

777-114

10/22/2013

1/29



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

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Lisa Dreilinger
Reckitt Benckiser Inc.
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

OCT 22 2013

SUBJECT: Sting
EPA Registration Number: 777-114
Application Dated: September 10, 2013
Receipt Date: September 11, 2013

Dear Ms. Dreilinger:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

- The addition of optional marketing claims on page 7 and page 19.

Based on a review of the submitted information, this notification is acceptable and will be made part of the record for this file.

General Comments

Should you have any questions concerning this letter, please contact Emilia Oiguenblik at (703) 347-0199 or Velma Noble at (703) 308-6233.

Sincerely,

A handwritten signature in black ink, appearing to read "Velma Noble", is written over a horizontal line.

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

**EPA**United States
Environmental Protection Agency

Washington, DC 20460

☐ Registration☐ Amendment☒ Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 777-114	2. EPA Product Manager Ms. 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 LLS. 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

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below

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

Notification of additional optional fruit graphics in accordance to PR Notice 98-10, Section II .A.:

Thick(er) Strong(er) wipe (versus) (Vs.) (current) (Lysol® Brand) (II) (x) (Disinfecting Wipes)
(Professional) (thick(er)) (strong(er)) (rougher) (tough(er)) (built) wipe(s)

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:				2. Type of Container	
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		<input type="checkbox"/> Metal	<input checked="" type="checkbox"/> Plastic
*Certification must be submitted (on file)		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container	<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
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 <input type="checkbox"/> Other _____					

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)					
Name Lisa Dreilinger, Ph.D.		Title Senior Regulatory Affairs Associate		Telephone No. (include Area Code) 973-404-2824	
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 Regulatory Affairs Associate			
4. Typed Name: Lisa Dreilinger		5. Date: September 10, 2013			

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, VA 22202

Reference: Notification for addition marketing claims
Product Name: Sting
EPA Registration Number: 777-114

Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a notification in accordance with PR 98-10 for the addition of optional marketing claims on page 7 and 19.

- EPA Form 8570-1
- 777-114 Master Label (1 redlined and 1 clean copy)

Sincerely,

Lisa Ry

Lisa Dreilinger, Ph.D
Sr. Regulatory Affairs Associate
Reckitt Benckiser
Encl.

9/29

<< 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 8.25"	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)

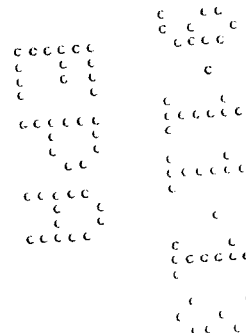
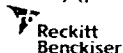
Made in U.S.A. © {year} RB

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: 10.17.2013

Reviewed By: E. O'Quinn

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.

5/29

<< BACK PANEL – Optional text >>

Important facts (about this product):

IMPORTANT: For directions for use and first aid instructions in Spanish, please call 1-877-843-3817.

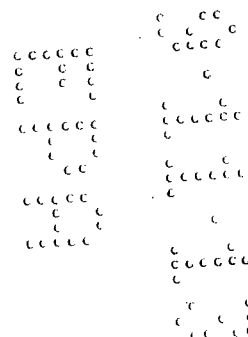
<< Spanish Translation >>

IMPORTANTE: Para instrucciones de uso y primeros auxilios en español por favor llame al 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

Recycle Symbol



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<< 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 & Lime Blossom(s)	Summer Fresh	(Breeze) (Scent)
Citrus	Green Apple	Ocean Fresh	Vanilla	(Fresh) (Clean) (Scent)
Citrus Meadows	Lavender & Eucalyptus	Orange		(Blossom(s))
Crisp Linen	Lavender (Fields)	Original		
Early Morning	Lemon (Citrus)	Spring Waterfall		
Fresh Linen				

