

777-113

10/1/2009

1/12



U.S. ENVIRONMENTAL PROTECTION AGENCY

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

EPA Reg.

Number:

777-113

Date of Issuance:

OCT 1 2009

Term of Issuance:

Unconditional

Name of Pesticide Product:

Ottaman

NOTICE OF PESTICIDE:

- 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 07054-0225

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/reregistered 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 No. D-409710) 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:
  - a. Revise the "EPA Registration Symbol to read, "EPA Reg. No. 777-113".
  - b. Delete the 1<sup>st</sup>, 5<sup>th</sup>, and 12<sup>th</sup> claims on page 2 because they imply heightened efficacy.

Signature of Approving Official:

*Velma Noble*  
Velma Noble  
Product Manager Team-31  
Regulatory Management Branch  
Antimicrobials Division (7510P)

Date:

OCT 1 2009

c. Delete the 44<sup>th</sup> claim on page 3 because it is a false and misleading comparative claim according to 40 CFR 156.10(a)(5).

d. Revise the 53<sup>rd</sup> claim on page 3 by removing the parentheses around “odor causing.”

e. Revise the 2<sup>nd</sup>, 3<sup>rd</sup>, 15<sup>th</sup> claims on page 4 and the 1<sup>st</sup>, 4<sup>th</sup>, 7<sup>th</sup>-13<sup>th</sup>, 15<sup>th</sup>-18<sup>th</sup>, 21<sup>st</sup>-22<sup>nd</sup>, 24<sup>th</sup>, and 28<sup>th</sup> claims on page 6 by deleting the term, “illness causing” because it implies “prevention of infection.” Infection prevention claims are under the Food and Drug Administrations’ jurisdiction not EPA.

f. Revise the 15<sup>th</sup> claim on page 4 by deleting the phrase, “specifically formulated,” because it implies heightened efficacy.

g. Revise the 8<sup>th</sup> claim under “Deodorizing Claims” on page 4 and the 4<sup>th</sup>, 15<sup>th</sup>, 17<sup>th</sup>, and 40<sup>th</sup> on page 5 by deleting the parentheses around “odor causing.”

h. Revise the 4<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 13<sup>th</sup>, 14<sup>th</sup>, 23<sup>rd</sup>, and 27<sup>th</sup> claims on page 6 by adding the three asterisks, \*\*\*, after bacteria, so the claims accurately indicate which bacteria are mitigated by this product.

i. Revise the 22<sup>nd</sup> and 27<sup>th</sup> claims on page 6 by deleting the terms, “hygienic and healthier,” because they imply heighten efficacy and safety.

3. The acute toxicity profile:

Data Requirement	Means of Support	Status
Acute Oral Toxicity	Submitted study, MRID 477496-01	Acceptable, Category IV
Acute Dermal Toxicity	Submitted study, MRID 477496-02	Acceptable, Category IV
Acute Inhalation Toxicity	Submitted study, MRID 477496-03	Acceptable, Category IV
Primary Eye Irritation	Submitted study, MRID 477496-04	Acceptable, Category III
Primary Skin Irritation	Submitted study, MRID 477496-05	Acceptable, Category IV
Dermal Sensitization	Submitted study, MRID 477496-06	Acceptable, Non-sensitizer

a) Therefore, you must add the Signal Word, **CAUTION**. It must appear on the front panel of the label after the “Keep Out of Reach of Children” statement.

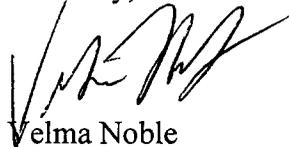
b) Revise the “Precautionary Statements” on page 9 to read:  
**CAUTION.** Causes moderate eye irritation. Avoid contact with eyes or clothing. Wear protective eyewear. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

4. Submit three (3) copies of your final printed labeling before distributing or selling the product bearing the revised labeling.

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.

A stamped copy of the label is enclosed for your records. Should you have any questions regarding this letter, please contact Jacqueline McFarlane at (703) 308-6416.

