

777-91

3/18/2010

10/16

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



United States  
Environmental Protection  
Agency

Office of Pesticide Programs

Mrs. Liane Jenkins,  
Reckitt Benckiser,  
399 Interpace Parkway,  
P.O. Box 225,  
Parsippany, NJ 07054-0225

MAR 18 2010

Subject:           Product Name:           Citrus Scent Lysol Brand Antibacterial Kitchen Cleaner II  
                  EPA Reg. No.:           777-91  
                  Notification Date:       February 17, 2010  
                  EPA Receipt Date:      February 18, 2010  
                  Submission #:         868759

Dear Mrs. Jenkins,

This letter acknowledges receipt of your notification submitted under the provision of the Federal Insecticide, Fungicide and Rodenticide Act. (FIFRA) section 3(c)9 and PR Notice 98-10.

**Proposed Notification for:**

- Additional marketing claims,
- H1N1 labeling claim

**General Comment:**

Based on a review of the submitted materials, your notification to add the above statements on the label of, "Citrus Scent Lysol Brand Antibacterial Kitchen Cleaner II", EPA Reg. 777-91, as listed is acceptable. A copy has been placed in our records for future reference.



Should you have any questions or comments concerning this letter, please contact Velma Noble, PM team 31 at (703) 308-6233 or Jamil Mixon at (703) 308-8032.

Sincerely,

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

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							

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 <b>EPA</b> United States <b>Environmental Protection Agency</b> Washington, DC 20460		<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number <b>274502</b>
<b>Application for Pesticide - Section I</b>			
1. Company/Product Number 777-91		2. EPA Product Manager Velma Noble	
4. Company/Product (Name) Citrus Scent Lysol Brand Antibacterial Kitchen Cleaner II		PM# 31	
3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted			
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser Inc. Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225  <input type="checkbox"/> Check if this is a new address		6. <b>Expedited Review.</b> 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 _____	
<b>Section - II</b>			
<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			
<b>Explanation:</b> Use additional page(s) if necessary. (For Section I and Section II.)  Notification to add claims:  Additional Marketing Claim (Powers through) (cuts) (cleans) (tough) (household) (messes) (including) (kitchen) (grease) (and) (grime) (stains)  H1N1 claims per EPA's Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (Formerly called Swine Flu).  This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40CFR§152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR§152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.			
<b>Section - III</b>			
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 If "Yes" Unit Packaging wgt.      No. per container	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt.      No. per container	2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
* <b>Certification must be submitted</b>			
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 type="checkbox"/> Other _____ <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			
<b>Section - IV</b>			
1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)			
Name <b>Liane Jenkins</b>		Title <b>Senior Registration &amp; Regulatory Compliance Specialist</b>	
		Telephone No. (Include Area Code) <b>(973) 404-2781</b>	
<b>Certification</b> 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 <b>(Stamped)</b>         
2. Signature: 		3. Title: <b>Senior Registration &amp; Regulatory Compliance Specialist</b>	
4. Typed Name: <b>Liane Jenkins</b>		5. Date: <b>February 17, 2010</b>	

# RECKITT BENCKISER

February 17, 2010

Document Processing Desk (NOTIF)  
Office of Pesticide Programs (7504P)  
U.S. Environmental Protection Agency  
Room S-4900, 4<sup>th</sup> Floor  
One Potomac Yard  
2777 South Crystal Drive  
Arlington, VA 22202-4501  
**ATT: Velma Noble, PM 31**

**RE: Citrus Scent Lysol Brand Antibacterial Kitchen Cleaner II**  
**EPA Registration No.: 777-91**  
**Notification for marketing claims and H1N1 claims per EPA Guidance Document**  
**OPP ID Number 274502**

Dear Velma:

Reckitt Benckiser Inc. would like to add the following claims to the registration Citrus Scent Lysol Brand Antibacterial Kitchen Cleaner II, EPA Registration Number 777-91.

Additional marketing claim:

**(Powers through) (cuts) (cleans) (tough) (household) (messes) (including) (kitchen) (grease) (and) (grime) (stains)**

In addition, we would like to add claims against Pandemic 2009 H1N1 virus as allowed by EPA's Guidance document. This registration is a hard non-porous surface disinfectant that is effective against Influenza Virus Type A<sub>2</sub> [Japan] and Avian Influenza A H1N1 Virus (Strain A/Malaya/302/54). The below claims are taken exactly from the Agency's Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (Formerly called Swine Flu).

**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 viruses 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**

In order to support this submission, the following documentation is included:

- EPA Form 8570-1, OPP Identification No. 274502
- Copy of the Draft Master Label with the changes incorporated in red text and highlighted

If you have any questions or need anything else, please contact me at (973) 404-2781 (office) or email at [liane.jenkins@rb.com](mailto:liane.jenkins@rb.com). Thank you for your assistance with this registration action.

Sincerely,



Liane Jenkins  
Senior Registration & Regulatory  
Compliance Specialist

Encl.

RECKITT BENCKISER INC.

