



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

September 29, 2021

Abbi Turner
Senior Regulatory Associate
Reckitt Benckiser LLC. D/B/A Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054

Subject: Label Amendment – Additional Use Directions, Storage and Disposal Language,
Update Marketing Claims and Images
Product Name: Lysol Brand Toilet Bowl Cleaner with Bleach
EPA Registration Number: 777-102
Received Date: August 21, 2020
Action Case Number: 00217956

Dear Ms. Turner:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. Pursuant to 40 CFR 156.10(a)(6) you must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process, FIFRA section 12(a)(1)(B). Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Assurance.

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Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Wanda Henson by phone at (703) 308-6345, or via email at henson.wanda@epa.gov

Sincerely,

A handwritten signature in black ink, appearing to read 'D Fuller', with a long horizontal stroke extending to the right.

Demson Fuller, Product Manager 32
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure

<< FRONT PANEL >>

ACTIVE INGREDIENT:

Sodium Hypochlorite 2.0%

OTHER INGREDIENTS: 98.0%

TOTAL: 100.0%

KEEP OUT OF REACH OF CHILDREN

WARNING: Eye and skin irritant.

See (back) (side) panel for additional precautionary statements and first aid. Use only in well-ventilated areas.

(NET CONTENTS:) X FL. OZ. ((X PT.) (X QT.) (X FL. OZ.)) X (mL) (L)

(X x X FL. OZ.) (EACH): X FL. OZ. ((X PT.) (X QT.) (X FL. OZ.)) X (mL) (L) TOTAL: X FL. OZ. ((X PT.) (X QT.) (X GAL.) (X FL. OZ.)) X (mL) (L)

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-102

EPA Est. No.:

- | | | |
|----------------------|-----------------------|------------------------|
| 312-WI-3 (Y) (YY) | 8251-WI-5 (Y) (YY) | 68058-IL-001 (Y) (YY) |
| 475-PA-001 (Y) (YY) | 09019-OH-1 (Y) (YY) | 69209-MA-001 (Y) (YY) |
| 777-CA-001 (Y) (YY) | 09019-OH-2 (Y) (YY) | 70424-CAN-001 (Y) (YY) |
| 777-GBR-001 (Y) (YY) | 11525-IL-1 (Y) (YY) | 74291-MO-001 (Y) (YY) |
| 777-GA-001 (Y) (YY) | 13891-IN-1 (Y) (YY) | 92309-NJ-1 (Y) (YY) |
| 777-NJ-2 (Y) (YY) | 38654-NJ-1 (Y) (YY) | 075371-IN-001 (Y) (YY) |
| 777-MEX-002 (Y) (YY) | 38654-PA-1 (Y) (YY) | 075371-IN-003 (Y) (YY) |
| 777-MO-1 (Y) (YY) | 50757-WI-1 (Y) (YY) | 082206-NY-003 (Y) (YY) |
| 777-MO-2 (Y) (YY) | 54487-GA-1 (Y) (YY) | XXXXX-YY-XX (Y) (YY) |
| 777-PA-1 (Y) (YY) | 58996-MO-1 (Y) (YY) | |
| 777-POL-001(Y) (YY) | 61203-MA-001 (Y) (YY) | |

(See bottom or side) (for) (Lot / Date code) (EPA) (Est.) (Establishment) (#) (No.) (Number)
(Beginning of) (batch) (lot) code indicates EPA (Est.) (Establishment) (#) (No.) (Number)
See (batch) (lot) code for EPA (Est.) (Establishment) (#) (No.) (Number)

<< BACK PANEL >>

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

For (more) ingredient (and other) information (visit) (www.rbnainfo.com)

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

US Patents: www.rb.com/patents

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

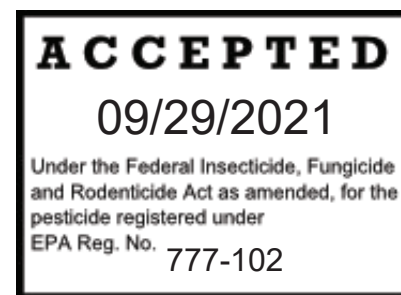
(Made in (U.S.A.) {insert country}) © {year} RB

Contains no phosphates.

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



Company graphic logo



<< FRONT / BACK PANEL – Option text >>



Limited Quantity Transportation Symbol

Important facts (about this product)

Encourage your state and local authorities to establish a program to recycle this (bottle) (container).