Sincerely,



Velma Noble  
Product Manager (31)  
Regulatory Management Branch  
Antimicrobials Division (7510P)

Enclosure: Stamped Label  
Efficacy Data Evaluation  
Acute Toxicology Data Evaluation  
Chemistry Data Evaluation

4  
12

<< FRONT PANEL >>

ACTIVE INGREDIENTS:

Didecyl dimethyl Ammonium Chloride .....0.130%  
OTHER INGREDIENTS: ..... 99.870%  
TOTAL: ..... 100.00%

KEEP OUT OF REACH OF CHILDREN

See back (side) panel for additional precautionary statements.

NET CONTENTS.:

22 FL. OZ.	(1 PT. 6 FL. OZ.)	(650 mL)
27 FL. OZ.	(1 PT. 11 FL. OZ.)	(798 mL)
30 FL. OZ.	(1 PT. 14 FL. OZ.)	(887 mL)
32 FL. OZ.	(1 QT.)	(946 mL)
(xx) FL. OZ.	(xx PT. xx FL. OZ.)	(xxx mL)
(xx) FL. OZ.	(xx QT. xx FL. OZ.)	(xxx mL)
(xx) FL. OZ.	(xx QT.)	

<< FRONT OR BACK PANEL >>

EPA Reg. No.: 777-XXX  
EPA Est. No.: 777-NJ-2  
11525-IL-01  
13891-IN-001  
61203-MA-001  
8791-MO-1

See (bottom) (or) (side) (top) (cap) (for Lot/Data code)

ACCEPTED  
with COMMENTS  
in EPA Letter Dated:

OCT 1 2009

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

777-113

<< BACK PANEL >>

Questions? Comments? (symbol of telephone)

Call: (1-800-228-4722) (1-800-677-9218)

(or) Visit us at ([www.lysol.com](http://www.lysol.com)) ([www.reckittprofessional.com](http://www.reckittprofessional.com)) ([www.spreadinghealth.com](http://www.spreadinghealth.com))

Made in U.S.A. (Made in Canada) © RBI (year)

Distributed by: Reckitt Benckiser Inc., Parsippany, NJ 07054(-xxxx)

Important facts (about this product)

Contains no (phosphates) (or) (dyes)

This (bottle) (container) is made of x% post-consumer recycled plastic

<< BACK PANEL – OPTIONAL TEXT >>

Company Logo (Reckitt Benckiser (Professional))

Recycle symbol

Learn more about (the importance of good hygiene habits) (and) (the appropriate use of disinfectants) (in good hygiene) (and) (the many ways that Lysol is promoting good hygiene habits) (for your family and community), go to [www.spreadinghealth.com](http://www.spreadinghealth.com)

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

<< INTRODUCTORY 6-MONTH CLAIMS >>

~~Advanced (formula)~~

Complete (formula)  
Fresh, (clean) fragrance  
Great (new) scent

~~Improved (formula)~~

New (and) (improved) (better) (fragrance)  
New Clean(er), Fresh(er) Fragrance  
New (easy to) (spray) (use)  
New look (for) (Lysol)  
New (Fragrance) (Scent) (Size) (Spray) (Trigger)  
New {insert fragrance name} (scent)

~~Now (special) formula~~

Now (for) use (on fabrics) (on soft surfaces) (on soft furnishings) (in the) (air)  
Now with (a) fresher fragrance(s)  
(Smells) (better) than ever ({insert fragrance name}) (fragrance)

<< PACKAGING CLAIMS – use as bullet point or in paragraph format >>

x% (Bonus) (Discount) (More Free)  
x OZ. (at) (for) (the) (price of) X OZ. (Price)  
Bonus (size) (pack)  
Bonus x%  
Bonus X OZ.  
(Economy) (Economical) (Size) (Amount) (Value)  
(Great) (Mega) (Super) (Value) (pack) (size)  
Mini  
Pocket (size) (pack)  
Portable  
Purse (size) (pack)  
(Refill) (Size) (pack)  
(Take) (Carry) (it) (this product) (anywhere) (everywhere)  
Travel (size) (pack)  
(Trial) (size) (Value) (Pack)  
Value (size) (pack)

