



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

January 24, 2017

Arjun Channi  
Regulatory Strategy Lead  
Reckitt Benckiser LLC  
Morris Corporate Center IV  
399 Interpace Parkway  
Parsippany, NJ 07054

Subject: Notification per PRN 98-10 – Additional marketing claims  
Product Name: Sting  
EPA Registration Number: 777-114  
Application Date: December 1, 2016  
Decision Number: 524246

Dear Mr. Channi:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped "Notification" and will be placed in our records.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

If you have any questions, you may contact Tara Flint at [flint.tara@epa.gov](mailto:flint.tara@epa.gov) or Eric Miederhoff at [Miederhoff.eric@epa.gov](mailto:Miederhoff.eric@epa.gov).

Sincerely,

A handwritten signature in blue ink, appearing to read "E. Miederhoff". The signature is fluid and cursive, with the first letter "E" being particularly large and stylized.

Eric Miederhoff  
Product Manager 31  
Regulatory Management Branch I  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

<< FRONT PANEL >>

ACTIVE INGREDIENT:

Alkyl (50% C<sub>14</sub>, 40% C<sub>12</sub>, 10% C<sub>16</sub>) 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	75 + 5
	12	28	35	60	76	95	106	140	240	X + X
	15	29	36	70	77	100	107	150	250	
	16	30	37	71	78	101	108	160	300	
	7" x 5 ¾"	7" x 8"	7.5" x 7.5"	7 ½" 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 ¾"						
	7" x 7.5"	7.5" x 7"	7.5" x 8.3"	8" x 5 ¾"						
	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	Floor		Refill	Resealable					
				Disposable	Reusable					

(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 (Y) (YY) 777-IL-1(Y) (YY) 52631-NJ-001(Y) (YY) 8251-WI-003 (Y) (YY)  
777-MO-001 (Y) (YY) 777-POL-001(Y) (YY) 41925-WI-001(Y) (YY) 8251-WI-005(Y) (YY)  
777-PA-001(Y) (YY) 082206-NY-003(Y) (YY) 475-MO-001(Y) (YY) 70930-PA-001(Y) (YY)  
50757-WI-1(Y) (YY) 082206-NY-002(Y) (YY)

See (bottom) (side) (cap) (for Lot / Date code)  
(Beginning of) (batch) (lot) code indicates EPA (Est.) (Establishment) (#) (No.) (Number)

See (batch) (lot) code for EPA (Est.) (Establishment) (#) (No.) (Number)

<< BACK PANEL >>

Questions? (📞) (Call:) (1-800-228-4722) (1-xxx-xxx-xxxx)

For ingredient (and other) information, [www.rbnainfo.com](http://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.

NOTIFICATION

777-114

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

01/24/2017

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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.  
The term "Y" is a place holder for a character A – Z.

Company graphic logo



<< BACK PANEL – Optional text >>

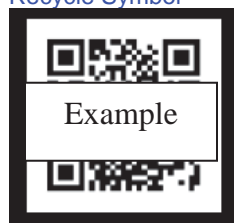
Important facts (about this product):

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)

(Be a Part of Lysol®) (Learn more about Lysol®)

Recycle Symbol



(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)

<< 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. 20}  
(New) {insert pattern / texture – See Pg. 20} cleans (picks up)  
(New) {insert pattern / texture – See Pg. 20} for (better) (easier) cleaning  
(New) {insert pattern / texture – See Pg. 20} 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. 20} (traps) (locks) (locks in) (picks up) (more)  
( {insert soils / allergens – See Pg. 19-21} )  
(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)  
(New) (Unbeatable) (Dirt) Lifting<sup>7</sup>  
(New) (Unbeatable) Grease Cutting<sup>7</sup>  
(New) (Active) Lift [Cleaning] (Technology)<sup>7</sup>  
(New) (Easy) (Dispensing) (Cap)  
(New)(Improved<sup>7</sup>) (Stronger<sup>7</sup>) (Better<sup>7</sup>) Cleaning Formula to (power through) (eliminate) (clean) (soap scum) (grime) (bathroom soil) {insert soil from Page 19-21}

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**<< FRAGRANCE CLAIMS >>**

Apple	Fresh Linen	(Meyer) Lemon (Citrus)	Wildflower
Aqua	Fresh (Waterfall)	Lemon & Lime Blossom(s)	
	Fruit(s)	Lime	Rain(fall)
	Gardenia	Linen	(Spring) Waterfall
	Grapefruit		(Breeze) (Scent)
	Green Apple	Ocean (Fresh)	Summer (Fresh)
		Open Window (Fresh)	(Blossom(s))
(Lemon) (Citrus)	Hawaii	(Florida) (California)	No (Fragrance) (Scent)
	Hibiscus	Orange	(Fresh) (Clean) (Scent)
	Jasmine		(Fragrance) (Scent)
			Free
Citrus Meadows	(Key) (Lime)	Orchard	Tropical
(Cool) Adirondack	Lavender & Eucalyptus		Coconut
Mountain) (Air)			Cool Wave
Cranberry			
Crisp Linen	Lavender (Fields)		(White Sails)

The following can be the beginning/end of any fragrance:

(Zest) (Spritz) (Essence) (Mist(y)) (Bloom) (Orchard) (Garden) (Bliss) (Berry) (Calming) (Morning) (Meadows) (Cool) (Air) (Country) (Crisp) (Energy) (Fragrance) (Spice) (Floral) (Hint of) (Fields) (Lush) (Pure) (Sheer) (Sparkling) (Burst) (Blast) (Bay) (Wave(s)) (Blue) (Sun-Kissed) (Bouquet) (French) (Cascading) (Blend) (Fresh-picked) (Ripe) (Rustic) (Fusion) (Crystal) (Dew) (Medley) (Fruit(y)) (Escape) (Power) (Herbal) (Island) (and) (Harvest) (Valley) (Whisper) (Scent(ed)) (Soft) (Gentle) (Simple) (Simply) (Serene) (Shower) (Glacier) (Stream) (Tropical) (Petals)

**<< 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) (Value) (\*) (when compared to (x) ct (canister) (package)) ((\*vs. Lysol Disinfecting Wipes) ({insert brand name}) (x) (ct)  
(x) (Wipes) (Cloths) for the price of (x) (!)  
(X) (X Pack) (X Wipes)  
X Wipes + X Wipes (=) X Wipes  
(+) (x) (Pack) (Free) (Wipes)  
2 (for) (in) 1 Pack (!)  
2-Go  
(2) (3) (X) Scent(s) (pack)  
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) (Amazing) (Economy) (Great) (Jumbo) (Larger) (Mega) (Portable) (Super) (To Go) (Travel) (Trial) (Tub) (Value)  
(Refill) (Size) (Range) (Pack) (Package)  
(Bonus) (Free) (X) (Wipes) (Wet) (Mopping) (Cloths)  
(Bonus) (Free) Lysol Disinfecting Spray (To Go) (1oz) (inside)  
Bonus Pack 35% (More) (Wipes) (Cloths!)  
Bonus Pack X% (More) (Wipes) (Cloths!)  
(Bonus)(X%)(Free)  
(Bonus Pack) (With) (Free Canister) (Free Package) (Free Pouch)

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(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)

Buy Lysol Disinfecting Wipes (X) (pack) (and) Get Lysol Disinfecting Spray (To Go) (1oz) Free

Convenient

(ct ) (Wipes) (Wet) (Mopping) (Cloths)!

