

777-114

8/17/2010

10/16

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

AUG 17 2010

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

Subject: **Sting**
EPA Registration Number 777-114
Application Dated May 24, 2010
EPA Received Date May 25, 2010

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 comment.

Proposed Amendment:

- Modifying the Directions for Use
- Addition/revision of various marketing claims

Labeling:

Revise the 7th, 8th and 9th claim on page 7 and 8 by deleting the phrases, "the bacteria that (can) (may) causes food poisoning" the bacteria that (can) (may) causes skin infections" "the bacteria that (can) (may) cause pink eye and the bacteria that (can)(may) cause skin infections like impetigo" this is still false or misleading as stated in the letter dated 3/8/2010.

General Comments:

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							

20e/14

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 of 16

<< Front Panel >>

ACTIVE INGREDIENTS:

Alkyl (50% C14, 40% C12, 10% C16)
Dimethyl Benzyl Ammonium Chlorides 0.26%

OTHER INGREDIENTS: 99.74%

TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN

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

NET CONTENTS:

1	20	31	38	72	79	102	109	175	330
2	25	32	40	73	80	103	110	200	500
9	26	33	45	74	85	104	115	210	X
10	27	34	56	75	90	105	120	225	
12	28	35	60	76	95	106	140	240	
15	29	36	70	77	100	107	150	250	
16	30	37	71	78	101	108	160	300	

7" X 5 3/4"	7.0" x 8.0"	7.5" X 8.25"	8" x 5 3/4"
7.0" x 7.0"	7.5" x 6.3"	7.5" x 8.3"	8.5" x 10"
7.0" x 7.5"	7.5" x 7"	7 1/2" x 10"	(_ x _) inches
7" x 7.5"	7.5" x 7.5"	7.5" x 10"	(" x ")
7" x 8"	7.5" X 8"	8" x 5 3/4"	

Pouch	Count	wet cloths
Canister	Individually Wrapped	wet wipes
Box	Pre-Moistened	wet wipe rolls
ct	Towelettes	

Does not include weight of dry wipe

(_ OZ.) (_ LB. _ OZ.) (_ g)

<< Front or Back Panel >>

EPA Reg. No.:	777-114	8791-MO-1	008251-WI-003
EPA Est. No.:	777-NJ-2	052631-NJ-001	70930-PA-001
	777-IL-1	41925-WI-001	50757-WI-1

See bottom (side) (cap) (for Lot/Date code)

<< Back Panel >>

Questions? (phone symbol) **(Call: (1-800-228-4722))**

For ingredient information, www.rbnainfo.com

Made in U.S.A. © RBI {insert year}

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

Important facts (about this product):

Contains no (phosphates) (ammonia) (silicones)

Does not contain (phosphates) (ammonia) (silicones)

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

**ACCEPTED
with COMMENTS
in EPA Letter Dated:**

AUG 17 2010

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 777-114

<< Back Panel – Optional text >>

Company Logo

Recycle Symbol

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

(Be a Part of Lysol) (Learn more about Lysol) Mission For Health

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 "gem" 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. The 'X' claims - X can

502/110

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

(x) more (extra) wipes (free)
(x) (Multi) (Pack)
2 (for) (in) 1 Pack (!)
2-Go
2x value (!)
(3) (Canisters) (Each) (Total)
X Wipes for the price of x (!)
100% More (!)
(x)% More Wipes (when compared to (x) ct canister)
(X)% Free (Wipes)!
(an) essential flu season item
Allergen (Control) (Value) (Bonus) Pack (Item) {insert allergen soil(s) from list}
Allergy (Season) (Value) Pack
Back to school (item) (Pack)⁽¹⁾
Back to school Supply Value Pack⁽¹⁾
Be prepared for (cold) (&) Flu Season
Bonus (Economy) (Great) (super) (mega) (trial) (value) (refill) (Size) (Pack)
Bonus Pack 35% More Wipes! (110 Wipes for the price of 80) (30 Wipes Free!)
(Buy ___ Get ___ Free!) (Total ___ Wet Wipes) (1 x 28) (1 x 35) (___ x ___)
(Buy) X for Teacher / X for Home⁽¹⁾
(Buy) X for Home / X for Teacher⁽¹⁾
(Buy) X for kitchen / x for Bath (/ 1 for Living Room)
(Buy) X for School / X for Home⁽¹⁾
(Buy) X for Home / X for School⁽¹⁾
(Buy) X for Home/ X for Office
(Buy) X for Office / X for Home
Cold and Flu (Value) Pack
Convenient
(ct) Wipes!
Disinfection (Value) pack
Dispenses one wipe at a time
Easy open (easy fill)
Easy to carry around the house
Economy size
Extra Value at no Extra Cost (!)
Fills (x) (ct) (size) (wipe) canisters
Free (Lysol) (Dual Action) (Disinfecting) Wipes
Free (Lysol) Dual Action (For) Free
Get Ready for back to School⁽¹⁾
Get (be) Ready for (Cold &) Flu Season
Great Value for back to school
(Important) school supply checklist (item)⁽¹⁾
(Key) back to school Shopping List (item)⁽¹⁾
Limited time value (pack)
(Lysol) a must have for (Cold &) Flu season
Mega Value Pack
Mega Value Size
More value less packaging (vs. {insert number} count (product name)
More value, same price
More Wipes(!) (x)ct
On the Go
Pack
Pull Up Here
Pop-Up-Cap
Refill (x) Pack
Refills (now) available
Resealable (twin) (pack)
Reuse canister(s) instead of throwing (it) (them) away
Reuse (your) canister and save time and money
SaveSmart (graphics)
\$ave\$mart (graphics)
\$aveSmart (graphics)
School Supply Pack⁽¹⁾
Super Size
Tear (here) (to open)
To Go
(Travel) (Portable) (Pack)
Travel Size
Tub Pack
Use in (x) ct canister
Value (larger) (super) (jumbo) size
(Wipes) refill (value) (x) pack

