

777-114

09/17/2012

1/27

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

SEP 17 2012

Ms Mary C Pisculli
Regulatory & Registration Compliance Specialist
Reckitt Benckiser LLC
Morris Corporate Center IV
399 Interpace Parkway
Parsippany NJ 07054-0225

Subject **Sting**
EPA Registration Number 777-114
Notification Application Dated August 22 2012
EPA Received Date August 23 2012

Dear Ms Pisculli

This will knowledge receipt of your notification submitted under the provisions of FIFRA section 3c 9 Based on a review of the submitted material the following comment apply

Proposed Amendment

- Add optional graphic symbol and corresponding text

General Comments

Based on a review of the material submitted, the following comment apply

The notification is acceptable A copy has been inserted in your file for future reference

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)

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							



EPA

United States
Environmental Protection Agency
Washington DC 20460

- Registration
- Amendment
- Other

OPP Identifier Number
MP0143

Application for Pesticide Section I

1 Company/Product Number 777 114	2 EPA Product Manager Velma Noble	3 Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4 Company/Product (Name) STING	PM# # 31	
5 Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) Morris Corporate Center IV 399 Interpace Parkway Parsippany NJ 07054-0225 <input type="checkbox"/> Check if this is a new address	6 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
- Resubmission in response to Agency letter dated _____
- Notification Explain below
- Final printed labels in response to Agency letter dated _____
- Me Too Application
- Other Explain below

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

Notification to add the following optional graphic symbol and corresponding text to the master text label in accordance to PR Notice 98 10 Section II H

QR Code



(Use your phone to) (and) (or) (scan) (the) (tag) (or) (this code) (to learn) (or) (to) (see) (more) (uses) (or) (information) (videos) (on how to use) (this product) (for) (how to) (tips) (Snap this code to get informed)

This notification is consistent with the provisions of PR Notice 98 10 and EPA regulations 40 CFR 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 <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2 Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
*Certification must be submitted		If Yes Unit Packaging wgt	No per container
3 Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4 Size(s) Retail Container various	
		5 Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling, accompanying product	
6 Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			

Section - IV

1 Contact Point (Complete items directly below for identification of individual to be contacted if necessary to process this application)			
Name Mary C Pisculli	Title Regulatory & Registration Compliance Specialist	Telephone No (Include Area Code) 972 404 2715	
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 Regulatory & Registration Compliance Specialist		
4 Typed Name Mary C Pisculli	5 Date August 22 2012		



August 22 2012

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U S Environmental Protection Agency
Room S-4900 4th Floor
One Potomac Yard
2777 S Crystal Drive
Arlington, Virginia 22202

Attention Ms Velma Noble, PM 31

Reference Notification to add graphic symbol & corresponding text to master text label
Product Name STING
EPA Registration Number 777 114
OPP ID Number MP0143

Dear Ms Noble

This letter is to inform the agency that Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to add the following graphic symbol and corresponding text on our master text label for the above referenced registration number in accordance to PR Notice 98-10, Section II H

QR Code



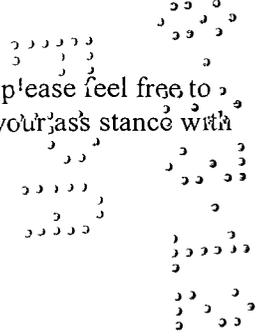
(Use your phone to) (and) (or) (scan) (the) (tag) (or) (this code) (to learn) (or) (to) (see) (more) (uses) (or) (information) (videos) (on how to use) (this product) (for) (how to) (tips) (Snap this code to get informed)

In support of this submission, I have enclosed one (1) copy of the master text label with the above listed graphic symbol and corresponding text appearing as double underlined red font and the required EPA Application for Pesticide Registration Form 8570-1 OPP ID No MP0143 For convenience, I have included the Certification Statement per PR Notice 98-10 directly on this form

If there is any other information that the agency needs to complete this submission, please feel free to contact me at 973 404-2715 or via email at mary.pisculli@rb.com Thank you for your assistance with this registration action

Sincerely,

Mary C Pisculli
Regulatory & Registration Compliance Specialist



4/27

<< FRONT PANEL >>

ACTIVE INGREDIENT

Alkyl (50% C₁₄ 40% C₁₂ 10% C₁₆) dimethyl benzyl ammonium chloride 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 x 8	7 5 x 7 5	7 1/2 x 10	8 5 x 10	(___ x ___) inches)
7 0 x 7 0	7 0 x 8 0	7 5 x 8	7 5 x 10	10 4 x 8 3	(___ x ___)
7 0 x 7 5	7 5 x 6 3	7 5 x 8 2 5	8 x 5 3/4		
7 x 7 5	7 5 x 7	7 5 x 8 3	8 x 5 3/4		