Disinfection (Value) Pack

Dispenses (Comes out) 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)

Not for retail sale

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 (!)

X (extra) feet (more) (of cleaning)<sup>7</sup>

X (more) days (of cleaning)<sup>7</sup>

(X) x more cleaning with (X)x more wipes<sup>7</sup>

X(x) (%) more wipes<sup>8</sup>

(Easy) (Simple) (Quick) to (dispense) (refill) (use)

(Easier) (Simpler) (than ever) to (dispense) (use)<sup>8</sup>

(Drops) (Slides) into an empty (disinfecting) (wipes) canister -or- container

(Better<sup>8</sup>) (Improved<sup>8</sup>) (Hassle-free) (Easy) (One-handed) dispensing –or–dispenser

Easy pull (from start to finish)

Fits almost anywhere

Fits in (your) (car) (glove compartment) (cup holder) (purse) (bag) (gym bag) (diaper bag)

Great for the (road) (travel) (travelling)

(Pull) (Get) 1 wipe at a time, every time!

Keep -or- Carry (one) (some) (a package) (pouch) (pack) in your (purse) (diaper bag) (backpack) (gym bag)

Take it with you

X Refills

Our (best) (easiest) (smoothest) dispensing ever<sup>8</sup>

Pop-up top

Refillable

Single (sheet) (wipe) dispensing!

(Small) (size) (wipes) (great) (perfect) for small (cleaning) jobs!

(Extra) (Large) (size) (wipes) (great) (perfect) for large (cleaning) jobs!

Redesigned dispenser

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(Quick) (Ready) (Pull) (Dispense) (Dispensing)

X (%) (more) Wipes for the price of X

Dual Pack

Mini (pack)

Pocket (Size) (Pack)

(Portable) (Purse) (Travel)(Trial) (Size) (Pack)

(Extra) (Pack)

(Take) (Carry) (it) (this product) (anywhere) (everywhere)

(Better) value

Save More

Also available (in)(as) (the) (a) (X) (count) (size) (pack)

Designed to Leave (the pack) Out on the Counter

Pop Action

(Universal) Refill (Pack)

Pop(s) up

X (canisters) (containers) with x refill (pouches)

Easy pull from start to finish

One-handed dispensing

Dispense(s) (wipes) with (only) (just) one hand

Grab and Go

(Easily) Grab (wipes) one at a time

(Drops) (Slides) into an empty (disinfecting) (wipes) (canister) (container)

Easy to refill

Easy to (store) (stack)

Same Lysol Wipes (that you love), Easier<sup>7</sup> to (use) (dispense) (grab)

Compact and Convenient (dispensing) (cleaning)

#### << PURCHASE / SCHOOL SUPPLY PACKAGE CLAIMS >>

Back to school (item) (special) (value) (limited time) (limited edition) (pack) <sup>(1)</sup>

Back to school Supply Value Pack <sup>(1)</sup>

(Buy) (x) for Teacher / (x) for Home <sup>(1)</sup>

(Buy) (x) for Home / (x) for Teacher <sup>(1)</sup>

(Buy) (x) for Kitchen / (x) for Bath (/ 1 for Living Room)

(Buy) (x) for School / (x) for Home <sup>(1)</sup>

(Buy) (x) for Home / (x) for School <sup>(1)</sup>

(Buy) (x) for Home / (x) for Office

(Buy) (x) for Office / (x) for Home

Buy 3 Get 1 Free (for) (to) (give) (to) (your) (School) (Classroom) (Teacher) <sup>(1)</sup>

Get ready for back to school <sup>(1)</sup>

Great value for back to school

(Important) school supply checklist (item) <sup>(1)</sup>

(Key) Back to school shopping list (item) <sup>(1)</sup>

School Supply Pack <sup>(1)</sup>

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

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

(X) Box Tops for Education

Box Tops for Education and associated words and designs are trademarks of General Mills, used under (a) license. ©General Mills

Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been ((completely) (used) (finished) (emptied))

See back or sticker for details or rules or instructions

See details or rules or instructions [on] [back or sticker]

Go to [boxtops4education.com](http://boxtops4education.com) for details

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(x) Box Tops on (back) (side) of pack  
(x) eBoxTops™ No Purchase Necessary see (side) (back) for details  
You could win the (x) (golden) Box Tops  
Enter this code online at (enter URL here) with code (x) and see if you've won  
(x) prizes to win!  
Worth (x) eBoxTops™

NO PURCHASE NECESSARY. MANY WILL ENTER AND PLAY, FEW WILL WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES and D.C. WHO ARE 18 YEARS AND OLDER AT THE TIME OF ENTRY WHO ARE MEMBERS OF BOXTOPS4EDUCATION.COM AND HAVE DESIGNATED A SCHOOL TO SUPPORT AT TIME OF ENTRY. MEMBERSHIP TO BOXTOPS4EDUCATION.COM IS FREE AND AVAILABLE AT WWW.BOXTOPS4EDUCATION.COM. VOID WHERE PROHIBITED. Instant Win Game starts (x/xx/xx) at xx:xx(am)(pm) ET and ends x/xx/xx at xx:xx(am)(pm)ET. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit (enter URL here) Sponsor: (General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55440.) (Reckitt Benckiser, Parsippany, NJ 07054-0224)

#### << SEASONAL PACKAGE CLAIMS >>

(An) Essential flu season item  
Allergen (Control) (Value) (Bonus) Pack (Item) {insert allergen soils – See Pg. 19-21}  
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)

#### << 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

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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) (XL) (Super) (Jumbo) (Mega) (Giant) (Ultra)  
(Premium) (Platinum) (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. 19} cleans (picks up) (traps) (locks) {insert soils / allergens – See Pg. 19-21}  
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) (for) (even) (more) (cleaning power)  
One side traps and locks (more) (messes), the other side wipes surfaces clean  
Perfect Size for (Kitchens) (and) (Bathrooms) (and) (Bedrooms)  
Scrubs like a sponge  
Scrub(s)  
Scrubbing  
(Scrubbing) (fibers) (side) for tough messes  
(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) (and) (Strong(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. 19-21}) (pattern) (for) (cleaning) (performance) (power)  
(With) (interlocking) ({insert pattern / texture – See Pg. 19-21}) (pattern) (that traps and locks more messes)  
With Micro-Lock fibers  
Wow(!)  
(Trap) (and) (Lock) (more<sup>7</sup>) (messes) (grime) (dirt) (residue) ({insert soil from Page 19-21})

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(Traps) (and) (Locks) (up to) (X)x (more<sup>7</sup>) (messes) (grime) (dirt) (residue) ({insert soil from Page 19-21})

(X)x more scrubbing power<sup>7</sup>

Designed with scrubbing fibers to clean (x)x (more) {insert soil}<sup>7</sup>

(Thick) (and) (Durable)

Tackle (large) (big) (tough) (cleaning) (jobs) (messes) with just 1 wipe

Scrub(s) without scratching

Tough on messes, gentle on (surfaces) ({insert surface from Page 19-21})

Same Lysol Wipes (that you love), (now) (bigger<sup>7</sup>) (larger<sup>7</sup>) for more<sup>7</sup> (cleaning)

Same Lysol Wipes (that you love), (now) (bigger<sup>7</sup>) (larger<sup>7</sup>) for (bigger) (larger) (tougher) (jobs) (messes)

#### << MARKETING / FORMULATION 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†)

Brand New Day

Brighter Horizon

A Fresh Start

New Beginnings

Sunny & Bright

Free Spirit

Leap Forward

Hello Future

Hello Tomorrow

Welcome Tomorrow

Make it Happen.

