



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

February 13, 2019

Jennifer DeCarlo
Regulatory Specialist
Reckitt Benckiser LLC. D/B/A Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Subject: Label Amendment – Add Emerging Pathogen Language, Add Marketing Claims and Update net contents
Product Name: Lysol Brand Disinfectant Toilet Bowl Cleaner
EPA Registration Number: 777-81
Application Date: May 11, 2017
Decision Number: 529815

Dear Ms.DeCarlo:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the [August 19, 2016, Guidance To Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels \(“Guidance”\)](https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.
2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.

- i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 - A. CDC Current Outbreak List for “U.S. Based Outbreaks” (www.cdc.gov/outbreaks),
 - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification (www.cdc.gov/outbreaks) (also released through the CDC’s Health Alert Network (HAN) notification process)
 - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)
 - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page (www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI).
- b. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OIE, the pathogen's viral subgroup is [small non-enveloped, large non-enveloped, enveloped].
 - c. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term B.3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term B.3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term B.3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.
 5. Terms B.1 through B.4 above shall become immediately void and ineffective if registration for use against [identify label viruses] is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it

bears this new revised labeling or subsequently approved labeling. “To distribute or sell” is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Ben Chambliss by phone at (703) 308-8174, or via email at chambliss.ben@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Fuller', with a horizontal line extending to the right.

Demson Fuller, Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure: Efficacy Review

<< FRONT PANEL >>

ACTIVE INGREDIENT:

Hydrochloric Acid.	9.50%
OTHER INGREDIENTS:	<u>90.50%</u>
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:) X FL. OZ. ((X PT.) (X QT.) (X FL. OZ.)) X
(mL) (L)

X x X FL. OZ. EACH: X FL. OZ. ((X PT.) (X QT.) (X FL. OZ.)) X (mL) (L) TOTAL: X FL. OZ. ((X PT.) (X QT.) (X GAL.) (X FL. OZ.)) X (mL) (L)

<< FRONT / BACK PANEL >>

EPA Reg. No.:	777-81		
EPA Est. No.:	777-NJ-2 (Y) (YY)	777-MO-1 (Y) (YY)	
	475-MO-001(Y) (YY)	475-PA-001 (Y) (YY)	777-GA-001 (Y) (YY)
	92309-NJ-1 (Y) (YY)	075371-IN-003 (Y) (YY)	

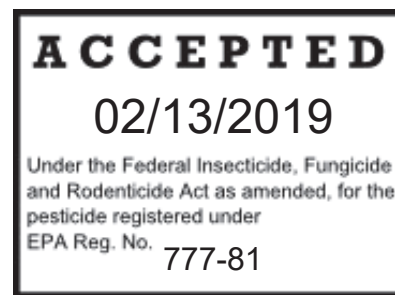
(See bottom or side) (for Lot / Date code)
(Beginning of) (batch) (lot) code indicates EPA (Est.) (Establishment) (#) (No.) (Number)
See (batch) (lot) code for EPA (Est.) (Establishment) (#) (No.) (Number)

<< BACK PANEL >>

Questions? (Call) (1-800-228-4722) (1-800-677-9218) (1-xxx-xxx-xxxx)
For ingredient (and other) information, (www.rbnainfo.com)
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.

QR Code:



(Use your phone to) (and) (or) (scan) (the) (tag) (or) (this code) (to learn) (or) (to) (see) (more) (uses) (or) (information) (videos) (on how to use) (this product) (for) (how to) (tips) (Snap this code to get informed)

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.
The term “Y” is a place holder for a character A – Z.

<< **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 – see Appendix 2} 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

<< **FRAGRANCE CLAIMS** >>

(Atlantic) (Fresh) (Scent) (Fragrance)

<< **BACK TO SCHOOL** >>

Back To School claim Qualifiers – must appear before Directions For Use:

(X) Box Tops (for Education)

Box Tops for Education and associated words and designs are trademarks of General Mills, used under a license. ©General Mills
Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been ((completely) (used)
(finished) (emptied))

See back or sticker for details or rules or instructions

See details or rules or instructions [on] [back or sticker]

Go to boxtops4education.com for details

<< **CROSS-PROMOTIONAL CLAIMS** >>

Consumer: Only one coupon is redeemable per purchase and only on specified products and sizes. You pay any sales tax. May not be reproduced, purchased, traded or sold. Any other use constitutes fraud.