Pouch	Count	Wet cloths	Container
Canister	Individually Wrapped	Wet wipes	Pack
Box	Pre Moistened	Wet wipe rolls	Peel & reseal (package)
ct	Towelettes	Wet mopping cloths	Package
Wipes			

(Does not include weight of dry wipe)
(Includes weight of absorbent (wet) (mopping) (wipe) (cloth)) (___ OZ) (___ LB ___ OZ) (___ g)

<< FRONT / BACK PANEL >>

EPA Reg No	777 114				
EPA Est No	777 NJ 2	777 IL 1	52631 NJ 001	8251 WI 003	70930 PA 001
	8791 MO 1	777 POL 001	41925 WI 001	8251 WI 005	50757 WI 1

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

<< BACK PANEL >>

Questions? () (Call) (1 800 228 4722) (1 xxx xxx xxxx)

For ingredient (and other) information www.rbnainfo.com (website)

Made in U S A © {year} RB

Distributed by Reckitt Benckiser Parsippany NJ 07054 (xxxx)

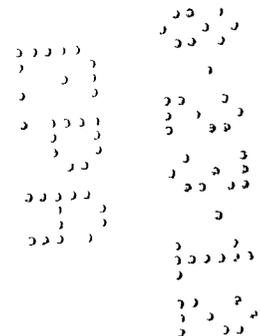
Contains no (phosphates) (ammonia) (silicones)

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

Company graphic logo



NOTIFICATION
Date Reviewed 9/17/12
Reviewed By [signature]



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 term (x) is a placeholder that represents a number between 1 and 99

<< NOTE Any claim may appear on either FRONT / BACK panel in bullet / paragraph format – Unless otherwise noted >>

<< INTRODUCTORY 6 mos CLAIMS – will only appear on graphic label for the first 6 months product is on shelf >>

(Better) (improved) (cleaning)
(Now) (Improved) (More) (Better) (cleaning) (power) (performance)
New (colored) (wipe) (wet) (mopping) (cloth)
(New) (improved) (long lasting) (longer lasting) (lighter) (refreshing) (softer) (gentle) (fragrance) (scent) (Performance)
(New) (improved) (stronger) (thicker) (better) (revolutionary) (innovative) {insert pattern / texture – See Pg 22}
(New) {insert pattern / texture – See Pg 22} cleans (picks up)
(New) {insert pattern / texture – See Pg 22} for (better) (easier) cleaning
(New) {insert pattern / texture – See Pg 22} that traps (and locks) (more) (messes)
(New) Low Streak Formula
(New) Lower Streak Formula
New lower streak formula that leaves less streaks than before even on your shiniest surfaces
(New) (wipe) (wet) (mopping) (cloth) {insert pattern / texture – See Pg 22} (traps) (locks) (locks in) (picks up) (more)
{insert soils / allergens – See Pg 21}
(New Size) (New Large Size) (New X tra Large Size) (Wipe) (Cloth) (Canister) (Package)
(New) tougher (wipe) (wet) (mopping) (cloth) (for tougher cleaning) (for your tougher jobs)

<< FRAGRANCE CLAIMS >>

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

<< MARKETING CLAIMS >>

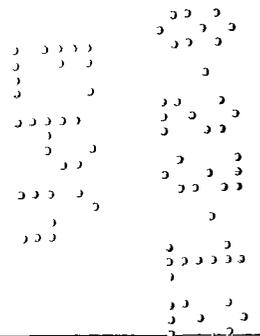
(Complete Clean) (Disposable) (Easy to use) (Effective) (Everyday cleaner) (Everyday use) (Great) (Household) (Lysol® Brand)
(Pleasant fragrance) (Ready to use) (Revolutionary) (Strong) (Touch Ups) (Versatile) (Wipe) (Wipes) (Wiping)

(All in one) (All in one Complete) (All Purpose) (Complete) (Dual Action) (Dual Use) (Easy to use) (Everyday) (General Purpose)
(Multi Action) (Multi Clean) (Multi Purpose) (Multi Surface) (Multi Use) (Triple Action) (Wipes) (Cloths)

(Clean) (Cleaner) (Cleaning) (Deodorizes) (Disinfect) (Disinfects) (Disinfectant) (Disinfecting) (Sanitize) (Sanitizer) (Sanitizes)
(Sanitizing) (Wet) (Mopping) (Cloth) (Cloths) (Wipe) (Wipes)

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

NOTIFICATION
Date Reviewed 9/2/12
Reviewed By [Signature]



