

777-104

07/26/2012

1/16

Mary C Pisculli  
Regulatory & Registration Compliance Specialist  
Reckitt Benckiser LLC  
Morris Corporate Center IV  
399 Interpace Parkway  
Parsippany NJ 07054

JUL 26 2012

Subject Vanity GP  
EPA Registration No 777 104  
Notification Date June 27 2012  
EPA Receipt Date July 03 2012

Dear Ms Pisculli

This letter acknowledges receipt of your notification submitted under the provisions of FIFRA section 3(c)9 and PR Notice 98 10

**Proposed Notification**

Adding the following Non Pesticidal cleaning claims to the master label

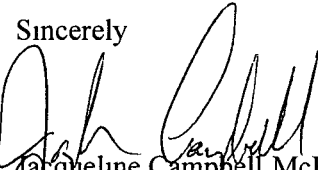
- Removes the toughest stains in seconds
- Thick formula works on stains in seconds
- Works on the toughest stains in seconds

Correct typographical error in the word Hepatitis on page (10) to the master label

**General Comments**

Based on a review of the submitted materials your notification to add non pesticidal cleaning claims and to correct a typographical error is acceptable A copy of this letter has been made a part of the record on file for future reference

Should you have any questions or comments concerning this letter you may contact me by telephone at (703) 308 6416 or by e mail at [campbell\\_mcfarlane\\_jacqueline@epa.gov](mailto:campbell_mcfarlane_jacqueline@epa.gov) or Lorena Rivas by telephone at (703) 305 5027 or by e mail at [rivas\\_lorena@epa.gov](mailto:rivas_lorena@epa.gov) When submitting information or data in response to this letter a copy of this letter should accompany the submission to facilitate processing

Sincerely  
  
Jacqueline Campbell McFarlane  
Product Manager (34)  
Regulatory Management Branch II  
Microbials Division (7510P)

<b>CONCURRENCES</b>							
SYMBOL	7510P						
SURNAME	J. Rivas						
DATE	7/25/12						



United States  
Environmental Protection Agency  
Washington DC 20460

- Registration
- Amendment
- Other

OPP Identifier Number  
**MP0128**

**Application for Pesticide Section I**

1 Company/Product Number 777 104	2 EPA Product Manager Jacqueline Campbell McFarlane	3 Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4 Company/Product (Name) Vanity GP	PM# # 34	
5 Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) Morris Corporate Center IV 399 Interpace Parkway Parsippany NJ 07054 0225 <input type="checkbox"/> Check if this is a new address	6 <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 _____	

**Section - II**

- Amendment Explain below
- Final printed labels in response to Agency letter dated \_\_\_\_\_
- Resubmission in response to Agency letter dated \_\_\_\_\_
- Me Too Application
- Notification Explain below
- Other Explain below

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

Non Notification to add the following Non Pesticidal Cleaning Claims to the master text label in accordance to PR Notice 98 10 Section IV F 1

Removes the toughest stains in seconds  
Thick formula works on stains in seconds  
Works on the toughest stains in seconds

to correct typographical error in the word Hepatitis on Page 10 of 13 in accordance to PR Notice 98 10 Section IV A

This non notification is consistent with the provisions of PR Notice 98 10 and EPA regulations 40 CFR 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 non notification is not consistent with the terms of PR Notice 98 10 and 40 CFR 152 46 this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA

**Section - III**

1 Material This Product Will Be Packaged In				2 Type of Container	
Child Resistant Packaging <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<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>		If Yes Unit Packaging wgt	No per container	If Yes Package wgt	No per container
3 Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4 Size(s) Retail Container various		5 Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product	
6 Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____					

**Section - IV**

1 Contact Point (Complete items directly below for identification of individual to be contacted if necessary to process this application)					
Name Mary C Pisculli	Title Regulatory & Registration Compliance Specialist	Telephone No (Include Area Code) 973 404 2715			
<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 Regulatory & Registration Compliance Specialist				
4 Typed Name Mary C Pisculli	5 Date June 27 2012				

