



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 8, 2015

Amanda Landolt
Regulatory Operations Lead
Reckitt Benckiser LLC – D/B/A Reckitt Benckiser Morris
Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Subject: Notification per PRN 98-10 – Added Marketing Claims to Label
Product Name: Dynamite 35
EPA Registration Number: 777-107
Application Date: May 6, 2015
Decision Number: 505768

Dear Ms. Landolt:

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.

If you have any questions, you may contact Wanda Henson at (703) 308-6345 or via email at henson.wanda@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "Wanda J. Henson, for".

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

<< FRONT PANEL >>

ACTIVE INGREDIENTS:

1-bromo-3-chloro-5,5-dimethylhydantoin	60.0%
1,3-dichloro-5,5-dimethylhydantoin	27.4%
1,3-dichloro-5-ethyl-5-methylhydantoin	10.6%

OTHER INGREDIENTS:	2.0%
TOTAL:	100.0%

KEEP OUT OF REACH OF CHILDREN

DANGER: See (back) (side) panel for additional precautionary statements and first aid.

(NET CONTENTS:)	(1) (Tablet)	1.2 OZ.	(35 g)
	(2) (Tablets)	2.4 OZ.	(70 g)
	(4) (Tablets)	4.8 OZ.	(140 g)

<< Net contents statement for tablets in the Lysol® unit >>

CONTAINS: (x) Unit(s) 1.2 OZ. (35 g) (tablet) (each) (unit)

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-107
EPA Est. No.: 74010-NJ-001
84472-CHN-1
(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)
(Made in U.S.A.) (Made in China) © {year} RB
Distributed by: Reckitt Benckiser, Parsippany, NJ 07054 (-xxxx)
Contains no (phosphates) (ammonia) (silicones)



<< BACK PANEL – optional text >>

Important facts (about this product)
This container is made of x% post-consumer recycled plastic.
Recycle symbol

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 .

NOTIFICATION

777-107

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:

07/08/2015

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) (Pack) (Package) (Size)

<< PACKAGING CLAIMS >>

(x Pack) (2 Pack) (Limited Time Value Pack) (Buy me again) (Savings) (Save) (\$ x) (off) (on) (any) (one)
(Great) (Bonus) (Economy) (Value) (Trial) (Pack) (Size) (Refill) (Starter Kit) (Contains X (tablets)(pucks))

1 In-tank (pod)(device)(gadget) + 1 (bleach)(cleaning)(tablet)(puck)

Easy to use
Good for (x) flushes
Last for (x) flushes
One for each bathroom
Pace 1 in each bathroom

<< MARKETING / CLEANING & DEODORIZING CLAIMS >>

(Antibacterial) (Bactericidal) (Cleans) (Deodorizer) (Deodorizes) (Easily) (Easy) (Easy to use) (Effective) (Effectively) (Fast)
(Formula) (Freshens) (Quickly) (Sanitizes) (Sanitizing) (Toilet Bowl Cleaner) (Toilet Bowl Sanitizer)

3 in 1 (tablet): (Cleans, Sanitizes, Deodorizes) (in) the toilet bowl water
(Cleans, Sanitizes, Freshens)
(Cleans, Sanitizes, Removes Stains)
(Deodorizes, Freshens, Removes Stains)
(Sanitizes, Deodorizes, Freshens)
(Sanitizes, Deodorizes, Removes Stains)
(Sanitizes, Freshens, Removes Stains)

All in (one) (1) complete
(A little bit of) bleach(s) (with every) (after each) flush
Bleach cleaning
Bleaches
Bleaching (Action) (Power)
Cleans and freshens (with every flush)
Cleans and Sanitizes the toilet bowl water
Cleans (and) (sanitizes the toilet bowl water) (and) (deodorizes) (and) (freshens) (and) (removes stains)
Cleans & deodorizes (with bleach) (with every flush)
Cleans bowl (continuously) (automatically)
Cleans, deodorizes and sanitizes the bowl water
Cleans, Sanitizes Deodorizes the toilet bowl water
Concentrated (bleach) (formula)
Confidence of Lysol®
Continuous (automatic) (cleaning)
Continuous bleach cleaning and deodorizing
Continuous (power) (action) toilet bowl cleaner
Continuous power (cleaner) (cleaning)
Continuous toilet cleaning (system) (unit) (gadget) (mechanism)
(Continuously) (and) (Automatically) (cleans) (and) (freshens) for up to 3 months (*) (and sanitizes the toilet bowl water for 2 months)
(Continuously) (Automatically) bleaches away stains
(Continuously) (Automatically) (Helps) prevent(s) the build-up of stains
(Continuously) (Automatically) (Helps) prevent (water) (toilet) ring
Controls odors (at their source)
Controls odor(s) (caused) (by) bacteria
Controls toilet odors
Daily toilet cleaning and maintenance