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 term (x) is a placeholder that represents a number between 1 and 99

<< PURCHASE / SCHOOL SUPPLY PACKAGE CLAIMS >>

- Back to school (item) (special) (value) (limited time) (limited edition) (pack) ⁽¹⁾
- Back to school Supply Value Pack ⁽¹⁾
- (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
- Get ready for back to school ⁽¹⁾
- Great value for back to school
- (Important) school supply checklist (item) ⁽¹⁾
- (Key) Back to school shopping list (item) ⁽¹⁾
- School Supply Pack ⁽¹⁾

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

<< SEASONAL PACKAGE CLAIMS >>

- (An) Essential flu season item
- Allergen (Control) (Value) (Bonus) Pack (Item) {insert allergen soils – See Pg 21}
- Allergy (Season) (Value) Pack
- Be prepared for (cold) (&) flu season
- Cold (and) (&) Flu (Value) Pack
- Get (Be) ready for (Cold &) Flu Season
- (Lysol®) A must have for (Cold &) Flu Season

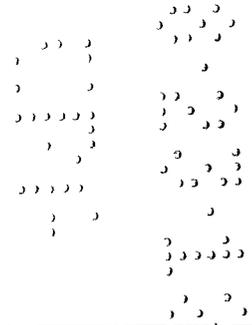
<< MONEY BACK GUARANTEE CLAIMS >>

See the difference in cleaning tough soils or it s free For purchases made between {insert date} and {insert date}
Refund offer valid is U S only and must be postmarked by {insert date} Limit one refund per person or household
Void where prohibited Visit {insert website} for full details

Experience the (cleaning) difference (in) (of) (Dual Action) ({this product}) (for yourself) (or it s free) (or your money back) (guaranteed)

- Money back guarantee
- Satisfaction guaranteed (or it s free)
- See the (cleaning) difference (in) (Lysol® Dual Action) ({this product}) (or it s Free)
- Switch and see the (cleaning) difference (challenge) (or your money back) (satisfaction) (guaranteed) (or it s free)
- (Take the) Best wipe challenge (see the difference) (or it s free)
- Take the (Dual Action) ({this product}) challenge (see the difference) (and experience the cleaning difference) (or it s free)
- (You can) (see the difference in) ({this product}) (or it s free)
- (You can) See the (cleaning) difference (or it s free)

NOTIFICATION
Date Reviewed 9/17/12
reviewer B



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 term (x) is a placeholder that represents a number between 1 and 99

<< MARKETING / FORMULATION CLAIMS – continued >>

(This product) is (also) great on the go (in {insert sites – See Pg 22})
Tough cleaning power (for your difficult) (for your most challenging) (messes) (jobs) (stains)
(Virtually) streak free (formula) (!)
(Visible) clean
Works on (large) (small) spills
You can see messes sticking to the wipes (– even) (dust) (dirt) (hair) (and) (crumbs)

NOTIFICATION
Date Reviewed 8/17/12
Reviewed By DR

, , , , ,
, , , , ,
, , , , ,
, , , , ,
, , , , ,
, , , , ,
, , , , ,
, , , , ,

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 term (x) is a placeholder that represents a number between 1 and 99