June 27 2012

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 McFarlane PM 34

Reference Non Notification to add Non Pesticidal Cleaning Claims to master text label & Correct  
Typographical error  
Product Name Vanity GP  
EPA Registration Number 777 104  
OPP ID Number MP0128

Dear Ms McFarlane

This letter is to inform the agency that Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to add the following Non Pesticidal Cleaning claims on our master text label for the above referenced registration number in accordance to PR Notice 98 10 Section IV F 1

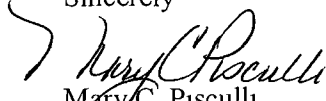
- Removes the toughest stains in seconds
- Thick formula works on stains in seconds
- Works on the toughest stains in seconds

At this time we would also like to correct the typographical error contained in the word Hepatitis on Page 10 of 13 in accordance to PR Notice 98 10 Section IV A

In support of this submission I have enclosed one (1) copy of the master text label with the above listed Non Pesticidal Cleaning Claims and typographical correction appearing as double underlined red font as well as the required EPA Application for Pesticide Registration Form 8570 1 OPP ID No MP0128 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

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<< FRONT PANEL >>

**ACTIVE INGREDIENT**

Hydrochloric Acid 12.0%

**OTHER INGREDIENTS**

88.0%

**TOTAL**

100.0%

**NOTIFICATION**  
Lots Reviewed 1/28/12  
Forwarded By *[Signature]*

KEEP OUT OF REACH OF CHILDREN

**DANGER CORROSIVE**

See (back) (side) panel for additional precautionary statements and first aid Harmful if swallowed

NET CONTENTS	16 FL OZ (1 PT)	473 mL				
	24 FL OZ (1 PT 8 FL OZ)	709 mL				
	32 FL OZ (1 QT)	946 mL				
(2)	24 FL OZ (1 PT 8 FL OZ)	709 mL	TOTAL	48 FL OZ (1 QT 1 PT)		1 41 L
(3)	24 FL OZ (1 PT 8 FL OZ)	709 mL	TOTAL	72 FL OZ (2 QTS 8 FL OZ)		2 12 L
(3)	32 FL OZ (1 QT)	946 mL	TOTAL	96 FL OZ (3 QTS)		2 83 L
(4)	32 FL OZ (1 QT)	946 mL	TOTAL	128 FL OZ (1 GAL)		3 78 L
(6)	32 FL OZ (1 QT)	946 mL	TOTAL	192 FL OZ (1 5 GAL)		5 67 L

<< FRONT / BACK PANEL >>

EPA Reg No 777 104  
EPA Est No 777 NJ 2  
8791 MO 1  
075371 IN 003

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

<< BACK PANEL >>

Questions? (Call) (1 800 228 4722) (1 800 677 9218)  
For ingredient (and other) information (www.rbnainfo.com) (website)  
Distributed by Reckitt Benckiser Parsippany NJ 07054 (xxxx)  
Made in U S A © {year} RB  
Contains no phosphates  
This (bottle) (container) is made of 25 % post consumer recycled plastic



Company graphic logo

<< 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

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

**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

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<< 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) (Stain Removal) (Rust Removal) (Lime Scale Removal) (Bowl coverage than before)  
Better hard water stain – dissolving power {(than before) (than previous formula) (than prior formula)}  
Better hard water stain removal {(than before) (than previous formula) (than prior formula)}  
Dissolves hard water stains better {(than before) (than previous formula) (than prior formula)}  
(Improved) (Bowl) (Coverage) than (other) Lysol® Brand Disinfectant {(Liquid Bleach) (APC(s) (TBC(s))  
(Improved {insert soils from list on pg 8} removal)  
(New) (Improved) (Formula) contains (cleaning) (cleaning power) (agents) (stain fighters)  
(New) (Improved) (Formula) with (stain fighting agents) (with stain fighting action)  
Thick liquid coats bowl for better cleaning than prior formula

