



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

February 11, 2025

SENT BY EMAIL

Katrine Rubia
rbna@rb.com
RECKITT BENCKISER LLC.

Subject: Labeling Notification per Pesticide Registration Notice (PRN) 98-10 - Adding Marketing Claims
Product Name: LYSOL BRAND DISINFECTANT TOILET BOWL CLEANER
Admin Number: 777-81
EPA Receipt Date: 01/24/2025
Action Case Number: 00642645

Dear Katrine Rubia:

The U.S. Environmental Protection Agency is in receipt of your application for notification under Pesticide Registration Notice 98-10 for the above referenced product. The EPA has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The labeling submitted with this application has been stamped "Notification" and will be placed in our records.

Should you wish to add/retain a reference to your 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 EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the 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 EPA find or if it is brought to our attention that a website contains statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

If you have questions, please contact Aline Heffernan via email at heffernan.aline@epa.gov.

Sincerely,

Aline Heffernan, Senior Regulatory Advisor
RMB1, AD
Office of Pesticide Programs

<< FRONT PANEL >>

NOTIFICATION

ACTIVE INGREDIENT:

Hydrochloric Acid. 9.50%

OTHER INGREDIENTS: 90.50%

TOTAL: 100.00%

777-81

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

02/11/2025

KEEP OUT OF REACH OF CHILDREN

DANGER: CORROSIVE. Harmful if swallowed.

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. **If on Skin or Clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. **All Cases:** Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. See (back) (side) panel for additional precautionary and first aid statements.

(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.:

312-WI-3 (Y) (YY)

777-CA-001 (Y) (YY)

777-GA-001 (Y) (YY)

777-GBR-001 (Y) (YY)

777-NJ-2 (Y) (YY)

777-MEX-002 (Y) (YY)

777-MO-1 (Y) (YY)

777-MO-2 (Y) (YY)

777-PA-1 (Y) (YY)

777-POL-001(Y) (YY)

XXXXX-YY-XXX (Y) (YY)

(See bottom or side) (for) (Lot / Date code) (EPA) (Est.) (Establishment) (#) (No.) (Number)
(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 (more) ingredient (and other) information (visit) (www.rbnainfo.com))

((Want) (For) (more) info on ingredients (& tips) visit (www.rbnainfo.com))

(US) Patents: (www.rb.com/patents) (www.reckitt.com/patents)

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

(Made in (U.S.A.) {insert country}) © (RB) (Reckitt) (Benckiser) (LLC) {insert year}

(Contains no (phosphates) (phosphorous)) << This product aligns with the New York State regulations for phosphate disclosure on cleaning products. >>

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).

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.

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.

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:** 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)	(Minty)	(Wintergreen)
Clean	(Pleasant)	
Fresh		
(Scent) (Fragrance) (and) (&)		

<< **BACK TO SCHOOL** >>

(X) Box Top(s)(\$) (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))
Earn xX Box Top(s)(\$) for Education
Go to (boxtops4education.com) (BTFE.COM) for (details) (rules) (instructions)
More Cash for your School
No More Clipping
Official Box Top(s)(\$) for Education Brand
Scan Your Receipt
See How At BTFE.COM
See (details) (or) (rules) (instructions) on (top) (back) (side) (or) (sticker)
See (top) (back) (side) (sticker) for (details) (rules) (and) (instructions)

<< **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
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))
Like ({insert Lysol brand name}) (this product) (cleaner)? Try (our) ({insert Lysol brand name}) ({insert picture of Lysol product})
Like this fragrance? Try (our) other Lysol® products ({insert picture of Lysol product})

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

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) (\$) (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)

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

Try (me) (Lysol® click gel) ({insert Lysol® brand name}) free

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})

<< PACKAGING CLAIMS >>

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

(__ 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) (Value)

Best value bottle

(Bonus x%) (x% Free) (x fl. oz. for Free) (x fl. oz. for the price of x fl. oz.)