Dream. Believe. Achieve.

A Brighter Outlook

Feelin(g) Positive

A clean you can smell

(A) Shining clean you can (see) (trust)

All in one mopping solution

An efficient way to clean

Best on grease (removal)

Bleach free

Bucketless mopping system

(Fresh) burst of fragrance (and) (that's) (long) (lasting) (freshness)

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) (in) (with) one swipe

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

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Disinfection control (formula)

(Does not) (will not) (no) (scratch(ing)) (your surfaces)

(Doesn't) (does not) (create) (leaves) (no) (strong) (harsh) (chemical) (residue) (fumes)

Dry clear (formula)

Dye Free (formula) (wipe) (product)

(Effective) (cleaning) (disinfecting) (sanitizing) has never been (easy) (easier) (or) (more convenient)

Eliminates the need to push (the) dirt around

Xpress (quick dry) (dry action)(\*\*\*)

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 (!)

Fresh fragrance

Gives (a) (deep) (deeper) (clean) (than a mop)

(Guaranteed) (Lysol) freshness

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. 19-21 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

(Moisture) (Freshness) guaranteed

(More) effective at cleaning your challenging everyday messes

(No bottles) (no sponges) (no mess) (No bucket) (necessary)

(No more) (eliminates) pushing dirt around

No more (pushing) (scooping) {insert soils – See Pg. 19-21} (around)!

No rinsing required (after cleaning)

Non-abrasive formula

Phosphate free

Quick and easy (cleaning everywhere)

(Quick) (Fast) (effective) cleaning

(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. 19-21})

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

(Xpress) (rapid) (handy) (quick) (fast) (dry) (drying) (action)

You can see messes sticking to the wipes (– even) (dust) (dirt) (hair) (and) (crumbs)

1962 (Classic) (Edition)

(50th) (100th) Anniversary

(Birthday) (Retro) (Limited) (Special) (Classic) (Gold) (Edition)

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Anytime (to go)  
Disinfects (hard non-porous) surfaces  
Effective on multiple hard, non-porous surfaces  
For the holidays  
Light scent  
Lightly scented  
Lighter scent<sup>7</sup>  
Mom-tested, Lysol approved(!)  
One wipe, many surfaces  
(Also) Try (These) (Our) (Other) Lysol (Products) (Wipes)  
(Gentle Cleaning) Formula (powers through) (eliminates) (cleans) (soap scum) (grime) (bathroom soil) {insert soil from Page 19-21}  
(Feel) (See) the difference with (our) (new) ({insert texture from Page 20}) (formula)  
One (canister) (wipe) has more cleaning power than X ((rolls of) paper towel(s)) (wipes(s))  
Reinforced with {insert texture from Page 20} (strength)  
Look out for our (decorative) (beautiful) (Designer Series) packaging -or- canisters  
From the makers of Lysol Disinfecting Spray  
Fast drying formula  
0% Bleach  
Fit(s) (in your) (an existing) (a) Lysol Wipes (canister) (Container)  
Perfect for your (purse) (diaper bag) (gym bag) (glove compartment) (car)  
Keep it handy in your (purse) (diaper bag) (gym bag) (glove compartment) (car)  
Refill (tub) (pack) uses (X%) (X times) (Xx) less plastic<sup>7</sup>  
Made with (X%) (Xx) (X times) less plastic<sup>7</sup>  
Pop(s) Up

**<< 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. 19-21}  
Can be used (on) (for) {insert sites / surfaces – See Pgs. 19-21}  
(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. 19-21}  
Designed for {insert surfaces – See Pgs. 19-21}  
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. 19-21}  
(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) (Suitable) (Designed) (for) (most) (all) convenience mops  
Fits on (Lysol®) Clean-Flip™ Sweeper  
Fits on (Lysol®) Clean-Flip™ Sweeper or regular sweeper tools  
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. 19-21}  
(Great) (excellent) (for) (quick clean ups) (touch up cleaning)  
Great (for) (around) (cleaning) (inside) { insert soils / sites / surfaces – See Pgs. 19-21}  
Great for cleaning around the toilet  
(Great for) cleaning ceiling fan blades

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Great for dissolving (tough) spots  
(Great for) (inside) (closets) (and) (around) (closet shelving)  
(Great) for ({insert soils / sites / surfaces – See Pgs. 19-21})  
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. 19-21}  
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. 19-21}  
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. 19-21}  
Perfect for use on {insert surfaces – See Pgs. 19-21}  
Perfect (suitable) (great) for everyday (touch ups) (daily) (use) (cleaning) (all) (around) (the) (house) (home)  
Suitable (for) (use) (on) {insert sites / surfaces – See Pgs. 19-21}  
Suitable for use on (virtually) (most) (all) (finished floors) (sealed) (surfaces)  
(Suitable) (ideal) (made) (perfect) (great) (for) (use) (in) {insert sites – See Pg. 19-21}  
(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 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. 19-21}  
(This product) (cleans and) (disinfects) (sanitizes) the following surfaces {insert surfaces – See Pgs. 19-21}  
(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. 19-21}) (surfaces)  
Try (now) (on) (glass) (sealed) (wood) (granite) (stainless steel) ({insert sites / surfaces – See Pgs. 19-21})  
Try on (convenience) (sweeper) mops (for) (as) (a) floor(s) cleaner  
Try on (Lysol®) Clean-Flip™ (or regular sweeper tools)  
(Fits) (on) (Try on) (Suitable) (Designed) (for) (most) Swiffer® Sweeper†††  
Use (on) (for) ({insert soils / sites / surfaces – See Pgs. 19-21}) (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. 19-21} 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  
Safe (to) (for) use on (the following surface material(s):) {Insert surface materials from Section titled “Surface Types: (~ Non-Medical or Fixture)” on Page 20}  
Wipe(s) (up) and trap(s) (more<sup>7</sup>) (messes) (grime) (dirt) ({insert soil from page 19-21})  
Wipe(s) (up), trap(s) and lock(s) (more<sup>7</sup>) (messes) (grime) (dirt) ({insert soil from page 19-21})  
Captures (more<sup>7</sup>) (messes) (grime) (dirt) (germs) ({insert soil from page 19-21})

††† 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) >>

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Allergen control††

Controls allergens††

Controls common household allergens††

Removes {insert allergens – See Pg. 19-21}

Removes {insert allergens – See Pg. 19-21} at the source

Removes allergens (on surfaces) with Lysol® {insert allergens – See Pg. 19-21}

Removes (more than) 95% of allergens {insert allergens – See Pg. 19-21}

Removes up to 90% of {insert allergens – See Pg. 19-21}

Take control over allergens (in your home) with Lysol® {insert allergen – See Pg. 19-21}

(This product) (Even) (Removes), (Traps), (Locks in), (Captures), (Picks Up) (up to) (90%) (of) (the following) (common household) allergens(††): {insert allergens – See Pg. 19-21} (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. 19-21} (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. 19-21} (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) (and) (pollen particles) (from) (timothy grass).