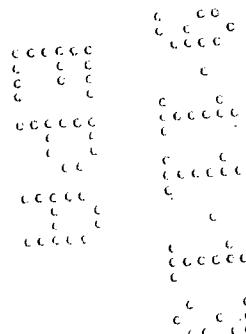
<< MARKETING CLAIMS >>

(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) (Cloth) (Cloths) (Wipe) (Wipes)

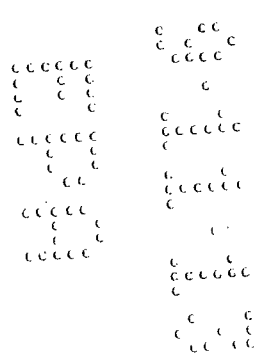
(Antibacterial) (Antibacterial Action) (Bactericidal*) (Bactericide*) (Deodorizer) (Deodorizes) (Disinfectant) (Disinfects) (Fungistat)
(Fungistatic) (Germicidal**) (Mildewstatic) (Mildewstat) (Sanitizes) (Sanitizer) (Virucidal†) (Virucide†)



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<< PACKAGING CLAIMS >>

(x) (Free) (Dual Action) (Wipes) (Cloths)
(x) more (extra) (wipes) (cloths) (free)
(x) (Multi) (Pack) (Canister) (Package)
(x) (%) Free (Wipes) (Wet) (Mopping) (Cloths)!
(x) (%) More (Wipes) (Mopping) (Cloths) (when compared to (x) ct (canister) (package))
(x) (Wipes) (Cloths) for the price of (x) (!)
(X) (X Pack) (X Wipes)
X Wipes + X Wipes (=) X Wipes
+ (x) Free Wipes
2 (for) (in) 1 Pack (!)
2-Go
2x value (!)
(3) (Canisters) (Packages) (Each) (Total)
100% More (!)
(30 Wipes) (Cloths) Free!
(110 Wipes) (Cloths) for the price of 80)
Basic
Basic Wipes
(Bonus) (Economy) (Great) (Jumbo) (Larger) (Mega) (Portable) (Super) (To Go) (Travel) (Trial) (Tub) (Value)
(Refill) (Size) (Pack) (Package)
(Bonus) (Free) (X) (Wipes) (Wet) (Mopping) (Cloths)
Bonus Pack 35% More (Wipes) (Cloths)!
Bonus Pack X% More (Wipes) (Cloths)!
(Bonus Pack) (With) (Free Canister) (Free Package) (Free Pouch)
(Buy ___ Get ___ Free!) (Total _____ Wet (Wipes) (Mopping) (Cloths)) (1 x 28) (1 x 35) (___ x ___)
Buy (X) (plus) (and) get (a) Bonus (Dual Action) (Wipes) (Cloths) (Canister) (Package)
Convenient
(ct) (Wipes) (Wet) (Mopping) (Cloths)!
Disinfection (Value) Pack
Dispenses one (wipe) (cloth) at a time
Easy open (easy fill)
Easy to carry around the house
Effortless dispensing (!)
Extra Value at no Extra Cost (!)
Fills (x) (ct) (size) (wipe) (cloth) (canisters) (peel & reseal) (package) (packages)
Free (Lysol®) (Dual Action) (Disinfecting) (Wipes) (Cloths)
(Free) (Lysol®) Dual Action (For) Free
FREE SAMPLE – NOT FOR RESALE
Limited time value (pack)
More value, same price
More (Wipes) (Cloths) (!) (x) ct
(New Size) (New Large Size) (New X-tra Large Size) (Wipe) (Canister)
On the Go
Our (best) (easiest) dispensing ever (!)
Pull Up Here
Pop-Up-Cap
Refill (x) Pack
Refills (now) available
Resealable (twin) (pack)
SAMPLE ENCLOSED – NOT FOR RESALE
(Tear) (open) (here) (to open)
Try Me (For) Free (Rebate)
Use in (x) ct (canister) (peel & reseal) (pack) (package)
(Wipes) (Wet) (Mopping) (Cloths) (Refill) (Value) (x) (Pack) (Package)
Wow (!)



