UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 24, 2019

Abbi Turner
Regulatory Associate
Reckitt Benckiser LLC. D/B/A Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Pakrway
Parsippany, NJ 07054-0225

Subject: Label Notification per PRN 98-10 –Adding & revising marketing claims, Adding images and other minor label changes to the master label.
Product Name: Vanity GP
EPA Registration No: 777-104
Application Date: June 24, 2019
Decision Number: 552888

Dear Ms. Turner,

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 (AD) 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.

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

If you have any questions, you may contact Lorena Rivas at 703-305-5027 or via email at rivas.lorena@epa.gov.

Sincerely,

Registration Risk Manager
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclose: Stamped Label

<< FRONT PANEL >>`

ACTIVE INGREDIENT:

Hydrochloric Acid.	12.0%
OTHER INGREDIENTS:	88.0%
TOTAL:	100.0%

NOTIFICATION

777-104

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

07/24/2019

KEEP OUT OF REACH OF CHILDREN
DANGER: CORROSIVE.
See (back) (side) panel for additional precautionary statements (and first aid). Harmful if swallowed.

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

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

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-104
EPA Est. No.:

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

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

<< BACK PANEL >>

Questions? ( ) (Call:) (1-800-228-4722) (1-800-677-9218) (1-XXX-XXX-XXXX)
For ingredient (and other) information, (www.rbnainfo.com) (website)
(US) Patents: www.rb.com/patents
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 Reckitt Benckiser HEALTH • HYGIENE • HOME NSF Logo NSF LISTED (XXXXXX)

<< 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.

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*
The term "X" is a placeholder that represents a number between 1 and 100.
The term "x" is a symbol to represent "times"
The term "Y" is a place holder for a character A – Z.

<< 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: 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 >>

(Better) (Improved) (Stain Removal) (Rust Removal) (Lime Scale Removal) (Bowl coverage than before)
Better stain removal – dissolving power {(than before) (than previous formula) (than prior formula)}
Better stain removal {(than before) (than previous formula) (than prior formula)}
Dissolve(s) (tough) 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 – see appendix 2} removal)
(New) (Improved) (Formula) (Angle neck bottle) (Cap) (Fragrance) (Pack) (Package) (Scent) (Size)
(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

<< FRAGRANCE CLAIMS >>

(Atlantic)
(Clean)
(Fresh)
(Minty)
(Pleasant)
(Spearmint)
(Wintergreen)

(Scent) (Fragrance)

<< PACKAGING CLAIMS >>

(2 x 24 FL. OZ.) (3 x 24 FL. OZ.) (4 x 32 FL. OZ.) (6 x 32 FL. OZ.)
(2 for 1 Pack) (2 in 1 Pack) (32 fl oz. for the price of 16 fl oz.) (__ x __ FL. OZ.) (X fl oz. at the price of X fl oz.)
(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)
(Bonus X%) (X% Free) (X fl oz. for Free) (X fl oz. for the price of X fl oz.)
(Bonus 50%) (50% Free) (16 fl oz. for Free) (32 fl oz. for the price of 16 fl oz.)
(Bonus 33%) (33% Free) (8 fl oz. for Free) (32 fl oz. for the price of 24 fl oz.) (24 fl oz. for the price of 16 fl oz.)
(Great) (Bonus) (Economy) (Value) (Trial) (Pack) (Size) (Mega Value Pack) (Mega Value Size)
(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)
Save $X (by mail) (when you buy {insert Lysol brand name})
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

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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)

