



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

November 15, 2018

Abbi Turner
Regulatory Specialist
Reckitt Benckiser LLC. D/B/A Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Subject: Notification per PRN 98-10 – Minor Label Revision
Product Name: Lysol Brand Fresh Scent Cling Thick Liquid Disinfectant Toilet
Bowl Cleaner
EPA Registration Number: 777-70
Application Date: October 10, 2018
Decision Number: 545139

Dear Ms. Turner:

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 Mohammad Alavi at (703) 347-0522 or via email at Alavi.mohammad@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "E. Miederhoff". The signature is written in a cursive style with a large, stylized initial "E".

Eric Miederhoff
Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

<< FRONT PANEL >>

ACTIVE INGREDIENTS:

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%
Diocetyl dimethyl ammonium chloride	0.14%

OTHER INGREDIENTS:

98.78%

TOTAL:

100.00%

NOTIFICATION

777-70

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:

11/15/2018

KEEP OUT OF REACH OF CHILDREN

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

(NET X FL. OZ. ((X PT.) (X QT.) (X FL. OZ.)) X (mL) (L)
CONTENTS:)

X x X FL. OZ. (EACH:) X FL. OZ. ((X PT.) (X QT.) (X FL. OZ.)) X TOTAL: X FL. OZ. ((X PT.) (X QT.) (X GAL.) (X FL. OZ.)) X
(mL) (L) (mL) (L)

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-70	
EPA Est. No.:	777-NJ-2 (Y) (YY) 777-PA-001 (Y) (YY)
	777-MO-1 (Y) (YY) 475-MO-001 (Y) (YY)
	475-PA-001(Y) (YY) 777-GA-001 (Y) (YY)
	61203-MA-001(Y) (YY) 68058-IL-001(Y) (YY)
	69209-MA-001(Y) (YY) 50757-WI-1(Y) (YY)
	075371-IN-003(Y) (YY) 11525-IL-1(Y) (YY)
	075371-IN-001(Y) (YY) 54487-GA-1(Y) (YY)
	09019-OH-001(Y) (YY) 13891-IN-1(Y) (YY)
	09019-OH-002(Y) (YY) 8251-WI-005(Y) (YY)
	74291-MO-01(Y) (YY) 312-WI-3(Y) (YY)
	082206-NY-003(Y) (YY) 38654-NJ-001(Y) (YY)
	70424-CAN-001(Y) (YY) 38654-PA-001(Y) (YY)
	8251-WI-005(Y) (YY) 777-MO-2(Y) (YY)
	92309-NJ-001 (Y) (YY) 777-CA-001(Y) (YY)
	58996-MO-1(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) (1-xxx-xxx-xxxx)
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.



<< 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.

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
The term “this product” used throughout this document may be replaced with the marketed product brand name.
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.
The term “Y” is a place holder for a character A – Z.

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.

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)

<< **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) (Try New) (FREE) (\$xx OFF) (insert Lysol Brand name) (Fragrance) (Scent) (Size)
New (&) (and) Improved (Look)

<< **FRAGRANCE CLAIMS** >>

Apple (&) (and) Peony	Freshcut Herbs (&) (and) Jasmine	(Rain)
Berry (&) (and) Basil	(Garden)	Red Fruit(s) (&) (and) Hibiscus
(Citrus)	Green Apple (&) (and) Aloe	(Refreshing)
(Clean)	(Lavender)	Sea Salt (&) (and) Minerals
(Country)	Mango (&) (and) Hibiscus	(Spring Waterfall)
Cucumber (&) (and) Basil	(Mint)	(Summer)
Driftwood Waters	(Musk)	(Summer Fresh)
(Eucalyptus)	(Ocean)	Tropical (Escape)
(Fields)	(Pacific Fresh)	(Wood)
(Forest) (Rain)	(Pleasant)	
(Fresh)	(Powder)	

(Aroma) (Fragrance) (Scent)

<< **CROSS-PROMOTIONAL CLAIMS** >>

Consumer: Only one coupon is redeemable per purchase and only on specified products and sizes. You pay any sales tax. May not be reproduced, purchased, traded or sold. Any other use constitutes fraud.

Expires xx/xx/xxxx

Like (insert Lysol brand name) (trigger) (cleaner)? Try (our) (insert Lysol brand name) (insert picture of Lysol wipes)

Like this fragrance? Try (our) (other Lysol® products) (insert picture of Lysol product)

Like this product? Try (our) (other Lysol® products) (insert picture of Lysol product)

Manufacturer's coupon

Retailer: You are authorized to act as our agent and redeem this coupon in acceptance with RB Coupon Redemption. Policy: face value plus 8¢. Send coupons to: Reckitt Benckiser, CMS Dept. #26600, 1 Fawcett Drive, Del Rio, TX 78840. Cash value 1/100 of 1¢. Good only in the U.S.A. Void where prohibited.

