

777-112

8/24/2009

10/18



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510C)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460.

EPA Reg. Number: 777-112
Date of Issuance: AUG 24 2009

Term of Issuance: Conditional

Name of Pesticide Product: Rosemary W

NOTICE OF PESTICIDE:
[x] Registration
[] Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Reckitt Benckiser, Inc.
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product (OPP Decision Number: D-408437) is conditionally registered in accordance with FIFRA sec 3(c)(7)(a) provided that you:

- 1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.
2. Make the labeling changes listed below before you release the product for shipment:

Signature of Approving Official: ShaRon Carlisle
ShaRon Carlisle
(Acting) Product Manager Team 34
Regulatory Management Branch II

Date: AUG 24 2009

Table with columns for CONCURRENCES and rows for SYMBOL, SURNAME, DATE.

Labeling Comments:

- a. Revise the EPA Registration Number to read, "EPA Reg. No. 777-112".
- b. On Page 1 of the proposed label delete references to "contains no ammonia and silicones"; it is a misleading statement in accordance with 40 CFR 156.10 (a)(5).
- c. On page 2 of the proposed label for all occurrences of (X%) you must specify the percentage.
- d. On page 2 and page 4 of the proposed label remove all references to "other wipes" and "leading wipes"; it is a comparative statement in accordance with 40 CFR 156.10 (a)(5).
- e. On page 5 of the proposed label remove "for a healthier institution"; implies a public health claim and is not acceptable.
- f. On page 6 of the proposed label remove "Works as well as traditional/conventional cleaners"; it is a comparative statement in accordance with 40 CFR 156.10 (a)(5).
- g. On page 8 and 12 revise the qualifier claims by deleting the following allergens, "cat allergens, cockroach allergens, dog allergens, dust mite allergens, pet allergens, and pollen allergens." These terms are too broad, and they imply that "living" animals and insects are the allergens. You may add "pollen" among your list of Non-living Allergens".

Efficacy Comments:

1. The proposed label claims that the pre-saturated towelette product, Rosemary W, is an effective sanitizer against the following microorganisms on hard, non-porous, non-food contact surfaces for a 30-second contact time:

Staphylococcus aureus
Enterococcus aerogenes
Escherichia coli O157:H7
Salmonella enterica
Methicillin Resistant Staphylococcus aureus (MRSA)

- a. Note that the references to *E-coli* must be deleted from pages 7 and 11 of the proposed label, or replaced with references to *Escherichia coli O157:H7*.
- b. On pages 4, 6, and 7 of the proposed label, delete references to "one-step" cleaning. Revise to read: "one step sanitizing".
- c. On page 7 the proposed label, delete "bactericidal," as it implies that the product is a disinfectant.
- d. On page 8 of the proposed label, change "in 10 minutes" to read "in 30 seconds."
- e. On page 12 of the proposed label, delete the reference to "brass". Page 10 of the proposed label states that the product is not recommended for use on brass surfaces.
- f. On page 12 of the proposed label, change "enamel" to read "baked enamel". Enamel is a porous surface.
- g. On page 12 of the proposed label, delete the reference to "ceramic". Ceramic is a porous surface. Glazed ceramic is included in the list of surface types.

- h. On page 12 of the proposed label, change "granite" to read "sealed granite." Granite is a porous surface.
 - i. On page 12 of the proposed label, change "terra cotta" to read "sealed terra cotta". Terra cotta is a porous surface.
 - j. On page 12 of the proposed label, change "vinyl" to read "waxed vinyl". Page 10 of the proposed label states that the product is not recommended for use on unwaxed vinyl.
 - k. On page 12 of the proposed label, change "tiles" to read "glazed tiles."
 - l. Under the "Terminal Sterilant Statement" on page 13 of the proposed label, change otherwise enters" to read "otherwise enter".
 - m. Under the "Disposal" section for professional containers on page 14 of the proposed label, add the following (or a similar) statement: "If recycling is not available, discard container in trash."
2. The following revision to EPA Form 8570-34 (Certification with Respect to Citation of Data) must be made: Under the applicant's address, change "300 Interpace Pkwy" to read "399 Interpace Pkwy".

Acute Toxicity Comments:

The acute toxicity profile for File Symbol 777-RRE is currently:

Study	MRID Number	Toxicity Category	Status
Acute Oral Toxicity	477209-05	IV	Acceptable
Acute Dermal Toxicity	477209-06	IV	Acceptable
Acute Inhalation Toxicity	477209-07	IV	Acceptable
Primary Eye Irritation	477209-08	IV	Acceptable
Primary Skin Irritation	477209-09	IV	Acceptable
Dermal Sensitization	477209-10	Nonsensitizer	Acceptable

Due to the acute toxicity profile of this product, no precautionary statements or First Aid statements are required.

General Comments:

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

Please note the Agency is moving away from review of paper submitted registration applications to electronic review of applications. Therefore, we need your help to make this an efficient and convenient process for both you and the Antimicrobials Division. Future labeling amendments may be accomplished by submitting a copy of the electronic label. Refer to the

following website for guidance on electronic submissions, including label:
<http://www.epa.gov/pesticides/regulating/registering/submissions/index.htm>.

If you have any questions concerning electronic label submissions, please refer to the above website for a list of contact personnel for more information.

A stamped label with comments is enclosed for your records. Submit one (1) copy of your final printed labeling prior to release of this product for shipment. Should you have any questions concerning this letter, please contact me by telephone at (703) 308-6427 or email address at: carlisle.sharon@epa.gov, or Renae Whitaker telephone at (703) 308-7003 or email address at: whitaker.renae@epa.gov during the hours of 8:00 am to 5:30 pm EST.

