0.22%
Dioctyl dimethyl ammonium chloride	0.14%
OTHER INGREDIENTS:	98.78%

NOTIFICATION

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The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

100.00%

TOTAL: 192 FL. OZ. (1.5 GAL.)

11/08/2016

5.67 L

KEEP OUT OF REACH OF CHILDREN

WARNING: See (back) (side) panel for additional precautionary statements.

TOTAL:

NET CONTENTS:	16 FL. OZ. (1 PT.) 24 FL. OZ. (1 PT. 8 FL. OZ.) 32 FL. OZ. (1 QT.)	473 mL 709 mL 946 mL				
(2) (3)	24 FL. OZ. (1 PT. 8 FL. OZ.) 24 FL. OZ. (1 PT. 8 FL. OZ.)	709 mL 709 mL			(1 QT. 1 PT.) (2 QTS. 8 FL. OZ.)	1.41 L 2.12 L
(3) (4)	32 FL. OZ. (1 QT.) 32 FL. OZ. (1 QT.)	946 mL 946 mL	TOTAL: TOTAL:	96 FL. OZ. 128 FL. OZ.	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	2.83 L 3.78 L

946 mL

<< FRONT / BACK PANEL >>

EPA Reg. No.:

777-PA-001 (Y) (YY) EPA Est. No.: 777-NJ-2 (Y) (YY)

> 777-MO-1 (Y) (YY) 000475-MO-001 (Y) (YY) 000475-PA-001(Y) (YY)

(See bottom or side) (for Lot / Date code)

(Beginning of) (batch) (lot) code indicates EPA (Est.) (Establishment) (#) (No.) (Number)

See (batch) (lot) code for EPA (Est.) (Establishment) (#) (No.) (Number)

<< BACK PANEL >>

Questions? ((Call:) (1-800-228-4722) (1-800-677-9218)

(6) 32 FL. OZ. (1 QT.)

For ingredient (and other) information, (www.rbnainfo.com) (website)

Distributed by: Reckitt Benckiser, Parsippany, NJ 07054 (-xxxx)

Made in U.S.A. © {year} RB Contains no phosphates.

This (bottle) (container) is made of 25% post-consumer recycled plastic.





Company graphic logo

<< FRONT / BACK PANEL - Option text >>

Important facts (about this product)

Encourage your state and local authorities to establish a program to recycle this (bottle) (container).

IMPORTANT: For directions for use and first aid instructions in Spanish, please call 1-877-843-3817.

<< Spanish Translation >>

IMPORTANTE: Para instrucciones de uso y primeros auxilios en español por favor llame al 1-877-843-3817.

Learn more about (the importance of good hygiene habits) (and the many ways that Lysol® is promoting good hygiene habits) (for your family and community), go to www.spreadinghealth.com.

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].

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To use the term "germ**" the product must be efficacious against 2 of the 3 major classes of organisms. The product label must identify the specific bacteria*, virus*, fungus* & mold*.

The term (x) is a placeholder that represents a number between 1 and 99.

Lysol Brand Fresh Scent Cling Thick Liquid Disinfectant Toilet Bowl Cleaner

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QR Code:



(Use your phone to) (and) (or) (scan) (the) (tag) (or) (this code) (to learn) (or) (to) (see) (more) (uses) (or) (information) (videos) (on how to use) (this product) (for) (how to) (tips) (Snap this code to get informed)

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<< NOTE: Any claim may appear on FRONT / BACK panel in bullet / paragraph format – Unless otherwise noted. >>

INTRODUCTORY 6-mos. CLAIMS – will only appear on graphic label for the first 6 months product is on shelf >>

(New) (Angle neck bottle) (Cap) (Pack) (Package) (Try New) (Fragrance) (Scent) (Size)