IMPORTANT: For directions for use and first aid instructions in Spanish, please call 1-877-843-3817.

<< Spanish Translation >>

IMPORTANTE: Para instrucciones de uso y primeros auxilios en español por favor llame al 1-877-843-3817.

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

Learn more about (the importance of good hygiene habits) (and the many ways that Lysol® is promoting good hygiene habits) (for your family and community), go to www.spreadinghealth.com.

(Download) (NOW) (Scan) (to)(the) (for) (FREE) ({Insert for Lysol® app logo}) ({Insert Apple App store icon}) ({Insert Google Play icon}) ({Insert Alexa icon})(!)

(Download)(Available) (at)(on) (the) ({Insert for Lysol® app logo}) ({Insert Apple App store icon}) ({Insert Google Play icon}) ({Insert Alexa icon}) ((to) (and) help track (the spread of) (the) (daily cold & flu) (illnesses)) ((to) (and) get prevention tips) ((to) (and) help stay ahead of cold & flu) ((to) (and) stay informed about the cold & flu) ((to) (and) learn more about the cold & flu) ((to) (and) / &) help track the daily cold (and / &) flu) (to) (and) (see what illnesses are going around) (on your phone) (with the (FREE) {Insert for Lysol® app logo}(!))

(Or) (just) Ask Alexa ({Insert Alexa icon}) ((to) (and) help track the daily cold & flu) ((to) (and) get prevention tips) ((to) (and) help stay ahead of cold & flu) ((to) (and) stay informed about the cold & flu) ((to) (and) learn more about the cold & flu) ((to) (see what illnesses are going around) ((to) help track the spread of illnesses) (with the (FREE) {Insert for Lysol® app logo}(!))

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Google Play and the Google Play logo are trademarks of Google LLC.

Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates

<< NOTE: Any claim may appear on FRONT / BACK panel in bullet / paragraph format – Unless otherwise noted. >>

<< INTRODUCTORY 6-mos. CLAIMS – will only appear on graphic label for the first 6 months product is on shelf >>

(New) (Improved) (Formula) (Angle neck bottle) (Cap) (Fragrance) (Pack) (Package) (Scent) (Size)

(Better) (Improved) (Bowl coverage than before)

Better reach under the rim

Better squirting than before

(Improved) (Better) (Bowl) (Coverage) than (Liquid Bleach) (APC) (other TBCs)

(Try New) (insert Lysol brand name)

<< FRAGRANCE CLAIMS >>

(Fresh) (Clean)

(Scent) (Fragrance)

<< PACKAGING CLAIMS >>

(X x X FL. OZ.)

(X (for) (in) X Pack) (X (fl.) oz. (for) (at) the price of X (fl.) oz.)

X% (More) (Value) (Free) vs. (X) FL. OZ. (Lysol Bleach Toilet Bowl Cleaner) [Insert Lysol Brand Name]

(X PACK) (x Uses per pack) (x Uses per bottle) (Cleans x toilets) (x Uses)

Angle neck bottle (for easy under-the-rim cleaning)

Best value bottle

Buy me again

(Bonus X%) (X% Free) (X% more) (X (fl.) oz. for Free)

Contains up to x uses

Convenient cap

Designed for (more) (better) dispensing

Easy grip bottle

Easy to close

Easy to reach under the rim

(Easy) (Easier) to (open) (squeeze) cap

Easy to use (bottle)

(Great) (Bonus) (Economy) (Value) (Trial) (Pack) (Size) (Mega Value Pack) (Mega Value Size) (Buy x get x free)

Helps reach under the rim

Leak-proof cap

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

(Multi-Pack) (Multi-Toilet Pack) (Value Pack) (Limited Time Value Pack) (Limited Time Value) (One for each bathroom) (Place 1 in each bathroom)

More value for same price; now also removes allergens††

(Money back guarantee) (Your # 1 choice) (Take the Lysol® Challenge) (Try it yourself) (or) (Get your money back)

Non-drip

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Non-removable cap
Quick(er) to open
Removable cap
(Repurchase time) (Shopping time) (Time to replace)
Specially designed angle neck – gets all the way up under the rim
(Specially) designed (cap) for better (bowl) coverage
(Unique) Angle neck bottle (for hard to reach areas) (reaches under the rim)