<< FRAGRANCE CLAIMS >>

(Clean Linen) (Crisp Linen) (Fresh Linen) (Linen) (Morning Rain) (Sunsplash) (Scent) (Unfragranced)  
(Unscented) (Mild) (Clean) (Pleasant) (Long Lasting) (Fragrance)

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NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, ( optional text ), [ required qualifier ].  
The term "this product" used throughout this document may be replaced with the marketed product brand name.  
To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.  
The product label must identify the specific bacteria, virus, fungus & mold.

<< MARKETING – PRODUCT PERFORMANCE CLAIMS >>

((x-in-1) (Formula))  
(Also) For use in the air  
Anytime (to-go)  
Bleach free (formula) (technology)  
Clean, (fresh) fragrance  
Clean(er) smelling scent  
(Contains:) (x amount)  
Daily (spray)  
(Does not) (Doesn't just) mask odors (instead) (eliminates) (odors) (at the source)  
Dries (in minutes), (smells fresh(er))  
Dual (Action) (Purpose)  
Dye free (formula) (technology)  
Easy to use (– just mist and walk away)  
Economical  
Effectively works on (many) (most) soft surfaces (fabrics) (soft furnishings)  
Everyday formula  
Fabric (soft surface) sanitizer  
Fast, Easy, Effective  
Fine Mist (Dries in Minutes)  
For a fresher household  
For everyday use.  
For Soft Surface(s)  
For the holidays  
For ultimate freshness  
{Fragrance Name} has a (clean) (scent) (fragrance) (smell).  
Frequent (regular) use formula  
(Freshens) (Refreshes) (up) fabrics  
Freshen your (house) (home) (For the Holidays)  
(Gentle) (mist) dries (in minutes)  
Great for (frequent) (everyday) use (all over)  
Holiday scent(s)  
It's ok to spray (use) daily  
(It's) (a) (breath) (of) (fresh air) (freshness)  
Keep your {insert household use sites} (refreshed) (freshened) every day  
Leaves (a fresh, clean scent) (no) (residue)  
(Leaves) (a) (freshness) (light) (clean) (fresh) (scent) (fragrance) (smell) (all around)  
Leaves (household) soft surfaces (fresh) (deodorized)  
Light(ly) scent(ed) (and) (suitable for frequent use)  
Lysol (Brand)  
Made with:  
Modern (Classic)  
(Multi-Action) (Multi-Purpose) (Multi-Room)  
(neutra air) (neutraair) (Neutra Air) Brand  
~~Offers more than traditional (freshness) fabric refreshers~~  
On-the-go  
One step  
Pleasant Fragrance (scent)  
Ready to Use  
Recyclable bottle (and trigger)  
Smells fresh(er)  
The Power of Lysol  
(This product) has a (clean) (pleasant) (fresh) scent  
(This product) is a unique new fabric refresher that both eliminates odors and kills (99.9% of) (odor causing) bacteria on household fabrics (at the source) (soft surfaces) ((soft) soft furnishings)) (and in the air) to freshen up your home!  
To(-)Go (anytime)  
Triple (Action) (Purpose)  
Versatile Formula

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The product label must identify the specific bacteria, virus, fungus & mold.

<< USAGE CLAIMS >>

(Can) (be used) (For) (Use) (for) (on) (to) (eliminate) (and) (kill) (sanitize) (sanitization) (of) (99.9% of bacteria\*\*\*) (on) (soft surfaces) (fabrics) (soft furnishings) (at the source)  
(Can) (be used) (For) (Use) (for) (on) (to) (eliminate) (and) (kill) (sanitize) (sanitization) (of) (99.9% of ~~microbes~~ bacteria\*\*\*) (on) (soft surfaces) (fabrics) (soft furnishings) (at the source)  
Effective (to kill 99.9% of bacteria\*\*\*) (to kill (99.9% of ~~microbes~~) (odor causing) bacteria\*\*\*) (on multiple soft (fabric) surfaces) (such as) ({insert soft surface use site})  
Fabric (& Air) Mist  
For (fabrics) (soft surfaces) (soft furnishings)  
(For) (use) (during) (back to school) (school) (time) (on) (backpacks) (school packs) (school bags) (gym bags)  
(For) use (on) (in) ({insert household use sites}) (and) (&) ({insert soft surface use sites})  
(For) use on soft (fabric) surfaces (and) (in the) (air)  
Freshens the air  
Gentle mist dries in minutes  
Great for soft surfaces (fabrics)  
(Ideal) (to) (for) use (on) (fabrics) (soft surfaces) (and) (in the) (air)  
Over x use sites (around the home)  
Simply spray (this product) on soft (fabric) surfaces that you and your family come in contact with everyday ((such as) (including): {insert soft surface use sites})  
~~Specially formulated~~ (to) (kill) (reduce) 99.9% of (~~microbes~~) (odor causing) bacteria\*\*\* on fabrics (soft surfaces) (soft furnishings) (at the source)\*\*\*  
Spray (Use) on soft surfaces your family (uses) (comes into contact with) everyday  
Suitable for (use on) most (household) fabrics (soft surfaces)(!)  
Suitable (on) (for) {insert soft surface use sites}  
Suitable (to) (for) use on most soft surfaces (fabrics) (soft furnishings)  
Suitable to use (on most fabrics) (in the) (air) (all around the home)  
Suitable to use on fabrics such as {insert soft surface use sites} (and) most soft furnishings around the house)  
(This product) (sanitizes) the following (soft surfaces) (fabrics) (soft furnishings) {insert soft surface use sites}  
(This product) sanitizes (in) (the following areas) {insert soft surface use sites}  
(This product) is approved for use (in) (on) {insert soft surface use sites}  
Treats (odors) (fabrics), does not cover up  
Up to x uses (applications) per bottle  
Use on (fabrics) (soft surfaces) where (odor causing bacteria) (~~illness causing bacteria~~) (bacterial odors) (bacteria) can (linger) (hide)(\*\*\*)  
Use on hard to clean soft surfaces in laundry areas to reduce odors  
Use this product (in) (under) (around) (on) {insert household use sites}  
Use this product (on) {insert soft surface use sites}  
Use on (fabrics) (soft surfaces) (soft furnishings)  
(Use to) (control(s)) (kill(s)) (and) (&) (reduces) (the) (growth of) odor causing bacteria\*\*\* on (soft surfaces) (fabrics) (at the source)

<< DEODORIZING CLAIMS >>

All day (long) freshness (odor reduction) (odor) (elimination) (neutralization) (control) (on fabrics) (soft surface) (soft furnishings) (in the) (air)  
Comes in (fragrances that are surprisingly light and fresh) (light and fresh scents)  
(Controls) (Kills) odor-causing bacteria\*\*\* on (soft surfaces) (fabrics)  
(Controls) (Neutralizes) (Eliminates) (the toughest) (tough) (pet) odors (caused by bacteria\*\*\*)  
Controls (the toughest) (tough) (bathroom) odors on soft surfaces (fabrics) caused by bacteria\*\*\*  
Controls (the toughest) (tough) (pet) odors caused by bacteria\*\*\* on soft surfaces (fabrics)  
Deodorizes with (new) (a) (fresh), (pleasant) (clean) fragrance  
Deodorizing by killing odor-causing (bacteria\*\*\*) on soft surfaces (fabrics)  
Deodorizes with (a) (new) (fresh), (pleasant) (clean) (fragrance) (scent)  
Does not just (cover up) (mask) odors, (this product) eliminates them at the source leaving behind a (light) (pleasant) (fresh) scent  
Eliminates (99.9% of) odor-causing bacteria\*\*\* on soft surfaces (fabrics) (to leave your home smelling fresh and clean) (at the source)  
(Eliminates) (Neutralizes) (tough) (the toughest) (bacterial) odors on (fabrics) (soft surfaces) (soft furnishings) and kills (99.9% of) (odor causing) bacteria at the source for a fresher home.