¹ Confirm school policy allows for use and/or donation of product. Adults must deliver donations (directly) to schools.

leaf 16

<< 6-mos. CLAIMS – appear on pack for the first 6 months that product is on shelf >>

(Better) (improved)(cleaning)
(Improved) (More) (Better) (cleaning) (power) (performance)
(Improved) (New) (Formula) (package) (packaging) (opening) (lid) (cap)
New (colored) wipe
(New) (improved) (long lasting) (longer lasting) (lighter) (refreshing) (softer) (gentle) (fragrance) (scent)
(New) (improved) (stronger) (thicker) (better) (revolutionary) (innovative) {insert pattern/texture from list}
(New){insert pattern/textures from list} cleans (picks up)
(New) {insert pattern/textures from list} for (better)(easier)cleaning
(New) {insert pattern/textures from list} that traps (and locks) (more) (messes)
(New) Lower-Streak Formula
New lower streak formula that leaves less streaks than before, even on your shiniest surfaces
(New) Low-Streak Formula
(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}}

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

(Citrus) (Crisp Linen) (Fresh) (Fresh Waterfall) (Green Apple) (Lavender & Eucalyptus) (Lemon Citrus) (Lemon Fresh) (Lemon & Lime Blossom) (Ocean Fresh) (Spring Waterfall) (Summer Fresh) (Scent) (Breeze)

Complete Clean)(All in one) (All in one Complete)(Deodorizes)(Multi Action)(Multi Clean)(Multi-surface)(Triple Action)

(Antibacterial) (Antibacterial Action) (Bactericidal*) (Bactericide*) (Deodorizer) (Deodorizes) (Disinfectant) (Disinfects) (Fungistat) (Fungistatic) (Germicidal**) (Mildewstatic) (Mildewstat) (Sanitizes) (Sanitizer) (Virucidal[†]) (Virucide[†])

(x) times the size
(x) (times) (bigger) (larger) (than) (a) (your) (regular wipe)
x% larger wipe
2-in-1 (wipe)
2 sides (1 for scrubbing, 1 for wiping)
2 sides (1 to scrub, 1 to wipe)
2 sides: one traps and locks, one wipes
2 sides (scrubbing and wiping)
2 sides: one for daily touch-ups; one for tougher messes
2 sides: one for everyday touch-ups; one for tougher messes
2 sides: one for quick cleans; one for sticky messes
2 sides: one for quick touch-ups; one for sticky messes
2 sides: one for wiping; one for scrubbing
A whole new kind of wipe
Abrasive
All that you expect from your current wipe, plus now you can trap and lock (more) messes
Also great for convenience mops
Appropriate for use on ({insert hard non-porous surfaces from list}) ({insert surface type from list})
Bleach free
Built-in (Micro) (tough) scrubbing fibers
(Can be used on)(perfect) (for) large surfaces
Cleans as well as a(n) (all purpose) trigger and a paper towel
Cleans more surfaces with just one wipe
Contain (no abrasives)
Disposable
(Doesn't) (does not) (create) (leaves) (no) (strong) (harsh) (chemical) (residue) (fumes)
(Does not) (will not) (no) scratch(ing) (your surfaces)
(Dual Action) (Dual use) (Multi use) (complete)
Dual (sided) (texture)
(Durable) (and) (super) (absorbent)
Each pre-moistened disposable wipe has a (scrubbing) (abrasive) side for (tough stains) (tough jobs) (like) soap scum and grease and a softer side for wiping away everyday messes.
Easy to use
(Effectively) works on (many)(most)(a wide range of) (household) (kitchen) (bathroom) (hard non-porous surfaces)
Extra (X-tra) (X-Large) (Large) (Super Size) (Wide) (Long) (Disinfecting) (Dual Action) Wipes
Extra large wipe for larger messes in your kitchen or bathroom
Feel the strength
For everyday use
For Use in (Kitchen,) (Bathrooms) (Bedrooms) (and) (All Around the House)
Fresh Clean Scent!
(suitable) (to give you the freedom) (to) (for) use (the product) (everyday) (and) (all) (around the house)
Gives (a) (deep) (deeper) (clean) (than) a mop
Great for (around) (the toilet) (tub) (highchair) (toddler seat areas)
Great for dissolving tough spots
Great for ({insert soils}) ({use sites}) {surfaces types}){surfaces})
Great for revealing the natural shine of your floors