<< CROSS-PROMOTIONAL CLAIMS >>

Consumer: Only one coupon is redeemable per purchase and only on specified products and sizes. You pay any sales tax. May not be reproduced, purchased, traded or sold. Any other use constitutes fraud.
Expires XX/XX/XXXX
Like (insert Lysol brand name) (trigger) (cleaner) (this product) ? Try (our) (insert Lysol brand name) (insert picture of Lysol wipes)
Like this fragrance? Try (our) (other Lysol® products) (insert picture of Lysol product)
Like this product? Try (our) (other Lysol® products) (insert picture of Lysol product)
Manufacturer's coupon
Retailer: You are authorized to act as our agent and redeem this coupon in acceptance with RB Coupon Redemption. Policy: face value plus 8¢. Send coupons to: Reckitt Benckiser, CMS Dept. #26600, 1 Fawcett Drive, Del Rio, TX 78840. Cash value 1/100 of 1¢. Good only in the U.S.A. Void where prohibited.
(Save) ($) (X) (%) (Off) (free) (now) (up to) (on) (any) (X) (single packs of) (triple pack of) {insert Lysol brand name} (Lysol products) (X fl. oz. or larger size)
(Save (Now) XX(cent sign) (on) (any) (X) (Lysol) (Wipes) (insert brand name) (XX ct or higher)) Try (our) other Lysol® cleaning products (insert picture of Lysol product)
Try (our) other Lysol® fragrances (insert picture of Lysol product)
Try (our) Lysol® family of cleaning products (insert picture of Lysol product)
Use in conjunction with other Lysol® products for a clean bathroom

<< BACK TO SCHOOL >>

(X) Box Top($)(s) (for Education)
(X) Box Tops on (back) (side) of pack
(X) eBoxTops™ No Purchase Necessary see (side) (back) for details
(X) prizes to win!
Box Tops for Education and associated words and designs are trademarks of General Mills, used under a license. ©(XXXX) General Mills
Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been ((completely) (used) (finished)
(emptied))
Earn xX Box Top($)(s) for Education
Enter this code online at (enter URL here) with code (X) and see if you've won
Go to (boxtops4education.com) (BTFE.COM) for (details) (rules) (instructions)
More Cash for your School
No More Clipping
Official Box Top($)(s) for Education Brand
Scan Your Receipt
See (top) (back) (side) (sticker) for (details) (rules) (and) (instructions)

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See (details) (rules) (instructions) (on) (back) (side) (or) (sticker)
See How At BTFE.COM
Worth (X) eBoxTops™
You could win the (X) (golden) Box Tops

<< MARKETING CLAIMS >>
(X)x (MORE) (CLINGING) (GEL) (FRAGRANCE) (FRESHNESS) POWER †††
(X)x (MORE) (CLINGING) (GEL) (FRAGRANCE) (FRESHNESS)†††
X(x) (Times) (More) (Cleans) (Cleaning) (better) (than) (vs.) (compared to) (jug) (chlorine) (bleach) (◆)
X(x) (Times) (More) (Clinging) (Fragrance) (Freshness) (better) (than) (vs.) (compared to) (jug) (chlorine) (bleach) (◆)
2-in-1: Cleans, Disinfects(2)
3-in-1 (Formula): (Cleans, Disinfects, Deodorizes) (Cleans, Disinfects, Refreshens) (Cleans, Disinfects, Removes Stains) (2)
4-in-1: Cleans, Disinfects, Deodorizes, Sanitizes(2)
3X (the) Cleaning Power on {insert soils – see appendix 2}
Xx Cleaning (Power) (Action(s)) †††
(X%) more (tough) ({insert soils – see appendix 2}) (soil) (stain) (build-up) removal (†††)
X% (more) (cleaning ingredients) (lime scale removal) (removal of lime scale) (rust removal)†††
X% tougher on ({insert soils – see appendix 2}) (stains) (&) (superior) clinging (fragrance) (freshness) (gel) (vs.) (compared to) (jug) (chlorine) (bleach) ({insert Lysol brand name}) (†††) (◆))
(20(%) (percent) more (tough) stain removal†††)
(20(%) (percent) more (tough) stain removal†††)
(20(%) (percent) more cleaning power†††)
20(%) (percent) more (tough)stain removal†††
20(%) (percent) more cleaning power†††
All the power you need to clean your toilet bowl
An efficient way to clean your bowl
(Antibacterial) (Antibacterial Action) (Antimicrobial) (Antiviral) (Bactericidal) (Bactericide) (Disinfectant) (Disinfects) (Germicidal**) (Sanitizer) (Sanitizes) (Virucidal†)
Accepted for hospital disinfection
Advanced (Cleaning) (Clinging) with Cling Gel Technology
(Advanced) (Deep) Cleaning Power
Begins to destroy {insert soils – see appendix 2} instantly
Better (Clinging) (Gel) (Fragrance) (Freshness) (to the (toilet) bowl) (than) (vs.) (compared to) (jug) (chlorine) (bleach) (◆)
Breaks down stains without brushing or scrubbing
Brightens as it cleans
Better reach under the rim
(Breaks down) (Cleans) (Cleans away) (Destroys) (Dissolves) (Easily) (Penetrates) (Quickly) (Removes) (Stubborn)
Cleans above and below the waterline
Cleans above, below and beyond the waterline
Cleans and disinfects above and below the waterline(2)
Cleans as it disinfects(2)
Cleans away everyday dirt and grime
Cleans to a shiny finish
Cling Gel (technology) (for) (max) (full) (toilet) (bowl) (coverage)
Clings to the bowl (to stay where the germs are)
Cling(s) to the (toilet) (bowl) (better than ({insert Lysol brand name}) (jug) (chlorine) (bleach)) (†††) (◆)
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
Coats the entire bowl
Complete Clean
(Completely) (Easily) (Effectively) (Quickly) (Thoroughly) (Cleans) (Shines) (Whitens) (Deodorizes) (Tough) (Lime Scale) (Mineral) (Rust) (Stains) (Deposits) (Toilet Rings)
Confidence of Lysol®
Contains Hydrogen Chloride to remove rust and lime scale