<< PACKAGING CLAIMS >>

(2 PACK) (3 PACK) (4 PACK) (6 PACK) (x PACK) (Family) (Household) (Multi Room) (Pack)  
(x Uses per pack) (x Uses per bottle) (Cleans x toilets) (x Uses)  
(Multi Toilet Pack) (Value Pack) (Limited Time Value Pack) (Limited Time Value) (One for each bathroom)  
(Place 1 in each bathroom) (Buy x get x free) (x% discount) (x % more free) (x / more product) (25% More Product)  
(Great) (Bonus) (Economy) (Value) (Trial) (Pack) (Size) (Mega Value Pack) (Mega Value Size)  
(2 for 1 Pack) (2 in 1 Pack) (32 oz for the price of 16 oz ) ( \_\_ x \_\_ FL OZ ) (x oz at the price of x oz )  
(2 x 24 FL OZ ) (3 x 24 FL OZ ) (4 x 32 FL OZ ) (6 x 32 FL OZ )  
Save \$x (by mail) (when you buy Lysol® Toilet Bowl Cleaner)  
(Bonus x / ) (x / Free) (x oz for Free) (x oz for the price of x oz )  
(Bonus 50 / ) (50 % Free) (16 oz for Free) (32 oz for the price of 16 oz )  
(Bonus 33% / ) (33 / Free) (8 oz for Free) (32 oz for the price of 24 oz ) (24 oz for the price of 16 oz )

Best value bottle  
Buy me again  
Click & Close (Indicator)  
Click stop – audible close  
Contains up to x uses  
Convenient cap  
Easy grip bottle  
Easy to close  
Easy to reach under the rim  
(Easy) (Easier) to (open) (squeeze) cap  
Easy to use (bottle)  
Entire bottle can be recycled  
Ergonomic bottle grip  
Helps reach under the rim  
Leak proof cap  
Long (angle) neck bottle (reaches under the rim)  
No slip grip  
Non drip  
Non removable cap  
Open / Close indicator in contrasting colors – let s you know if the bottle is open / closed  
Removable cap  
(Repurchase time) (Shopping time) (Time to replace) (Time to buy a new Lysol<sup>o</sup> toilet bowl cleaner)  
(Senior friendly cap) (Senior tested cap)  
Specially designed angle neck – gets all the way up under the rim  
(Specially) designed (cap) for better (bowl) coverage  
Specially designed neck makes it easy to clean under the rim  
Twist and go cap  
(Unique) Angle neck bottle (for hard to reach areas) (reaches under the rim)

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<< **MARKETING CLAIMS** >>

(Antibacterial) (Antibacterial Action) (Antimicrobial) (Antiviral) (Bactericidal) (Bactericide) (Disinfectant) (Disinfects) (Germicidal ) (Sanitizer) (Sanitizes) (Virucidal†)

(Completely) (Easily) (Effectively) (Quickly) (Thoroughly) (Cleans) (Shines) (Whitens) (Deodorizes) (Fast / Easy / Effective) (Toilet Bowl Cleaner) (Toilet Bowl Disinfectant)

(Clean) (Fragrance) (Fresh) (Minty) (Pleasant) (Spearmint) (Wintergreen) (Scent)

(Deep cleaning) (Bowl & Beyond) (Easy to use) (Non abrasive) (Rust destroying) (Thick) (Tough stain) (Formula) (Breaks down) (Cleans) (Cleans away) (Destroys) (Dissolves) (Easily) (Penetrates) (Quickly) (Removes) (Stubborn) (Tough) (Hard Water) (Lime Scale) (Mineral) (Rust) (Stains) (Deposits) (Toilet Rings) (Lime & Rust Remover) (Lime Scale Remover) (Lime Scale & Rust Remover)

(Maximum coverage) (Powerful cleaning) (Maximum bowl coverage) (Improved coverage) (Maximum) (Max) (Bowl) (Coverage) (Powerful) (Clean) (Cleaning action) (Maximum) (Power) (Protection) (Strength) (Cleaner) (Cleaning) (5X (the) Cleaning Power)

Dual Action Toilet Bowl Cleaner

2 in 1 Cleans Disinfects

Triple Action Cleans Disinfects Deodorizes

3 in 1 (Formula) (Cleans Disinfects Deodorizes) (Cleans Disinfects Refreshens) (Cleans Disinfects Removes Stains)

