

<< Front Panel >>

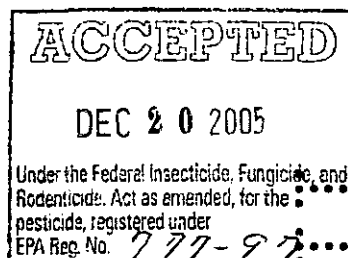
ACTIVE INGREDIENTS:

| | |
|---------------------------------|---------------|
| Triethylene Glycol | 5.40% |
| OTHER INGREDIENTS: | <u>94.60%</u> |
| TOTAL: | 100.00% |

KEEP OUT OF REACH OF CHILDREN

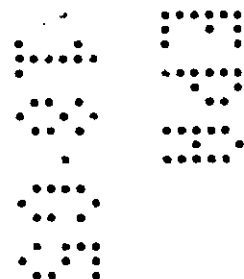
CAUTION: See back (side) panel for additional precautionary statements.

- NET WT.: 0.5 OZ. (14 g)
- 1.5 OZ. (42 g)
- 10 OZ. (283 g)
- 12 OZ. (340 g)
- 15 OZ. (425 g)
- 18 OZ. (510 g)
- 19 OZ. (538 g)



<< Front or Back Panel >>

EPA Reg. No.: 777-xx
 EPA Est. No.: 777-NJ-2
 See bottom or side (for Lot/Date code)
 Federal regulations prohibit CFC propellants in aerosols.
 Graphic Symbol (Contains no CFCs or other ozone depleting substances)



<< Back Panel >>

Questions? Comments? Call (1-800-228-4722)
 (or) Visit us at (www.lysol.com) (company/product website)
 Made in U.S.A. © RBI (year)
 Distributed by: Reckitt Benckiser Inc., Parsippany, NJ 07054(-xxxx)

<< Back Panel – Optional text >>

Steel Recycling Symbol
 Important facts (about this product):
 This can is made from an average of (xx)% recycled steel (xx% post-consumer).
 Encourage your local authorities to establish a program to recycle this (can) (container).
 (Licensed under) U.S. Patent Number 5,795,566

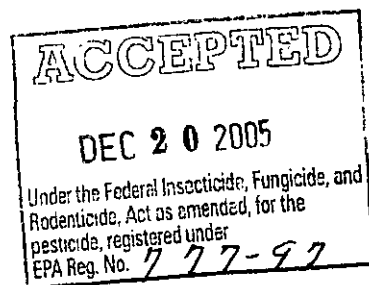
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<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

<< PRODUCT DESCRIPTORS >>

- Air Treatment
- Air Cleaner
- Air Sweeper
- Air Sanitizer

- Odor Eliminator
- Odor Remover
- Odor Destroyer
- Odor Buster
- Odor Sweeper



<< FRAGRANCE DESCRIPTORS >>

- | | | |
|----------------|----------------|--------------------------|
| Blue Sky | Clear Blue | Ocean Mist |
| Blue Breeze | Crisp Air | Pure Air |
| Blue Sky Water | Cool Air | Pure Breeze |
| Citrus Essence | Crystal Breeze | Sparkling Water(s) Scent |
| Citrus | Fragrance Free | Sea Breeze |
| Citrus Breeze | Fresh Air | Sky Fresh |
| Citrus Grove | Fresh Breeze | Spring |
| Citrus Fresh | Fresh | Spring Breeze |
| Citrus Field | Ocean Breeze | Spring Water(s) |
| Citrus Tree | | |

(Fresh) (Pleasant) {insert fragrance descriptor} (Scent) (Breeze) (Essence) (Fresh)
New Scent

<< PACKAGING CLAIMS >>

- | | |
|-----------------|---|
| Better Value | Personal Size |
| Big | Purse Size |
| Bonus Pack | Save Money By Buying Our Convenient Club Pack Size! |
| Club Pack | Special Pack |
| Club Size | Travel Pack |
| Convenient Size | Travel Size |
| Discreet Size | Trial Size |
| Economy Size | Value-Pack |
| Multi-Pack | Value Size |
| New Size | |

<< FRAGRANCE RELATED CLAIMS >>

Air so (clean) (clear) (pure) (fresh) (refreshed) you (can) (will) (immediately) (instantly) (smell) (notice) (welcome) (distinguish) (appreciate) the (freshness) (improvement) (difference).
 (Simply) Air so clean you can smell the freshness
 (Unlike Air Fresheners,) (Unlike some Air Fresheners,) (Unlike regular air fresheners,) (Unlike ordinary Air Fresheners,) there is no overpowering (smell) (fragrance) (scent)
 (This product) Leaves (behind) a (fresh) (light) (clean) (refreshing) (scent) (fragrance) (smell) (in) (the) (your) (air) (home)
 (This product) Eliminates odors (with no) (without a(n)) (heavy) (overpowering) (strong) (floral) fragrance
 (This product) Leaves (no odors behind) (an odor free room)
 (This product) Makes your home a fresher place to be.