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Controls odors at their source
Controls odors caused by bacteria
Controls toilet odors caused by bacteria
(Deep) (Cleaning) (Bowl & Beyond) (Easy to use) (Non-abrasive) (Rust destroying) (Thick) (Tough stain) (Formula)
Deep Down Clean
Deodorizes by killing bacteria that cause odors
Deodorizes with a fresh, clean scent
Depend-a-bowl toilet bowl cleaner
Designed to clean under the rim
Designed to (remove) (penetrate) (destroy) (dissolve) tough (stubborn) {insert soils – see appendix 2}
Designed to (remove) (penetrate) (destroy) (dissolve) the toughest {insert soils – see appendix 2}
Destroys {insert soils – see appendix 2} on impact
Destroys hard water stains (on contact)
Destroys (even) (tough) (lime) (scale) (and) (rust) (mineral) (stains) in (just 1 minute) (60) (seconds) (without brushing).
Destroys (stubborn) (tough) stains
Destroys (stubborn) (tough) stains immediately
Destroys (tough) (the toughest) (insert soils– see appendix 2} (stains)
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)
Does not just whiten {insert soils – see appendix 2}) stains, (this product) removes them
Dual Action Toilet Bowl Cleaner
Easy under-the-rim cleaning
Easily breaks down stains without (heavy) (hard) brushing or scrubbing
Easily dissolves stubborn stains
Easily removes (stubborn) (tough) stains
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).
(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
Eliminates (stubborn) (tough) stains
Eliminates (stubborn) (tough) stains in seconds
Extra strength cleaner
(Even) The tough(est) {insert soils – see appendix 2} (start to) disappear right before your eyes
Fast acting formula
Fast-acting toilet bowl cleaner
Fast action on (stubborn) (tough) stains
(Fast) (Easy) (Effective) (Toilet Bowl Cleaner) (Toilet Bowl Disinfectant)
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
Formulated especially for (stubborn) (tough) mineral deposits, lime scale and rust
Frequent use prevents rust build-up (lime scale) (mineral stains)
Gives your bowl the Lysol® clean you trust
Go beyond clean
Great for everyday (cleaning) (deodorizing) (disinfecting) (and) (&) (sanitizing) (2)
Heavy-duty cleaner
Heavy-duty cleaning (formula)
Helps keep water flow optimal
Helps to destroy odors
(Helps) (Remove(s) Toilet Rings