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. The 'X' claims – X can

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<< Front or Back Panel - Marketing / Product Performance claims CONT. >>

Great for touch-up cleaning
Great for use in your (dorm room) (class room) (office) (gym)
Great for use in your kitchen, bathroom, (bedroom) and (throughout) (all over) the house.
Great for use in Cars
Great for use on {{insert hard non-porous surfaces from list}} {{insert surface type from list}}
(Great) (suitable)(to) (for) use (all) (around) (over) (the) (house) (home) (when used as directed)
Interlocking weave that traps and locks (more) messes Just wipe and throw away. (It's that easy.)
Large strong wipe, can be used on floors (and all over the house)
(Larger) (bigger) (longer) than ever
Large (Size) Disinfecting cloths
Leaves a fresh (Lemon)(Fresh Waterfall)(Citrus)(Floral)(Herbal)(Green Apple)(fresh)(clean) (Scent)
(Leaves) (virtually) (no) (dull) (film) (sticky) (residue)
Leaves your {{insert use site}} {{insert use surface}} with a fresh, clean scent
(Lysol) (an) expert in disinfection for over 100 years
Lysol (Brand)
(Lysol) disinfecting for over 100 years
(Makes it) easy to (re-)fill canisters
Microlock Fibers (fiber) (weave) (grooves) (pattern)
No bottles, no sponges, no mess.
Non-abrasive formula
One (patterned) (textured) side of the wipe traps (and) (&) locks (challenging) (more) (messes including) (dirt) (dust)
(crumbs)(and) (even) (hair)
One side traps and locks (more) (messes), the other side wipes surfaces clean
(One swipe and {insert soil(s) from list} {insert allergen soil(s) from list} (is)(are) gone!
Perfect for use on {{insert hard non-porous surfaces from list}} {{insert surface type from list}}
Perfect (suitable) (great) for everyday (touch ups) (daily) (use) (cleaning) (all) (around) (the) (house) (home)
Perfect Size for (Kitchens) (and) (Bathrooms) (and) (Bedrooms)
Pleasant fragrance
Phosphate free
Ready to use
Revolutionary
Same (wipe) (roll) you (find) (buy) in (Lysol) canisters
Scrub(s)(scrubbing)
Scrubs and Wipes
(Strong) (durable) (thick) (large)(larger) (tough) (wipe)
Strong wipes are made from a new interlocking weave that traps and locks (residue) (including) (dirt) (dust) (crumbs) (and)
(even) (hair)) (eliminating the frustration of pushing dirt around)
Suitable for use on (virtually) (most) (all) surfaces
Super size for supper size messes
Swipe(s) away {insert soil(s) from list} {insert allergen soil(s) from list} (in seconds)(with no effort)
Take control over allergens (in your home) with Lysol {insert allergen soil(s) from list}
Textured wipe
The other side for wiping your surfaces clean
The Power of Lysol
The strong wipe have a revolutionary dual texture
Thick(er) Wipe
(This product) is (also) great on the "go" in {insert use sites}
Touch-Ups
Tough on (kitchen) messes.
Traps and Dissolves Challenging Messes
Traps N Locks
Traps & Locks (More) (Messes)
Traps (&) (and) Locks (dirt) (dust) (crumbs) (hair)
Traps (&) (and) Locks (more) particles of (dirt) (dust) (messes) (crumbs) (hair)
Traps (More) Messes
Trap(s) (&) (and) Lock(s) more messes, even (dirt) (dust) (crumbs) (hair)
(Traps)(locks)(picks up)(cleans)(wipes off) {{insert soil from list}} {{insert allergen soil(s) from list}}
Traps and Locks Dirt, Dust & hair
Try on convenience mops for a disinfected floor
Two-in-one wipe
(Two) (2) (sides) (sided)
Use where you live, work and play
Use (on) (for) {{insert soils}} {{use sites}} {surfaces types}}{surfaces}}
Use (scrubbing) (scrubby) (side) (to) (remove) (tough) (dried-on) (spots) (stains) (and) (foods)
(Virtually) streak free (formula)
Wipe(s) away {insert soil(s) from list} {insert allergen soil(s) from list} (in seconds)(with no effort)
Wipe(s)(wiping)
(With) (interlocking) {{insert pattern}} (pattern) (for) (cleaning) (performance)(power)
(With) (interlocking) {{insert pattern}} (pattern) (that traps and locks more messes)
With Micro-Lock fibers
You can see messes sticking to the wipes – even (dust) dirt) (hair) (and) (crumbs)