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The product label must identify the specific bacteria, virus, fungus & mold.

<< DEODORIZING CLAIMS cont.>>

(Eliminates) (Neutralizes) (kills) (99.9%) (of) (tough odors) (bacterial odor) (odor causing bacteria) (on) (soft surfaces) (fabrics) (soft furnishings)  
Eliminates odors and freshens fabrics (soft surfaces)  
Eliminates odors (on fabrics) (on soft surfaces) (at the source)  
Eliminates (removes) (the toughest) (tough) odors (caused by) bacteria\*\*\* on soft surfaces (fabrics)  
Fabric Refresher  
For ultimate freshness  
Freshens (Air) (Fabrics)  
Freshens and (neutralizes) (eliminates) odors on fabrics.  
Full day freshness (odor reduction) (odor) (elimination) (neutralization) (control) (on fabrics) (soft surface) (soft furnishings) (in the air)  
Gets rid of (the toughest) (tough) odors on soft surfaces (fabrics) by killing the bacteria\*\*\* (that cause them) (at the source)  
Gets to the heart of (the toughest) (tough) odors  
Helps eliminate (99.9% of) odor-causing bacteria\*\*\*  
Helps prevent (the build-up of) odors by killing (99.9% of) odor-causing bacteria\*\*\* on soft surfaces (fabrics)  
Kills (99.9% of) (odor-causing) bacteria\*\*\* at the source (for ultimate) (complete) (freshness) (for a light, fresh scent) (for a fresher home)  
Kills 99.9% of (odor causing) bacteria (even) on soft surfaces (fabrics)\*\*\*  
Kills 99.9% of (odor causing) bacteria\*\*\* (in 5 minutes) on soft surfaces (fabrics) and eliminates (the toughest) (tough) odors on (fabrics) (and) (soft surfaces) ({insert soft surface use sites})  
Kills (99.9% of) (odor causing bacteria) on {insert soft surface use sites}  
Kills 99.9% of (odor causing bacteria) bacteria\*\*\* (that cause odors) on fabrics (soft surfaces)  
Kills 99.9% of odor causing bacteria\*\*\* (and) (eliminates) (eliminating) (the toughest) (tough) odors on fabrics (and soft surfaces) ({insert soft surfaces})  
Kills 99.9% of odor causing bacteria\*\*\* leaving (soft surfaces) (fabrics) smelling fresh (and clean)  
Kills 99.9% of (odor-causing) (bacteria\*\*\*) on fabrics (soft surfaces) ({insert soft surfaces})  
Kills odor-causing bacteria\*\*\* (on) (fabrics) (soft surfaces) ({insert soft surfaces})  
(Leaves a) (lovely) (light) (clean) (fresh) (scent) (fragrance)  
Leaves fabrics smelling (refreshed) (fresh and clean)  
Long lasting freshness (odor reduction) (odor) (elimination) (neutralization) (control) (on fabrics) (in the air)  
Makes hard to clean fabrics smell fresh  
(Neutralizes) (Eliminates) odors and freshens fabrics, (and) carpets (and air)  
(Neutralizes) (Eliminates) odors in/on fabrics!  
(Neutralizes) (Eliminates) odors and freshens fabrics  
(Neutralizes) (Eliminates) even the toughest odors like (smoke) (body odors), (urine) (and) (pet smells)  
(Neutralizes) (Eliminates) odors on fabrics including (wet dog), (urine), (body odor), (mold odors) (mildew odors) and (smoke/tobacco)  
(Neutralizes) (Eliminates) odors without just masking (them)  
Odor (fighter) (eliminator) (elimination) (neutralizer)  
Patented odor fighting technology  
Perfect for eliminating your toughest odors (at their source)  
Patented technology proven to eliminate odors including (smoke), (pet odors) (mildew odors)  
(Proven to) (neutralize(s)) (eliminate(s)) (odors) (pet odors), (smoke) (mold and mildew odors), (wet dog) (odors)(and more!)  
Reduces odor-causing bacteria\*\*\* on soft surfaces (such as {insert soft surface use sites} )  
(The) (fine) (mist) eliminates (bacterial odors) (odor causing bacteria) (that can linger) (on) (your) (fabrics) (and) (freshens) (the) (air)  
(This product) Deodorizes by killing (99.9% of) (many) (bacteria\*\*\*) that cause odors.  
(This product) (it) Eliminates (the toughest) (tough) odors on soft surfaces  
(This product) not only kills 99.9% of odor-causing bacteria\*\*\*, it (also) eliminates odors such as (smoke) (pet) (and) (body) odors on fabrics (soft surfaces) including {insert soft surface use sites}  
(This product) prevents odors at their source (caused by bacteria\*\*\*)  
(This product) (is) (specially formulated to) eliminate odors ((from) {insert household use sites} {insert soft surface use sites})  
To eliminate odors use (this product) around {insert household use sites} {insert soft surface use sites}  
(Up to) (X) hour freshness (odor reduction) (odor) (elimination) (neutralization) (control) (on fabrics) (soft surface) (soft furnishings) (in the air)  
Use (this product) every day throughout your (house) (home) to eliminate odors caused by bacteria\*\*\* on soft surfaces

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, ( optional text ), [ required qualifier ].  
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To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.  
The product label must identify the specific bacteria, virus, fungus & mold.

<< SANITIZING CLAIMS (Soft Surfaces) >>

<< front / back panel claim >>

5 minutes is all it takes to (spot treat and) kill 99.9% of (~~illness causing~~) bacteria\*\*\* on soft surfaces (fabrics)  
An effective (fast acting) soft surface (fabric) sanitizer (for use (in) (on) (~~{insert household use sites}~~) (~~{insert soft surface use sites}~~))

Bacteria (destroyer) (killer) (reducer)

Bacteria kill with no compromise on fragrance!

(Destroys) (Kills 99.9% of) (~~illness causing~~) bacteria (on) (fabrics) (soft surfaces) (at the source)

Fast Acting Sanitizer (on) (for) soft surfaces

Great for use as a soft surface (fabric) sanitizer (when used) (in) (on) (~~{insert household use sites}~~) (~~{insert soft surface use sites}~~)

99.9% (illness causing) bacteria\*\*\* (kill) (reduction) on soft surfaces (with spot treatment)

Kills 99.9% of (illness causing) bacteria and (neutralizes) (eliminates) odors (at the source) (for) (ultimate) (complete) (freshness)

Kills (99.9% of) (~~illness causing~~) (bacteria) (and) (Sanitizes) (neutralizes) (eliminates) odors (in) (on) fabrics (soft surfaces)

Kills (99.9% of) (~~illness causing~~) bacteria (at the source) (on) (soft surfaces) \*\*\* (fabrics) (soft furnishings)

Kills 99.9% of (~~illness causing~~) bacteria (in (5) minutes) (on) (fabrics) (soft surfaces) (soft furnishings)

Kills (99.9%) (of) (~~illness causing~~) bacteria on soft surfaces (fabrics) (in (5) minutes)\*\*\*

(Kills) (99.9% of) (~~illness causing~~) (bacteria) (Sanitizes) (on) (soft surfaces) (fabrics) (soft furnishings)

Kills 99.9% of bacteria with no compromise on fragrance!