(Buy x get x free) (Multi-Toilet Pack) (Value Pack) (Limited Time Value Pack) (Limited Time Value)

Buy me again

Click & Close (Indicator)

Click stop – audible close

Contains up to x uses

Convenient cap

(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

Entire bottle can be recycled

Ergonomic bottle grip

(Great) (Bonus) (Economy) (Value) (Trial) (Pack) (Size) (Mega Value Pack) (Mega Value Size)

Leak-proof cap

Long (angle) neck bottle (reaches under the rim)

No slip grip

Non-abrasive formula

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)

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 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)

(Value) (__ x __ fl. oz.) (x) Pack

<< USAGE CLAIMS >>

A great toilet bowl disinfectant and sanitizer for use in {insert site – see Appendix 2}

An effective (disinfectant) (&) (sanitizer) for use in {insert surface – see Appendix 2}

(Apply) (use) weekly to keep your toilet sparkling clean

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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.

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 – see Appendix 2}
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}
Good on American and European toilets
Great for use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (and) (&) (sanitizer) in {insert site – see Appendix 2}

<< **MARKETING CLAIMS** >>

(X)x (MORE) (CLINGING) (GEL) (FRAGRANCE) (FRESHNESS)[∞]
X(x) (More) (Cleaning) (∞) (vs.) (compared to) ({insert Lysol Brand Name})
(X)x (ACTION) (ACTIONS) Δ
(X)x (the) Cleaning Power (on {insert soils – see Appendix 2}) (∞) (vs.) (compared to) ({insert Lysol Brand Name})
2(-)in(-)1: Cleans (&) Disinfects
3(-)in(-)1 (Formula): (Clinging Gel) (Cleans, Disinfects, Deodorizes) (Cleans, Disinfects, Refreshens) (Cleans, Disinfects, Removes Stains)
4(-)in(-)1: Cleans, Disinfects, Deodorizes, Sanitizes
X% tougher on ({insert soils – see appendix 2}) (stains) (&) (superior) clinging (fragrance) (freshness) (gel) (vs.) (compared to) ({insert Lysol brand name}) (∞)
X° Cleaning
All the power you need to clean your toilet bowl
An efficient way to clean your bowl
(Antibacterial) (Antibacterial Action) (Antimicrobial) (Antiviral) (Bactericidal) (Bactericide) (Disinfectant) (Disinfects) (Germicidal**) (Sanitizer) (Sanitizes) (Virucidal†)
Begins to destroy {insert soils – see Appendix 2} instantly
Better reach under the rim
(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
Cleans (and disinfects) above and below the waterline
Cleans as it disinfects
Cleans away everyday dirt and grime
Cleans to a shiny finish
Cleans without bleach(ing)
Cling Gel (technology) (for) (max) (full) (toilet) (bowl) (coverage) (vs.) (compared to) ({insert Lysol brand name}) (∞)
Clings to the bowl to stay where the germs are
Cling(s) to the (toilet) (bowl) (better than) ({insert Lysol brand name}) (∞)
Clinging Gel For (Max) (Maximum) (Toilet) (Bowl) Coverage
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
Controls odors at their source
Controls (toilet) odors caused by bacteria
(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) (the toughest) (stubborn) {insert soils – see Appendix 2}
(Destroys) (Dissolves) (tough) (the toughest) (stubborn) {insert soils – see Appendix 2} (stains) (on) (impact) (contact)
Destroys stains immediately