Sincerely,

ShaRon Carlisle
(Acting) Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)

Enclosures: (Stamped Label and DERs D364331 and D364334)

<< Front Panel >>

ACTIVE INGREDIENT:

L-Lactic Acid 3.20%

OTHER INGREDIENTS: 96.80%

TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN

NET CONTENTS: (28) (35) (40) (45) (56) (60) (70) (75) (80) (85) (90) (95) (100) (105) (110) (120) (150)
(200) (300) (500) () (Count)
(Pouch) (Canister) (Box) (ct)
(Individually Wrapped) (Pre-Moistened) (Towelettes) (wet cloths) (wet wipes) (wet wipe rolls) (wipes)
(7" X 5 3/4") (7.0" x 7.5") (7" x 7.5") (7" x 8") (7.0" x 8.0") (7.5" x 6.3") (7.5" x 7") (7.5" x 7.5") (7.5" X 8") (7.5" X 8.25") (7.5" x 8.3") (7 1/2" x 10") (7.5" x 10") (8" x 5 3/4") (8.5" x 10") (" x ") (" x ") (inches)

226g (28ct, 7"x8" wipe size), (8.0oz)
283g (35ct, 7"x8" wipe size), (10.0oz)
(OZ.) (LB. OZ.) (g)

<< Front or Back Panel >>

EPA Reg. No.: 777-XXX
EPA Est. No.: 777-NY-001
777-NJ-2
777-IL-1
777-MEX-001
8791-MO-1
052631-NJ-001
41925-WI-001
008251-WI-005
70930-PA-001
50757-WI-1

**ACCEPTED
with COMMENTS
EPA Letter Dated:
AUG 24 2003**
Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 777-112

See bottom or side (for Lot/Date code)

<< Back Panel >>

Questions? Comments? Call: (1-800-228-4722) (1-800-677-9218)
(or) Visit us at (www.lysol.com) (www.reckittprofessional.com)
(Made in U.S.A.) (Made in Mexico) (Made in Canada)
© RBI (year)
Distributed by: Reckitt Benckiser Inc., Parsippany, NJ 07054(-xxxx)

<< Front or Back Panel – Optional text >>

Company Logo (Reckitt Benckiser Professional)
Recycle Symbol
Important facts (about this product):
Container recyclable where recycling facilities exist.
Contains no (phosphates) (bleach) (ammonia) (silicones)
Does not contain (phosphates) (bleach) (ammonia) (silicones)
Encourage your local authorities to establish a program to recycle this (bottle) (container).(canister)
This (canister) (container) is made of x% post-consumer recycled plastic.
Learn more about (the importance of good hygiene habits) (and) (the appropriate use of)(antimicrobials) (antibacterial products),(in good hygiene) (and the many ways that Lysol® is promoting good hygiene habits) (for your family and community) go to www.spreadinghealth.com

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier].The term "this product" used throughout this document may be replaced with the marketed product brand name.

60018

<< Front or Back Panel - Packaging claims – use as bullet point or in paragraph format >>

- (x) more (extra) wipes (free)
- 2-Go
- (x)% More Wipes (when compared to (x) ct canister)
- (ct) Wipes!
- (3) (Canisters) (Each) (Total)

(Bonus) (Bonus x%) (x% Discount) (x% More Free) (Economy) (Great) (Mega) (Super) (Trial) (Value) (Pack) (Convenient) (Refill) (Size)(Money back guarantee) (Your #1 choice) (Take the Lysol® challenge) (Try it yourself) (or) (Get your money back)

- (Buy ___ Get ___ Free!) (Total _____ Wet Wipes) (1 x 28) (1 x 35) (___ x ___) (X wipes for the price of X)
- All packaging is recyclable
- Dispenses one wipe at a time
- Easy open (easy fill)
- Easy to carry around the house
- Fills (x) (ct) (size) (wipe) canisters
- Limited time (value) (pack)
- More Wipes(!) (x)ct
- No bottles, no sponges, no mess.
- On the Go
- Pack
- Pull Up Here
- Pop-Up-Cap
- Refill (x) Pack
- Refills (now) available
- Resealable (Stay-moist) (Twin) (Pouch) (Pack)
- Reuse canister(s) instead of throwing (it) (them) away
- Reuse (your) (the) canister (and) (to) save time and money
- Super Size
- Tear (here) (to open)
- (The) canister is (100%) recyclable
- To Go
- (Travel) (size) (Portable) (Pack)
- Tub Pack
- Use in (x) ct canister
- (Value) (larger) (super) (jumbo) size
- (Wipes) (refill) (value) (x) pack

ACCEPTED
with COMMENTS
EPA Letter Dated:

AUG 24 2009

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 777-112

<< INTRODUCTORY 6-mos. CLAIMS >>

(New) (better) (easier) (improved) (dispensation) (dispensing) (to dispense)

- New (colored) wipe
- New (gripper) (texture) (technology)
- (New)(improved) {Insert pattern/texture from list} cleans (picks up) (traps) (locks) (more) {insert soil(s) from list} {insert allergen soil(s) from list} (better) (than ever) (than other wipes) (than the leading wipe) (that other wipes leave behind)
- (New) (improved) (long lasting) (longer lasting) (lighter) (refreshing) (softer) (gentle) (fragrance) (scent)
- (New) (improved) (packaging) (canister) (opening) (lid) (cap)
- (New) (improved) (stronger) (thicker) (better) (unbeatable) (revolutionary) (innovative) {insert pattern/texture from list}
- (New){insert pattern/textures from list} cleans (picks up)(better)(easier)
- (New) {insert pattern/textures from list} for (better)(easier)cleaning
- (New) (Try new) (and) (Improved) (Formula) (Fragrance) (Pack) (Package) (Scent) (Size) (3-in-1) (4-in-1) (All in one) (All in one Complete) (Deodorizes) (Multi Action) (Multi Clean) (Multi-surface) (Quick) (Triple Action) (Complete) (Dual Action) (Clean & Simple)
- (New) (wipe) {insert pattern/textures from list} (traps) (locks) (locks in) (picks up) (more) {[insert soil(s) from list} {insert allergen soil(s) from list} (better) (than ever) (than others)