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

(2)(3)(4)(5)X (the) cleaning power
(2)(3)(4)(5)X cleaning power
(2)(3)(4)(5)X cleaning strength
(2)(3)(4)(5)X (the) clean
An efficient way to clean
Built-In Scrubbing Fibers help clean away tough stains (like soap scum) (and) (baked on grease)
Cleans and disinfects (surfaces) (in) (one) (wipe) (swipe)
(Cleans) (dissolves) (soap scum) (and) (baked on grease)
Cleans (even) (bigger) (tougher) (more) messes
(Cleans) (removes) (tough) (grimy) (bathroom) (kitchen) messes (with little effort) (with little muscle power)
(within seconds) (within minutes)
Cleans the same space in much less time than (a) (your) regular wipe
Clean with (just) (one) (1) wipe
Clean(s) with the power of Lysol® Brand Products
Complete Clean
Cuts grease (and grime)
Cuts {insert soil(s)}
Deep Down Clean!
Delivers a Complete Clean
Dissolves ({insert soil from list})
Effectively cleans everyday messes
Eliminates the need to push (the) dirt around
For your tough (toughest) messes
Freshens {insert use site}
(Great) (excellent) for (quick clean ups) (touch up cleaning)
Helps clean (away) (tough stains) (like) {insert soils}
{insert soil(s)} disappear in a flash
{Insert pattern/texture from list} cleans (picks up) (traps) (locks) {insert soil(s) from list} {insert allergen soil(s) from list}
Leaves (household) (bathroom) (restroom) surfaces sanitary.
Leaves less streaks than before
Lower-Streak Formula
Low Streak (Formula)
More effective at cleaning your challenging everyday messes
(No more) (eliminating) pushing dirt around
No more (pushing) (scooping) {insert soil(s) from list} (around)!
(One) (1) wipe (can be) used to clean messes
Picks up (dirt) (crumbs) (and even) (hair)
Powerful clean
(Powers through) (cleans) (traps) (messes) (soils) (stains)
(Reduces) (less) scrubbing (needed)
Removes (and cleans): {insert soils}
Strong (enough) (so) (you can) clean your (entire) (kitchen) (bathroom) with less wipes
Strong (so) (you can) pick up more messes
Strong (so) (you can) use it on more surfaces
Tackles (tough) cleaning jobs (all around the house)
Thick wipe for touch-up cleaning
This product has the cleaning power to remove {insert soils from list}
Tough cleaning power (for your difficult) (for your most challenging) (messes) (jobs) (stains)
Traps and Dissolves (your) (most) challenging messes
(Traps) (cleans) {insert soil(s)}
Use (this product) on (hard, non-porous) surfaces where {insert from allergen soil list} may be a concern.
(Visible) clean
Works on (large) (small) spills

<< Front or Back Panel - Allergen claims (based on cleaning performance – use as bullet point or in paragraph format >>

Allergen Symbol Designation – used on product labels:

Double Dagger (^{TT}) used for identifying removal claims against specific allergens.

Removes {insert allergen soil(s) from list}
Removes {insert allergen soil(s) from list} at the source
Removes up to 90% of {insert allergen soil(s) from list}
Removes allergens (all around your home) (on surfaces) with Lysol {insert allergen soil(s) from list}
(This product) (Even) (Removes), (Traps), (Locks in), (Captures), (Picks Up) (up to) (90%) (of) (the following) (common household) allergens^(TT): {insert from allergen soil list} (found in) (associated with) (debris) (dirt) (dust) (lint) (on) (hard, non-porous) (surfaces).
(This product) (Quickly) (Removes)(Traps) (Locks in) (Captures) (Picks up) (debris) (dust) (dirt)(lint) (that) (may) (contain(s)) (harbor(s)) (the following) (common household) allergen(s) ^(TT): {insert from allergen soils list} (on) (from) (hard, non-porous) (surfaces).
(This product) removes the following allergens: {insert from allergen soils list} (from surfaces)
(This product) removes (90% of) the following allergens: dust mite debris, pet dander and pollen particles (from) (timothy grass) (from non-porous hard surfaces)
(This product) removes the following allergens: {insert allergen soil(s) from list}