<< USAGE CLAIMS >>

Also (for) use on (quick clean) floor mops
 (Also) Great for (convenience) (floor) (mops) (mopping) (sweepers)
 Appropriate for use on {insert surfaces – See Pgs 21 22}
 Can be used (on) (for) {insert sites / surfaces – See Pgs 21 22}
 (Can be used on) (perfect) (for) large surfaces
 Can be used with (Lysol®) Clean Flip™ Sweeper
 Can be used with Swiffer® Sweeper†††
 Compatible with {insert surfaces – See Pgs 21 22}
 Easy on surfaces
 Effective (disinfecting) (sanitizing) for use in {insert sites – See Pg 22}
 (Effectively) works on (many) (most) (a wide range of) (household) (kitchen) (bathroom) (hard non porous surfaces)
 Fits on (floor) (convenience) (mop) (sweeper) (quick clean) (sweepers) (mops)
 Fits on (Lysol®) Clean Flip™ Sweeper
 Fits on (Lysol®) Clean Flip™ Sweeper or regular sweeper tools
 Fits on Swiffer® Sweeper†††
 For everyday (use) (usage) (touch ups)
 (For) general (cleaning) (and) (disinfecting) (sanitizing) (hard non porous) (non food contact) surfaces
 (For) use in (Kitchen) (and) (Bathrooms) (and) (Bedrooms)
 (For) (use) (in) (your) (the) (babies) (baby s) room
 For your tough (toughest) messes
 Gentle (for use) (on) {insert sites / surfaces – See Pgs 21 22}
 (Great) (excellent) (for) (quick clean ups) (touch up cleaning)
 Great (for) (around) (cleaning) (inside) { insert soils / sites / surfaces – See Pgs 21 22}
 Great for cleaning around the toilet
 (Great for) cleaning ceiling fan blades
 Great for dissolving (tough) spots
 (Great for) (inside) (closets) (and) (around) (closet shelving)
 (Great) for {insert soils / sites / surfaces – See Pgs 21 22}
 Great (for) on the go (!)
 Great for revealing the natural shine of your floors
 (Great for) the top of the fridge
 (Great for) tidying up pet areas
 Great for (touch up(s)) (cleaning)
 Great for use in cars
 Great (for) (use) (on) (under) {insert surfaces – See Pgs 21 22}
 Great for use (in) (on) your (kitchen) (bathroom) (bedroom) (and) (throughout) (all over) (the) (house)
 Great for use in your (dorm room) (class room) (office) (gym)
 (Great) (suitable) (to) (for) use (all) (around) (over) (the) (house) (home) (when used as directed)
 Handles daily clean ups with no need for additional sprays sponges or buckets
 Hospital Type (Disinfectant) (Disinfection)
 Kind (for use) (on) {insert sites / surfaces – See Pgs 21 22}
 Large strong (wipe) (wet) (mopping) (cloth) (can be used on floors) (and all over the house)
 Mild (for use) (on) {insert sites / surfaces – See Pgs 21 22}
 Perfect for use on {insert surfaces – See Pgs 21 22}
 Perfect (suitable) (great) for everyday (touch ups) (daily) (use) (cleaning) (all) (around) (the) (house) (home)
 Suitable (for) (use) (on) {insert sites / surfaces – See Pgs 21 22}
 Suitable for use on (virtually) (most) (all) surfaces
 (Suitable) (ideal) (made) (perfect) (great) (for) (use) (in) {insert sites – See Pg 22}
 (Suitable) (to give you the freedom) (to) (for) use (the product) (everyday) (and) (all) (around the house)
 The (easy) (and) convenient way to (clean) (disinfect) (and) (sanitize) hard non porous surface (anywhere you) travel
 The (convenient) (and) easy way to (clean) (and) (disinfect) (sanitize) (the following hard non porous) (non food contact surfaces) (anywhere you travel) {insert sites / surfaces – See Pgs 21 22}
 (This product) (cleans and) (disinfects) (sanitizes) the following surfaces {insert surfaces – See Pgs 21 22}

NOTIFICATION
 Date Reviewed 9/17/12
 Reviewed By [Signature]

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 term (x) is a placeholder that represents a number between 1 and 99