(Save (Now) XX(cent sign) (on) (any) (X) (Lysol) (Wipes) (insert brand name) (XX ct or higher))

Try (our) other Lysol® cleaning products (insert picture of Lysol product)

Try (our) other Lysol® fragrances (insert picture of Lysol product)

Try (our) Lysol® family of cleaning products (insert picture of Lysol product)

(Save) (\$) (X) (%) (Off) (free) (now) (up to) (on) (any) (X) (single packs of) (triple pack of) {insert Lysol brand name} (Lysol products) (X fl. oz. or larger size)

<< **PACKAGING CLAIMS** >>

(x PACK) (2 PACK) (4 PACK) (6 PACK) (___ x ___ fl. oz.)

(x uses per pack) (x uses per bottle) (Contains up to x uses)

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

Better squirting than before

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
The term "this product" used throughout this document may be replaced with the marketed product brand name.
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.
The term "Y" is a place holder for a character A – Z.

Best value bottle

(Bonus) (VALUE) (+) (X%) (More) (Value) (Free) ((vs.) (when compared to) X FL. OZ. [Insert Lysol Brand Name])

(Bonus x%) (x% Free) (x fl. oz. for Free) (x fl. oz. for the price of x fl. oz.) (x fl. oz. at the price of x fl. oz.)

(Buy me again) (Contains up to x uses) (Removable cap) (Repurchase time) (Shopping time) (Time to replace)

Convenient cap

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

Easy to close

Easy to use (bottle)

(Great Value) (Limited Time Value Pack) (Mega Value) (Great) (Bonus) (Mega) (Economy) (Value) (Trial) (Pack) (Size)

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

Quicker to open

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

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

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

<< BACK TO SCHOOL >>

(X) Box Tops (for Education)

Box Tops for Education and associated words and designs are trademarks of General Mills, used under a license. © ({year}) General Mills

Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been ((completely) (used) (finished) (emptied))

See back or sticker for details or rules or instructions

See details or rules or instructions [on] [back or sticker]

Go to boxtops4education.com for details

<< MARKETING CLAIMS >>

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

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

Z(X) (Times) (More) (Clings) (Clinging) (Fragrance) (Freshness) (better) (than) (vs.) (compared to) (jug) (chlorine) (bleach) (♦) 3X Cleaning Power

3X (the) Cleaning Power on {insert soils – see Appendix 2}

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

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

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

All in (one) (1) complete

(Asana)

(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)

(Better) (Improved) bowl coverage than before

Better reach under the rim

Bliss

Brand New Day

(Brighter) (Bright) (Horizon) (Outlook)

Can be used in white and colored bowls

Carnival

Celebrations

(Clean x toilets) (Cleans x toilets) (x number of uses) (x uses)

Cleans & Deodorizes

Cleans, Disinfects, Deodorizes

Cleans, disinfects and deodorizes even under the rim

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

The term “this product” used throughout this document may be replaced with the marketed product brand name.

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.

The term “Y” is a place holder for a character A – Z.

Cleans, disinfects and sanitizes the bowl
 Cling (and) (&) (Fresh)
 Cling Gel
 Clings around the bowl
 Clings to the bowl to remove tough stains
 Clings to the bowl (to stay) where germs** are
 Clings to fight stains (fast)
 Coats, Clings & Cleans
 Coats the bowl above and below the waterline
 Coats the bowl to stay in contact longer
 Coats the entire bowl
 Complete Clean
 Confidence of Lysol®
 Controls {insert non-living allergens – see Appendix 2}
 Controls allergens††
 Controls odors at their source
 Controls odors (caused) (by) bacteria
 Controls toilet odors
 Controls (the most common) (household) allergens†† (in your bowl)
 (Daily) (Everyday) (Cleaner) (Disinfectant)
 Deodorizes with a fresh, clean scent
 Designed for (more) (better) dispensing
 Designed to clean under the rim
 Dual action toilet bowl cleaner
 Easy to reach under the rim
 (Easy to use) (Thick) Formula
 Easy under-the-rim cleaning
 Eliminates {insert non-living allergens – see Appendix 2}
 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
 Festival
 For a bright (shiny) (white) (clean) toilet bowl
 For a (cleaner) (fresher) (home) (house)
 (Fresh) (New) (Beginnings) (Start) (Fiesta)
 Gives you (full) (complete) (total) disinfection inside the toilet
 Helps keep water flow optimal
 Helps reach under the rim
 (Helps) Remove(s) Toilet Rings
 Helps to destroy odors
 Home Senses
 (Improved) (Better) (Bowl) (Maximum) (Max) (Clean) (Cleaning action) (Coverage)
 Improved coverage
 (Inspirations) (Inspire)
 Joy (Essence) (Scents)
 Kaleido
 Kills odors
 Leaves a fresh (clean) scent
 Leaves toilet sparkling clean and disinfected
 LifeScents
 Long lasting (fragrance) (freshness)
 Maximum (bowl) coverage
 Maximum power (cleaner) (cleaning)

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
 The term “this product” used throughout this document may be replaced with the marketed product brand name.
 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.
 The term “Y” is a place holder for a character A – Z.

