

777-81

9/24/2009

1/16



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

SEP 24 2009

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

Christine Dellanno, Regulatory Affairs Associate
Reckitt Benckiser, Inc.
Morris Corporate Center IV
399 Interpace Parkway, P. O. Box 225
Parsippany, NJ 07054

FILE COPY

Subject: Notification per PR Notice 98-10
Lysol Brand Disinfectant Toilet Bowl Cleaner
EPA Registration Number: 777-81
Application Date: August 25, 2009
Receipt Date: August 26, 2009

Dear Ms. Dellanno:

This acknowledges receipt of your notification, submitted under the provisions of PR notice 98-10, FIFRA section 3 (c) 9.

Proposed Action:

Combine two existing approved claims on the November 10, 2008 stamped master label:

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

New claim:

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

Comments:

The notification is acceptable. A copy has been inserted in your file for future reference.

Should you have further questions concerning this letter, please contact Killian Swift by telephone at 703-308-6346 or by email at swift.killian@epa.gov. When submitting information or data in response to this letter, a copy of this letter should accompany the submission to facilitate processing.

Sincerely,

ShaRon Carlisle
(Acting) Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)



United States
Environmental Protection Agency
 Washington, DC 20460

- Registration
 Amendment
 Other

OPP Identifier Number
298558

Application for Pesticide - Section I

| | | |
|--|---|--|
| 1. Company/Product Number 777-81 | 2. EPA Product Manager Tracy Lantz | 3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted |
| 4. Company/Product (Name) Lysol Brand Disinfectant Toilet Bowl Cleaner | PM# # 34 | |
| 5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser Inc. Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225 <input type="checkbox"/> Check if this is a new address | 6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____ | |

Section - II

- Amendment - Explain below. Final printed labels in response to Agency letter dated _____
 Resubmission in response to Agency letter dated _____ "Me Too" Application
 Notification - Explain below. Other - Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Notification: take two existing approved claims and combine them (see new claim below):

Two existing approved claims on the November 10, 2008 stamped master label:

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

New claim:

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

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

| | | | | | |
|---|--|---|---|--|---|
| 1. Material This Product Will Be Packaged In: | | | | 2. Type of Container | |
| Child-Resistant Packaging <input checked="" type="checkbox"/> Yes* <input type="checkbox"/> No | Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | | <input type="checkbox"/> Metal | <input checked="" type="checkbox"/> Plastic |
| *Certification must be submitted (on file) | | If "Yes" Unit Packaging wgt. No. per container | If "Yes" Package wgt. No. per container | <input type="checkbox"/> Glass | <input type="checkbox"/> Paper |
| 3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container | | 4. Size(s) Retail Container various | | 5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product | |
| 6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____ | | | | | |

Section - IV

| | | |
|--|---|---|
| 1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application): | | |
| Name Christine Dellanno | Title Regulatory Affairs Associate | Telephone No. (Include Area Code) 973-404-2717 |
| I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law. | | 6. Date Application Received (Stamped) |
| 2. Signature: | 3. Title: Regulatory Affairs Associate | |
| 4. Typed Name: Christine Dellanno | 5. Date: August 25, 2009 | |

RECKITT BENCKISER

August 25, 2009

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504-P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S. Crystal Drive
Arlington, VA 22202

Attention: Tracy Lantz, PM-34

Reference: Notification to add a claim
Product Name: Lysol Brand Disinfectant Toilet Bowl Cleaner
EPA Registration Number: 777-81
OPP ID Number: 298558

Dear Ms. Lantz:

Please find enclosed a notification application for the above referenced product registration to take two existing approved claims and combine them. The revised claim on the master label has been highlighted in red font and is underlined.