70f18

(New) (wipe) {insert pattern/textures from list} (traps) (locks) (locks in) (picks up) {insert soil(s) from list}
{insert allergen soil(s) from list} (that others) (other wipes) leave behind
(The) (New)(Next) generation of wipes

<< Front or Back Panel - Marketing / Product Performance claims – use as bullet point or in paragraph format >>

(Citrus) (Summer Fresh) (Spring Waterfall) (Country) (Berry) (Green Apple) (Orange)(Scent)(Breeze)
(Crisp Linen) (Pacific Fresh) (Fresh) (Light) (Citrus) (Herbal) (lemon) (Lemon & Lime Blossom) (Lime
Blossom) (Lavender & Eucalyptus) (Lavender) (Eucalyptus) (Lavender & Eucalyptus) (Rosemary) (Lavender
(and)(Rosemary)) (Eucalyptus) (Pine) (Clove) (Patchouli) (scent) (fragrance) (with essential oils)

x% thicker

(x) times the size

2-in-1 (wipe)

2 sides 1 for scrubbing, 1 for wiping

Abrasive

(Absorbs) (Absorbent)

(Also) fits (this product) canisters

Best ever (formulation) (formula) (all-purpose cleaner) (multi-purpose cleaner) (wipe) (on) (for) (shine)
streaks) (streaking) (residue)

Better Absorbency

Built-in (Micro) (tough) scrubbing fibers

Contains: (citric acid)(lactic acid)(coconut-based cleaning agent)(nonionic surfactant)(filtered water)(no
phosphorus)(no bleach)

Disposable

Does not create harsh fumes

(Does not) (will not) (no) scratch(ing) (your surfaces)

(Doesn't leave)(No) harsh chemical (residue)(fumes)

(Dual Action) (Dual use) (Multi use) (Complete)

Easy to use

(Extra)(Soft) wipe

Feel the strength

For everyday use

For use (in) (the) (kitchen)(,) (bathroom(s)) (bedroom(s)) (and) (all around the house)

Fragrance(s) (contain(s)) (include(s)) essential oils

Free of animal byproducts

Great for touch-up cleaning

Great for use in (your) (dorm room(s)) (classroom(s)) (office) (gym) (facility) (institution) (restroom(s))
(washroom(s))

Great for use in (the) (your) (kitchen), (bathroom), (bedroom) (and) (throughout) (all over) (the house).

Just wipe and throw away. (It's that easy.)

(Larger) (bigger) (longer) than ever

Leaves a brilliant shine (even on finished wood)

Leaves less of a visible residue on surfaces

(Leaves)(Contains) a (pleasant)(fresh) plant inspired fragrance (with essential oils)

Leaves no harmful residue

Less (streaking) (residue) than ever before

Low (streaking) (residue) (formula) (formulation) (all-purpose cleaner) (multi-purpose cleaner) (sanitizer)
(wipe)

Lysol Brand

(Makes it) easy to (re-)fill canisters

(Now) (even) stronger wipes

(Now) (more durable) (stronger) (softer) (wipes)

(Now) (Stronger) (more durable) (than) (before)

(Now with) Quilted wipe

One swipe and {insert soil(s) from list} {insert allergen soil(s) from list} (is)(are) gone!

Perfect Size for (Kitchens) (and) (Bathrooms) (and) (Bedrooms)

(Perfect) (Suitable) for everyday touch ups

ACCEPTED
with COMMENTS
EPA Letter Dated:

AUG 24 2009
Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended for the pesticide,
registered under EPA Reg. No. 777-16

8 of 18

Power (fiber) (weave) (grooves) (pattern)
Ready to use
Revolutionary
Same (wipe) (roll) you (find) (buy) in (Lysol) canisters
Scrub(s)(bing)
Select-a-size
Softer (wipe)
Streak-free shine
(Strong) (absorbent) (durable) (thick) (larger) (tough) (wipe)
(Stronger) more durable (wipe)
Substrate contains (X%) wood pulp
Suitable for use on virtually all surfaces
Superior strength
Swipe(s) away (more) {insert soil(s) from list} {insert allergen soil(s) from list} (in seconds)(with no effort) (than ever)(than other wipes) (than the leading wipe) (that other wipes leave behind)

(The) One-step cleaner
The Power of Lysol
(Thicker) (Larger) (wipe) (to clean)(for)(your) (bigger messes)
(This product) is (also) great on the "go" in {insert use sites}
Touchably soft,
Touch-Ups
Tough on (kitchen) (bathroom) (everyday) messes.
(Traps)(locks)(picks up)(cleans)(wipes off) (more) ({insert soil from list}) ({insert allergen soil(s) from list}) (better) (than ever) (that other wipes leave behind)
Twice the size
Two-in-one wipe
(Two) (2) (sides) (sided)
Ultra-Weave (fiber) (weave) (grooves) (pattern)
Unbeatable shine
Unbelievable (cleaning) strength
Use where you live, work and play
Virtually streak free formula
Will not leave (a) (residue) (streak(s))
(Wipe) (wipes) (wiping)
(With) Microlock (fibers) (fiber) (weave) (grooves) (pattern)
Works on glass and mirrors