**<< 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. 19-21}

(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

Breaks apart tough and dried up messes

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. 19-21}

Cuts grease (and grime)

Deodorizes (and sanitizes) as it cleans

Dissolves {insert soils – See Pg. 19-21}

Effectively cleans everyday messes

Eliminates (Removes) (kitchen) (and) (bathroom) odors

Everything (you need) is already in the wipe

(Formulated to) Dissolve(s) and pick(s) up tough messes

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Freshens {insert sites – See Pg. 19-21}

Gets up stuck-on messes

Helps clean (away) (tough stains) (like) {insert soils – See Pg. 19-21}

(Helps) eliminate odor-causing bacteria

{insert soils – See Pg. 19-21} 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. 19-21} (is) (are) gone!

Picks up (dirt) (crumbs) (and even) (hair)

Powerful clean(er)

Powerful (fast acting) (effective) (degreaser) (cleaner)

(Powers through) (cleans) (traps) (messes) (soap scum) (soils) (stains)

(Reduces) (Less) scrubbing (needed)

Removes (and cleans): {insert soils – See Pg. 19-21}

Saves time

Swipe(s) away {insert soils / allergens – See Pg. 19-21} (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. 19-21}

(X) times (x) more coverage than (regular) (current) (Lysol® Brand II Disinfecting Wipes) ({insert Lysol® brand name})

Time (saver) (saving)

Tough on grime

Tough on (kitchen) messes

Tough stains like scuff marks

(Traps) (and) (Dissolves) Challenging Messes

Trap (&) (and) (N) Locks fibres to pick up debris while powering through tough messes

Traps and Dissolves (your) (most) challenging messes

Traps (&) (and) Locks (dirt) (dust) (crumbs) (hair) (fibers)

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. 19-21}

(Traps) (locks) (picks up) (cleans) (wipes off) {insert soils / allergens – See Pg. 19-21}

Traps (More) Messes

Traps N Locks

Wipe(s) away {insert soils / allergens – See Pg. 19-21} (in seconds) (with no effort)

(The) Cleaning Power of Lysol (in a Wipe)

(Active) Lift Cleaning (Technology)<sup>7</sup>

(Quilted) (Textured) (Pattern) (Wipe) (to) (Trap) (Lock) (and) (Lift) (Pick Up) (More<sup>7</sup>) (Dirt) (Messes) (Mess)

(Unbeatable) (Dirt) Lifting<sup>7</sup>

(x%) More Surface (Cleaning) (and) (Disinfection)<sup>7</sup>

(Unbeatable) Grease Cutting<sup>7</sup>

(Cuts Grease) (and) (Lifts Messes)

(Fast) Drying Formula

Picks Up (Dirt) (Dust) (and) (Hair)

(Traps) (and) (Lifts) (Dirt) (Dust) (and) (Hair)

Dotted pattern (to) (Trap) (and) (Lift) (Lock) (More)<sup>7</sup>

No Bleach<sup>^</sup> Harshness

Suitable to use on (Sealed Granite) (and) (Finished Wood) (and) (Stainless Steel)

(Easy) (Dispensing) (Cap)

(Lock) (&) (Trap) (and) (Lift) (Technology) (to) (trap) (&) (and) (lift) (more<sup>7</sup>) (mess(es)) (!)

Active Lift Technology to (trap) (lock) (&) (and) lift more<sup>7</sup> mess(es) (!)

(Lysol), Germ Experts since 1889

Our Best (Ever) Wipe<sup>(7)</sup>

Our Best Clean<sup>7</sup> (Ever) (!)

(x%) More Surface Protection<sup>7</sup>

(0%) (Free from) (No) Bleach<sup>^</sup>

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Sting  
EPA Reg. No.: 777-114  
Longer Lasting Wipe<sup>7</sup>  
(x%) Thicker Wipe<sup>7</sup>  
Stronger cleaning Wipe<sup>7</sup>  
(x%) More Absorption<sup>7</sup>  
Max Strength (wipe)<sup>7</sup>  
Max Thickness<sup>7</sup>

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((2)(3)(4)(5)(X)) (the) (Cleaning Power<sup>7</sup>) (: (Thicker), (Stronger) (Longer lasting) (More cleaning solution) (Scrubby texture) (A(n)) (Even) (Better<sup>7</sup>) (Great) (Easy) (Everyday) Cleaner  
Clean (even) more -or- multiple surfaces<sup>7</sup> with (this)(wipe(s)) (product)  
Each (textured) (quilted) wipe (cleans as much as) (lasts longer than) (X) (regular) (Original) Lysol Disinfecting Wipes  
Each wipe cleans as much (mess) as a spray cleaner and X paper towels  
(Easily) Lifts away dirt, dust and debris (from {insert surface from Page 19-21})  
Trap(s) and Lift(s) (more) Dirt<sup>7</sup>  
Better Grease Cutting<sup>7</sup>  
Cuts Grease, Lifts Messes  
(X) actions in one swipe (wipe): (Sanitize), (Disinfect), (Clean), ((Remove) (Break down) (more<sup>7</sup>) (messes) (grime) (dirt) (germs) ({insert soil})<sup>9</sup>  
(Help(s)) Stop(s) (the) spread(ing) of (germs) (99.9% of) (viruses) (and) (bacteria)  
(Powers thru) (cuts thru) (hard) (stuck on) (sticky) (built up) ({insert soil})  
Scrub(s) away {insert soil}  
Versatile wipes clean multiple surfaces (like {insert surfaces from Page 19-21})

#### << SANITIZATION CLAIMS >>

(10) (second) (Quick) (Fast) (acting) sanitization\*\*\*  
(10) seconds is all it takes to kill 99.9% of bacteria\*\*\*  
99.9% of bacteria\*\*\* killed (in) (10) (seconds) (quick)  
An effective (fast acting) (quick) non-food contact surface sanitizer\*\*\* (for use (in) (on) {insert use/surface – See pg. 19-21})  
(And even) (kills) (eliminates) 99.9% of (Listeria\*\*) (insert organisms – See Pg. 18) (Strep\*\*) in 10 seconds\*\*\*\*  
(And even) (kills) (eliminates) 99.999% of (Enterobacter aerogenes) (and) (Staphylococcus aureus) (insert organisms – See Pg. 18) in 30 seconds<sup>(4)</sup>