Two existing approved claims on the November 10, 2008 stamped master label:

Kills (99.9% of) germs **

Kills viruses and bacteria

New claim:

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

In support of this registration amendment action the following documentation is enclosed:

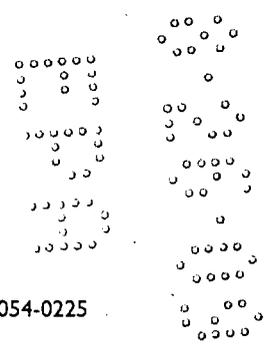
- 1) Cover letter
- 2) EPA Application for Pesticide Registration Form 8570-1:OPP ID No. 298558, dated August 25, 2009
- 3) One (1) copy of the revised master text label, dated August 25, 2009.
- 4) One (1) copy of the most recent stamped master label dated November 10, 2008.

If there is any other information that the agency needs to complete this submission, please feel free to contact me at 973-404-2717 or via email at christine.dellanno@reckittbenckiser.com. Thank you for your assistance with this registration action.

Sincerely,



Christine Dellanno
Regulatory Affairs Associate
(Encl.)



4
16

<< Front Panel >>

ACTIVE INGREDIENT:

Hydrogen Chloride 9.50%

OTHER INGREDIENTS: 90.50%

TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN

DANGER: CORROSIVE. See back (side) panel for additional precautionary statements and First Aid. Harmful or fatal if swallowed.

| | | | | |
|---------------|-------------------------------|--------|-------------------------------|---------|
| NET CONTENTS: | 16 FL. OZ. (1 PT.) | 473 mL | 28 FL. OZ. (1 PT. 12 FL. OZ.) | 828 mL |
| | 20 FL. OZ. (1PT. 4 FL.OZ.) | 591 mL | 30 FL. OZ. (1 PT. 14 FL. OZ.) | 887 mL |
| | 22 FL. OZ. (1 PT. 6 FL. OZ.) | 650 mL | 32 FL. OZ. (1 QT.) | 946 mL |
| | 24 FL. OZ. (1 PT. 8 FL. OZ.) | 709 mL | 36 FL. OZ. (2 PT. 4 FL. OZ.) | 1.064 L |
| | 26 FL. OZ. (1 PT. 10 FL. OZ.) | 768 mL | 40 FL. OZ. (1 QT. 8 FL. OZ.) | 1.18 L |

| | | | |
|----------------------------------|--------|-------------------------------------|--------|
| (2) 24 FL. OZ. (1 PT. 8 FL. OZ.) | 709 mL | TOTAL: 48 FL. OZ. (1 QT. 1 PT.) | 1.42 L |
| (3) 24 FL. OZ. (1 PT. 8 FL. OZ.) | 709 mL | TOTAL: 72 FL. OZ. (2 QT. 8 FL. OZ.) | 2.13 L |
| (4) 32 FL. OZ. (1 QT.) | 946 mL | TOTAL: 1 GAL. (4 QT.) | 3.79 L |
| (6) 32 FL. OZ. (1 QT.) | 946 mL | TOTAL: 1.5 GAL (6 QTS.) | 5.68 L |
| (4) 40 FL. OZ. (1 QT. 8 FL. OZ.) | 1.18 L | TOTAL: 1.25 GAL. (5 QTS.) | 4.73 L |
| (6) 40 FL. OZ. (1 QT. 8 FL. OZ.) | 1.18 L | TOTAL: 1.87 GAL. (7.48 QTS.) | 7.08 L |

<< Front or Back Panel >>

(Registered by EPA) (EPA Registered)

EPA Reg. No.: 777-81 8155-OH-1 68777-NY-1

EPA Est. No.: 777-NJ-2 09019-OH-001

777-OH-1 09019-OH-002

55179-IN-1 312-WI-1

75371-IN-001 11525-IL-1

75371-IN-002

See bottom or side (for Lot / Date code)

NOTIFICATION
Date Reviewed: 9/24/09
Reviewed By: *[Signature]*

<< Back Panel >>

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

(or) Visit us at (www.lysol.com) (www.reckittprofessional.com)

Made in U.S.A. © RBI (year)

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

Contains no phosphates (Phosphate free)

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

<< Back Panel – Optional text >>

Monday – Friday, 8:45 a.m. – 4:30 p.m. (Eastern time)

Consumer Commodity ORM-D

Important facts (about this product)

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

Recycle Symbol

<< Back Panel – Optional text - PROFESSIONAL USE products only >>

Company Logo (Reckitt Benckiser Professional)

NSF Logo (NSF Listed # 123496)

An important part of a comprehensive infection control program

Part of an infection control program

Professional 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. We invite you to call us at (1-800-228-4722) (1-800-677-9218), Monday through Friday, 8:45 a.m. to 4:30 p.m. Eastern time if you have any questions or comments on our products.