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(Home) (Hospital) disinfectant toilet bowl cleaner
Hospital disinfectant
Hospital toilet bowl cleaner
Keep your toilet looking new
Kills odors
Kills the bacteria that cause bad odors
Instant action cleaner
Instantly dissolves (stubborn) (tough) stains
Leaves (your) toilet bowl sanitary
Leaves (your) toilet(s) sparkling clean and disinfected
Leaves bowl disinfected, clean and shiny
(Lime & Rust Remover) (Lime Scale Remover) (Lime Scale & Rust Remover)
Lime (scale) & rust remover
Lime scale remover
Long lasting fragrance
Make your bowl look like you clean it every day (even though you don't)
Maximum (cleaning power) (stain fighting power)
(Maximum coverage) (Powerful cleaning) (Maximum bowl coverage) (Improved coverage)
(Maximum) (Max) (Bowl) (Coverage) (Powerful) (Clean) (Cleaning action)
(Maximum) (Power) (Protection) (Strength) (Cleaner) (Cleaning)
Maximum stain fighting (power) (and complete disinfection)
Tested using the AOAC Use-dilution Method
Mineral dissolving action
No hard scrubbing
Our Best (Ever) (Clinging) Formula (for X% Better Tough Stain Removal) (Ever)
(Our) strongest clinging (formula) (vs.) (compared to) ({insert Lysol Brand Name}) (†††)
(Penetrates) (Dissolves) (Removes) (Destroys) even the toughest {insert soils – see appendix 2}
(Penetrates) (Loosens) (Eliminates) (tough) stains (like) (insert soils – see appendix 2}
Powerful cleaner for the toilet bowl
Powerful cleaning (formula)
Powerful cleaning formula dissolves tough stains
Powerful clinging gel
Powerful stain (fighting) (fighter)
Powers out {insert soils – see appendix 2}
Powers through (thru) (stubborn) (tough) stains
Prevents the build-up of {insert soils – see appendix 2} in the ('S' bend) (and) (pipes) when used
Prevents the build-up of {insert soils – see appendix 2} in the 'S' bend and pipes when used regularly to help water flow optimally
Professional Lysol (Power) (Advanced) Toilet Bowl Cleaner (Advanced Deep Clean)
Professional strength cleaning
(Provides) (20) (twenty) (%) (percent) more removal of limescale (vs) (versus) (Lysol® Power Toilet Bowl Cleaner)
Quality household disinfection
Quick and easy
Quickly removes {insert soils – see appendix 2}
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) (cleans) (soil) (limescale) (and) (rust)
Removes (even) (tough) (lime) (scale) (and) (rust) (mineral) stains in (just 1 minute) (60) (seconds) (without brushing)
Removes (even) (tough) (lime) (scale) (and) (rust) (mineral) stains (on contact) (without brushing)
Removes (tough) rust (stains)
Removes {insert soils – see appendix 2} (above) (and) (below) (the waterline)
Removes {insert soils – see appendix 2} through the 'S' bend (and pipes)
Removes lime and (&) rust
Removes odors
Removes offensive odors from toilets
Removes rust and (&) mineral stains

