777-101

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D.C. 20460

SEP 1 6 2010

OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

12.

Mary C. Pisculli Reckitt Benckiser Inc. Morris Corporate Center IV 399 Interplace Parkway Parsippany, NJ 07054-0225

Subject: ADP 10106 EPA Reg. No. 777-101 Application Dated: August 8, 2010 Receipt Date: August 20, 2010

Dear Ms. Pisculli:

This letter acknowledges receipt of the following notification submitted in connection with registration under the provisions of PR Notice 98-10 and the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) section 3(c).

# Proposed Notification:

Add price value statement >> 16 oz. for the price of 10"

# **General Comments:**

Based on a review of the material submitted, the notification to add a price value statement 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 me at <u>Campbell-mcfarlane.jacqueline@epa.gov</u> or call (703) 308-6416.

Sincerely,

aueline McFarlane

Product Manager (34) Regulatory Management Branch II Antimicrobials Division (7510P)

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EPA Form	1320-1A (1/90)		Printed on Recycled	l Paper		OFFICI	AL FILE COPY

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		Applicati	ion for Pe		e - Sectio	n I			
1. Company/Product Number			2. EPA				3.	Proposed	Classification
4. Company/Product (Nam		Jacqueline Campbell       PM#       None					<b></b>		
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5. Name and Address of Applic Reckitt Benckiser Inc. Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225		ZIP Code)	(b)(l), r to: EPA R	ny proc eg. No.	duct is simil	accordance ar or identica	in con	nposition	and labelin
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August 19, 2010

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Document Processing Desk (NON-NOTIF) Office of Pesticide Programs (7504P) U.S. Environmental Protection Agency Room S-4900, 4<sup>th</sup> Floor One Potomac yard 2777 S. Crystal Drive Arlington, Virginia 22202

Attention: Ms. Jacqueline Campbell, PM-34

Reference: Non-notification to add price value statement Product Name: ADP 10106 EPA Registration Number: 777-101 OPP ID Number: 305969

Dear Ms. Campbell:

This letter is to inform the agency that Reckitt Benckiser would like to add the follow price value statement to our master text label for the above referenced registration number.

16 oz. for the price of 10

As per PR Notice 98-10, Section IV. F. 7. this action is considered a non-notification; however, we would like this information added to the file.

In support of this registration action, I have enclosed (1) copy of the master text label with the above listed price value statement appearing as double underlined red font and the required EPA Application for Pesticide Registration Form 8570-1: OPP ID No. 305969. For convenience, I have included the Certification Statement per PR Notice 98-10 directly on this form.

If there is any other information that the agency needs to complete this submission, please feel free to contact me at 973-404-2715 or via email at mary.pisculli@rb.com. Thank you for your assistance with this registration action.

Sincerely,

Mary C. Pisculli Regulatory & Registration Compliance Specialist

ADP 10106 EPA Reg. No.: 777-101 .on-Notification: 08-19-2009 Page 1 of 11

<< Front Panel >>

ACTIVE INGREDIENTS:	
Triethylene Glycol	5.40%
Alkyl (50% C <sub>14</sub> , 40% C <sub>12</sub> , 10% C <sub>16</sub> )	
dimethyl benzyl ammonium saccharinate	0.05%
OTHER INGREDIENTS:	
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) 1.0 OZ. (28 g) 1.5 OZ. (42 g) 7.0 OZ. (198 g) 7.4 OZ. (209 g) 8 OZ. (226 g) 9 OZ. (255 g) 10 OZ. (283 g) 12 OZ. (340 g) 15 OZ. (425 g) 16 OZ. (454g) 18 OZ. (510 g) 19 OZ. (538 g)

<< Front or Back Panel >>

EPA Reg. No.: 777-101 EPA Est. No.: 777-NJ -2 13891-IN-001

61203-MA-001 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? (symbol of telephone) (1-800-228-4722) For ingredient (and other) information, (www.rbnainfo.com) Distributed by: Reckitt Benckiser Inc., Parsippany, NJ 07054(-xxxx) Made in {insert country} © RBI {insert year}