<< DISINFECTION CLAIMS – See Pg 15 for (*) (**) (†) ⁽²⁾ ⁽³⁾ claim qualifiers >>

(Controls) (and) (prevents build up of) (prevents) (inhibits) mold and mildew (in damp and musty places)
 Controls (the) Flu Virus ⁽²⁾
 Controls the growth of fungi (for up to) (in) (7 days)
 Daily defense against (germs){insert organisms – See Pg 20}
 Disinfects and cleans tough stains
 Disinfects (deep) (scrub) (and) (surface cleans)
 Disinfects hard non porous non food contact surfaces ({insert sites / surfaces – See Pgs 21 22})
 Disinfects more surface area (per wipe)
 Disinfects (your) ({insert sites – See Pg 22}) (and) (or) ({insert surfaces – See Pgs 21 22})
 Each pre moistened disposable (wet) (mopping) (cloth) (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 organisms – See Pg 20}
 Effective against (the) Cold Virus ⁽³⁾
 Effective against (the) Cold (and/ &) (flu) Virus(es) ⁽³⁾
 Effective against (the) Flu Virus(es) ⁽³⁾
 Eliminates (Removes) (bacteria*) (viruses†) (germs**) from {insert surfaces – See Pgs 21 22}
 Fights the Flu Virus ⁽²⁾
 Flu Virus Control ⁽²⁾
 Germ (killer) (destroyer) (eliminator) **
 Kills 99 9% of bacteria and viruses**
 Kills 99 9% of viruses and bacteria**
 Kills {insert organisms – See Pg 20}
 Kills antibiotic resistant bacteria (such as) (Klebsiella pneumoniae – NDM 1 – positive) (and) (Escherichia coli with extended beta lactamase resistance (ESBL)
 Kills antibiotic resistant bacteria*
 Kills (bacteria*) (viruses†) (and) (germs**) while it cleans tough (bathroom) messes
 Kills cold & flu viruses including H1N1 Virus ⁽³⁾
 (Kills) (Effective against) (Controls) cold and flu viruses ⁽³⁾
 (Kills) (Effective against) (the) (cold and flu) (flu) (cold) (viruses) ⁽³⁾
 (Kills) Effective against viruses that (can) cause (the cold) (colds and flu) (flu) (colds) ⁽³⁾
 Kills (Eliminates) 99 9% of (Flu Virus ⁽²⁾) (Influenza A Virus) (Influenza**) (Salmonella) (Staph) ({insert organisms – See Pg 20})
 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 Virus ⁽²⁾) (Staph)
 Kills germs** (in) (the) ({insert sites – See Pg 22})
 Kills germs that ordinary cleaners don t **
 Kills germs while it cleans **
 Kills H1N1 (Virus) ⁽³⁾
 Kills (Avian) Influenza A ([H5N1]) Virus on environmental hard non porous surfaces
 Kills Influenza A Virus (Strain New Caledonia/20/99) (Flu Virus†) in ten (10) minutes
 Kills (kitchen) (bathroom) (bedroom) Germs**
 Kills more than 99 9% of bacteria and viruses**
 Kills more than 99 9% of viruses and bacteria**
 Kills odor causing bacteria*
 Kills (over) X germs**
 Tough on Germs**
 Kills (Salmonella enterica (Salmonella)) the bacteria that (can) (may) cause(s) food poisoning
 Kills (Staphylococcus aureus (Staph)) the bacteria that (can) (may) cause skin infections like impetigo
 Kills (the) Cold & Flu Virus(es) ⁽³⁾
 Kills the (Influenza) (flu) virus†
 Lysol Brand Disinfectant products aid in the reduction of cross contamination of germs** (on hard non porous surfaces)
 (Now) (Also) (Even) Kills (Antibiotic Resistant) Bacteria*

NOTIFICATION
 Date Reviewed *[Signature]*
 Reviewed By *[Signature]*

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 term (x) is a placeholder that represents a number between 1 and 99

<< DISINFECTION CLAIMS – continued >>

(Now) (Also) (Even) Kills (Antibiotic Resistant) Bacteria like (Klebsiella pneumoniae – NDM 1 – positive) (and) (Escherichia coli with extended beta lactamase resistance (ESBL))
 (Now) (Also) (Even) Kills Cold & Flu Viruses† and Antibacteria Resistant Bacteria*
 On hard non porous inanimate environmental surfaces this product kills the following (bacteria) (viruses) (germs)
 {insert organisms – See Pg 20}
 One step (clean) (and) (Disinfecting) (Sanitizing)
 (Quickly) (Removes) (bacteria*) (viruses†) (germs**) ({insert organisms – See Pg 20})
 (Quickly) wipe down commonly touched surfaces around the (kitchen) (bathroom) (bedroom) (such as) ({insert sites / surfaces – See Pgs 21 22}) to kill (bacteria*) (viruses†) (germs**) (throughout the house)
 (This product) is (a) (mildewstatic) (mildewstat) and will effectively (inhibit) (prevent) the growth of (mold and) mildew on hard non porous surfaces
 (This product) kills (the following viruses) (Human Immunodeficiency Virus Type 1) (on hard non porous surfaces in (30) seconds)
 (This product) meets efficacy standards for (hospital type) disinfectant wipes
 (This product) meets efficacy standards for sanitizing wipes
 (This product) kills {insert organisms – See Pg 20} (on hard non porous surfaces) (in 10 minutes)
 Use them (on kitchen counters) before and after cooking to kill (common) (bacteria*) (viruses†) (germs**) (Use (them) (this product) on surfaces ({insert sites / surfaces – See Pgs 21 22}) (where (bacteria*) (viruses†) (germs**) may be a concern)
 Virus (killer) (destroyer) (eliminator) †

NOTIFICATION
 Date Reviewed 8/22/12
 Reviewed By DE

<< 2009 Pandemic Claims >>

Kills Pandemic 2009 H1N1 Influenza A Virus
 Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)
 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)
 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)

<< SUPPORTING CLAIM QUALIFIERS – must appear before Directions For Use on Back Panel label >>

- * 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 organisms – See Pg 20} on hard non porous surfaces in 10 minutes
- † Kills (Human Immunodeficiency Virus Type 1) (Human Coronavirus) (Influenza A Virus) (Herpes Simplex Virus 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 in 10 minutes
- (3) Kills (Influenza A Virus) (Human Coronavirus) (Swine Influenza A Virus ([H1N1]) (2009 H1N1 Influenza A Virus)) on hard non porous surfaces in 10 minutes