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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)
Rinses away easily
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 – see appendix 2}
Specially designed to (remove) (penetrate) (destroy) (dissolve) tough (stubborn) {insert soils – see appendix 2}
Specially formulated to (remove) (penetrate) (destroy) (eliminate) {insert soils – see appendix 2}
Special rust formula makes stain and mineral deposits easy to remove
Stain grabbing power
Starts to dissolve stains instantly
(Starts to) Dissolve(s) {insert soils – see appendix 2} right before your eyes
(Starts to) remove (dissolve) stains (on contact) (instantly)
Starts to remove (even) (tough) (lime) (scale) (and) (rust) stains (on contact) (without brushing).
Starts to remove (even) (tough) (lime) (scale) (and) (rust) (mineral) 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
Superior clinging (action) (formula) (gel) (for) (max) (maximum) (full) (toilet) (bowl) (coverage) (vs.) (compared to) ({insert Lysol Brand Name}) (†††)
The clean you trust
The confidence you get from the Lysol® name
The professional strength cleaning power leaves the bowl sanitary
The right tool for a nasty job
(The) Toughest stains (instantly) disappear
Thick clinging (action) (gel) (for) (max) (maximum) (full) (toilet) (bowl) (coverage)
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 gel (for) (max) (maximum) (full) (toilet) (bowl) (coverage)
Thick gel (that) destroys (the) (toughest) (tough) stains
Thick liquid coats bowl for better cleaning
Thick liquid sticks to stains
This product contains no phosphates and is germicidal when used as directed but differs in composition from other Lysol® Brand products.
(This product) has 3X Cleaning Power to remove {insert soils – see appendix 2}
(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.
Toilet bowl cleaner (with lime and (&) rust remover)
Tough cleaning power
Triple Action: Cleans, Disinfects, Deodorizes
Trusted toilet disinfection
Watch {insert soils– see appendix 2} (start to) (disappear) (dissolve) right before your eyes
Watch stains disappear right before your eyes
Watch the toughest stains disappear
Whitens and brightens toilet bowl
(Won't) (Will not) stain the bowl

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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*
The term "X" is a placeholder that represents a number between 1 and 100.
The term "x" is a symbol to represent "times"
The term "Y" is a place holder for a character A – Z.

<< Note to Reviewer – The below is a product comparison table for RB products only >>

Product Comparison	{Insert approved brand name for registration 777-81 or 777-132}	{Insert approved brand name for registration 777-104}
Active Ingredient Level	9.5%	12%
(X(x) Cleaning Power)	(✓)	(✓)
(Kills 99.9% of viruses & bacteria**) (Kills 99.9% of bacteria & viruses**)	(✓)	(✓)
(Removes (limescale) (and) (rust) ({insert soils – See Appendix 2}))	(✓)	(✓)
((x)% (tough) (stain) ({insert soils – See Appendix 2}) removal)		(✓)
(Long lasting fragrance)		(✓)
(Thick clinging gel for maximum bowl coverage)		(✓)

<< USAGE CLAIMS >>
A great toilet bowl disinfectant and sanitizer for use in {insert site – see appendix 2}
An effective (disinfectant) (&) (sanitizer) for use in {insert surface – see appendix 2}
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 – see appendix 2}(2)
(Intended) For use (only) in {insert site – see appendix 2}
For use in {insert surface – see appendix 2} as a cleaner, disinfectant (and) (&) sanitizer found in {insert site – see appendix 2}
Good on American and European toilets
Great for use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (and) (&) (sanitizer) in {insert site – see appendix 2}(2)
For use in {insert site – see appendix 2}
Usage: twice daily to maintain a clean toilet
Use daily to prevent build-up of (lime scale) (rust) stains
Use regularly to help prevent (build-up of) {insert soils – see appendix 2}
Use regularly to maintain a clean, fresh and shiny toilet bowl (even under the rim)
(This product) is for use in {insert surface – see appendix 2}

<< 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)

<< DISINFECTING CLAIMS – Hard, non-porous surface >>
Cleans and disinfects the bowl (2)
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) (2)
Disinfects in 10 minutes
Disinfects, sanitizes and deodorizes by killing common (household) germs** and controlling their odors(2)

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Disinfects the bowl
Disinfects where you can't see like 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)**
Kills (99.9% of) Germs**
Kills (99.9% of) germs above and below the waterline**
Kills (99.9% of) germs in hard to reach areas**
Kills (99.9% of) germs in hard to reach areas (like) (under the rim) (and)**
Kills (99.9% of) germs in the bowl**
Kills (99.9% of) germs where you can't see like under the rim**
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 – see appendix 1}
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 – see appendix 1}
Kills the following (germs**): {insert organisms – see appendix 1}
Kills viruses and bacteria**
Penetrates to (kill) (eliminate) (and) destroy tough (stains) and bacteria*
Proven to kill: {insert organisms – see appendix 1}
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 – see appendix 1}
Total disinfection for inside your toilet (above and below the waterline)

<< USE DIRECTIONS >>

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

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. **Do not squeeze 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.