#### << Back Panel – Optional text >>

Steel Recycling Symbol		
Please recycle when empty	i c. e c	
Company Logo (Reckitt Benckiser) (rb)	() (	
Important facts (about this product):	* ; ;	
This can is made from an average of (xx)% recycled steel (xx% post-consumer).	¢	
Important: For directions for use and first aid instructions in Spanish, please call {insert phone numbe	നിം പ	г , ( С , (
Encourage your local authorities to establish a program to recycle this (can) (container).		
(Licensed under) U.S. Patent Number 4,840,792 << Robertet's formula >>		· · · ·
(Licensed under) U.S. Patent Number 5,795,566 << Robertet's formula >>		
(Licensed under) U.S. Patent Number 5,538,719 << Firmenich formula >>		
(Licensed under) U.S. Patent Number 6,610,648 << Givaudan formula >>		
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Learn more about (the importance of good hygiene habits) (and) (the many ways that Lysol<sup>®</sup> is promoting good hygiene habits) (for your family and community) go to www.spreadinghealth.com

NOTE:

Clate Reviewed; **Reviewed By** 

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

<< INTRODUCTORY 6-MONTH CLAIMS – will appear on the graphics label for 6 months the product is on shelf >>

			••••••		•		
Disinfe	ects, deodorizes with new	N	lew and Improved (Technology)	(N	lew) (Patented) (Techno	logy)	
fresh	, clean fragrance		(formula)		(formula)		
New			lew Fragrance		ew Scent		
	Advanced Odor Control	()	New) Improved Odor	N	ew Size		
(For	mula) (Technology)		(Elimination) (Eliminator) (Technology)				
(New)	Advanced Odor (Elimination	n) (İ	New) Improved Technology	(N	New) Ultimate Odor Elimi	nator	
	ninator) (Technology)	· · · ·	, , , , , , , , , , , , , , , , , , , ,	, c			
	Advanced) (Patented) Techn	lology N	lew {insert fragrance name}				
•			(scent)				
<<	Product Descriptors >>						
	2 in 1		Disinfectant	Mile	dewcide		
	Absolutely Fresh		Disinfectant Spray		lti-Purpose		
	Air + Surface		Disinfects		lti-Room		
	Air and Surface Sanitizer		Double Action		Iti-Surface		
	Air Sanitizer		Dual Action	Od	or Eliminator		
	Air Sanitizer & Surface Disir	nfectant	Dual Purpose	Od	or Remover		
	Air Treatment		Duo		or Destroyer		
	All in One		Finishing Touch	Od	or Buster		
	All Over Freshness		Fresh Air		or Sweeper		
	Antibacterial Action		Freshness Enhancer		nitizer		
	Antibacterial Spray		Fungicidal		nitizing Spray		
	Bactericidal		Fungistat	Tw			
	Bactericide		Mildewcidal	Un	iversally Fresh		
	Clean & Fresh (Scent)						
<<	Fragrance Descriptors >>						
	Blissful Escape Scent		Marine Coral Scent	Su	mmer Sunset Scent		
	Calming Tides Scent		MORNING DEW Scent	Su	ndrenched Garden Scen	t	
	Citrus Scent		Morning Linen Scent		n-Kissed Linen Scent		
	Coral & Ocean Breeze Scer	nt	Moonlight Dream Scent	Su	nny Fields Scent		
	Coral Summer Scent		Ocean Escape Scent	Su	nset Calm Scent		
	Crisp Linen Scent		Pacific Mist Scent	Su	n Sparkle Scent		
	Fragrance Free		Pure Shores Scent	Wa	armth & Light Scent		
	Fresh Laundry Scent		Pure Zen Scent	Wŀ	HITE BLOSSOM Scent		
	Fresh Scent		Shimmering Sunrise Scent	Wi	nd Blown Sheets Scent		
	Ginger & Green Tea Scent		Soothing Chai Scent	Ze	n Calm Scent		
	Herbal Renewal Scent		SPARKLING WATERS Scent	7e	n Escape Scent		
	Lavender Mist (Scent)		Summer Coral Scent			ιιι	
	Lavender Wist (Ocent)		Summer Solar Scent			ι <u>ι</u> ι(ις	
~	Packaging Claims >>					ες φ ¢ ι φ	
	i donuging olamo PP					υς ο	
	Better Value		Time (offer) (value) (bonus) (pac	k)	Travel Pack	ν ωυ ε	
	Big	Multi-Pa	ack		Travel Size		0 0 001010
	Bonus Pack		alue Pack		Trial Size		0 0
	Club Pack	Mega V	alue Size		Value-Pack		00 00000
	Club Size	Persona	al Size		Value Size	0	000000 00000 00000
	Convenient Size	Purse S	Bize		60% (Bonus) (More) (Fi	ree) (	
	Discreet Size		oney By Buying Our Convenient		Up to 100 uses per can	0000000	
		Club Pa	ack Size!			- - -	
	Economy Size	Special	Pack		16 oz for the price of 10	A //	