ACCEPTED
with COMMENTS
EPA Letter Dated:

AUG 24 2009

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended for the pesticide,
registered under EPA Reg. No. 777-112

<< Front or Back Panel - Cleaning claims – use as bullet point or in paragraph format >>

An efficient way to clean
An effective (cleaner) (sanitizer) on non-food contact surfaces in the {insert use sites}.
Anti-bacterial (action) (cleaner) (strength)

(Better) (improved)(unbeatable)(cleaning)
Built-In Scrubbing Fibers help clean away tough stains (like soap scum) (and) (baked on grease)
Cleaning power comes from a breakthrough formula of ingredients (including a special blend)(similar to)(of)(fruit acids)
Cleaning system including fruit acid and coconut oil based (surfactant)(cleaning agent)

(Cleans) (dissolves) (soap scum) (and) (baked on grease)
Cleans (even) (bigger) (tough) (more) messes
(Cleans) (removes) (tough) (grimy) (bathroom) (kitchen) messes (with little effort) (with little muscle power) (within seconds) (within minutes)
Cleans with (citrus) power
Cleans without bleaching
Contains no (abrasives) (bleach) (or)(harsh acids)
Contains powerful grease (cutters)(removal agents)

90918

Contains specially selected surfactants
Contains (just enough) (cleaning) ingredients for those everyday touch ups
Convenient (bathroom) (restroom) (kitchen) (floor) (surface) (cleaner)
Cuts grease (and grime)
Cuts {insert soil(s)}
Cuts through (grease)(soap scum)(grime)(sticky)(soils)

(Easy to use)(Convenient) (Refill)
Easy to use – just wipe and walk away
(Economical)(Sustainable) refill
Effectively cleans everyday messes
Effectively works on (many) (most) hard, non-porous surfaces
(Fast)(and)(Easy)(Effective): Use (in) (on) (the) {insert use sites}
Fresh Clean Scent(!)
Freshens {insert use site}
For a cleaner, fresher (household)(facility)
For a healthier (home)(facility)(institution)(school)
For (any) (most) hard, non-porous surface where bacteria are a concern
For everyday (use)(usage)
For multiple cleaning (tasks)(jobs)
For use (in) (on) {insert use sites} (as a multi-purpose sanitizing cleaner) (an all purpose sanitizing cleaner)
For your tough messes
Formulated for (medical institutions') (infection control program) needs
Good (for everyday cleaning) (and) (for your) (tough) (everyday) (household)(sticky)(messes)(grime).
Good for (most) (indoor) cleaning tasks
(Great) (excellent) for (quick clean ups) (touch up cleaning)
Great for everyday use (in) (kitchens) (and) (bathrooms) (restrooms) (around the)(house)(home)(your facility)
Great for (kitchens) (bathrooms) (most indoor cleaning tasks) (your) (tough) (household messes)
Grease releaser
(Has) (with) a powerful All Purpose Cleaner (built in)
Helps clean (away) (tough stains) (like) {insert soils}
Helps to cut through (grease)(and)(grime)(giving)(all)(of)(your)(surfaces a)(complete)(thorough)(clean)
Hypoallergenic
(Improved)(Better)(Cleaning) (Wipes) (with) (criss-cross)(ridges)
(Improved) (More) (Better) (cleaning) (power) (performance)
Includes (a special ingredient)(special ingredients) similar to fruit (acid(s))
(Includes)(Contains) essential fragrance oils
(Includes)(Contains) fruit acid
{insert soil(s)} disappear(s) in a flash
Keeps working for longer
Keep(s) your (shower) (kitchen) (bathroom) (restroom) clean every day

Leaves a fresh (Citrus)(Floral)(Herbal)(Berry) (Green Apple) (Orange) (Country) (fresh)(clean) (Scent)
Leaves (a) (fresh) (clean) (scent) (no) (dull) (film) (sticky) (residue)
Leaves a (long-lasting) (fresh) (clean) scent
Leaves (household) (bathroom) (restroom) (kitchen) (washroom) surfaces sanitary.
Leaves (household) (washroom) (restroom) (facility) surfaces (clean) (deodorized)
Leaves your (home) (house) (washroom) (restroom) (facility) (smelling clean) (with a)(clean)(fresh)(scent)
Leaves your home (fresh) (and) (&) (clean)
Leaves your ({insert use site}) ({insert use surface}) with a fresh, clean scent
Leaves your surfaces (shiny) (clean)
Longer lasting wipe
No (chlorine) (bleach)
No mix (cleaner) (cleaning)
No more (pushing) (scooping) {insert soil(s) from list} (around)!
No phosphates
No (rinse) (rinsing) (required)

ACCEPTED
with COMMENTS
EPA Letter Dated:
AUG 24 2009
Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended for the pesticide,
registered under EPA Reg. No. 777-118

(Non-abrasive formula) (will not scratch surfaces)
(Now) (With) (criss-cross) (raised) (ridges) (V-shaped) (pattern) (for) (better) (improved) (cleaning)
(performance)(power)
(One) (1) wipe (can be) used to clean messes
One step (cleaning) (and) (sanitizing)

Perfect for (the) (kitchen(s)) (and) (bathroom(s)) (restroom(s))
Powerful clean
Powerful clean for (all)(most)(rooms)(of the home)(in your home)(in your facility)
(Powerful clean)(-) (Cuts through) (grease)(soap scum)(grime)(and)(&)(soils)