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*.

<< FRONT or BACK PANEL CLAIMS - use as bullet point or in paragraph format >>

<< INTRODUCTORY 6-mos. CLAIMS >> (New) (Improved) (Formula) (Angel neck bottle) (Cap) (Fragrance)
(Pack) (Package) (Scent) (Size)

<< PACKAGING CLAIMS >>

(2 PACK) (4 PACK) (6 PACK) (Value Pack) (Limited Time Value Pack) (Limited Time Value)
(Great) (Bonus) (Economy) (Value) (Trial) (Pack) (Size)
(2 x 24oz.) (3 x 24oz.) (4 x 32 oz.)
(Buy x get x free) (x% discount) (x% more free) (x% more product)
(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)

Best value bottle
Better bottle
Better squirting than before
Buy me again
Click & Close (Indicator)
Click stop – audible close
Contains up to x uses
Convenient cap
Designed for (more) (better) dispensing
Easy grip bottle
Easy to close
Easy to reach under the rim
(Easy) (Easier) to squeeze cap
Easy to use (bottle)
Environmental friendly: Entire bottle can be recycled
Ergonomic bottle grip
Helps reach under the rim
Less time to open – more time to clean
Long (angle) neck bottle (reaches under the rim)
No slip grip
Non-drip (Less drip)
Non-removable cap
One for each bathroom
Open / Close indicator in contrasting colors – let's you know if the bottle is open / closed
Place 1 in each bathroom
Quicker to open
Removable cap
Repurchase time
Senior friendly cap
Senior tested cap
Shopping time
Specially designed angle neck – gets all the way up under the rim
Specially designed neck makes it easy to clean under the rim
Time to buy (a new Lysol toilet bowl cleaner)
Time to replace
Twist and go cap
(Unique) Angle neck bottle (for hard to reach areas) (reaches 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*.

6
/ 16

<< MARKETING CLAIMS >>

(Antibacterial) (Antibacterial Action) (Antimicrobial) (Antiviral) (Bactericidal) (Bactericide) (Disinfectant)
(Germicidal) (Sanitizer) (Virucidal[†])

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

(Cleans) (Deodorizes) (Disinfects) (Sanitizes)

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

(Clean) (Fragrance) (Fresh) (Minty) (Pleasant) (Spearmint) (Wintergreen) (Scent)

(Deep cleaning) (Bowl & Beyond) (Easy to use) (Non-abrasive) (Rust destroying) (Thick) (Tough stain) Formula

(Better) (Improved) (Stain Removal) (Rust Removal) (Lime Scale Removal)

(Breaks down) (Cleans) (Cleans away) (Destroys) (Dissolves) (Easily) (Penetrates) (Quickly) (Removes) (Stubborn)
(Tough) (Hard Water) (Lime Scale) (Mineral) (Rust) (Stains) (Deposits)

(Better) (Improved) bowl coverage than before

(Maximum coverage) (Powerful cleaning) (Maximum bowl coverage) (Improved coverage)

(Maximum) (Max) (Coverage) (Powerful) (Clean) (Cleaning action)

(Maximum) (Power) (Protection) (Strength) (Cleaner) (Cleaning)

Dual Action Toilet Bowl Cleaner

2-in-1: Cleans, Disinfects

Triple Action: Cleans, Disinfects, Deodorizes

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

4-in-1: Cleans, Disinfects, Deodorizes, Sanitizes

Accepted for hospital disinfection

Better reach under the rim

Coats the entire bowl

Confidence of Lysol[®]

Depend-a-bowl toilet bowl cleaner

Gives your bowl the Lysol[®] clean you trust

Go beyond clean

Great for everyday (cleaning) (deodorizing) (disinfecting) (and) (sanitizing)