<< USAGE CLAIMS >>

Can be used in white and colored bowls
For better results use at least (once) (twice) a week
For use in (toilet bowls) (bidets) (and) (urinals)
(Intended) For use (only) in {insert use site – see Appendix 2}

<< BACK TO SCHOOL >>

(X) Box Top(\$)(s) (for Education)
Box Tops for Education and associated words and designs are trademarks of General Mills, used under a license. ©General Mills
Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been ((completely) (used) (finished) (emptied))
Earn xX Box Top(\$)(s) for Education
Go to (boxtops4education.com) (BTFE.COM) for (details) (rules) (instructions)
More Cash for your School
No More Clipping
Official Box Top(\$)(s) for Education Brand
Scan Your Receipt
See How At BTFE.COM
See (top) (back) (side) (or) (sticker) for (details) (rules) (instructions)
See (details) (rules) (instructions) on (top) (back) (side) (or) (sticker)

<< CROSS-PROMOTIONAL CLAIMS >>

Consumer: Only one coupon is redeemable per purchase and only on specified products and sizes. You pay any sales tax. May not be reproduced, purchased, traded or sold. Any other use constitutes fraud.
Expires xx/xx/xxxx
Like (insert Lysol brand name) (trigger) (cleaner) (automatic toilet bowl cleaner) (manual toilet bowl cleaner)? Try (our) (insert Lysol brand name) (insert picture of Lysol wipes) (insert picture of automatic toilet bowl cleaner) (insert picture of manual toilet bowl cleaner) (insert picture of bathroom cleaner trigger/aerosol)
Like ({insert Lysol brand name}) (this product) (cleaner)? Try (our) ({insert Lysol brand name}) ({insert picture of Lysol product})
Manufacturer's coupon
Retailer: You are authorized to act as our agent and redeem this coupon in acceptance with RB Coupon Redemption. Policy: face value plus X¢. Send coupons to: Reckitt Benckiser, CMS Dept. #26600, 1 Fawcett Drive, Del Rio, TX 78840. Cash value 1/100 of X¢. Good only in the U.S.A. Void where prohibited.
(Save (Now) XX(cent sign) (on) (any) (X) (Lysol) (Wipes) (insert brand name) (XX ct or higher))
Try (our) other Lysol® cleaning products (insert picture of Lysol product)
Try (our) other Lysol® fragrances (insert picture of Lysol product)
Try (our) Lysol® family of cleaning products (insert picture of Lysol product)

(Save) (\$) (X) (%) (Off) (free) (now) (up to) (on) (any) (X) (single packs of) (triple pack of) {insert Lysol brand name} (Lysol products) (X fl. oz. or larger size)

<< MARKETING CLAIMS >>

(Bactericidal) (Deodorizer) (Disinfectant) (Disinfects) (Sanitizer) (Sanitizes) (Virucidal†)

(Complete Clean) (Completely) (Easily) (Effective) (Effectively) (Quickly) (Thoroughly) (Cleans) (Disinfects) (Shines) (Whitens) (Deodorizes) (Fast / Easy / Effective) (Toilet Bowl Cleaner) (With) (Bleach^Δ) (Toilet Odor Control) (Toilet Bowl Disinfectant)

(Easy to use) (Non-abrasive) (Thick Clinging) (Thick Formula) (Thick Gel) (Thick Liquid) (Formula)

(Maximum) (Max) (Improved) (Bowl) (Coverage) (Power) (Clean) (Cleaning action) (Cleaner) (Cleaning)

((x)% more (tough) (stain) ({insert soils – See Appendix 2}) removal) †††
(x) X (CLEANING) (BLEACH) (ACTION) (ACTIONS) ∞