4 in 1 Cleans Disinfects Deodorizes Sanitizes

Accepted for hospital disinfection

Better reach under the rim

Coats the entire bowl

Complete Clean

Confidence of Lysol®

Depend a bowl toilet bowl cleaner

Gives your bowl the Lysol® clean you trust

Go beyond clean

Great for everyday (cleaning) (deodorizing) (disinfecting) (and) (&) (sanitizing)

(Home) (Hospital) disinfectant toilet bowl cleaner

Hospital disinfectant

Hospital toilet bowl cleaner

Keep your toilet looking new

Meets AOAC Use dilution Efficacy test standards for hospital disinfectant toilet bowl cleaners

Quality household disinfection

Quick and easy

The clean you trust

The confidence you get from the Lysol® name

The right tool for a nasty job

Trusted toilet disinfection

Use in conjunction with other Lysol® products for a clean bathroom

Efficacy tests have demonstrated that (this product) is effective as a one step toilet bowl cleaner and disinfectant in the presence of organic soil (5% blood serum)

(This product) has a thick formula that coats above and below the waterline This coating action provides longer contact time to help dissolve tough rust stains and mineral deposits (on contact) to make cleaning easier

This product contains no phosphates and is germicidal when used as directed but differs in composition from other Lysol® Brand products

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<< PERFORMANCE CLAIMS >>

(x%) more lime scale removal  
X % Stronger on hard water stains+++ [+++ vs (Lysol® Power Toilet Bowl Cleaner) (Lysol® Cling Toilet Bowl Cleaner) ]  
(Advanced) (Deep) Cleaning Power  
Clings to the bowl to stay where the germs are  
Coating action above and below the waterline provides extended contact time  
Coats the bowl above and below the waterline  
Coats the bowl to stay in contact longer  
Coats the bowl to stay where the germs are  
Designed to (remove) (penetrate) (destroy) (dissolve) tough (stubborn) {insert soils from list on pg 8}  
Designed to (remove) (penetrate) (destroy) (dissolve) the toughest {insert soils from list on pg 8}  
Destroys hard water stains  
Destroys hard water stains immediately  
Does not just whiten (insert soils from list on pg 8) stains (this product) removes them  
Easily dissolves stubborn hard water stains  
Easily removes hard water stains  
Eliminates hard water stains  
Eliminates hard water stains in seconds  
Fast action on hard water stains  
Formulated especially for hard water mineral deposits lime scale and rust  
Hard water formulation  
Helps keep water flow optimal  
Instantly dissolves hard water stains  
Leaves toilet sparkling clean and disinfected  
No hard scrubbing  
Powers through hard water stains  
Removes (x / ) of hard water stains  
Rinses away easily  
Specially designed for hard water problems  
Specially designed for hard water (stains) (areas)  
Specially designed for the removal of rust and (&) lime scale stains  
Specially designed for the removal of rust stains and mineral deposits  
Specially designed to breakdown rust and (&) lime scale stains  
Specially designed to breakdown stains and mineral deposits  
Specially designed to clean the toilet  
Specially designed to (remove) (penetrate) (destroy) (dissolve) the toughest {insert soils from list on pg 8}  
Specially designed to (remove) (penetrate) (destroy) (dissolve) tough (stubborn) {insert soils from list on pg 8}  
Specially formulated to (remove) (penetrate) (destroy) (eliminate) {insert soils from list on pg 8}  
Special rust formula makes stain and mineral deposits easy to remove  
Thick clinging action  
Thick coating formula for prolonged contact time  
Thick formula adheres to stains for better cleaning  
Thick formula coats above and (&) below the waterline  
Thick formula coats the entire bowl  
Thick formula that cleans deodorizes disinfects and sanitizes  
Thick liquid coats bowl for better cleaning  
Thick liquid sticks to stains  
Toilet bowl cleaner with lime and (&) rust remover  
Whitens and brightens toilet bowl  
(Won t) (Will not) stain the bowl  
Works best in hard water areas  
Works best on hard water stains