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

#### << Fragrance Related Claims >>

Air so (clean) (clear) (pure) (fresh) (refreshed) you (can) (will) (immediately) (instantly) (smell) (notice) (welcome) (distinguish) (appreciate) the (freshness) (improvement) (difference).

Complete Freshness

Destroy odors

For a (fresher) (healthier) home

For (exceptional) (extraordinary) freshness

For freshness that lasts

(For) Long lasting freshness

(For) ultimate freshness

Fresh air

Freshness lasts

**Remarkable Freshness** 

(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) (fresh) (refreshing) (lasting) (scent) (fragrance) (smell) (in) (the) (your) (air) (home)
- (This product) Eliminates odors (with no) (without a(n)) (heavy) (overpowering) (strong) (floral) fragrance
- (This product) Eliminates odors (at the source) (for) (ultimate) (complete) (freshness) (throughout your home) (a fresher home)

(This product) Leaves (no odors behind) (an odor free room)

(This product) lets you open your door to a clean and fresh smelling home.

(This product) Makes your home a fresher place to be.

Use this product for (ultimate) (complete) (freshness) (a light, fresh scent) (for a fresher home) (Use this product for) Ultimate Freshness

# << 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) (your odors) (it)

(This product) (is) from the makers of Lysol (brand products)

#### << Formulation Claims >>

Our Best Ever (formula) (Technology)

- (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 (patented technology) (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 {insert USE SITES from list on page 10}

- Use (this product) to temporarily reduce (the number of)(odor-causing bacteria) in your {insert USE SITES from list on page 10}
- Use (this product) to eliminate (destroy) (take away) (sweep away) (tough) (odors) in your {insert USE SITES from list on page 10}

Spray may leave hard floors slippery. Do not concentrate spray over hard floors.

# << Odor Removing Claims >>

3 in 1 – odor elimination (air sanitization) (surface disinfection)

Cleans (cleanses) (your air of odors) (the air you breathe)

Clean the air with (this product)

Directly targets source of odors

Eliminate (removes) (controls) (destroys) bacterial odors at the source (with this product) (for ultimate freshness) (and in the air)

Eliminate (removes) (controls) (destroys) bacterial odors (in the air)

Eliminate (removes) (controls) (destroys) odors caused by odor-causing bacteria (in the air)

Eliminate (removes) (controls) (destroys) odors (at the source) (&) in the air

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on page 10} (caused by odor-causing bacteria)

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (odors) {insert ODORS from list on page 10} unlike air fresheners (that) (which) only mask odors (temporarily).

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) (tough) (problem) odors (around)(such as) {insert ODORS from list on page 10}. {insert list of ROOMS from the USE SITES list on page 10}

(Eliminate(s)) (remove(s)) (control(s)) (destroy(s)) odors unlike air fresheners that only mask odors temporarily. Eliminate tough odors such as bathrrom odors, pet odors, smoke and food odors Eradicate odors.

Get odors out with (this product)

Kills (99.9%) of odor-causing bacteria

- Kills (99.9% of) (odor-causing) bacteria at the source (for ultimate) (complete) (freshness) (for a light, fresh scent) (for a fresher home)
- Kills (eliminates) (reduces) (controls) {list of ODORS from list on page 10} (odors) (caused by) (airborne) odorcausing bacteria.