<< ANTIBIOTIC RESISTANT DISINFECTION QUALIFIER >>

- * Kills (Klebsiella pneumoniae – NDM 1 – positive) (and) (Escherichia coli with extended beta lactamase resistance [ESBL]) on hard non porous surfaces in 10 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
 The term (x) is a placeholder that represents a number between 1 and 99

<< Additional CLAIMS – Specific to Sweeper type products >>

Fits leading sweeper products
Use with (Lysol®) (Clean Flip™) Sweeper or regular sweeper tools

<< STARTER KIT CLAIMS >>

Contents (#) Sweeper
(#) Wet (Mopping) Cloths
(#) Dry (Sweeping) Cloths

Includes (Brand/Sub brand/Product Name) Mop (2) Wet Mopping Cloths (wipes) and (2) Dry Mopping Cloths (wipes)

\$X in (Lysol®) refill coupons inside
Coupons inside

Assemble ((4) piece mop)
(Attach (cloth to mopping head)) (Clean) (Toss)
(Brand/Sub brand/Product Name) Dry (Mopping) (cloths) (wipes) refills (are available) (separately)
(Brand/Sub brand/Product Name) Wet (Mopping) (cloths) (wipes) refills (are available) (separately)
Refills for (Brand/Sub brand/Product Name) Wet (Mopping) (cloths) (wipes) and (Brand/Sub brand/Product Name)
Dry (Mopping) (cloths) (wipes) (are available) (separately)

2 in 1 Starter Kit
(Lysol®) (Sub brand/Product Name) (Mopping) Kit
Starter (Mopping) Kit
Sweeping & Mopping Starter Kit

X% (more) (bigger) (surface) (cleaning) (power) (area) (than the leading sweeper product)
Can also be used with regular wet and dry sweeper refills
Cleans the floor and baseboard simultaneously
Dry (Mopping) Cloths (wipes) pick up dust dirt and hair (Deep ridges and grooves trap and lock it in)
(Dry) (Wet) (Sweeping) (Mopping) Cloths
(Flaps) Flip(s) up (to clean) (corners) (and) (baseboards)
(Flaps) Flip(s) up to get into hard to reach areas
Flip mechanism for small spaces & baseboards
For a complete clean try Lysol® Wet and Dry Cloths
(For) (deep) corner and baseboard cleaning
(For) (quick) (easy) Assembly
For sweeping and (&) mopping
Gets into corners (and small spaces) easily
Lysol® Dry Cloths – Picks up dust dirt & hair!
Lysol® Wet Cloths – Cleans as it disinfects!
(No touch) easy attachment of cloth (wipe) (to mop)
Push (activation) slide (in) (one) (direction) to (raise) (engage) flaps
Push (activation) slide (in) (other) (opposite) (direction) to (disengage) (lower flaps)
Use (the) (Brand/Sub brand/Product Name) wet (mopping) cloths (wipes) to clean as directed
Use(s) 100% of the surface of the cloth (sheet) when used with (Clean Flip™) (Brand Name) mop
Uses the whole cloth
Use(s) the whole surface of the cloth (or sheet) when used with (Clean Flip™) (Brand Name) mop
Usage Instructions (1) Attach (2) Clean (3) Toss

NOTIFICATION
Date Reviewed 9/17/12
Reviewed By [Signature]

This Lysol® cleaning tool contains an antimicrobial agent built in during manufacturing that won't wear off over time to provide continuous product protection against the growth of odor causing bacteria

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 term (x) is a placeholder that represents a number between 1 and 99

<< USE DIRECTIONS >>

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 (wet) (mopping) (cloth) (as needed) (and reseal pouch to avoid moisture loss) Reseal pouch by firmly running thumb over the label Throw away soiled (wipe) (wet) (mopping) (cloth) when done

To Open Package Open pouch by peeling back the seal Remove one (towelette) (wipe) (wet) (mopping) (cloth) (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) (package) Place (wipes) (wet) (mopping) (cloths) in (refill) (x count) canister Do not use (wet) (mopping) (cloths) (wipes) in this refill package

To Refill Remove the entire cap from the canister Place refill (wipes) (cloths) in canister

<< USE DIRECTIONS – FOR ALL PACKAGING TYPES >>

To Clean (hard non porous surfaces) (floors) (/ Deodorize) (/ Remove Allergens††) Use fresh (wipe) (wet) (mopping) (cloth) on surface Repeat for stubborn stains

To Sanitize / Disinfect Pre clean surface Use enough fresh (wipes) (wet) (mopping) (cloths) to thoroughly wet surface Surface must remain wet for the entire contact time **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 and rinse thoroughly with water after use