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<< USAGE CLAIMS >>

A great toilet bowl disinfectant and sanitizer for use in {insert site from list on pg 8}  
An effective (disinfectant) (&) (sanitizer) for use in {insert surface from list on pg 8}  
Can be used in white and colored bowls  
For better results use at least (once) (twice) a week  
For use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (&) (sanitizer) found in {insert site from list on pg 8}  
(Intended) For use (only) in {insert site from list on pg 8}  
For use in {insert surface from list on pg 8} as a cleaner disinfectant (and) (&) sanitizer found in {insert site from list on pg 8}  
Good on American and European toilets  
Great for use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (and) (&) (sanitizer) in {insert site from list on pg 8}  
For use in {insert site from list on pg 8}  
Usage twice daily to maintain a clean toilet  
(This product) is for use in {insert surface from list on pg 8}

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

<< CLEANING / DEODORIZING CLAIMS >>

X% (more) (cleaning ingredients) (lime scale removal) (removal of lime scale) (rust removal)†††  
[ ††† vs (Lysol® Power Toilet Bowl Cleaner) (Lysol® Cling Toilet Bowl Cleaner) ]  
3X Cleaning Power  
3X (the) Cleaning Power on {insert soils from list on page 8}  
(This product) has 3X Cleaning Power to remove {insert soils from list on page 8}  
All the power you need to clean your toilet bowl  
An efficient way to clean your bowl  
Begins to destroy {insert soils from list on page 8} instantly  
Breaks down stains without brushing or scrubbing  
Brightens as it cleans  
Cleans above and below the waterline  
Cleans above below and beyond the waterline  
Cleans and disinfects above and below the waterline  
Cleans as it disinfects  
Cleans away everyday dirt and grime  
Cleans to a shiny finish  
Contains Hydrogen Chloride to remove rust and lime scale  
Controls odors at their source  
Controls odors caused by bacteria  
Controls toilet odors caused by bacteria  
Deep Down Clean  
Deodorizes by killing bacteria that cause odors  
Deodorizes with a fresh clean scent  
Designed to clean under the rim  
Destroys hard water stains (on contact)  
Destroys {insert soils from list on page 8} on impact  
(Destroys) (Dissolves) toilet bowl rings  
Destroys tough stains  
Destroys (tough) (the toughest) (insert soils from list on page 8)  
(Dissolves) (Destroys) (Removes) stains right before your eyes  
Dissolves the toughest hard water deposits  
Dissolves tough rust stains and mineral deposits (but will not harm porcelain)  
Dissolves tough rust and mineral stains (but will not harm porcelain)  
Easily breaks down stains without (heavy) (hard) brushing or scrubbing  
Easy under the rim cleaning  
(Eliminates) (Controls) (Kills) the bacteria that cause (bad) (unpleasant) odors (at the source)  
Eliminates odors at their source caused by bacteria  
Eliminates odors caused by bacteria  
(Even) The tough(est) {insert soils from list on page 8} (start to) disappear right before your eyes  
Extra strength cleaner  
Fast acting formula  
Fast acting toilet bowl cleaner  
For a (bright) (shiny) (white) (clean) toilet bowl  
For a super clean toilet  
For a thoroughly clean toilet bowl surface  
For an absolutely clean toilet bowl surface  
For an ultra clean toilet  
For hard water (stains) (areas)  
Frequent use prevents rust build up (lime scale) (mineral stains)  
Hard water cleaning formula  
Hard water cleaner  
Heavy duty cleaner  
Heavy duty cleaning (formula)  
(Helps) (Remove(s)) Toilet Rings  
Helps to destroy odors

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<< CLEANING / DEODORIZING CLAIMS continued >>

