



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON D C 20460

JUL 26 2012

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Mary C Pisculli
Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany NJ 07054 0225

Subject **Lysol Brand Disinfectant Toilet Bowl Cleaner**
EPA Registration No 777 81
Application Date July 13 2011
Receipt Date July 13 2011

Dear Ms Pisculli

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

Proposed Notification

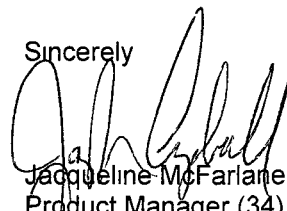
Adding Non Pesticial Claims Thick formula works on stains in seconds
Works on the toughest stains in seconds

General Comment

Based on a review of the material submitted your notification to add non pesticidal claims is
acceptable and a copy has been inserted in your file for future reference

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 Stacey
Grigsby by telephone at (703) 305 6440 or by e mail at grigsby.stacey@epa.gov during the hours
of 8 00am to 4 00pm EST When submitting information or data in response to this letter a copy of
this letter should accompany the submission to facilitate processing

Sincerely



Jacqueline 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
MP0126

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)

Non Notification to add the following Non Pesticidal Cleaning Claims to the master text label in accordance to PR Notice 98 10 Section IV F 1

Thick formula works on stains in seconds
 Works on the toughest stains in seconds

to correct typographical error in the word Hepatitis on Page 10 of 13 in accordance to PR Notice 98 10 Section IV A

This non 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 non 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 June 27 2012		

June 27 2012

Document Processing Desk (Non 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 Non Notification to add Non Pesticidal Cleaning Claims to master text label & Correct
Typographical error
Product Name Lysol Brand Disinfectant Toilet Bowl Cleaner
EPA Registration Number 777 81
OPP ID Number MP0126

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 Non Pesticidal Cleaning claims on our master text label for the above referenced registration number in accordance to PR Notice 98 10 Section IV F 1

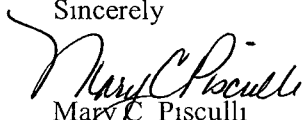
- Thick formula works on stains in seconds
- Works on the toughest stains in seconds

At this time we would also like to correct the typographical error contained in the word Hepatitis on Page 10 of 13 in accordance to PR Notice 98 10 Section IV A

In support of this submission I have enclosed one (1) copy of the master text label with the above listed Non Pesticidal Cleaning Claims and typographical correction appearing as double underlined red font as well as the required EPA Application for Pesticide Registration Form 8570 1 OPP ID No MP0126 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

<< 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)

NOTIFICATION
Date Reviewed 7/26/17
Reviewed By S. Harty

<< 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) (Formula) (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 ___ 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)

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

<< 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

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

<< 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 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 the toughest 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
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 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]
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

<< 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]
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 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
Instant action cleaner
Kills odors

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

<< CLEANING / DEODORIZING CLAIMS continued >>

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
Thick formula works on stains in seconds
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
Works on the toughest stains in seconds

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

<< 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	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

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

<< 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)

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

<< 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

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

<< USE DIRECTIONS >>

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

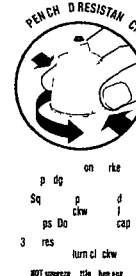
To Open Child Resistant Cap Hold bottle firmly with one hand on a flat surface With other hand squeeze sides of cap where indicated while turning counterclockwise Do not remove cap **Avoid squeezing bottle when opening** To reseal twist cap clockwise until tightly closed

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

<< Non removable Pictogram text >>

To Open Child Resistant Cap

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



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

- 1 Flush toilet before cleaning
- 2 Apply 4 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

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

<< 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	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	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	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	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

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

Enlarged View Graphic(s)

<< CRC graphic >>



- 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

<< S bend graphic >>



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