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. The 'X' claims – X can

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<< Sanitizing - Hard non-porous, non-food contact surface claims - >>

<< front / back panel claim >>

30 seconds is all it takes to kill 99.9% of bacteria***
(and even) (kills) (eliminates) 99.9% of (E.coli O157:H7), (Listeria), (insert 'E' organisms) (Strep) in 30 seconds***
Kills (99.9%) (of) (household) bacteria in 30 seconds.***
Kills (Eliminates) 99.9% of bacteria***
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 99.9% of (Escherichia coli O157:H7) (E. coli O157:H7), the bacteria that (can) (may) causes food poisoning
Kills 99.9% of Staphylococcus aureus (MRSA), the bacteria that (can) (may) cause skin infections
Kills 99.9% of Streptococcus pyogenes, the bacteria that (can) (may) cause pink eye
One step cleaning and sanitizing
Sanitizes (Kitchen) (household) (bathroom) hard non-porous surfaces in 30 seconds.***
Sanitizes (Kitchen) (household) (bathroom) surfaces in 30 seconds.***

<< back Panel qualifier >>

***Kills (Eliminates) 99.9% of (Campylobacter jejuni) (Escherichia coli O157:H7) (Enterobacter aerogenes) (Salmonella enterica) (Staphylococcus aureus) (Streptococcus pyogenes) ((Methicillin Resistant) Staphylococcus aureus (MRSA)) (Hospital Acquired (Methicillin Resistant) Staphylococcus aureus (MRSA)) (Community Acquired (Methicillin Resistant) Staphylococcus aureus (MRSA)) (Listeria monocytogenes) on hard, non-porous surfaces in 30 seconds.

***Kills 99.9% of (the following) (bacteria) in 30 seconds: (Campylobacter jejuni) (Escherichia coli O157:H7) (Enterobacter aerogenes) (Salmonella enterica) (Staphylococcus aureus) (Streptococcus pyogenes) (Listeria monocytogenes) ((Methicillin Resistant) Staphylococcus aureus (MRSA)) (Hospital Acquired (Methicillin Resistant) Staphylococcus aureus (MRSA)) (Community Acquired (Methicillin Resistant) Staphylococcus aureus (MRSA))

***Kills 99.9% (of) (Campylobacter jejuni) (Escherichia coli O157:H7) (Enterobacter aerogenes) (Salmonella enterica) ((Methicillin Resistant) Staphylococcus aureus (MRSA)) (Hospital Acquired (Methicillin Resistant) Staphylococcus aureus (MRSA)) (Community Acquired (Methicillin Resistant) Staphylococcus aureus (MRSA)) (Staphylococcus aureus) (Streptococcus pyogenes) (Listeria monocytogenes) (commonly found) (in the kitchen) (on kitchen surfaces) in 30 seconds

<< Front or Back Panel – Disinfecting and Deodorizing Claims – use as bullet point or in paragraph format >>

