

777-89

08/22/2013

1/19

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

Shelly Turula
Reckitt Benckiser LLC.
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

AUG 22 2013

SUBJECT: Lysol Brand All Purpose Cleaner
EPA Registration Number: 777-89
Application Dated: July 25, 2013
Receipt Date: July 26, 2013

Dear Ms. Turula:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

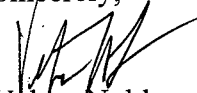
- To add marketing claims and additional packaging size
- To add previously approved alternate brand names

Based on a review of the submitted information, this notification is acceptable. Your proposed changes will be made part of the record for this file.

General Comments

Should you have any questions concerning this letter, please contact Emilia Oiguenblik at (703) 347-0109 or Velma Noble at (703) 308-6233.

Sincerely,



Velma Noble
Product Manager (31)
Regulatory Management Branch I
Antimicrobials Division (7510P)

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							

**EPA**

United States
Environmental Protection Agency
 Washington, DC 20460

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

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 777-89	2. EPA Product Manager Velma Noble	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Lysol Brand All Purpose Cleaner	PM# # 31	
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser LLC D/B/A Reckitt Benckiser Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

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

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

This notification is to add various marketing claims to the product registration. A red line master text label is attached with the proposed claims. In addition, one additional size has been included and previously approved agency alternate brand names have been included in the alternate brand name section.

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling of the Confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged In:

Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
* Certification must be submitted (on file)		If "Yes" Unit Packaging wgt. No. per container	No. per container
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container Various	5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled. <input type="checkbox"/> Other _____			

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)

Name Shelly Turula	Title Regulatory Associate	Telephone No. (Include Area Code) 973-404-2781
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature: 	3. Title: Regulatory Associate	
4. Typed Name: Shelly Turula	5. Date: July 25, 2013	

<< FRONT PANEL >>

ACTIVE INGREDIENT:

Alkyl (50% C₁₄, 40% C₁₂, 10% C₁₆) dimethyl benzyl ammonium chlorides 1.1856%

OTHER INGREDIENTS: 98.8144%

TOTAL: 100.0000%

KEEP OUT OF REACH OF CHILDREN

CAUTION: See back (side) panel for additional precautionary statements

NET CONTENTS:	1 FL. OZ.	(29 mL)	48 FL. OZ.	(1 QT. 1 PT.)	(1.42 L)
	2 FL. OZ.	(59 mL)	52 FL. OZ.	(1 QT. 20 FL. OZ.)	(1.53 L)
	10.75 FL. OZ.	(317 mL)	60 FL. OZ.	(1 QT. 28 FL. OZ.)	(1.77 L)
	12 FL. OZ.	(354 mL)	64 FL. OZ.	(2 QTS.)	(1.89 L)
	15 FL. OZ.	(443 mL)	96 FL. OZ.	(3 QTS.)	(2.84 L)
	22 FL. OZ. (1 PT. 6 FL. OZ.)	(650 mL)	100 FL. OZ.	(3 QTS. 4 FL. OZ.)	(2.96 L)
	27 FL. OZ. (1 PT. 11 FL. OZ.)	(800 mL)	128 FL. OZ.	(1 GAL.)	(3.79 L)
	28 FL. OZ. (1 PT. 12 FL. OZ.)	(828 mL)	144 FL. OZ.	(1.125 GAL.)	(4.26 L)
	32 FL. OZ. (1 QT.)	(946 mL)	150 FL. OZ.	(1 GAL. 22 FL. OZ.)	(4.44 L)
	35 FL. OZ. (1 QT. 3 FL. OZ.)	(1.03 L)	160 FL. OZ.	(1 GAL. 1 QT.)	(4.73 L)
	40 FL. OZ. (1 QT. 8 FL. OZ.)	(1.18 L)	170 FL. OZ.	(1 GAL. 1 QT. 10 FL. OZ.)	(5.02 L)
	41 FL. OZ. (1 QT. 9 FL. OZ.)	(1.2 L)	175 FL. OZ.	(1 GAL. 1 QT. 15 FL. OZ.)	(5.18 L)
	<u>X FL. OZ.</u>	<u>(X mL)</u>			

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-89

EPA Est. No.: 777-NJ-2 8791-MO-1 66397-OK-1 068058-IL-001

(See bottom or side) (for Lot / Date code)

<< BACK PANEL >>

Questions? (Call:) (1-800-228-4722) (1-800-677-9218)

For ingredient (and other) information, (www.rbnainfo.com) (website)

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

Made in U.S.A. © {year} RB

Contains no phosphates

This (bottle) (container) is made of 25% post-consumer recycled plastic.



Company graphic logo

NOTIFICATION
Date Reviewed: 8/23/13
Reviewed By: [Signature]

<< FRONT / BACK PANEL – Optional text >>

Kosher Certification Symbol



Recycle Symbol

Important facts (about this product)

Encourage your 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 appropriate use of disinfectants) (in good hygiene) (and the many ways that Lysol® is promoting good hygiene habits) (for your family and community) go to www.spreadinghealth.com

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

<< NOTE: Any claim may appear on either 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 >>

(Complete) (New) (Dosing Cap) (Formula) (New Fragrance) (New Scent) (New & Improved Fragrance)
(New & Improved Scent)