Leaves no odors behind

This product ... air so clean you can smell the freshness

Odor (eliminator) (elimination)

Odor fighter

Solve odor problems at the source (with this product)

Targets odor causing bacteria for long lasting freshness

(This product) cleans the air we breathe

(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).

(This product) doesn't just (mask) (disguise) (cover up) odors, (it eliminates them).

(This products) (Eliminates) (Destroys) odors (caused by odor-causing bacteria)

(This product) eliminates odors by (removing)(killing) (controlling) odor causing bacteria (in the air)

(This product) (eliminates) (gets rid of) the (odors) (smells) (stinks) without just masking them.

(This product) is effective (against) (in) (eliminating) (removing) (destroying) (tough) {insert ODORS from list on page 10}

Ultimate odor eliminator

Unlike air fresheners that only mask odors temporarily, this product destroys odors in the air and kills 99.9% of odor-causing bacteria at the source, so odors do not come back

Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors

Unlike air fresheners that only mask odors, this product sanitizing spray eliminates tough odors such as smoke, food, mold, mildew, bathroom, and pet odors for freshness

Unlike air fresheners, which only mask odors temporarily, (this product) eliminates {insert ODORS from list on page 10}.

Unlike (other) (ordinary) (regular) air fresheners that (only) mask odors (temporarily), (this product) eliminates tough odors, such as {insert ODORS from list on page 10}

(With this product) (You can) (be sure) (be confident) (that) (even) (tough) (lingering) (odors) (are not just, masked) (but) (are) (actually) (eliminated) (removed).

Works to eliminates odors.

#### << Bacterial Claims >>

Clean (cleanse) your air of bacteria and their (bad) (odors) (smells) (stinks)

Keeps odors away by (destroying) (removing) (killing) (eliminating) (reducing) (controlling) odor-caubing.

Keeps (on) (killing) (destroying) (eliminating) (reducing) (Removing) (controlling) odor-causing bacteria in the air.

(Kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria (and eliminates their odors)

....

(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).

(This product) (controls) (kills) (eliminates) (destroys) airborne odor-causing bacteria (and eliminates their odors).

(This product) (controls) (kills) (eliminates) (destroys) odor-causing bacteria in the air (and eliminates their odors).

(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria

(This product) eliminates odors in the air by (killing) (controls) (reduces) (destroying) (eliminating) odor-causing airborne bacteria

(This product) (kills) (destroys) (controls) (reduces) (eliminates) (Removes) odor causing bacteria in the air (and eliminates their odors)

(This product) (kills) (controls) (destroys) (eliminates) (reduces) (Removes) odor causing airborne bacteria (and eliminates their odors)

(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor causing bacteria in the air (and eliminates their odors)

(This product) (kills) (destroys) (controls) (eliminates) (reduces) (Removes) odor-causing bacteria in the air - unlike air fresheners, which only mask odors.

(This product) (kills) (destroys) (eliminates) (reduces) (Removes) (controls) the odor-causing bacteria that cause (bad)(tough) {insert ODORS from list on page 10} (in the air)

(This product) (kills)(controls) (Eliminates) (Removes) (Destroys) (Reduces) odors caused by (airborne bacteria) (bacteria in the air) (such as) (around) {insert ODORS from list on page 10}

(This product) (kills) (controls) (Eliminates) (Removes) (Destroys) (reduces) (bacterial odors) (non-bacterial odors) (such as) (around) {insert ODORS from list on page 10}

# << 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) (from odor-causing bacteria)

(This product) (Cleans) (Sanitizes) the air by temporarily (reducing) (removing) (odor-causing) (bacteria) (airborne bacteria) (from) (in) (the air)

(This product) refreshes the air

Sanitizes the air (you breathe) (in your home)

# << Temporarily Action Claims >>

Temporarily reduces odor-causing (airborne) bacteria in the air

(This product) (Helps) (temporarily reduce) the number of airborne odor causing bacteria in virtually any room (to leave your home smelling clean and fresh)

