

LYSOL® BRAND DISINFECTANT TOILET BOWL CLEANER

Revised 11/02

EPA Reg. No. 777-81

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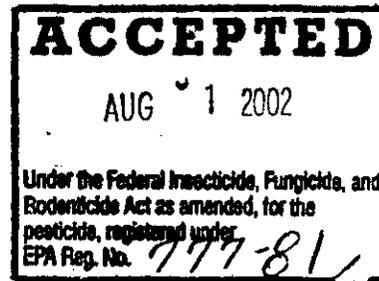
Front Label

LYSOL® BRAND DISINFECTANT TOILET BOWL CLEANER

Germicidal
Tuberculocidal

Fungicidal
Virucidal*

- For use in institutional and industrial facilities
- Antibacterial action
- Kills viruses* and bacteria
- Cleans away everyday dirt and grime
- Dissolves tough rust and mineral stains
- Kills household germs
- Will not harm plumbing or septic systems
- Angle neck bottle
- Easy under-the-rim cleaning
- Removes tough rust and mineral stains
- Cleans and disinfects
- Bottle is made of 25% post-consumer recycled plastic
- Disinfects [the toilet bowl] as it cleans
- Removes tough stains
- Phosphate free
- Thick formula



Kills germs/microorganisms including (such as) Salmonella choleraesuis, Staphylococcus aureus, Pseudomonas aeruginosa, Enterococcus faecalis, Escherichia coli, Klebsiella pneumoniae, Enterobacter aerogenes, and Shigella dysenteriae. Kills viruses such as Poliovirus Type 1, Rotavirus, HIV-1, and Hepatitis A virus.

Thick formula adheres to stains for better cleaning.

Active Ingredient:

Hydrogen Chloride.....	9.50%
Other Ingredients:	<u>90.50%</u>
Total	100.00%

KEEP OUT OF REACH OF CHILDREN.

DANGER: See back panel for additional precautionary statements.

Note: Bracketed[] information is optional text. Text separated by a comma(,) denotes-and/or-options.

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Net Wt. 16 fl. oz. (1 pt.) 473 ml
24 fl. oz. (1 pt. 8 fl. oz.) 709 ml
32 fl. oz. (2 pt.) 946 ml

Optional Disinfectancy Related – bullets/bursts/sentences – Front or Back Label

Mildewcide [Mildewcidal] Fungistat
Bactericide [Bactericidal] Disinfects
Disinfectant

- Home and hospital disinfectant toilet bowl cleaner
- For use in [hospitals][and][homes][as a disinfectant]
- Toilet bowl Disinfectant
- Heavy duty cleaner
- Heavy duty cleaning formula
- Kills illness-causing germs**
- Starts killing on contact
- Fast acting toilet bowl cleaner
- Leaves [your] toilet bowl[s] sanitary
- Leaves [your] toilet bowl[s] sanitized
- Kills 99.9% of germs in 30 seconds*
- Will not harm plumbing or septic sytems.

FOR CONSUMER PRODUCT LABELS ONLY – Additional bullets/bursts – Front and/or Back Panel

Cleaning Claims:

- Coats the bowl above and below the water line
- Easy to use formula
- Hard water formulation
- Removes tough rust and mineral stains

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- Removes tough stains
 - Easy under-the-rim cleaning
 - 3 products in one: Cleans, disinfects, deodorizes
 - Dual action – 2 in one cleaner
 - Thick formula adheres to stains for better cleaning
 - Used by hospitals
 - Deodorizes
 - Removes odors
 - Deodorizes with a fresh clean scent
 - Kills odors
 - Reduces odor-causing germs
 - For use in toilets & urinals
 - Hard water cleaner [formulation]
 - Deep down clean
 - Starts to remove stains on contact
 - Extra-strength cleaner
 - Heavy-duty cleaner

Disinfection Claims:

- Use regularly for maximum home hygiene
- Contributes to a healthier bathroom
- Does the disinfecting for you
- Disinfects in 10 minutes
- ****Proven to kill Staphylococcus aureus (Staph) – a leading cause of skin infection, boils, food poisoning, blood infections.**
- ****Proven to kill Salmonella choleraesuis (Salmonella) – a fecal/orally transmitted bacterial which may lead to food borne disease, food poisoning, diarrhea, dehydration, stomach cramps, fever, vomiting**
- ****Proven to kill Rotavirus (Wa) – the leading cause of infectious diarrhea in children**
- ****Proven to kill Shigella dysenteriae (Shigella) – leading cause of bloody diarrhea, breaks down intestinal lining.**
- Kills germs like Escherichia coli, Salmonella, and Shigella dysenteria
- May help prevent [illness][ailment][sickness] causing germs
- Leave on at least 10 minutes for disinfection [sanitization][germ kill][99.9% germ kill]

