

777-104

6/3/2014

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

JUN 3 2014

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Keshia Carswell, Esq.  
Regulatory Operations Lead  
Reckitt Benckiser  
Morris Corporate Center IV  
399 Interpace Parkway  
Parsippany, NJ 07054

**SUBJECT: Vanity GP**  
EPA Registration Number: 777-104  
Application Dated: April 28, 2014  
Receipt Date: April 29, 2014

Dear Ms. Carswell:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

**Proposed Notification:**

- Addition of Alternate Brand Names in accordance with PR Notice 98-10.
  - Lysol ® Brand II Kills 99.9% of Viruses & Bacteria Lime & Rust Blaster Toilet Bowl Cleaner
  - Lysol ® Brand II Kills 99.9% of Viruses & Bacteria Power MAX Toilet Bowl Cleaner
  - Lysol ® Brand II Kills 99.9% of Viruses & Bacteria MAX Power Toilet Bowl Cleaner
  - Lysol ® Brand II Kills 99.9% of Viruses & Bacteria Power MAX Toilet Bowl Cleaner with Lime & Rust Blaster
  
- Addition of optional marketing claims.
  - (Deodorizes)
  - (6)(six)(-in)(in)(1)(one)
  - 6X(Cleaning)(Power)(Action)
  - (Removes)(cleans)(soil)(limescale)(and)(rust)
  - (Provides)(20)(twenty)(%)(percent) more removal of limescale (vs)(v)(versus) (Lysol ® Power Toilet Bowl Cleaner)

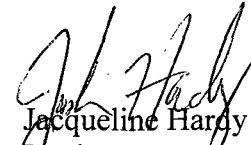
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**General Comment:**

Based on a review of the submitted information, this notification is acceptable and will be made part of the record for this file.


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 [hardy.jacqueline@epa.gov](mailto:hardy.jacqueline@epa.gov) or Jose Gayoso by telephone at (703) 347-8652 or by e-mail at [gayoso.jose@epa.gov](mailto:gayoso.jose@epa.gov).

Sincerely,



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

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 <b>EPA</b> United States <b>Environmental Protection Agency</b> Washington, DC 20460	<input type="checkbox"/> <b>Registration</b> <input type="checkbox"/> <b>Amendment</b> <input checked="" type="checkbox"/> <b>Other</b>	OPP Identifier Number
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**Application for Pesticide - Section I**

1. Company/Product Number 777-104	2. EPA Product Manager Mr. Demson Fuller	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
Company/Product (Name) Vanity GP	PM# # 32	
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**

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below

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

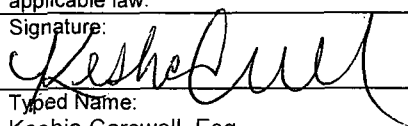
Addition of four alternate brand names and five marketing claims.

This 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 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 type="checkbox"/> Yes* <input checked="" 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)
*Certification must be submitted (on file)		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"/> Other _____ <input type="checkbox"/> Stenciled					

**Section - IV**

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application):		
Name Keshia Carswell, Esq.	Title Regulatory Operations Lead	Telephone No. (Include Area Code) 973-404-2995
<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 (Stamped)
Signature: 	Title: Regulatory Operations Lead	
Typed Name: Keshia Carswell, Esq.	Date: April 28, 2014	



April 28, 2014

Document Processing Desk (NOTIF)  
 Office of Pesticide Programs (7504-P)  
 U.S. Environmental Protection Agency  
 Room S-4900, 4<sup>th</sup> Floor  
 One Potomac yard  
 2777 S. Crystal Drive  
 Arlington, VA 22202  
 ATTN: Mr. Demson Fuller, PM-32

Reference: Product File Name: Vanity GP  
 EPA Registration #: 777-104  
 Notification: ABN and Marketing Claims

Dear Mr. Fuller:

Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a notification in accordance with PR 98-10 for the addition of the following alternate brand names. I have enclosed a mock-up of the graphics label confirming that the word "MAX" is associated with cleaning and not efficacy.

- Lysol® Brand II Kills 99.9% of Viruses & Bacteria Lime & Rust Blaster Toilet Bowl Cleaner
- Lysol® Brand II Kills 99.9% of Viruses & Bacteria Power MAX Toilet Bowl Cleaner
- Lysol® Brand II Kills 99.9% of Viruses & Bacteria MAX Power Toilet Bowl Cleaner
- Lysol® Brand II Kills 99.9% of Viruses & Bacteria Power MAX Toilet Bowl Cleaner with Lime & Rust Blaster

Secondly, the following claims have been added to pages 3 and 4 of the master label.

- (Deodorizes)
- (6)(six)(-in-)(in)(1)(one)
- 6X (Cleaning)(Power)(Action)
- (Removes)(cleans)(soil)(limescale)(and)(rust)
- (Provides)(20)(twenty)(%)(percent) more removal of limescale (vs)(v)(versus) (Lysol® Power Toilet Bowl Cleaner)

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

- EPA Form 8570-1
- Red-lined copy of the master label, two copies
- Clean copy of the master label
- Mock-up of graphics label

If there is any other information that the agency needs to complete this submission, please feel free to contact me directly at 973-404-2995 or via email at rbna@rb.com. Thank you for your assistance with this registration action.