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<< MARKETING / CLEANING & DEODORIZING CLAIMS – continued >>

(Automatically) (Consistently) (delivers the) Perfect dose of bleach (with every flush)(after each flush)
(Just the) Perfect dose of bleach (with every flush)(after each flush)
(Automatically) (Consistently) (delivers the) Perfect quantity of bleach (with every flush)(after each flush)
(Automatically) (Consistently) (delivers the) Perfect amount of bleach (with every flush)(after each flush)
(Automatically) (Consistently) (delivers the) Ideal (dose) (amount) (quantity) of bleach with every flush
(Automatically) (Consistently) (delivers the) right (dose) (amount) (quantity) of bleach with every flush
(Automatically) (Consistently) (delivers the) ultimate dose of bleach with every flush
(Automatically) (Consistently) (delivers the) measured (dose) (amount) (quantity) of bleach with every flush
(Automatically) (Consistently) (delivers the) right (dose) (amount) (quantity) of bleach with every flush

Deodorizes with a fresh (clean) scent

Does not (clog) (or) (interfere) (with) (flapper) (the) (functioning of the toilet)

(Does not harm) (Not harmful to) plumbing (or septic tanks) (systems) (tank) (tank parts)

Does the cleaning for you

(Drop) (Insert) in the tank and walk away

Dye free

Easy to use – Just drop in tank

(Easy) (Simple) to (install) (use)

(Easy) (Simple) installation

Fights (tough) stains (while it sanitizes)

For a bright (white) (clean) toilet bowl

For colored toilets

Freshens

(Helps) deodorize(s) your toilet bowl

(Helps) freshen(s) the toilet bowl (continuously)

Helps keep your toilet bowl fresh (and clean)

(Helps) keep(s) your toilet bowl (fresh) (clean)

(Helps) your toilet bowl smelling clean

(Helps) prevent stain build-up

(Helps) (Prevents) (Toilet) (water) ring

(Installs) (Attaches) in (seconds) (moments)

(Installs) (Attaches) (quickly) (and / or) (easily)

In-tank sanitizer (for homes) (schools) (hospitals)

In-tank automatic toilet bowl cleaner

Keeps water clear

(Keeps) (working) (and) (lasts) (cleans) for up to 3 months

(Lasts) (cleans) up to (x days(*)) (x months(*)) (x weeks(*)) (flushes(*)) (and sanitizes the toilet bowl water for 2 months)

Leaves a fresh, clean scent

Leaves bowl (sanitary) (fresh) (clean)

(Makes) (simplifies) (weekly) cleaning (easy) (easier)

Makes (regular) (weekly) (manual) cleaning easier

No mess (in tank)

No (hard) scrubbing

Odor control

Power of (Lysol® plus bleach) (bleach)

Prevents stains

(Quickl) (and/or) (easy) to install

Recommended for frequently flushed toilets

Safe for white and colored toilet bowls

Simple (x) step process

Tank safe (guarantee)

This product contains no phosphates or phosphorous compounds

Toilet odor control

Triple Action (table): (Cleans, Sanitizes, Deodorizes the toilet bowl water)

(Use) (clean) (for) (up to) 3 month(*) (and sanitizes the toilet bowl water for 2 months)

Whitening and brightening action

Will not (clog) (or) (damage) tank (parts)

Will not harm plumbing or septic systems

(with) (Contains) (clear) (colorless) (bleach)

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You'll be surprised how easy (it is to install)

<< SUPPORTING CLAIM QUALIFIER >>

* Sanitizes for 2 months

<< SANITIZING CLAIMS >>

Antibacterial

Continuous** (antibacterial) action

Continuous** (Automatic**) antibacterial action

Continuous** (Automatic**) sanitization

Continuous** (Automatically**) kills (99.9% of) bacteria*** (in the bowl's water) (with every) (after each) (flush) (for up to 2 months) (for up to 8 weeks)

Each tablet sanitizes for (8 weeks) (for 2 months)

(Each tablet) (continuously**) (automatically**) kills 99.9% of {insert micro-organism – See table below}

