

777-81

2/2/2012

10417



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

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

FEB - 2 2012

Mary C. Pisculli
Regulatory & Compliance Specialist
Morris Corporate Center IV
399 Interspace Parkway
Parsippany, NJ 07054-0225

Subject: Lysol Brand Disinfectant Toilet Bowl Cleaner
EPA Registration No.: 777-81
Application Date: January 17, 2012
EPA Receipt Date: January 19, 2012

Dear Ms. Pisculli,

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

Proposed Notification

Addition of Product Performance Claims:

- Destroys hard water stains
- Easily removes hard water stains
- Eliminates hard water stains
- Powers through hard water stains
- Removes 100% of hard water stains

General Comments

In response to your additional revisions from the Agency's letter of December 8, 2011, regarding

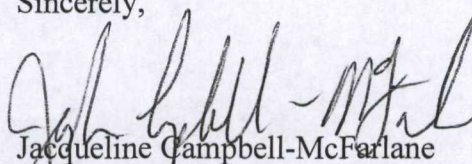
- Page 2: delete (formula) from first line of Introductory claims
- Page 8: 'porcelain changes to 'Glazed porcelain

Those revisions have been completed and accepted.

Based on a review of the submitted materials, your notification for the product performance claims and revisions referenced above are 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 or Lorena Rivas by telephone at (703) 305-5027 or by e-mail at rivas.loreana@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,

A handwritten signature in dark ink, appearing to read 'Jacqueline Campbell-McFarlane', is written over the typed name.

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

**EPA**
 United States
Environmental Protection Agency
 Washington, DC 20460

☐ **Registration**
☐ **Amendment**
☒ **Other**

 OPP Identifier Number
MP0108
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

- | | |
|--|--|
| <input type="checkbox"/> Amendment - Explain below. | <input type="checkbox"/> Final printed labels in response to Agency letter dated _____ |
| <input type="checkbox"/> Resubmission in response to Agency letter dated _____ | <input type="checkbox"/> "Me Too" Application |
| <input checked="" type="checkbox"/> Notification - Explain below. | <input type="checkbox"/> 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.:

Easily removes hard water stains	Powers through hard water stains
Eliminates hard water stains	Removes 100% of hard water stains
Destroys hard water stains	

Additional revisions made per Agency letter, dated December 08, 2011:

Page 2: deleted '(formula)' from first line of Introductory claims

Page 8: 'porcelain' changed to 'glazed porcelain'

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:			
Child-Resistant Packaging <input checked="" type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt. No. per container	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt. No. per container	2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
* Certification must be submitted			
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	
Certification 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 & Registration Compliance Specialist		
4. Typed Name: Mary C. Pisculli	5. Date: January 17, 2012		

January 17, 2012

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, 4th 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: MP0108

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 hard water stains
- Easily removes hard water stains
- Eliminates hard water stains
- Powers through hard water stains
- Removes 100% of hard water stains

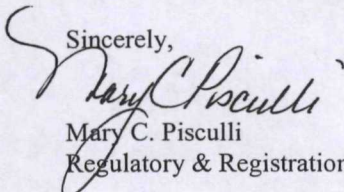
Please note, as requested in the Agency's letter dated December 08, 2011 (copy attached) the following revisions have also been made:

- Page 2: '(formula)' was deleted from the first line of Introductory claims
- Page 8: 'porcelain' has been revised to read 'glazed porcelain'

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. MP0108. 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@rb.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			
	24 FL. OZ. (1 PT. 8 FL. OZ.)	709 mL			
	32 FL. OZ. (1 QT.)	946 mL			
	(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
	(3) 32 FL. OZ. (1 QT.)	946 mL	TOTAL:	96 FL. OZ. (3 QTS.)	2.83 L
	(4) 32 FL. OZ. (1 QT.)	946 mL	TOTAL:	128 FL. OZ. (1 GAL.)	3.78 L
	(6) 32 FL. OZ. (1 QT.)	946 mL	TOTAL:	192 FL. OZ. (1.5 GAL.)	5.67 L

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-81
EPA Est. No.: 777-NJ-2
8791-MO-1
075371-IN-003
(See bottom or side) (for Lot / Date code)

REMOVED BY: [Signature]
DATE: 2/1/12
NOTIFICATION

<< BACK PANEL >>

Questions? () (Call:) (1-800-228-4722) (1-800-677-9218)
For ingredient (and other) information, (www.rbnainfo.com) (website)
Distributed by: Reckitt Benckiser, Parsippany, NJ 07054 (-xxxx)
Made in U.S.A. © {year} RB
Contains no phosphates.
This (bottle) (container) is made of 25% post-consumer recycled plastic.



Company graphic logo

<< FRONT / BACK PANEL – Option text >>



Limited Quantity Transportation Symbol

NSF Certification Symbol:



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

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

<< Spanish Translation >>

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

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

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
The term "this product" used throughout this document may be replaced with the marketed product brand name.
To use the term "germ*" the product must be efficacious against 2 of the 3 major classes of organisms.
The product label must identify the specific bacteria*, virus*, fungus* & mold*.
The term (x) is a placeholder that represents a number between 1 and 99.

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

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

(New) (Improved) (Angle 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 {(than before) (than previous formula) (than prior formula)}
Better hard water stain removal {(than before) (than previous formula) (than prior formula)}
Dissolves hard water stains better {(than before) (than previous formula) (than prior formula)}
(Improved) (Bowl) (Coverage) than (other) Lysol® Brand Disinfectant {(Liquid Bleach) (APC(s) (TBC(s))
(Improved {insert soils from list on pg. 8} 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 x FL. OZ.) (x oz. at the price of x oz.)
(2 x 24 FL. OZ.) (3 x 24 FL. OZ.) (4 x 32 FL. OZ.) (6 x 32 FL. OZ.)
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 33%) (33% Free) (8 oz. for Free) (32 oz. for the price of 24 oz.) (24 oz. for the price of 16 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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To use the term "germ**" the product must be efficacious against 2 of the 3 major classes of organisms.
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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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<< 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 from list on pg. 8}
Designed to (remove) (penetrate) (destroy) (dissolve) the toughest {insert soils from list on pg. 8}
Destroys hard water stains
Destroys stains immediately
Does not just whiten (insert soils from list on pg. 8) stains, (this product) removes them
Easily dissolves stubborn hard water stains
Easily removes hard water stains
Easily removes the toughest stains
Eliminates hard water stains
Fast acting stain removal
Formulated especially for hard water mineral deposits, lime scale and rust
Hard water formulation
Helps keep water flow optimal
Leaves toilet sparkling clean and disinfected
Lifts stains on contact
No hard scrubbing
Powers through hard water stains
Removes stains better than bleach
Removes (x%) more stains than bleach
Removes 100% of hard water stains
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 from list on pg. 8}
Specially designed to (remove) (penetrate) (destroy) (dissolve) tough (stubborn) {insert soils from list on pg. 8}
Specially formulated to (remove) (penetrate) (destroy) (eliminate) {insert soils from list on pg. 8}
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
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

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
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To use the term "germ*" the product must be efficacious against 2 of the 3 major classes of organisms.
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<< USAGE CLAIMS >>

A great toilet bowl disinfectant and sanitizer for use in {insert site from list on pg. 8}
An effective (disinfectant) (&) (sanitizer) for use in {insert surface from list on pg. 8}
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 from list on pg. 8}
(Intended) For use (only) in {insert site from list on pg. 8}
For use in {insert surface from list on pg. 8} as a cleaner, disinfectant (and) (&) sanitizer found in {insert site from list on pg. 8}
Good on American and European toilets
Great for use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (and) (&) (sanitizer) in {insert site from list on pg. 8}
For use in {insert site from list on pg. 8}
Usage: twice daily to maintain a clean toilet
(This product) is for use in {insert surface from list on pg. 8}

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
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To use the term "germ*" the product must be efficacious against 2 of the 3 major classes of organisms.
The product label must identify the specific bacteria*, virus*, fungus* & mold*.
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<< NOTE: ALL SUPPORTING CLAIM QUALIFIERS – must appear before 'Directions For Use' on Back Panel label >>

<< CLEANING / DEODORIZING CLAIMS >>

3X Cleaning Power

3X (the) Cleaning Power on {insert soils from list on page 8}

(This product) has 3X Cleaning Power to remove {insert soils from list on page 8}

All the power you need to clean your toilet bowl

An efficient way to clean your bowl

Begins to destroy {insert soils from list on page 8} instantly

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 as it disinfects

Cleans away everyday dirt and grime

Cleans to a shiny finish

Contains Hydrogen Chloride to remove rust and lime scale

Controls odors at their source

Controls odors caused by bacteria

Controls toilet odors caused by bacteria

Deep Down Clean

Deodorizes by killing bacteria that cause odors

Deodorizes with a fresh, clean scent

Designed to clean under the rim

Destroys hard water stains (on contact)

Destroys {insert soils from list on page 8} on impact

(Destroys) (Dissolves) toilet bowl rings

Destroys tough stains

Destroys (tough) (the toughest) (insert soils from list on page 8)

(Dissolves) (Destroys) (Removes) 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 (but will not harm porcelain)

Easily breaks down stains without (heavy) (hard) brushing or scrubbing

Easy under-the-rim cleaning

(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

(Even) The tough(est) {insert soils from list on page 8} (start to) disappear right before your eyes

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) (Remove(s)) Toilet Rings

Helps to destroy odors

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

Instant action cleaner
Kills odors
Kills the bacteria that cause bad odors
Leaves bowl disinfected, clean and shiny
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 (cleaning power) (stain fighting power)
Maximum stain fighting (power) (and complete disinfection)
Maximum power [(cleaner) (cleaning)]
Mineral dissolving action
(Penetrates) (Dissolves) (Removes) (Destroys) even the toughest {insert soils from list on page 8}
(Penetrates) (Loosens) (Eliminates) (tough) stains (like) (insert soils from list on page 8)
Powerful cleaner for the toilet bowl
Powerful cleaning (formula)
Powerful cleaning formula dissolves tough stains
Powerful stain (fighting) (fighter)
Powers out {insert soils from list on page 8}
Powers through (thru) hard water stains
Prevents the build-up of {insert soils from list on page 8} in the ('S' bend) (and) (pipes) when used
Prevents the build-up of {insert soils from list on page 8} in the 'S' bend and pipes when used regularly to help water flow optimally
Professional strength cleaning
Quickly removes {insert soils from list on page 8}
Reduces odor-causing bacteria
Reduces odor-causing bacteria above and below the waterline
Reduces odor-causing bacteria in toilets
Releases powerful cleaning agents on contact
Removes {insert soils from list on page 8} (above) (and) (below) (the waterline)
Removes {insert soils from list on page 8} through the 'S' bend (and pipes)
Removes lime and (&) rust
Removes odors
Removes offensive odors from toilets
Removes rust and (&) mineral stains
Removes rust stains and (&) mineral stains
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 from list on page 8} right before your 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 from list on page 8}
Use regularly to maintain a clean, fresh and shiny toilet bowl (even under the rim)
Watch {insert soils from list on page 8} (start to) disappear
Watch {insert soils from list on page 8} (start to) (disappear) (dissolve) right before your eyes
Watch stains disappear right before your eyes
Watch the toughest stains disappear

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
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The term (x) is a placeholder that represents a number between 1 and 99.

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

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	Glazed Porcelain Vitreous china	
Soils:	Hard water Lime Lime scale Mineral	Organic soil Rust Toilet rings	Build-up Deposits Stains

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

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)

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

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

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†) (germs**) in the toilet
Kills in 10 minutes: {insert organisms from list on page 10}
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 from list on page 10}
Kills the following (germs): {insert organisms from list on page 10}
Kills viruses and bacteria**
May help keep (bacteria*) (viruses†) (bacteria & viruses**) from cross-contamination (throughout the home)
May help keep (germs**) from cross-contamination (throughout the home)
May help prevent (bacteria*) (viruses†) (bacteria & viruses**) 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 from list on page 10}
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 from list on page 10}
Total disinfection for inside your toilet (above and below the waterline)

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<< SUPPORTING DISINFECTING CLAIM QUALIFIERS >>

- * Kills (Enterococcus faecalis) (Escherichia coli) (Klebsiella pneumoniae) (Pseudomonas aeruginosa) (Salmonella enterica) (Shigella dysenteriae) (and) (Staphylococcus aureus) (on hard, non-porous surfaces) (in 10 minutes)
- ** Kills (Enterococcus faecalis) (Escherichia coli) (Klebsiella pneumoniae) (Pseudomonas aeruginosa) (Salmonella enterica) (Shigella dysenteriae) (Staphylococcus aureus) (Hepatitis A Virus) (Human Immunodeficiency Virus Type 1) (Poliovirus Type 1) (Rotavirus WA) (on hard, non-porous surfaces) (in 10 minutes).
- † Kills (Hepatitis A Virus) (Human Immunodeficiency Virus Type 1) (Poliovirus Type 1) (and) (Rotavirus WA) (on hard, non-porous surfaces) (in 10 minutes)

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

Bacteria & Virus		
<< Disinfection – Hard, non-porous surfaces >>		
Bacteria (10 minutes)	(ATCC No.)	
Enterococcus faecalis	(828)	(leads to blood infections)
Escherichia coli	(11229)	
Klebsiella pneumoniae	(4532)	(a leading cause of pneumonia & lung illnesses)
Pseudomonas aeruginosa	(15442)	(associated with pneumonia & lung illnesses)
Salmonella enterica	(10708)	(a fecal / orally transmitted bacteria which may lead to food borne disease, food poisoning, diarrhea, dehydration, stomach cramps, fever & vomiting)
Shigella dysenteriae	(11835)	(a leading cause of bloody diarrhea, breaks-down intestinal lining)
Staphylococcus aureus	(6538)	(a leading cause of skin infections, boils, food poisoning, blood infections)
Viruses (10 minutes)	(ATCC No.)	
Hepatitis A Virus	n/a	
Human Immunodeficiency Virus Type 1	n/a	(cause of AIDS Virus)
Poliovirus Type 1	n/a	
Rotavirus WA	(VR-2018)	(a leading cause of infectious diarrhea in children)
Viruses (30 seconds)	(ATCC No.)	
Rotavirus WA	(VR-2018)	(a leading cause of infectious diarrhea in children)
<< Sanitization – Hard, non-porous, non-food contact surfaces >>		
Bacteria (30-seconds)	(ATCC No.)	
Enterobacter aerogenes	(13048)	
Escherichia coli O157:H7	(43888)	
Staphylococcus aureus	(6538)	

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

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<< USE DIRECTIONS >>

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

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

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

<< Non-removable Pictogram text >>

To Open Child Resistant Cap:

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



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

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

1. Flush toilet before cleaning.
2. Apply 4 oz. to coat the bowl including under the rim. **Do not close lid.**
3. **To Clean:** Scrub entire bowl and under rim thoroughly.
Disinfect: Let sit for 10 minutes. (**Sanitize:** Let sit for 30 seconds.)
Then flush.
- (4. Rinse brush in fresh water after use.)
(Repeat if needed.)

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 first. Let soak for 15 minutes. **Do not close lid.** Follow cleaning directions above. Repeat if necessary.

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.

<< Additional USE DIRECTIONS (claim specific) – Specific to Professional Branded products Only >>

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 30 seconds.

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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<< PRECAUTIONARY / FIRST AID / CHEMICAL HAZARD / 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 for 16 & 24 oz. individual containers due 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 by 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 & DISPOSAL – Residential containers >>

STORAGE AND DISPOSAL:

STORAGE: Store in original container, in a cool, well-ventilated area, inaccessible to small children. Keep securely closed.

PESTICIDE DISPOSAL: To avoid waste, use all material in this container according to label directions.

CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. If empty: Place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

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

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

STORAGE AND DISPOSAL:

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

STORAGE: Store in original container in a cool, well-ventilated area, inaccessible to children. Keep securely closed.

PESTICIDE DISPOSAL: Pesticide wastes may be hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to the label directions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

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

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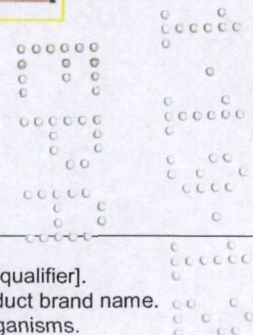
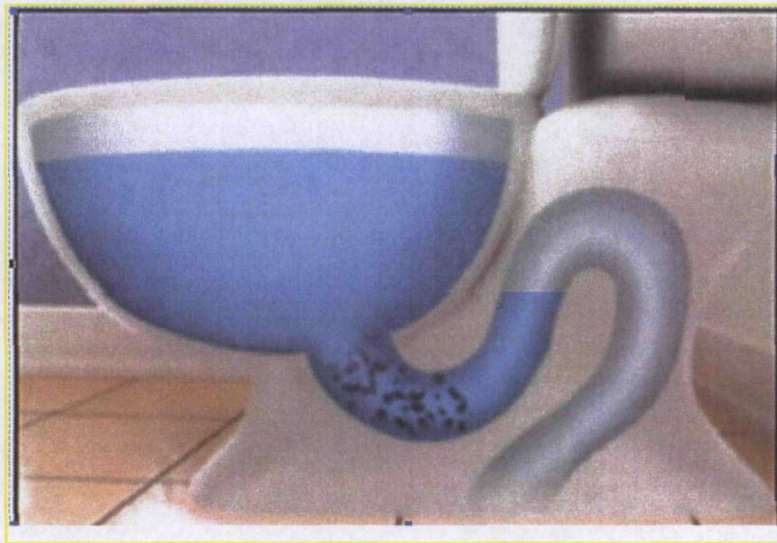
Enlarged View Graphic(s)

<< CRC graphic >>



1. Place fingers on marked cap ridges.
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 3. To reseal, squeeze cap again and turn clockwise.
- DO NOT squeeze bottle when opening.

<< 'S' bend graphic >>



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