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

1. Flush toilet before cleaning.
2. Apply 4 (fl.) 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 10 minutes.
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 either box format or paragraph format >>

FIRST AID	
If in Eyes	• 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	• 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	• Call a Poison Control Center or doctor immediately for treatment advice. • Have person sip a glass of water if able to swallow.

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	• 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	• Move person to fresh air. • If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth if possible. • Call a Poison Control Center or doctor for further treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency call toll free (1-800-228-4722) (1-800-677-9218) (1-XXX-XXX-XXXX). Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.	
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 >>

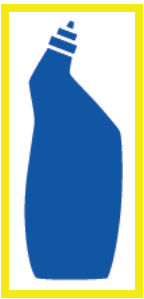
(NOTE: Residue removal statement is not applicable for this container because it has a CRC plug making it inherently non-refillable.)

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.

<< GRAPHICS >>



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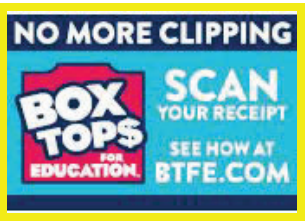
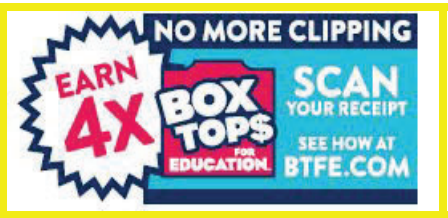
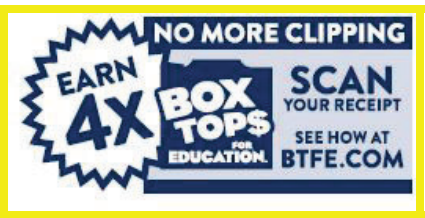
<< BOXTOPS IMAGES >>

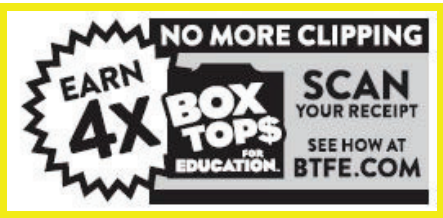
<< Singles >>



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







<< HOW2RECYCLE GRAPHICS >>

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

<< Front / Back Panel Label >> << Sleeve Label >>

<<APPENDIX 1 >>

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

[2] When used according to directions for use

††† (vs.) (when compared to) (X FL. OZ.) [Insert Lysol Brand Name}) (on {insert soils– see appendix 2})

(◆) (vs.) (compared to) (jug) (chlorine) (bleach) (on) ({insert soils – See Appendix 2})

<< SUPPORTING ALLERGEN REMOVAL CLAIM QUALIFIER >>

†† This product removes the following allergens: (cat dander) (cockroach debris) (cockroach matter) (cockroach particles) (dog dander) (dust mite debris) (dust mite matter) (dust mite particles) (hair) (pet dander) (and) (pet hair) (pollen particles) (from) (timothy grass).

<< 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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<< 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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<<APPENDIX 2 >>

<< USE SITE / SURFACES / SOILS – May be listed on product label in the singular / plural form >>

(Hard, non-porous 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

(Hard, non-porous surfaces:)

Bidets
Porcelain
Toilets
Urinals
Vitreous china

Soils:

(Build-up) Deposits
Hard water (stains)
Lime
(Limescale) (lime scale)
Mineral (Deposits)
Organic Soil
Rust (Stains)
Stains
Toilet Rings

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