Instant action cleaner  
Kills odors  
Kills the bacteria that cause bad odors  
Leaves bowl disinfected clean and shiny  
Leaves (your) toilet bowl sanitary  
Lime scale remover  
Lime (scale) & rust remover  
Make your bowl look like you clean it everyday (even though you don't)  
Maximum (cleaning power) (stain fighting power)  
Maximum stain fighting (power) (and complete disinfection)  
Maximum power [(cleaner) (cleaning)]  
Mineral dissolving action  
(Penetrates) (Dissolves) (Removes) (Destroys) even the toughest {insert soils from list on page 8}  
(Penetrates) (Loosens) (Eliminates) (tough) stains (like) (insert soils from list on page 8)  
Powerful cleaner for the toilet bowl  
Powerful cleaning (formula)  
Powerful cleaning formula dissolves tough stains  
Powerful stain (fighting) (fighter)  
Powers out {insert soils from list on page 8}  
Powers through (thru) hard water stains  
Prevents the build up of {insert soils from list on page 8} in the ( S bend) (and) (pipes) when used  
Prevents the build up of {insert soils from list on page 8} in the S bend and pipes when used regularly to help water flow optimally  
Professional strength cleaning  
Quickly removes {insert soils from list on page 8}  
Reduces odor causing bacteria  
Reduces odor causing bacteria above and below the waterline  
Reduces odor causing bacteria in toilets  
Releases powerful cleaning agents on contact  
Removes {insert soils from list on page 8} (above) (and) (below) (the waterline)  
Removes {insert soils from list on page 8} through the S bend (and pipes)  
Removes lime and (&) rust  
Removes odors  
Removes offensive odors from toilets  
Removes rust and (&) mineral stains  
Removes rust stains and (&) mineral stains  
Removes stains fast with less work  
Removes stains right before your eyes  
Removes the toughest stains in seconds  
Removes tough rust and (&) mineral stains  
Removes (tough) rust (stains)  
Removes tough stains (on contact)  
Stain grabbing power  
(Starts to) Dissolve(s) {insert soils from list on page 8} right before your eyes  
Starts to dissolve stains instantly  
(Starts to) remove (dissolve) stains (on contact) (instantly)  
Starts to remove stains on contact  
Strong enough for the dirtiest toilet bowl  
Strong enough to clean the dirtiest toilet bowl  
The professional strength cleaning power leaves the bowl sanitary  
(The) Toughest stains (instantly) disappear  
Thick formula works on stains in seconds  
Tough cleaning power  
Use daily to prevent build up of (lime scale) (rust) stains  
Use regularly to help prevent (build up of) {insert soils from list on page 8}  
Use regularly to maintain a clean fresh and shiny toilet bowl (even under the rim)  
Watch {insert soils from list on page 8} (start to) disappear  
Watch {insert soils from list on page 8} (start to) (disappear) (dissolve) right before your eyes  
Watch stains disappear right before your eyes  
Watch the toughest stains disappear  
Works on the toughest stains in seconds

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<< USE SITE / SURFACES / SOILS >> << May be listed on product label in the singular / plural form >>			
Use Sites	Clinics Day Care Centers Dental Offices Doctor Offices Health Care Facilities Homes (Households)	Hospitals Hotels / Motels Infirmaries Institutions Laboratories	Nursing Homes Office Buildings Physician s Offices Restaurants Schools
Surfaces	Bidets Toilets Urinals	Porcelain Vitreous china	
Soils	Hard water Lime Lime scale Mineral	Organic soil Rust Toilet rings	Build up Deposits Stains

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

- Kills bacteria in seconds
- Kills 99.9% of bacteria in seconds
- Kills 99.9% of bacteria commonly found in toilets in 30 seconds
- Kills 99.9% of common bacteria
- Kills 99.9% of (household) bacteria
- Kills 99.9% of (household) bacteria in 30 seconds
- Kills 99.9% of (household) bacteria in 30 seconds above the waterline
- Kills in 30 seconds (Enterobacter aerogenes) (Escherichia coli O157 H7) (and) (Staphylococcus aureus)
- Leaves your toilet bowl sanitized
- Sanitizes toilet surfaces in 30 seconds
- Sanitizes in 30 seconds (Enterobacter aerogenes) (Escherichia coli O157 H7) (and) (Staphylococcus aureus)

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

Kills 99.9% of (Enterobacter aerogenes) (Escherichia coli O157 H7) (and) (Staphylococcus aureus) inside the toilet above the waterline in 30 seconds

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<< DISINFECTING CLAIMS – Hard non porous surface >>