Eliminates 99.9% of bacteria (in 1 minute) (after each flush)

Kills odor-causing bacteria*** (in the bowl water)

Kills bacteria*** that cause odors (at the source)

Kills 99.9% of bacteria*** (in the toilet bowl water) (after each) (with every) (flush)

Kills 99.9% of bacteria*** (after each) (with every) (flush) (in the bowl's water)

Kills 99.9% of bacteria*** for (8 weeks) (2 months)

Kills (99.9% of) odor-causing bacteria*** (in the bowl's water) (with every flush)

Kills Enterococcus faecalis (Strep)

Kills Escherichia coli (E. coli)

Kills Salmonella enterica (Salmonella)

Kills Staphylococcus aureus (Staph)

Kills bacteria*** for (8 weeks) (2 months) (in the toilet bowl water after each flush)

(Kills) (Fights) (many) odor-causing bacteria*** (in the bowl's water) (Continuously**) (Automatically**)

Lasts for (2 months) (8 weeks)

Leaves bowl 99.9% bacteria free

Leaves bowl's water (sanitary) (and) (or) (fresh) (and) (or) (clean) for 2 months

Proven to kill {insert micro-organism – See table below}

Sanitizes (and) (or) Cleans (and) (or) Deodorizes the toilet bowl water

Sanitizes and cleans the toilet bowl water (automatically**) (for 8 weeks) (for 2 months)

Sanitizing formula cleans & deodorizes the toilet bowl water

Sanities toilet bowl water (after each flush) (with every flush) (automatically**) (continuously**)

When used as directed, this product will sanitize toilet bowl water, keeping it clean, clear and free of odor

<< SUPPORTING CLAIM QUALIFIERS >>

** (for) (up to) 2 months

*** Kills 99.9% of (Enterococcus faecalis) (Escherichia coli) (Salmonella enterica) (and) (Staphylococcus aureus)

<< Sanitization – Hard, non-porous, non-food contact surfaces >>

Bacteria:	(ATCC No.)
Enterococcus faecalis	(11700)
Escherichia coli	(11229)
Salmonella enterica	(10708)
Staphylococcus aureus	(6538)

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<< Use Sites: >>

Clinics	Homes (households)	Laboratories	Physicians Office
Day Care Center	Hospital	Long Term Care Facilities	(Public) Restroom
Dental Office	Hotel / Motel	Nursing Home	Restaurant
Doctors Office	Infirmaries	Office Building	School (College)
Health Care Facilities	Institutions		

<< Additional CLAIMS – Specific for the Tablet in the Lysol® Unit Only >>

(Attaches) (places) (hangs) (sits) (fits) easily (inside tank) (in) (just) (a few) seconds
Attaches to tank in seconds! (You'll be surprised how easy!)

Consistently (and) (automatically) (releases) (delivers) (just) the right amount of (powerful) (cleaners) (bleach) (ingredients) (actives)
Delivers (just) the right amount of bleach (active) (to the bowl) (with every flush)
Direct delivery mechanism forces water through the (unit) (consistently) (automatically)
Does not wastefully dissolve (in) (the) (tank)
Each (Lysol®) (gadget) (unit) (continuously**) (automatically**) sanitizes for (8 weeks) (2 months)
For best results, use together (in combination) (in addition to) (with) {insert brand name of toilet bowl cleaner product}
Leaves no chemical deposits (on the tank base)
No mess (in the tank)
(Revolutionary) (innovative) (Product) (Cleaning) (delivery) (system) (mechanism)
Safe to use with other (toilet bowl) (trigger) cleaners
Won't harm tank parts (Tank safe)

<< SUPPORTING CLAIM QUALIFIER >>

** (for) (up to) 2 months

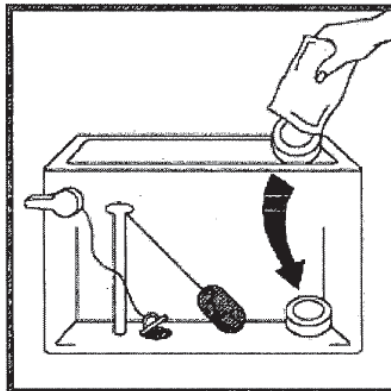
<< USE DIRECTIONS – Specific to the tablet >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Product must be used in a toilet that is flushed regularly.