<< FRAGRANCE CLAIMS >>

(Authentic Orange) (Country) (Crisp Berry) (Crystal Blue Waters) (Endless Waterfall) (Energizing Lemon Zest)
(Essential Lavender) (Everlasting Lemon) (Exhilarating Fruit Freshness) (Flawless Floral Garden) (Forest Rain) (Fresh)
(Fresh Mountain) (Grapefruit) (Green Apple) (Infinite Oranges) (Island) (Island Berries) (Lavender) (Lemon) (Lemon Lime)
(Orange) (Pacific Fresh) (Perennial Lavender) (Pink Grapefruit) (Pine) (Pure Lemon Drop) (Refreshing Floral Garden)
(Rejuvenating Spring Shower) (Revitalizing Lavender Blossom) (Spring Waterfall) (Summer) (Summer Fresh) (Timeless
Botanicals) (Breeze) (Scent) (Unfragranced) (Unscented) (Mild) (Clean) (Pleasant) (Long Lasting) (Fragrance) (Scent)
(Long Lasting Freshness) (True Freshness) (Ultimate Freshness)

(Contains:) (Made with:) (2% Pine Oil) (Fresh Carolina Pine Scent) (Genuine Pine Oil) (Pine Oil)
(Real Pine Oil) (Pure Orange Oil) (Orange Oil)

<< PACKAGING CLAIMS >>

(Bonus) (Economy) (Great) (Mega) (Super) (Travel Size) (To Go) (Trial) (Trial Size) (Value) (Pack) (Refill) (Size)
(x % discount) (x% Free) (x % more free) (x uses per bottle) (Makes x gallons) (Save more, waste less)
(Bonus x %) (Bonus x oz) (x oz at x oz Price) (x oz at the price of x oz) (x oz. for the price of x oz.)
(Better value concentration) (\$aveSmart (graphics)) (\$aveSmart (graphics)) (SaveSmart (graphics))
(Money back guarantee) (Your # 1 choice) (Take the Lysol® Challenge) (Try it yourself) (or) (Get your money back)
(more value less packaging) (Buy X Get X Free)

<< BOTTLE CAP PACKAGING CLAIMS >>

(Measurable cap) (Measuring cap) (1/2 capful = 2 oz) (1 capful = 4 oz) (2 capfuls = 8 oz)
(x oz. (size) (bottle) with (easy to use) dosing cap)

<< MARKETING CLAIMS >>

(Antibacterial) (Antibacterial*) (Bactericide*) (Cleaner) (Deodorizer) (Deodorizes) (Disinfectant) (Disinfects)
(Germicidal**) (Sanitizer) (Sanitizes) (Mildewstat) (Mildewstatic) (Virucidal†)
(All-in-1) (4-in-1) (3-in-1) (Antibacterial) (Bathroom) (Cleaning Power) (Floor) (Floor & Multi-Surface) (Glass & Surface)
(Grease releaser) (with Grease release action) (Kitchen) (Multi-Action) (Multi-Purpose) (Multi-Surface)
(One-Step Cleaner Sanitizer) (Restroom) (Triple Action) (Versatile) (Cleaner) (Disinfectant) (Sanitizer) (Concentrated)
(Dilutable) (Easy to Use) (Non-abrasive) (Pourable) (Streak-free) (formula)
(Beautiful) (Bright) (Brilliant) (Express) (Clean & Fresh) (Glistening) (See-through) (Streak-free) (Shine)

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<< MARKETING CLAIMS – continued >>

3X Cleaning Power

3X (the) Cleaning Power on {insert soils from list on pg. 11}

(This product) has 3X Cleaning Power to remove {insert soils from list on pg. 11}

This product has 3X Cleaning Power to remove Grease, Soap Scum (&) Grime

(This product) has the cleaning power to remove {insert soils from list on pg. 11}

(x%) Better at (cutting) (removing) (eliminating) (tough) (kitchen) (grease) (soap scum)

(x%) Better than ever on (tough) grease (and) (soap scum)

All in 1 (Complete) (Cleaning) (Action)

(Amazing)(Incredible)(Delightful)(freshness)(fragrance)(smell)(scent)

Antibacterial Action

Clean, Fresh Shine

Cleans up to x Sq. ft.

Contains no abrasives

Creates x gallons of disinfecting all purpose cleaner (diluted)

Easy pour (bottle) (container)

Express Clean & Fresh

Extra level of freshness

(Formulated) For (Hospital) (Institutional) Use

Fills the room with fragrance

For a cleaner, fresher household

For a complete clean, [this product] (is) (an) (will) (has) {insert any listed claim from pgs. 2 - 8}

For any surface where germs are a concern

Formulated for medical institution's needs

Fresh clean scent

Lysol® Brand Disinfectant products aid in the reduction of cross-contamination of germs (on hard, non-porous surfaces)

Hospital type disinfection (even when diluted) (in dilution)

Instant freshness

Invigorating freshness

"Just Cleaned" freshness for hours

Keeps your home (clean) (and) (fresh) (and) (fragrant)

Lysol's best (ever) (grease) (and) (soap scum) (remover) (cleaner)

Makes x buckets of (cleaning) (disinfecting) (and) (sanitizing) solution

Makes cleaning easier (in the) (kitchen) (bathroom) (household) (all over the house)

No (harsh) (chemical) smell

Non-abrasive formula (will not scratch surfaces)

(Open me and) Smell the difference(!)

Our best (all purpose) (cleaner) (soap scum) (remover) (cleaner) (cleaning power) (power cleaner)

Our best (kitchen) (grease) (and) (soap scum) (cutter) (remover) (cleaner) (ever)

Our freshest clean ever

Ready to use / Concentrate (can be used in dilution)

The most (powerful) (effective) all purpose cleaner you can buy

Unbeatable Freshness (than ever before)

Unbelievable Freshness (than ever before)

Unbelievable Fragrance (than ever before)

Will not harm septic systems

More Fragrance (than (ever) before)

This product has (antibacterial) (disinfecting) action and kills viruses and bacteria** on environmental surfaces (in your home) (in public places).

(This product) is germicidal when used as directed for (disinfection) (and) (sanitization of non-food contact surfaces) but differs in composition from other LYSOL® brand products.

(This product) is provided by Reckitt Benckiser. People respect the LYSOL® name, recognize LYSOL® for providing quality and trusted surface cleaning and disinfection, and gain the added benefit of a clean-smelling, sanitary environment. (We invite you to call us if you have any questions or comments on our products.)

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<< PERFORMANCE CLAIMS >>

(All Day) (Continuous) Freshness

Freshness for hours

Freshens for (X) hours

Lasting (fresh) (fragrance) (scent)

Leaves (household) surfaces (clean) (and) (deodorized)

Leaves a clean scent

Leaves a fresh, clean scent

Leaves a fresh scent

Leaves floors shiny, fresh and clean

Leaves no sticky residue

Leaves your (home) (house) smelling clean with a clean fresh scent

Leaves your home smelling fresh and clean

Leaves your home with a fresh clean scent

Long lasting fragrance (in dilution) (and) (when used) (at) (full strength)

Long lasting fragrance (for) (up to) (2) (4) (6) (8) hours (when used) (at) (full strength)

Long Lasting Freshness

Neutralizes bad odors

Neutralizes odors at the source

No streaking (or) filming)

Powerful cleaning and freshening

Powerful Cleaner & (Unbelievable) (Unbeatable) Freshness (than ever before)

Powerful scent

Shines in seconds

X Hour(s) (of) Freshness

24 Hour Freshness

2x (more) freshness (than ever before)

More than 2x the Freshness (than ever before)

<< USAGE CLAIMS >>

An effective (cleaner) (disinfectant) (sanitizer) on non-food contact surfaces in the {insert use sites from list on pg. 11}

Fast / Easy / Effective: Use (in) (on) (the) {insert use sites from list on pg. 11}

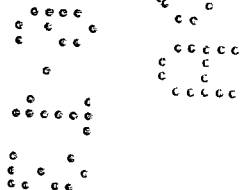
For use (in) (on) {insert use sites from list on pg. 11} (as a multi-purpose disinfectant cleaner)

Great for (kitchens) (bathrooms) (most indoor and outdoor cleaning tasks) (your toughest household messes)

Use full strength (or) (diluted) (in dilution) (diluted in water)

Versatile - works on a wide range of hard, non-porous surfaces)

Where to use: {insert use sites from list on pg. 11}



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<< CLEANING & DEODORIZING CLAIMS >>

Antibacterial cleaner
Antibacterial cleaning action (on hard, non-porous surfaces) (for kitchens and bathrooms) (for all over the house)
(Brilliant) (bright) (see-through beautiful) shine
Cleans (and disinfects) (hard, non-porous surfaces) (all over the house) (kitchens and bathrooms)
Cleans (and sanitizes) non-food contact surfaces
Cleans (tough) (grease and grime) {insert soils from list on pg. 11}
Cleans (disinfects) (sanitizes) (and) (removes offensive odors from) {insert use sites from list on pg. 11}
(Cleans) (eliminates) stubborn (nasty) stains
Cleans everyday (tough) (kitchen) (and) (bathroom) messes (fast)
Cleans to a brilliant shine
Cleans tough soap scum
Complete Clean
Contains the most powerful (effective) (fast acting) grease cutters
Controls (Eliminates) (kitchen) odors caused by (bacteria) (mold and mildew)
(Cuts) (Cleans) (Controls) (Dissolves) grease (fast) (quickly)
Cuts cleaning time
Cuts (tough) grease and grime
Degreases (Degreaser)
(Destroys) (Cuts) (Powers through) (Removes) (tough) grease (and grime)
Effortlessly removes stubborn (nasty) stains
Eliminates food odors like garlic and onion that are left behind on kitchen surfaces after cooking
Eliminates kitchen and bathroom malodors
Eliminates odors caused by bacteria (mold) (mildew) (and) (non-fresh foods)
Eliminates (odors) (stains)
Eliminates tough (kitchen) grease and grime
Great on glass
Long lasting fragrance (for) (up to) (2) (4) (6) (8) hours (when used) (at) (full strength)
Long lasting fragrance (in dilution) (and) (when used) (at) (full strength)
Neutralizes kitchen and bathroom malodors
Non-food contact sanitizing cleaner
(The) One-step cleaner (and sanitizer)
Powerful (fast acting) (effective) all purpose cleaner (degreaser and deodorizer)
Powerful cleaning (formula)
Powers through (soap scum) (and) (grease) (better than ever)
Powers through (tough) (grease) (and) (soap scum) (better than ever)
Powers through (tough) household messes
(Quickly) degreases and deodorizes
(Quickly) (Destroys) stubborn (nasty) stains
(Quickly) (Effortlessly) removes (cleans) the following: {insert soils from list on pg. 11}
(Quickly) (eliminates) (removes) (food) odors
Removes (tough) (everyday) {insert soils from list on pg. 11}
(Sparkling shine) (Streak-free shine)
Starts cleaning on contact
(This product) eliminates damp, musty odors in (the basement) (or in) areas where air does not circulate
(This product's formula) cleans and shines
Tough on grease

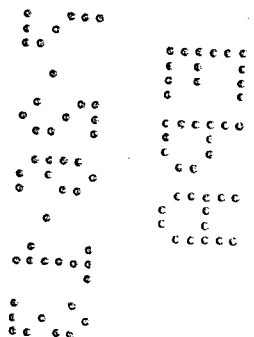
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<< CLEANING CLAIMS – Non-Living Allergens†† >>

(Even) removes x% of allergens††
(Reduces) (Removes) (x% of) (the most) (common) (household) (allergens) (around your home) (around your kitchen)
(around your bathroom) (on your floors) ††
(Reduces) (Removes) {insert allergens from list on pg. 11}
Removes 90% of allergens††

<< SUPPORTING ALLERGEN REMOVAL CLAIM QUALIFIER >>

†† This product removes the following allergens: (cat dander) (cockroach debris) (cockroach matter) (cockroach particles)
(dog dander) (dust mite debris) (dust mite matter) (dust mite particles) (hair) (pet dander) (pet hair) (pollen particles).



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

An effective (fast acting) non-food contact surface sanitizer (for use in {insert use sites from list on pg. 11})
Great for use as a non-food contact surface sanitizer in {insert use sites from list on pg. 11}
(Kills) (Destroys) (Eliminates) 99.9% of bacteria***
(Kills) (Destroys) (Eliminates) 99.9% of bacteria even in dilution***
(Kills) (Destroys) (Eliminates) 99.9% of bacteria even when diluted (in water)***
(Kills) (Destroys) (Eliminates) 99.9% of bacteria in (60 seconds) (1 minute)***
(Kills) (Destroys) (Eliminates) 99.9% of the following (household) bacteria (commonly found in kitchens)
(on hard, non-porous surfaces) in (60 seconds) (1 minute)***
(Sanitizer) (Sanitizes)
Sanitizes (kitchen) (household) (bathroom) (restroom) (non-food contact) surfaces in (60 seconds) (1 minute)***
Sanitizes non-food contact surfaces (even) (when diluted) (in dilution)***

(This product) is a sanitizer for hard, non-porous, non-food contact surface areas in 60 seconds against
Staphylococcus aureus and Enterobacter aerogenes according to the Non-Food Contact Surface Sanitizer method.

(This product) Kills 99.9% of (Enterobacter aerogenes) (and) (Staphylococcus aureus) on hard, non-porous surfaces
in (60 seconds) (1 minute).

<< SUPPORTING CLAIM QUALIFIER – must appear before 'Directions For Use' on Back Panel label >>

*** Kills 99.9% of (Enterobacter aerogenes) (and) (Staphylococcus aureus) on hard, non-porous surfaces in
(60 seconds) (1 minute).

<< DISINFECTING CLAIMS – Hard, non-porous, non-food contact surfaces >>

<< 2009 PANDEMIC H1N1 >>

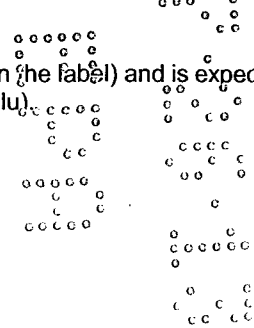
Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. This product (product name)
is a broad-spectrum, hard surface disinfectant that has been shown to be effective against (Influenza A Virus tested and
listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called
Swine Flu).

(This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses
including Pandemic 2009 H1N1 Influenza A Virus.

(This product) has demonstrated effectiveness against (Influenza A Virus tested and listed on the label) and is expected
to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)

Kills Pandemic 2009 H1N1 Influenza A Virus



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<< DISINFECTING CLAIMS – Hard, non-porous, non-food contact surfaces >>

A disinfecting non-food contact surface cleaner for use in {insert use sites from list on pg. 11}
Cleans and disinfects in dilution
Controls mold and mildew
Controls the growth of mold and mildew
Disinfects (Deodorizes) (and) (Sanitizes) as it cleans
Disinfects in dilution
Disinfects (even) (when diluted with water) (in dilution) when used according to directions
(Eliminates) (kills) odor-causing bacteria
Fast acting (disinfectant) (sanitizer)
Kills 99.9% of bacteria*
Kills 99.9% of (household) (germs**) (bacteria and viruses**)
Kills 99.9% of germs (even) in dilution**
(Kills) (Destroys) (Eliminates) 99.9% of germs even in dilution**
(Kills) (Destroys) (Eliminates) 99.9% of germs even when diluted (in water)**
Kills 99.9% of bacteria and viruses**
Kills 99.9% of viruses†
Kills 99.9% of viruses and bacteria**
Kills 99.9% of viruses and bacteria (even in dilution) (even when diluted in water)**
Kills Avian Influenza A Virus on pre-cleaned (environmental) surfaces in 30 seconds
(Kills) (Destroys) (Eliminates) germs **
Kills germs such as: {insert organisms from list on pg. 10}
(Kills) (Destroys) (Eliminates) germs while it cleans**
Kills germs and controls the growth of mold and mildew**
Kills (kitchen) (household) (bathroom) (restroom) bacteria*
Kills (kitchen) (household) (bathroom) (restroom) bacteria and viruses**
Kills (kitchen) (household) (bathroom) (restroom) germs**
Kills (more than) (greater than) 99.9% of (the following) (household) germs (in 10 minutes)** ({insert organisms from list on pg. 10})
Kills (household) germs in dilution**
(Kills) (Eliminates) odor-causing bacteria in the (kitchen) (bathroom) (restroom) (all around the house)*
Kills more than 99.9% of bacteria and viruses**
Kills more than 99.9% of viruses and bacteria**
Kills odor-causing bacteria
Kills odor-causing bacteria even when diluted
Kills the cold virus (Respiratory Syncytial Virus)
Kills viruses†
Kills viruses and bacteria**
Kills viruses in 30 seconds†
(This product) deodorizes by killing (many) (odor-causing) bacteria
(This product) helps control cross-contamination of many germs on treated surfaces (when used as directed)**

<< SUPPORTING CLAIM QUALIFIERS – must appear before 'Directions For Use' on Back Panel label >>

* Kills (Enterococcus faecalis), (Escherichia coli O157:H7), (Listeria monocytogenes), (Pseudomonas aeruginosa), (Salmonella enterica), (Staphylococcus aureus) (and) (Streptococcus pyogenes) (on hard, non-porous surfaces) (in 10 minutes).

** Kills (Enterococcus faecalis), (Escherichia coli O157:H7), (Listeria monocytogenes), (Pseudomonas aeruginosa), (Salmonella enterica), (Staphylococcus aureus), (Streptococcus pyogenes) and (Herpes Simplex Virus Type 1 & 2), (Human Immunodeficiency Virus Type 1), (Respiratory Syncytial Virus), (Rotavirus WA) (and) (Avian Influenza A Virus [H1N1]) (on hard, non-porous surfaces) (in 10 minutes).

† Kills (Herpes Simplex Virus Type 1 & 2), (Human Immunodeficiency Virus Type 1) (Respiratory Syncytial Virus) (Rotavirus WA) (and) (Avian Influenza A Virus [H1N1]) (on hard, non-porous surfaces) (in 30 seconds).

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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 place holder for a number between 1 to 99.

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

To Clean (/ Deodorize) (/ Remove Allergens††): Use full strength or dilute ¼ cup [2 oz] per gallon of warm water. Apply to surface with cloth, sponge, mop or trigger spray until thoroughly wet. Wipe with a clean (cloth) (sponge) (or) (mop). When using full strength, rinse thoroughly with clean water. (Prepare a fresh bucket of solution everytime you clean or more often as needed.)

To Clean (Soap Scum) (and) (Greasy Soil): Use at full strength and rinse.

To Sanitize / Disinfect: Pre-clean surface. Dilute 1 oz. (of this product) with (every) 15 oz. of warm water. Apply to surface with cloth, sponge, mop or trigger spray until thoroughly wet. **To Sanitize:** Leave for 60 seconds before wiping. **To Disinfect:** Leave for 10 minutes before wiping. Rinse all food contact surfaces with water after use.

To Sanitize / Disinfect: Pre-clean surface. Dilute according to chart. Apply to surface with cloth, sponge, mop or trigger spray until thoroughly wet. **To Sanitize:** Leave for 60 seconds before wiping. **To Disinfect:** Leave for 10 minutes before wiping. Rinse all food contact surfaces with water after use.

To Control (and Prevent) (the Growth of) Mold & Mildew: Apply to pre-cleaned surface. Let surface remain wet for 3 minutes and then allow to air dry. Repeat application at weekly intervals or when mold and mildew growth appears.

To Disinfect Toilet Bowl: Remove gross filth. Add 6 oz. full strength into bowl water. Swab bowl and exposed surfaces and under rim with a cloth, mop or sponge. Leave for 10 minutes and flush again.

<< Dilution table – will only appear on gallon size container or larger >>

To prepare: (solution)	Add: (this product)	In warm water
1 Pint (16 oz)	1 oz	15 oz
1 Quart (32 oz)	2 oz	30 oz
½ Gallon (64 oz)	4 oz	60 oz
1 Gallon (128 oz)	8 oz	120 oz

<< ADVISORY STATEMENTS >>

Can be used in cleaning tools that recommend the use of (this product).
Do not use on (eating / cooking utensils, glasses / dishes or cookware) (outdoor patio furniture cushions / pillows).
(unfinished, oiled or waxed wood floors).
On painted surfaces test a small inconspicuous area first.
Rinse bathtub / shower surfaces with water after using product.

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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.	Viruses (30 seconds)	ATCC No.
Enterococcus faecalis	(19433)	Avian Influenza A Virus [H1N1] (A/Malaya/302/54)	(VR-98)
Escherichia coli O157:H7	(43888)	Herpes Simplex Virus Type 1	(VR-733)
Listeria monocytogenes	(19117)	Herpes Simplex Virus Type 2	(VR-734)
Pseudomonas aeruginosa	(15442)	Human Immunodeficiency Virus Type 1	n/a
Salmonella enterica	(10708)	Respiratory Syncytial Virus (-an important cause of ear infections in children) (-the leading cause of lower respiratory infection in children)	(VR-26)
Staphylococcus aureus	(6538)	Rotavirus WA (-the leading cause of infectious diarrhea in children)	n/a
Streptococcus pyogenes	(19615)		
<< Sanitization – Hard, non-porous, non-food contact surfaces >>			
Bacteria (60-seconds)	ATCC No.		
Enterobacter aerogenes	(13048)		
Staphylococcus aureus	(6538)		
<< Mildew Fungistat – Hard, non-porous surfaces >>			
Fungi (3 minutes)	ATCC No.		
Aspergillus niger	(16404)		
Symbol Designation – used on product labels			
Single asterisk (*)	Bacteria * / Fungi	Used for identifying disinfection against specific bacteria or fungi	
Dagger (†)	Viruses †	Used for identifying disinfection against specific viruses	
Double asterisk (**)	Germ **	Used for identifying disinfection against specific bacteria & viruses / fungi	
Triple asterisk (***)	Sanitizes ***	Used for identifying sanitization against bacteria	
Double dagger (††)	Allergens ††	Used for identifying the removal of specific non-living allergens	

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

Soils / Odors: (Graphic – depicting soil)

Bathtub rings	Fingerprints	Mildew stains	Smear (Smudge)
Beverage stains	Food (odors) (stains)	Mud	Smoke odors
Blood stains	Grass stains	Oil	Soap scum
Cooking odors	(tough) Grease (Splatter)	Outdoor grime	Stains (Soils)
Cosmetic stains	Grime	Pen / Ink marks	Tough soils
Crayon / Pencil marks	Handprints	Pet (odor) (stains)	Wine (Juice) stains
Dirt	Heel / Scuff marks		

Non-living Allergens:

Cat dander	Dog dander	Hair
Cockroach debris	Dust mite debris	Pet dander
Cockroach matter	Dust mite matter	Pet hair
Cockroach particles	Dust mite particles	Pollen particles

Non-Food Contact Surface Types: (~ specify Non-Medical or Fixture)

Acrylic	Glass	Mirror	Sealed terra cotta
Brass	Glazed ceramic	Plastic laminate	Synthetic marble / stone
Chrome ~	Glazed porcelain	Sealed granite	Stainless steel ~
Copper	Glazed stone	Sealed marble	Tin
Crystal	Glazed tile	Sealed parquet	Vinyl
Enamel	Linoleum	Sealed slate	
Fiberglass fixtures	Metal	Sealed stone	

Hard Non-porous Surfaces: (Graphic – depicting use site)

Appliance exterior	Glass topped furniture	Shelves (drawers)
Bathtub (tub)	Glazed ceramic tile	Shower (door) (curtain)
Bed frame	Glazed porcelain tile	Shower (stall) (area)
Cabinet (non-wood)	Grill (Bar-B-Que) exterior	Sink (basin)
Chair (non-wood)	Highchair (non-food contact area)	Stove (stovetop)
Changing table (non-wood)	Light fixture	Table (tabletop) (non-wood)
Computer screen	Metal blinds	Telephone
Counter (Countertop)	Microwave exterior	Television screen (TV screen)
Crib (non-wood)	Non-medical (chrome / stainless steel)	Tires
Diaper pail (non-wood)	Outdoor patio furniture (non-wood)	Toilet bowl exterior (final)
Door knob (handle)	Oven (door)	Toilet seat
Exhaust (fan) (hood)	Painted woodwork	Vanity top
Fixture (chrome / stainless steel)	Patio door	Washable (walls) (wallpaper)
Floor (glazed tile)	Piano keys	Water fountain
Floor (linoleum)	Picnic table (non-wood)	Window (window sill)
Floor (No-wax)	Plastic laundry (basket) (hamper)	Windshield
Floor (vinyl)	Range hood (stove hood)	
Garbage (can) (pail) (container)	Refrigerator / Freezer exterior	

Household Use Sites: (Graphic – depicting use site)

Basement	Family room	Kitchen	Outdoor areas
Bathroom	Garage	Laundry room	Playroom
Bedroom	High-touch areas	Living room	Storage (area) (room)
Den / Study	Home / House	Mud room	Tool shed
Dining room	Household (areas)	Nursery	

Professional Use Sites:

Cafeteria	Health Care Facility	Kitchen	Restaurant
Day Care Center	Hospital	Nursing Home	Restroom
Dental Office	Hotel / Motel	Office Building	School (College)
Doctors Office	Kennel	Physicians Office	Veterinary Office

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

<< TERMINAL STERILANT STATEMENT – qualified metal surfaces >>

This product is not for use on critical & semi-critical medical devices or medical equipment surfaces.

<< TERMINAL STERILANT STATEMENT – unqualified metal surfaces >>

This product is not to be used as a terminal sterilant / high level disinfectant on any surface or instrument that ⁽¹⁾ is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body; or ⁽²⁾ contacts intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enters normally sterile areas of the body. This product may be used to pre-clean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection.

<< HUMAN IMMUNODEFICIENCY VIRUS TYPE 1 [HIV-1 AIDS Virus] >>

KILLS HUMAN IMMUNODEFICIENCY VIRUS TYPE 1 [HIV-1 AIDS Virus] ON PRECLEANED 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 HIV-1 [associated with AIDS].

SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 ON SURFACES / OBJECTS SOILED WITH BLOOD / BODY FLUIDS:

PERSONAL PROTECTION: When handling items soiled with blood or body fluids, use disposable latex gloves, gowns, masks and eye coverings.

CLEANING PROCEDURES: Blood and other body fluids must be thoroughly cleaned from surfaces and objects before application of this product.

CONTACT TIME: Allow surface / object to remain wet for 30 seconds. Use a 10 minute contact time for all listed bacteria.

DISPOSAL OF INFECTIOUS MATERIALS: Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

<< Animal Care Facilities >>

For Use in Veterinary Clinics, Animal Care and Animal Laboratories: For cleaning and disinfecting the following hard, non-porous surfaces: equipment, utensils, instruments, cages, kennels, etc. Remove all animals and feeds from the premises, crates, cages and enclosures. Remove all litter, droppings and manure from floors, walls and surfaces occupied or traversed by animals. Empty all troughs, racks and other feeding / watering appliances. Thoroughly clean all surfaces with soap or detergent and rinse with water. Saturate surface with a use solution of 8.5 oz per gallon of water. Immerse halters, ropes, and other types of equipment used in handling and restraining animals as well as forks, shovels, and scrapers used in removing litter and manure. Allow surface to remain wet for 10 minutes. Ventilate buildings and other closed spaces. Do not house animals or employ equipment until treatment has been absorbed, set of dried. Thoroughly scrub all treated feed racks, automated feeders and watering appliances with soap or detergent and rinse with potable water before reuse.

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PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

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	<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.
CONTACT NUMBER	
<p>Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-800-677-9218). Have the product container or label with you when calling a Poison Control Center. or doctor. or going for treatment.</p>	

PESTICIDE DISPOSAL: To avoid waste, use all material in this container according to label directions. Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse (or equivalent). Follow pesticide disposal instructions for rinsate. Then discard in trash or offer for recycling, if available.

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<< LYSOL® AUTOMATIC DISPENSING UNIT - Includes: Dispenser, (product name) Refill and 4 AA batteries >>

Assembly:

1. Open battery door (as shown) then insert 4 AA batteries (included).
2. Close battery door, pressing firmly on the tab to ensure it is fully closed.
3. Remove seal from (product name) refill.
4. Insert (product name) refill into the dispenser until you hear it CLICK into place.
5. Place dispenser on the counter (where you will use it).
6. Turn unit ON using the ON/OFF switch on the back of the dispenser.
7. Wait until the RED indicator light at the front stops blinking. Dispenser is now ready for use.

To Use:

Place (sponge) (cloth) (towel) underneath the nozzle. Ensure (sponge) (cloth) (towel) is placed between the nozzle and the indicator light. You may need to move (sponge) (cloth) (towel) under nozzle several times before first dispense. The dispenser will automatically dispense just the right amount of product on your (sponge) (cloth) (towel).

Replacing the Refill:

Turn OFF the dispenser by using the ON/OFF switch. Press the EJECT button at the back of dispenser and remove the empty bottle. Replace only with (this product) refill. Be sure to remove the seal from (the) refill cap before use.

Replacing the Batteries:

When the batteries have run out, the RED indicator light will flash 6 times. For best results, replace with a new set of 4 AA alkaline batteries.

Maintaining Your Dispenser:

- DO NOT place the dispenser in standing water, under running water or inside the dishwasher. If you do so, the unit may no longer function.
- If the dispenser requires cleaning, switch unit OFF, then wipe dispenser with a damp non-abrasive cloth and dry thoroughly.
- Ensure lens on underside of nozzle is free from product build-up as this may unintentionally activate sensor.
- DO NOT place the dispenser in direct sunlight.

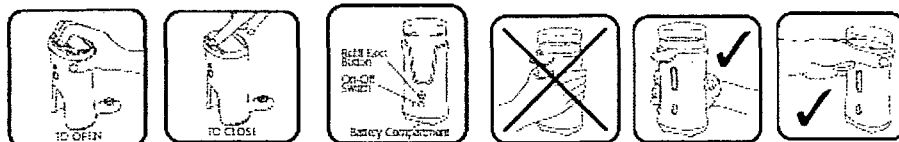
Troubleshooting:

1. If the dispenser does not turn ON:
 - Check that the batteries are inserted in the correct orientation.
 - If the batteries are inserted correctly, the light in front of the dispenser will flash for a few seconds and stop when it is switched ON and ready for use.
2. If the dispenser does not dispense properly OR does not dispense any product at all:
 - Ensure (sponge) (cloth) (towel) is placed between the nozzle and the indicator light (see diagram).
 - Switch dispenser to OFF. Clean as described in the section 'Maintaining Your Dispenser'.
 - Check to see if dispenser is standing in water. If so, the unit may no longer function; however, try removing the battery door, wiping and drying the interior thoroughly, then re-inserting the batteries.
3. If product is dispensing unintentionally, see 'Maintaining Your Dispenser'.

IMPORTANT:

- DO NOT hold the dispenser from the front middle while it is switched ON; as this will activate the sensor and product will be dispensed onto your hand.
- Before cleaning your counter where the dispenser has been placed, turn the dispenser OFF before moving to prevent product from accidentally dispensing.
- Use only (product name) refills in the dispenser.
- Contains batteries. Do not reuse batteries. Batteries contain 0% Mercury / 0% Lead / 0% Cadmium.

(Optional graphics)



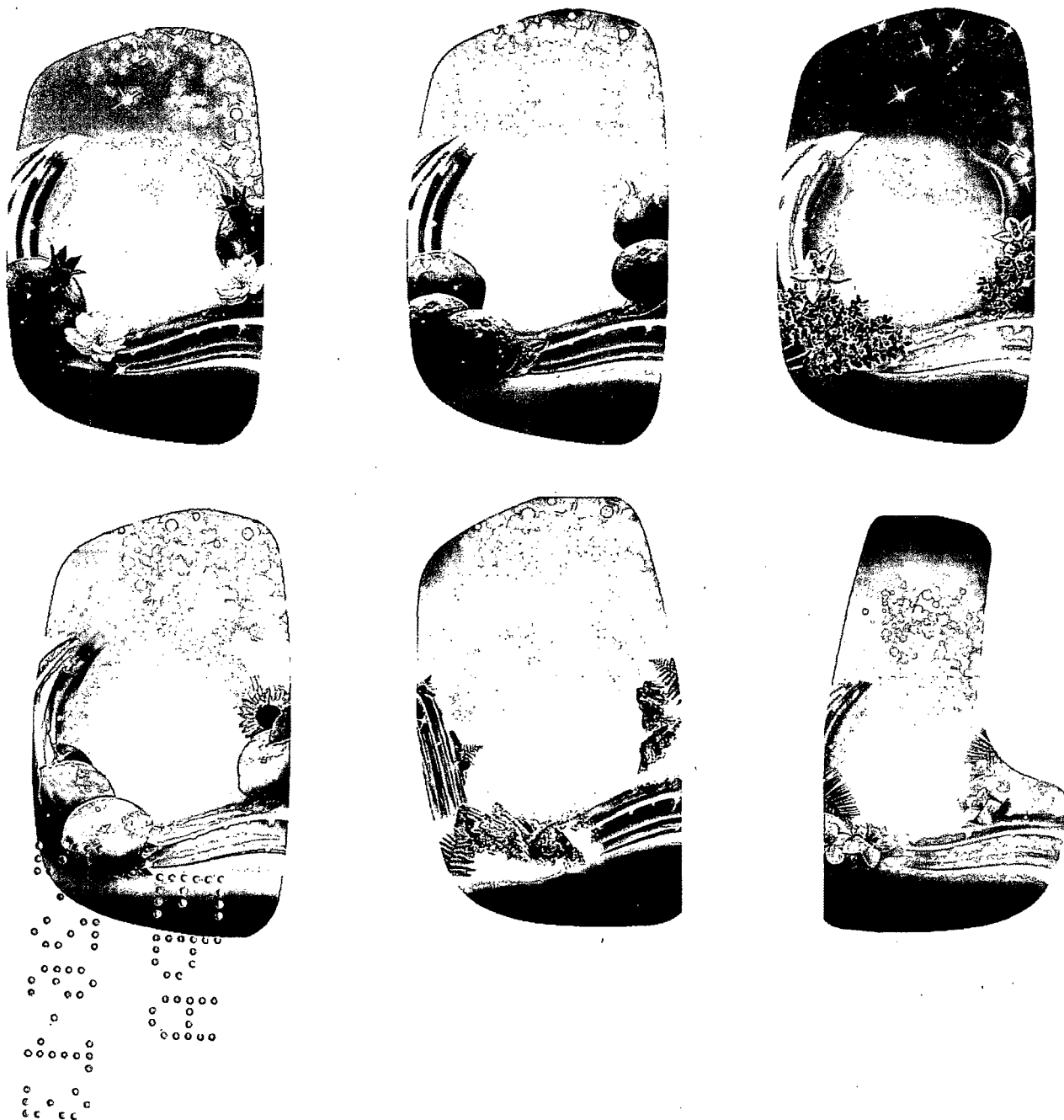
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<< Front Panel – Optional Scent Indicator Graphics >>



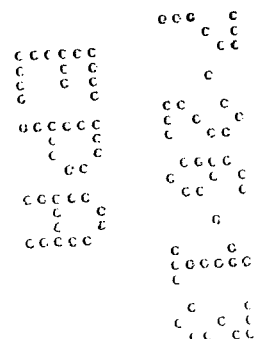
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Alternate Brand Names:

Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Fresh Multi-Surface Cleaner - Lavender & Orchid Essence scent
 Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Fresh Multi-Surface Cleaner - Sparkling Lemon & Sunflower Essence scent
 Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Fresh Multi-Surface Cleaner - Tangerine & Mango Essence scent
 Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Fresh Multi-Surface Cleaner - Waterfall Splash & Mineral Essence scent
 Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Fresh Multi-Surface Cleaner - Hawaii Sunset Essence scent
 Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Fresh Multi-Surface Cleaner - Cherry Blossom & Pomegranate Essence scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Clean & Fresh Multi-Surface Cleaner - Lavender & Orchid Essence scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Clean & Fresh Multi-Surface Cleaner - Lavender & Orchid scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Clean & Fresh Multi-Surface Cleaner - Sparkling Lemon & Sunflower Essence scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Clean & Fresh Multi-Surface Cleaner - Sparkling Lemon & Sunflower scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Clean & Fresh Multi-Surface Cleaner - Tangerine & Mango Essence scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Clean & Fresh Multi-Surface Cleaner - Tangerine & Mango scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Clean & Fresh Multi-Surface Cleaner - Waterfall Splash & Mineral Essence scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Clean & Fresh Multi-Surface Cleaner - Hawaii Sunset Essence scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Clean & Fresh Multi-Surface Cleaner - Cherry Blossom & Pomegranate Essence scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Clean & Fresh Multi-Surface Cleaner - Cherry Blossom & Pomegranate scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Fresh Multi-Surface Cleaner - Lemon Breeze scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Fresh Multi-Surface Cleaner - Lavender Breeze scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Fresh Multi-Surface Cleaner - Orange Breeze scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Fresh Multi-Surface Cleaner - Pacific Fresh scent



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