(This product) (Helps) (temporarily reduce) the number of airborne odor-causing bacteria (in any room) {insert ROOM from USE SITES list on page 10}

(This product) Temporarily Reduces (odor causing) inanimate airborne contaminants

- (This products) temporarily (reduces) (Removes) (Sweeps away) (Takes away) (airborne bacteria) (odorcausing bacteria in the air) (odor causing bacteria in the air)
- (This product) temporarily (reduces) (Removes) (Sweeps away) odor causing bacteria from) {insert ODORS from list on page 10}
- (Use) (With) (This product) (helps) Temporarily reduce (the number of) (airborne odor-causing bacteria) (contaminants) (in your home) (in virtually any room) (by) (eliminating odors) (removing) (destroying odors) (temporarily reducing) (sweeping away) (odors) (temporarily reducing airborne odor-causing bacteria) (temporarily reducing odor causing bacteria) (in the air) (leaving) (to leave) (your home) (behind) (smelling) (a) (clean) (fresh) (pure) (light) (crisp) (fragrance) (scent)

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

# << Sanitizing - Hard non-porous, non-food contact surface claims >>

# (front / back panel claim)

An effective (fast acting) non-food contact surface sanitizer (for use in {insert USE SITES from list on page '(U)}) Fast Acting (Sanitizer)

Great for use as a non-food contact surface sanitizer in {insert USE SITES from list on page 10}. Kills (Destroys) (Eliminates) 99.9% of bacteria\*\*\* on hard, non-porous surfaces Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in 5 minutes.\*\*\*

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.

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Kills (Destroys) (Eliminates) 99.9% of bacteria on hard, non-porous (kitchen)(bathroom)(household) surfaces in 5 minutes.\*\*\*

Kills (99.9%) (of) (household) bacteria in (5 minutes) on hard, non-porous surfaces.\*\*\* Leaves (household) surfaces sanitized

(Sanitizes) (Kills) (99.9% of) (illness causing) bacteria\*\*\* and (neutralizes) (eliminates) (bacterial) odors (at the source) (for) (complete) (freshness) (throughout your home) (a fresher home) (a healthier home) (a fresh and healthy home) (a fresher and healthier home) (for a fresher and healthier home) (a fresher and healthier home) (for a fresher and healthier home)

Sanitizes (kitchen) (household) (bathroom) (restroom) (non-food contact) surfaces in (5 minutes).

Sanitizes (Kitchen) (household) (bathroom) (hard non-porous) (surfaces) in 5 minutes.

Sanitizer (Sanitizes)

5 minutes is all it takes to kill 99.9% of bacteria.\*\*\*

# (back panel qualifier)

\*\*\*Kills (destroys)(eliminates) 99.9% of (Enterobacter aerogenes) (Staphylococcus aureus) on hard, non-porous surfaces in 5 minutes.

# << Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format >>

An effective disinfectant, sanitizer (non-food contact surfaces) for use in the kitchen, bathroom, bedroom and other household areas.

(Controls)(Kills) odor-causing (germs\*\*) (bacteria\*)

Controls kitchen odors caused by bacteria\*.

Controls pet odors caused by (bacteria\*) (fungi).

Controls the flu virus (on hard non-porous surfaces)

Deodorizes by killing (many) (bacteria\*) (germs\*\*) (fungi) that cause odors, (ordinary non-germicidal sprays can't do this) Disinfection Control (Formula)

Disinfects {insert 'A - B' organisms from list on page 9} on hard non-porous surfaces.

Disinfects hard non-porous (food) (non-food) contact surfaces (in {insert USE SITES from list on page 10})

Disinfects ({insert USE SITES from list on page 10}) (and) ({insert USE SURFACES from list on page 10})

Disinfects and deodorizes by killing common (household) germs\*\* and controlling their odors.

Disinfects (sanitizes) and deodorizes by killing common (household) bacteria\* and controlling their odors. Dries quick, kills (germs\*\*) quick

Effective against (bacteria\*) (fungi)(virus<sup>†</sup>)(germs\*\*): {insert 'A – B' organisms from list on page 9} Eliminate odors at the source and in the air

Eliminates odors at their source

Eliminates (germs\*\*) (and) (odors) on hard non porous surfaces that you come into contact with everyday.