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- Leave on at least 30 seconds to [sanitize] 99.9% of bacteria in your bowl.
 - Used by hospitals
 - Clings to the bowl to stay where the germs are
 - Coats the bowl to stay where the germs are
 - Coats the bowl to stay in contact longer
 - Coats the bowl to assure disinfection

Cleaning and disinfection claims:

- Cleans and disinfects
- Disinfects as it cleans
- Efficacy tests have demonstrated that LYSOL® Brand Disinfectant Toilet Bowl Cleaner is effective as a one-step toilet bowl cleaner & disinfectant in the presence of organic soil (5% blood serum).
- For maximum cleaning & germ kill, let stand for at least 10 minutes.
- Disinfects & breaks down stains without brushing/scrubbing
- Removes bacterial biofilm in your toilet

Gold standard claims:

- Depend-a-bowl toilet bowl cleaner
- Gives your bowl the Lysol clean you trust
- The clean you trust
- The right tool for a nasty job
- Hospital type toilet bowl cleaner
- Hospital type disinfectant
- Accepted for hospital disinfection
- Meets standards for hospital disinfectants
- Meets AOAC standards for hospital disinfectants

Professional product claims:

- Proven to kill HIV-1 – cause of AIDS
- Proven to kill Enterococcus faecalis – leads to blood infections (hospital grade)

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-
- Proven to kill Escherichia coli (E. coli) – leading cause of diarrhea, vomiting, food poisoning, and bloody diarrhea.
 - Proven to kill Klebsiella pneumoniae – leading cause of pneumonia and lung illnesses
 - Proven to kill Pseudomonas – cause of skin ulcers, blood infections, pneumonia (hospital grade)
 - Antibacterial
 - Antiviral
 - Antifungal
 - Antimicrobial
 - LYSOL® Brand Disinfectant Toilet Bowl Cleaner is recommended for use in hospitals, nursing homes, dental offices and other commercial facilities.
 - Proven to kill Salmonella choleraesuis/Salmonella – a fecal/orally transmitted bacterial which may lead to food borne disease, food poisoning, diarrhea, dehydration, stomach cramps, fever, vomiting
 - Proven to kill Rotavirus (Wa) – the leading cause of infectious diarrhea in children
 - Proven to kill Shigella dysenteriae (Shigella) – leading cause of bloody diarrhea, breaks down intestinal lining
-
- Kills germs like Escherichia coli (E. coli 0157:H7), Samonella, and Shigella Dysenteria
 - Hospital type

Back Label

Lysol® Brand Disinfectant Toilet Bowl Cleaner

- Cleans away everyday dirt and grime.
- Dissolves tough rust and mineral stains.
- Kills household germs.
- Will not harm plumbing or septic systems.

Lysol® Brand Disinfectant Toilet Bowl Cleaner’s thick formula coats above and below the water line. This coating action provides longer contact time to help dissolve tough rust stains and mineral deposits on contact to make cleaning easier.

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****Kills germs/microorganisms including Salmonella choleraesuis, Staphylococcus aureus and Pseudomonas aeruginosa, Enterococcus faecalis, Escherichia coli, Klebsiella pneumoniae, Enterobacter aerogenes, and Shigella dysenteriae. Kills hydrophylic viruses such as Poliovirus Type 1, Rotovirus, and Hepatitis A virus. (Lysol® Brand Disinfectant Toilet Bowl Cleaner is recommended for use in hospitals, nursing homes, dental offices and other commercial facilities.)**

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, while pushing down on top of cap, turn cap counterclockwise. **AVOID SQUEEZING BOTTLE WHEN OPENING.** To reseal, twist cap clockwise until tightly closed. (Diagram showing positioning of hands)

Alternate language:

Squeeze sides of cap where indicated while turning counterclockwise. (Diagram showing positioning of hands)

Alternate language:

*Hold cap firmly with one hand. **AVOID SQUEEZING BOTTLE WHEN OPENING.** With other hand, use thumbnail or edge of coin to push the last ridge on the blue spout towards the back of the cap. Lift spout to full upright position.*

TO CLEAN AND DISINFECT follow these easy steps:

1. Flush first and remove excess dirt and grime before cleaning and disinfecting.
2. Wet all surfaces of bowl interior, including sides of bowl and under the rim, with at least 4 oz. of liquid (squeeze bottle approximately 15 seconds). Replace cap securely.
3. Let soak for at least 10 minutes. Do not close toilet bowl lid.
4. Brush entire bowl thoroughly with a bowl brush and flush.
5. Rinse brush in fresh water after use.

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TO REMOVE TOUGH STAINS: Apply a generous amount of liquid directly onto the tough stains. (For severe rust stains, if possible, remove water from bowl before applying liquid.) Let soak for 15 minutes. Do not close lid. Follow cleaning steps #4 and #5 above. Repeat if necessary.

Lysol® Brand Disinfectant Toilet Bowl Cleaner has been specially formulated for use only in toilet bowls. It should not be used or placed on toilet bowl lids, vanities, sinks, bathtubs, cabinets, counter tops, rugs, etc. Clean up spills and drips immediately. **Do not use with chlorine bleach or any other chemical products.** This product contains no phosphates and is germicidal when used as directed but differs in composition from other Lysol® Brand Products.

KILLS HIV-1 ON PRECLEANED ENVIRONMENTAL SURFACES/OBJECTS PREVIOUSLY SOILED WITH BLOOD/BODY FLUIDS, in health care settings or other settings in which there is an expected likelihood of soiling of inanimate surfaces/objects with blood or body fluids, and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus (HIV-1) (associated with AIDS).

SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 OF SURFACES/OBJECTS SOILED WITH BLOOD/BODY FLUIDS.

PERSONAL PROTECTION: When handling items soiled with blood or body fluids use disposable latex gloves, gowns, masks, or eye coverings.

CLEANING PROCEDURES: Blood and other body fluids must be thoroughly cleaned from surfaces and objects before application of Lysol® Brand Disinfectant Toilet Bowl Cleaner.

CONTACT TIME: Allow surface to remain wet for 10 minutes.

DISPOSAL OF INFECTIOUS MATERIALS: Blood and other body fluids should be autoclaved and disposed of according to local regulations for infectious waste disposal.

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

DANGER: Corrosive - produces chemical burns. Contains Hydrochloric Acid. Do not get in eyes, on skin, or on clothing. May be harmful or fatal if swallowed. Do not breathe vapor or fumes. Keep out of reach of children. Fumes are corrosive to metal.

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FIRST AID	
If on skin or clothing	<ul style="list-style-type: none"> • Take off contaminated clothing. • Rinse skin immediately with plenty of water for 15-20 minutes. • Call a poison control center or doctor for treatment advice.
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.
If swallowed	<ul style="list-style-type: none"> • Call poison control center or doctor immediately for treatment advice. • 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.
<p>NOTE TO PHYSICIAN: Probable mucosal damage may contraindicate the use of gastric lavage.</p>	

STORAGE AND DISPOSAL: Store in original container out of reach of small children. Keep securely closed in a cool, well-ventilated area. Do not reuse empty container. Discard in trash.

Important Facts About (Product Name)

Questions? Comments? Call 1-800-228-4722.

Or visit us at www.Lysol.com/info

- This bottle is made of 25% post-consumer recycled plastic
- Please encourage your state and local authorities to establish a recycling program so that this bottle can be recycled.
- This product contains no phosphates.

Reckitt Benckiser Inc.
1655 Valley Road
Wayne, NJ 07474-0977

EPA Reg. No. 777-81

EPA Est. No. 777-OH-1, NJ-2 (See bottom)

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**Optional Disinfectancy Related -bullets/bursts/sentences - Front or
Back Label**

Kills [more than][even greater than][>] [99.9%] household germs [bacteria][viruses*][fungi]
[mold].

Kills [more than][even greater than][>] [99.9%] household germs [in 30 seconds] above and
below the waterline.

Kills [more than][greater than][>] 99.9% of household germs such as [Salmonella choleraesuis]
Salmonella, [Staphylococcus aureus] Staph, [Escherichia coli] E. coli, Rotavirus.

Kills 99.9% of Salmonella choleraesuis (Salmonella) [Escherichia coli] E. coli, [Shigella
Dysenteriae] [Shigella] Dysenteriae commonly found in toilets [in 30 seconds].

*Kills [more than][even greater than][>] [99.9%] of [Salmonella choleraesuis] Salmonella,
[Escherichia coli] E. coli, [Shigella Dysenteriae] [Shigella] Dysenteriae commonly found in
toilets.

*Kills 99.9% of [Salmonella choleraesuis] Salmonella, [Staphylococcus aureus] Staph.
[Escherichia coli] E. coli, [Shigella Dysenteriae] [Shigella] Dysentery, Hepatitis A on hard non-
porous toilet surfaces in 30 seconds.

Kills [99.9%] of bacteria [germs] [viruses*] [in 30 seconds].

Sanitizes toilet surfaces in 30 seconds.

Kills [toilet] [household] [bathroom] [germs] [bacteria] [viruses*]

Disinfects [Kills] common household germs [bacteria][viruses*]

Disinfects above and below the water line.

An effective disinfectant [sanitizer] for use in the toilet.

Reduces odor-causing germs (bacteria) in toilets.

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Disinfects [Sanitizes] and deodorizes by killing common (household) germs and controlling their odors.

For use on toilets found in a [an]:

[Institutional] bathroom (Restroom) [Disinfectant][Sanitizer]

Infirmary [Disinfectant] [Sanitizer]

Basement [Disinfectant][Sanitizer]

Household [Disinfectant][Sanitizer]

Business [Disinfectant][Sanitizer]

Factory [Disinfectant][Sanitizer]

Manufacturing Plant [Disinfectant][Sanitizer]

Hotel [Disinfectant][Sanitizer]

Motel [Disinfectant][Sanitizer]

Commercial Building [Disinfectant][Sanitizer]

Industrial Building [Disinfectant][Sanitizer]

Public Facility [Disinfectant][Sanitizer]

Office [Disinfectant][Sanitizer]

[Institutional] Laundromat [Disinfectant][Sanitizer]

Church [Temple][Mosque][House of Worship][Disinfectant][Sanitizer]

Military Installation [Disinfectant][Sanitizer]

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Hospital [Disinfectant][Sanitizer]

School [Disinfectant][Sanitizer]

Nursing Home [Disinfectant][Sanitizer]

Day Care Center [Disinfectant][Sanitizer]

Nursery [Disinfectant][Sanitizer]

Dorm [Disinfectant][Sanitizer]

Shelter [Disinfectant][Sanitizer]

Blood Bank [Disinfectant][Sanitizer]

Laboratory [Disinfectant][Sanitizer]

Veterinary Clinic [Disinfectant][Sanitizer]

[Medical or Dental or Physician's] Office [Disinfectant][Sanitizer]

[Medical] Clinic [Disinfectant][Sanitizer]

Health Club [Disinfectant][Sanitizer]

Gymnasium [Disinfectant][Sanitizer]

Home Workshop [Disinfectant][Sanitizer]

Recreational Center [facility][Disinfectant][Sanitizer]

Boat [Disinfectant][Sanitizer]

Camper [Disinfectant][Sanitizer]

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RV [Disinfectant][Sanitizer]

Trailer [Disinfectant][Sanitizer]

Mobile Home [Disinfectant][Sanitizer]

Campground facility [Disinfectant][Sanitizer]

Playground facility [Disinfectant][Sanitizer]

Motor home [Disinfectant][Sanitizer]

Stadium

Vacation home [Disinfectant][Sanitizer]

Motor boat or house boat or boat house [Disinfectant][Sanitizer]

Cafeteria or restaurant [Disinfectant][Sanitizer]

Supermarket or grocery store [Disinfectant][Sanitizer]

Butcher shop [Disinfectant][Sanitizer]

Pharmacy [Disinfectant][Sanitizer]

Warehouse club [Disinfectant][Sanitizer]

Airplane [Disinfectant][Sanitizer]

Train interior [Disinfectant][Sanitizer]

Bowling alley [Disinfectant][Sanitizer]

Summer cottage [Disinfectant][Sanitizer]

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Optional Disinfectancy Related – bullets/bursts/sentences – Front or Back Label

[Disinfects][Sanitizes][Non-porous toilet surfaces][Glazed [ceramic] tile toilet
surfaces][Toilets][Ceramic toilet surfaces][Urinal][Bidet][Portable Toilets]

Statement for professional products:

Removes offensive odors from toilets in [dressing rooms][patient rooms][utility areas].

Optional disinfectancy statements:

Disinfects [Sanitizes] and deodorizes by killing common [household] germs and controlling their odors.

Reduces odor-causing germs [bacteria] above and below the water line.

Eliminates odors caused by bacteria [germs][mildew].

Statements which can be used on all products:

FAST/EASY/EFFECTIVE

Optional disinfectancy statements:

This product is a mildewstat and will effectively inhibit the growth of mildew and the odor caused by it when applied to hard non-porous surfaces.

Statements which can be used on all products:

LYSOL® Brand Toilet Bowl Cleaner meets AOAC use dilution test standards for hospital toilet bowl cleaners.

GERMICIDAL
FUNGICIDAL

TUBERCULOCIDAL
VIRUCIDAL*

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(GREAT) FOR USE AS A TOILET DISINFECTANT (and/or SANITIZER) IN:

Hospitals	Day Care Centers	Hotels/Motels	Kennels
Nursing Homes	Physicians Offices	Restaurants	Bowling Alleys
Clinics	Health Clubs	Schools	Dental Offices
Institutional restrooms	Veterinary Offices	Office Buildings	

Homes, [Institutional] Bathrooms, Infirmary, Basement, Factory, Manufacturing Plant, Commercial Building, Industrial Building, Public Facility, Public Restrooms, Office, [Institutional] Laundromat, Church [Temple][Mosque][House of Worship], Military Installation, Nursery, Dorm, Shelter, Blood Bank, Laboratory, Veterinary Clinic, Medical [or Dental or Physician's] Office, (Medical) Clinic, Gymnasium, Home Workshop, Recreational Center, Boat, Camper, RV, Trailer, Mobile Home, Campground Facility, Playground Facility, Motor Home, Vacation Home, Motor Boat or House Boat or Boat House, Cafeteria or Restaurant, Supermarket [Grocery Store], Butcher Shop, Farmer's Market, Pharmacy, Warehouse Club, Airplane, Train Interior, School Bus, Ambulance, Bowling Alley, Summer Cottage.

Disinfects [Kills][more than][even greater than] 99.9% of common germs [bacteria][viruses][fungi][mold].

Statements which can be used on all products:

On environmental surfaces, LYSOL® Brand Disinfectant Toilet Bowl Cleaner kills the following bacteria, viruses and fungi such as Mycobacterium bovis (BCG), Salmonella choleraesuis (Salmonella), Listeria monocytogenes, Poliovirus Type 1, Rotavirus (Wa)(the leading cause of infectious diarrhea in children), Hepatitis A, and HIV-1**, Shigella dysenteriae, Enterococcus faecalis, Escherichia coli (E. coli), Klebsiella pneumoniae, Pseudomonas aeruginosa, (in (ten) (10) minutes).

**Tested in the presence of 5% organic soil

LYSOL® Brand Disinfectant Toilet Bowl Cleaner is a part of a system of infection control products provided by Reckitt Benckiser Inc. Now, more than ever, infection control is a major concern of yours, your staff and patients. People respect the LYSOL® name, recognize LYSOL® for providing quality and trusted surface disinfection, and gain the added benefit of a clean-smelling, sanitary environment. We invite you to call us at 1-800-228-4722, Monday through Friday, 8:45 a.m. to 4:30

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p.m. (Eastern time), if you have any questions or comments on our products.

Instructions which can be used on all products:

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, while pushing down on top of cap, turn cap counterclockwise. **AVOID SQUEEZING BOTTLE WHEN OPENING.** To reseal, twist cap clockwise until tightly closed.

Alternate language:

Squeeze sides of cap where indicated while turning counterclockwise.

TO CLEAN AND DISINFECT follow these easy steps:

1. Flush first and remove excess dirt and grime before cleaning and disinfecting.
2. Wet all surfaces of bowl interior, including sides of bowl and under the rim, with at least 4 oz. of liquid (squeeze bottle approximately 15 seconds). Replace cap securely.
3. Let soak for at least 10 minutes. Do not close toilet bowl lid.
4. Brush entire bowl thoroughly with a bowl brush and flush.
5. Rinse brush in fresh water after use.

TO REMOVE TOUGH STAINS:

1. Apply a generous amount of liquid directly onto the tough stains (For severe rust stains, if possible, remove water from the bowl before applying liquid).
2. Let soak for 15 minutes. Do not close lid.
3. Follow cleaning steps #4 and #5 above. Repeat if necessary.

Additional Language for Sanitization Claims:

Front Label – Kills [Eliminates] 99.9% of bacteria [germs] in 30 seconds.*

Back Label – Kills [Eliminates] 99.9% of some bacteria [many germs] in 30 seconds above and below the waterline in toilets.

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And/or

Back Label – Kills [Eliminates] 99.9% of bacteria (many germs) in 30 seconds on hard, nonporous surface(s).*

And/or

Front Label – Kills [Eliminates] bacteria (germs) in seconds.*

Back Label – Kills[Eliminates] bacteria (many germs) in 30 seconds on hard, nonporous surface(s).*

And/or

Front Label – Kills [Eliminates] 99.9% of bacteria (germs) in seconds.*

Back Label – Kills [Eliminates] 99.9% of some bacteria (many germs) in seconds on hard, nonporous surface(s).

Non Disinfectancy related bullets/bursts/statements:

- New*
- New Size * Pleasant fragrance [scent]
- New Scent *
- Trial Size [Used][recommended] by pediatricians
- Travel Size Gold Standard

ADDITIONAL HOUSEHOLD CLAIMS

1. CLEANING CLAIMS:

a. Cleaning – Odor/Fragrance Claims:

- (This product) deodorizes by killing the germs that cause odors.
- (This product) eliminates [controls][kills] the germs [bacteria][mildew][mold] that cause unpleasant odors [at the source].
- (This product) eliminates odors at their source caused by germs, [bacteria] or [mildew].
- (This product) kills the germs that cause [bad] odors.
- Disinfects and deodorizes by killing common bathroom germs.
- Controls odors caused by mold and mildew.

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- Controls toilet odors caused by bacteria or mildew.
 - Controls odors at their source
 - Fresh [wintergreen][spearmint][minty] scent
 - Fresh scent
 - Helps to destroy odors
 - Kills odor-causing germs [bacteria]
 - Pleasant fragrance
 -
- b. Cleaning – Hard-Water Claims:
- Contains Hydrogen chloride to remove rust and lime scale
 - Destroys rust stains
 - Dissolves [removes][cleans] rust [hard water, lime scale, and mineral] stains.
 - Dissolves the toughest hard water deposits
 - Dissolves tough rust stains and mineral deposits, but will not harm porcelain or stainless steel
 - Easily breaks down rust stains and mineral deposits
 - Easily cleans stains and mineral deposits
 - Removes rust stains and mineral deposits
 - Frequent use prevents rust buildup (lime scale mineral stains)
 - Hard water cleaning formula
 - Mineral dissolving action
 - Powers out rust stains
 - Prevents build-up of lime scale
 - Quickly eliminates rust, lime, and urine stains (uric acid)
 - Removes rust (lime scale) discoloration
 - Special rust formula makes stain and mineral deposits easy to remove
 - Specially designed for hard water problems
 - Specially designed for the removal of rust stains and mineral deposits
 - Use daily to prevent build-up of lime scale (rust) stains
- c. Cleaning – Visual:
- Cleans for a [to a] shiny finish
 - Cleans urine stains
 - Dissolves [removes][cleans] rust [hard water][lime scale][mineral] stains

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-
- Easily cleans stains and mineral deposits
 - Destroys [dissolves] toilet bowl rings
 - For a bright toilet bowl
 - For a shiny, white clean [toilet] bowl
 - For a strikingly clean toilet
 - Restores toilet bowl to a sparkling shine
 - Frequent use prevents rust buildup (lime scale) (mineral stains)
 - Keep your toilet looking new
 - Leaves [restores] a sparkling shine

 - Prevents stain build-up with frequent use (even without brushing)
 - Quickly removes stains
 - Removes brown [ugly][orange][green][black][unsightly][white][greasy][offensive] stains [film]
 - Removes mold and mildew
 - Removes rust [lime scale] discoloration
 - Removes the stains you don't want to see
 - Removes tough stains
 - Rust-destroying formula
 - Tough Stain [formula]
 - Whitens and brightens toilet bowl

d. Cleaning – Ease of Use:

- An efficient way to clean your bowl
- Starts to clean with NO scrubbing
- Fast Acting Formula
- No Scrub Formula
- Quick and Easy
- Removes stains fast with less work
- Rinses away easily
- Self scrubbing formula
- Simple Clean
- Stain-A-Way
- Wipe-A-Way
- Make your bowl look like you clean it every day (even though you don't)

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e. Cleaning – Surface:

- Cleans above [below] waterline
- All cleaning claims above and below waterline
- Around toilet bowl rim
- Church toilets
- Dormitory toilets
- Entire toilet bowl
- For use in toilets and urinals
- Glazed porcelain toilets

- Good on American and European toilets
- Gymnasium toilets
- Hospital toilets
- Institutional toilets
- Office toilets
- Restaurant toilets
- Porcelain toilets
- Portable toilets (Porta-san, Porta-John)
- Public restroom toilets
- Rest-stop toilets
- Right into the pipe
- Toilets
- Under the [toilet bowl] rim
- Urinal
- Vitreous china toilets

f. Cleaning – Efficacy:

- All the power you need
- Complete clean
- Comprehensive clean
- Fast acting [formula]
- For a comprehensively clean toilet
- For a thoroughly [absolutely] clean toilet bowl/surface
- Go beyond clean
- Heavy duty [formula]

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- Heavy duty cleaner [cleaning]
- Hospital type disinfectant
- Industrial strength
- It works to leave a thoroughly clean bowl
- Maximum strength
- Microscopic clean
- More than clean
- Powerful cleaner
- Recommended by 10/12 hospitals
- Starts to remove stains on contact

- Super clean
- Thorough clean
- Triple action toilet care: Cleans, disinfects, and deodorizes
- Two-in-one: Cleans and disinfectants
- Three-in-one: Cleans, disinfects, and deodorizes
- 2-in-1: Cleans and disinfects
- 3-in-1: Cleans, disinfects, and deodorizes
- For an Ultra-clean toilet
- For a Super-clean toilet
- Unsurpassed toilet cleaning power

g. Cleaning – Reason Why:

- 3-in-1 formula – deodorizes, disinfects, and cleans
- Active cleaner
- Chemically alters make-up of stains
- Coating action above and below the water line provides extended contact time
- Coats the entire bowl to easily break down stains and mineral deposits
- Contains powerful detergents/cleaning agents
- Curtaining action
- Deep cleaning formula
- Designed to clean under the rim
- Dual action toilet bowl cleaner
- Non-abrasive thick formula
- Specially designed neck makes it easy to clean under the rim

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- Specially designed to break down stains and mineral deposits
 - Specially designed to clean the toilet
 - Stain grabbing power
 - The confidence you get from the Lysol® name
 - The only toilet bowl cleaner that bears the Lysol® name
 - Thick coating formula for prolonged contact time
 - Thick formula coats the entire bowl
 - Thick formula that cleans, deodorizes, and disinfects
 - Thick liquid coats bowl for better cleaning
 - Thick liquid sticks to stains
 - Thick, clinging action

2. GERM-KILL CLAIMS:

a. Germ-Kill – Features:

- An important part of a comprehensive infection control program
- Antibacterial action
- Antibacterial [anti-fungal][antiviral][anti-microbial]
- Disinfecting power starts to kill germs on contact
- Disinfects and deodorizes by killing common bathroom germs
- Kills illness-causing germs
- Apply product, flush and repeat [Rinse and Repeat] to kill virus and bacteria
- Heavy duty formula to kill the germs you can't see
- It clings to kill germs and clean tough stains
- Kills both odor causing and illness causing germs
- Kills germs like Salmonella and Escherichia coli
- Kills germs
- Kills germs like Rotavirus, the leading cause of children's diarrhea
- Kills illness-causing germs
- Kills MSRA
- May help prevent the spread of illness-causing germs
- Starts to kill germs like Rotavirus (and Enterococcus) on contact
- Starts to kill germs on contact
- Trusted toilet disinfection

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- Use daily to ensure maximum protection against:

Germs:

- Escherichia coli
- Salmonella choleraesuis (Salmonella)
- Shigella Dysentaria
- Staphylococcus aureus (Staph)
- Poliovirus Type 1
- Rotavirus (Wa)
- Hepatitis A
- Enterococcus faecalis
- Enterobacter aerogenes
- Klebsiella pneumoniae