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xX (the) Cleaning Power (on {insert soils – see Appendix 2}) (†††)
2-in-1 (Formula): (Cleans, Disinfects)
Triple Action (Formula): (Cleans, Disinfects, Deodorizes) (Cleans, Disinfects, Sanitizes)
3-in-1 (Formula): (Cleans, Disinfects, Deodorizes) (Cleans, Disinfects, Refreshens) (Cleans, Disinfects, Sanitizes)
4-in-1 (Formula): (Cleans, Deodorizes, Disinfects, Sanitizes)
X% More (Cleaning Ingredients) (Product) (Size) (Uses per bottle) †††
Bleach^A Clinging Gel
Brightens and whites
Brightens as it cleans
Brilliant white cleaning
Cleans & (whitens) (Deodorizes)
Cleans above and below the waterline
Cleans and disinfects above and below the waterline
Cleans as it disinfects
Cleans, disinfects and deodorizes even under the rim
Cleans, disinfects and sanitizes the bowl
Cleans everyday toilet bowl dirt and grime
Cleans with the power of bleach
Clings around the bowl
Confidence of Lysol[®]
Contains a detergent cleaner plus chlorine bleach
Controls toilet odors
Deep Down Clean
Disinfectant power of Lysol[®]
Fast acting whitening power
For a (bright) (shiny) (white) (clean) toilet bowl
Great for everyday (cleaning) (deodorizing) (disinfecting) (and) (&) (sanitizing)
Great whitening power
Has a clean (fresh) (pleasant) scent
(Helps) (Remove(s) Toilet Rings
Larger bottle per bathroom
Leaves a fresh clean scent
Leaves bowl (sparkling) (disinfected), clean (and) (shiny)
Meets AOAC Use-dilution Efficacy test standards for hospital disinfectant toilet bowl cleaners
More uses per bottle †††
No hard scrubbing
Non-abrasive formula (won't scratch your bowl)
Power of bleach
Powers through hard water stains
Powerful cleaning (formula)
Removes the toughest stains in seconds
Removes tough stains
Thick clinging (gel) (for) (max) (maximum) (full) (toilet) (bowl) (coverage)
Thick formula works on stains in seconds
Thick liquid coats the bowl for better cleaning
Thick liquid formula sticks to the bowl for better cleaning
Thick powerful formula
This product contains no phosphates and is germicidal when used as directed for disinfecting.
(This product) has xX Cleaning Power (to remove {insert soils – see Appendix 2}) (†††)
Use daily to help maintain a clean, fresh and shiny toilet bowl (even under the rim)
Whitens (and) brightens toilet bowl
Whiten & shines (in seconds) (on contact)
Whitens as it cleans
Works on the toughest stains in seconds

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

(Controls) (Eliminates) (Neutralizes) (Reduces) (Removes) (the most common) (household) {insert allergens – see Appendix 2} (in your bowl)
(Controls) (Eliminates) (Neutralizes) (Reduces) (Removes) (the most common) (household) allergens†† (in your bowl)
(Even) Removes allergens†† (hiding under the rim)

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<< MARKETING CLAIMS – PROFESSIONAL >>

For Commercial Use
Pro ((For) Commercial Use)

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

Kills 99.9% of bacteria in seconds***
Kills in 30 seconds: {insert organisms – see Appendix 1}
Sanitizes in 30 seconds: {insert organisms – see Appendix 1}
Sanitizes the toilet in (30) seconds***

<< DISINFECTING CLAIMS – Hard, non-porous surface >>

(2in1) (formula) (Bowl +/& Brush)² (Disinfection) (+/&) (Sanitization)
(2in1) (Formula) (:) Cleans & Disinfects (the Toilet Bowl)
(2in1) (formula) Eliminates Bacteria* from Bowl +/& Brush²
(2in1) (Formula) (:) Toilet Bowl Cleaner & Disinfectant
Disinfects, deodorizes and kills odor-causing bacteria
Disinfects under the rim
Disinfects with bleach
Effective against: {insert organisms – see Appendix 1}
(Even) removes mold and mildew hiding under the rim
Gives you (full) (complete) (total) disinfection inside the toilet
Helps reduce germs by killing bacteria and viruses found in the toilet
Kills bacteria*
Kills (more than) (99.9% of) bacteria and (&) viruses**
Kills (more than) (99.9% of) viruses and (&) bacteria**
Kills (99.9% of) bacteria and (&) viruses above and below the waterline**
Kills (99.9% of) Germs** (present in the toilet)
Kills (99.9% of) germs above and below the waterline**
Kills (99.9% of) germs in hard to reach areas**
Kills (99.9% of) germs where you can't see**
Kills household Germs**
Kills in 5 minutes: {insert organisms – see Appendix 1}
Kills mold
Kills (the) most common germs**
Kills odor-causing bacteria
Kills the following (bacteria) (and) (viruses): {insert organisms – see Appendix 1}
Kills the following (germs): {insert organisms – see Appendix 1}
Kills Rotavirus³ (which can cause infectious diarrhea) (in 5 minutes)
Kills (the) Salmonella³ bacteria (which can cause diarrhea) (in 5 minutes)
Kills viruses†
Proven to kill: {insert organisms – see Appendix 1}
Total disinfection for inside your toilet (above and below the waterline)

<< USE DIRECTIONS >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read the entire label before using product.