A clean you can smell
Cleans (deodorizes) (disinfects) (eliminates odors)
(Controls) (and) (prevents build up of) (prevents) (inhibits) mold and mildew (in damp and musty places)
Controls (the) Flu Virus on hard non-porous surfaces²
Controls the growth of fungi (for up to) (in) (7 days)
(Deodorizes) and (sanitizes) as it cleans
Disinfecting Wipes
(Disinfecting) (All Purpose) (Multi Purpose) (Multi Surface) (General Purpose) (Everyday) (Dual Action) (Cleaning)
Wipes
Disinfects and cleans tough stains
Disinfects hard non-porous non-food contact surfaces {insert use sites}
Disinfects more surface area (per wipe)
Disinfects (your) ({insert use sites}) (and) (or) ({insert use surfaces})
Disinfecting (Cleaning) Wipes
Each pre-moistened, disposable wipe (is treated with a special cleaner) (that actually), kills germs** (even the
bacteria * that cause odors) (wherever you use it)
Effective against (bacteria) (viruses) (germs): {insert 'A – B – C' organisms}
(Effective) (cleaning) (disinfecting) (sanitizing) has never been (faster or easier) (more convenient).
Effective (disinfecting) (sanitizing) for use in {insert use sites}
Eliminates (Removes) (bacteria*) (viruses[†]) (germs**) from {insert use surfaces}
Eliminates (Removes) (kitchen) (and) (bathroom) odors
Fights the Flu Virus on hard non-porous surfaces²
Flu Virus Control on hard non-porous surfaces²
For general (cleaning) (and) (disinfecting) (sanitizing) (hard non-porous) (non-food contact) surfaces.
Germ (killer) (destroyer) (eliminator) **
(Helps) eliminate odor-causing bacteria*
Household (Disinfectant) (Sanitizer)
Hospital Type (disinfectant) (disinfection).
Kills 99.9% of bacteria and viruses**
Kills 99.9% of viruses and bacteria**
Kills more than 99.9% of bacteria and viruses**
Kills more than 99.9% of viruses and bacteria**
Kills (Avian) Influenza A (H5N1) virus on environmental (hard non-porous) surfaces
Kills (bacteria*) (viruses[†]) (and) (germs**) while it cleans tough (bathroom) messes.
Kills Cold & Flu Virus(es)³ (on hard non-porous surfaces)
(Kills) (Effective against) (the) (cold and flu) (flu) (cold) (viruses) (on hard non-porous surfaces).³
(Kills) (Effective against) (Controls) cold and flu viruses on hard non-porous surfaces.³
(Kills) (Effective against) viruses that (can) cause (the cold) (colds and flu) (flu) (colds) on hard non-porous surfaces.³
Kills (Eliminates) 99.9% of (Flu Virus²) (Influenza A virus) (influenza**) (Salmonella) (Staph) {insert 'A – B – C'
organisms}
Kills (Eliminates) 99.9% of germs** (on hard, non-porous surfaces)
Kills (Eliminates) (Disinfects) (kitchen) (bathroom) (common) (household) (bacteria*) (viruses[†])
(germs**)
Kills (germs**) (bacteria*) (viruses[†]) (you can't see): (Flu Virus²) (Salmonella) (Staph)
Kills germs that ordinary cleaners don't. **
Kills germs while it cleans.**
Kills Influenza A (Strain New Caledonia/20/99) (Flu virus[†]) in ten (10) minute.
Kills {insert 'A – B – C' organisms}
Kills (kitchen) (bathroom) (bedroom) Germs**
Kills odor-causing bacteria*
Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu)
Kills Pandemic 2009 H1N1 influenza A virus
Kills (Salmonella enterica) (Salmonella), the bacteria that (can) (may) causes food poisoning
Kills (Staphylococcus aureus) (Staph) the bacteria that (can) (may) cause skin infections like impetigo
Kills the (influenza) (flu) virus[†]
Lysol Brand Disinfectant products aid in the reduction of cross-contamination of germs** (on hard, non-porous
surfaces)
On hard, non-porous, inanimate environmental surfaces this product kills the following (bacteria) (viruses)
(germs): {insert 'A – B – C' organisms}
One step (cleaning) (and) (Disinfecting) (Sanitizing)
(Quickly)(Removes) (bacteria*) (viruses[†]) (germs**) {insert 'A – B – C' organisms}
(Quickly) wipe down commonly touched surfaces around the (kitchen) (bathroom) (bedroom) such as {insert
use surfaces} to kill (bacteria*) (viruses[†]) (germs**) (throughout the house)

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. The 'X' claims – X can

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<< Front or Back Panel – Disinfecting and Deodorizing Claims – use as bullet point or in paragraph format CONT.>>

Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (Product Name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (influenza A virus tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).

The fast convenient way to (clean) (disinfect) (and) (sanitize) hard non-porous surfaces (anywhere you) travel The quick and easy way to (clean) (and) (disinfect) (sanitize) (the following hard, non-porous) (non-food contact surfaces) (anywhere you travel): {insert use surfaces}

(This product) (cleans and) (disinfects) (sanitizes) the following surfaces {insert use surfaces}

This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including pandemic 2009 H1N1 influenza A virus

This product has demonstrated effectiveness against (influenza A viruses tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu)

(This product) is (a) (mildewstatic) (mildewstat) and will effectively (inhibit) (prevent) the growth of (mold and) mildew on hard non-porous surfaces.

(This product) (is) (are) the (quick) (convenient) way to (clean) (and) disinfect (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)

(This product) kills (the following viruses): (Human Immunodeficiency Type 1 Virus) (on hard, non-porous surfaces) in (30) seconds

(This product) meets efficacy standards for (hospital type) disinfectant (sanitizing) wipes.

Use them (on kitchen counters) before and after cooking to kill (common) (bacteria*) (viruses[†]) (germs**) Use (them) (this product) on surfaces {insert use sites} (where (bacteria*) (viruses[†]) (germs**) may be a concern.)

Use (This product) as a (quick) (convenient) way to (clean) (and) disinfect (sanitize) (hard non-porous surfaces) your (household) (kitchen) (bathroom) (bedroom) surfaces.