Expires xx/xx/xxxx

Like (insert Lysol brand name) (trigger) (cleaner)? Try (our) (insert Lysol brand name) (insert picture of Lysol wipes)

Like this fragrance? Try (our) other Lysol® products (insert picture of Lysol product)

Like this product? Try (our) other Lysol® products (insert picture of Lysol product)

Manufacturer's coupon

Retailer: You are authorized to act as our agent and redeem this coupon in acceptance with RB Coupon Redemption. Policy: face value plus 8¢. Send coupons to: Reckitt Benckiser, CMS Dept. #26600, 1 Fawcett Drive, Del Rio, TX 78840. Cash value 1/100 of 1¢.

Good only in the U.S.A. Void where prohibited.

(Save (Now) XX(cent sign) (on) (any) (X) (Lysol) (Wipes) (insert brand name) (XX ct or higher))

Try (our) other Lysol® cleaning products (insert picture of Lysol product)

Try (our) other Lysol® fragrances (insert picture of Lysol product)

Try (our) Lysol® family of cleaning products (insert picture of Lysol product)

(Save) (\$) (X) (%) (Off) (free) (now) (up to) (on) (any) (X) (single packs of) (triple pack of) {insert Lysol brand name} (Lysol products) (X fl. oz. or larger size)

<< **MARKETING CLAIMS** >>

Z(X) (More) (Cleaning) (****) (vs.) (compared to) (jug bleach)

(x% discount) (x% more (free)) (x% more product) (25% More Product)

(Z) X (ACTION) (ACTIONS) ∞∞∞ <<where Z is a number between 1 and 12. For example 3X Action>>

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(__ x __ FL. OZ.) (2 x 24 FL. OZ.) (3 x 24 FL. OZ.) (4 x 32 FL. OZ.) (6 x 32 FL. OZ.)
(X) fl. oz. (Value) (Size) (*) ((*) (vs.) (when compared to) (X) (fl. oz.) (retail) (Lysol Power Toilet Bowl Cleaner) ({insert Lysol® brand name}))
(x Uses per pack) (x Uses per bottle) (Cleans x toilets) (x Uses)
(2 for 1 Pack) (2 in 1 Pack) (32 oz. for the price of 16 fl oz.) (__ x __ FL. OZ.) (x fl oz. at the price of x fl oz.)
(2 PACK) (3 PACK) (4 PACK) (6 PACK) (x PACK)
3X (the) Cleaning Power on {insert soils – see Appendix 2}
(10) (5) (15) (20) (3) (50) X Cleaning Power ∞
2-in-1: Cleans, Disinfects
3-in-1 (Formula): (Cleans, Disinfects, Deodorizes) (Cleans, Disinfects, Refreshens) (Cleans, Disinfects, Removes Stains)
4-in-1: Cleans, Disinfects, Deodorizes, Sanitizes
(5X (the) Cleaning Power)
A great toilet bowl disinfectant and sanitizer for use in {insert site – see Appendix 2}
Accepted for hospital disinfection
All the power you need to clean your toilet bowl
An efficient way to clean your bowl
An effective (disinfectant) (&) (sanitizer) for use in {insert surface – see Appendix 2}
(Antibacterial) (Antibacterial Action) (Antimicrobial) (Antiviral) (Bactericidal) (Bactericide) (Disinfectant) (Disinfects) (Germicidal**) (Sanitizer) (Sanitizes) (Virucidal†)
(Apply) (use) weekly to keep your toilet sparkling clean
Begins to destroy {insert soils – see Appendix 2} instantly
Best value bottle
Better reach under the rim
(Bonus x%) (x% Free) (x fl. oz. for Free) (x fl. oz. for the price of x fl. oz.) (Bonus 50%) (50% Free) (16 fl. oz. for Free) (32 fl. oz. for the price of 16 fl. oz.) (Bonus 33%) (33% Free) (8 fl. oz. for Free) (32 fl. oz. for the price of 24 fl. oz.) (24 fl. oz. for the price of 16 fl. oz.) (Buy x get x free) (Multi-Toilet Pack) (Value Pack) (Limited Time Value Pack) (Limited Time Value)
(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)
Breaks down stains without brushing or scrubbing
Brightens as it cleans
Buy me again
Can be used in white and colored bowls
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
(Clean) (Fragrance) (Fresh) (Minty) (Pleasant) (Spearmint) (Wintergreen) (Scent)
Cleans to a shiny finish
Cleans without bleach(ing)
Click & Close (Indicator)
Click stop – audible close
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
Coats the entire bowl
Complete Clean
(Completely) (Easily) (Effectively) (Quickly) (Thoroughly) (Cleans) (Shines) (Whitens) (Deodorizes) (Fast / Easy / Effective)
Confidence of Lysol®
Contains Hydrogen Chloride to remove rust and lime scale
Contains no abrasives
Contains up to x uses
Controls odors at their source
Controls odors caused by bacteria
Controls toilet odors caused by bacteria