Powerful (Quick & Easy) (Cleaning) (multi-purpose) (all purpose) (cleaner) (clean)
(Powers through) (cleans) (traps) more (messes) (soils) (stains) than ever
Powers through your (tough) cleaning jobs
Prevents (soap scum)(buildup)

ACCEPTED
with **COMMENTS**
EPA Letter Dated:
AUG 24 2009

(Quickly) eliminates (filthy) (lingering) (food) odors
Range of anti-bacterial cleaners (that work in a kind way)
Ready to use
(Reduces) (less) scrubbing (needed)
Removes x% of allergens^{††}
Removes 90% of allergens using no unnecessary chemicals^{††}
Removes (and cleans): {insert soils}
Removes (rust), (mineral deposits) and (hard water)
Removes soap scum (to leave your surfaces shiny)
Removes tough odors (left behind) from (pets) (smoke) (cooking)
Strong(er) (enough) (so) (you can) (,) clean your (entire) (kitchen) (bathroom) with less wipes
Strong(er) (so) (you can) (,) pick up more messes
Strong(er) (so) (you can) (,) use it on more surfaces
Tackles (tough) cleaning jobs (all around the house)
The most convenient way to clean
The one-step cleaner
The smell of (LYSOL[®]) clean

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 777-112

(This product) (Even) (Removes), (Reduces) (Traps), (Locks in), (Captures), (Picks Up) (up to) (more
than) (x%) (of) (the following) (common household) allergens^(††): ({insert from allergen soil list})
(found in) (associated with) (debris) (dirt) (dust) (lint) (pet hair) (on) (hard, non-porous) (surfaces).
(This product) (Quickly) (Removes) (Reduces) (Traps) (Locks in) (Captures) (Picks up) (debris) (dust) (dirt)
(lint) (pet hair) (that) (may) (contain(s)) (harbor(s)) (the following) (common household)
allergen(s) ^(††): {insert from allergen soils list} (on) (from) (hard, non-porous) (surfaces).
Tough cleaning power (for your difficult) (for your most challenging) (messes) (jobs) (stains)
Tough on greasy soils
(Traps) (cleans) {insert soil(s)}
Unbeatable (cleaning) (power) (strength) on {insert soil(s)}
Unbeatable on {insert soil(s)}
Use (this product) on (hard, non-porous) surfaces where {insert from allergen soil list} may be
a concern.
(Visible) (sparkling) clean
(Wipe(s)) stay(s) moist longer
Wipes away more messes (in the home)
(With) grease release action
Works as well as (traditional)(conventional) cleaners
Works on (large) (small) spills
Works on a wide range of (household) (kitchen) (bathroom) surfaces
(Work)(Works) in a kind way
Uses no unnecessary harsh chemicals

110918

<< Front or Back Panel – Sanitizing Hard non-porous, non-food contact surface claims– use as bullet point or in paragraph format >>

30 seconds is all it takes to kill 99.9% of bacteria***
A clean you can smell
(and even) (kills) (eliminates) 99.9% of (bacteria***) (insert 'A – B – C' organisms) in 30 seconds

(Antibacterial Action) (Sanitizer) (Sanitizes) (Bactericidal***)
Bacteria (killer) (destroyer) (eliminator)
(Cleans) (sanitizes)

Each pre-moistened, disposable wipe (is treated with a special cleaner) (that) (actually), kills
bacteria (even bacteria *** that cause odors) (wherever you use it)
Effective against (bacteria) {insert 'A – B – C' organisms}
(Effective) (cleaning) (sanitizing) has never been (faster or easier) (more convenient).
Effective (sanitizing) for use in {insert use sites}
Eliminates (Removes) (bacteria***) from {insert use surfaces}
Eliminates (Removes) (kitchen) (and) (bathroom) odors
For general (cleaning) (and) (sanitizing) (hard non-porous) (non-food contact) surfaces.
Bacteria (killer) (destroyer) (eliminator)
(Helps) (kill(s)) (eliminate(s)) odor-causing bacteria***
Household (Sanitizer)

ACCEPTED
with COMMENTS
EPA Letter Dated:

AUG 24 2009

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No.

777-112

Kills 99.9% of (bacteria)***
Kills 99.9% of bacteria using no unnecessary chemicals***
Kills (99.9%) (of) (household) bacteria in 30 seconds.***
Kills (bacteria***) while it cleans tough (bathroom) messes.
Kills (Eliminates) 99.9% of (insert 'A – B – C' organisms) (bacteria***)
Kills (Eliminates) 99.9% of bacteria (on hard, non-porous surfaces)***
Kills (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in (30) seconds.***
Kills (Eliminates) bacteria on hard, non-porous surfaces in seconds.***
Kills (Eliminates) (kitchen) (bathroom) (common) (household) (bacteria***)
Kills bacteria***
Kills (kitchen) (bathroom) (bedroom) bacteria***
Kills odor-causing bacteria***
Large (Size) sanitizing cloths
Lysol products aid in the reduction of cross-contamination of bacteria*** (on hard, non-porous surfaces)
One step cleaning and sanitizing
On hard, non-porous, inanimate environmental surfaces this product kills the following
(bacteria) {insert 'A – B – C' organisms}
One step (cleaning) (and) (Sanitizing)
Proven to kill 99.9% of bacteria (such as E-coli, Salmonella)
(Proven to kill) (Kills) 99.9% of (bacteria)(such as) (insert 'A – B – C' organisms) (without using any unnecessary harsh chemicals)

(Quickly)(Removes) (bacteria***) {insert 'A – B – C' organisms}
(Quickly) wipe down commonly touched surfaces around the (kitchen) (bathroom) (bedroom) such as {insert use surfaces} to kill (bacteria***) (throughout the house)
Removes (bacteria)
Removes (lingering) odors (fast)
Sanitizes and cleans tough stains
(Sanitizes and) leaves a shiny (clean) surface
Sanitizes as it cleans
Sanitizes hard non-porous non-food contact surfaces {insert use sites}
Sanitizes (Kitchen) (household) (bathroom) hard non-porous surfaces in 30 seconds.***
Sanitizes (Kitchen) (household) (bathroom) surfaces in 30 seconds.***
Sanitize more surface area (per wipe)

Sanitizes (your) (insert use sites) (and) (or) (insert use surfaces)
Sanitizing (Cleaning) Wipes
Takes care of (bacteria)
The fast convenient way to (clean) (and) (sanitize) hard non-porous surfaces (anywhere you) travel).

The quick and easy way to (clean) (and) (sanitize) (the following hard, non-porous) (non-
food contact surfaces) (anywhere you travel): (insert use surfaces)
(This product) (cleans and) (sanitizes) the following surfaces (insert use surfaces)
(This product) (is) the (quick) (convenient) way to (clean) (and) (sanitize) (hard non- porous surfaces)
your (household) (kitchen) (bathroom) (bedroom) surfaces.
(This product) kills (insert 'A - B - C' organisms) (on hard, non-porous surfaces) (in 10 minutes)
Use them (on kitchen counters) before and after cooking to kill (common) (bacteria***)
Use (them) (this product) on surfaces (insert use sites) (where (bacteria***) may be a concern.)
Use to sanitize (kitchen) (surfaces) (before) (after) (cooking) (preparing) (meals) (dinner)
(With) (the) sanitizing (power) (strength) of Lysol (in every wipe)
Works in a kind way to take care of (bacteria) (and) (allergens)
Works in a kind way to (kill 99.9% of bacteria***) (and) (remove 90% of allergens^{††})
Works in a kind way to (kill 99.9% of) (bacteria***) (including) (insert 'A - B - C' organisms)

<< back Panel qualifier >>

***Kills (Eliminates) 99.9% of (Escherichia coli O157:H7) (Salmonella enterica) (Staphylococcus aureus)
(Methicillin resistant staphylococcus aureus [MRSA]) (and) (Enterobacter aerogenes) on hard, non-
porous surfaces in 30 seconds.

***Kills 99.9% of (the following) (bacteria) in 30 seconds: (Escherichia coli O157:H7) (Salmonella enterica)
(Staphylococcus aureus) (Methicillin resistant staphylococcus aureus [MRSA]) (and) (Enterobacter
aerogenes)

***Kills 99.9% (of) (Escherichia coli O157:H7) (Salmonella enterica) (Staphylococcus aureus) (Methicillin
resistant staphylococcus aureus [MRSA]) (and) (Enterobacter aerogenes) (commonly found) (in the
kitchen) (on kitchen surfaces) in 30 seconds

<< front / back panel claim >>

Kills (Eliminates) 99.9% of (Escherichia coli O157:H7) (Salmonella enterica) (Staphylococcus aureus)
(Methicillin resistant staphylococcus aureus [MRSA]) (and) (Enterobacter aerogenes) on hard, non-
porous surfaces in 30 seconds.

Kills 99.9% of the following in 30 seconds: (Escherichia coli O157:H7) (Salmonella enterica)
(Staphylococcus aureus) (Methicillin resistant staphylococcus aureus [MRSA]) (and) (Enterobacter
aerogenes)

Kills 99.9% (of) (Escherichia coli O157:H7) (Salmonella enterica) (Staphylococcus aureus) (Methicillin
resistant staphylococcus aureus [MRSA]) (and) (Enterobacter aerogenes) (commonly found)
(in the kitchen) (on kitchen surfaces) in 30 seconds

ACCEPTED
with COMMENTS
EPA Letter Dated:
AUG 24 2009

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 777-112

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.

13 of 18

<< Back Panel - Use directions – IMPORTANT: Advisory statements must be included were appropriate >>

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

<< For canister packaging>>

To Open Package: Open cap lid and pull up firmly on lid to remove the entire cap from the canister. Locate wipe at the center of the roll and insert corner of wipe through opening in lid. **DO NOT PUSH FINGER THROUGH OPENING.** Replace lid. Pull sheet up and slightly to side. Always snap lid securely shut between uses to prevent moisture loss.

To Open Package: Pull up tab and remove large cover. Remove inner tab loop from cover hinge. Insert loop into opening. Thread first sheet in center of roll through loop. Replace cover. Pull loop back through opening. Pull each sheet up and slightly to the side. Always snap lid securely shut between uses to prevent moisture loss.

To Open Package: Open cap lid. Pull up wipe (from center of the roll) and slide corner of wipe into smaller opening. Pull wipe up (and slightly to the side) to (remove) (use) (start). (After use,) snap lid securely shut (between uses) to prevent moisture loss.

To Open Package: Open cap lid. Thread wipe through dispensing (lid) (hole) and pull wipe up (and slightly) (downwards) (to the side) to (remove) (start) (begin) (use). Do not push finger through opening. (Next wipe pops up automatically.) (After use) snap lid securely shut (between uses) to prevent moisture loss.

<< For pouch packaging >>

To Open Package: Peel back the front label slowly. Remove towelette (as needed) (and reseal pouch to avoid moisture loss). Reseal pouch by firmly running thumb over the label. Throw away soiled wipe then done.

To Open Package: Open pouch by peeling back the seal. Remove one (towelette) (this product) and reseal pouch to avoid moisture loss. Use abrasive side for tougher soils and soft side for light duty cleaning. Throw away soiled wipe when done.

<< For Refill packaging >>

To Open Refill Package: Open (bag)(pouch)(box)(container). Place wipes in (refill) (x count) canister. Do not use wipes in this refill package.

To Refill: Remove the entire cap from the canister. Place refill wipes in canister.

<< Use directions for all packaging types >>

To Sanitize Hard Non-Porous Non-Food Contact Surfaces: Use enough fresh towelettes to thoroughly wet surface. Wipe surface and allow to remain wet for 30 seconds. Allow surface to air dry. Toss dirty wipe away. To sanitize heavily soiled surfaces, preclean surfaces using a fresh towelette.

For General Cleaning Hard Non-Porous Non-Food Contact Surfaces: To clean (household) (kitchen) (and) (bathroom) surfaces, use fresh towelette to wipe dirty area clean. Repeat for stubborn stains. No rinsing required.

For surfaces that come in contact with food: Use only on hard non-porous surfaces and rinse thoroughly with water.

Do not use on dishes, glasses or utensils.

NOT INTENDED FOR PERSONAL HYGIENE

ACCEPTED
with COMMENTS
in EPA Letter Dated:
AUG 24 2009

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No.

777-112

To Clean (and) (Deodorize) (and) (Sanitize) hard, non-porous surfaces (including toilet seats) (and) (other bathroom surfaces): Use enough fresh towelettes to thoroughly wet surface(s). Pre-clean heavily soiled surfaces. (Toss dirty wipe(s) away.) **To Clean (and) (Deodorize):** Wipe surface. **(To Sanitize:** Wipe surface and allow to remain wet for 30 seconds. Allow surface to air dry.)

To Clean (and) (Deodorize) (and) (Remove Allergens) (Remove Common Household Allergens) (and) (Sanitize) hard non-porous surfaces: Use enough fresh towelettes to thoroughly wet surface(s). Pre-clean heavily soiled surfaces. (Toss dirty wipe(s) away.) **To Clean (and) (Deodorize) (and) (Remove Allergens):** Wipe surface. **To Sanitize:** Wipe surface and allow to remain wet for 30 seconds. Allow surface to air dry.

To Clean (/ Deodorize) (/ Remove Allergens^{††}): Use fresh wipe on surface. Repeat for stubborn stains.

To Sanitize: Pre-clean surface. Use enough fresh wipes to thoroughly wet surface. Allow to remain wet for 30 seconds. Allow surface to air dry. Toss dirty wipe away. Rinse all food contact surfaces with water after use.

To Sanitize Toys: Use only on hard non-porous surfaces. Use enough fresh towelettes to thoroughly wet surfaces. Wipe surface and allow to remain wet for 30 seconds. Allow surface(s) to air dry. (Toss dirty wipe away.) Rinse thoroughly with water after use.

<< Advisory Statements >>

Do not use on dishes, glasses or utensils.

Do not flush (down toilet).

For other surfaces, spot test in an inconspicuous area.

Not (intended) for personal hygiene.

Unplug small electrical appliances before (use) (cleaning) (sanitizing) (with this product).

Will not harm (your) (septic tanks) (or) (plumbing).

Can be used in cleaning tools that recommend the use of (this product).

(Does not) (Will not) harm most (kitchen) surfaces.

On painted surfaces test a small inconspicuous area first.

For surfaces that come in contact with food : Use only on hard non-porous surfaces and rinse thoroughly with water.

This product is not recommended for use on marble, brass, copper, unwaxed vinyl, or unfinished wood.

ACCEPTED
with COMMENTS
EPA Letter Dated:

AUG 24 2009

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 777-112

<< Back Panel >>

<< IMPORTANT: All organisms must be identified by genus & species.
Abbreviations may be included but must appear in (parens). >>

<< Hard non-porous surfaces >>

<< *** 30 Sec. Sanitization against Bacteria >>

- Escherichia coli O157:H7 (E. coli) (ATCC# 43888)
- Enterobacter aerogens (ATCC # 13048)
- Salmonella enterica (Salmonella) (ATCC# 10708)
- Staphylococcus aureus (Staph) (ATCC# 6538)
- Methicillin Resistant Staphylococcus aureus (MRSA) (ATCC# 33592)

Symbol Designation – used on product labels:

Triple asterisk (***)	bacteria ***	used for identifying sanitization claims
Double Dagger (††)	allergens††	used for identifying removal claims against specific allergens.

**ACCEPTED
with COMMENTS
EPA Letter Dated:
AUG 24 2009**

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 777-112

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.

160f18

<< Back Panel >>

<< Soil / Surface / Use Site - May be listed on product label in plural form >>

Soils: (Graphic – depicting soil)

Bacon Fat	Gravy	Oil	Wine (stains)
(Burnt on) Grease	Grease	Outdoor Grime	
Baked on cheese	Grime	Pancake mix	
Bathtub Rings	Hard Water (Stain)	Particles (residues)	
(Burnt on) Food (Stains)	(Pet) Hair	Peanut butter	
Chicken juice	Honey	Pet Stain (s)	
Coffee stains	Jelly	Smudges	
Cooking splashes	Juice stains	Soap Scum	
Crumbs	Lint	Stains	
Dirt	Limescale	Sticky messes	
Dust	Makeup	Tea (stains)	
Dried on food	(Tough) Messes	Tomato sauce	
Fingerprint	Mildew (mold) Stains	Tough Soil	
Food (residues)(particles)	Mud	(Dried on)Toothpaste	

ACCEPTED
with **COMMENTS**
EPA Letter Dated:
AUG 24 2003

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No.
777-112

Allergen soils:

Cat allergen(s)	Dog allergen(s)	Pet (Dander) (allergen(s))
Cockroach allergen(s)	Dust mite debris	(Pet) Hair
Cockroach debris	Dust mite matter	Pollen (allergen(s))
Cockroach matter	Dust mite particles	
Cockroach particles	Dust mite allergen(s)	

Surface Types: (~ Non-Medical or Fixture)

Aluminum	Fiberglass Fixtures	Linoleum	Terra Cotta
Brass	Finished Wood	Metal	Tin
Ceramic	Glass	Mirror	Vinyl
Chrome~	Glazed Ceramic	Plastic	
Crystal	Glazed Porcelain	Plastic Laminate	
Enamel	Granite	Stainless Steel~	

Hard Non-porous Surfaces (Graphic – depicting surface / use site)

Appliance (Exterior) (Handles)	Garbage Can (Pail)	Sink (Basin)
Bathtub (Tub)	Glazed Ceramic Tile	Small Surfaces
Changing Table	Glazed Porcelain Tile	Sports equipment
Computer (Mouse)	(Computer) Keyboards	Stainless Steel^
Counter (Countertop)	(Kitchen) Counter (Countertop)	Stove (Stovetop)
Cribs	Kitchen Surfaces	Table (Tabletop)
(Diaper) changing (Counters)	Light switches	Telephones (phones)
(tables)	(Microwave) Oven	Tiles
Diaper Pail	(Non-wood) (Baby) (Furniture)	(Toilet) (Urinal) Exteriors
(Plastic) Toys ¹	(Non-wood)(finished) Cabinets	Toilet Seats
Door Knob (Handle)	(Non-wood) Highchair (non-food	Vanity Top
Enamel Tile	contact area)	Washable Wall
Exhaust Fan (Hood)	Outdoor Furniture	
Exterior of Toilets	Plastic Laundry Basket (Hamper)	
Faucet	Rails	
(Bathroom) (Kitchen) Fixtures	Refrigerators exteriors	
(Bathroom) (kitchen) floor	Remote Control	
(Laminate) (Laminated floors)	Shower (Stall) (Area) (head) (fittings) (hardware)	

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.

^Non-Medical or Fixture

¹Use on toys requires a rinsing step after sanitizing – follow the Directions for use for Toys.

Patterns/Textures (Graphic – depicting images)
(honeycomb)(Interlocking)(diamond)(dots)(gripper)(trapper)(locker)(embossed)(grooved)(raised)(3D)
(quilted)(thicker)(stronger) (Wipe) (weave) (texture)(pattern)(grooves) (technology)

Household Use Sites: (Graphic – depicting use site)

Automobiles (Interiors)	Cars (Interiors)	Health Clubs (gym)
Basement	Children's rooms	Office
Bathroom (restroom)	Dorm Room	Pet areas
Bedroom	Home / House	Storage Areas
Boats	Kitchen	Vacation homes

Business Use Sites: (Graphic – depicting use site)

Airports	Government Facilities	(Public) Telephones
Bowling Alleys	Hotel / Motel	Restaurant
Break Rooms	Kennels	Rest Stops
Cafeterias	Laboratories	RV
Classrooms	Malls	School
Clinics	Military Institutions	
Cuspidors	Nursery (Schools)	
Day Care Center	Nursing Home	
Gas Stations	Office (Building)	
Grocery/Shopping	(Public) Restroom	
Carts		
Health Clubs		

ACCEPTED
with COMMENTS
EPA Letter Dated:

AUG 24 2009

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No.

777-112

Professional Use Sites: (Graphic – depicting use site)

Break Rooms	Health Care Facility	Nursing Home	Restaurant
Cafeteria	Hotel / Motel	Nurseries	Restroom
Day Care Center	Kennel	Office Building	School (College)
Government Facilities	Kitchen	Restaurant	
	Military Facilities		

Back Panel - IMPORTANT: The following is required for claims against: >>

<< Terminal Sterilant Statement – qualified metal surfaces >>

This product is not for use on critical & semi-critical medical devices or medical equipment surfaces.

<< Terminal Sterilant Statement – unqualified metal surfaces >>

This product is not to be used as a terminal sterilant / high level disinfectant on any surface or instrument that (1) is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body; or (2) contacts intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enters normally sterile areas of the body

<< Back Panel >>

<< Storage and Disposal language – Household containers >>

STORAGE AND DISPOSAL: (Store unopened package in a cool, dry place in areas inaccessible to small children.) Dispose of wipe in trash after use. (Reseal)(Close) lid between uses to retain moisture. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available. If recycling is not available, discard container in trash.

<< Storage and Disposal language – pouch >>

STORAGE AND DISPOSAL: Store unopened package in a cool, dry place in areas inaccessible to small children. Dispose of wipe in trash after use. Discard empty envelope in trash.

<< Storage and Disposal language – refill >>

STORAGE AND DISPOSAL: (Store unopened package in a cool, dry place in areas inaccessible to small children.) Dispose of wipe in trash after use. (Reseal)(Close) lid between uses to retain moisture. (Refill (only) with [this product].) (If not refilling, offer empty container for recycling. If recycling is not available, discard container in trash.)

STORAGE AND DISPOSAL: (Store unopened package in a cool, dry place in areas inaccessible to small children.) Offer empty container for recycling. If recycling is not available, discard (bag)(pouch)(box)(container) in trash.

<< Storage and Disposal language – Professional Containers >>

STORAGE AND DISPOSAL:

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in an area inaccessible to children.

DISPOSAL: Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available.

ACCEPTED
with COMMENTS
EPA Letter Dated:
AUG 24 2009

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 777-112