To Clean / Deodorize & Sanitize:

1. Clean toilet bowl thoroughly (including under the rim).
2. Remove toilet tank top. Cut pouch open with scissors on dotted lines. **Do not touch tablet.**
3. Flush toilet. Before tank refills, drop tablet into (tank near sidewall closest to the float and away from the water valve opening) (right rear corner of the tank) (See graphic). Wash hands thoroughly.
4. When tablet has dissolved, replace with a new tablet. Each tablet sanitizes for 8 weeks.



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<< USE DIRECTIONS – Specific to the outer packaging for the Tablet in the Lysol® Unit Only >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Product must be used in a toilet that is flushed regularly.

Clean toilet bowl thoroughly (including under the rim). Remove lid from toilet tank carefully.

(To Open:) Cut (pouch) (bag) open with scissors (on dotted lines).

(To Open:) Tear (pouch) (bag) (at) (notch) (on) (dotted lines).

(To Open:) Peel backing from package (as indicated). (Peel here.)

(To Open:) Cut (package) (backing) (on dotted lines) (where indicated).

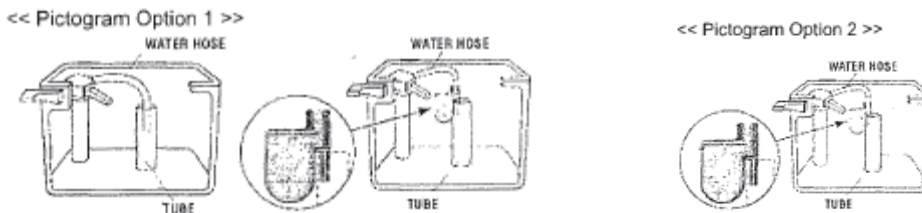
(To Open:) (Remove pouch from carton) (and) (cut) (tear) (pouch) (open) (with scissors) (on dotted lines) (at notch).

(Follow these) (3) (easy steps)

To Sanitize (and) Clean (and Deodorize): (As shown in the picture simply:)

1. Remove water hose from the tube (at the center of tank).
 2. Hang the Lysol® Unit onto the (overflow) tube (at the center of tank) (as shown).
 3. Attach water hose into the top of the Lysol® Unit. (Replace lid) (and) (wash hands thoroughly).
- (You'll be surprised how easy) (it is to install) (!)

<< Optional pictograms – 1 of the below pictogram options will be used to illustrate the installation directions >>



When tablet has dissolved, remove the Lysol® Unit from the toilet and discard in trash. Wash hands thoroughly.

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<< USE DIRECTIONS – Specific to the installation for the Tablet in the Lysol® Unit Only >>
(will be located in a leaflet)

<< Side 1 >>

Easy (3-step) instructions (on other side).
See outer packaging for Precautionary Statements and First Aid.
Questions, please call: 1-800-xxx-xxxx

<< Optional Demonstration Language >>

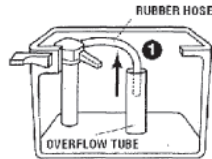
To watch a simple demonstration about (attaching) (installing) (using) this product go to: {insert website}

<< Side 2 >>

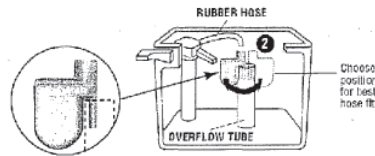
Installation Instructions

Follow these 3 easy steps:

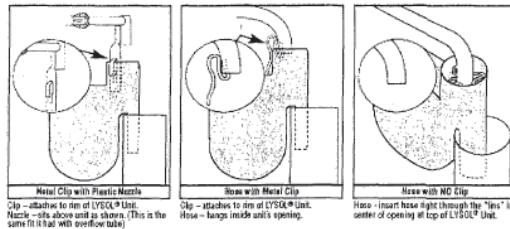
1. Lift the rubber hose (including the clip, if present) from the overflow tube.
(You may need to pull hard.)



2. Hang the Lysol® Unit onto the overflow tube as shown.



3. Attach your hose connection to the Lysol® Unit and wash hands thoroughly.
Which hose connection do you have?



<< Pictogram text >>

Metal Clip with Plastic Nozzle

Clip – attaches to rim of Lysol® Unit.
Nozzle – sits above unit as shown. (This is the same fit it had with overflow tube.)

Hose with Metal Clip

Clip – attaches to rim of Lysol® Unit.
Hose – hangs inside unit's opening.

Hose with NO Clip

Hose – insert hose right through the 'fins' in center of opening at top of Lysol® Unit.