Rinse (child / baby) plastic toys hard non porous surfaces and all food contact surfaces with potable water or a damp cloth after use

NOTIFICATION
Date Reviewed 9/12/12
Reviewed By [Signature]

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 term (x) is a placeholder that represents a number between 1 and 99

<< This page is for information purposes only – unless otherwise noted >>

<< DISINFECTION – Hard non porous surfaces >>			
Bacteria (10 minutes)		Viruses (10 minutes)	
	ATCC No		ATCC No
Escherichia coli with extended beta lactamase resistance (ESBL)	(BAA 196)	Herpes Simplex Virus Type 1	(VR 733)
Klebsiella pneumoniae NDM 1 – positive	(BAA 196)	Human Coronavirus	(VR 740)
Pseudomonas aeruginosa (Pseudomonas)	(15442)	Influenza A Virus (Strain New Caledonia/20/99) (Flu Virus)	(N/A)
Salmonella enterica (Salmonella)	(10708)	Influenza A Virus ([H5N1])	(N/A)
Staphylococcus aureus (Staph)	(6538)	Respiratory Syncytial Virus	(VR 26)
		Swine Influenza A Virus ([H1N1]) (Strain A/Swine/Iowa/15/30)	(VR 333)
		2009 H1N1 Influenza A Virus (Novel H1N1) (A/Mexico/4108/2009)	(N/A)
		Viruses (30 seconds)	
		Human Immunodeficiency Virus Type 1 [HIV 1 AIDS Virus] (HIV 1 was tested in the presence of 50% human whole blood)	(N/A)

<< SANITIZATION – Hard non porous non food contact surfaces >>	
Bacteria (30 seconds)	ATCC No
Campylobacter jejuni	(29428)
Enterobacter aerogenes	(13048)
Escherichia coli O157 H7 (E coli O157 H7)	(43888)
Listeria monocytogenes	(19111)
Salmonella enterica (Salmonella)	(10708)
Staphylococcus aureus (Staph)	(6538)
Staphylococcus aureus [MRSA]	(33592)
Staphylococcus aureus [MRSA] (Hospital Acquired MRSA)	(33591)
Staphylococcus aureus [MRSA] (Community Acquired MRSA)	(BAA 1556)
Streptococcus pyogenes	(19615)

NOTIFICATION
 Date Reviewed 9/16/12
 Reviewed By [Signature]

<< MILDEW FUNGISTAT – Hard non porous surfaces >>	
Fungi (3 minutes)	ATCC No
Aspergillus niger (mold & mildew)	(6275)

Symbol Designation – used on product labels		
Single asterisk (*)	Bacteria / Fungi	Used for identifying disinfection against specific bacteria or fungi
Dagger (†)	Viruses †	Used for identifying disinfection against specific viruses
Double asterisk (**)	Germ	Used for identifying disinfection against specific bacteria & viruses / fungi
Triple asterisk (***)	Sanitizes	Used for identifying sanitization against bacteria
Double dagger (††)	Allergens ††	Used for identifying the removal of specific non living allergens

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 term (x) is a placeholder that represents a number between 1 and 99

<< SOILS / SURFACES / USE SITES – May be listed on product label in the singular or plural form >>

Soils (Graphic – depicting soil)

Bacon fat	Dust	Limescale	Small spills
Baked on cheese	Everyday messes	Lint	Smudges
Bathtub rings	Fingerprint	Makeup	Soap Scum
Beverage stains	Food (residues) (particles)	Mildew (mold) stains	Stains
(Burnt on) Food (stains)	Footprints	Mud	Sticky messes
(Burnt on) Grease	Gravy	Oil	Tea (stains)
Chicken juice	Grease	Outdoor grime	Tomato sauce
Crayon	Grime	Pancake mix	(Dried on) Toothpaste
Coffee stains	(Pet) Hair	Particles (residues)	(Tough) messes
Cooking splashes	Hard Water (stain)	Peanut butter	Tough soil
Cosmetics	(Heel) (scuff) marks	(Pen) (or) (ink) marks	Wine (stains)
Crumbs	Honey	Pencil	
Dirt	Jelly	Pet messes	
Dried on food	Juice stains	Pet stain(s)	

Non living Allergens

Cat dander	Cockroach particles	Dust mite matter	Pet dander
Cockroach debris	Dog dander	Dust mite particles	Pollen particles
Cockroach matter	Dust mite debris	(Hair) (Pet hair)	Timothy grass

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

Appliance (exterior) (handles)	(Kitchen) (Bathroom) Faucet	Rails
Baby carriages	Finished wood (furniture) (surfaces)	Refrigerators exteriors
Baseboards	(Bathroom) (Kitchen) Fixtures	Remote Control
(Plastic) Bathtub (Tub)	(Bathroom) (Kitchen) floor	(Non wood) Shelves (shelving)
(non wood) Bed frames	(Laminate) (Laminated floors)	Shower (Stall) (Area) (head)
(Plastic) Booster Seats	Garbage Can (Pail)	(fittings) (hardware)
(non wood) cabinets	Glazed Ceramic Tile	(Kitchen) (Bathroom) Sink (Basin)
Changing Table	Glazed Porcelain Tile	Sports equipment
(Computer) Keyboards	Highchair (non wood) (non food contact area)	Stainless Steel ~
Computer (Mouse)	Kitchen Surfaces	Stove (Stovetop)
(Kitchen) Counter (Countertop)	Light switches	Strollers
Cribs (rails)	(sealed marble) (glazed marble)	Table (Tabletop)
(Diaper) changing (Counters) (tables)	(Microwave) Oven	Telephones (phones)
Diaper Pail	(Non wood) (Baby) (Furniture)	Tiles
Door Knob (Handle)	(Non wood) (finished) Cabinets	(Toilet) (Urinal) Exteriors
Enamel Tile	Outdoor Furniture (except cushions/woodframes)	Toilet Seats
Exhaust Fan (Hood)	Plastic Laundry Basket (Hamper)	Vanity Top
Exterior of Toilets	(Plastic) Toys ⁽⁴⁾	Washable Wall
	Potty trainer (seats)	

(-) Non Medical or Fixture

(4) Use on toys requires a rinsing step after disinfection – follow the Directions for use for Toys

NOTIFICATION
 Date Reviewed 7/1/12
 Reviewed By [Signature]

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 term (x) is a placeholder that represents a number between 1 and 99

<< SOILS / SURFACES / USE SITES – continued >>

Surface Types (~ Non Medical or Fixture)

Aluminum	Glass	Plastic Laminate
Brass	Glazed Ceramic	^ Plexiglas®
Chrome~	Glazed Enamel	Sealed (floors) (marble) (quartz) (stone)
^ 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
^ Formica®	Plastic	

^ Corian® is a registered trademark of DuPont
 ^ Formica® is a registered trademark of The Diller Corporation
 ^ Plexiglas® is a registered trademark of the Atoglas Company

Patterns/Textures (Graphic – depicting images)

3D	Grooves	Stronger
C	Honeycomb	Technology
Diamond	Interlocking	Texture
Dots	Locker	Thicker
Embossed	Pattern	Trapper
Gripper	Quilted	Weave
Grooved	Raised	Wipe

Household Use Sites (Graphic – depicting use site)

Automobiles (Interiors)	Dorm Room	Mudrooms
Baby s room	Entrances	Nursery
Basement	Family Room	Office
Bathroom (restroom)	Foyers	Playroom
Bedroom	Health Clubs (gym)	Pet areas
Boats	Home / House	Storage Areas
Cars (Interiors)	Kitchen	Toddler s room
Children s rooms	Laundry room	Vacation homes
Closets	Living room	All around the (house) (home)

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)

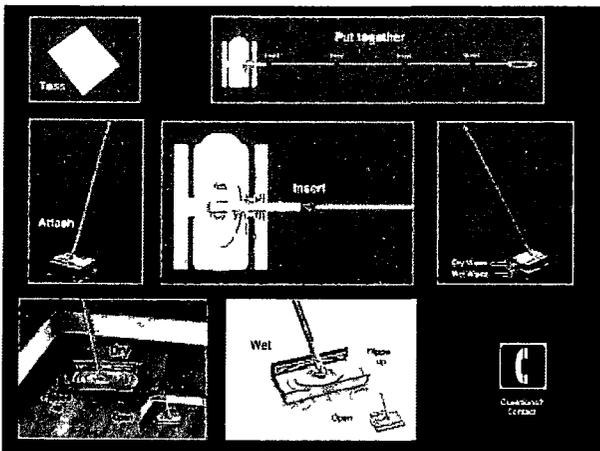
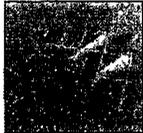
NOTIFICATION
 Date Reviewed 8/2/12
 Reviewed By [Signature]

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 term (x) is a placeholder that represents a number between 1 and 99

OPTIONAL GRAPHICS



(Note with the following optional proprietary graphic)



NOTIFICATION
Date Reviewed 9/17/12
Reviewed By DE



After use, the mop head can be removed from the handle to peel open the 100% polypropylene material.



The image in context of the label package (to help consumers know where to look for the product).

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 term (x) is a placeholder that represents a number between 1 and 99.