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8/29

<< 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⁾
(Hey) (Mom(s)) (Teacher(s)) (Be) (Are you) (Ready for) ((back to) school) (the) (cold and/or flu season) (?) (!)

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

Box Tops for Education

Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been completely used
See back or sticker for details or rules or instructions
See details or rules or instructions [on] [back or sticker]
Go to boxtops4education.com for details

<< 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)

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<< WIPE CONSTRUCTION / SIZE CLAIMS >>

(x) times the size
(x) (times) (bigger) (larger) (than) (a) (your) (our) (regular wipe) (regular cloth)
(x) % larger (wipe) (cloth)
2-in-1 (Wipe) (Wet) (Mopping) (Cloth)
2 Sides (1 for Scrubbing, 1 for (Wiping) (Mopping))
2 Sides (1 to (Mop) (Scrub), 1 to (Wipe) (Mop) (Scrub))
2 Sides: one traps and locks, one (wipes) (mops)
2 Sides: (scrubbing and wiping) (mopping and scrubbing)
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
(2 sides) (one for) (touch-up) (scrubbing) (side) (daily touch-ups) (tougher messes) (mopping)
Dual (sided) (texture)
Extra (X-tra) (X-Large) (Large) (Super Size) (Wide) (Long) (Disinfecting) (Dual Action) (Wipes) (Wet) (Cloths)
(Two) (2) (Sides) (Sided)

A whole new kind of (wipe) (wet) (mopping) (cloth)
All that you expect from your current (wipe) (wet) (mopping) (cloth), plus now you can trap and lock (more) messes
Built-in (Micro) (tough) scrubbing fibers
Built-in Scrubbing Fibers help clean away tough stains (like soap scum) (and) (baked on grease)
(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.
Extra large wipe for larger messes in your kitchen or bathroom
Feel the strength
(Great) (Designed) (Built) for tough (messes) (cleaning)
(Great) (Designed) (Built) (Tough) (Textured Design) for your toughest messes
{Insert pattern / texture – See Pg. 21} cleans (picks up) (traps) (locks) {insert soils / allergens – See Pg. 21}
Interlocking weave that (traps) (and) (locks) (more) messes. Just wipe and throw away. (It's that easy.)
(Larger) (bigger) (longer) than ever
Large (Size) Disinfecting (wet) cloths
Microlock Fibers (fiber) (weave) (grooves) (pattern)
(Mops) (and) (Scrubs) (and) (Wipes)
Non-abrasive
(One) (for daily touch-up) (&) (and) (One) (for tougher messes)
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
Perfect Size for (Kitchens) (and) (Bathrooms) (and) (Bedrooms)
Scrub(s) (scrubbing)
(Scrubbing) (fibers) (side) for tough messes

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<< WIPE CONSTRUCTION / SIZE CLAIMS – continued >>

(Strong) (durable) (thick) (large) (larger) (tough) (wipe) (wet) (mopping) (cloth) (for) (excellent) (effective) (cleaning) (performance)

Strong (enough) (so) (you can) clean your (entire) (kitchen) (bathroom) with less wipes

Strong (so) (you can) (pick up more messes) (use it on more surfaces)

Strong (so) (you can)

Strong (wipes) (cloths) are made from a new interlocking weave that trap(s) and lock(s) (residue) (including (dirt) (dust) (crumbs) (and) (even) (hair)) (eliminating the frustration of pushing dirt around)

Textured wipe

The other side for wiping your surfaces clean

The strong wipe has a revolutionary dual texture

Thick wipe for touch-up cleaning

Thick(er) Wipe

Thick(er) Strong(er) wipe (versus) (Vs.) (current) (Lysol® Brand) (II) (x) (Disinfecting Wipes)

(Touch-up side) (Scrubbing side)

Tough (wipe) (cloth) (for tough cleaning) (for your tough jobs)