Eliminates (removes) odors (caused by) (bacteria\*)(germs\*\*) (mildew)

Eliminates (Removes) (bacteria\*) (fungi\*) (viruses<sup>†</sup>) (germs\*\*) from {insert USE SURFACES from list on page 10}

Fights germs and odors

Fights the Flu Virus (on hard non-porous surfaces)

Flu Virus Control (on hard non-porous surfaces)

(For use in) (homes) (as a) (disinfectant)

Gets rid of odors by killing the germs\*\* (that cause them)

Gets to the heart of odors

Great for spot disinfection - target performance

Helps prevent the build-up of odors by killing odor-causing bacteria\* (on hard non-porous food contact surfaces) Keeps (controlling) (killing) odor-causing germs (bacteria\*). Keeps (eliminating)(controlling)(killing) odor-causing germs\*\*. Keeps on (controlling) (killing)odor causing germs\*\*. Keeps odors away by (eliminating)(controlling)(killing) the (bacteria) (germs\*\*) that cause odor. Kills (disinfects) against {insert 'A – B– C' organism from list on page 9}

Kills 99.9% of germs\*\* and odor causing bacteria

Kills 99.9% of germs\*\* and odor causing bacteria so odors do not come back Kills (99.9% of) (illness causing) bacteria and (neutralizes) (eliminates) odors (at the source)

Kills (99.9% of) (illness causing) bacteria and (neutralizes) (eliminates) boors (at the source) Kills (99.9% of) (illness causing) (odor-causing) bacteria at the source

Kills germs\*\*, helps your house (home) smell cleaner

Kills germs\*\* (whenever) (where-ever) you need it

Kills (household) (kitchen) germs\*\*

Kilis Influenza A (Flu virus)

Kills (kitchen)(household)(bathroom)(germs\*\*)(bacteria\*)(fungi)

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Kills more than 99.9% of bacteria\* and viruses<sup>†</sup>

Kills (most) Household germs\*\*

Kills the (Influenza) (flu) virus

Kills (the following) (household) (kitchen) (germs\*\*)(bacteria)(viruses<sup>†</sup>)(fungi): {insert 'A – B– C' organisms from list on page 9} (in 10 minutes)

Kills (bacteria\*)(germs\*\*)

Prevents the growth of mold and mildew (on) (in) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 10}

On hard, non-porous, non-food contact surfaces this product kills the following (bacteria\*)(virus<sup>†</sup>)(fungi)(germs\*\*): {insert 'A – B' organisms from list on page 9}

Starts to kill on contact

Surface Disinfectant

(This product) (controls) (kills) the (germs\*\*), (bacteria\*) that cause unpleasant odors (at the source).

- (This product) deals with the root cause of the odor, leaving behind a fresh clean (home) (scent)
- (This product) (disinfects) (and) (sanitizes) the following surfaces {insert use surface from list on page 10}

(This product) (disinfects) (and) (sanitizes) (in) (the following areas) {insert USE SITES from list on page 10} (This product) (climinates) (kills) correction and (remeves) oders in the side

(This product) (eliminates) (kills) germs\*\* on surfaces and (removes) odors in the air

(This product) is a mildewstat and will effectively inhibit the growth of mildew and the odor caused by it when applied to hard non-porous surfaces.

(This product) kills {insert 'A – B' organisms from list on page 9} (in 10 minutes)

(This product) kills the germs\*\* that cause (bad) odors

# << Front or Back Panel – Surface Disinfecting & Deodorizing claims – use as bullet point or in paragraph format Cont. >>

(This product) kills bacteria\* on environmental surfaces in your home and in public places. (This product) kills (the following virus) (Influenza A) (on hard, non-porous surfaces) (in 10 minutes) (This product) prevents odors at their source caused by (germs\*\*), (bacteria\*) Treats, does not cover up Use this product (in) (under) (around) (on) {insert use site from list on page 10}

