

777-104



11/10/2014

1/14

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

November 10, 2014

Keshia Carswell
Regulatory Operations Lead
Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Subject: Notification per PRN 98-10 – Addition marketing claims p.5-7
Product Name: Vanity GP
EPA Registration Number: 777-104
Application Date: October 22, 2014
Decision Number: D 496883

Dear Ms. Carswell:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped "Notification" and will be placed in our records.

In summary, your request to add cleaning claims for mineral rust scale hard water and lime stains will be allowed on the label at this time.

If you have any questions, you may contact Tom Luminello at 703 308-8075 or via email at Luminello.Tom@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Tom Luminello".

for
Julie Chao, Acting Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

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<< FRONT PANEL >>

ACTIVE INGREDIENT:

Hydrochloric Acid..... 12.0%

OTHER INGREDIENTS: 88.0%

TOTAL: 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-2 777-MO-001 075371-IN-003 777-PA-001
 (See bottom or side) (for Lot / Date code)

<< BACK PANEL >>

Questions? (C) (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.



<< FRONT / BACK PANEL - Option text >>



NOTIFICATION
 Date Reviewed: 11-10-14
 Reviewed By: TL

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. ccccc

<< Spanish Translation >>

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

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. ccccc

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

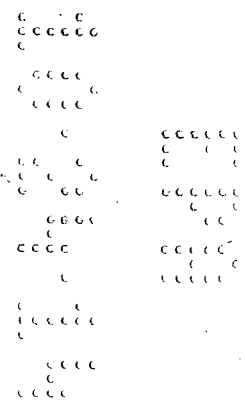
<< INTRODUCTORY 6-mos. CLAIMS – will only appear on graphic label for the first 6 months product is on shelf >>

- (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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<< 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

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

6X (Cleaning)(Power)(Action)

5X Power* (*This product has 5X Power to remove organic soil, (remove) limescale, remove rust stains, refresh, and deodorize)

6 in 1* (*This product has 6 in 1 action to remove organic soil, (remove) tough stains like limescale & rust, disinfect, sanitize, refresh, and deodorize)

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).

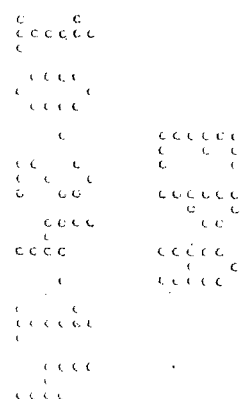
(This product) has a thick formula that coats above and below the waterline. This coating action provides longer contact time to help dissolve tough rust stains and mineral deposits (on contact) to make cleaning easier.

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

<< 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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<< 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}

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

<< CLEANING / DEODORIZING CLAIMS >>

3X (the) Cleaning Power on {insert soils from list on page 8}
3X Cleaning Power
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 (even) (tough) (lime) (scale) (and) (rust) (mineral) (and) (hard water) (stains) in (just 1 minute) (60) (seconds) (without brushing).
Destroys (tough) (the toughest) (insert soils from list on page 8)
Destroys {insert soils from list on page 8} on impact
Destroys hard water stains (on contact)
Destroys tough stains
(Destroys) (Dissolves) toilet bowl rings
(Dissolves) (Destroys) (Removes) stains right before your eyes
Dissolves the toughest hard water deposits
Dissolves tough rust and mineral stains (but will not harm porcelain)
Dissolves tough rust stains and mineral deposits (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
Extra strength cleaner

NOTIFICATION
Date Reviewed: 11-10-14
Reviewed By: TL

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(Even) The tough(est) {insert soils from list on page 8} (start to) disappear right before your eyes
 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 cleaner
 Hard water cleaning formula
 Heavy-duty cleaner
 Heavy-duty cleaning (formula)
 Helps to destroy odors
 (Helps) (Remove(s) Toilet Rings)
 Instant action cleaner
 Kills odors
 Kills the bacteria that cause bad odors
 Leaves (your) toilet bowl sanitary
 Leaves bowl disinfected, clean and shiny
 Lime (scale) & rust remover
 Lime scale remover
 Make your bowl look like you clean it everyday (even though you don't)
 Maximum (cleaning power) (stain fighting power)
 Maximum power [(cleaner) (cleaning)]
 Maximum stain fighting (power) (and complete disinfection)
 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 (even) (tough) (lime) (scale) (and) (rust) (mineral) (and) (hard water) stains in (just 1 minute) (60) (seconds) (without brushing)
Removes (even) (tough) (lime) (scale) (and) (rust) (mineral) (and) (hard water) stains (on contact) (without brushing)
 Removes (tough) rust (stains)
 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 tough rust and (&) mineral stains
 Removes tough stains (on contact)

NOTIFICATION
 Date Reviewed: 10-10-14
 Reviewed By: JL

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Stain grabbing power
 Starts to dissolve stains instantly
 (Starts to) Dissolve(s) {insert soils from list on page 8} right before you eyes
 (Starts to) remove (dissolve) stains (on contact) (instantly)
Starts to remove (even) (tough) (lime) (scale) (and) (rust) (and) (hard water) stains (on contact) (without brushing).
Starts to remove (even) (tough) (lime) (scale) (and) (rust) (mineral) (and) (hard water) stains in (just 1 minute) (60) (seconds) (without brushing)
 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
 (This product) has 3X Cleaning Power to remove {insert soils from list on page 8}
 [††† vs. (Lysol® Power Toilet Bowl Cleaner) (Lysol® Cling Toilet Bowl Cleaner)]
 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) (dissolve) right before your eyes
 Watch {insert soils from list on page 8} (start to) disappear
 Watch stains disappear right before your eyes
 Watch the toughest stains disappear
 X% (more) (cleaning ingredients) (lime scale removal) (removal of lime scale) (rust removal)†††

NOTIFICATION
 Date Reviewed: 11-10-14
 Reviewed By: [Signature]

<< 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***

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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.

<< 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)

Note: Bracketed information is denoted as: <<directive>>, {insert as noted}, (optional text), [required qualifier].
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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)

<< 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)	

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<u>Symbol Designation – used on product labels</u>		
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

<< 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.



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].

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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

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	
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). 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 other final 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.

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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.

Enlarged View Graphic(s)

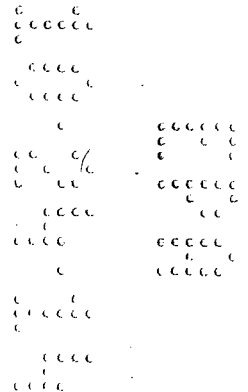
<< CRC graphic >>



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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