(Now) Approved to kill(s) 99.9% of bacteria\*\*\* (X)(x) (X%) faster<sup>(6)</sup> (vs. previous Lysol® Brand II Disinfectant Wipe) ({insert Lysol® brand name}) (than ever before)  
Approved to sanitize\*\*\* (2)(3)(x) faster (vs. previous Lysol® Brand II Disinfectant Wipe) ({insert Lysol® brand name}) (than ever before)  
Great for use as a (quick) (fast) non-food contact surface sanitizer\*\*\* (in) (on) ({insert use site/surface – See pg. 19-21})  
Kills 99.999% of bacteria<sup>4</sup>  
Kills 99.999% of (household) bacteria in 30 seconds<sup>4</sup>  
Kill(s) (99.9%) (of) (household) bacteria (in) (10) (seconds) (quickly) (fast) \*\*\*  
Kill(s) 99.9% of bacteria\*\*\* (X)(x) faster<sup>(6)</sup> (vs. previous Lysol® Brand II Disinfectant Wipe) ({insert Lysol® brand name}) (than ever before)  
Kill(s) (Eliminates) 99.9% of E.coli O157:H7 in 30 seconds  
Kill(s) (Eliminates) 99.9% of bacteria\*\*\* (quickly)  
Kill(s) (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in (10) seconds\*\*\*  
Kill(s) (Eliminates) 99.999% of bacteria on hard, non-porous surfaces in 30 seconds<sup>4</sup>  
Kill(s) (Eliminates) bacteria on hard, non-porous surfaces in seconds\*\*\*  
Kill(s) bacteria\*\*\* (X)(x) faster (vs. previous Lysol® Brand II Disinfectant Wipe) ({insert Lysol® brand name}) (than ever before)  
(Now) Kills bacteria\*\*\* in (10) seconds  
(Quickly) Kills 99.9% of bacteria\*\*\*  
Sanitizes (Kitchen) (household) (bathroom) hard non-porous surfaces in (10) seconds \*\*\* (30) seconds <sup>(4)</sup>  
Sanitizes (Kitchen) (household) (bathroom) (surfaces) in (10) seconds \*\*\* (30) seconds <sup>(4)</sup>

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

<sup>4</sup> Kills (Eliminates) 99.999% of (Enterobacter aerogenes) (and) (&) (Staphylococcus aureus) on hard, non-porous surfaces in 30 seconds.

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The term "Y" is a place holder for a character A – Z.

\*\*\* Kills 99.9% of (the following) (bacteria) in 10 seconds: (Campylobacter jejuni) (Enterobacter aerogenes) (Salmonella enterica) (Staphylococcus aureus) (Streptococcus pyogenes) (Listeria monocytogenes) ((Methicillin Resistant) Staphylococcus aureus [MRSA]) (Hospital Associated (Methicillin Resistant) Staphylococcus aureus [MRSA]) (Community Associated (Methicillin Resistant) Staphylococcus aureus [MRSA]) on hard, non-porous surfaces in (10 seconds).

\*\*\* Kills 99.9% (of) (Campylobacter jejuni) (Enterobacter aerogenes) (Salmonella enterica) (Staphylococcus aureus) (Streptococcus pyogenes) ((Methicillin Resistant) Staphylococcus aureus [MRSA]) (Hospital Associated (Methicillin Resistant) Staphylococcus aureus [MRSA]) (Community Associated (Methicillin Resistant) Staphylococcus aureus [MRSA]) (Listeria monocytogenes) (commonly found) (in the kitchen) on hard, non-porous kitchen surfaces in (10 seconds).

\*\*\* Kills 99.9% (of) (Enterobacter aerogenes) (Staphylococcus aureus) on hard, non-porous surfaces in 10 seconds.

<sup>(6)</sup> (based on) ((when) compared to) (vs.) (previous) (Lysol® Brand II Disinfecting Wipes) (insert Lysol® brand name) (EPA approved master label) label (for this product) (version X) ((insert date)))

<sup>^</sup> Chlorine Bleach

<sup>7</sup> (based on) ((when) compared to) (vs.) (previous) (Lysol® Brand II Disinfecting Wipes)

<sup>8</sup> than our 35ct package

<sup>9</sup> when used as directed

**<< DISINFECTION CLAIMS – See Pg. 18 for (\*) (\*\*) (†) <sup>(2)</sup> <sup>(3)</sup> <sup>(5)</sup> <sup>(6)</sup> claim qualifiers >>**

(Now) (Approved to) (Kill(s)) (over) (XX) (#) (number of) (germs\*\*) including (E. Coli) (Salmonella\*\*) (Rotavirus) ({insert organisms – see Pg. 18) and many other listed (germs\*\*) (bacteria) (viruses) (fungi)): {insert organisms – See Pg. 18}) Cold (and) (&) Flu Virus Control<sup>(2)</sup>

(Controls) (and) (prevents build up of) (prevents) (inhibits) mold and mildew (in damp and musty places) Controls (the) Flu Virus <sup>(2)</sup>

Controls the growth of fungi (for up to) (in) (7 days)

Daily defence against (germs\*\*) ({insert organisms – See Pg. 18})

Disinfects and cleans (tough) (stubborn) stains

Disinfects hard non-porous non-food contact surfaces ({insert sites / surfaces – See Pgs. 19-21})

Disinfects more surface area (per wipe)

Disinfects (your) ({insert sites – See Pg. 19-21}) (and) (or) ({insert surfaces – See Pgs. 19-21})

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. 18}

Effective against (the) Cold Virus <sup>(3)</sup>

Effective against (the) Cold (and/ &) (flu) Virus(es) <sup>(3)</sup>

Effective against (the) Flu Virus(es) <sup>(3)</sup>

Eliminates (Removes) (bacteria\*)(<sup>5</sup>) (viruses†) (germs\*\*) from {insert surfaces – See Pgs. 19-21}

Fights the Flu Virus <sup>(2)</sup>

Flu Virus Control <sup>(2)</sup>

Germ (killer) (destroyer) (eliminator) \*\*

Germ kill \*\*

Kill(s) (2)(3)(X(x)) (X%) (more) antibiotic resistant bacteria<sup>(6)</sup> (vs. previous Lysol® Brand II Disinfectant Wipe) ({insert Lysol® brand name}) (than ever before)

Kill(s) (X(x)) (X%) (more) (bacteria) (viruses)<sup>(6)</sup>

Kill(s) viruses including the following listed (organisms) (germs): (Coronavirus SARS-CoV) (and) (Herpes Simplex Virus Type 1) (Herpes Simplex Virus Type 2) (Human Coronavirus) (Influenza A H5N1 Avian) ((Pandemic) Influenza A Virus [2009 H1N1]) Respiratory Syncytial Virus (RSV)) ((Swine) Influenza A Virus (X(x)) (X%) faster<sup>(6)</sup>

Kill(s) 99.9% of bacteria and viruses\*\*

Kill(s) 99.9% of viruses and bacteria\*\*

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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.  
The term “Y” is a place holder for a character A – Z.

Kill(s) {insert organisms – See Pg. 18}

Kill(s) antibiotic resistant bacteria including the following listed (organisms) (germs): (Klebsiella pneumoniae – NDM-1 – positive) (and) (Escherichia coli with extended beta-lactamase resistance (ESBL) (Multi-Drug Resistance Acinetobacter baumannii (MDR)), ( Multi-Drug Resistance Enterobacter aerogenes (MDR)) (Carbapenem resistant Klebsiella pneumonia) ((Hospital Associated) Methicillin Resistant Staphylococcus aureus (MRSA))

Kill(s) antibiotic resistant bacteria\*

Kill(s) (X) (%) (more) (kinds) (of) germs(\*\*)(<sup>6</sup>) (than ever before) (vs. previous Lysol® Brand II Disinfectant Wipe) ({insert Lysol® brand name})

Kill(s) (bacteria\*)(<sup>5</sup>) (viruses†) (and) (germs\*\*) (\*\*) (and) (while) (it) clean(s) tough (bathroom) messes.