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Destroys (tough) (the toughest) (insert soils – see Appendix 2) (stains)
(Dissolves) (Destroys) (Removes) stains right before your eyes
Dissolves tough rust stains and mineral (deposits) (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
Easily breaks down stains without (heavy) (hard) brushing or scrubbing
Easily dissolves stubborn hard water stains
Easily (dissolves) (removes) (tough) (the toughest) (stubborn) (insert soils – see Appendix 2) (stains)
(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
Eliminates (tough) (the) (toughest) (stubborn) (insert soils – see Appendix 2) (stains) (in seconds)
(Even) The tough(est) (insert soils – see Appendix 2) (start to) disappear right before your eyes
Extra strength cleaner
Fast¹ acting formula
Fast acting stain removal
Fast-acting toilet bowl cleaner
For a (bright) (shiny) (white) (clean) toilet bowl
For a Sparkling Toilet Bowl
For a super-clean toilet
For a(n) (absolutely) (thoroughly) clean toilet bowl surface
For a Powerful Clean
For an ultra-clean toilet
For hard water (stains) (areas)
For (a)(n) Outstanding (Shine) (&) (Clean) (Cleaning Results)
Formulated especially for hard water mineral deposits, lime scale and rust
Frequent use prevents rust build-up (lime scale) (mineral stains)
Gives your bowl the Lysol® clean you trust
Go beyond clean
Great for everyday (cleaning) (deodorizing) (disinfecting) (and) (&) (sanitizing)
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
(Intended) For use (only) in (insert site – see Appendix 2)
Instant action cleaner
Keep your toilet looking new
Kills odors
Leaves bowl disinfected, clean and shiny
Leaves toilet sparkling clean and disinfected
Leaves (your) toilet bowl sanitary
Lifts stains on contact
Lime & Rust Clinging Gel (Toilet Bowl Cleaner)
Lime & Rust (Toilet Bowl Cleaner)
Lime scale remover
Lime (scale) & rust remover
Long lasting fragrance
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
(Maximum) (Max) (Bowl) (Coverage) (Powerful) Clean(ing) (action)
(Maximum) (Power) (Strength) Clean(er)(ing) (Protection)

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Maximum stain fighting (power)
Mineral dissolving action
No hard scrubbing
One for each bathroom
(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
Power¹ Clinging Gel
Powerful cleaner for the toilet bowl
Powerful cleaning (formula)
Powerful cleaning formula dissolves tough stains
Powerful Cleaning (formula) (that) (which) (removes) (eliminates) (dissolves) (destroys) (tough) (the toughest) (toilet bowl) ({insert soils – see Appendix 2}) Stains
Powerful stain (fighting) (fighter)
Powers out {insert soils – see Appendix 2}
Powers through hard water stains
Prevents the build-up of {insert soils – see Appendix 2}
Professional strength cleaning
Quality toilet 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
(Removes) (fights) (tackles) (x%) more stains (∞)
(Removes) (fights) (tackles) 100% of hard water stains
(Removes) (fights) (tackles) (eliminates) (dissolves) (destroys) (tough) (the) (toughest) (toilet bowl) (and) (urinal) {insert soils – see Appendix 2} (stain(s)) (in seconds)
(Removes) (fights) (tackles) (tough) (the toughest) (stubborn) {insert soils – see Appendix 2} (stains) (above) (and) (below) (the waterline)
(Removes) (fights) (tackles) (offensive) odors (from toilets)
(Removes) (fights) (tackles) stains better than bleach
(Removes) (fights) (tackles) stains fast with less work
(Removes) (fights) (tackles) the toughest stains in seconds
(Removes) (fights) (tackles) (tough) stains (right before your eyes) (on contact)
Rinses away easily
Specially designed for hard water (problems) (stains)
Specially designed for the removal of {insert soils – see Appendix 2} (stains)
Specially designed to breakdown {insert soils – see Appendix 2} (stains)
Specially designed to clean the toilet
Specially designed to (remove) (penetrate) (destroy) (dissolve) (tough) (the toughest) (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
Starts to work (instantly) (immediately) (on contact)¹
Strong enough (to clean) (for 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 (x%) (hydrochloric acid) formula (removes) (eliminates) (dissolves) (destroys) (tough) (the) (toughest) (toilet bowl) (and) (urinal) {insert soils – see Appendix 2} (stain(s)) (in seconds)
Thick clinging action
(Thick) Clinging Gel
Thick Clinging Gel For (Max) (Maximum) (Toilet) (Bowl) Coverage
Thick coating formula for prolonged contact time
Thick formula adheres to stains for (effective) (better) cleaning