<< PACKAGING CLAIMS >>

(Bonus 50%) (50% Free) (16 oz for Free) (32 oz for the price of 16 oz) (Bonus 40%) (40% Free) (16 oz for Free) (40 oz for the price of 24 oz) (Bonus 33%) (33% Free) (8 oz for Free) (32 oz for the price of 24 oz) (24 oz for the price of 16 oz) (Bonus 25%) (25% Free) (8 oz for Free) (40 oz for the price of 32 oz) (Bonus x%) (x% Free) (x oz for Free) (x oz for the price of x oz) (x oz. at the price of x oz.) (x PACK) (2 PACK) (4 PACK) (6 PACK) (x oz.) (x uses per pack) (x uses per bottle) (Contains up to x uses) (Clean x toilets) (Cleans x toilets) (x number of uses) (x uses)

(Great Value) (Limited Time Value Pack) (Mega Value) (Great) (Bonus) (Mega) (Economy) (Value) (Trial) (Pack) (Size) (Buy me again) (Contains up to x uses) (Removable cap) (Repurchase time) (Shopping time) (Time to replace)

Angle neck bottle (For easy under-the-rim cleaning)

Best value bottle

Better squirting than before

Convenient cap

Designed for (more) (better) dispensing

Easy to close

Easy to reach under the rim

Easy to use (bottle)

(Easy) (Easier) to (open) (squeeze) cap

Helps reach under the rim

Leak-proof cap

Long (angle) neck bottle (reaches under the rim)

More value for same price, now also removes allergens††

Non-drip (Less drip)

Non-removable cap

One for each bathroom

Place 1 in each bathroom

Quicker to open

Specially designed angle neck – gets all the way under the rim

(Specially) designed (cap) for better (bowl) coverage

Time to buy a new Cling toilet bowl cleaner

(Unique) Angle neck bottle (for hard to reach areas) (reaches under the rim)

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Lysol Brand Fresh Scent Cling Thick Liquid Disinfectant Toilet Bowl Cleaner Notification: 2016-08-24

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<< MARKETING CLAIMS >>

(Citrus) (Clean) (Country) (Fresh) (Garden) (Lavender) (Pacific Fresh) (Refreshing) (Spring Waterfall) (Summer)

(Summer Fresh) (Aroma) (Fragrance) (Scent) (Pleasant) (Eucalyptus) (Mint) (Powder) (Musk) (Wood)

(Bactericidal) (Cleans) (Deodorizer) (Deodorizes) (Disinfectant) (Disinfects) (Thick Clinging) (Thick Formula)

(Thick Gel) (Thick Liquid) (Toilet Bowl Cleaner) (Formula)

(Completely) (Easily) (Effectively) (Quickly) (Thoroughly) (Cleans) (Shines) (Refreshes)

(Fast / Easy / Effective) (Toilet Bowl Disinfectant)

(Improved) (Better) (Bowl) (Maximum) (Max) (Clean) (Cleaning action) (Coverage)

2 in 1 (Formula): (Cleans, Disinfects)

3 in 1 (Formula): (Cleans, Disinfects, Deodorizes) (Cleans, Disinfects, Refreshes) (Cleans, Disinfects, Removes Stains)

Triple Action (Formula): (Cleans, Disinfects, Deodorizes)

4 in 1 (Formula): (Cleans, Disinfects, Deodorizes, Sanitizes)

(Z) X (CLINGING) (GEL) (FRAGRANCE) (FRESHNESS) POWER ∞ << where Z is a number between 1 and 50. For example

10X Clinging Power>>

(Z) X (CLINGING) (GEL) (FRAGRANCE) (FRESHNESS) ∞ <<where Z is a number between 1 and 50. For example 10X

Freshness>>

All in (one) (1) complete

(Better) (Improved) bowl coverage than before

Better reach under the rim

Cleans & Deodorizes

Cleans, Disinfects, Deodorizes

Cleans, disinfects and deodorizes even under the rim

Cleans, disinfects and sanitizes the bowl

Cling Gel

Clings around the bowl

Clings to the bowl to remove tough stains

Coats the entire bowl

Complete Clean

Confidence of Lysol®

Controls toilet odors

Disinfects where you can't see (under the rim)

Dual action toilet bowl cleaner

(Easy to use) (Thick) Formula

For better results, use at least (once) (twice) (a week) (a day) (daily)

For use in {insert site from list on pg. 6}

Gives you (full) (complete) (total) disinfection inside the toilet

Helps keep water flow optimal

Improved coverage

Leaves a fresh (clean) scent

Leaves toilet sparkling clean and disinfected

Maximum (bowl) coverage

Maximum power (cleaner) (cleaning)

No hard scrubbing

Powerful cleaning formula

Removes rust stains

Sticks to the bowl to help eliminate stains and germs**

Thick liquid formula sticks to the bowl for better cleaning

Toilet odor control

Total disinfection for inside your toilet (above and below the waterline)

Try all Cling aromas

Ultimate clean

Will not harm plumbing or septic systems

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Will not harm white and colored bowls

<< PERFORMANCE CLAIMS >>

Clings to fight stains

Clings to fight stains fast

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Clings to the bowl where germs** are

Coats, Clings & Cleans

Coats the bowl above and below the waterline

Coats the bowl to stay in contact longer

Coats the bowl to stay where the germs** are

Rinses away easily

Thick clinging action

Thick coating action

Thick coverage gel destroys stains

Thick formula adheres to (the) bowl for better cleaning

Thick formula coats the entire bowl

Thick formula powers through stains in seconds

Thick (gel) formula coats (the) bowl

Thick gel powers through stains

Thick gel works on contact

Thick liquid formula coats the bowl for better cleaning

Toilet Bowl Cleaner with Cling Gel

<< USAGE CLAIMS >>

Can be used in white and colored bowls Not for use in hospitals and nursing homes Use twice (daily) (weekly) to maintain a clean toilet

∞ vs Lysol with Hydrogen Peroxide Bathroom Cleaner∞∞ ∞∞ (Z) X (CLINGING) (GEL) (FRAGRANCE) (FRESHNESS) (POWER)

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NOTE: ALL SUPPORTING CLAIM QUALIFIERS – must appear before 'Directions For Use' on Back Panel label >>

<< CLEANING / DEODORIZING CLAIMS >>

3X Cleaning Power

3X (the) Cleaning Power on {insert soils from list on pg. 6}

(This product) has 3X Cleaning Power to remove {insert soils from list on pg. 6}

Cleans (and) (disinfects) above and below the waterline

Controls (insert allergen soil from list on pg. 6)

Controls allergens††

Controls odors at their source

Controls odor(s) (caused) (bay) bacteria

Controls (the most common) (household) allergens†† (in your bowl)

Deodorizes with a fresh, clean scent

Designed to clean under the rim

Easy under-the-rim cleaning

Eliminates (insert allergen soil from list on pg. 6)

Eliminates allergens††

(Eliminates) (Controls) (Kills) the bacteria that cause (bad) (unpleasant) odors (at the source)

Eliminates odors at their source caused by bacteria

Eliminates odors caused by bacteria

Eliminates (the most common) (household) allergens†† (in your bowl)

(Even) Removes allergens††

(Even) Removes allergens†† hiding under the rim

For a bright (shiny) (white) (clean) toilet bowl

(Helps) Remove(s) Toilet Rings

Helps to destroy odors

Kills odors

Kills the bacteria that cause bad odors

Leaves bowl disinfected, clean and shiny

Neutralizes (insert allergen soils from list on pg. 6)

Neutralizes allergens††

Neutralizes (the most common) (household) allergens†† (in your bowl)

Powers through hard water stains

Quickly removes {insert soil from list on pg. 6}

(Reduces) (Removes) (insert allergens from list on pg. 6)

(Reduces) (Removes) allergens††

Reduces odor-causing bacteria

Reduces odor-causing bacteria above and below the waterline

Reduces odor-causing bacteria in toilets

(Reduces) (Removes) (the most common) (household) allergens†† (in your bowl)

Releases powerful cleaning agents on contact

Removes (insert soil from list on pg. 6)

Removes {insert soil from list on pg. 6} above the waterline

Removes {insert soil from list on pg. 6} above and below the waterline

Removes (insert soil from list on pg. 6) below the waterline

Removes {insert soil from list on pg. 6} faster

Removes odors

Removes offensive odors from toilets

Removes stains

Removes the toughest stains in seconds

Thick formula works on stains in seconds

Works on the toughest stains in seconds

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<< SUPPORTING ALLERGEN REMOVAL CLAIM QUALIFIER >>

†† This product removes the following allergens: (cat dander) (cockroach debris) (cockroach matter) (cockroach particles) (dog dander) (dust mite debris) (dust mite matter) (dust mite particles) (pet dander) (pet hair allergens) (pollen particles).

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<< USE SITE / SURFACES / SOILS >> << May be listed on product label in the singular / plural form >>

Use Sites: Day Care Centers Institutions Restaurants Homes / Households Schools Laboratories

> Hotels / Motels Office Buildings

Surfaces: **Bidets** Glazed Porcelain

Toilets Vitreous china

Urinals

Soils: Hard Water Organic Soil Build-up Deposits Lime Rust

Lime scale **Toilet Rings Stains** Mineral

Non-Living Allergen Soils††: Cat dander

Dog dander Pet dander Dust mite debris Pet hair allergens Cockroach debris

Dust mite matter Pollen particles Cockroach matter

Cockroach particles Dust mite particles

<< SANITIZING CLAIMS - Hard, non-porous, non-food contact surface >>

Kills bacteria in seconds***

Kills 99.9% of bacteria commonly found in toilets in 30 seconds***

Kills 99.9% of common bacteria**

Kills 99.9% of (household) bacteria***

Kills 99.9% of (household) bacteria in 30 seconds***

Kills 99.9% of (household) bacteria in 30 seconds above the waterline***

Kills in 30 seconds: {insert organisms from list on pg. 8}

Leaves your toilet bowl sanitized

Sanitizes in 30 seconds: {insert organisms from list on pg. 8}

Sanitizes toilet surfaces in 30 seconds***

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

Kills 99.9% of (Enterobacter aerogenes) (and) (Staphylococcus aureus) on hard, non-porous surfaces in 30 seconds.

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<< DISINFECTING CLAIMS - Hard, non-porous surface >>

Cleans as it disinfects

Disinfects above and below the waterline

Kills (99.9% of) bacteria and (&) viruses**

Kills (99.9% of) bacteria and (&) viruses above and below the waterline**

Kills (99.9% of) germs**

Kills (99.9% of) germs above and below the waterline**

Kills (99.9% of) germs where you can't see**

Kills (99.9% of) viruses and (&) bacteria**

Kills bacteria that cause bad odors*

Kills germs while it cleans**

Kills in 15 minutes (insert organisms from list on pg. 8)

Kills more than 99.9% of bacteria and (&) viruses*

Kills more than 99.9% of viruses and (&) bacteria**

Kills odor-causing bacteria

Kills Rotavirus WA in 30 seconds

Kills some (household) germs**

Kills the following: {insert organisms from list on pg. 8}

Kills viruses and bacteria**

Proven to kill {insert organisms from list on pg. 8}

Starts killing 99.9% of germs on contact**

Starts to kill 99.9% of germs on contact**

Total disinfection (for inside your toilet) (above and below the waterline)

<< 2009 PANDEMIC H1N1 CLAIMS >>

Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. This product (product name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

This product has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.

This product has demonstrated effectiveness against (Influenza A Virus tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus.

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<< SUPPORTING DISINFECTING CLAIM QUALIFIERS >>

- Kills (Salmonella enterica) (and) (Staphylococcus aureus) (on hard, non-porous surfaces) (in 15 minutes)
- Kills (Salmonella enterica) (Staphylococcus aureus) (Rotavirus WA) ((Swine) Influenza A (H1N1) Virus) (on hard, non-porous surfaces) (in 15 minutes).
- Kills (household) germs: (Salmonella enterica) (Staphylococcus aureus) and (Rotavirus WA) ((Swine) Influenza A (H1N1) Virus) (on hard, non-porous surfaces) (in 15 minutes).
- Kills (Rotavirus WA) (and) ((Swine) Influenza A (H1N1) Virus) (on hard, non-porous surfaces) (in 15 minutes)

This product has been test and found effective against the following micro-organisms:

Bacteria & Virus << Disinfection - Hard, non-porous surfaces >> Bacteria (15 minutes) (ATCC No.) Salmonella enterica (10708)Staphylococcus aureus (6538)Viruses (10 minutes) (ATCC No.) Rotavirus WA (VR-2018) (Swine) Influenza A (H1N1) Virus (VR-333) Viruses (30 seconds) (ATCC No.) Rotavirus WA (VR-2018) Sanitization – Hard, non-porous, non-food contact surfaces >> (ATCC No.) Bacteria (30-seconds) Enterobacter aerogenes (13048)Staphylococcus aureus (6538)

Symbol Designation – used on product labels					
Single asterisk (*) Dagger (†) Double asterisk (**)	Bacteria * Viruses † Germs **	Used for identifying disinfection against specific bacteria Used for identifying disinfection against specific viruses Used for identifying disinfection against specific bacteria & viruses / fungi			
Triple asterisk (***) Double dagger (††)	Sanitizes *** Allergens ††	Used for identifying sanitization against specific bacteria Used for identifying the removal of specific non-living allergens			

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<< USE DIRECTIONS >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read the entire label before using product.

To Open Child Resistant Cap: Hold bottle firmly with one hand on a flat surface. With other hand, squeeze sides of cap where indicated while turning counterclockwise. Do not remove cap. Avoid squeezing bottle when opening. To reseal, twist cap clockwise until tightly closed.

<< Optional Side panel pictogram – can only be used in conjunction with required back panel instructions >>

<< Non-removable Pictogram text >>

To Open Child Resistant Cap:

- 1. Place fingers on marked cap ridges.
- 2. Squeeze cap firmly and turn counterclockwise until it stops. Do not remove cap.
- 3. To reseal, squeeze cap again and turn clockwise. DO NOT squeeze bottle when opening.



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To Clean / Disinfect (/ Sanitize) (and Remove Allergens††):

- 1. Flush toilet before cleaning.
- Apply 4 oz. to coat the bowl including under the rim. Do not close lid.
- To Clean: Scrub entire bowl and under rim thoroughly. Disinfect: Let sit for 15 minutes. (Sanitize: Let sit for 30 seconds.) Then flush.
- (4. Rinse brush in fresh water after use.) (Repeat if needed.)

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<< PRECAUTIONARY / FIRST AID / CHEMICAL HAZARD / STORAGE & DISPOSAL INSTRUCTIONS >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

WARNING: Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Wear protective eyewear such as goggles, face shield or safety glasses. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco. Remove and wash contaminated clothing before reuse.

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<< NOTE: First Aid statement may not appear in "box" format for 16 & 24 oz. individual containers due to label constraint >>

FIRST AID				
If in Eyes	• rinsing eye	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.		
	•	Call a Poison Control Center or doctor for treatment advice.		
		CONTACT NUMBER		
		ase of an emergency call toll free (1-800-228-4722) (1-800-677-9218). Have ith you when calling a Poison Control Center or doctor or going for treatment.		

PHYSICAL AND CHEMICAL HAZARD: Never use with Chlorine Bleach or any other chemical product.

<< STORAGE & DISPOSAL - Residential containers >>

STORAGE AND DISPOSAL:

STORAGE: Store in original container, in a cool, well-ventilated area, inaccessible to small children. Keep securely closed. PESTICIDE DISPOSAL: To avoid waste, use all material in this container according to label directions. CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. If empty: Place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

<< STORAGE & DISPOSAL – Commercial / Institutional / Industrial containers >>

(NOTE: Residue removal statement is not applicable for this container because it has a CRC plug making it inherently non-refillable.)

STORAGE AND DISPOSAL:

Do not contaminate water, food, or feed by storage and disposal.

STORAGE: Store in original container in a cool, well-ventilated area, inaccessible to children. Keep securely closed. PESTICIDE DISPOSAL: Pesticide wastes may be hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to the label directions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. (To avoid waste, use all material in this container according to label directions.) If empty: Place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

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