

777-81

09-08-2011

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

SEP - 8 2011

Mary C. Pisculli  
Reckitt Benckiser  
Morris Corporate Center IV  
399 Interspace Parkway  
Parsippany, NJ 07054-0225

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Subject: Lysol Brand Disinfectant Toilet Bowl Cleaner  
EPA Registration No.: 777-81  
Notification Date: 08/24/2011  
EPA Receipt Date: 08/25/2011

Dear Ms. Mary Pisculli,

This letter acknowledges receipt of your notification submitted under the provision of FIFRA section 3(c)9 and PR Notice 98-10.

**Proposed Notification**

- Addition of product performance claims
  - Destroys stains immediately
  - Easily removes the toughest stains
  - Fast acting stain removal
  - Lifts stains on contact
  - Removes (x%) more stains than bleach
  - Removes the toughest stains
  - Removes the toughest stains in minutes

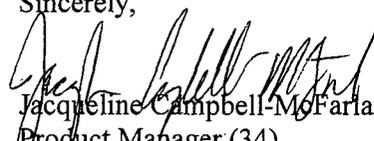
**General Comments**

Based on a review of the submitted materials, your notification for the product performance claims referenced above is acceptable and have been a part of your files.

Should you have any questions or comments concerning this letter, you may contact me by telephone at (703) 308-6416 or by e-mail at [campbell-mcfarlane.jacqueline@epa.gov](mailto:campbell-mcfarlane.jacqueline@epa.gov) or Jaclyn Carl by telephone at (571) 384-5684 or by e-mail at [carl.jaclyn@epa.gov](mailto:carl.jaclyn@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,

  
Jacqueline Campbell-McFarlane  
Product Manager (34)  
Regulatory Management Branch II  
Antimicrobials Division (7510P)



United States  
Environmental Protection Agency  
Washington, DC 20460

- Registration
- Amendment
- Other

OPP Identifier Number  
**MP0042**

**Application for Pesticide - Section I**

1. Company/Product Number 777-81	2. EPA Product Manager Jacqueline Campbell-McFarlane	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 LLC (d/b/a: Reckitt Benckiser) 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.
- Resubmission in response to Agency letter dated \_\_\_\_\_
- Notification - Explain below.
- Final printed labels in response to Agency letter dated \_\_\_\_\_
- "Me Too" Application
- Other - Explain below

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

**Notification:** to add the following product performance cleaning claims to the master text label in accordance to PR Notice 98-10, Section II. N.:

Destroys stains immediately  
Easily removes the toughest stains  
Fast acting stain removal  
Lifts stains on contact

Removes stains better than bleach  
Removes (x%) more stains than bleach  
Removes the toughest stains  
Removes the toughest stains in seconds

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		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt.	No. per container
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 Mary C. Pisculli	Title Regulatory & Registration Compliance Specialist	Telephone No. (Include Area Code) 973-404-2715	
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 <i>Mary C. Pisculli</i>	3. Title Regulatory & Registration Compliance Specialist		
4. Typed Name Mary C. Pisculli	5. Date August 24, 2011		

August 24, 2011

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

Attention: Ms. Jacqueline Campbell-McFarlane, PM-34

Reference: Notification to add product performance cleaning claims to master text label  
Product Name: Lysol Brand Disinfectant Toilet Bowl Cleaner  
EPA Registration Number: 777-81  
OPP ID Number: MP0042

Dear Ms. McFarlane:

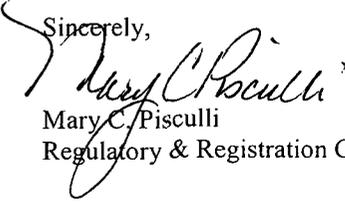
This letter is to inform the agency that Reckitt Benckiser LLC (d/b/a: Reckitt Benckiser) would like to add the following product performance cleaning claims on our master text label for the above referenced registration number in accordance to PR Notice 98-10, Section II. N.

Destroys stains immediately  
Easily removes the toughest stains  
Fast acting stain removal  
Lifts stains on contact  
Removes stains better than bleach  
Removes (x%) more stains than bleach  
Removes the toughest stains  
Removes the toughest stains in seconds

In support of this submission, I have enclosed one (1) copy of the master text label with the above listed product performance cleaning claims appearing as double underlined red font and the required EPA Application for Pesticide Registration Form 8570-1: OPP ID No. MP0042. For convenience, I have included the Certification Statement per PR Notice 98-10 directly on this form.

If there is any other information that the agency needs to complete this submission, please feel free to contact me at 973-404-2715 or via email at [mary.pisculli@reckittbenckiser.com](mailto:mary.pisculli@reckittbenckiser.com). Thank you for your assistance with this registration action.

Sincerely,

  
Mary C. Pisculli  
Regulatory & Registration Compliance Specialist

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<< Front Panel >>

**ACTIVE INGREDIENT:**

Hydrochloric Acid ..... 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 if swallowed.

NET CONTENTS:	16 FL. OZ. (1 PT.)	473 mL	28 FL. OZ. (1 PT. 12 FL. OZ.)	828 mL
	20 FL. OZ. (1 PT. 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. (1 QT. 4 FL. OZ.)	1.06 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.)	1.41 L
	(3) 24 FL. OZ. (1 PT. 8 FL. OZ.)	709 mL	TOTAL: 72 FL. OZ. (2 QTS. 8 FL. OZ.)	2.12 L
	(6) 28 FL. OZ. (1 PT. 12 FL. OZ.)	828 mL	TOTAL: 1.31 GAL. (5.25 QTS.)	4.96 L
	(4) 32 FL. OZ. (1 QT.)	946 mL	TOTAL: 1 GAL. (4 QTS.)	3.78 L
	(6) 32 FL. OZ. (1 QT.)	946 mL	TOTAL: 1.5 GAL. (6 QTS.)	5.67 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. (7.5 QTS.)	7.09 L

<< Front or Back Panel >>

EPA Reg. No.:	777-81			
EPA Est. No.:	777-NJ-2	55179-IN-1	09019-OH-001	68777-NY-1
	777-OH-1	11525-IL-1	09019-OH-002	75371-IN-001
	8791-MO-1	8155-OH-1	312-WI-1	75371-IN-002

<< Back Panel >>

Questions? (symbol of telephone) (Call:) (1-800-228-4722) (1-800-677-9218)  
 For ingredient (and other) information, (www.rbnainfo.com)  
 Distributed by: Reckitt Benckiser Inc., Parsippany, NJ 07054 (-xxxx)  
 Made in {insert country} © RBI {insert year}  
 Contains no phosphates (Phosphate free)  
 This (bottle) (container) is made of x% post-consumer recycled plastic.  
 Company Logo (Reckitt Benckiser) (rb)

**NOTIFICATION**  
 Date Reviewed: *[Signature]*  
 Reviewed By: *[Signature]*

<< Back Panel – Optional text >>

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

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

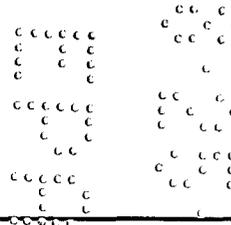
Spanish Translation:

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

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

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

NSF Certification Symbol



**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 >>

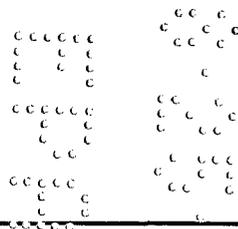
<< INTRODUCTORY 6-mos. CLAIMS – will only appear on graphic labels for the first 6 months the product is on shelf >>

(New) (Improved) (Formula) (Angel neck bottle) (Cap) (Fragrance) (Pack) (Package) (Scent) (Size)  
(Better) (Improved) (Stain Removal) (Rust Removal) (Lime Scale Removal) (Bowl coverage than before)  
Better hard water stain – dissolving power {insert: (than before) (than previous formula) (than prior formula)}  
Better hard water stain removal {insert: (than before) (than previous formula) (than prior formula)}  
Dissolves hard water stains better {insert: (than before) (than previous formula) (than prior formula)}  
(Improved) (Bowl) (Coverage) than (other) Lysol® Brand Disinfectant (Liquid Bleach) (APC(s) (TBC(s)  
(Improved {insert soil} removal)  
(New) (Improved) (Formula) contains (cleaning) (cleaning power) (agents) (stain fighters)  
(New) (Improved) (Formula) with (stain fighting agents) (with stain fighting action)  
Thick liquid coats bowl for better cleaning than prior formula