Kills (99.9%) (of) (~~illness causing~~) (household) bacteria on soft surfaces (fabrics) (in (5) minutes)\*\*\*

Kills (99.9% of) (~~illness causing~~) bacteria\*\*\* (at the source) (for a healthier home)

Kills (99.9% of) (~~illness causing~~) (odor causing bacteria) on {insert soft surface}

Kills (99.9% of) (~~illness causing~~) (odor-causing) bacteria\*\*\* at the source (for) (complete) (ultimate) (freshness) (a light, fresh scent) (a fresher home)

Kills (99.9% of) (Staph) (and) (Enterobacter) on soft (surfaces) (soft furnishings)

Kills 99.9% of (Staphylococcus aureus) (Staph) (and) (Enterobacter aerogenes) (in (5) minutes) for spot treatment (on {insert soft surfaces})

Kills (Destroys) (Eliminates) 99.9% of (~~illness causing~~) bacteria\*\*\* on soft surfaces (fabric) in (5) minutes (as a spot treatment)

Kills (Destroys) (Eliminates) 99.9% of (~~illness causing~~) bacteria \*\*\* on soft surfaces (fabrics) (in your) (living room) (bedroom) (bathroom) (house(hold)) (in (5) minutes).

Leaves (household) soft surfaces (fabrics) (~~sanitized~~) (sanitary) (~~hygienic~~)

Reduces (99.9% of) (~~illness causing~~) bacteria (on (soft surfaces) (fabrics) (soft furnishings)) (at the source)

Sanitizing

Sanitizes (and) (&) eliminates odors on household fabrics

Sanitizes (household) (bathroom) (living room) (bedroom) (restroom) soft surfaces (in) (just) ((5) minutes).

(Sanitizes) (Kills) (99.9% of) (~~illness causing~~) (bacteria) (and) (neutralizes) (eliminates) (bacterial) odors (at the source) (for) (ultimate) (complete) (freshness) (throughout your home) (a fresher home) (~~a healthier home~~) (a fresh and healthy home) (a fresher and healthier home) (for a fresher and healthier home)

(Sanitizes) (Sanitizer for) soft surfaces (fabrics) in your home for just pennies per spray

Sanitizes (soft surfaces) (fabrics) (in the) (living room) (bedroom) (household) (bathroom) (restroom) (all around the house) (in) ((5) minutes) (for spot treatment).

(This product) Sanitizes (soft) (fabric) surfaces as a spot treatment.

Use on soft surfaces (as a spot treatment)

Use on soft surfaces (as a spot treatment)

<< back panel qualifier >>

\*\*\*Kills 99.9% of (Enterobacter aerogenes) (and) (Staphylococcus aureus) (Staph) on soft (surfaces) (and) (fabrics) (in (5) minutes).

10  
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<< USE DIRECTIONS >>

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

<< For all sizes >>

To Deodorize or Freshen:

On Fabrics: Spray on fabrics until slightly damp to eliminate odors

Air: spray the air in a sweeping motion throughout the entire room

Fabric Sanitizer: For spot treatment (2" x 2" area) only

To Spot Sanitize Soft Surfaces (Fabrics): Spray (the) (product) 2-3 (times) (pumps) (of the product) from a distance of 6 to 8 inches until fabric is wet. DO NOT SATURATE. Fabric must remain wet for 5 minutes. Let air dry. For difficult odors or heavy fabrics, repeat application.

To (Kill) (Control) (Eliminate) odor-causing bacteria on soft surfaces (fabrics): Spray (the) (product) 2 - 3 (times) (pumps) (of the product) from a distance of 6 to 8 inches until fabric is wet. DO NOT SATURATE. Let air dry. For difficult odors or heavy fabrics, repeat application. Reapply as necessary.