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Convenient cap
(Deep cleaning) (Bowl & Beyond) (Easy to use) (Non-abrasive) (Rust destroying) (Thick) (Tough stain) (Formula)
Deep Down Clean
Deodorizes by killing bacteria that cause odors
Deodorizes with a fresh, clean scent
Depend-a-bowl toilet bowl cleaner
Designed to clean under the rim
Designed to (remove) (penetrate) (destroy) (dissolve) tough (stubborn) {insert soils – see Appendix 2}
Designed to (remove) (penetrate) (destroy) (dissolve) the toughest {insert soils – see Appendix 2}
(Destroys) (Dissolves) toilet bowl rings
Destroys {insert soils – see Appendix 2} on impact
Destroys hard water stains (on contact)
Destroys stains immediately
Destroys tough stains
Destroys (tough) (the toughest) (insert soils – see Appendix 2)
(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)
Does not just whiten {insert soils – see Appendix 2} stains, (this product) removes them
Dual Action Toilet Bowl Cleaner
For better results use at least (once) (twice) a week
For commercial use
For use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (&) (sanitizer) found in {insert site – see Appendix 2}
Easily breaks down stains without (heavy) (hard) brushing or scrubbing
Easily dissolves stubborn hard water stains
Easily removes hard water stains
Easily removes the toughest stains
(Easy) (Easier) to (open) (squeeze) cap
Easy grip bottle
Easy to close
Easy to reach under the rim
Easy to use (bottle)
Easy under-the-rim cleaning
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).
(Eliminates) (Controls) (Kills) the bacteria that cause (bad) (unpleasant) odors (at the source)
Eliminates hard water stains
Eliminates odors at their source caused by bacteria
Eliminates odors caused by bacteria
Entire bottle can be recycled
Ergonomic bottle grip
(Even) The tough(est) {insert soils – see Appendix 2} (start to) disappear right before your eyes
Extra strength cleaner
Fast acting formula
Fast acting stain removal
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)
For use in {insert site – see Appendix 2}
For use in {insert surface – see Appendix 2} as a cleaner, disinfectant (and) (&) sanitizer found in {insert site – see Appendix 2}
Formulated especially for hard water mineral deposits, lime scale and rust
Free Lysol® (click gel)(insert Lysol® brand name)
Frequent use prevents rust build-up (lime scale) (mineral stains)

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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*.
The term (x) is a placeholder that represents a number between 1 and 99.
The term “Y” is a place holder for a character A – Z.