<< PACKAGING CLAIMS >>

(2 PACK) (3 PACK) (4 PACK) (6 PACK) (x PACK) (x Uses per pack) (x Uses per bottle) (Cleans x toilets) (x Uses)  
(Multi-Toilet Pack) (Value Pack) (Limited Time Value Pack) (Limited Time Value) (One for each bathroom)  
(Place 1 in each bathroom) (Buy x get x free) (x% discount) (x% more free) (x% more product) (25% More Product)  
(Great) (Bonus) (Economy) (Value) (Trial) (Pack) (Size) (Mega Value Pack) (Mega Value Size)  
(2 for 1 Pack) (2 in 1 Pack) (32 oz. for the price of 16 oz.) (\_\_\_ x \_\_\_ FL. OZ.)  
(2 x 24 FL. OZ.) (3 x 24 FL. OZ.) (4 x 32 FL. OZ.) (6 x 28 FL. OZ.) (6 x 32 FL. OZ.) (4 x 40 FL. OZ.) (6 x 40 FL. OZ.)  
More value for same price; now also removes allergens††  
Save \$x (by mail) (when you buy Lysol® Toilet Bowl Cleaner)  
(Bonus x%) (x% Free) (x oz. for Free) (x oz. for the price of x oz.)  
(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  
Buy me again  
Click & Close (Indicator)  
Click stop – audible close  
Contains up to x uses  
Convenient cap  
Easy grip bottle  
Easy to close  
Easy to reach under the rim  
(Easy) (Easier) to (open) (squeeze) cap  
Easy to use (bottle)  
Entire bottle can be recycled  
Ergonomic bottle grip  
Helps reach under the rim  
Leak-proof cap  
Long (angle) neck bottle (reaches under the rim)  
No slip grip  
Non-drip  
Non-removable cap  
Open / Close indicator in contrasting colors – let's you know if the bottle is open / closed  
Removable cap  
(Repurchase time) (Shopping time) (Time to replace) (Time to buy a new Lysol® toilet bowl cleaner)  
(Senior friendly cap) (Senior tested cap)  
Specially designed angle neck – gets all the way up under the rim  
(Specially) designed (cap) for better (bowl) coverage  
Specially designed neck makes it easy to clean under the rim  
Twist and go cap  
(Unique) Angle neck bottle (for hard to reach areas) (reaches under the rim)



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<< MARKETING CLAIMS >>

(Antibacterial) (Antibacterial Action) (Antimicrobial) (Antiviral) (Bactericidal) (Bactericide) (Disinfectant) (Disinfects) (Germicidal\*\*) (Sanitizer) (Sanitizes) (Virucidal†)

(Completely) (Easily) (Effectively) (Quickly) (Thoroughly) (Cleans) (Shines) (Whitens) (Deodorizes) (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) (Breaks down) (Cleans) (Cleans away) (Destroys) (Dissolves) (Easily) (Penetrates) (Quickly) (Removes) (Stubborn) (Tough) (Hard Water) (Lime Scale) (Mineral) (Rust) (Stains) (Deposits) (Toilet Rings) (Lime & Rust Remover) (Lime Scale Remover) (Lime Scale & Rust Remover)

(Maximum coverage) (Powerful cleaning) (Maximum bowl coverage) (Improved coverage) (Maximum) (Max) (Bowl) (Coverage) (Powerful) (Clean) (Cleaning action) (Maximum) (Power) (Protection) (Strength) (Cleaner) (Cleaning) (5X (the) Cleaning Power)

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

Complete Clean

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) (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 disinfectant toilet bowl cleaners

Quality household disinfection

Quick and easy

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

Efficacy tests have demonstrated that (this product) is effective as a one-step toilet bowl cleaner and disinfectant in the presence of organic soil (5% blood serum).

(This product) 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.

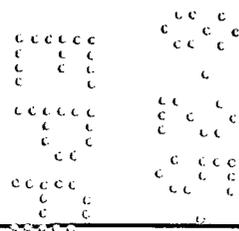
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The product label must identify the specific bacteria\*, virus\*, fungus\* & mold\*.

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<< PERFORMANCE CLAIMS >>

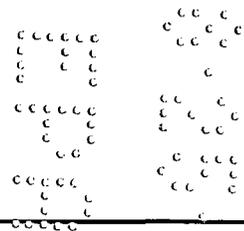
Clings to the bowl to stay where the germs are  
Coating action above and below the waterline provides extended contact time.  
Coats the bowl above and below the waterline  
Coats the bowl to stay in contact longer  
Coats the bowl to stay where the germs are  
Designed to (remove) (penetrate) (destroy) (dissolve) tough (stubborn) {insert soils}  
Designed to (remove) (penetrate) (destroy) (dissolve) the toughest {insert soils}  
Destroys stains immediately  
Does not just whiten ({insert soils}) stains, (this product) removes them  
Easily dissolves stubborn hard water stains  
Easily removes the toughest stains  
Fast acting stain removal  
Formulated especially for hard water mineral deposits, limescale and rust  
Hard water formulation  
Helps keep water flow optimal  
Leaves toilet sparkling clean and disinfected  
Lifts stains on contact  
No hard scrubbing  
Removes stains better than bleach  
Removes (x%) more stains than bleach  
Removes the toughest stains  
Removes the toughest stains in seconds  
Rinses away easily  
Specially designed for hard water problems  
Specially designed for hard water (stains) (areas)  
Specially designed for the removal of rust and (&) lime scale stains  
Specially designed for the removal of rust stains and mineral deposits  
Specially designed to breakdown rust and (&) lime scale stains  
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 clinging action  
Thick coating formula for prolonged contact time  
Thick formula adheres to stains for better cleaning  
Thick formula coats above and (&) below the waterline  
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 powerful formula  
Toilet bowl cleaner with lime and (&) rust remover  
Whitens and brightens toilet bowl  
(Won't) (Will not) stain the bowl  
Works best in hard water areas  
Works best on hard water stains



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<< 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 better results use at least (once) (twice) a week  
For use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (&) (sanitizer) found in {insert site}  
(Intended) For use (only) 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}  
Recommended for use in {insert site}  
Recommended usage: twice daily to maintain a clean toilet  
(This product) is recommended for use in {insert surface}



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<< CLEANING CLAIMS – continued >>

- Powerful cleaning (formula)
- Powerful cleaning formula dissolves tough stains
- Powerful stain (fighting) (fighter)
- Powers out {insert soils}
- Powers through (thru) hard water stains
- Prevents the build-up of {insert soils} in the ('S' bend) (and) (pipes) when used
- Prevents the build-up of {insert soils} in the 'S' bend and pipes when used regularly to help water flow optimally
- Professional strength cleaning
- Quickly removes {insert soils}
- Releases powerful cleaning agents on contact
- Removes {insert soils} (above) (and) (below) (the waterline)
- Removes lime and (&) rust
- Removes rust and (&) mineral stains
- Removes rust stains and (&) mineral stains
- Removes {insert soils} through the 'S' bend (and pipes)
- Removes stains fast with less work
- Removes stains right before your eyes
- Removes tough rust and (&) mineral stains
- Removes (tough) rust (stains)
- Removes tough stains (on contact)
- Stain grabbing power
- (Starts to) Dissolve(s) {insert soils} right before you eyes
- Starts to dissolve stains instantly
- (Starts to) remove (dissolve) stains (on contact) (instantly)
- 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
- (The) Toughest stains (instantly) disappear
- 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 {insert soils} (start to) disappear
- Watch {insert soils} (start to) (disappear) (dissolve) right before your eyes
- Watch stains disappear right before your eyes
- Watch the toughest stains disappear

<< 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
Surfaces:	Bidets Toilets Urinals	Porcelain Vitreous china	
Soils:	Hard water Lime Lime scale	Mineral Rust Toilet Rings	Build-up Deposits Stains

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 The product label must identify the specific bacteria\*, virus\*, fungus\* & mold\*.

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<< DEODORIZING CLAIMS >>

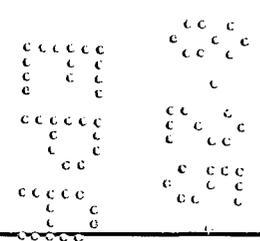
- Controls odors at their source
- Controls odors caused by bacteria
- Controls toilet odors caused by bacteria
- Deodorizes by killing bacteria\* that cause odors
- Deodorizes with a fresh, clean scent
- (Eliminates) (Controls) (Kills) the bacteria\* that cause (bad) (unpleasant) odors (at the source)
- 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 surfaces >>

- 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\*\*\*
- Kills in 30 seconds: (Enterobacter aerogenes) (Escherichia coli O157:H7) (and) (Staphylococcus aureus)
- Leaves your toilet bowl sanitized
- Sanitizes toilet surfaces in 30 seconds\*\*\*
- Sanitizes in 30 seconds: (Enterobacter aerogenes) (Escherichia coli O157:H7) (and) (Staphylococcus aureus)

Back Panel Sanitization Qualifier – must appear before Directions For Use:

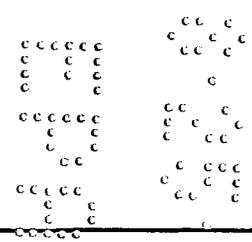
\*\*\*Kills 99.9% of (Enterobacter aerogenes) (Escherichia coli O157:H7) (and) (Staphylococcus aureus) inside the toilet above the waterline in 30 seconds.



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The product label must identify the specific bacteria\*, virus\*, fungus\* & mold\*.

<< DISINFECTING CLAIMS >>

Cleans and disinfects the bowl and beyond  
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 (like) (under the rim) (and) (into the 'S' bend)  
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 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 (more than) (99.9% of) bacteria and (&) viruses\*\*  
Kills (more than) (99.9% of) viruses and (&) bacteria\*\*  
Kills (99.9% of) bacteria and (&) viruses above and below the waterline\*\*  
Kills (99.9% of) bacteria and (&) viruses in hard to reach areas (like) (under the rim) (and) (into the 'S' bend)\*\*  
Kills (99.9% of) bacteria and (&) viruses where you can't see (like) (under the rim) (and) (into the 'S' bend)\*\*  
Kills (99.9% of) Germs\*\*  
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 hard to reach areas (like) (under the rim) (and) (into the 'S' bend)\*\*  
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 (99.9% of) germs where you can't see (like) (under the rim) (and) (into the 'S' bend)\*\*  
Kills (99.9% of) viruses and bacteria\*\*  
Kills germs without the harshness of bleach\*\*  
Kills household Germs\*\*  
Kills (household) (bathroom) (bacteria\*) (viruses<sup>†</sup>) (germs\*\*) in the toilet  
Kills in 10 minutes: {insert organisms}  
Kills (the) 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) (and) (viruses): {insert organisms}  
Kills the following (germs): {insert organisms}  
Kills viruses and bacteria\*\*  
May help keep (bacteria\*) (and) (viruses<sup>†</sup>) from cross-contamination (throughout the home)  
May help keep (germs\*\*) from cross-contamination (throughout the home)  
May help prevent (bacteria\*) (and) (viruses<sup>†</sup>) from cross-contamination (throughout the home)  
May help prevent (germs\*\*) from cross-contamination (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) (and) (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}



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**Back Panel Disinfection Qualifiers – must appear before Directions For Use:**

- \* Kills: (Enterococcus faecalis) (Escherichia coli) (Klebsiella pneumoniae) (Pseudomonas aeruginosa) (Salmonella enterica ) (Shigella dysenteriae) (and) (Staphylococcus aureus) (on hard, non-porous surfaces.)
- \*\* Kills: (Enterococcus faecalis) (Escherichia coli) (Klebsiella pneumoniae) (Pseudomonas aeruginosa) (Salmonella enterica ) (Shigella dysenteriae) (Staphylococcus aureus) and (Hepatitis A Virus) (Human Immunodeficiency Virus Type 1 [HIV-1 AIDS Virus]) (Poliovirus Type 1) (Rotavirus WA) (on hard, non-porous surfaces.)
- † Kills: (Hepatitis A Virus) (Human Immunodeficiency Virus Type 1 [HIV-1 AIDS Virus]) (Poliovirus Type 1) (and) (Rotavirus WA) (on hard, non-porous surfaces.)

<< INSERT >>

MICROORGANISMS – must be identified by genus & species.		
<b>Disinfection – Hard, non-porous surfaces:</b>		
<b>10-min. against Bacteria:</b>		
Enterococcus faecalis	(ATCC # 828)	(leads to blood infections)
Escherichia coli	(ATCC # 11229)	
Klebsiella pneumoniae	(ATCC # 4532)	(a leading cause of pneumonia & lung illnesses)
Pseudomonas aeruginosa	(ATCC # 15442)	(associated with pneumonia & lung illnesses)
Salmonella enterica	(ATCC # 10708)	(a fecal / orally transmitted bacteria which may lead to food borne disease, food poisoning, diarrhea, dehydration, stomach cramps, fever & vomiting)
Shigella dysenteriae	(ATCC # 11835)	(a leading cause of bloody diarrhea, breaks-down intestinal lining)
Staphylococcus aureus	(ATCC # 6538)	(a leading cause of skin infections, boils, food poisoning, blood infections)
<b>10-min. against Viruses†:</b>		
Hepatitis A Virus		
Human Immunodeficiency Virus Type 1 [HIV-1]		(cause of AIDS Virus)
Poliovirus Type 1		
Rotavirus WA	(ATCC # VR-2018)	(a leading cause of infectious diarrhea in children)
<b>30-sec. against Viruses†:</b>		
Rotavirus WA	(ATCC # VR-2018)	(a leading cause of infectious diarrhea in children)
<b>Sanitization – Hard, non-porous, non-food contact surfaces:</b>		
<b>30-sec. against Bacteria:</b>		
Enterobacter aerogenes	(ATCC # 13048)	
Escherichia coli O157:H7	(ATCC # 43888)	
Staphylococcus aureus	(ATCC # 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 and virus or fungi
Triple asterisk (***)	Sanitizes***	used for all claims of sanitization against specific bacteria
Double Dagger (††)	Allergens††	used for identifying removal claims against specific non-living allergens