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Thick formula coats above and (&) below the waterline
Thick formula coats the entire bowl
Thick formula (removes) (eliminates) (dissolves) (destroys) (tough) (the) (toughest) (toilet bowl) {insert soils – see Appendix 2}
(stain(s)) (in seconds)
Thick formula that cleans, deodorizes, disinfects and sanitizes
Thick formula works on stains in seconds
Thick gel (for) (max) (maximum) (full) (toilet) (bowl) (coverage)
(Thick) (gel) formula (removes) (eliminates) (dissolves) (destroys) (tough) (the) (toughest) (toilet bowl) (and) (urinal) {insert soils – see Appendix 2} (stain(s)) (in seconds)
Thick gel (that) destroys (the) (toughest) (tough) 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
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 (tough) (the toughest) (stubborn) {insert soils – see Appendix 2} (start to) (disappear) (dissolve) (right before your eyes)
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

<< MARKETING CLAIMS – PROFESSIONAL >>

Accepted for hospital disinfection
For Commercial Use
Hospital disinfectant
Hospital toilet bowl cleaner
Pro ((For) Commercial Use)

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

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 >>

(2in1) (formula) (Bowl +/& Brush²) (Disinfection) (+/&) (Sanitization)
(2in1) (Formula) (:.) Cleans & Disinfects (the Toilet Bowl)
(2in1) (formula) Eliminates 99.9% of (Bacteria*) (germs**) from Bowl +/& Brush²
(2in1) (Formula) (:.) Toilet Bowl Cleaner & Disinfectant

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.

Cleans and disinfects the bowl
Disinfection for inside your toilet (above and below the waterline)
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 in 10 minutes
Disinfects in hard to reach areas (like) (under the rim)
Disinfects, sanitizes and deodorizes by killing common (household) germs** and controlling their odors
Disinfects the bowl (where you can't see)
Disinfects where you can't see (under the rim)
Disinfects viruses†† in (as little as) 30 seconds
Effectively disinfects toilet bowls (and urinals)
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).
For a sparkling (clean) (white) (and disinfected) (toilet) bowl
Gives you disinfection inside the toilet
Helps reduce germs by killing bacteria and viruses found in the toilet**
It clings to the surface to kill germs** and clean tough stains
Kills bacteria*
Kills (99.9% of) bacteria and (&) viruses**
Kills (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) **
Kills (99.9% of) bacteria and (&) viruses where you can't see (like) (under the rim)**
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)**
Kills (99.9% of) germs** present in the toilet
Kills (99.9% of) germs where you can't see (like) (under the rim)**
Kills (99.9% of) viruses and bacteria**
Kills viruses†† in (as little as) 30 seconds
Kills (the) E. coli³ (bacteria), (which can be found in the toilet) (and may cause UTIs and diarrhea) (in 10 minutes)
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 Rotavirus³ (a leading cause of children's diarrhea) in 30 seconds
Kills Rotavirus³ (which may cause infectious diarrhea) (in 30 seconds)
Kills (the) Salmonella³ (bacteria) (which may cause diarrhea) (in 10 minutes)
Kills the bacteria that cause bad odors
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 between treated surfaces
May help keep (germs**) from cross-contamination between treated surfaces
May help reduce (bacteria*) (viruses†) (bacteria & viruses**) from cross-contamination between treated surfaces
May help prevent (germs**) from cross-contamination between treated surfaces
Penetrates to (kill) (eliminate) (and) destroy tough (stains) and bacteria*
Proven to kill: {insert organisms – see Appendix 1}
Tested according to AOAC Use-dilution test method
This product is (bactericidal) (and) (virucidal) in killing: {insert organisms – see Appendix 1}

<< USE DIRECTIONS >>

<< The below language can be formatted in paragraph format or listed numerically>>

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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.

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.

<< Non-Removable Cap >>

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.

