

777-113

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02-02-2010

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

FEB -2 2010

Liane Jenkins
Senior Regulatory & Registration Compliance Specialist
Reckitt Benckiser Inc.
Morris Corporate Center IV
399 Interpace parkway
Parsippany, NJ 07054-0225

Subject: **Ottoman**
EPA Registration Number 777-113
Application Dated November 5, 2009
EPA Received Date November 6, 2009

Dear Ms. Jenkins:

The following amendment submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable with the following comments.

Proposed Amendment:

- Revised directions for use
- Agency letter dated 10/1/09

General Comments:

Revise "PRECAUTIONARY STATEMENT" to read as follows:

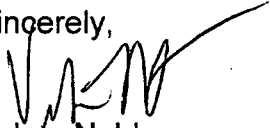
CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

A stamped copy of the acceptable labeling is enclosed. Submit one (1) copy of your final printed labeling before distributing or selling the product bearing the revised labeling.

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							

Should you have any questions or comments concerning this letter, please contact Drusilla Copeland at (703) 308-6224.

Sincerely,



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

Enclosure

3
11

<< FRONT PANEL >>

ACTIVE INGREDIENTS:

Didecyl dimethyl Ammonium Chloride0.130%
OTHER INGREDIENTS: 99.870%
TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN

CAUTION: See back (side) panel for additional precautionary statements.

NET CONTENTS.:

17 FL. OZ. (1 PT. 1 FL. OZ.) (483 mL)
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.)

ACCEPTED
with COMMENTS
in EPA Letter Dated:

<< FRONT OR BACK PANEL >>

EPA Reg. No.: 777-113
EPA Est. No.: 777-NJ-2
11525-IL-01
13891-IN-001
61203-MA-001
8791-MO-1

FEB 2 2010
Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 777-113

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

<< BACK PANEL >>

Questions? (symbol of telephone)
(Call:) (1-800-228-4722) (1-800-677-9218)
For ingredient (and other) information, (please visit us at) (visit) (website)

Distributed by: Reckitt Benckiser Inc., Parsippany, NJ 07054(-xxxx)
Made in {insert country} © RBI {insert year}

Contains no (phosphates) (or) (dyes)
This (bottle) (container) is made of x% post-consumer recycled plastic

<< BACK PANEL – OPTIONAL TEXT >>

Company Logo (Reckitt Benckiser) (rb)
Recycle symbol
Encourage your local authorities to establish a program to recycle this (bottle) (container).
Important: For directions for use and first aid instructions in Spanish, please call 1-877-843-3817

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

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

4
11

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

<< INTRODUCTORY 6-MONTH CLAIMS >>

- Complete (formula)
- Fresh, (clean) fragrance
- Great (new) scent
- 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 (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) (Unscented)
- (Unscented) (Mild) (Clean) (Pleasant) (Long Lasting) (Fragrance)

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<< 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 bacteria^{***}) (on) (soft surfaces) (fabrics) (soft furnishings) (at the source)

Effective (to kill 99.9% of bacteria^{***}) (to kill (99.9% of) (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})

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)(^{***})

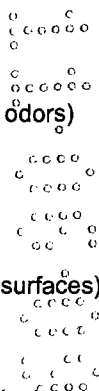
Use on hard to clean soft surfaces in laundry areas to reduce odors

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^{***} (of) (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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<< DEODORIZING CLAIMS cont.>>

- (Eliminates) (Neutralizes) (kills) (99.9%) (of) (tough odors) (bacterial odor) (odor causing bacteria) (on) (soft surfaces) (fabrics) (soft furnishings) (at the source)
- 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 (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) c c c c c c
c
- Leaves fabrics smelling (refreshed) (fresh and clean)
- Long lasting freshness (odor reduction) (odor) (elimination) (neutralization) (control) (on fabrics) (in the air) o c c c c
o
- Makes hard to clean fabrics smell fresh
- (Neutralizes) (Eliminates) odors and freshens fabrics, (and) carpets (and air) o o o o o o
o o o o o o
c c c c c c
- (Neutralizes) (Eliminates) odors in/on fabrics!
- (Neutralizes) (Eliminates) odors and freshens fabrics c c c c c c
c c c c c c
- (Neutralizes) (Eliminates) even the toughest odors like (smoke) (body odors), (urine) (and) (pet smells) c c c c c c
c c c c c c
- (Neutralizes) (Eliminates) odors on fabrics including (wet dog), (urine), (body odor), (mold odors) (mildew odors) and (smoke/tobacco) c c c c c c
c c c c c c
- (Neutralizes) (Eliminates) odors without just masking (them) c c c c c c
c c c c c c
- Odor (fighter) (eliminator) (elimination) (neutralizer)
- Patented odor fighting technology c c c c c c
c c c c c c
- 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)) (tough) (odors) (including) (pet odors), (body 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

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<< SANITIZING CLAIMS (Soft Surfaces) >>

<< front / back panel claim >>

5 minutes is all it takes to (spot treat and) kill 99.9% of 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) 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))
Kills 99.9% of bacteria*** and (neutralizes) (eliminates) odors (at the source) (for) (ultimate) (complete) (freshness)
Kills (99.9% of) (bacteria***) (and) (Sanitizes) (neutralizes) (eliminates) odors (in) (on) fabrics (soft surfaces)
Kills (99.9%) of bacteria (at the source) (on) (soft surfaces) *** (fabrics) (soft furnishings)
Kills 99.9% of bacteria*** (in (5) minutes) (on) (fabrics) (soft surfaces) (soft furnishings)
Kills (99.9%) (of) bacteria on soft surfaces (fabrics) (in (5) minutes)***
(Kills) (99.9% of) (bacteria) (Sanitizes) (on) (soft surfaces) (fabrics) (soft furnishings) ***
Kills 99.9% of bacteria with no compromise on fragrance! ***
Kills (99.9%) (of) (household) bacteria on soft surfaces (fabrics) (in (5) minutes)***
Kills (99.9% of) bacteria*** (at the source) (for a healthier home)
Kills (99.9% of) (odor causing bacteria) on {insert soft surface}***
Kills (99.9% of) (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 bacteria*** on soft surfaces (fabric) in (5) minutes (as a spot treatment)
Kills (Destroys) (Eliminates) 99.9% of bacteria *** on soft surfaces (fabrics) (in your) (living room) (bedroom) (bathroom) (house(hold)) (in (5) minutes).
Leaves (household) soft surfaces (fabrics) (sanitized) (sanitary)
Reduces (99.9% of) 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) (bacteria) and (neutralizes) (eliminates) (bacterial) odors (at the source) (for) (ultimate) (complete) (freshness) (throughout your home) (a fresher 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)

<< back panel qualifier >>

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

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10
11

<< 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: Hazards to Humans and Domestic Animals

CAUTION: May cause eye irritation. Avoid contact with eyes. Wash hands after use.

NOTE: First Aid statements will not appear in "box" format for 17 oz. or smaller container 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.
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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