Sincerely,

Keshia Carswell, Esq.  
 Regulatory Operations Lead  
 Reckitt Benckiser  
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<< FRONT PANEL >>

<b>ACTIVE INGREDIENT:</b>	
Hydrochloric Acid.....	12.0%
<b>OTHER INGREDIENTS:</b> .....	88.0%
<b>TOTAL:</b> .....	100.0%

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.

**NOTIFICATION**  
 Date Reviewed: 6/3/14  
 Reviewed By: S.C.



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.

QR Code:



(Use your phone to) (and) (or) (scan) (the) (tag) (or) (this code) (to learn) (or) (to) (see) (more) (uses) (or) (information) (videos) (on how to use) (this product) (for) (how to) (tips) (Snap this code to get informed)

**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® 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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 The product label must identify the specific bacteria\*, virus\*, fungus\* & mold\*.  
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<< MARKETING CLAIMS >>

(Antibacterial) (Antibacterial Action) (Antimicrobial) (Antiviral) (Bactericidal) (Bactericide)(Deodorizes)(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

(6)(six)(-in-)(in)(1)(one)

6X (Cleaning)(Power)(Action)

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.

**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.

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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  
 (Provides)(20)(twenty)(%)(percent) more removal of limescale (vs)(v)(versus) (Lysol® Power Toilet Bowl Cleaner)  
 (Removes)(cleans)(soil)(limescale)(and)(rust)  
 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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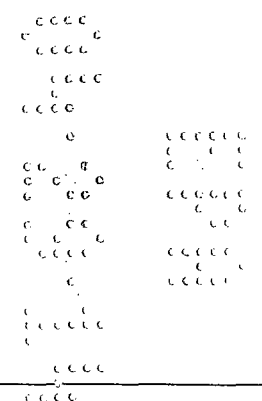
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 The term "this product" used throughout this document may be replaced with the marketed product brand name.  
 To use the term "germ\*" the product must be efficacious against 2 of the 3 major classes of organisms.  
 The product label must identify the specific bacteria\*, virus\*, fungus\* & mold\*.  
 The term ( x ) is a placeholder that represents a number between 1 and 99.



<< 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:** 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.

10/17

<< 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

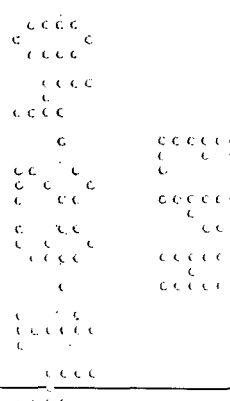
Hard water cleaner

Heavy-duty cleaner

Heavy-duty cleaning (formula)

(Helps) (Remove(s)) Toilet Rings

Helps to destroy odors



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<< 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) cccc
- May help keep (germs\*\*) from cross-contamination (throughout the home) cccc
- May help prevent (bacteria\*) (viruses†) (bacteria & viruses\*\*) from cross-contamination (throughout the home) cccc
- May help prevent (germs\*\*) from cross-contamination (throughout the home) cccc
- Penetrates to (kill) (eliminate) (and) destroy tough (stains) and bacteria\* c ccccc
- Proven to kill: {insert organisms from list on page 10} c c c c c
- Starts killing 99.9% of germs on contact\*\* c c c c c
- Starts to kill 99.9% of germs on contact\*\* c c c c c
- This product is (bactericidal) (and) (virucidal) in killing: {insert organisms from list on page 10} c c c c c
- Total disinfection for inside your toilet (above and below the waterline) c c c c c

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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:

Bacteria & Virus		
<< Disinfection – Hard, non-porous surfaces >>		
Bacteria (10 minutes)	(ATCC No.)	
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)
Viruses (10 minutes)	(ATCC No.)	
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)
Viruses (30 seconds)	(ATCC No.)	
Rotavirus WA	(VR-2018)	(a leading cause of infectious diarrhea in children)
<< Sanitization – Hard, non-porous, non-food contact surfaces >>		
Bacteria (30-seconds)	(ATCC No.)	
Enterobacter aerogenes	(13048)	
Escherichia coli O157:H7	(43888)	
Staphylococcus aureus	(6538)	

Symbol Designation – used on product labels		
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 >>



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 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>	<ul style="list-style-type: none"> <li>Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li> <li>Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> <li>Call a Poison Control Center or doctor for treatment advice.</li> </ul>
<b>If on Skin or Clothing</b>	<ul style="list-style-type: none"> <li>Take off contaminated clothing.</li> <li>Rinse skin immediately with plenty of water for 15-20 minutes.</li> <li>Call a Poison Control Center or doctor for treatment advice.</li> </ul>
<b>If Swallowed</b>	<ul style="list-style-type: none"> <li>Call a Poison Control Center or doctor immediately for treatment advice.</li> <li>Have person sip a glass of water if able to swallow.</li> <li>Do not induce vomiting unless told to do so by the Poison Control Center or doctor.</li> <li>Do not give anything by mouth to an unconscious person.</li> </ul>
<b>If Inhaled</b>	<ul style="list-style-type: none"> <li>Move person to fresh air.</li> <li>If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth if possible.</li> <li>Call a Poison Control Center or doctor for further treatment advice.</li> </ul>
CONTACT NUMBER	
Questions? Comments or In case of an emergency call toll free (1-800-228-4722) (1-800-677-9218). Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.	
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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17/17

Enlarged View Graphic(s)

<< CRC graphic >>



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  3. To reseal, squeeze cap again and turn clockwise.
- DO NOT squeeze bottle when opening.

<< 'S' bend graphic >>



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