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<< BRAND CLAIMS >>

Because it's from (the makers of) Lysol, you can trust it (to) (work) (remove) (destroy) (eliminate) (odors caused by bacteria in the air) (odors caused by airborne bacteria)
Because it's from (the makers of) Lysol, you can trust it (to temporarily reduce airborne bacteria) (to temporarily reduce bacteria in the air).
Helps protect your family from odor causing bacteria with this product
(Life Stinks:) (Neutra Air) (this product) (your odors) (it)
(This product) (is) from the makers of Lysol (brand products)

<< FORMULATION CLAIMS >>

(This product's) Formula binds to and then chemically reacts with odor molecules (in mid-air) (in the air) to neutralize them and effectively make them odorless.
This product contains (advanced) (patented technology) (breakthrough) (odor-eliminating) (ingredients) (that work in the air) (to) (eliminate) (remove) (destroy) (temporarily reduce) (odors) (in the air) (leaving) (the air) (smelling) (clean) (fresh)
(This product) (Works) (Patented technology) (combines with) (attacks) the odors to eliminate (it) (them) (from the air)

<< USE SITE CLAIMS >>

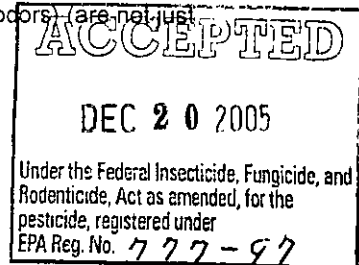
Great for bathrooms!
(This product) can be used (in) (around) {insert ROOMS from list below}
Use (this product) to temporarily reduce (the number of)(odor-causing bacteria) in your {insert ROOMS}
Use (this product) to eliminate (destroy) (take away) (sweep away) (tough) (odors) in your {insert ROOMS from list below}

<< AIR SANITIZING CLAIMS >>

It takes more than fresh air to clean your (home) (air) from (odor(s)) (odor-causing bacteria) (airborne bacteria)
(This product) (Cleans) (Sanitizes) the air (you breathe) (by temporarily reducing odor-causing bacteria) (by temporarily reducing airborne bacteria) (by temporarily reducing bacteria in the air)
(This product) (Cleans) (Sanitizes) the air by (temporarily reducing) (odor-causing) (bacteria) (airborne bacteria) (from) (in) (the air)
(This product) refreshes the air

<< ODOR REMOVAL CLAIMS >>

(This product) (Eliminates) (Removes) (Destroys) (Temporarily reduces) odors caused by (airborne bacteria) (bacteria in the air) (such as) (around) {insert ODORS from list below} (odor(s))
(This product) (Eliminates) (Removes) (Destroys) (Temporarily reduces) (bacterial odors) (non-bacterial odors) (such as) (around) {insert ODORS from list below} (odor(s))
(This product) is effective (against) (in) (eliminating) (removing) (destroying) (temporarily reducing) (taking away) (sweeping away) (tough) {insert ODORS from list below} (odors)
Unlike (other) (ordinary) (regular) air fresheners that (only) mask odors (temporarily), (this product) eliminates tough odors, such as {insert ODORS from list below} (odor(s))
(With this product) (You can) (be sure) (be confident) (that) (even) (tough) (lingering) (odors) (are not just masked) (but) (are) (actually) (eliminated) (removed).
(This product) eliminates odors by removing odor causing bacteria (in the air)
(This products) (Eliminates) (Destroys) odors



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<< BACTERIA CLAIMS >>

(Use) (With) (This product) (helps) Temporarily reduce (the number of) (airborne bacteria) (bacteria in the air) (contaminants) (in your home) (in any room) (by) (eliminating odors) (removing) (destroying odors) (sweeping away) (odors) (temporarily reducing airborne bacteria) (temporarily reducing odor causing bacteria) (in the air) (leaving) (to leave) (your home) (behind) (smelling) (a) (clean) (fresh) (pure) (light) (crisp) (fragrance) (scent)

(This product) (Helps) (temporarily reduce) the number of airborne odor causing bacteria in any room

(This product) Temporarily Reduces inanimate airborne contaminants

(This products) temporarily reduces (Removes) (Sweeps away) (Takes away) (airborne bacteria) (bacteria in the air) (odor causing bacteria in the air)

virtually

<< List of ODORS >>

- | | |
|----------------------------|-------------------------|
| bacterial odors | laundry (room) (basket) |
| basement | litter box |
| bathroom | mildew |
| cat litter | non-bacterial odors |
| cigar (smoke) | pet (sleeping area) |
| cigarette (smoke) | sick room |
| (dirty) diaper (pail) | smell(y) |
| (family) (pet) (dog) (cat) | smoke |
| food | stink(y) |
| garbage (can) (pail) | tobacco (smoke) |
| kitchen | toilet |

<< List of ROOMS >>

- all around the (home) (office)
- basement(s)
- bathroom(s)
- kitchen(s)
- laundry room(s)
- litter box(es)
- pet sleeping areas
- sick rooms
- virtually any area of the (home) (office)

ACCEPTED

DEC 20 2005

Under the Federal Insecticide, Fungicide, and Rodenticide, Act as amended, for the pesticide, registered under EPA Reg. No. 777-97

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<< Back Panel - Use directions >>

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

Shake well before each use. To temporarily reduce airborne odor-causing bacteria and eliminate odors, close all doors, windows, and air vents. Hold can upright, press button and spray towards the center of an average size room (12' x 12' x 9') for 10 seconds. For maximum effectiveness, relative humidity should be between 45% and 70%. Resume normal room ventilation after spray has settled. Repeat as necessary.

<< Back Panel >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

CAUTION: Do not spray directly in eyes.

| 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. |
| CONTACT NUMBER | |
| Questions? Comments or in case of an emergency, call toll free 1-800-228-4722. Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment. | |

<< Storage and Disposal language >>

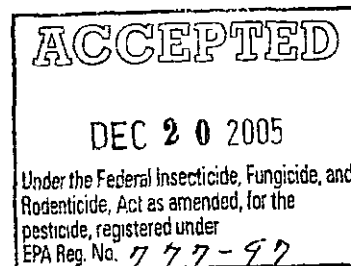
STORAGE AND DISPOSAL:

Store in original container in areas inaccessible to small children. Do not reuse empty container. Do not puncture or incinerate. (Replace cap and) Discard in trash.

<< Physical Hazards language >>

PHYSICAL HAZARDS:

Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.



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