(ModAbode) (ModHome) (ModScents)
 (Modern) (Fresh) (Fruity) (Floral) (Fragrance) (Smell) (Scent)
 Mosaic
 Neutralizes {insert non-living allergens – see Appendix 2}
 Neutralizes allergens††
 Neutralizes (the most common) (household) allergens†† (in your bowl)
 Neutralizes stubborn odors
 No hard scrubbing
 Not for use in hospitals and nursing homes
 One for each bathroom
 Ozoo
 Place 1 in each bathroom
 Powerful cleaning formula
 Powers through hard water stains
 Prisma
 Quickly removes {insert soils – see Appendix 2}
 Releases powerful cleaning agents on contact
 Reduces odor-causing bacteria (above and below the waterline) (in toilets)
 (Reduces) (Removes) {insert non-living allergens – see Appendix 2}
 (Reduces) (Removes) allergens††
 (Reduces) (Removes) (the most common) (household) allergens†† (in your bowl)
 Removes {insert soils – see Appendix 2} (above) (and) (below) the waterline
 Removes {insert soils – see Appendix 2} faster
 Removes odors
 Removes offensive odors from toilets
 Removes the toughest stains in seconds
 (Revive) (Revival) (Renewal)
 Rinses away easily
 Samba
 Same (Formula) (Performance) (Product) (Scent) (Fragrance)
 Santosha
 Scratch (and) (&) ('N) Sniff (Try) (Try Me) (Try Me Out) (Scratch Me) (Scratch Here)
 Thick (clinging) (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 formula works on stains in seconds
 Thick (gel) formula coats (the) bowl
 Thick gel (powers through) (destroys) (eliminates) (removes) (the toughest) (tough) (stubborn) (stains) ({insert soils – see Appendix 2})
 Thick gel works on contact
 Thick liquid formula (coats) (sticks to) the bowl for better cleaning
 (This product) has 3X Cleaning Power to remove {insert soils – see Appendix 2}
 Time to buy a new Cling toilet bowl cleaner
 Toilet Bowl Cleaner with Cling Gel
 Toilet odor control
 Total disinfection for inside your toilet (above and below the waterline)
 Triple Action (Formula): (Cleans, Disinfects, Deodorizes)
 Try all Cling aromas
 TrueColor
 Ultimate clean
 (VibraScent(s)) (VivaScent(s))
 Will not harm plumbing or septic systems
 Will not harm white and colored bowls
 Works on the toughest stains in seconds

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
 The term “this product” used throughout this document may be replaced with the marketed product brand name.
 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.
 The term “Y” is a place holder for a character A – Z.

<< USAGE CLAIMS >>

For better results, use at least (once) (twice) (a week) (a day) (daily)
 (For) (Daily) (Everyday) (Use) (Usage) (Touch-up(s)) (Cleaning) (All) (Around) (in) (on) {insert use site / surface – see Appendix 2}
 For use in {insert use site / surface – see Appendix 2}
 Use twice (daily) (weekly) to maintain a clean toilet
 Great for use (in) (on) your {insert use site / surface – see Appendix 2}

<< 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 – see Appendix 1}
 Leaves your toilet bowl sanitized
 Sanitizes in 30 seconds: {insert organisms – see Appendix 1}
 Sanitizes toilet surfaces in 30 seconds***

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

Cleans (and) (disinfects) above and below the waterline
 Cleans as it disinfects
 Disinfects above and below the waterline
 Disinfects where you can't see (under the rim)
 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 (the) bacteria that cause bad odors*
 Kills germs while it cleans**
 Kills in 15 minutes {insert organisms – see Appendix 1}
 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 – see Appendix 1}
 Kills viruses and bacteria**
 Leaves (the) (your) toilet bowl disinfected, clean and shiny
 Proven to kill {insert organisms – see Appendix 1}
 Starts killing 99.9% of germs on contact**
 Starts to kill 99.9% of germs on contact**
 Sticks to the bowl to help eliminate stains and germs**
 Total disinfection (for inside your toilet) (above and below the waterline)

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
 The term "this product" used throughout this document may be replaced with the marketed product brand name.
 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.
 The term "Y" is a place holder for a character A – Z.

<< 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.