Use this product (on) {insert USE SURFACES from list on page 10}

Kills 99.9% of (bacteria\*) (germs\*\*) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 10}

Kills 99.9% of germs\*\* and odor causing bacteria\* (on hard surfaces)

Kills 99.9% of odor causing (bacteria\*) (germs\*\*) (on) (in)(odor) (hot spots) (such as) {insert USE SURFACES from list on page 10} {insert USE SITES from list on page 10}

(back panel qualifier for disinfecting "germs" – must choose at least 1 bacteria and/or 1 virus and/or fungus)

\*\*(This product) kills 99.9% of (Staphylococcus aureus) (Salmonella enterica) (Pseudomonas fluorescens) (Escherichia coli) (Escherichia coli O157:H7) (Proteus mirabilis) and (Influenza A) (Candida albicans) on hard, non-porous surfaces in 10 minutes

<< DISINFECTING CLAIMS (Hard non-porous, non-food contact surface) >>

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 at the Influenza A Virus and is expected to inactivate at the Influenza A Virus and Is expected to inactivate at the Influenza A Virus and Is expected to inactivate at the Influenza A Virus and Is expected to inactivate at the Influenza A Virus and Is expected to inactivate at the Influenza A Virus and Is expected to inactivate at the Influenza A Virus and Is expected to inactivate at the Influenza A Virus at the Infl

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

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

Kills Pandemic 2009 H1N1 Influenza A Virus.

# << Back Panel - Use directions IMPORTANT: Advisory statements must be included where appropriate; pictograms showing use direction where applicable >>

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

<< For the 1.0 oz size >>

To Unlock Cap: Turn counterclockwise (1) (2) (clicks). Lock cap, after use.

<< Directions for air sanitization>>

(For Air Sanitization) (To Sanitize the Air): 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.

<< Directions for Surface Disinfection >>

For Surface Disinfection and Sanitization: Preclean surfaces prior to use. Shake well before each use. Hold can (container) upright 6" to 8" from surface. Spray 2 to 3 seconds until covered with mist.

To Deodorize: Spray on surfaces as needed.

To Sanitize: Let stand for 5 minutes and allow to air dry.

To Disinfect: Let stand for ten (10) minutes and allow to air dry.

Rinse all toys and food contact surfaces with potable water after use.

To Control and Prevent (the Growth of) Mold & Mildew (and their Odors) (on Hard, Non-porous **Surfaces):** Apply to pre-cleaned surface. Allow to remain wet for 10 minutes. Let air dry. Repeat applications in weekly intervals or when mold and mildew growth appears.

#### << Advisory Statements >>

Do not use on polished wood, painted surfaces, leather, rayon fabrics, or acrylic plastics. Does not harm most (bathroom) (restroom) surfaces. For other surfaces, spot test in an inconspicuous area. Do not use on utensils, glasses and dishes.

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.

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<< Back Panel >>	
IMPORTANT: All organisms must be identified by gen Abbreviations may be included bu	
<< Hard non-porous surfaces >>	
< A. 10-min Disinfection against Bacteria >>	(Methicillin Resistant) Staphylococcus aureus (Staph) (MRSA) (ATCC # 33592) Staphylococcus aureus (Staph) (ATCC # 6538) Salmonella enterica (Salmonella) (ATCC # 10708) Pseudomonas fluorescens (ATCC # 6972) Escherichia coli (E. coli) (O157:H7) (ATCC # 43888) Proteus mirabilis (ATCC # 25933)

Influenza A Virus (Flu virus) (ATCC VR-544, Strain Hong Kong)

Candida albicans (ATCC # 10231)

Aspergillus niger (mold & mildew) (ATCC # 6275)

Staphylococcus aureus (Staphylococcus) (ATCC # 6538)

<< B. 10 Min. Disinfection against Virus >>

<< C. 10 Min. Disinfection against Fungi >>

<< D. Fungistatic against Fungi >>

Single asterisk (*) bacteria*	used for identifying	disinfection against specific bacteria
Dagger (†)	viruses <sup>†</sup>	used for identifying disinfection against specific viruses.
Double asterisk(**)	germs**	used for identifying disinfection against specific bacteria and virus and
		fungi.
Triple asterisk (***)	sanitizes***	used for claims of sanitization