Gives your bowl the Lysol® clean you trust
Go beyond clean
Good on American and European toilets
(Great) (Bonus) (Economy) (Value) (Trial) (Pack) (Size) (Mega Value Pack) (Mega Value Size)
Great for everyday (cleaning) (deodorizing) (disinfecting) (and) (&) (sanitizing)
Great for use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (and) (&) (sanitizer) in {insert site – see Appendix 2}
Hard water cleaning formula
Hard water cleaner
Hard water formulation
Heavy-duty cleaner
Heavy-duty cleaning (formula)
Helps keep water flow optimal
Helps reach under the rim
(Helps) (Remove(s) Toilet Rings)
Helps to destroy odors
(Home) (Hospital) disinfectant toilet bowl cleaner
Hospital disinfectant
Hospital toilet bowl cleaner
(Intended) For use (only) in {insert site – see Appendix 2}
Instant action cleaner
Keep your toilet looking new
Keep(s) (it)(toilets) clean longer with (FREE)(LYSOL® click gel)(insert Lysol®brand name)
Keep(s) (it)(toilets) clean and fresh longer with (FREE)(LYSOL® click gel)(insert Lysol® brand name)
Keep(s)(it)clean (and fresh) longer ((with)(in) just one click))
Kills odors
Kills the bacteria that cause bad odors
Leak-proof cap
Long (angle) neck bottle (reaches under the rim)
Leaves bowl disinfected, clean and shiny
Leaves toilet sparkling clean and disinfected
Leaves (your) toilet bowl sanitary
Lifts stains on contact
Lime scale remover
Lime (scale) & rust remover
Make your bowl look like you clean it everyday (even though you don't)
Makes your (cleaning) job easier
Maximum (cleaning power) (stain fighting power)
(Maximum coverage) (Powerful cleaning) (Maximum bowl coverage) (Improved coverage)
(Maximum) (Max) (Bowl) (Coverage) (Powerful) (Clean) (Cleaning action)
(Maximum) (Power) (Protection) (Strength) (Cleaner) (Cleaning)
Maximum stain fighting (power) (and complete disinfection)
Meets AOAC Use-dilution Efficacy test standards for hospital disinfectant toilet bowl cleaners
Mineral dissolving action
No hard scrubbing
No slip grip
Non-abrasive formula
Non-drip
Non-removable cap
One for each bathroom
Open / Close indicator in contrasting colors – let's you know if the bottle is open / closed
(Penetrates) (Dissolves) (Removes) (Destroys) even the toughest {insert soils – see Appendix 2}
(Penetrates) (Loosens) (Eliminates) (tough) stains (like) (insert soils – see Appendix 2)
Place 1 in each bathroom
Powerful cleaner for the toilet bowl
Powerful cleaning (formula)
Powerful cleaning formula dissolves tough stains
Powerful stain (fighting) (fighter)
Powers out {insert soils – see Appendix 2}

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Powers through hard water stains
Prevents the build-up of {insert soils – see Appendix 2} in the ('S' bend) (and) (pipes) when used
Prevents the build-up of {insert soils – see Appendix 2} in the 'S' bend and pipes when used regularly to help water flow optimally
Professional strength cleaning
Quality household disinfection
Quick and easy cleaning
Quickly removes {insert soils – see Appendix 2}
Reduces odor-causing bacteria (above and below the waterline) (in toilets)
Releases powerful cleaning agents on contact
Removable cap
Removes (x%) more stains than bleach
Removes 100% of hard water stains
Removes {insert soils – see Appendix 2} (above) (and) (below) (the waterline)
Removes {insert soils – see Appendix 2} 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 better than bleach
Removes stains fast with less work
Removes the toughest stains
Removes the toughest stains in seconds
Removes (tough) stains (right before your eyes) (on contact)
Removes tough rust (and) (&) mineral stains
Removes (tough) rust (stains)
(Repurchase time) (Shopping time) (Time to replace) (Time to buy a new Lysol® toilet bowl cleaner)
Rinses away easily
Save \$x (by mail) (when you buy 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 for hard water problems
Specially designed for hard water (stains) (areas)
Specially designed for the removal of rust and (&) lime scale stains
Specially designed neck makes it easy to clean under the rim
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 – see Appendix 2}
Specially designed to (remove) (penetrate) (destroy) (dissolve) tough (stubborn) {insert soils – see Appendix 2}
Specially formulated to (remove) (penetrate) (destroy) (eliminate) {insert soils – see Appendix 2}
Special rust formula makes stain and mineral deposits easy to remove
Stain grabbing power
(Starts to) Dissolve(s) {insert soils – see Appendix 2} 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 clean you trust
The confidence you get from the Lysol® name
The professional strength cleaning power leaves the bowl sanitary
(The) Toughest stains (instantly) disappear
The right tool for a nasty job
Thick clinging action
Thick coating formula for prolonged contact time