Morris Corporate Center IV, 399 Interpace Parkway, P.O. Box 225, Parsippany, NJ 07054-0225  
Tel. (973)-404-2600 • Fax (973)-404-5700

40916

<< Front Panel >>

**ACTIVE INGREDIENTS:**

Alkyl (50% C<sub>14</sub>, 40% C<sub>12</sub>, 10% C<sub>16</sub>) dimethyl benzyl ammonium chloride . . . . . 0.0216%  
Alkyl (67% C<sub>12</sub>, 25% C<sub>14</sub>, 7% C<sub>16</sub>, 1% C<sub>8</sub>-C<sub>10</sub>-C<sub>18</sub>) dimethyl benzyl ammonium chloride. . . . . 0.0860%

**OTHER INGREDIENTS:**

**TOTAL:** . . . . . 99.8924%

KEEP OUT OF REACH OF CHILDREN

**WARNING:** See back (side) panel for additional precautionary statements.

NET CONTENTS:	16 FL. OZ.	(1 PT.)	(437 mL)
	17 FL. OZ.	(1 PT. 1 FL. OZ.)	(502 mL)
	22 FL. OZ.	(1 PT. 6 FL. OZ.)	(650 mL)
	24 FL. OZ.	(1 PT. 8 FL. OZ.)	(709 mL)
	29.3 FL. OZ.	(1 PT. 13.3 FL. OZ.)	(866 mL)
	32 FL. OZ.	(1 QT.)	(946 mL)
	40 FL. OZ.	(1 QT. 8 FL. OZ.)	(1.18 L)
	64 FL. OZ.	(2 QT.)	(1.89 L)
	128 FL. OZ.	(1 GAL.)	(3.79 L)
	144 FL. OZ.	(1.125 GAL.)	(4.25 L)

<< Sticker Pack – must include all unit of measurement as stated above >>

<b>(New) Refill Pack</b>	
Refill (Bottle):	oz. [(PT / QT / GAL) (mL / L)]
Trigger (Bottle):	oz. [(PT / QT / GAL) (mL / L)]
Total (Pack):	oz. [(QT / GAL) (L)]

<< Front or Back Panel >>

EPA Reg. No.: 777-91  
EPA Est. No.: 777-NJ-2  
777-OH-1 09019-OH-1  
777-IL-1 09019-OH-2  
11525-IL-1 09019-OH-3  
8791-MO-1 058455-IN-1

See bottom or side (for Lot/Date code)

<< Back Panel >>

**Questions? (1-800-228-4722) (1-800-677-9218)**

(or) Visit us at ([www.lysol.com](http://www.lysol.com)) ([www.reckittprofessional.com](http://www.reckittprofessional.com))

For ingredient (and other) information, (please visit us at) (website)

Made in U.S.A. © RBI (year)

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

Important facts (about this product)

Contains no phosphates

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

<< Back Panel – Optional text >>

Company Logo (Reckitt Benckiser) (rb) (Reckitt Benckiser Professional)

Recycle Symbol

Kosher Certification Symbol

Important: For directions for use and first aid instructions in Spanish, please call 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](http://www.spreadinghealth.com)

<< Introductory 6-mos. claims >> (New) (Reformulated) (Formula) (Fragrance) (Scent)  
(Complete) (Formulation) (New & Improved)  
(New & Improved Fragrance) (New & Improved Formula) (New & Improved Scent)

<< Front or Back Panel – Marketing / Product Performance claims - use as bullet point or in paragraph format >>

**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.

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(Citrus) (Citrus Fresh) (Crisp Linen) (Fresh) (Pacific Fresh) (Sparkling Citrus) (Spring Waterfall)  
(Breeze) (Scent) (Unfragranced) (Unscented) (Mild) (Clean) (Pleasant) (Long Lasting) (Fragrance)

(Bonus) (Bonus x%) (Bonus x oz.) (x% Discount) (x% More Free)  
(x oz. at x oz. Price) (x oz. for the x oz. price) (x oz. at the price of x oz.) (x oz. for the price of x oz.) (x oz. Free)  
(More than) (Over) (x # of squirts per bottle) (x # of sprays per bottle) (x # of uses per bottle) (x# of uses per bottle)  
(Economy) (Great) (Mega) (Super) (Trial) (Value) (Pack) (Refill) (Size)  
(Money back guarantee) (Your # 1 choice) (Take the Lysol® Challenge) (Try it yourself) (or) (Get your money back)

(3-in-1) (4-in-1) (4 way) (Action) (All-in-1) (All in 1 Complete) (Cleaning Power) (Multi-Action) (Multi-Clean)  
(Multi-Purpose) (Multi-Surface) (Multi-Task) (Triple Action) (Floor) (Glass & Surface) (Kitchen) (Cleaner)  
(Cleaning) (Deodorizer) (Disinfectant) (Sanitizer)

(Advanced) (Complete) (Easy) (Easy to use) (Effective) (Quick) (Quick & Easy)  
(Ready to use) (Streak-free) (Ultra) (Versatile) (Clean) (Cleaner) (Cleaning) (Degreaser) (Degreases)  
(Deodorizes) (Grease releaser) (with grease release action)

(Beautiful) (Bright) (Brilliant) (Glistening) (See-through) (Streak-free) (Shine)

(Bleach-free) (Non-abrasive) (Streak-free) formula

(Antibacterial) (Antibacterial Action) (Bactericidal\*) (Bactericide\*) (Cleaner) (Deodorizer) (Deodorizes) (Disinfectant)  
(Disinfects) (Fungistat) (Fungistatic) (Germicidal\*\*) (Sanitizer) (Sanitizes) (Virucidal†) (Kitchen Cleaner)

For a complete clean, [this product] (is) (an) (will) (has) {insert below listed claim}

4-in-1 action (- saves you time)

All in 1 complete (cleaning) (action)

Antibacterial 4-in-1 action

A convenient way to (clean) (disinfect) (deodorize) (and) (sanitize)

A (disinfectant) (disinfecting) cleaner for use (in the kitchen) (on) (the) {insert surface / site / soil}

An (antibacterial) (disinfectant) (disinfecting) cleaner for use (in the kitchen) (on) (the) {insert surface / site / soil}

A formula that leaves a streak-free shine

An effective (kitchen) (cleaner) (disinfectant) (sanitizer) on non-food contact surfaces.

An effective disinfecting cleaner for use (in the kitchen) on {insert surface / site / soil}

Antibacterial cleaning action (in the kitchen) (for use on) {insert surface / site / soil}

Antibacterial kitchen surface cleaner

(Better than ever) cleaning (and disinfection) for your kitchen

Combines streak-free cleaning with antibacterial action

Contains maximum stain fighting power (and complete disinfection)

Contains no (abrasives) (harsh acids)

Contains (powerful) (effective) (fast acting) (grease cutters) (cleaning agents)

Contains powerful grease cutters

Convenient (kitchen) (floor) (surface) (cleaner)

Cuts cleaning time

Disinfection for your kitchen

Easy to use (formula) (formulation) (refill)

Effectively works on many hard, non-porous surfaces

Fast / Easy / Effective: Use (in the kitchen) (on) (the) {insert surface / site / soil}

For a cleaner, fresher (shinier) (kitchen) {insert surface / site / soil}

For any hard, non-porous surface where (bacteria) (germs) are a concern

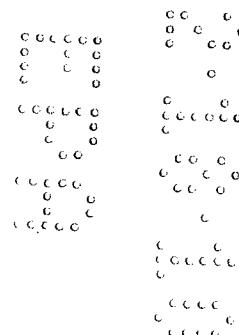
(For a) deep down clean

For everyday kitchen messes

For multiple cleaning tasks

For the ultimate clean

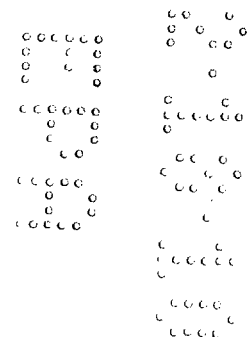
Get a true clean with (this product)



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<< Front or Back Panel – Marketing / Product Performance claims - continued >>

Gives you multiple cleaning actions – (removes) (eliminates) (cuts through) ({insert soils}) (and) (deodorizes)  
(Good) (Great) for (everyday) (multiple) (cleaning) (and) (for your toughest messes) (jobs) (tasks) (chores)  
Great for everyday use (in the kitchen) (on {insert surface / site / soil})  
Great for use on hard, non-porous surfaces (in the kitchen)  
Improved {insert soils} removal  
(It gives you) 4 cleaning actions in one bottle  
Keep your (kitchen) ({insert surface / site}) clean every day  
Leaves ({insert surface / site}) (surfaces) (clean) (deodorized) (and) (sparkling) (shining)  
Leaves no (dull) (filmy) (sticky) residue  
Lysol's® best (ever) (4 in 1) (antibacterial) (kitchen) (grease) (remover) (cleaner)  
Makes your (cleaning) job easier in the kitchen  
No need to dilute  
Non-abrasive formula (will not scratch surfaces)  
(Now) Better than ever on grease  
(Now) Cleans (tough) grease better than ever (before)  
Our best (kitchen) (cleaning power) (cleaner) (remover)  
Our best (kitchen) (grease) (and) (cutter) (remover) (cleaner) ever  
Perfect for use (on) (the) ({insert surface / site / soil})  
Perfect for everyday use on {insert surface / site / soil}  
Powerful (cleaning action) (grease cutter)  
Powerful (cleaning formula) (with) (powerful) (grease) (cutting) (agents)  
Powerful (fast acting) (antibacterial kitchen) cleaner  
Powers through your toughest cleaning jobs  
Quick cleaning (on) (the) ({insert surface / site})  
Ready to use (multi-purpose) ({insert surface}) (kitchen) (cleaner)  
Releases powerful cleaning agents on contact  
Specially designed to (penetrate) (and) (dissolve) (remove) (destroy) (tough) (the toughest) (stubborn) {insert soils}  
Starts to work before you do  
The smell of (LYSOL®) clean  
(This product) will help you keep your kitchen clean and disinfected from bacteria  
Tough on greasy soils  
Uniquely formulated to remove tough grease (and grime)  
Use on {insert surfaces / site / soils}  
Use (this product) to clean {insert surface / site / soil}  
Use only one product to get a streak-free shine plus antibacterial action  
Where to use: {insert surface / site}  
Works on a wide range of kitchen surfaces



**NOTE:** Bracketed information is denoted as: << directive >>, { insert as noted }, ( optional text ), [ required qualifier ].  
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To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.  
The product label must identify the specific bacteria, virus, fungus & mold.

70916

<< Front or Back Panel – Cleaning & Deodorizing claims - use as bullet point or in paragraph format >>

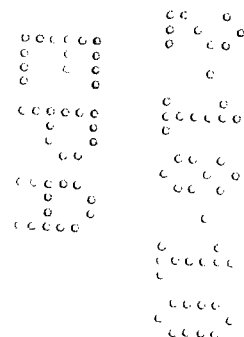
(Effective) (Effectively) (Effortlessly) (Quickly) (Fast)  
(Cleans) (Cuts) (Cuts through) (Degreases) (Destroys) (Dissolves) (Eliminates) (Penetrates) (Powers away)  
(Powers through) (Removes)  
(the following) (tough) (the toughest) (even the toughest) (stubborn) (everyday) (kitchen)  
(baked on) (burnt on) (food) (grease) (grease and grime) (dirt and grime) (stains) ({insert surface / site / soil})  
(without streaking) (and) (with no bleach)

(x%) Better at (cutting) (removing) (eliminating) (tough) (kitchen) grease)  
(x%) Better than ever on (tough) grease  
(x%) Better than ever on (tough) (baked on) (burnt on) (grease) (food)

Advanced cleaning power formula  
Antibacterial cleaning action (on hard, non-porous surfaces) for kitchens.  
Antibacterial glass and surface cleaner  
Better grease – fighting power!  
Better grease – fighting power than before  
Better grease – fighting power than ever  
Better grease – fighting power  
Better grease – fighting power  
Better grease removal!  
Better grease removal than before  
Better grease removal than ever  
Better grease removal  
Better grease removal  
Better than ever (grease cutter) (stain fighter) (on tough grease)  
Better than ever on grease  
Cleans x (countertops) (square fee) (area)  
Cleans {insert soils} x% faster  
Cleans ({insert surfaces / sites}) (surfaces) to a streak-free shine (with no bleach) (without leaving a residue behind)  
Cleans and (disinfects) (sanitizes) (kitchens) ({insert surface / site})  
Cleans and sanitizes non-food contact surfaces  
Cleans and shines  
Cleans and shines (many hard, non-porous surfaces) ({insert surfaces / sites})  
Cleans better than ever (before)  
Cleans (kitchen) (grease) better than ever  
Cleans (kitchen messes) (food spills)  
Cleans (kitchen surfaces) (without leaving a dull residue behind) (fast)  
(Cleans) (Removes) (Eliminates) (Destroys) stains  
(Cleans) (Removes) (Eliminates) (Destroys) baked on food  
(Cleans) (Removes) (Eliminates) (Destroys) burnt on food  
Cleans (kitchen) (floor) surfaces to a streak-free shine  
Cleans (tough) grease and grime  
(Cleans) (disinfects) (sanitizes) (and) (removes offensive odors from) {insert surface / site / soil}  
(Cleans) (eliminates) stubborn (nasty) stains  
Cleans everyday kitchen messes  
Cleans kitchen surfaces  
Cleans everyday (tough) kitchen messes (fast).  
Cleans the toughest soils  
Cleans to a brilliant shine  
Cleans to a streak-free shine  
Cleans tough messes fast  
Cleans without leaving a dull residue behind  
Complete Clean  
Confidence in cleaning  
Contains (powerful) (effective) (fast acting) grease cutters.  
Controls (kitchen) odor-causing bacteria  
(Cuts) (Cleans) (Controls) (Dissolves) grease (fast) (quickly).  
(Cuts) (Cleans) greasy dirt and grime in kitchens (fast)  
(Cuts) (Cleans) kitchen grime and soils (fast)  
Cuts cleaning time

<< Front or Back Panel – Cleaning & Deodorizing claims - continued >>

Cuts grease  
Cuts grease x% better than the leading kitchen cleaner



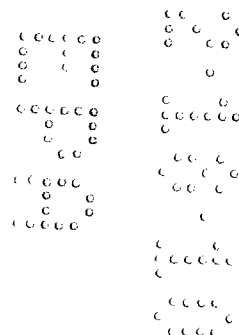
**NOTE:** Bracketed information is denoted as: << directive >>, { insert as noted }, ( optional text ), [ required qualifier ].  
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To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.  
The product label must identify the specific bacteria, virus, fungus & mold.

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Cuts grease and grime  
Cuts through grease and grime  
Cuts through (tough) kitchen (grease) (grime) (soils) (and) messes  
Cuts tough grease  
Degreases and deodorizes  
Deodorizes and sanitizes as it cleans  
(Destroys) (Cuts) (Powers through) (Removes) (tough) grease (and) grime  
(Destroys) (Eradicates) (Powers away) (Powers through) (cleans) (wipes away) (removes) tough grease and grime  
Destroys (stains) on impact  
Destroys (the) tough(est) {insert soils}  
Easily removes food stains like {insert soils}  
Effective – prevents mold and mildew stains.  
Effortlessly removes stubborn (nasty) stains  
Eliminates food odors (like garlic) left behind (on food surfaces) (after cooking)  
Eliminates grease without streaking  
(Eliminates) (Removes) tough odors (left behind) (from) (pets) (smoke) (cooking)  
Eliminates stains  
Eliminates tough (kitchen) grease and grime  
(Even) removes allergens<sup>††</sup>  
Even the (toughest) (kitchen) (grease) ({insert soils}) disappear right before your eyes  
For a beautiful streak-free shine, just spray and wipe clean with a (paper towel) (cloth).  
For a better (4 in 1) (kind of) clean  
Freshens {insert surface / site}  
Gives you streak-free cleaning (on most kitchen surfaces from appliances to greasy stovetops)  
Gives you streak-free shine while it cleans  
Gives you the power of specialty cleaners in one bottle  
Glass and surface cleaner with antibacterial formula  
Great on glass  
Maximum cleaning power  
No mix (cleaner) (cleaning)  
Non-food contact surface sanitizing cleaner  
(Penetrates) (Dissolves) (Removes) (Destroys) even the toughest {insert soils}  
(Penetrates) (Loosens) (Eliminates) (tough) stains (like) ({insert soils})  
(Penetrates) (and) Powers through (tough) grease (better than ever)  
Penetrates and dissolves tough {insert soils}  
Powerful cleaning formula dissolves (tough) (stains) ({insert soils})  
Powers out {insert soils}  
(Powers through) (cuts) (cleans) (tough) (household) (messes) (including) (kitchen) (grease) (and) (grime) (stains)  
(Powers through) (Eliminates) (Destroys) (tough) grease (and) grime  
Powers through even your toughest messes in the kitchen  
Powers through the toughest burnt on food  
Powers through tough messes (including kitchen grease and grime).  
Quickly cleans ({insert surface / site}) (surfaces) to a streak-free shine (with no bleach) (without leaving a residue behind)  
Quickly degreases and deodorizes  
(Quickly) (Destroys) (stubborn) (nasty) stains  
(Quickly) (Effortlessly) (Removes) (Cleans) the following: {insert surface / site / soil}  
(Reduces) (removes) (eliminates) (controls) (neutralizes) (the most) (common)  
(household) (allergens) (around your home) (around your kitchen) (around your bathroom) (on your floors)<sup>††</sup>  
(Reduces) (removes) (eliminates) (controls) (neutralizes) {insert allergens}  
Removes 90% of allergens<sup>††</sup>  
(Removes) (Cleans) the following: {insert surface / site / soil}  
(Removes) (Eliminates) {insert soils}  
(Removes) (Eliminates) Stains  
Removes tough food stains  
Removes tough dirt and grime  
Removes (tough) (everyday) {insert soils}  
Sparkling shine  
Stain fighting power (and complete disinfection)

<< Front or Back Panel – Cleaning & Deodorizing claims - continued >>

Stains disappear before your eyes  
Starts cleaning on contact  
(Starts to) dissolve(s) {insert soils} right before your eyes  
Streak-free cleaning  
Streak-free shine



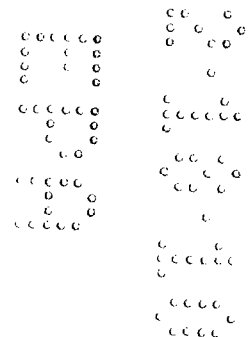
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To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.  
The product label must identify the specific bacteria, virus, fungus & mold.

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Surface cleaner with antibacterial formula  
(The) Toughest stains (instantly) disappear  
(This product's formula) cleans and shines  
Thoroughly cleans surfaces throughout the kitchen (to a streak-free shine)  
Tough on (burnt on) (baked on) (food) (grease) (greasy soils)  
Watch {insert soils} (start to) disappear  
Watch {insert soils} (start to) (disappear) (dissolve) right before your eyes  
Watch the toughest stains disappear  
Wipes away everyday grease and grime

<< Back panel – non-living allergen removal claim qualifier >>

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



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<< Front or Back Panel – Sanitizing - Hard, non-porous surface claims - use as bullet point or in paragraph format >>

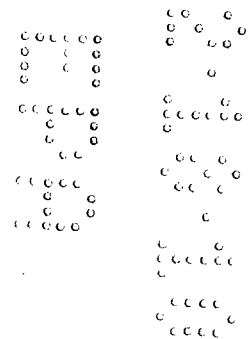
An effective (fast acting) non-food contact surface sanitizer (for use on {insert surface / site})  
An effective non-food contact surface sanitizer for use in the kitchen  
Cuts tough grease and grime and kills 99.9% of bacteria (in the kitchen) (on) ({insert surface / site})\*\*\*  
Eliminates 99.9% of bacteria\*\*\*  
Eliminates 99.9% of (household) bacteria (in 30 seconds)\*\*\*  
Fast Acting Sanitizer  
Great for use as a non-food contact surface sanitizer on {insert surface / site}  
Kills 99.9% of bacteria\*\*\*  
Kills 99.9% of bacteria for a deep down clean\*\*\*  
Kills 99.9% of bacteria for a healthy home (environment)\*\*\*  
Kills 99.9% of (household) bacteria (in 30 seconds)\*\*\*  
Sanitizes as it cleans  
Sanitizes (and deodorizes) hard, non-porous surfaces throughout your kitchen  
Sanitizes hard, non-food contact surfaces  
Sanitizes (hard, non-porous surfaces) (in the kitchen)  
Sanitizes ({insert surface / site}) (non-food contact surfaces) in 30 seconds\*\*\*  
Sanitizes without bleaching  
(A) Versatile and convenient sanitizer for hard, non-porous surfaces

Kills 99.9% of the following (household) bacteria commonly found in kitchens on hard, non-porous surfaces in 30 seconds: (Escherichia coli O157:H7) (and) (Salmonella enterica)

<< Back Panel – Sanitizing claim qualifier >>

\*\*\* Kills 99.9% of (Escherichia coli O157:H7) (Enterococcus faecalis [VRE]) (Klebsiella pneumoniae) (Salmonella enterica) (Staphylococcus aureus) (Staphylococcus aureus [MRSA]) (and) (Streptococcus pyogenes) (on hard, non-porous surfaces) (in 30 seconds).

\*\*\* (This product) is a sanitizer for hard, non-porous, non-food contact surface areas in 30 seconds against: (Escherichia coli O157:H7) (Enterococcus faecalis [VRE]) (Klebsiella pneumoniae) (Salmonella enterica) (Staphylococcus aureus) (Staphylococcus aureus [MRSA]) (and) (Streptococcus pyogenes) (according to the Non-Food Contact Surface Sanitizer method).



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<< Front or Back Panel – Disinfecting claims - use as bullet point or in paragraph format >>

4-in-1 action (formula) kills 99.9% of germs\*\*  
A disinfecting (non-food contact surface) cleaner for use on {insert surface / site}  
Can help prevent cross-contamination of (household) bacteria\*  
Cleans and disinfects kitchens  
(Controls) (Prevents) (Inhibits) (the growth of) mold and mildew  
Disinfects (and) (deodorizes) hard, non-porous surfaces  
Disinfects as it cleans  
Disinfects (deodorizes) (and) (Sanitizes) as it cleans  
Effective against\*\*:  
Eliminates (kitchen) (odor-causing) bacteria\*  
Eliminates bacteria from (kitchen) surfaces.\*  
Eliminates (Kills) odors caused by (bacteria) (mold and mildew) (and) non-fresh foods)\*  
(Gives you) (full) (complete) (total) disinfection  
Kills Avian Influenza A Virus on pre-cleaned (environmental) surfaces (in 30 seconds)  
Kills (99.9% of) bacteria\*  
Kills (99.9% of) bacteria and viruses\*\*  
Kills (99.9% of) viruses and bacteria\*\*  
Kills (99.9% of) germs\*\*  
Kills (99.9% of) germs with (its) 4-in-1 action\*\*  
Kills (99.9% of) (E. coli) (Salmonella) ({insert microorganisms})  
Kills (kitchen) (household) (odor-causing) bacteria\*  
Kills bacteria commonly found in the kitchen\*  
Kills bacteria for a deep down clean\*  
Kills (kitchen) germs\*\*  
Kills germs and controls the growth of mold and mildew\*\*  
Kills germs that ordinary cleaners don't\*\*  
Kills germs while it cleans\*\*  
Kills (household) bacteria (in 10 minutes) (commonly found in kitchens) (on hard, non-porous surfaces in 10 minutes)\*  
Kills (household) bacteria (and sanitizes without bleaching)\*  
(Kills) (Destroys) (Eliminates) germs (that ordinary cleaners don't)\*\*  
(Kills) (Eliminates) odor-causing bacteria in the kitchen\*  
Kills bacteria commonly found in kitchens (in 10 minutes)\*  
Kills bacteria and viruses on hard, non-porous (kitchen) surfaces in 10 minutes\*\*  
Kills more than 99.9% of bacteria and viruses\*\*  
Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu)  
Kills Pandemic 2009 H1N1 influenza A virus  
Kills viruses†  
Leaves a (long-lasting) (fresh) (clean) scent  
Leaves your {insert surface / site} with a fresh, clean scent  
Quickly eliminates (foul) (filthy) (lingering) (food) odors  
Removes bacteria\*  
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 again (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).  
Starts to kill on contact  
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 viruses tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu)  
Total disinfection for your kitchen surfaces

<< Back Panel – Disinfection claim qualifier >>

\* Kills (99.9% of) (Campylobacter jejuni) (Enterococcus faecalis [VRE]) (Escherichia coli O157:H7) (Listeria monocytogenes) (Pseudomonas aeruginosa) (Salmonella enterica) (Staphylococcus aureus) (Staphylococcus aureus [MRSA]) (and) (Streptococcus pyogenes) (on hard, non-porous surfaces) (in 10 minutes).

\*\* Kills (99.9% of) (Campylobacter jejuni) (Enterococcus faecalis [VRE]) (Escherichia coli O157:H7) (Listeria monocytogenes) (Pseudomonas aeruginosa) (Salmonella enterica) (Staphylococcus aureus) (Staphylococcus aureus [MRSA]) (Streptococcus pyogenes) (Herpes Simplex Virus Type 1 & 2) (Human Immunodeficiency Virus Type 1 [HIV-1 AIDS Virus]) (and) (Avian Influenza A [H1N1] Virus) (on hard, non-porous surfaces) (in 10 minutes).

† Kills (99.9% of) (Herpes Simplex Virus Type 1 & 2) (Human Immunodeficiency Virus Type 1 [HIV-1 AIDS Virus]) (and) (Avian Influenza A [H1N1] Virus) (on hard, non-porous surfaces) (in 10 minutes).

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<< Front or Back Panel – PROFESSIONAL USE ONLY - claims >>

**NOTE:** The terms cafeteria, kitchen and break room may be used interchangeably in any of the listed claims found throughout this document for Professional Use branded products.

(Hospital) (Institutional) (Industrial) (Commercial) (Professional) (Kitchen) (Cafeteria)  
(Cleaner) (Deodorizer) (Disinfectant) (Sanitizer)  
Formulated for (hospital) (institutional) (industrial) (commercial) (professional) use  
Formulated for medical institution's (infection control program) needs  
Meets AOAC Germicidal Spray Products efficacy test standards for hospital disinfectants

Professional Use Sites:

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

<< 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 <sup>(1)</sup> is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body; or <sup>(2)</sup> 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.

<< IMPORTANT: The following is required for PROFESSIONAL USE products making claims against : >>

**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 HIV-1 [associated with AIDS].

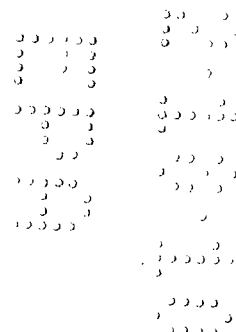
**SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 OF SURFACES / OBJECTS SOILED WITH BLOOD / BODY FLUIDS:**

**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.

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



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<< Back Panel - Use directions – IMPORTANT: Advisory statements must be included were appropriate >>

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

**To Operate:** Turn nozzle counter clockwise to preferred usage.

**To Operate:** Turn nozzle to ("ON") (desired) position.

**(To Operate): To Open:** Lift tab up, push back and press tab down to lock into open position.

**To Close:** Release tab from locked position, push tab down and snap closed.

**To Refill (Bottle):** Remove trigger sprayer. Pour in product from refill container and replace trigger.

**To Refill (Bottle):** Remove trigger unit from empty bottle and attach to new bottle.

**To Clean (/ Deodorize) (/ Remove Allergens<sup>††</sup>):** (Spray) (Apply to) surface until thoroughly wet. Wipe with a clean cloth or sponge. No rinsing required.

**To Clean Greasy Soil:** Allow product to sit 15-20 seconds to penetrate soil before wiping clean. Repeat if necessary.

**To Clean (Household) (and) (Kitchen) Surfaces:** (Spray) (Apply to) dirty (soiled) area, wipe clean. No rinsing required.

**To Sanitize / Disinfect:** Pre-clean surface. (Spray) (Apply to) surface until thoroughly wet.

**To Sanitize:** Leave for 30 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.

<< Advisory Statements – must be included were appropriate >>

Can be used in cleaning tools that recommend the use of (this product).

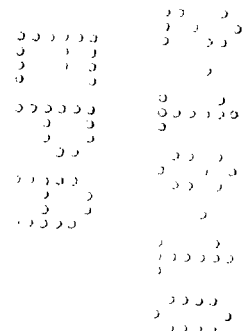
(Does not) (Will not) harm most (kitchen) surfaces.

On painted surfaces test a small inconspicuous area first.

Rinse all food contact surfaces with potable water.

This product is not recommended for use on (natural) (marble), (brass) (acrylic plastic) or (finished wood) surfaces).

Do not use on (eating / cooking utensils, glasses / dishes or cookware) (unfinished, oiled or waxed wood floors) (outdoor patio furniture cushions and pillows).



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<< This page is for information purposes only. >>

<< Disinfection – Hard non-porous surfaces >>

<< Bacteria >>

(ATCC # 29428)	Campylobacter jejuni
(ATCC # 51299)	Enterococcus faecalis [VRE]
(ATCC # 43888)	Escherichia coli O157:H7
(ATCC # 7644)	Listeria monocytogenes
(ATCC # 15442)	Pseudomonas aeruginosa
(ATCC # 10708)	Salmonella enterica
(ATCC # 6538)	Staphylococcus aureus
(ATCC # 33592)	Staphylococcus aureus [MRSA]

<< Virus >>

	Herpes Simplex Virus Type 1 & 2
	Human Immunodeficiency Virus Type 1 [HIV-1] [AIDS Virus]
	Influenza Virus Type A <sub>2</sub> [Japan] (flu virus)
(ATCC # VR-98)	(Avian) Influenza A [H1N1] Virus (Strain A/Malaya/302/54)

<< Fungistatic – Hard non-porous surfaces >>

<< Fungi >>

(ATCC # 6275)	Aspergillus niger (mold & mildew)
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<< Sanitization – Non-Food Contact Surfaces >>

<< Bacteria >>

(ATCC # 43888)	Escherichia coli O157:H7
(ATCC # 51299)	Enterococcus faecalis [VRE]
(ATCC # 4532)	Klebsiella pneumoniae
(ATCC # 10708)	Salmonella enterica
(ATCC # 6538)	Staphylococcus aureus
(ATCC # 33592)	Staphylococcus aureus [MRSA]
(ATCC # 12384)	Streptococcus pyogenes

**Symbol Designation – used on product labels:**

Single asterisk (*)	bacteria* / fungi*	used for identifying disinfection against specific bacteria.
Dagger (†)	viruses†	used for identifying disinfection against specific viruses.
Double asterisk (**)	germs**	used for identifying disinfection against specific bacteria and viruses or fungi.
Triple asterisk (***)	sanitizes***	used for all claims of sanitization
Double Dagger (††)	allergens††	used for identifying the removal of specific non-living allergens

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Soils / Odors: (Graphic – depicting soil)

Bacon fat	Food odors	Outdoor grime
Beverage stains	Food stains	Pancake mix
Blood stains	Gravy	Pen / Ink marks
Burnt / Baked on food	Grease (splatter)	Pet odors
Coffee	Grime	Pet stains
Cooking / Smoke odors	Hard Water stains	Stains / Soils
Cosmetic stains	Heel / Scuff marks	Smears / Smudges
Crayon / Pencil marks	Juice / Wine stains	Tea
Dirt (greasy dirt)	Lime scale	Tomato sauce
Eggs	Mud	Tough stains / soils
Fingerprint / Handprint	Oil	

Cockroach debris	Dust mite debris	Hair
Cockroach matter	Dust mite matter	Pet dander
Cockroach particles	Dust mite particles	Pet hair

Chrome ~	Glass	Metal (Tin)
Copper	Glazed ceramic	Mirror
Crystal	Glazed porcelain	Plastic laminate
Enamel	Glazed tile	Stainless steel ~
Fiberglass ~	Linoleum	Vinyl

Appliance exterior	Metal blinds
Cabinet (non-wood)	Microwave exterior
Chair (non-wood)	Outdoor patio furniture (non-wood) (except cushions & wood frames)
Computer / TV screen	Oven (door)
Counter (countertop)	Painted woodwork
Door knob (handle)	Patio door
Exhaust (fan) (hood)	Picnic table (non-wood)
Faucet	Plastic (laundry) (basket) (hamper)
Fixture (chrome) (stainless steel)	Range / Stove (hood)
Floor (glazed ceramic / porcelain tile)	Refrigerator / Freezer exterior
Floor (linoleum)	Shelves (drawers)
Floor (vinyl)	Sink (basin)
Garbage (can) (pail)	Stove (stovetop)
Glass topped furniture	Table (tabletop) (non-wood)
Glazed ceramic / porcelain tile	Telephone
Grill (Bar-B-Q) exterior	Washable (wall) (wallpaper)
Highchair (non-food contact area)	Water fountain
Light fixture	Window (windowsill)

A collection of 20 small, stylized line drawings of various birds, including sparrows, finches, and songbirds, arranged in a grid-like fashion. The birds are depicted in various poses, some facing left, some right, and some in profile. The drawings are simple, using only outlines and minimal shading to define the birds' shapes and features. They are arranged in a roughly rectangular grid, with some birds appearing in pairs or small groups. The overall style is minimalist and artistic, suitable for a decorative or educational purpose.

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**PRECAUTIONARY STATEMENTS:** Hazards to Humans and Domestic Animals

**WARNING:** Causes substantial but temporary eye injury. Do not get in eyes, on skin or on clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals.

<< Trigger bottle >>

FIRST AID	
If in eyes	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a Poison Control Center or doctor for treatment advice.</li></ul>
If on Skin or Clothing	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li><li>• Call a Poison Control Center or doctor for treatment advice.</li></ul>
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-800-677-9218). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< Pourable container >>

FIRST AID	
If in eyes	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a Poison Control Center or doctor for treatment advice.</li></ul>
If on skin or clothing	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li><li>• Call a Poison Control Center or doctor for treatment advice.</li></ul>
If swallowed	<ul style="list-style-type: none"><li>• Call a Poison Control Center or doctor immediately for treatment advice.</li><li>• Have person sip a glass of water if able to swallow.</li><li>• Do not induce vomiting unless told to do so by the Poison Control Center or doctor.</li><li>• Do not give anything by mouth to an unconscious person.</li></ul>
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-800-677-9218). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< Storage and Disposal language >>

<< Trigger bottle >>

**STORAGE AND DISPOSAL:** Store in areas inaccessible to small children. Keep securely closed. Refillable. Refill trigger bottle only with this product. If not refilling, discard in trash or offer for recycle. Do not reuse this trigger bottle for any other purpose.

<< Pourable container >>

**STORAGE AND DISPOSAL:** Store in areas inaccessible to small children. Keep securely closed. Non-refillable container. Do not reuse or refill this container. Discard in trash or offer for recycle, if available.

<< Storage and Disposal language – Professional containers over 1 gallon >>

**STORAGE AND DISPOSAL**

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

**STORAGE:** Store in areas inaccessible to small children. Keep securely closed.

**PESTICIDE DISPOSAL:** Waste 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. Triple rinse (or equivalent). Follow pesticide disposal instructions for rinsate. Then offer for recycling or reconditioning, or puncture and dispose of in a sanitary landfill, or incineration, or if allowed by state and local authorities, by burning. If burned, stay out of smoke.

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