UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

☘EPA United States Environmental Protection Agency **Office of Pesticide Programs**

Mrs. Liane Jenkins,
Morris Corporate Center IV,
399 Interpace Parkway,
Parsippany, NJ 07054-0225

JUL 16 2010

Subject:	Product Name:	Ottoman
	EPA Reg. No.:	777-113
	Notification Date:	June 17, 2010
	EPA Receipt Date:	June 18, 2010
	Submission #:	877502

Dear Mrs. Jenkins,

This letter acknowledges receipt of your notification submitted under the provision of the Federal Insecticide, Fungicide and Rodenticide Act. (FIFRA) section 3(c)9 and PR Notice 98-10.

Proposed Notification:

- Additional marketing claims
- Modification of net contents to include "x"

Below are the proposed specific Claims

- (X Trigger)(x Refills)(Total)(x Fl. OZ.)
- x Trigger(s)(and)(X refill)(and ultimate freshness)(in one)(pack)(box)(great value)(=ultimate freshness)
- Try(me)(free)(now)(today)(for ultimate freshness)
- (Money back)(Satisfaction)(guarantee)(or your money back)(or its)(yours)(free)

General Comments

Based on a review of the submitted materials, your notification to add marketing claims to the label of, "Ottoman", EPA Reg. 777-113, as listed in your letter to the Agency, is acceptable. A copy has been placed in our records for future reference.

Should you have any questions or comments concerning this letter, please contact Velma Noble, PM Team 31 at (703) 308-6233 or Jamil Mixon at (703) 308-8032.

Sincerely,

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

CONCURRENCES								
SYMBOL								
SURNAME								
DATE								

Please read instructions on reverse before completing form. Form Approved. OMB No. 2070-0060, Approval expires 05-31-98

EPA	United States **Environmental Protection Agency** Washington, DC 20460	☐ Registration ☐ Amendment ☒ Other	OPP Identifier Number **274435**

Application for Pesticide - Section I

1. Company/Product Number 777-113	2. EPA Product Manager Velma Noble	3. Proposed Classification
4. Company/Product (Name) Ottoman	PM# # 31	☒ None ☐ Restricted

5. Name and Address of Applicant *(Include ZIP Code)* Reckitt Benckiser Inc. Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054 ☐ *Check if this is a new address*	5. **Expedited Review.** In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name_____

Section – II

☐ Amendment - Explain below.	☐ Final printed labels in response to Agency letter dated _____
☐ Resubmission in response to Agency letter dated_____	☐ "Me Too" Application
☒ Notification - Explain below.	☐ Other - Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Notification: Additional marketing claims and modifying the net contents.

(X Triggers) (x Refills) (Total) (X FL. OZ.)

X trigger(s) (and) (X refill) (and ultimate freshness) (in one) (pack) (box) (great value) (= ultimate freshness)

Try (me) (for) (free) (now) (today) (for ultimate freshness)

(Money back) (Satisfaction) (guarantee) (or your money back) (or its) (yours) (free)

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40CFR§152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR§152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section – III

1. Material This Product Will Be Packaged In:

Child-Resistant Packaging ☐ Yes* ☒ No ***Certification must be submitted***	Unit Packaging ☐ Yes ☒ No		Water Soluble Packaging ☐ Yes ☒ No		2. Type of Container ☐ Metal ☒ Plastic ☐ Glass ☐ Paper ☐ Other (Specify)
	If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt.	No. per container	

3. Location of Net Contents Information ☒ Label ☐ Container	4. Size(s) Retail Container various	5. Location of Label Directions ☒ On Label ☐ On labeling accompanying product

6. Manner in Which Label is Affixed to Product	☐ Lithograph ☒ Paper glued ☐ Stenciled	☐ Other _____

Section – IV

1. Contact Point *(Complete items directly below for identification of individual to be contacted, if necessary, to process this application)*

Name Liane Jenkins	Title Senior Registration & Regulatory Compliance Specialist	Telephone No. (Include Area Code) 973-404-2781

Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.	6. Date Application Received **(Stamped)**

2. Signature:	3. Title: Senior Registration & Regulatory Compliance Specialist
4. Typed Name: Liane Jenkins	4. Date: June 17, 2010

EPA Form 8570-1 (Rev. 8-94) Previous editions are obsolete   White- EPA File Copy (original) Yellow- Applicant Copy

**Reckitt
Benckiser**

June 17, 2010

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504-P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S. Crystal Drive
Arlington, VA 22202
ATT: Velma Noble PM-31

RE: Ottoman
       EPA Registration No.: 777-113
       OPP ID Number: 274435
       Notification for marketing claims

Dear Velma:

Reckitt Benckiser is notifying the Agency on some additions to the Master label for Registration Number 777-113, Product Name Ottoman. These additions include marketing claims. We are also modifying the net contents to include "x" This would eliminate having to submit for the different sizes we may want to sell.

Below are the specific marketing claims:

(X Triggers) (x Refills) (Total) (X FL. OZ.)

X trigger(s) (and) (X refill) (and ultimate freshness) (in one) (pack) (box) (great value) (= ultimate freshness)

Try (me) (for) (free) (now) (today) (for ultimate freshness)

(Money back) (Satisfaction) (guarantee) (or your money back) (or its) (yours) (free)

In order to support this submission, the following documentation is included:

* EPA Form 8570-1, OPP Identification No. 274435
* Copy of the Master Label with these additions incorporated in red text and underlined

If you have any questions or need anything else, please contact me at (973) 404-2781 (office) or email at liane.jenkins@rb.com. Thank you for your assistance with this registration action.

Sincerely,

Liane Jenkins
Senior Registration & Regulatory
Compliance Specialist

Encl.

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

NET CONTENTS.:

17 FL. OZ.	(1 PT. 1 FL. OZ.) (502 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 L)
(xx) FL. OZ.	(xx QT.)	

(x) x 27 FL. OZ.   (1 PT. 11 FL. OZ.)   (798 mL)
(x) x 48 FL.OZ.   (1 QT. 1 PT.)   (1.42 L)
TOTAL: xx FL. OZ. (xx QT.) (xxx L)

(x) x 17 FL. OZ.   (1 PT. 1 FL. OZ.)   (502 mL)
(x) x 48 FL.OZ.   (1 QT. 1 PT.)   (1.42 L)
TOTAL: xx FL. OZ. (xx QT.) (xxx L)

<< 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
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

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

<< Front Or Back Panel – Marketing / Product Performance claims – use as bullet point or in paragraph format>>
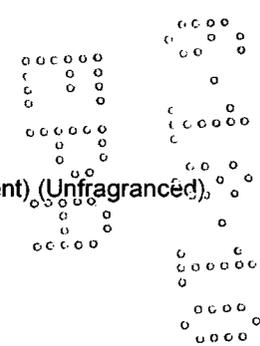
<< INTRODUCTORY 6-MONTH CLAIMS >>

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 Triggers) (x Refills) (Total) (X FL. OZ.)
x% (Bonus) (Discount) (More Free)
x OZ. (at) (for) (the) (price of) X OZ. (Price)
X trigger(s) (and) (X refill) (and ultimate freshness) (in one) (pack) (box) (great value) (= ultimate freshness)
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)
Refill into {insert product name} (scent indicator)
(Take) (Carry) (it) (this product) (anywhere) (everywhere)
Travel (size) (pack)
(Trial) (size) (Value) (Pack)
Try (me) (for) (free) (now) (today) (for ultimate freshness)
Value (size) (pack)

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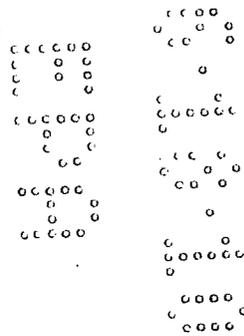(Unscented) (Mild) (Clean) (Pleasant) (Long Lasting) (Fragrance)

<< 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)
(Money back) (Satisfaction) (guarantee) (or your money back) (or its) (yours) (free)
(Multi-Action) (Multi-Purpose) (Multi-Room)
(neutra air) (neutraair) (Neutra Air) Brand
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

<< 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*** 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.

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

<< 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)

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)) (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

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

<< 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).

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

<< 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

Pre-clean surfaces prior to use. 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 Sanitizer: For spot treatment (2" x 2" area) only
To Spot Sanitize Soft Surfaces (Fabrics): 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): 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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<< 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: 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.

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

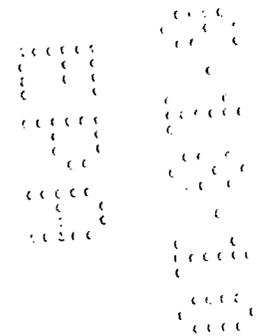| FIRST AID	
If in eyes	• Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. • Call a Poison Control Center or doctor for treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an 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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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