Cleans and disinfects the bowl and beyond  
Disinfects above and below the waterline  
Disinfects and breaks down stains  
Disinfects and deodorizes by killing common bathroom germs  
Disinfects and sanitizes toilets (bidets) (and) (urinals)  
Disinfects beyond the bowl (and) (in the mouth trap)  
Disinfects in 10 minutes  
Disinfects in hard to reach areas (like) (under the rim) (and) (into the S bend)  
Disinfects sanitizes and deodorizes by killing common (household) germs and controlling their odors  
Disinfects the bowl and beyond (in the mouth trap) (where you can t see)  
Disinfects the bowl (and in the mouth trap)  
Disinfects where you can t see (under the rim)  
Easily and effectively disinfects toilet bowls (and urinals)  
Gives you (full) (complete) (total) disinfection inside the toilet  
Helps reduce germs by killing bacteria and viruses found in the toilet  
It clings to the surface to kill germs and clean tough stains  
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) bacteria and (&) viruses in hard to reach areas (like) (under the rim) (and) (into the S bend)  
Kills (99 9 / of) bacteria and (&) viruses where you can t see (like) (under the rim) (and) (into the S bend)  
Kills (99 9 / of) Germs  
Kills (99 9 / of) germs above and below the waterline  
Kills (99 9% of) germs beyond the bowl in the mouth trap  
Kills (99 9% of) germs in hard to reach areas  
Kills (99 9 / of) germs in hard to reach areas (like) (under the rim) (and) (into the S bend)  
Kills (99 9 / of) germs in the bowl and beyond (in the mouth trap)  
Kills (99 9% of) germs in the bowl and in the mouth trap (where you can t see)  
Kills (99 9 / of) germs in the bowl and the mouth trap  
Kills (99 9 / of) germs where you can t see  
Kills (99 9% of) germs where you can t see (like) (under the rim) (and) (into the S bend)  
Kills (99 9% of) viruses and bacteria  
Kills germs without the harshness of bleach  
Kills household Germs  
Kills (household) (bathroom) (bacteria ) (viruses†) (germs ) in the toilet  
Kills in 10 minutes {insert organisms from list on page 10}  
Kills (the) most common germs  
Kills odor causing bacteria  
Kills Rotavirus WA (a leading cause of children s diarrhea) in 30 seconds  
Kills the germs (you know are there but) (you) can t see  
Kills the following (bacteria) (and) (viruses) {insert organisms from list on page 10}  
Kills the following (germs) {insert organisms from list on page 10}  
Kills viruses and bacteria  
May help keep (bacteria ) (viruses†) (bacteria & viruses ) from cross contamination (throughout the home)  
May help keep (germs ) from cross contamination (throughout the home)  
May help prevent (bacteria ) (viruses†) (bacteria & viruses ) from cross contamination (throughout the home)  
May help prevent (germs ) from cross contamination (throughout the home)  
Penetrates to (kill) (eliminate) (and) destroy tough (stains) and bacteria  
Proven to kill {insert organisms from list on page 10}  
Starts killing 99 9 % of germs on contact  
Starts to kill 99 9 % of germs on contact  
This product is (bactericidal) (and) (virucidal) in killing {insert organisms from list on page 10}  
Total disinfection for inside your toilet (above and below the waterline)

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<< SUPPORTING DISINFECTING CLAIM QUALIFIERS >>

Kills (Enterococcus faecalis) (Escherichia coli) (Klebsiella pneumoniae) (Pseudomonas aeruginosa) (Salmonella enterica) (Shigella dysenteriae) (and) (Staphylococcus aureus) (on hard non porous surfaces) (in 10 minutes)

Kills (Enterococcus faecalis) (Escherichia coli) (Klebsiella pneumoniae) (Pseudomonas aeruginosa) (Salmonella enterica) (Shigella dysenteriae) (Staphylococcus aureus) (Hepatitis A Virus) (Human Immunodeficiency Virus Type 1) (Poliovirus Type 1) (Rotavirus WA) (on hard non porous surfaces) (in 10 minutes)

† Kills (Hepatitis A Virus) (Human Immunodeficiency Virus Type 1) (Poliovirus Type 1) (and) (Rotavirus WA) (on hard non porous surfaces) (in 10 minutes)