Kill(s) cold & flu viruses, including H1N1 Virus (<sup>3</sup>)

(Kill(s)) (Effective against) (Controls) cold (and) (&) flu viruses (<sup>3</sup>)

(Kill(s)) (99.9%) (of) (Effective against) (the) (cold and flu) (flu) (cold) (viruses) (<sup>3</sup>)

(Kill(s)) Effective against viruses that (can) cause (the cold) (colds and flu) (flu) (colds) (<sup>3</sup>)

Kill(s) (Eliminates) 99.9% of (Flu Virus (<sup>2</sup>) ) (Influenza A Virus) (Influenza\*\*) (Salmonella\*\*) (Staph\*\*)

{insert organisms – See Pg. 18}

Kill(s) (Eliminates) 99.9% of germs\*\* (on hard, non-porous surfaces)

Kill(s) (Eliminates) (Disinfects) (kitchen) (bathroom) (common) (household) (bacteria\*)(<sup>5</sup>) (viruses†) (germs\*\*)

Kill(s) germs\*\* (2) (X) faster (vs. previous Lysol® Brand II Disinfectant Wipe) ({insert Lysol® brand name}) (than ever before)

Kill(s) germs\*\* (X) (%) faster (vs. previous Lysol® Brand II Disinfectant Wipe) ({insert Lysol® brand name}) (than ever before)

Kill(s) germs\*\* faster than ever before (vs. previous Lysol® Brand II Disinfectant Wipe) ({insert Lysol® brand name})

Kill(s) (germs\*\*) (bacteria\*)(<sup>5</sup>) (viruses†) (you can't see): (Flu Virus(<sup>2</sup>) ) (Staph\*\*)

Kill(s) germs\*\* (in) (the) ({insert sites – See Pg. 19-21})

Kill(s) germs that ordinary cleaners don't. \*\*

Kill(s) germs while it cleans. \*\*

Kill(s) (H1N1) (SARS) (Virus) (<sup>3</sup>)

Kill(s) (Avian) Influenza A ([H5N1]) Virus on environmental hard, non-porous surfaces

Kill(s) Influenza A Virus (Strain New Caledonia/20/99) (Flu Virus†) in ten (10) minutes.

Kill(s) (99.9%) (of) (kitchen) (bathroom) (bedroom) Germs\*\* (in 4 minutes)

Kill(s) more than 99.9% of (bacteria and viruses\*\*) (viruses and bacteria\*\*)

Kill(s) odor-causing bacteria\*)(<sup>5</sup>)

Kill(s) (over) (x) (kinds of) (germs\*\*) (viruses) (and) (&) (bacteria)

Tough on Germs\*\*

Kill(s) (Salmonella enterica (Salmonella)), the bacteria that (can) (may) cause(s) food poisoning

Kills (Salmonella\*\*) (E. coli\*\*) (HA-MRSA\*\*) (MRSA\*\*) (RSV\*\*)(†)

Kill(s) (Staphylococcus aureus (Staph)) the bacteria that (can) (may) cause skin infections like impetigo

Kill(s) (the) Cold & Flu Virus(es) (<sup>3</sup>)

Kill(s) 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) Kill(s) (Antibiotic Resistant) Bacteria\*

(Now) (Also) (Even) Kill(s) (Antibiotic Resistant) Bacteria including the following listed (organisms) (Klebsiella pneumoniae – NDM-1 – positive) (and)(Escherichia coli with extended beta-lactamase resistance (ESBL)) (Multi-Drug Resistance Acinetobacter baumannii (MDR)), ( Multi-Drug Resistance Enterobacter aerogenes (MDR)) (Carbapenem resistant Klebsiella pneumonia) ((Hospital Associated) Methicillin Resistant Staphylococcus aureus (MRSA))

Kill(s) antibiotic resistant bacteria\*

(Now) (Also) (Even) Kill(s) 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. 18}

One step (clean) (and) (Disinfecting) (Sanitizing)

(Overall) disinfection in 4 minutes\*\*(!)

(Removes) (bacteria\*)(<sup>5</sup>) (viruses†) (germs\*\*) ({insert organisms – See Pg. 18})

Wipe down commonly touched surfaces around the (kitchen) (bathroom) (bedroom) (such as)

{insert sites / surfaces – See Pgs. 19-21} to kill (bacteria\*)(<sup>5</sup>) (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.

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(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) (sanitizing wipes)

(This product) kills {insert organisms – See Pg. 18} (on hard, non-porous surfaces) (in (4) (or) (10) minutes)

Use them (on kitchen counters) before and after cooking to kill (common) (bacteria<sup>(\*)</sup><sup>(5)</sup>) (viruses<sup>†</sup>) (germs<sup>\*\*</sup>)

Use (them) (this product) on surfaces ({insert sites / surfaces – See Pgs. 19-21}) (where (bacteria<sup>(\*)</sup><sup>(5)</sup>) (viruses<sup>†</sup>) (germs<sup>\*\*</sup>) may be a concern.)

Virus (killer) (destroyer) (eliminator) †

(Help) kill (germs<sup>\*\*</sup>) (bacteria<sup>\*\*</sup>) (viruses<sup>\*\*</sup>) with (in one (swipe) (wipe))<sup>9</sup>

#### << 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).

Kills 99.9% of germs including 9 Cold & Flu Viruses<sup>10</sup>

Kills 9 Cold and Flu Viruses<sup>10</sup>

Kills Salmonella, E. coli, HA-MRSA, RSV, Staph, Strep<sup>11</sup>

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

<sup>5</sup> Kills (99.9% of) (Pseudomonas aeruginosa (Pseudomonas)) (Salmonella enterica (Salmonella)) (Staphylococcus aureus (Staph)) on hard, non-porous surfaces in (4) (or) (10) minutes.

<sup>\*\*</sup> Kills (99.9% of) {insert organisms – See Pg. 18} on hard, non-porous surfaces in (4) (or) (10) minutes.

† Kills (Human Immunodeficiency Virus Type 1) ((Human) Coronavirus) (Influenza A Virus) (Herpes Simplex Virus Type 1) (Herpes Simplex Virus Type 2) (Respiratory Syncytial Virus) (Swine Influenza A Virus [H1N1]) (2009-H1N1 Influenza A Virus)) (Coronavirus SARS-CoV) (Influenza A H5N1 Avian) in 2 minutes on hard, non-porous surfaces.

(2) Kills (Influenza A Virus) (Swine Influenza A Virus ([H1N1])) (2009-H1N1 Influenza A Virus) (Influenza A H5N1 Avian (H5N1)) on hard, non-porous surfaces in 2 minutes.

(3) Kills (Influenza A Virus) (Human Coronavirus) (Swine Influenza A Virus ([H1N1])) (2009-H1N1 Influenza A Virus) (Influenza A H5N1 Avian (H5N1) (Respiratory Syncytial Virus (RSV)) (Coronavirus SARS-CoV) on hard, non-porous surfaces in 2 minutes.

(<sup>6</sup>) (based on) ((when) compared to) (vs.) (previous) (Lysol® Brand II Disinfecting Wipes) (insert Lysol® brand name) (EPA approved master label) label (for this product) (version X) ({insert date}))

<sup>7</sup> (based on) ((when) compared to) (vs.) (previous) (Lysol® Brand II Disinfecting Wipes)

<sup>8</sup> than our 35ct package

<sup>9</sup> when used as directed

<sup>10</sup> Coronavirus SARS-CoV, Human Coronavirus, Influenza A H3N2, Avian Influenza A H5N1, Avian, (Pandemic) Influenza A Virus [2009 H1N1], Respiratory Syncytial Virus (RSV), (Swine) Influenza A Virus (H1N1), Influenza A Virus (Strain New Caledonia/20/99) (Flu Virus), Influenza H7N9 (wildtype A/Anhui/1/2013)

<sup>11</sup> Kills Salmonella enterica, Escherichia coli O157:H7, Staphylococcus aureus-Methicillin resistant, Respiratory Syncytial Virus, Staphylococcus aureus, Streptococcus pyogenes

#### << ANTIBIOTIC RESISTANT DISINFECTION QUALIFIER >>

\* Kills (Klebsiella pneumoniae – NDM-1) (and) (Escherichia coli with extended beta-lactamase resistance (ESBL)) (Klebsiella pneumoniae Carbapenem resistant) (and) (Staphylococcus aureus - Methicillin resistant (MRSA))) (Multi-Drug Resistance Acinetobacter baumannii (MDR)), (Multi-Drug Resistance Enterobacter aerogenes (MDR)) (Carbapenem resistant Klebsiella pneumonia) ((Hospital Associated) Methicillin Resistant Staphylococcus aureus (MRSA)) on hard, non-porous surfaces in 4 minutes.

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<< 4-min Disinfection - Bacteria >>	ATCC No	<< 2-min Disinfection - Viruses >>	ATCC No.
Acinetobacter baumannii MDR	(19606)	Coronavirus SARS-CoV	(CDC200300592)
Bordetella pertussis	(12743)	Hepatitis B Virus (HBV) (Surrogate- Duck Hepatitis B virus)	(Hepadna)
Campylobacter jejuni	(33560)	Hepatitis C Virus (HCV) (Surrogate-BVDV)	(NVSL)
Enterobacter aerogenes MDR	(29751)	Herpes Simplex Virus Type 1	(VR-733)
Escherichia coli O157:H7 (E.coli)	(51657)	Herpes Simplex Virus Type 2	(VR-734)
Escherichia coli with extended spectrum beta-lactamase resistance (ESBL)	(BAA 196)	Human Coronavirus	(VR-740)
Haemophilus influenzae	(33930)	Influenza A H3N2 Avian	(VR-2072)
Klebsiella pneumoniae NDM-1 positive	(CDC1000527)	Influenza A H5N1 Avian	(CDC2006719965)
Klebsiella pneumoniae Carbapenem resistant	(BAA1705)	(Pandemic) Influenza A Virus [2009 H1N1]	(CDC2009712192)
Legionella pneumophila	(33153)	Respiratory Syncytial Virus (RSV)	(VR-26)
Listeria monocytogenes	(19117)	(Swine) Influenza A Virus (H1N1)	(VR-333)
Micrococcus luteus	(14408)		
Proteus mirabilis	(9240)		
Pseudomonas aeruginosa	(15442)	<<30-sec Disinfection – Viruses>>	ATCC No.
Salmonella enterica (Salmonella)	(10708)	Human Immunodeficiency Virus Type [HIV-1 AIDS Virus] (HIV-1 was tested in the presence of 50% human whole blood)	n/a
Salmonella enterica serovar gallinarum	(9184)		
Shigella flexneri serotype 1B	(9380)		
Staphylococcus aureus	(6538)	<<10-min Disinfection – Viruses>>	ATCC No.
Staphylococcus aureus - Methicillin resistant (HA-MRSA)	(33592)	Influenza A Virus (Strain New Caledonia/20/99) (Flu Virus)	n/a
Staphylococcus hominis	(25615)	Rotavirus WA	(VR-2018)
Streptococcus agalactiae	(13813)		
Streptococcus mutans	(25175)	<<3-min Disinfection – Viruses>>	ATCC No.
Streptococcus pyogenes [Strep]	(12384)	Influenza H7N9 (wildtype A/Anhui/1/2013)	(CDC2013759189)
Streptococcus suis	(43765)		
		<<10-sec Sanitization – Bacteria – Hard, non-porous, non-food contact surfaces>>	ATCC No.
<< 10-min Disinfection - Bacteria >>		Campylobacter jejuni	(29428)
Pseudomonas aeruginosa (Pseudomonas)	(15442)	Enterobacter aerogenes	(13048)
Salmonella enterica (Salmonella)	(10708)	Listeria monocytogenes	(19111)
Staphylococcus aureus (Staph)	(6538)	Salmonella enterica (Salmonella)	(10708)
		Staphylococcus aureus	(6538)
<< 30-sec Sanitization – Bacteria - Hard, non-porous, non-food contact surfaces >>	ATCC No.	Staphylococcus aureus – Hospital Associated Methicillin resistant (MRSA)	(33592)
Campylobacter jejuni	(29428)	Staphylococcus aureus – Hospital Associated Methicillin resistant (MRSA)	(33591)
Enterobacter aerogenes	(13048)	Streptococcus pyogenes	(19615)
Escherichia coli O157:H7 (E. coli O157:H7)	(43888)		
Listeria monocytogenes	(19111)	<<3-min Mildew Fungistat>>	ATCC No.
Salmonella enterica (Salmonella)	(10708)	Aspergillus niger (mold & mildew)	(6275)
Staphylococcus aureus (Staph)	(6538)		
Staphylococcus aureus [MRSA]	(33592)		
Staphylococcus aureus [MRSA] (Hospital Associated MRSA)	(33591)		
Staphylococcus aureus [MRSA] (Community Associated MRSA)	(BAA-1556)		
Streptococcus pyogenes	(19615)		

**Symbol Designation – used on product labels**

Single asterisk ( * ) <sup>(5)</sup>	Bacteria ( * ) <sup>(5)</sup> / Fungi	Used for identifying disinfection against specific bacteria or fungi
Dagger ( † )	Viruses †	Used for identifying disinfection against specific viruses
Double asterisk ( ** )	Germs **	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
Superscript 2 <sup>(2)</sup>	Flu Virus <sup>(2)</sup>	Used for identifying disinfection against specific Flu viruses
Superscript 3 <sup>(3)</sup>	Cold and Flu Virus <sup>(3)</sup>	Used for identifying disinfection against specific cold and Flu viruses