Apply Carefully – Contains Bleach

[(This product)] should not be used or placed on toilet bowl lids, vanities, sinks, bathtubs, cabinets, countertops, rugs, etc. **Clean up spills and drips immediately.** Will not harm plumbing or septic systems.

To Open Child Resistant Cap: Hold bottle firmly with one hand on a flat surface. With other hand, squeeze sides of cap where indicated while turning counterclockwise. Do not remove cap. **Avoid squeezing bottle when opening.** To reseal, twist cap clockwise until tightly closed.

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

<< Non-removable Pictogram text >>

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To Open Child Resistant Cap:

1. Place fingers on marked cap ridges.
2. Squeeze cap firmly and turn counterclockwise until it stops. **Do not remove cap.**
3. To reseal, squeeze cap again and turn clockwise.
DO NOT squeeze bottle when opening.



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

1. Flush (toilet before cleaning.)
2. Apply (6) (6.4 <<for 32 oz bottle >>) oz. to coat the bowl including under the rim. **Do not close lid.**
3. **To Clean:** Scrub entire bowl and under rim thoroughly. **Disinfect:** Let sit for 5 minutes. (**Sanitize:** Let sit for 30 seconds.)
4. (**For (Disinfecting) (&) (Sanitizing) (the) Brush:** Dip the brush. For Disinfection, let sit for 5 minutes. For Sanitization, let it sit for 30 seconds.)
5. (Flush) (and) (Rinse brush in fresh water after use.) (Repeat if needed.)

<< ALTERNATIVE USE DIRECTIONS >>

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

1. Flush (toilet before cleaning.)
2. Apply (6) (6.4 <<for 32 oz bottle >>) oz. (squeeze bottle about 16 seconds) to coat the bowl including under the rim. **Do not close lid.**
3. **To Clean:** Scrub entire bowl and under rim thoroughly. **Disinfect:** Let sit for 5 minutes. (**Sanitize:** Let sit for 30 seconds.) Then flush.
4. (**For (Disinfecting) (&) (Sanitizing) (the) Brush:** Pour (6) (6.4) (fl.) oz in the bottom of the bowl and dip the brush. For Disinfection, let sit for 5 minutes. For Sanitization, let it sit for 30 seconds.)
5. (Flush) (and) (Rinse brush in fresh water after use.) (Repeat if needed.)

To Clean / Disinfect (/ Sanitize) (and Remove Allergens††): Flush. Apply (6) (6.4) fl. oz. to coat the bowl. Scrub entire bowl and under rim thoroughly. Do not close lid. (Flush).(Pour (6) (6.4 <<for 32 oz bottle >>) oz in the bottom of the bowl and) (Dip the brush.) Leave for (5 minutes to disinfect) (and) (30 seconds to sanitize). Flush. (Rinse brush in fresh water after use.) (Repeat if needed.)

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

KILLS HUMAN IMMUNODEFICIENCY VIRUS TYPE 1 [HIV-1 AIDS Virus] ON PRE-CLEANED ENVIRONMENTAL SURFACES / OBJECTS PREVIOUSLY SOILED WITH BLOOD / BODY FLUIDS, in health care settings or other settings in which there is an expected likelihood of soiling of inanimate surfaces / objects with blood or body fluids; and in which the surfaces / objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus Type 1 [HIV-1] [associated with AIDS].

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

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

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

CONTACT TIME: Allow surface / object to remain wet for 30 seconds.

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

<< PRECAUTIONARY / FIRST AID / CHEMICAL HAZARD / STORAGE & DISPOSAL INSTRUCTIONS >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

WARNING: Causes substantial but temporary eye injury and skin irritation. Do not get in eyes or on clothing. Wear (specify appropriate protective eyewear such as goggles, face shield, or safety glasses). Harmful if swallowed. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

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<< **NOTE: First Aid statement may appear in either “box” format or paragraph format >>**

FIRST AID	
If in Eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a Poison Control Center or doctor for treatment advice.
If on Skin or Clothing	<ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15-20 minutes.• Call a Poison Control Center or doctor for treatment advice.
If Swallowed	<ul style="list-style-type: none">• Call a Poison Control Center or doctor immediately for treatment advice.• Have person sip a glass of water if able to swallow.• Do not induce vomiting unless told to do so by the Poison Control Center or doctor.• Do not give anything by mouth to an unconscious person.
If Inhaled	<ul style="list-style-type: none">• Move person to fresh air.• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth if possible.• Call a Poison Control Center or doctor for further treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency call toll free (1-800-228-4722) (1-800-677-9218) (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.	

STRONG OXIDIZING AGENT: Do not mix with other chemicals. Mixing this product with chemicals (e.g. ammonia, acids, detergents, etc.) or organic matter may release chlorine gas and other hazardous gases irritating to eyes, lungs, and mucous membranes.

<< **STORAGE & DISPOSAL – Residential containers >>**

STORAGE AND DISPOSAL:

STORAGE: Store in original container, in a cool, well-ventilated area, inaccessible to small children. Keep securely closed.

PESTICIDE DISPOSAL: To avoid waste, use all material in this container according to label directions.

CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. If empty: Place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

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

<< **STORAGE & DISPOSAL – Commercial / Institutional / Industrial containers >>**

<< **NOTE:** Residue removal statement is not applicable for this container because it has a CRC plug making it inherently non-refillable. >>

STORAGE AND DISPOSAL:

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

STORAGE: Store in original container in a cool, well-ventilated area, inaccessible to children. Keep securely closed.

PESTICIDE DISPOSAL: Pesticide wastes may be hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to the label directions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. (To avoid waste, use all material in this container according to label directions.) If empty: Place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

STORAGE AND DISPOSAL: Do not contaminate water, food, or feed by storage and disposal. Securely close and store in a cool well-ventilated area, inaccessible to children. Pesticide wastes may be hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to the label directions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance. Non-refillable container. Do not reuse or refill empty container. Recycle empty container if available or discard in trash.

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

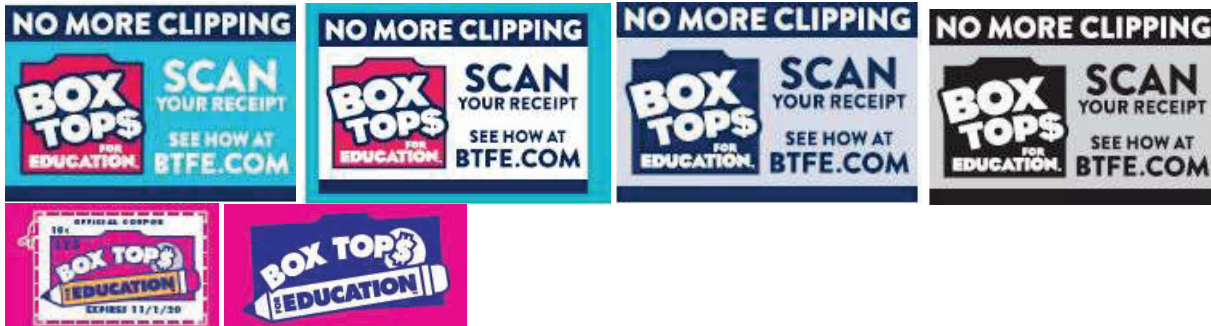
<< OPTIONAL IMAGES >>



<< BOXTOPS IMAGES >>

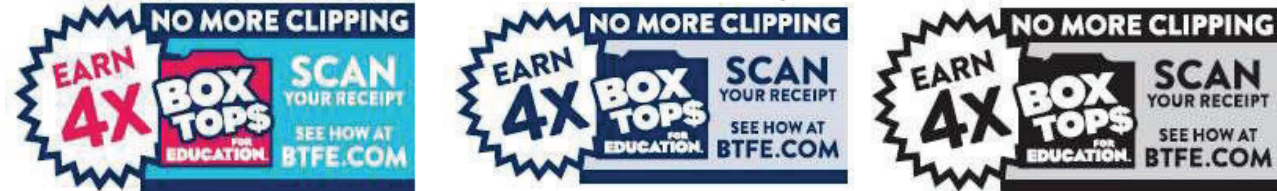


<< Singles >>



<< Multipack Boxtop Logos >>

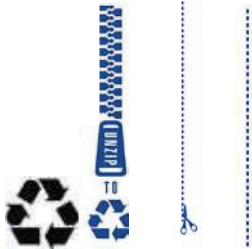
<<Note to Reviewer: The number "4" shown in the five Box Top images below can be replaced by any number 1-100>>



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.
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<< RECYCLE IMAGES >>



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

Unzip to Recycle
Cut here to Recycle
Tear (Here) to Recycle

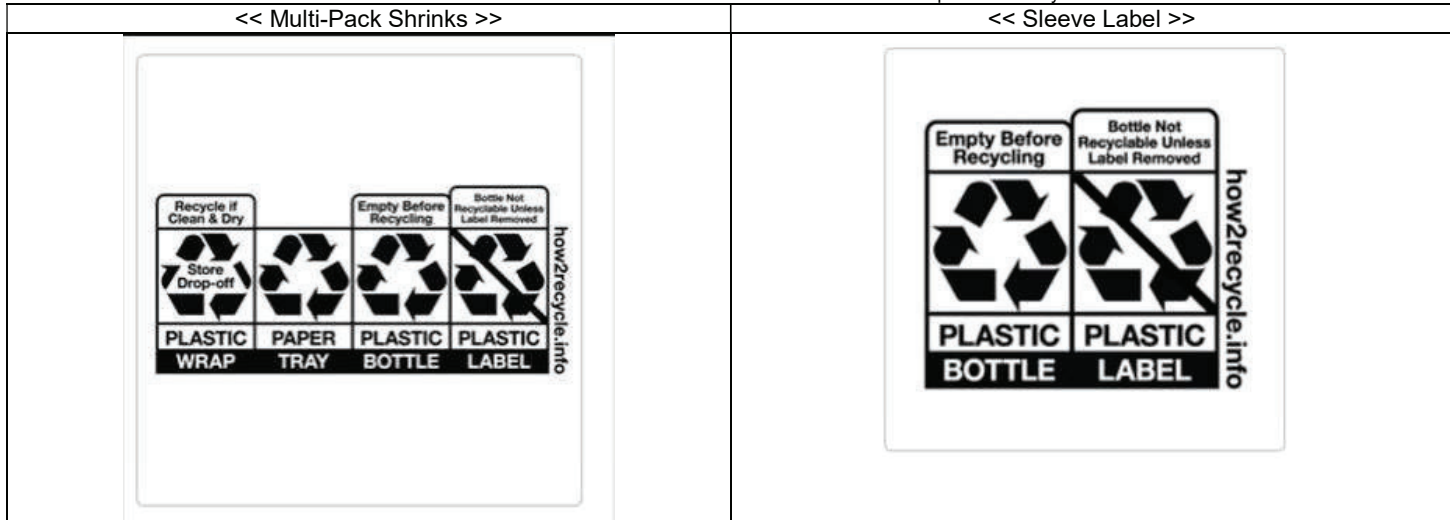
Un)zip (it) (label) to 
(Un)zip (it) (label) (to) (recycle) (before) (recycling)
Pull tab (and) (remove) (label) (to) (recycle)

Pull tab (and) (remove) (label) (to) 
(Remove) (label) (and) (discard) (before recycling)
Un)zip (it) to remove the label (so) (it) (can) (be) (discarded). The (rest) (remainder) (of the) (trigger) (and) (bottle) is (fully) recyclable
Label is currently not recyclable
Unzip it
Help us improve recycling by removing the label first
Step 1. Unzip the label and discard
Step 2. Recycle the bottle and trigger
Improve recyclability by removing label before putting (bottle) (and) (trigger) in the recycling bin

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
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The term "Y" is a place holder for a character A – Z.

<< HOW2RECYCLE GRAPHICS >>

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



<< APPENDIX 1 >>

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

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

^Δ {insert current registered 777-102 brand name}

[∞] (on) (Limescale), (Organic Soil), (Rust Stains), (Urine Stains), (Destroys Stains under Rim), (Below Water), (Cleans), (Brightens), (Bleach Scent), (Whitens), (Clings to the Bowl), (Kills 99.9% of Bacteria), (Kills 99.9% of Viruses)

^{††} vs. {insert Lysol brand name} (on) (insert soils – See Appendix 2) (x) (fl.) (oz.) (size)

² For brushes made out of hard, non-porous materials

<< SUPPORTING ALLERGEN REMOVAL CLAIM QUALIFIER >>

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

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

^{***} Kills 99.9% of (Campylobacter jejuni) (Enterobacter aerogenes) (Escherichia coli O157:H7) (Listeria monocytogenes) (Pseudomonas aeruginosa) (Salmonella enterica) (Staphylococcus aureus) (and) (Vibrio cholerae) (on hard, non-porous surfaces) (in 30 seconds.)