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

1. Flush toilet before cleaning.
2. Apply 4 (fl.) oz. to coat the bowl including under the rim. **Do not close lid.**
3. **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.)

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
The term "this product" used throughout this document may be replaced with the marketed product brand name.
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.
The term "Y" is a place holder for a character A – Z.

<< 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.

<< NOTE: First Aid statement may not appear in either box format or paragraph format >>

FIRST AID	
If in Eyes	<ul style="list-style-type: none"> • 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. • Call a Poison Control Center or doctor for treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency call toll free (1-800-228-4722) (1-800-677-9218) (1-xxx-xxx-xxxx). Have the product container or label with 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.

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
 The term "this product" used throughout this document may be replaced with the marketed product brand name.
 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.
 The term "Y" is a place holder for a character A – Z.

<< OPTIONAL IMAGES >>



<< HOW2RECYCLE GRAPHICS >>

<< Minimum allowable size is 0.475 inches must be in one standard color per How2Recycle.info >>

<< Multi-Pack Shrinks >>



<< Sleeve Label >>



<< APPENDIX 1 >>

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
 The term "this product" used throughout this document may be replaced with the marketed product brand name.
 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.
 The term "Y" is a placeholder for a character A – Z.

<< SUPPORTING CLAIM QUALIFIERS – must appear before ‘Directions For Use’ on Back Panel label >>

- (∞) (10X More Clinging) vs (Lysol with Hydrogen Peroxide Multi-Purpose Cleaner) (∞∞) (Insert Lysol brand name)
- (∞∞) (Z) X (MORE) (CLINGING) (GEL) (FRAGRANCE) (FRESHNESS) (POWER)
- (♦) (vs.) (compared to) (jug) (chlorine) (bleach) (on) ({insert soils – See Appendix 2})

<< 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) (and) (pollen particles).

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

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

<< 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.)	Viruses (10 minutes)	(ATCC No.)
Salmonella enterica	(10708)	(Swine) Influenza A (H1N1) Virus	(VR-333)
Staphylococcus aureus	(6538)		
		Viruses (30 seconds)	(ATCC No.)
		Rotavirus WA	(VR-2018)
<< Sanitization – Hard, non-porous, non-food contact surfaces >>			
Bacteria (30-seconds)	(ATCC No.)		
Enterobacter aerogenes	(13048)		
Staphylococcus aureus	(6538)		
Symbol Designation – used on product labels			
Single asterisk (*)	Bacteria *	Used for identifying disinfection against specific bacteria	
Dagger (†)	Viruses †	Used for identifying disinfection against specific viruses	
Double asterisk (**)	Germs **	Used for identifying disinfection against specific bacteria & viruses / fungi	
Triple asterisk (***)	Sanitizes ***	Used for identifying sanitization against specific bacteria	
Double dagger (††)	Allergens ††	Used for identifying the removal of specific non-living allergens	

<< APPENDIX 2 >>

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
 The term “this product” used throughout this document may be replaced with the marketed product brand name.
 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.
 The term “Y” is a place holder for a character A – Z.

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

Hard, non-porous use sites: (Graphic – depicting site)

Day Care Centers	Institutions	Restaurants
Homes / Households	Laboratories	Schools
Hotels / Motels	Office Buildings	

Hard, non-porous surfaces: (Graphic – depicting site)

Bidets	Glazed Porcelain
Toilets	Vitreous china
Urinals	

Soils:

Hard Water	Organic Soil	Build-up
Lime	Rust	Deposits
Lime scale	Toilet Rings	Stains
Mineral		

Non-Living Allergens††:

Cat dander	Dog dander	Pet dander
Cockroach debris	Dust mite debris	Pet hair allergens
Cockroach matter	Dust mite matter	Pollen particles
Cockroach particles	Dust mite particles	

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
The term “this product” used throughout this document may be replaced with the marketed product brand name.
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.
The term “Y” is a place holder for a character A – Z.

<< APPENDIX 3 >>

<< EMERGING VIRAL PATHOGENS >>

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category:
 - Enveloped Viruses

For an emerging viral pathogen that is a/an...	...following the directions for use for the following organisms on the label:
Enveloped virus	Rotavirus WA

[Product name] has demonstrated effectiveness against viruses similar to [name of emerging virus] on [porous and/or non-porous surfaces]. Therefore, [product name] can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es)] on [hard, porous/non-porous surfaces]. Refer to the [CDC or OIE] website at [pathogen-specific website address] for additional information.

[Name of illness / outbreak] is caused by [name of emerging virus]. [Product name] kills similar viruses and therefore can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es)] on [hard, porous / non-porous surfaces]. Refer to the [CDC or OIE] website at [website address] for additional information.

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
 The term "this product" used throughout this document may be replaced with the marketed product brand name.
 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.
 The term "Y" is a place holder for a character A – Z.