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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 formula works on stains in seconds
Thick Gel destroys toughest stains
Thick liquid coats bowl for better cleaning
Thick liquid sticks to stains
This product contains no phosphates and is germicidal when used as directed but differs in composition from other Lysol® Brand products.
(This product) has 3X Cleaning Power to remove {insert soils – see Appendix 2}
(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) is for use in {insert surface – see Appendix 2}
(Toilet Bowl Cleaner) (Toilet Bowl Disinfectant)
Toilet bowl cleaner with lime and (&) rust remover
Tough cleaning power
Triple Action: Cleans, Disinfects, Deodorizes
Trusted toilet disinfection
Try (me)(Lysol® click gel)(insert Lysol® brand name) free
Twist and go cap
(Unique) Angle neck bottle (for hard to reach areas) (reaches under the rim)
Usage: twice daily to maintain a clean toilet
Use daily to prevent build-up of (lime scale) (rust) stains
Use in conjunction with other Lysol® products for a clean bathroom
Use regularly to help prevent (build-up of) {insert soils – see Appendix 2}
Use regularly to maintain a clean, fresh and shiny toilet bowl (even under the rim)
Watch {insert soils – see Appendix 2} (start to) disappear
Watch {insert soils – see Appendix 2} (start to) (disappear) (dissolve) right before your eyes
Watch stains disappear right before your eyes
Watch the toughest stains disappear
Whitens and brightens toilet bowl
Whitens and shines (the bowl)
(Won't) (Will not) harm colored toilets
(Won't) (Will not) stain the bowl
Works best in hard water areas
Works best on hard water stains
Works on the toughest stains in seconds

<< 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)

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

Cleans and disinfects the bowl and beyond
Disinfects above and below the waterline

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*.
The term (x) is a placeholder that represents a number between 1 and 99.
The term “Y” is a place holder for a character A – Z.

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 – see Appendix 1}
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 – see Appendix 1}
Kills the following (germs): {insert organisms – see Appendix 1}
Kills viruses and bacteria**
May help keep (bacteria*) (viruses†) (bacteria & viruses**) from cross-contamination (throughout the home) on treated surfaces
May help keep (germs**) from cross-contamination (throughout the home) on treated surfaces
May help prevent (bacteria*) (viruses†) (bacteria & viruses**) from cross-contamination (throughout the home) on treated surfaces
May help prevent (germs**) from cross-contamination (throughout the home) on treated surfaces
Penetrates to (kill) (eliminate) (and) destroy tough (stains) and bacteria*
Proven to kill: {insert organisms – see Appendix 1}
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 – see Appendix 1}
Total disinfection for inside your toilet (above and below the waterline)

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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. **Do not squeeze 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 (fl.) 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,

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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.

<< **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 appear in either “box” format or paragraph format >>

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)(1-xxx-xxx-xxxx). 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,

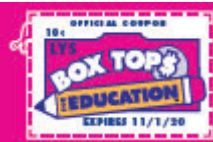
Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
The term “this product” used throughout this document may be replaced with the marketed product brand name.
To use the term “germ*” the product must be efficacious against 2 of the 3 major 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.
The term “Y” is a place holder for a character A – Z.

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.

<< OPTIONAL IMAGES >>

<< CRC graphic >>



<< 'S' bend graphic >>



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<< HOW2RECYCLE GRAPHICS >>

<< Minimum allowable size is 0.475 inches must be in one standard color per How2Recycle.info >

<< Multi-Pack Shrinks >>



<< Sleeve Label >>



<< APPENDIX 1 >>

<< NOTE: ALL SUPPORTING CLAIM QUALIFIERS – must appear before ‘Directions For Use’ on Back Panel label >>

- (1) Confirm school policy allows for use and / or donation of product(s). Adults must deliver donations (directly) to schools.
- (∞) Vs Lysol Clean & Fresh Toilet Bowl Cleaner(∞∞)
- (∞∞) (on) (Limescale), (Organic Soil), (Rust Stains), (Urine Stains)
- (∞∞∞) (on) (Limescale), (Organic Soil), (Kills 99.9% Bacteria), (Kills 99.9% Viruses), (Fast Cleaning Action), (Dirt Build Up), (Under Rim), (Below Water), (Freshens), (Rust Stains), (Urine Stains), (Full Bowl Coverage)
- (****) (vs.) (compared to) (jug bleach)

<< 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.