<< SUPPORTING DISINFECTING CLAIM QUALIFIERS >>

^{*} Kills 99.9% (Campylobacter jejuni) (Enterococcus faecalis) (Pseudomonas aeruginosa) (Salmonella enterica) (and) (Staphylococcus aureus) (on hard, non-porous surfaces) (in 5 minutes)

^{**} Kills 99.9% (Campylobacter jejuni) (Enterococcus faecalis) (Pseudomonas aeruginosa) (Salmonella enterica) (Staphylococcus aureus) (Herpes Simplex Virus Type 1 & 2) (Human Immunodeficiency Virus Type 1 [AIDS Virus]) (Rhinovirus Type 39) (Rotavirus WA) (Aspergillus niger) (and) (Trichophyton mentagrophytes) (on hard, non-porous surfaces) (in 5 minutes).

[†] Kills 99.9% (Herpes Simplex Virus Type 1 & 2) (Human Immunodeficiency Virus Type 1 [AIDS Virus]) (Rhinovirus Type 39) (and) (Rotavirus WA) (on hard, non-porous surfaces) (in 5 minutes)

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

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*.
 The term (x) is a placeholder that represents a number between 1 and 99.
 The term “Y” is a place holder for a character A – Z.

This product has been test and found effective against the following micro-organisms:

Bacteria / Virus & Fungi		
<< Disinfection – Hard, non-porous surfaces >>		
Bacteria (5 minutes)		
	<u>(ATCC No.)</u>	
Campylobacter jejuni	(29428)	
Enterococcus faecalis	(828)	
Pseudomonas aeruginosa	(15442)	
Salmonella enterica	(10708)	
Staphylococcus aureus	(6538)	
Viruses (5 minutes)		
	<u>(ATCC No.)</u>	
Herpes Simplex Virus Type 1	(VR-733)	
Herpes Simplex Virus Type 2	(VR-734)	
Human Immunodeficiency Virus Type 1	n/a	
Rhinovirus Type 39	(VR-340)	
Rotavirus WA	(VR-2018)	
Fungi (5 minutes)		
	<u>(ATCC No.)</u>	
Aspergillus niger	(6275 & 16404)	(mold & mildew)
Trichophyton mentagrophytes	(9533)	(Athlete's Foot Fungus)
<< Sanitization – Hard, non-porous, non-food contact surfaces >>		
Bacteria (30-seconds)		
	<u>(ATCC No.)</u>	
Campylobacter jejuni	(29428)	
Enterobacter aerogenes	(13048)	
Escherichia coli O157:H7	(43888)	
Listeria monocytogenes	(19111)	
Pseudomonas aeruginosa	(15442)	
Salmonella enterica	(10708)	
Staphylococcus aureus	(6538)	
Vibrio cholera	(11623)	

<< APPENDIX 2 >>

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

(Hard, non-porous use sites:)

Clinics	Health Care Facilities	Infirmaries	Office Buildings
Day Care Centers	(Homes) (Households)	Institutions	Physician's Offices
Dental Offices	Hospitals	Laboratories	Restaurants
Doctor Offices	(Hotels) (Motels)	Nursing Homes	Schools

(Hard, non-porous surfaces:)

Bidets	Toilets	Vitreous china
Porcelain	Urinals	

Soils:

(Build-up) Deposits	Mineral (Deposits) (Stains)	(Toilet) (Bowl) Rings
Calcium (build-up) (stains)	Organic Soil	Urine (stains)
Hard Water (stains)	Rust (Stains)	Water (marks) (stains)
(Lime) (Limescale) (lime scale)	(Stains) (soils)	

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.
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 The term (x) is a placeholder that represents a number between 1 and 99.
 The term “Y” is a place holder for a character A – Z.

Non-Living Allergen Soils††:

Cat dander

Cockroach (debris) (matter)
(particles)

Dog Dander

Dust mite (debris) (matter) (particles)

Pet dander

Pet hair allergens

Pollen particles

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.
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The product label must identify the specific bacteria*, virus*, fungus* & mold*.
The term (x) is a placeholder that represents a number between 1 and 99.
The term “Y” is a place holder for a character A – Z.