<< E. \*\*\* 5 minute Sanitization against Bacteria >> Enterobacter aerogenes (ATCC # 13048)

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NOTE:

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#### << Back Panel >>

## << Surface / Use Site / Odors - May be listed on product label in plural form >> Surfaces: (Graphic – depicting surface)

Bathroom surfaces **Bed Frame Bed Springs** Bidet Brass Cat litter boxes Cement Chrome<sup>^</sup> clean-up carts sealed Concrete Copper Counter (Countertop) Crystal Cuspidors Desk (Diaper) changing (Counters) (tables) **Diaper Pails Dish Pails** 

**Dish Racks** Door Knob (handle) Dressing carts **Drinking Fountains** Enamel Faucets Fixtures garbage (cans) (pails) Glass Glass-topped Furniture Glazed ceramic tile **Glazed Porcelain** sealed Groute Hard non-porous surfaces (Household) tools Laminate (surfaces) Lamps Linen carts Marble (Cultured)

Marble (Synthetic) Marlite Metal<sup>^</sup> Metal Blinds Microwave (oven) exteriors Mirror No wax floors (non-wood) Cabinets Non-wood) chairs (non-wood) Highchair (non-wood) (Kitchen) (Non-wood) Outdoor (patio) Furniture Plastic (mattress covers) Porcelain (tile) Portable Toilet Recycling bins **Refrigerators (exteriors)** (Resilent)(ceramic)Floor

Sealed Granite Shower (Stall) (Area) Shower (curtain)(plastic)(liner) Sinks (basin) sealed Slate Sports equipment Stainless Steel<sup>^</sup> Table (tabletops) glazed Terra Cotta Tin Telephones Toilet (Seats) (areas) (Toilet) (Urinal) Exteriors Under sinks Vinyl (tile) Washable Wall Wheelchairs Windows (windowsills)

#### **^Non-Medical or Fixtures**

(house) (home)(office)

# **Use Sites:**

Attic

All around the

Automobile

Baby's room

Bathroom

Bedroom

Camper

Boat

(musty) Basement

#### (Graphic - depicting use site)

Car Closets (damp) Storage Area / Room Den / Study Dining Room Dorm Family Room Garage Home / House Home office (Home) Workshop Kid's room Kitchen Laundry Room litter box(es) Living Room lockers Mobile Home Mud Room Nursery Pet (sleeping) (areas) Playroom Sunroom Supermarket (grocery store) Tool Shed Vacation home Vehicles Virtually any area of the (home) (office)

#### ODORS

bacterial (odors) basement (odors) bathroom (odors) cat litter (odors) cigar (smoke) (odors) cigarette (smoke) (odors) cooking (odors) (dirty) diaper (pail) (odors) garbage (can) (pail) (odors) non-bacterial (odors)kitchen (odors)(family) (pet) (dog) (cat) (odors)food (odors)food (odors)laundry (room) (basket) (odors)litter box (odors)mildew (odors)mold (odors)toilet (odors)

pet (sleeping area) (odors) sick room (odors) smell(y) (odors) smoke (odors) stink(y) (odors) tobacco (smoke) (odors) toilet (odors)



# << Back Panel >>

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**PRECAUTIONARY STATEMENTS:** Hazards to Humans and Domestic Animals **CAUTION:** Do not spray directly in eyes.

	FIRST AID
If in eyes:	<ul> <li>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.</li> <li>Call a Poison Control Center or doctor for treatment advice.</li> </ul>
	CONTACT NUMBER
	mments or In case of an emergency, call toll free 1-800-228-4722. Have the ner or label with you when calling a Poison Control Center, or doctor, or going for

<< Storage and Disposal language >>

#### STORAGE AND DISPOSAL:

**PESTICIDE STORAGE:** Do Not Puncture or Incinerate! Store in original container in areas inaccessible to small children.

**PESTICIDE AND CONTAINER DISPOSAL:** Non-refillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

<< 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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