Two-in-One (Wipe) (Cloth)

(Virtually) Lint Free

Wiping

(With) (interlocking) ({insert pattern / texture – See Pg. 22}) (pattern) (for) (cleaning) (performance) (power)

(With) (interlocking) ({insert pattern / texture – See Pg. 22}) (pattern) (that traps and locks more messes)

With Micro-Lock fibers

(Wow)(!) Scrubs like a sponge

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<< MARKETING / FORMULATION CLAIMS >>

A clean you can smell
(A) Shining clean you can (see) (trust)
An efficient way to clean
Best on grease (removal)
Bleach free
Cleans as well as a(n) (all purpose) trigger (and a paper towel)
Cleans more surfaces (with just one wipe)
Clean with just a (wipe) (or) (touch)
Clean and disinfect on the go
Clear dry formula
Clear drying formula (for Multiple Surfaces)
Contain(s) (no abrasives)
Contains no Cl (Chlorine) bleach
Contains (powerful) (effective) (fast) grease cutters
Deep Down Clean!
Delivers a Complete Clean
(Does not) (will not) (no) (scratch(ing) (your surfaces)
(Doesn't) (does not) (create) (leaves) (no) (strong) (harsh) (chemical) (residue) (fumes)
Dry clear (formula)
(Effective) (cleaning) (disinfecting) (sanitizing) has never been (easy) (easier) (or) (more convenient)
Eliminates the need to push (the) dirt around
EZ Clear (technology) (formula)
EZ Dry (technology) (formula)
EZ Shine (technology) (formula)
(For) (deep) cleaning
(For) (deep) scrubbing
(For) (deep) scrubbing plus surface cleaning
For when a regular (wipe) (cloth) (just) can't get the job done
Free from (Cl) (Chlorine) bleach
(Fresh) (Clean) Scent (!)
Gives (a) (deep) (deeper) (clean) (than a mop)
Heavy (light) duty (jobs)
(Help(s)) (to) make your room Lysol® clean
Helps you finish (cleaning) fast (quickly)
Leaves a fresh (Lemon) (Fresh Waterfall) (Citrus) (Floral) (Herbal) (Green Apple) (fresh) (clean) (scent)
Leaves less streaks than before
Leaves (no residue) (a streak free shine) (a clean surface) (behind)
(Leaves) (virtually) (no) (dull) (film) (sticky) (residue)
Leaves your {insert surfaces / sites – See Pgs. 21-22} with a (fresh), (clean) scent
Leaves your (house) (bathroom) (kitchen) (floor) fresh and clean
(Low Streak) (Lower Streak) (Streak free) (No streak) (Formula)
(Lysol®) (an) expert (in disinfection) for over 100 years
(Lysol®) disinfecting for over 100 years
Makes cleaning easier
(More) effective at cleaning your challenging everyday messes
(No bottles) (no sponges) (no mess)
(No more) (eliminates) pushing dirt around
No more (pushing) (scooping) {insert soils – See Pg. 21} (around)!
Non-abrasive formula
Phosphate free
Quick and easy (cleaning everywhere)

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12/29

<< MARKETING / FORMULATION CLAIMS – continued >>

(Scents) (Fragrances) for (every room) (all round) (the) (kitchen) (bathroom) (house) (your home)
Simplifies (cleaning) (and) (disinfecting)
Tackles (tough) (stubborn) cleaning jobs
The cleaning power of Lysol®
(This product) is (also) great on the "go" (in {insert sites – See Pg. 22})
Tough cleaning power (for your difficult) (for your most challenging) (stubborn) (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)

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<< USAGE CLAIMS >>

Also (for) use on (quick clean) floor mops
(Also) Great for (convenience) (floor) (floors) (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}
Disinfects and easily cleans (your) (house) (home)
Disinfection and (effortless) (with one hand) cleaning
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) (deep) (scrub(s)(ing)) (and) (surface clean(s)(ing))
For your tough(est) 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)
Maximum Cleaning Minimum Effort
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)

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<< USAGE CLAIMS – continued >>

The (easy) (and) convenient way to (clean) (disinfect) (and) (sanitize) hard non-porous surfaces (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}
(This product) (is) (are) the (easy) (and) (convenient) way to (clean) (and) disinfect (sanitize) (hard non-porous surfaces)
your (household) (kitchen) (bathroom) (bedroom) (floor) surfaces
Try me on ({insert soils / sites / surfaces – See Pgs. 21-22}) (surfaces)
Try (now) (on) (glass) (sealed) (wood) (granite) (stainless steel) ({insert sites / surfaces – See Pgs. 21-22})
Try on (convenience) (sweeper) mops (for) (as) (a) floor(s) cleaner
Try on (Lysol®) Clean-Flip™ (or regular sweeper tools)
Try on Swiffer® Sweeper†††
Use (on) (for) ({insert soils / sites / surfaces – See Pgs. 21-22}) (surfaces)
Use (scrubbing) (scrubby) (side) (to) (remove) (tough) (stubborn) (dried-on) (spots) (stains) (and) (foods)
Use (this product) as a(n) (easy) (and) (convenient) way to (clean) (and) disinfect (sanitize) (hard non-porous surfaces)
your (household) (kitchen) (bathroom) (bedroom) surfaces
Use (this product) on (hard, non-porous) surfaces where {insert allergens – See Pg. 21} may be a concern
Use to disinfect (kitchen) (surfaces) (before) (after) (cooking) (preparing) (meals) (dinner)
Use with (Lysol®) Clean-Flip™ Sweeper or regular sweeper tools
Use where you live, work and play

††† Swiffer® is registered trademark of Procter & Gamble Company. This product is not authorized, licensed, sponsored or endorsed by Procter & Gamble Company.

<< Non-Living ALLERGEN CLAIMS (based on cleaning performance >>

Controls common household allergens††
Removes {insert allergens – See Pg. 21}
Removes {insert allergens – See Pg. 21} at the source
Removes allergens (on surfaces) with Lysol® {insert allergens – See Pg. 21}
Removes (more than) 95% of allergens {insert allergens – See Pg. 21}
Removes up to 90% of {insert allergens – See Pg. 21}
Take control over allergens (in your home) with Lysol® {insert allergen – See Pg. 21}

(This product) (Even) (Removes), (Traps), (Locks in), (Captures), (Picks Up) (up to) (90%) (of) (the following)
(common household) allergens(††): {insert allergens – See Pg. 21} (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) (††): {insert allergens – See Pg. 21} (on)
(from) (hard, non-porous) (surfaces).
(This product) removes (90% of) the following allergens: dust mite debris, pet dander and pollen particles (from)
(timothy grass) (non-porous hard surfaces).
(This product) removes the following allergens: {insert allergens – See Pg. 21} (from surfaces)

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

†† (This product) removes the following allergens: (cat dander) (cockroach debris) (cockroach matter)
(cockroach particles) (dog dander) (dust mite debris) (dust mite matter) (dust mite particles) (hair)
(pet dander) (pet hair) (pollen particles) (timothy grass).

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<< CLEANING / DEODORIZING CLAIMS >>

(2) (3) (4) (5) (X) (the) (everyday) cleaning power
(2) (3) (4) (5) (X) cleaning power (This product) has the cleaning power to remove {insert soils – See Pg. 21}
(2) (3) (4) (5) (X) (the) (clean) (cleaning) (strength)
(2) (3) (4) (5) (X) 3X Cleaning Power vs. (Lysol® All Purpose Cleaner with Bleach) ({777-83 Product Name})
3X (Continuous Clean) (Dirt Blaster) (Stain Blaster) (Stain Lifter)
4X Cleaning Power
4X (the) Cleaning Power on grease, baked on cheese, baked on greasy soil (and) (&) soap scum
Cleans (deodorizes) (disinfects) (eliminates odors)
Cleans and disinfects (surfaces) (in) (one) (wipe) (swipe)
Clean with (just) (one) (1) wipe
(Cleans) (dissolves) (soap scum) (and) (baked on grease)
Cleans (even) (bigger) (tougher) (more) (stubborn) messes
(Cleans) (removes) (tough) (grimy) (bathroom) (kitchen) (floor) 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) (cloth)
Cleans to a (sparkling) (shine)
Clean(s) with the power of Lysol® Brand Products
Cuts cleaning time
Cuts {insert soils – See Pg. 21}
Cuts grease (and) grime
Deodorizes (and) sanitizes) as it cleans
Dissolves {insert soils – See Pg. 21}
Effectively cleans everyday messes
Eliminates (Removes) (kitchen) (and) (bathroom) odors
Everything (you need) is already in the wipe
Freshens {insert sites – See Pg. 22}
Gets up stuck-on messes
Helps clean (away) (tough stains) (like) {insert soils – See Pg. 21}
(Helps) eliminate odor-causing bacteria
{insert soils – See Pg. 21} disappear(s) (in a flash)
Leaves (household) (bathroom) (restroom) surfaces sanitary
(One) (1) wipe (can be) used to clean messes
One swipe and {insert soil / allergens – See Pg. 21} (is) (are) gone!
Picks up (dirt) (crumbs) (and even) (hair)
Powerful clean(er)
Powerful (fast acting) (effective) (degreaser) (cleaner) (and) (deodorizer)
(Powers through) (cleans) (traps) (messes) (soils) (stains)
(Reduces) (Less) scrubbing (needed)
Removes (and) cleans): {insert soils – See Pg. 21}
Swipe(s) away {insert soils / allergens – See Pg. 21} (in seconds) (with no effort)
(This product) has 4X Cleaning Power to remove grease, baked on cheese, baked on greasy soil (and) (&) soap scum
This product has the cleaning power to remove {insert soils – See Pg. 21}
Tough on grime
Tough on (kitchen) messes
(Traps) (and) (Dissolves) Challenging Messes
Traps and Dissolves (your) (most) challenging messes
Traps (&) (and) Locks (dirt) (dust) (crumbs) (hair)
Traps (and) (N) Locks (dirt) (dust) (&) (hair)
Traps (& Locks) (More) (Messes)(,) (even) (dirt) (dust) (crumbs) (hair)
Traps (&) (and) Locks (more) particles of (dirt) (dust) (messes) (crumbs) (hair)
(Traps) (cleans) {insert soils – See Pg. 21}
(Traps) (locks) (picks up) (cleans) (wipes off) {insert soils / allergens – See Pg. 21}
Traps (More) Messes
Traps N Locks
Wipe(s) away {insert soils / allergens – See Pg. 21} (in seconds) (with no effort)

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<< SANITIZATION CLAIMS >>

30 second sanitization***

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 organisms – See Pg. 20) (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.***

One step cleaning and sanitizing

Sanitizes (Kitchen) (household) (bathroom) hard non-porous surfaces in 30 seconds.***

Sanitizes (Kitchen) (household) (bathroom) (surfaces) in 30 seconds.***

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

*** 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]) on hard, non-porous surfaces in 30 seconds.

*** Kills 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) (commonly found) (in the kitchen) on hard, non-porous kitchen surfaces in 30 seconds.

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

(Approved to) Kill(s) XX (#) (number of) (germs) (bacteria) (viruses)
(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}
Disinfect** to (help) Protect (your home)
Disinfection** Protection
Disinfects and cleans (tough) (stubborn) stains
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})
Disinfect (your cart) (before you shop)
Each pre-moistened, disposable (wet) (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) **
Germ kill **
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) (99.9%) (of) (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†

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<< DISINFECTION CLAIMS – continued >>

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*

(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 Antibiotic 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)

(Removes) (bacteria*) (viruses†) (germs**) ({insert organisms – See Pg. 20})

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) †

<< 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.

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<< 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

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.

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<< USE DIRECTIONS >>

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

<< 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 (Except Convenience Mop)>>

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) (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, (child / baby) hard, non-porous surfaces and all food contact surfaces with potable water or a damp cloth after use.

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<< USE DIRECTIONS – continued >>

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 3 minutes. Allow surface(s) to air dry. Repeat applications in weekly intervals or when mold and mildew growth appears.

<< FOR CONVENIENCE MOP >>

To use with (convenience) (quick clean) (mop) (sweeper):

1. Fix (wipe) (wet) (mopping) (cloth) (around) (on) (convenience) (quick clean) (mop) (sweeper).
2. Use (quick clean) (sweeper) (mop) (with) (wipe) (wet) (mopping) (cloth) to clean (the) floor.

<< ADVISORY STATEMENTS >>

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

Do not flush (in toilet).

Do not use on unfinished, oiled or waxed wood, unsealed tiles or carpet.

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) (unpainted) (wood) (or) (natural) (marble) (surfaces).

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

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

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<< Additional USE DIRECTIONS / ADVISORY STATEMENT – Specific to Professional Branded products Only >>

<< HUMAN IMMUNODEFICIENCY VIRUS TYPE 1 [HIV-1 AIDS Virus] >>

KILLS HUMAN IMMUNODEFICIENCY VIRUS TYPE 1 [HIV-1 AIDS Virus] ON PRE-CLEANED 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 ON 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 enters 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.

<< USAGE CLAIMS >>

For Commercial Use

(Professional) (thick(er)) (strong(er)) (rougner) (tough(er)) (built) wipe(s)

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23/29

<< 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)	ATCC No.
		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)

<< 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 (**)	Germes **	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

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24/29

<< 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	Fitness (Centers) Equipment	Remote Control
(Plastic) Bathtub (Tub)	(Bathroom) (Kitchen) Fixtures	(Non-wood) Shelves (shelving)
(non-wood) Bed frames	(Bathroom) (Kitchen) floor	Shower (Stall) (Area) (head)
(Plastic) Booster Seats	(Laminate) (Laminated floors)	(fittings) (hardware)
(non-wood) cabinets	Garbage Can (Pail)	(Kitchen) (Bathroom) Sink (Basin)
Changing Table	Glazed Ceramic Tile	Sports equipment
(Computer) Keyboards	Glazed Porcelain Tile	Stainless Steel ~
Computer (Mouse)	Highchair (non-wood) (non-food contact area)	Stove (Stovetop)
(Kitchen) Counter (Countertop)	Kitchen Surfaces	Strollers
Cribs (rails)	Light switches	Table (Tabletop)
(Diaper) changing (Counters) (tables)	(sealed marble) (glazed marble)	Telephones (phones)
Diaper Pail	(Microwave) Oven	Tiles
Door Knob (Handle)	(Non-wood) (Baby) (Furniture)	(Toilet) (Urinal) Exteriors
Enamel Tile	(Non-wood) (finished) Cabinets	Toilet Seats
Exhaust Fan (Hood)	Outdoor Furniture (except cushions/woodframes)	Trains
Exterior of Toilets	Plastic Laundry Basket (Hamper)	Vanity Top
	(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.

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25/29

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

Business Use Sites: (Graphic – depicting use site)

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

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<< PRECAUTIONARY / FIRST AID / STORAGE & DISPOSAL >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

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

FIRST AID	
If in eyes:	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a Poison Control Center or doctor for treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-800-677-9218). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< HOUSEHOLD CONTAINER >>

STORAGE AND DISPOSAL: (Store unopened (peel & reseal) package in a cool, dry place in areas inaccessible to small children.) Dispose of (wipe) (cloth) in trash after use. (Reseal) (Close) (lid) (peel & reseal) (package) (pouch) between uses to retain moisture. Non-refillable (container) (package) (pouch). Do not reuse or refill this (container) (package) (pouch). Discard in trash or offer for recycling.

<< POUCH CONTAINER >>

STORAGE AND DISPOSAL: Store unopened (peel & reseal) (package) (pouch) in a cool, dry place in areas inaccessible to small children. Dispose of (wipe) (mopping) (cloth) in trash after use. Non-refillable (container) (package) (pouch). Do not reuse or refill this (container) (package). Discard empty (envelope) (pouch) in trash.

<< REFILLABLE CONTAINER >>

STORAGE AND DISPOSAL: (Store unopened (peel & reseal) (package) (pouch) in a cool, dry place in areas inaccessible to small children.) Dispose of (wipe) (cloth) in trash after use. (Reseal) (Close) (lid) (peel & reseal) (package) (pouch) between uses to retain moisture. Refillable. Refill (container) (package) (pouch) (only) with [this product]. If not refilling, discard in trash or offer for recycling.

<< NON-REFILLABLE CONTAINER >>

STORAGE AND DISPOSAL: (Store unopened package in a cool, dry place in areas inaccessible to small children.) Non-refillable (container) (package). Do not reuse or refill this (container) (package). Discard (bag) (pouch) (box) (container) (package) in trash or offer for recycling.

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27/29

<< Alternate Brand Names >>

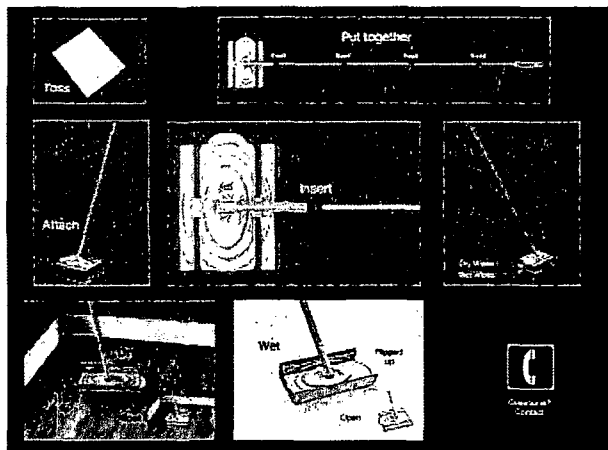
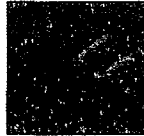
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Disinfecting Wipes
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Disinfecting Wipes - Lemon & Lime Blossom Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Disinfecting Wipes - Lavender & Eucalyptus Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Disinfecting Wipes - Ocean Fresh Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Wipes
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Wipes- Lemon & Lime Blossom Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Wipes - Lavender & Eucalyptus Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Wipes - Ocean Fresh Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Multi-Purpose Wipes
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Multi purpose Wipes- Lemon & Lime Blossom Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Multi purpose Wipes - Lavender & Eucalyptus Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria Basic Multi purpose Wipes - Ocean Fresh Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Citrus Meadows Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Crisp Linen Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Early Morning Breeze Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Fresh Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Fresh Linen Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Lavender & Eucalyptus Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Lavender Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Linen Fresh Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Orange Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Orange Fresh Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Orange Blossom Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Orange Breeze Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Orange Tangerine Scent
Lysol Brand II Kills 99.9% of Viruses & Bacteria** Disinfecting Wipes- Spring Waterfall Scent

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<<OPTIONAL GRAPHICS>>



(Note to reviewer: The following are optional proprietary graphics)



Above image is to help consumers know where to peel open the label package to remove a cloth

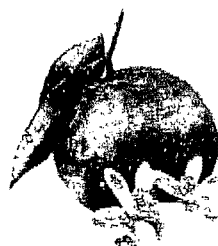


The image in context of the label package (to help consumers know where to peel open the package)

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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.



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NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier].
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