Home and hospital disinfectant toilet bowl cleaner

Hospital disinfectant

Hospital toilet bowl cleaner

Keep your toilet looking new

Meets (AOAC Use-dilution Efficacy test) standards for hospital (disinfectants) (toilet bowl cleaners)

Quality household disinfection

Quick and easy

Recommended by 10/12 hospitals

The clean you trust

The confidence you get from the Lysol[®] name

The right tool for a nasty job

Trusted toilet disinfection

Use in conjunction with other Lysol[®] products for a clean bathroom

Used by (hospitals) (professionals)

Used (Recommended) by pediatricians

Note:

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

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*.

3
16

<< MARKETING CLAIMS continued >>

Efficacy tests have demonstrated that Lysol® Brand Disinfectant Toilet Bowl Cleaner is effective as a one-step toilet bowl cleaner and disinfectant in the presence of organic soil (5% blood serum).

Lysol® Brand Disinfectant Toilet Bowl Cleaner has a thick formula that coats above and below the waterline. This coating action provides longer contact time to help dissolve tough rust stains and mineral deposits (on contact) to make cleaning easier.

This product contains no phosphates and is germicidal when used as directed but differs in composition from other Lysol® Brand products.

<< PERFORMANCE CLAIMS >>

- Clings to the bowl to stay where the germs are
- Coating action above and below the waterline provides extended contact time.
- 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
- Designed to (remove) (penetrate) (destroy) (dissolve) tough (stubborn) {insert soils}
- Designed to (remove) (penetrate) (destroy) (dissolve) the toughest {insert soils}
- For better results use at least (once) (twice) a week
- Formulated especially for hard water mineral deposits, limescale and rust
- Hard water formulation
- Helps keep water flow optimal
- Leaves toilet sparkling clean and disinfected
- No hard scrubbing
- Rinses away easily
- Specially designed for hard water problems
- Specially designed for hard water (stains) (areas)
- Specially designed for the removal of rust stains and mineral deposits
- Specially designed to breakdown stains and mineral deposits
- Specially designed to clean the toilet
- Specially designed to (remove) (penetrate) (destroy) (dissolve) the toughest {insert soils}
- Specially designed to (remove) (penetrate) (destroy) (dissolve) tough (stubborn) {insert soils}
- Specially formulated to (remove) (penetrate) (destroy) (eliminate) {insert soils}
- Special rust formula makes stain and mineral deposits easy to remove
- Thick coating formula for prolonged contact time
- Thick formula adheres to stains for better cleaning
- Thick formula coats the entire bowl
- Thick formula that cleans, deodorizes, disinfects and sanitizes
- Thick liquid coats bowl for better cleaning
- Thick liquid sticks to stains
- Thick clinging action
- Whitens and brightens toilet bowl
- Won't (Will not) stain the bowl
- Works best in hard water areas
- Works best on hard water stains

<< USAGE CLAIMS >>

- A great toilet bowl disinfectant and sanitizer for use in {insert site}
- An effective (disinfectant) (sanitizer) for use in {insert surface}
- Can be used in white and colored bowls
- For use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (sanitizer) found in {insert site}
- For use in {insert site}
- For use in {insert surface} as a cleaner, disinfectant and sanitizer found in {insert site}
- Good on American and European toilets
- Great for use as a toilet bowl (cleaner,) (deodorizer) (disinfectant) (and) (sanitizer) in {insert site}
- Lysol® Brand Disinfectant Toilet Bowl Cleaner is recommended for use in {insert surface}
- Recommended for use in {insert site}
- Recommended usage: twice daily to maintain a clean toilet

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*.

8/16

<< INSERT >>

Use Sites: (Clinics) (Day Care Centers) (Dental Offices) (Doctor Offices) (Health Care Facilities)
(Homes) (Households) (Hospitals) (Hotels / Motels) (Infirmaries) (Institutions) (Laboratories)
(Nursing Homes) (Office Buildings) (Physician's Offices) (Restaurants) (Schools)

Use Surfaces: (Vitreous china) (Porcelain) (toilets) (bidets) (urinals)

Soils: (rust) (lime) (lime scale) (hard water) (mineral) (build-up) (stains) (deposits)

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*.

<< CLEANING CLAIMS >>

A professional strength toilet bowl cleaner
All the power you need to clean your toilet bowl
An efficient way to clean your bowl
Breaks down stains without brushing or scrubbing
Brightens as it cleans
Cleans above and below the waterline
Cleans above, below and beyond the waterline
Cleans and disinfects above and below the waterline
Cleans away everyday dirt and grime
Cleans to a shiny finish
Contains Hydrogen Chloride to remove rust and lime scale
Deep Down Clean
Designed to clean under the rim
Destroys (Dissolves) toilet bowl rings
Destroys tough stains
Dissolves stains right before your eyes
Dissolves the toughest hard water deposits
Dissolves tough rust stains and mineral deposits (but will not harm porcelain)
Dissolves tough rust and mineral stains
Easily breaks down stains without (heavy) (hard) brushing or scrubbing
Easy under-the-rim cleaning
Extra strength cleaner
Fast acting formula
Fast-acting toilet bowl cleaner
For a bright (shiny) (white) (clean) toilet bowl
For a super-clean toilet
For a thoroughly clean toilet bowl surface
For an absolutely clean toilet bowl surface
For an ultra-clean toilet
For hard water (stains) (areas)
Frequent use prevents rust build-up (lime scale) (mineral stains)
Hard water cleaning formula
Hard water cleaner
Heavy-duty cleaner
Heavy-duty cleaning (formula)
(Helps) (Removes) Toilet Rings
High strength cleaning for your toilet bowl and beyond
Hospital strength cleaning
Hospital strength toilet bowl cleaning
Instant action cleaner
Leaves (your) toilet bowl sanitary
Lime scale remover
Lime (scale) & rust remover
Make your bowl look like you clean it everyday (even though you don't)
Maximum power (cleaner) (cleaning)
Mineral dissolving action
Penetrates (dissolves) even the toughest stains
Powerful cleaner
Powerful cleaning (formula)
Powerful cleaner (for the toilet bowl)
Powerful stain (fighting) (fighter)
Powers out rust (lime scale) (mineral) stains
Prevents the build-up of {insert soils} in the 'S' bend and pipes when used regularly to help water flow optimally
Quickly removes {insert soils}
Removes {insert soils}
Removes lime and rust
Removes rust and mineral stains
Removes rust stains and mineral stains

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*.

Removes {insert soils} through the 'S' bend (and pipes)
Removes stains fast with less work
Removes tough rust and mineral stains
Removes (tough) rust (stains)

<< CLEANING CLAIMS continued >>

Removes tough stains
Stain grabbing power
Starts to remove stains on contact
Strong enough for the dirtiest toilet bowl
Strong enough to clean the dirtiest toilet bowl
The professional strength cleaning power leaves the bowl sanitary
Tough cleaning power
Use daily to prevent build-up of (lime scale) (rust) stains
Use regularly to help prevent (build-up of) {insert soils}
Use regularly to maintain a clean, fresh and shiny toilet bowl (even under the rim)
Watch stains disappear right before your eyes

<< DEODORIZING CLAIMS >>

Controls odors at their source
Controls odors caused by bacteria*
Controls toilet odors caused by bacteria
Deodorizes by killing bacteria* that cause odors
Deodorizes with a fresh, clean scent
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*
Helps to destroy odors
Kills odors
Kills the bacteria* that cause bad odors
Removes odors
Removes offensive odors from toilets
Reduces odor-causing bacteria*
Reduces odor-causing bacteria* above and below the waterline
Reduces odor-causing bacteria* in toilets

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

<< front / back panel claim >>

Kills bacteria in seconds***
Kills 99.9% of 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***
Leaves your toilet bowl sanitized
Sanitizes toilet surfaces in 30 seconds***

<< back panel sanitization qualifier >>

***Kills 99.9% of (Enterobacter aerogenes) (Escherichia coli O157:H7) (Staphylococcus aureus)
inside the toilet above the waterline in 30 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*.

11
16

<< DISINFECTING CLAIMS >>

- Cleans and disinfects the bowl and beyond
- Cleans as it disinfects
- Disinfects above and below the waterline
- Disinfects and breaks down stains
- Disinfects and deodorizes by killing common bathroom germs**
- Disinfects and sanitizes toilets, (bidets) (and) urinals
- Disinfects beyond the bowl (and) (in the mouth trap)
- Disinfects in 10 minutes
- Disinfects in hard to reach areas
- Disinfects, sanitizes and deodorizes by killing common (household) germs** and controlling their odors
- Disinfects the bowl and beyond (in the mouth trap) (where you can't see)
- Disinfects the bowl (and in the mouth trap)
- Disinfects the toilet bowl as it cleans
- Disinfects where you can't see (under the rim)
- Easily and effectively disinfects toilet bowls (and urinals)
- Gives you (full) (complete) (total) disinfection inside the toilet
- Helps reduce germs** by killing bacteria and viruses found in the toilet
- It clings to the surface to kill germs** and clean tough stains
- Kills bacteria*
- Kills (99.9% of) Germs**
- Kills (99.9% of) (Germs) (viruses and bacteria)**
- Kills (99.9% of) germs above and below the waterline**
- Kills (99.9% of) germs beyond the bowl in the mouth trap**
- Kills (99.9% of) germs in hard to reach areas**
- Kills (99.9% of) germs in the bowl and beyond (in the mouth trap)**
- Kills (99.9% of) germs in the bowl and in the mouth trap where you can't see**
- Kills (99.9% of) germs in the bowl and the mouth trap**
- Kills (99.9% of) germs where you can't see**
- Kills Germs**
- Kills germs without the harshness of bleach**
- Kills household Germs**
- Kills (household) (bathroom) (bacteria*) (viruses[†]) (germs**) in the toilet
- Kills most common germs**
- Kills odor causing bacteria*
- Kills Rotavirus WA (a leading cause of children's diarrhea) in 30 seconds
- Kills the germs** (you know are there but) (you) can't see
- Kills the following (bacteria*) (viruses[†]) (germs**): {insert organisms}
- Kills viruses[†] and bacteria
- May help prevent (germs**) (bacteria*) viruses[†] from spreading throughout the home
- May help keep (germs**) (bacteria*) (viruses[†]) from spreading throughout the home
- Penetrates to (kill) (eliminate) and destroy tough (stains) and bacteria*
- Proven to kill: {insert organisms}
- Starts killing 99.9% of germs on contact**
- Starts to kill 99.9% of germs on contact**
- This product is (Bactericidal*) (Virucidal[†]) in killing: {insert organisms}
- Total disinfection for inside your toilet (above and below the waterline)
- Use daily to ensure maximum protection against {insert organisms}

<< back panel disinfection qualifier >>

- * Kills: (Enterococcus faecalis) (Escherichia coli) (Klebsiella pneumoniae) (Pseudomonas aeruginosa) (Salmonella (choleraesuis) enterica) (Shigella dysenteriae) (Staphylococcus aureus)
- ** Kills: (Enterococcus faecalis) (Escherichia coli) (Klebsiella pneumoniae) (Pseudomonas aeruginosa) (Salmonella (choleraesuis) enterica) (Shigella dysenteriae) (Staphylococcus aureus) and (Hepatitis A Virus) (Human Immunodeficiency Virus Type 1 [HIV-1] [AIDS Virus]) (Poliovirus Type 1) (Rotavirus WA)

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*.

† Kills: (Hepatitis A Virus) (Human Immunodeficiency Virus Type 1 [HIV-1] [AIDS Virus]) (Poliovirus Type 1) (Rotavirus WA)

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*.

<< 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.

<< OPENING INSTRUCTIONS – back panel >>

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.

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. **Avoid squeezing bottle when opening.** To reseal, twist cap clockwise until tightly closed.

To Open Child Resistant Cap: 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.

<< Non-removable cap >>

To Open Child Resistant Cap: Hold bottle firmly with one hand. **DO NOT SQUEEZE BOTTLE WHEN OPENING.** With other hand:
1. Place fingers on marked ridges on opposite sides of cap.
2. Squeeze cap firmly and turn counterclockwise until it stops. **Do not remove cap.**
3. To reseal, squeeze cap again and turn clockwise until tightly closed.

<< Removable cap >>

To Remove Child Resistant Cap: Hold bottle firmly with one hand. **DO NOT SQUEEZE BOTTLE WHEN OPENING.** With other hand:
1. Place fingers on marked finger pads on opposite sides of cap.
2. Squeeze cap firmly and turn counterclockwise to unscrew.
3. Remove cap. 4. To reseal, replace cap and turn clockwise until tightly closed.

<< Optional Side panel pictograms - can only be used in conjunction with required back panel instructions >>

<< Non-removable >>



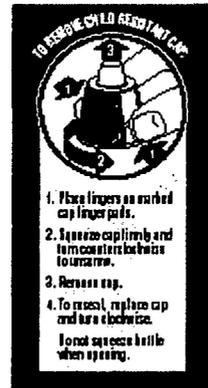
1. Place fingers on marked cap ridges.
2. Squeeze cap firmly and turn counterclockwise until it stops. **Do not remove cap.**
3. To reseal, squeeze cap again and turn clockwise.
DO NOT squeeze bottle when opening.

<< Removable – 1 >>



1. Place fingers on marked cap finger pads.
2. Squeeze cap firmly and turn counterclockwise to unscrew.
3. Remove cap.
4. To reseal, replace cap and turn clockwise.
DO NOT squeeze bottle when opening.

<< Removable – 2 >>



1. Place fingers on marked cap finger pads.
2. Squeeze cap firmly and turn counterclockwise to unscrew.
3. Remove cap.
4. To reseal, replace cap and turn clockwise.
Do not squeeze bottle when opening.

<< 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 Remove Child Resistant Cap:
1. Place fingers on marked cap finger pads.
2. Squeeze cap firmly and turn counterclockwise to unscrew.
3. Remove cap.
4. To reseal, replace cap and turn clockwise.
DO NOT squeeze bottle when opening.

To Remove Child Resistant Cap:
1. Place fingers on marked cap finger pads.
2. Squeeze cap firmly and turn counterclockwise to unscrew.
3. Remove cap.
4. To reseal, replace cap and turn clockwise.
DO NOT squeeze bottle when opening.

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*.

14
16

<< CLEANING / DISINFECTING / SANITIZING – hard non-porous surfaces & non-porous, non-food contact surfaces>>

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: 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 toilet bowl lid.** Follow cleaning steps #4 and #5 above. Repeat if necessary.

To Clean, Disinfect / Sanitize: Raise toilet seat. Flush bowl and remove heavy soil by scrubbing with a stiff brush prior to (application of) (using) this product. Point top of bottle down into bowl. Squeeze (gently,) at least 4 oz. [squeeze approximately 15 seconds] of the thick formula under the rim and on the sides of the bowl, letting it run down into the water. **Do not close toilet bowl lid.**

Disinfect: Let stand for at least 10 minutes. **Sanitize:** Let stand for 30 seconds. Brush entire bowl even under the rim and flush. Rinse brush in fresh bowl water after each use.

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 toilet bowl lid.** Brush entire bowl thoroughly with a bowl brush and flush. Rinse brush in fresh water after use. Repeat if necessary.

<< IMPORTANT: The following is required for professional use products making claims against HIV-1: >>

KILLS HUMAN IMMUNODEFICIENCY VIRUS TYPE 1 [HIV-1] [AIDS Virus] ON PRE-CLEANED 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 Type 1 [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 this product.

CONTACT TIME: Allow surface / object 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.

<< ADVISORY STATEMENT – MUST BE INCLUDED >>

Lysol® Brand Disinfectant Toilet Bowl Cleaner has been specially formulated for use only in (vitreous china) (porcelain) toilet bowls (bidets) (and urinals). It should not be used or placed on toilet bowl lids, vanities, sinks, bathtubs, cabinets, countertops, rugs, etc. Clean up spills and drips immediately. **Do not use with chlorine bleach or any other chemical products.** Will not harm plumbing or septic systems. Fumes are corrosive to metal.

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*.

<< MICROORGANISMS - must be identified by genus & species. Abbreviations may be included in (parens). >>

<< 10-min. Disinfection against Bacteria >>

| | |
|---|--|
| Enterococcus (Streptococcus) faecalis | (leads to blood infections) |
| Escherichia coli (E. coli) | (a leading cause of diarrhea, vomiting, food poisoning and bloody diarrhea) |
| Klebsiella pneumoniae | (a leading cause of pneumonia and lung illnesses) |
| Pseudomonas aeruginosa (Pseudomonas) | (a leading cause of pneumonia and lung illnesses) |
| Salmonella (choleraesuis) enterica (Salmonella) | (a fecal / orally transmitted bacteria which may lead to food borne disease, food poisoning, diarrhea, dehydration, stomach cramps, fever and vomiting.) |
| Shigella dysenteriae | (a leading cause of bloody diarrhea, breaks down intestinal lining.) |
| Staphylococcus aureus (Staph) | (a leading cause of skin infections, boils, food poisoning, blood infections) |

<< 10-min. Disinfection against Viruses >>

| | |
|---|--|
| Hepatitis A Virus | |
| Human Immunodeficiency Virus Type 1 [HIV-1] (tested in the presence of 10% fetal bovine serum) | (cause of AIDS virus) |
| Poliovirus Type 1 | |
| Rotavirus WA | (a leading cause of infectious diarrhea in children) |

<< 30-sec. Disinfection against Virus >>

| | |
|--------------|--|
| Rotavirus WA | (a leading cause of infectious diarrhea in children) |
|--------------|--|

<< 30-sec. Sanitization against Bacteria on hard, non-porous, non-food contact surfaces >>

| |
|--|
| Enterobacter aerogenes |
| Escherichia coli O157:H7 (E. coli O157:H7) |
| Staphylococcus aureus (Staph) |

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 Dagger (††) | soils ^{††} | used for identifying cleaning of specific soils |
| Double asterisk (**) | germs** | used for identifying disinfection against specific bacteria and virus or fungi. |
| Triple asterisk (***) | sanitizes*** | used for all claims of sanitization |

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*.

16
16

<< PRECAUTIONARY / FIRST AID / STORAGE-DISPOSAL INSTRUCTIONS >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

DANGER: CORROSIVE. Causes irreversible eye damage and skin burns. Harmful or fatal if swallowed.

Do not get in eyes, on skin or on clothing. Wear protective eyewear [safety glasses / goggles], protective gloves and protective clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco. Remove and wash contaminated clothing before reuse. Do not breathe vapor or fumes. Keep out of reach of children. **Contains Hydrochloric Acid.**

NOTE: First Aid statement will not appear in "box" format for 16 & 24 oz. individual containers do to label constraint

| 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. |
| 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 Swallowed | <ul style="list-style-type: none">• Call a 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. |
| If Inhaled | <ul style="list-style-type: none">• Move person to fresh air.• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible.• Call a Poison Control Center or doctor for further treatment advice. |
| CONTACT NUMBER | |
| Questions? Comments or In case of an emergency call toll free (1-800-228-4722) (1-800-677-9218). Have the product container or label with you when calling a Poison Control Center or doctor, or going for treatment. | |
| NOTE TO PHYSICIAN | |
| Probable mucosal damage may contraindicate the use of gastric lavage. | |

<< Storage and Disposal language – Household containers >>

STORAGE AND DISPOSAL: Store in original container out of reach of small children. Keep securely closed in a cool, well-ventilated area. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available.

<< Storage and Disposal language – Professional containers >>

STORAGE AND DISPOSAL:

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

STORAGE: Store in cool, well-ventilated area, inaccessible to small children.

DISPOSAL: Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available.

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*.