- Pseudomonas aeruginosa
- HIV-1

b. Germ-Kill – Benefits:

- Helps protect your family from illness-causing germs [bacteria][viruses] found in the toilet.
- Keeps [germs][bacteria][viruses] from spreading throughout your home
- Helps prevent [germs][bacteria][viruses] from spreading throughout the home
- Kills germs like Rotavirus, the leading cause of diarrhea in children
- Recommended usage: twice daily to maintain a clean toilet
- Use daily to prevent [help prevent] a sick household
- Use regularly for maximum home hygiene
- Use in conjunction with other LYSOL® products (LYSOL BTTC) for a healthy, clean bathroom

c. Germ-Kill – Efficacy:

- Cleans and disinfects above and below the waterline
- Disinfecting power starts to kill germs on contact
- Disinfection power activates on contact
- Disinfects and cleans the entire bowl
- Fast acting disinfectant
- Gentle enough to use everyday/powerful enough to kill germs

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- Quality household disinfection
- Instant action
- Kills 99.9% of germs in 30 seconds
- Kills most common germs
- Powerful disinfectant
- Starts to kill 99.9% of germs on contact
- Starts to kill germs on contact
- Works immediately to start killing germs

3. ADDITIONAL CLAIMS:

a. Surface:

- Gentle enough to use everyday but powerful enough to kill germs
- Dissolves tough rust stains and mineral deposits, but will not harm porcelain or stainless steel.
- Can be used for white or colored bowls
- Won't stain the bowl

b. Personal:

- Child resistant closures
- Sure-lock closure
- You can tell when it's open and closed
- Point nozzle away from face when opening

c. Other:

- Non drip
- Do not remove cap
- Cap must not be removed
- To dispense – grip curved edge – illustration
- Simply squeeze and turn
- Read all instructions before opening
- Wipe up drips and spills immediately

4. PACKAGE RELATED CLAIMS:

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a. Package – Ease of Use:

- [New] non-slip bottle
- [New] comfort bottle [grip]
- [New] easy-grip bottle
- [New] non-drip/less drip
- [New] easy to apply bottle/package design
- Easy to reach under rim
- [New] easy open cap/senior friendly
- No slip grip
- Easy to use bottle
- Easy to close
- Time saving cap
- Easy to open/quicker to open
- Convenient cap

- Easy to use
- Comfort grip
- More stable storage
- Twist & Go cap
- Easy to conceal
- Shows optimum flow point
- Comfortable use position
- Use with left and right hand
- Designed for more/better dispensing [total liquid evacuation]

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FEATURE:

- Non-removal cap
- Open/closed indicator in contrasting colors
- Click stop
- Long neck bottle
- Indicator arrows
- Senior tested
- New curve grip
- New contour grip
- Tapered bottle – front to back
- Wedge shape
- Less time to open
- Crescent grip
- Distinctive shape
- New package

BENEFIT:

- Can't lose the cap
- Tell(s) you if it's open or closed/seal indicator
- Audible close
- Comfortable use positions
- Ensures cap is properly open/closed
- Seniors can use/senior friendly
- Designed for your hand
- Comfort grip
- Designed to be easier to squeeze
- Comfortable hold
- More time to clean
- Easy to hold
- Easily identifiable
- Even flow

b. Package Related:

- Helps reach under rim
- Better squirting than before

FEATURE:

- (New) accurate squirt cap
- Control flow feature
- Specially designed angle neck
- Special new REACH neck
- New easy aim accusquirt™ (accu-squirt)

BENEFIT:

- Uses all product (no product wastage)
- Gets all liquid out
- Accurate/effective application
- Gets [all the way] up under the rim
- Gets to tough to reach areas

c. Package Related - Safety:

- All pieces can be recycled
- CRC design
- Senior friendly
- Environmentally friendly

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- d. Package Related - Other:
 - [New] ergonomic bottle
 - [New] better bottle
 - [New] patented bottle design
 - [New] next generation pack [package]
 - [New] modern pack
 - Millennium pack
 - [New] non-removable cap
 - [New] bottle preferred 2:1
 - Attractive package/designed package
 - Cap stays with bottle
 - Ergonomic grip
 - Confidence in cleaning
 - Ergonomic design
 - Sleek design
 - Best value bottle
 - Modern
 - Click and close - Indicator

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