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<< USE DIRECTIONS >>

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

<< OPENING INSTRUCTIONS >>

**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. (Do not remove cap.) **Avoid squeezing bottle when opening.** To reseal, twist cap clockwise until tightly closed.

<< 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.

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

**To Clean / Disinfect (/ Sanitize) (and Remove Allergens††) (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.) **Do not close toilet bowl lid.**
3. **Disinfect:** Let stand for at least 10 minutes. (**Sanitize:** Let stand for 30 seconds.)
4. Brush entire bowl thoroughly with a bowl brush and flush.
5. Rinse brush in fresh water after use.

**To Clean / Disinfect (/ Sanitize) (and Remove Allergens††) (follow these easy steps):**

1. Flush toilet.
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.) **Do not close toilet bowl lid.**
3. **Disinfect:** Let stand for at least 10 minutes. (**Sanitize:** Let stand for 30 seconds.)
4. Brush entire bowl thoroughly (with a bowl brush) and flush.
5. Rinse brush in fresh water after use.) (Repeat if necessary.)

**To Clean / Disinfect (/ Sanitize) (and Remove Allergens††) (follow these easy steps):**

1. Flush toilet.
2. Apply 4 oz. (of product) under and around the rim (to coat the bowl). **Do not close toilet bowl lid.** (Replace cap securely.)
3. **Disinfect:** Let stand for 10 minutes. (**Sanitize:** Let stand for 30 seconds.)
4. Brush (entire bowl) thoroughly and flush.
5. Rinse brush in fresh water after use.) (Repeat if necessary.)

**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 AIDS Virus: >>

**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 and 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 must be autoclaved and disposed of according to local regulations for infectious waste disposal.

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<< ADVISORY STATEMENT – MUST BE INCLUDED >>

This product has been specially formulated for use only in (vitreous china) (glazed 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.

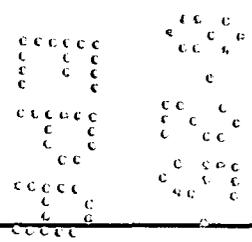
<< PRECAUTIONARY / FIRST AID / STORAGE-DISPOSAL INSTRUCTIONS >>

**PRECAUTIONARY STATEMENTS:** Hazards to Humans and Domestic Animals

**DANGER: CORROSIVE.** Causes irreversible eye damage and skin burns. Harmful 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, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse. Do not breathe vapor or fumes. Keep out of reach of children.

NOTE: First Aid statement may not appear in "box" format on less than 32 oz. individual containers due to label constraint.

<b>FIRST AID</b>	
<b>If in Eyes</b>	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li> <li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> <li>• Call a Poison Control Center or doctor for treatment advice.</li> </ul>
<b>If on Skin or Clothing</b>	<ul style="list-style-type: none"> <li>• Take off contaminated clothing.</li> <li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li> <li>• Call a Poison Control Center or doctor for treatment advice.</li> </ul>
<b>If Swallowed</b>	<ul style="list-style-type: none"> <li>• Call a Poison Control Center or doctor immediately for treatment advice.</li> <li>• Have person sip a glass of water if able to swallow.</li> <li>• Do not induce vomiting unless told to do so by the Poison Control Center or doctor.</li> <li>• Do not give anything by mouth to an unconscious person.</li> </ul>
<b>If Inhaled</b>	<ul style="list-style-type: none"> <li>• Move person to fresh air.</li> <li>• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth if possible.</li> <li>• Call a Poison Control Center or doctor for further treatment advice.</li> </ul>
<b>CONTACT NUMBER</b>	
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.	
<b>NOTE TO PHYSICIAN</b>	
Probable mucosal damage may contraindicate the use of gastric lavage.	



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