<< ADVISORY STATEMENTS >>

For Soft Surface Spot Application:

**Test in an inconspicuous [hidden] area (for color-fastness) prior to use.**

Always test on a hidden (section) (area) of (fabric) (soft (surface) (furnishings))

Other Fabric Claims

[Suitable to] use on most upholstery fabrics (that are blends)

[Suitable to] use on most draperies [drapes] [curtains]

[Suitable to] use on most [mattresses] [couches][sofas][backpacks][pet beds][gym bags] [soft surfaces] [pillows]

[Suitable to] use on most fabric car upholstery

[Suitable to] use on most household fabrics

[Suitable to] use on most Carpets

[Suitable to] use everyday on [insert soft surface from above]

**For use on [insert soft surface from above]**

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**NOTE:** Bracketed information is denoted as: << directive >>, { insert as noted }, ( optional text ), [ required qualifier ].  
The term "this product" used throughout this document may be replaced with the marketed product brand name.  
To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.  
The product label must identify the specific bacteria, virus, fungus & mold.

11  
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<< MICROORGANISMS- must be identified by genus & species. Abbreviations may be included but must appear in (parens). >>

<< 5-minute Sanitization against Bacteria on Soft Surfaces

Enterobacter aerogenes (Enterobacter) (ATCC # 13048)  
Staphylococcus aureus (Staphylococcus) (Staph) (ATCC # 6538)

Symbol Designation – used on product labels:  
Triple asterisk (\*\*\*) sanitizes\*\*\* used for claims of sanitization

<< HOUSEHOLD USE SITES - Graphic – depicting surface >>

All around the house	Car(s) (Truck(s))	(Home) Workshop	Sunroom(s)
All around the home	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage Area(s)	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room(s)	Lockers	
Baby's Room(s)	Den / Study	Mobile Home(s)	
Basement(s)	Dining Room(s)	Mud Room(s)	
Bathroom (s)	Dorm(s)	Nursery (Nurseries)	
Bedroom(s)	Family Room(s)	Pet areas	
Boat(s)	Garage(s)	Playroom(s)	
Cabins	Home / House	Public places	
Camper(s)	Home (office(s))	Studios	

<<SOFT SURFACE USE SITES – Graphic – depicting surface >>

Back (School) packs	Diaper bag(s)	(Kitchen) seat cushion(s)	Suitcase (Luggage)
Bathroom mats	(Dog) (pet) (beds) (bedding)	Mattresses(es) (Covers)	Tents
Bedding (Bedspreads)	Draperies	Pet bed(ding)	(Throw) Pillows
Blankets (Comforters)	Duvet cover(s)	Pillows	(Upholstered) chairs
Box Springs	(Fabric) Gym bags	Rugs (Carpets)	(Upholstered) couches
(Canvas) (Fabric) (shoes) (sneakers)	(Fabric) Laundry bags	School (bags) (packs)	(Upholstered) furniture
Carpets	Fabric (shoes) (sneakers)	Seat Cushion(s)	Upholstery
Car (Seats) (Upholstery)	(Fabric) Shower Curtains	Shoe interior(s)	
(Cotton) (Fabric) purses	(Fabric) Window treatments	Slippers	
Cots	Gym bags	Sleeping Bags	
(Couch(es)) (Sofas)	Hamper	Sofas	
Curtains	High chair seat (s)	Soft surfaces(s)	
Cushions(s)	(Household) seat cushion(s)	Stroller(s) (seats)	

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<< PRECAUTIONARY /FIRST AID / STORAGE – DISPOSAL INSTRUCTIONS >>

**PRECAUTIONARY STATEMENTS:**

Do not get in eyes, on skin or on clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco.

FIRST AID	
If in eyes	<ul style="list-style-type: none"><li>• 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.</li><li>• Call a Poison Control Center or doctor for treatment advice.</li></ul>
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-800-677-9218). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< STORAGE AND DISPOSAL LANGUAGE >>

<< Trigger bottle >>

**STORAGE AND DISPOSAL:** Store in areas inaccessible to small children. Keep securely closed. Refillable. Refill trigger bottle only with this product. If not refilling, discard in trash or offer for recycle. Do not reuse this trigger bottle for any other purpose.

<< Pourable container >>

**STORAGE AND DISPOSAL:** Store in areas inaccessible to small children. Keep securely closed. Non-refillable container. Do not reuse or refill this container. Discard in trash or offer for recycle, if available.

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