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

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

KEEP OUT OF REACH OF CHILDREN

DANGER: Highly corrosive. Causes irreversible eye damage and skin burns. May be fatal if swallowed. DO NOT TAKE INTERNALLY. Irritating to nose and throat. Avoid breathing dust. Use with adequate ventilation. Do not get into eyes, on skin or clothing. Wear protective clothing, chemical resistant gloves and protective eyewear [goggles, face shield or safety glasses]. 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.

NOTE: First Aid statement may not appear in 'box' format due to label constraints.

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.	

PHYSICAL AND CHEMICAL HAZARDS:

CHEMICAL HAZARD: STRONG OXIDIZING AGENT. Keep away from heat or flame. Mix only with water.

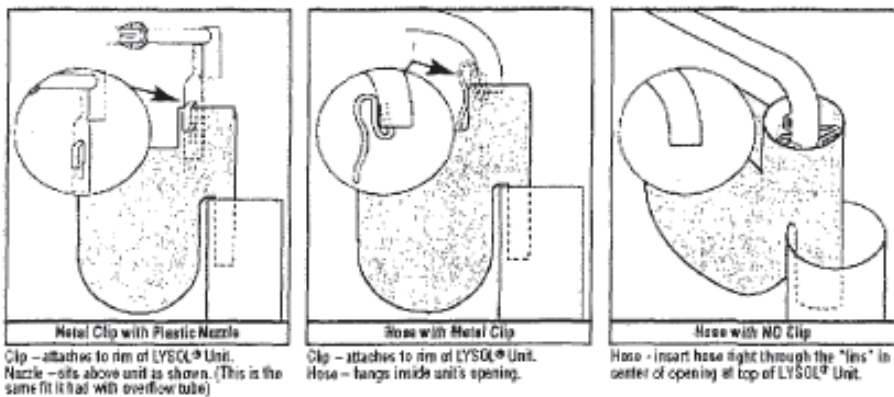
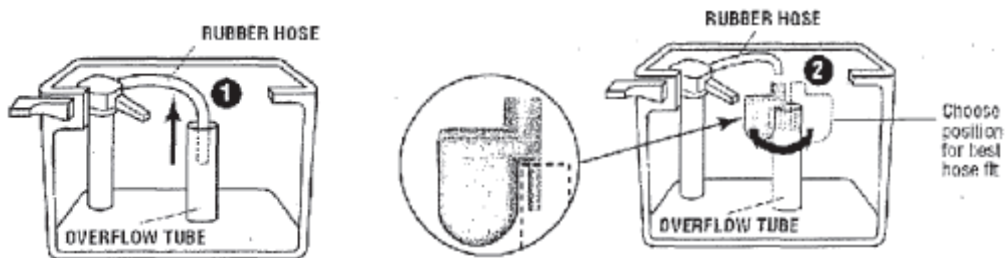
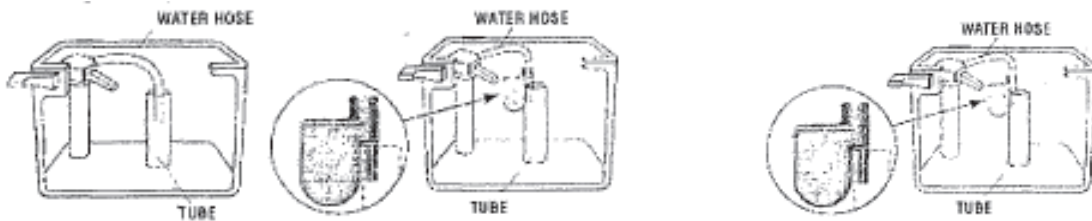
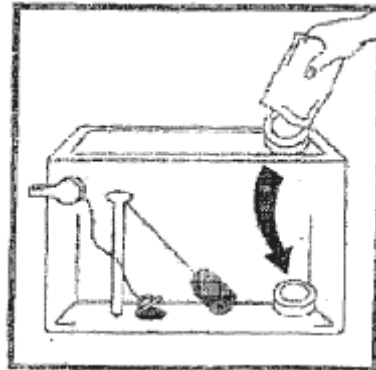
STORAGE AND DISPOSAL:

STORAGE: Store in original container, in areas inaccessible to children, in a cool, dry, well-ventilated area. Do not store at elevated temperatures.

DISPOSAL: Non-refillable container. Do not reuse or refill this container. Discard empty container in trash or offer for recycling if available.

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<< Enlarged Graphics >>



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