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

<b>Bacteria &amp; Virus</b>		
<b>&lt;&lt; Disinfection – Hard non porous surfaces &gt;&gt;</b>		
<b>Bacteria (10 minutes)</b>	<u>(ATCC No.)</u>	
Enterococcus faecalis	(828)	(leads to blood infections)
Escherichia coli	(11229)	
Klebsiella pneumoniae	(4532)	(a leading cause of pneumonia & lung illnesses)
Pseudomonas aeruginosa	(15442)	(associated with pneumonia & lung illnesses)
Salmonella enterica	(10708)	(a fecal / orally transmitted bacteria which may lead to food borne disease food poisoning diarrhea dehydration stomach cramps fever & vomiting)
Shigella dysenteriae	(11835)	(a leading cause of bloody diarrhea breaks down intestinal lining)
Staphylococcus aureus	(6538)	(a leading cause of skin infections boils food poisoning blood infections)
<b>Viruses (10 minutes)</b>	<u>(ATCC No.)</u>	
Hepatitis A Virus	n/a	
Human Immunodeficiency Virus Type 1	n/a	(cause of AIDS Virus)
Poliovirus Type 1	n/a	
Rotavirus WA	(VR 2018)	(a leading cause of infectious diarrhea in children)
<b>Viruses (30 seconds)</b>	<u>(ATCC No.)</u>	
Rotavirus WA	(VR 2018)	(a leading cause of infectious diarrhea in children)
<b>&lt;&lt; Sanitization – Hard non porous non food contact surfaces &gt;&gt;</b>		
<b>Bacteria (30 seconds)</b>	<u>(ATCC No.)</u>	
Enterobacter aerogenes	(13048)	
Escherichia coli O157 H7	(43888)	
Staphylococcus aureus	(6538)	

<b>Symbol Designation – used on product labels</b>		
Single asterisk ( * )	Bacteria	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 & viruses / fungi
Triple asterisk ( *** )	Sanitizes	Used for identifying sanitization against specific bacteria
Double dagger ( †† )	Allergens ††	Used for identifying the removal of specific non living allergens

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<< 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

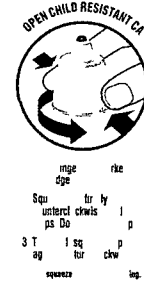
**To Open Child Resistant Cap** Hold bottle firmly with one hand on a flat surface With other hand squeeze sides of cap where indicated while turning counterclockwise Do not remove cap **Avoid squeezing bottle when opening** To reseal twist cap clockwise until tightly closed

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

<< Non removable Pictogram text >>

**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††)**

- 1 Flush toilet before cleaning
- 2 Apply 4 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 10 minutes (**Sanitize** Let sit for 30 seconds )  
Then flush
- (4 Rinse brush in fresh water after use )  
(Repeat if needed )

**To Remove Tough Stains** Apply a generous amount of liquid directly onto the tough stains For severe rust stains if possible remove water from bowl first Let soak for 15 minutes **Do not close lid** Follow cleaning directions above Repeat if necessary

This product has been specially formulated for use only in (vitreous china) (glazed porcelain) toilet bowls (bidets) (and urinals) It should not be used or placed on toilet bowl lids vanities sinks bathtubs cabinets countertops rugs etc Clean up spills and drips immediately **Do not use with chlorine bleach or any other chemical products** Will not harm plumbing or septic systems

<< 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

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

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

**DANGER CORROSIVE** Causes irreversible eye damage and skin burns Harmful if swallowed Do not get in eyes on skin or on clothing Wear protective eyewear [safety glasses / goggles] protective gloves and protective clothing 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 Do not breathe vapor or fumes Keep out of reach of children

<< NOTE First Aid statement may not appear in box format for 16 & 24 oz individual containers due to label constraint >>

FIRST AID	
<b>If in Eyes</b>	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
<b>If on Skin or Clothing</b>	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
<b>If Swallowed</b>	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
<b>If Inhaled</b>	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) Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment	
NOTE TO PHYSICIAN	
Probable mucosal damage may contraindicate the use of gastric lavage	

<< 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 & 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

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Enlarged View Graphic(s)

<< CRC graphic >>



- 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

<< S bend graphic >>



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