<< SUPPORTING DISINFECTING CLAIM QUALIFIERS >>

- * Kills (Acinetobacter calcoaceticus) (Enterobacter aerogenes) (Enterococcus faecalis) (Escherichia coli) (Klebsiella pneumoniae) (Proteus mirabilis) (Pseudomonas aeruginosa) (Salmonella enterica) (Salmonella enterica subspecies enterica serovar Enteritidis) (Salmonella enterica subspecies enterica serovar Typhimurium) (Serratia marcescens) (Shigella dysenteriae) (Shigella flexneri serotype 1B) (and) (Staphylococcus aureus) (Staphylococcus epidermidis) (on hard, non-porous surfaces) (in 10 minutes)
- ** Kills (Acinetobacter calcoaceticus) (Enterobacter aerogenes) (Enterococcus faecalis) (Escherichia coli) (Klebsiella pneumoniae) (Proteus mirabilis) (Pseudomonas aeruginosa) (Salmonella enterica) (Salmonella enterica subspecies enterica serovar Enteritidis) (Salmonella enterica subspecies enterica serovar Typhimurium) (Serratia marcescens) (Shigella

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The term “Y” is a place holder for a character A – Z.

dysenteriae) (Shigella flexneri serotype 1B) (Staphylococcus aureus) (Staphylococcus epidermidis) (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.)	
Acinetobacter calcoaceticus	(17902)	
Enterobacter aerogenes	(13048)	
Enterococcus faecalis	(828)	(leads to blood infections)
Escherichia coli	(11229)	
Klebsiella pneumoniae	(4532)	(a leading cause of pneumonia & lung illnesses)
Proteus mirabilis	(25933)	
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)
Salmonella enterica subspecies enterica serovar Enteritidis	(13076)	
(Salmonella enterica subspecies enterica serovar Typhimurium)	(23564)	
Serratia marcescens	(14756)	
Shigella dysenteriae	(11835)	(a leading cause of bloody diarrhea, breaks-down intestinal lining)
Shigella flexneri serotype 1B	(9380)	
Staphylococcus aureus	(6538)	(a leading cause of skin infections, boils, food poisoning, blood infections)
Staphylococcus epidermidis	(12228)	
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

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Triple asterisk (***)	Sanitizes ***	Used for identifying sanitization against specific bacteria
Double dagger (††)	Allergens ††	Used for identifying the removal of specific non-living allergens

<< APPENDIX 2 >>

<< SOILS / ODORS / SURFACES / USE SITES – May be listed on product label in the singular or plural form >>

Hard, non-porous use sites: (Graphic – depicting site)

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				

Hard, non-porous surfaces: (Graphic – depicting site)

Bidets	Glazed Porcelain	Toilets	Urinals	Vitreous china
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Soils:

Build-up	Deposits	Hard water	Lime	Lime scale
Mineral	Organic soil	Rust	Stains	Toilet rings

<< APPENDIX 3 >>

<< EMERGING VIRAL PATHOGENS CLAIMS – Hard, non-porous surface >>

{Insert Lysol brand name} has demonstrated effectiveness against viruses similar to [name of emerging virus] on hard, non-porous surfaces. Therefore, {insert Lysol brand name} can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es)] on [hard, non-porous surfaces]. Refer to the [CDC or OIE] website at [pathogen-specific website address] for additional information.

[Name of illness / outbreak] is caused by [name of emerging virus]. {Insert Lysol brand name} kills similar viruses and therefore can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es)] on [hard, porous / non-porous surfaces]. Refer to the [CDC or OIE] website at [website address] for additional information.

<<Viral organisms used as the basis to qualify for the Emerging Pathogens Policy>>

Small, Non Enveloped Virus	Large, Non Enveloped Virus	Enveloped Virus
Poliovirus Type 1	Rotavirus WA	Human Immunodeficiency Virus (HIV) Type 1
Hepatitis A Virus	N/A	N/A

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