Use to disinfect (kitchen) (surfaces) (before) (after) (cooking) (preparing) (meals) (dinner)

Virus (killer) (destroyer) (eliminator)[†]

<< Back panel – Disinfection claim qualifier >>

* Kills (99.9% of) (Pseudomonas aeruginosa (Pseudomonas)) (Salmonella enterica (Salmonella)) (Staphylococcus aureus (Staph)) (on hard, non-porous surfaces) (in 10 minutes)

**Kills (99.9% of) {insert 'A – B – C' organisms} (on hard, non-porous surfaces) (in 10 minutes)

[†] Kills (Human Immunodeficiency Virus Type 1) (Human Coronavirus) (Influenza A Virus) (Herpes Simplex Type 1) (Respiratory Syncytial Virus) (Swine Influenza A Virus (H1N1)) (2009-H1N1 Influenza A virus) (in 10 minutes) (on hard, non-porous surfaces).

² (Kills) Influenza A Virus (Swine Influenza A Virus (H1N1)) (2009-H1N1 Influenza A virus) on hard non-porous surfaces

³ (Kills) Influenza A Virus (Human Coronavirus) (Swine Influenza A Virus (H1N1)) (2009-H1N1 Influenza A virus)) on hard non-porous surfaces

<< 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 when done.

To Open Package: Open pouch by peeling back the seal. Remove one (towelette) (wipe) (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.

<< For Convenience Mop >>

To use with convenience mop:

1. Fix wipe around convenience mop.
2. Use (mop with) wipe to clean (the) floor
3. Refer to directions for use to disinfect floors.

<< Use directions for all packaging types >>

To Clean (hard non-porous surfaces) (floors) (/ Deodorize) (/ Remove Allergens^{††}): Use fresh wipe on surface. Repeat for stubborn stains.

To Sanitize/Disinfect: Pre-clean surface. Use enough fresh wipes to thoroughly wet surface. To Sanitize: Allow to remain wet for 30 seconds. To Disinfect: Allow to remain wet for 10 minutes. Allow surface to air dry. Toss dirty wipe away. (Rinse all food contact surfaces and toys with water after use.)

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

To Disinfect Toys: Use only on hard non-porous surfaces. Use enough fresh towelettes to thoroughly wet surfaces. Wipe surface and allow to remain wet for 10 minutes. Allow surface(s) to air dry. (Toss dirty wipe away.) Rinse thoroughly with water after use.

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

To Prevent the Growth of Mold and Mildew (and their odors): Pre-clean hard, non-porous surfaces. Wipe surface and allow to remain wet for 10 minutes. Allow surface(s) to air dry. Repeat applications in weekly intervals or when mold and mildew growth appears.

To Disinfect Floors:

1. Pre-clean surface following the cleaning directions.
2. Use enough fresh (wipe) (cloth) (towelette) to thoroughly wet surface.
3. Each square inch of (wipe) (cloth) (towelette) will disinfect 1.28 square inches of surface. Allow surface to remain wet for 10 minutes. Let surface dry
4. Use enough (wipe) (cloth) (towelette) for floor to remain visibly wet for 10 minutes. For larger area you may need to use additional wipes.
5. Change (wipe) (cloth) (towelette) when soiled.

To Sanitize Floors:

1. Pre-clean surface following the cleaning directions.
2. Use enough fresh (wipe) (cloth) (towelette) to thoroughly wet surface.
3. Each square inch of (wipe) (cloth) (towelette) will disinfect 1.28 square inches of surface. Allow surface to remain wet for 30 seconds. Let surface dry.
4. Use enough (wipe) (cloth) (towelette) for floor to remain visibly wet for 10 minutes. For larger area you may need to use additional wipes.
5. Change (wipe) (cloth) (towelette) when soiled.

<< Advisory Statements >>

Do not use (this product) on dishes, glasses, or utensils.

Do not flush (in toilet).

For food contact surfaces rinse with clean potable water after using this product.

For other surfaces, spot test in an inconspicuous area.

Not (intended) for personal hygiene.

Not recommended for bare wood (surfaces).

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

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

<< Back Panel >>

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

<< Hard non-porous surfaces >>

<< A 10 Min. Disinfection against Bacteria >>

(ATCC# 15442) Pseudomonas aeruginosa (Pseudomonas)
(ATCC# 10708) Salmonella enterica (Salmonella)
(ATCC# 6538) Staphylococcus aureus (Staph)

<< B 10 Min. Disinfection against Virus >>

(ATCC# VR-740) Influenza A virus (Strain New Caledonia/20/99) (Flu virus)
Human Coronavirus
Influenza A Virus (H5N1)
(ATCC VR-733) Herpes Simplex Type 1
(ATCC #VR-26) Respiratory Syncytial Virus
(ATCC#VR-333) Swine Influenza A (H1N1) Virus (Strain A/Swine/Iowa/15/30)
2009-H1N1 Influenza A virus (Novel H1N1) (A/Mexico/4108/2009)