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<< **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	(Build Up)
Dirt	Jelly	Pet messes	(Built) Up)
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)	Finished wood (furniture) (surfaces)	Potty trainer (seats)
Baby carriages	Fitness (Centers) Equipment	Rails
Baseboards	(Bathroom) (Kitchen) Fixtures	Range hoods
Blinds		Refrigerators (exteriors) (shelves) +++
(Plastic) Bathtub (Tub)	(Bathroom) (Kitchen) floor	Remote Control
(non-wood) Bed frames	(Laminate) (Laminated floors)	(Non-wood) Shelves (shelving)
(Plastic) Booster Seats	Gadget	Shower (Stall) (Area) (head)
(non-wood) cabinets	Gaming console	(fittings) (hardware)
Car seats	Garbage Can (Pail)	(Kitchen) (Bathroom) Sink (Basin)
Car (Dashboard) (Steering Wheel)		Litter boxes
Cell phone		Sink(s)
Changing Table	Glazed Ceramic Tile	Smartphone
(Computer) Keyboards	Glazed Porcelain Tile	Sports equipment
Coffee maker <sup>+++</sup>	Glass <sup>+++</sup>	
(Laptop) (Computer) (Mouse)	Handheld player (MP3)	Stainless Steel ~
(Kitchen) Counter (Countertop) <sup>+++</sup>	Highchair (non-wood) (non-food contact area)	Stove (Stovetop) <sup>+++</sup>
(Crib(s)) (rails)	(iPod) (iPad)	Strollers
Desktop (monitor)	Kitchen Surfaces <sup>+++</sup>	Table (Tabletop) <sup>+++</sup>
Desks		
(Diaper) changing (Counters) (tables)	Light switches	Tablet
	LCD(s)	
Diaper Pail	(sealed marble) (glazed marble)	Telephones (phones)
Door Knob (Handle)	(Microwave) Oven <sup>+++</sup>	Tiles
	Navigation screens	Tiled wall <sup>+++</sup>
		Toaster ovens <sup>+++</sup>

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(E-Reader) (E-book)	(Non-wood) (Baby) (Furniture)	(Toilet) (Urinal) Exteriors
Electronic (book) (device)	(Non-wood) (finished) Cabinets	Toilet Seats
Enamel Tile	Outdoor Furniture (except cushions/woodframes)	(Tool) (Toy) box(es)
Exhaust Fan (Hood)	Patio furniture	Touch screen
Exterior of Toilets	Plastic Laundry Basket (Hamper)	Trains
(Kitchen) (Bathroom) Faucet	(Plastic) Toys <sup>(4)</sup>	Vanity Top
	Portable audio	Washable Wall
	Walkers	Window Sills

(~) Non-Medical or Fixture

<sup>(4)</sup> Use on toys requires a rinsing step after disinfection – follow the Directions for use for Toys.

## << 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	Sealed wood
Fiberglass Fixtures	Metal	Stainless Steel~
Finished Wood (floors)	Mirror	Tin
^ Formica®	Plastic	Vinyl

^ 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	Scrub(by)(ing)
C	Honeycomb	Stronger
Diamond	Interlocking	Technology
Dots	Knit(ted)	Texture
Embossed	Locker	Thicker
	Pattern	Trapper
Gripper	Pillow Top	Triple Knitted
Grooved	Quilted	(Ultra) (Weave) (Woven)
	Raised	Wipe
	Ripple(s)	Woven
		(Texture)

### Household Use Sites: (Graphic – depicting use site)

Automobiles (Interiors)	Dorm Room	Nursery
Airplane (Trays) (Bathrooms)	Entrances	Office
Baby's room	Family Room	Patio Furniture
Basement	Foyers	
Bathroom (restroom)	Gas Stations	
Bedroom	(Health Clubs) (Gym(s))	Playground(s) (Equipment)

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Boats	Home / House High Chairs Jungle Gym(s)	Playroom Pet areas (Sealed) Picnic Tables <sup>+++</sup> Portable Bathrooms Porta Potty Public changing tables (Public) (Commuter) Buses Play Areas Rec(reational) Centers (Facilities) Ship(s) Train(s) Work(place) Subway(s) (Water) (Drinking) Fountain (toggles) (handles) (buttons) Storage Areas Toddler's room (Trash) (Garbage) (Recycling)(Can(s)) (Bin(s)) Vacation homes (Window Sills)
Car(s) (Interiors) Campgrounds Church(es)	Kitchen	
Children's rooms	Laundry room	
Closets	Living room Locker Rooms	
(Classroom) Desks	Mudrooms	All around the (house) (home)

**Business Use Sites: (Graphic – depicting use site)**

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

**To Refill:**

- 1) (Gently) (remove) (pop) (peel) (cut) (off) the (lid) (foil) (seal) from the (top of the) (refill) (canister) (pack) (pouch)
- 2) Dispose (off) (foil) (seal) (lid) (pouch) (in) (garbage) (/) (trash) (can).
- 3) (Open) (dispenser) (Remove) (lid) (cap) (from) (existing) (75) (or) (80) (count) (Lysol) (Disinfecting wipes Canister).
- 4) (Insert) (Place) (refill) (roll) (canister) (pack) (pouch) (in) (on) (to) (existing) (empty) (75) (or) (80 count) (canister) (dispenser).
- 5) Locate wipe (end) (at the center of the roll) (and) (insert corner) (thread) (of)(the wipe) (through opening) (in lid).
- 6) (Close lid) (and use)

**<< 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.

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**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 (10) (or) (30) seconds. **To Disinfect:** Allow to remain wet for (4) (or) (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.**

**<< 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.

Do not leave this product on stainless steel surfaces to dry for more than one hour.

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)

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

**<< HUMAN IMMUNODEFICIENCY VIRUS TYPE 1 [HIV-1 AIDS Virus] (Hepatitis B Virus (HBV)), (and Hepatitis C Virus (HCV)) >>**

**(§§)KILLS HUMAN IMMUNODEFICIENCY VIRUS TYPE 1 [HIV-1 AIDS Virus] (Hepatitis B Virus (HBV)) ( Hepatitis C Virus (HCV)) 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], (Hepatitis B Virus (HBV)), (and Hepatitis C Virus (HCV)).

**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.

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**CONTACT TIME:** Allow surface / object to remain wet for 30 seconds for HIV-1 (and 2 minutes for HBV (and HCV)).

**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 <sup>(1)</sup> is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body; or <sup>(2)</sup> 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

(§§) (This product) (meets) (is) (compliant with) OSHA Bloodborne Pathogens Standards\*\*

**<< 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"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a Poison Control Center or doctor for treatment advice.</li></ul>
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-800-677-9218) (1-800-560-6619) (1-xxx-xxx-xxxx). 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.

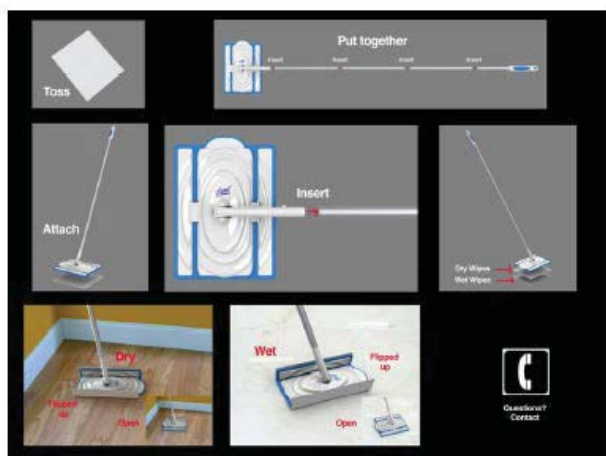
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<< NON-REFILLABLE CONTAINER >>

**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.

<OPTIONAL GRAPHICS>>




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



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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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(Daytona URL:) (For games, prizes and more visit [www.RaceFans.DAYTONA500.com](http://www.RaceFans.DAYTONA500.com).)



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