<< Removable Cap >>

To Open Child Resistant Cap: Place fingers area where smooth. Squeeze cap firmly and turn counterclockwise. Remove cap. To reseal, place cap over nozzle and turn clockwise until a click is heard. **DO NOT** squeeze bottle (when (opening) (or)(closing)).

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

<< Non-Removable Cap >>

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.



<< Removable Cap >>

To Open Child Resistant Cap:

1. Place fingers on area where smooth.
2. Squeeze cap firmly and turn counterclockwise. Remove cap.
3. To reseal, place cap over nozzle and turn clockwise until a click is heard.
DO NOT squeeze bottle (when (opening) (or) (closing)).



To Clean / Disinfect (/ Sanitize) (and) (the) (Toilet) (Bowl(s)) (and Toilet Brush(es)):

Flush (toilet before cleaning.) Apply 4 (fl.) oz. to coat the bowl including under the rim. **Do not close lid.**

To Clean: Scrub entire bowl and under rim thoroughly.

((To) Sanitize: Let sit for 30 seconds.)

(To) Disinfect: Let sit for 10 minutes. (To Kill viruses††: Let sit for 30 seconds) (To Kill viruses†: Let sit for 10 minutes)

(For (Disinfecting) (&) (Sanitizing) (the) Brush: Dip the brush.

For Disinfection, let sit for 10 minutes. For Sanitization, let it sit for 30 seconds.)

(Flush) (and) (Rinse brush in fresh water after use.) (Repeat if needed.)

To Remove Tough ({insert soils – see Appendix 2}) (Stains): Apply a generous amount of liquid directly onto (the tough) stain(s). 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. (This product) may cause rust on (metal) (wire) (bristle) brushes. ((This product's) fumes are corrosive to metal.) Clean up spills and drips immediately. **Do not use with chlorine bleach or any other chemical products.** Will not harm plumbing or septic systems.

<< ALTERNATE USE DIRECTIONS >>

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

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. **(To) Disinfect:** Let sit for 10 minutes. (To Kill viruses††: Let sit for 30 seconds) (To Kill viruses†: Let sit for 10 minutes) **((To) Sanitize:** Let sit for 30 seconds.) Then flush

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
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The product label must identify the specific bacteria*, virus*, fungus* & mold*.
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The term "Y" is a place holder for a character A – Z.

4. **(For (Disinfecting) (& (Sanitizing) (the) Brush:** Pour 4 (fl.) oz in the bottom of the bowl and dip the brush. For Disinfection, let sit for 10 minutes. For Sanitization, let it sit for 30 seconds.)
5. **(Flush) (and) (Rinse brush in fresh water after use.) (Repeat if needed.)**

To Clean / Disinfect (/ Sanitize) (and Remove Allergens††) (Toilet) (and) (Toilet Brush): Flush. Apply 4 fl. oz. to coat the bowl. Scrub entire bowl and under rim thoroughly. Do not close lid. (Flush). (Pour 4 (fl.) oz in the bottom of the bowl and) (Dip the brush.) Leave for (10 minutes to disinfect) (and) (30 seconds to sanitize). Flush. (Rinse brush in fresh water after use.) (Repeat if needed.)

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. (This product) may cause rust on (metal) (wire) (bristle) brushes. ((This product's) fumes are corrosive to metal.) 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 [10 minutes] [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.

<< 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	

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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 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 AND DISPOSAL: Securely close and store in a cool well-ventilated area, inaccessible to children. Non-refillable container. Do not reuse or refill empty container. Recycle empty container if available or discard in trash.

<< **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.

STORAGE AND DISPOSAL: Do not contaminate water, food, or feed by storage and disposal. Securely close and store in a cool well-ventilated area, inaccessible to children. 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. Non-refillable container. Do not reuse or refill empty container. Recycle empty container if available or discard in trash.

<< **OPTIONAL IMAGES** >>



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(Deodorizes) (To) Save your nose

<< Optional Icons for App >>



<< BOXTOPS IMAGES >>



<< Singles >>



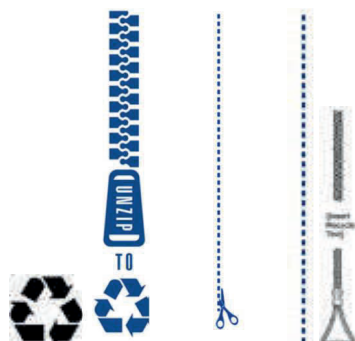
<< Multipack Boxtop Logos >>

<<Note to Reviewer: The number "4" shown in the five Box Top images below can be replaced by any number 1-100>>

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



<< RECYCLE IMAGES >>




<< The following claims may be used with the above recycle images >>

Unzip (here) (when empty) (to Recycle)

Cut (here) (when empty) (to Recycle)

Tear (Here) (when empty) (to Recycle)

Un)zip (it) (label) to 
(Un)zip (it) (label) (to) (recycle) (before) (recycling)
Pull tab (and) (remove) (label) (to) (recycle)

Pull tab (and) (remove) (label) (to) 
(Remove) (label) (and) (discard) (before recycling)
Un)zip (it) to remove the label (so) (it) (can) (be) (discarded). The (rest) (remainder) (of the) (trigger) (and) (bottle) is (fully) recyclable

Label is currently not recyclable

Unzip it

Help us improve recycling by removing the label first

Step 1. Unzip the label and discard

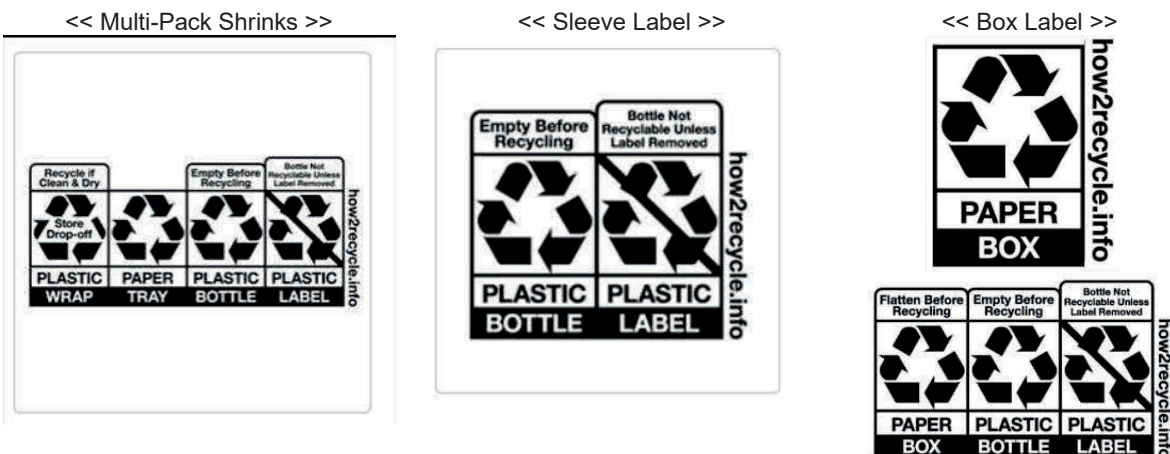
Step 2. Recycle the bottle and trigger

Improve recyclability by removing label before putting (bottle) (and) (trigger) in the recycling bin

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<< HOW2RECYCLE GRAPHICS >>

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



<< APPENDIX 1 >>

<< Anytime there are multiple organisms “and”, “&”, “or”, “+” can be used in claim >>

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

- (∞) (vs.) (when compared to) (X FL. OZ.) ({Insert Lysol Brand Name}) (on {insert soils– see appendix 2})
- (^Δ) (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)
- 1 for cleaning (when used as directed)
- 2 For brushes made out of hard non-porous materials

<< 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 99.9% of (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 99.9% of (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) (Staphylococcus aureus) (Staphylococcus epidermidis) (Hepatitis A Virus) (Human Immunodeficiency Virus Type 1) (Poliovirus Type 1) (and) (Rotavirus WA) (on hard, non-porous surfaces) (in 10 minutes).
- † Kills 99.9% of (Hepatitis A Virus) (Human Immunodeficiency Virus Type 1) (Poliovirus Type 1) (and) (Rotavirus WA) (on hard, non-porous surfaces) (in 10 minutes)
- †† Kills 99.9% of Human Immunodeficiency Virus Type 1 and Rotavirus WA (on hard, non-porous surfaces) (in 30 seconds)

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(3) {insert full organism names – See Appendix 1} (Rotavirus WA) (Salmonella enterica)

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)	
Escherichia coli	(11229)	
Klebsiella pneumoniae	(4532)	
Proteus mirabilis	(25933)	
Pseudomonas aeruginosa	(15442)	
Salmonella enterica	(10708)	
Salmonella enterica subspecies enterica serovar Enteritidis	(13076)	
(Salmonella enterica subspecies enterica serovar Typhimurium)	(23564)	
Serratia marcescens	(14756)	
Shigella dysenteriae	(11835)	
Shigella flexneri serotype 1B	(9380)	
Staphylococcus aureus	(6538)	
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	
Viruses (30 seconds)	(ATCC No.)	
Rotavirus WA	(VR-2018)	
Human Immunodeficiency Virus Type 1	n/a	(cause of AIDS Virus)
<< Sanitization – Hard, non-porous, non-food contact surfaces >>		
Bacteria (30-seconds)	(ATCC No.)	
Enterobacter aerogenes	(13048)	
Escherichia coli O157:H7	(43888)	
Staphylococcus aureus	(6538)	

<< APPENDIX 2 >>

<< SOILS / ODORS / SURFACES / USE SITES – May be listed on product label in the singular or plural form. Anytime there are multiple Appendix 2 attributes listed “and”, “&”, “or”, “+” can be used in claim >>

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

Airports
Apartment (Complexes)
Car Rental Facilities
Clinics
Cruises
Day Care Centers

Health Care Facilities
(Homes) (Households)
Hospitals
(Hotels) (Motels)
(Industrial) (Manufacturing) Facilities
Infirmarys

Nursing Homes
Office Buildings
Physician’s Offices
(Public) Restrooms
Restaurants
Retail Stores

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

Dental Offices

Institutions

Senior Living (Centers) (Communities)
(Facilities)
Schools
(Universities) (Colleges)

Doctor Offices

Laboratories

Fulfillment Centers

Locker Rooms

Grocery Stores

Multi-Family (Apartment) Complexes

(Gyms) (Fitness Centers) (Health Clubs)

Multi-Family Homes

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

Bidets

Toilets

Vitreous china

Porcelain

Urinals

Soils:

(Build-up)

(Limescale) (lime scale)

Stains

Deposits

Mineral (Deposits) (Stains)

Toilet (Bowl) Rings

Hard water (deposits) (stains)

Organic Soil

Lime

Rust (Stains)

<< APPENDIX 3 >>

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

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category:

- Enveloped Viruses
- Large Non-Enveloped Viruses

For an emerging viral pathogen that is a/an...	...following the directions for use for the following organisms on the label:
Enveloped virus	Poliovirus Type 1
Large Non-enveloped virus	Poliovirus Type 1

[Product name] has demonstrated effectiveness against viruses similar to [name of emerging virus] in toilets, (bidets) (and) (urinals). Therefore, **[product name]** can be used against **[name of emerging virus]** when used in accordance with the directions for use against **Poliovirus Type 1** in toilets, (bidets) (and) (urinals). 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]**. **[Product name]** kills similar viruses and therefore can be used against **[name of emerging virus]** when used in accordance with the directions for use against **Poliovirus Type 1** in toilets, (bidets) (and) (urinals). Refer to the **[CDC or OIE]** website at **[website address]** for additional information.

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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.