<< C. 30 sec Disinfection against Virus >>

Human Immunodeficiency Virus Type 1
[HIV-1] [AIDS Virus] (HIV-1 was tested in the presence
of 50% human whole blood)

<< D. Fungistatic against Fungi >>

(ATCC# 6275) Aspergillus niger (mold & mildew)

<< E 30 Sec. Sanitization against Bacteria >>

(ATCC# 29428) Campylobacter jejuni
(ATCC# 43888) Escherichia coli O157:H7 (E. coli O157:H7)
(ATCC# 13048) Enterobacter aerogenes
(ATCC# 10708) Salmonella enterica (Salmonella)
(ATCC# 6538) Staphylococcus aureus (Staph)
(ATCC# 19615) Streptococcus pyogenes
(ATCC# 19111) Listeria monocytogenes
(ATCC# 33592) Staphylococcus aureus (MRSA)
(ATCC# 33591) Staphylococcus aureus (MRSA)
Hospital Acquired MRSA
(ATCC# BAA-1556) Staphylococcus aureus (MRSA)
Community Acquired MRSA

Symbol Designation – used on product labels:

Single asterisk (*)	bacteria	used for identifying disinfection against specific bacteria listed in A above.
Dagger (†)	viruses [†]	used for identifying disinfection against specific viruses listed in B and C above.
Double asterisk (**)	germs**	used for identifying disinfection against specific bacteria and virus or fungi, with at least one bacteria listed in A above and one or more viruses or fungi from B, C or D.
Triple asterisk (***)	sanitizes***	used for all claims of sanitization listed in E above.

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<< Back Panel >>

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

Soils: (Graphic – depicting soil)

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

Allergen soils:

Cat dander (allergen(s))	Dust mite debris (allergen(s))	Timothy grass
Cockroach debris (allergen(s))	Dust mite matter (allergen(s))	
Cockroach matter (allergen(s))	Dust mite particles (allergen(s))	
Cockroach particles (allergen(s))	Pet dander (allergen(s))	
Dog dander (allergen(s))	Pollen particle (allergen(s))	

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

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

[^]Non-Medical or Fixture

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

Surface Types: (~ Non-Medical or Fixture)

Aluminum	Formica	Plastic
Brass	Glass	Plastic Laminate
Chrome~	Glazed Ceramic	Plexiglas
Corian	Glazed Porcelain	Sealed Granite
Crystal	(waxed) Linoleum	Sealed Terra Cotta
Enamel	(non-waxed) Linoleum	Stainless Steel~
Fiberglass Fixtures	Metal	Tin
Finished Wood (floors)	Mirror	Vinyl

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Patterns/Textures (Graphic – depicting images)

(honeycomb)(Interlocking) (C)(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)	Children's rooms	Kitchen
Baby's room	Dorm Room	Mudrooms
Basement	Entrances	Nursery
Bathroom (restroom)	Family Room	Office
Bedroom	Foyers	Playroom
Boats	Health Clubs (gym)	Pet areas
Cars (Interiors)	Home / House	Storage Areas
		Vacation homes

Business Use Sites: (Graphic – depicting use site)

Airports	Grocery/Shopping Carts	Patient Chairs
Ambulances	Health Clubs	Physician's Office
Bowling Alleys	Hotel / Motel	(Public) Restroom
Classrooms	Kennels	(Public) Telephones
Clinics	Laboratories	Restaurant
Cuspidors	Malls	Rest Stops
Day Care Center	Military Institutions	RV
Dental Office	Nursery (Schools)	School
Doctors Office	Nursing Home	Sick Room
Examination Tables	Office (Building)	Stretchers
Gas Stations	Operatories	Veterinary (Offices)

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

<< Human Immunodeficiency Virus Type 1 [HIV-1] [AIDS Virus] >>

KILLS HUMAN IMMUNODEFICIENCY VIRUS TYPE 1 [HIV-1] [AIDS Virus] ON PRECLEANED ENVIRONMENTAL SURFACES / OBJECTS PREVIOUSLY SOILED WITH BLOOD / BODY FLUIDS in health care settings or other settings in which there is an expected likelihood of soiling of inanimate surfaces / objects with blood or body fluids; and in which the surfaces / objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of HIV-1 [associated with AIDS].

SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 OF SURFACES / OBJECTS SOILED WITH BLOOD / BODY FLUIDS:

PERSONAL PROTECTION: When handling items soiled with blood or body fluids, use disposable latex gloves, gowns, masks and eye coverings.

CLEANING PROCEDURES: Blood and other body fluids must be thoroughly cleaned from surfaces and objects before application of this product.

CONTACT TIME: Allow surface / object to remain wet for 30 seconds.

DISPOSAL OF INFECTIOUS MATERIALS: Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

<< 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 enter normally sterile areas of the body. This product may be used to pre-clean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection.