

777-116

15 4/12/2011

1/11



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

EPA Reg. Number:
777-116

Date of Issuance:
APR 12 2011

Term of Issuance:
Unconditional

NOTICE OF PESTICIDE:
 Registration
 Reregistration

Name of Pesticide Product:
Suzie Q

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.

- 2. Make the labeling changes listed below before you release the product for shipment:
 - a. Revise the "EPA Registration Symbol to read, "EPA Reg. No. 777-116.

Signature of Approving Official:

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

Date:

APR 12 2011

3. Product Chemistry Review:

a. Confidential Statement of Formula: Revised basic and alternate CSFs dated February 28, 2011 are acceptable.

b. Product Label. Make the following label revisions :

c. Revise both storage and disposal statements to include: "...wrap and put in trash or offer for recycling if available".

d. Submit results of 1 year Storage Stability and Corrosion Characteristics study.

4. Efficacy is acceptable see attachment dated 3/11/11.

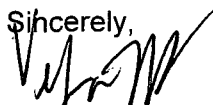
5. Acute Tox is acceptable see attachment dated 3/15/11.

Submit three (3) copies of your final printed labeling before distributing or selling the product bearing the revised labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records. Should you have any questions regarding this letter, please contact Drusilla Copeland at (703) 308-6224 or Velma Noble at (703) 308-6233.

Sincerely,



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

Enclosure: Stamped Label, product chemistry review approval dated 3/9/11, efficacy review approval dated 3/11/11 and acute tox review approval dated 3/15/11

3/11

<< FRONT PANEL >>

ACTIVE INGREDIENTS:	
Didecyl-Dimethyl-Ammonium-Chloride	0.13%
OTHER INGREDIENTS:	99.87%
TOTAL:	100.00%

KEEP OUT OF REACH OF CHILDREN
CAUTION: See back (side) panel for additional precautionary statements.

NET CONTENTS:

(xx) FL. OZ.	(xx PT. xx FL. OZ.)	(xxx mL)
(xx) FL. OZ.	(xx QT. xx FL. OZ.)	(xxx mL)
(xx) FL. OZ.	(xx QT.)	

<< FRONT OR BACK PANEL >>

EPA Reg. No.: 777-xxx
EPA Est. No.: 777-NJ-2
8791-MO-1
11525-IL-01
13891-IN-001
61203-MA-001
58996-MO-1

See (bottom) (or) (side) (top) (cap) (for Lot/Data code)

<< BACK PANEL >>

Questions? (symbol of telephone)
(Call:) (1-800-228-4722) (1-800-677-9218)
For ingredient (and other) information, (please visit us at) (visit) (website)

Distributed by: Reckitt Benckiser (Inc.) (LLC), Parsippany, NJ 07054(-xxxx)
Made in {insert country} © RBI {insert year}

Contains no (phosphates) (or) (dyes)
This (bottle) (container) is made of x% post-consumer recycled plastic

<< BACK PANEL – OPTIONAL TEXT >>

Company Logo (Reckitt Benckiser) (rb)
Recycle symbol
Encourage your local authorities to establish a program to recycle this (bottle) (container).
Important: For directions for use and first aid instructions in Spanish, please call 1-877-843-3817

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

APR 12 2011

Under the Federal Insecticide,
Fungicide, and Rodenticide **Act** as
amended, for the pesticide,
registered under EPA Reg. No. **777-116**

4/11

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

<< INTRODUCTORY 6-MONTH CLAIMS >>

Complete (formula)

- Fresh, (clean) fragrance
- Great (new) scent
- New (and) (improved) (better) (fragrance)
- New Clean(er), Fresh(er) Fragrance
- New (easy to) (spray) (use)
- New look (for) (Lysol)
- New (Fragrance) (Scent) (Size) (Spray) (Trigger)
- New {insert fragrance name} (scent)
- Now (for) use (in the) (air)
- Now with (a) fresher fragrance(s)
- (Smells) (better) than ever ({insert fragrance name}) (fragrance)

<< PACKAGING CLAIMS – use as bullet point or in paragraph format >>

- x% (Bonus) (Discount) (More Free)
- x OZ. (at) (for) (the) (price of) X OZ. (Price)
- Bonus (size) (pack)
- Bonus x%
- Bonus X OZ.
- (Economy) (Economical) (Size) (Amount) (Value)
- (Great) (Mega) (Super) (Value) (pack) (size)
- Mini
- Pocket (size) (pack)
- Portable
- Purse (size) (pack)
- (Refill) (Size) (pack)
- (Take) (Carry) (it) (this product) (anywhere) (everywhere)
- Travel (size) (pack)
- (Trial) (size) (Value) (Pack)
- Try (me) free
- Try (me) now
- Try (me) today
- Value (size) (pack)

<< FRAGRANCE CLAIMS >>

- (Blossoms & Springtime) (Clean Linen) (Citrus) (Crisp Blossoms) (Crisp Linen) (Fresh) (Fresh Linen)
- (Linen) (Morning Rain) (Spring Petals) (Sparkling Water Lily) (Springtime Fresh) (Sunsplash) (Scent)
- (Unfragranced) (Unscented)

- Clean, (fresh) fragrance
- Clean(er) smelling scent
- {Fragrance Name} has a (clean) (scent) (fragrance) (smell).
- (Leaves) (a) (freshness) (light) (clean) (fresh) (nature-inspired) (scent) (fragrance) (smell) (all around) (the home)
- (Mild) (Clean) (Pleasant) (Long Lasting) (Fragrance)
- (Pleasant) (nature-inspired) (Fragrance) (scent) (fragrances)(scents)
- (This product) has a (clean) (pleasant) (fresh) scent

<< MARKETING – PRODUCT PERFORMANCE CLAIMS >>

((x-in-1) (Formula))
 (Also) For use in the air
 Anytime (to-go)
 (An) (for) (the) uplifting freshness
 Bleach free (formula) (technology)
 Daily (spray)
 (Delivers)(Provides) a (super)(fine) mist (without an aerosol) (in a) (non-aerosol)(propellant-free) (spray)
 (Does not) (Doesn't just) mask odors (instead) (eliminates) (odors) (at the source)
 Dye free (formula) (technology)
 Easy to use
 Economical
 Effectively works on (many) (most) (hard non-porous) (surfaces)
 Everyday formula
 Fast, Easy, Effective
 For a fresher household
 For everyday use
 For freshness you'll love (and feel good about)
 For the holidays
 (For) (the) ultimate freshness
 Fresh Mist
 (Freshens) (Refreshes)
 Freshen your (house) (home) (For the Holidays)
 (Fresh) (Sanitizing) (super) (Fine)(soft)(light)(Gentle) (mist)
 Holiday scent(s)
 (It's) (a) (breath) (of) (fresh air) (freshness)
 It's a beautiful day inside
 Keep your {insert household use sites} (refreshed) (freshened) every day
 Leaves (a) (lovely) (light) (clean) fresh) (scent) (fragrance)
 Leaves (household) (hard non-porous) (surfaces) (fresh) (deodorized)
 Light(ly) scent(ed) (and) (suitable for frequent use)
 (Modern) (Classic)
 (Multi-Action) (Multi-Room)
 (non-aerosol) (propellant-free) (free of) (no) (chemical) (propellant(s))
 (LYSOL)(neutraair) (Neutra Air) Brand
 Ready to Use
 Recyclable bottle (and trigger)
 Sanitizing Mist
 Satisfaction guaranteed (or your money back)
 Take a deep breath of home
 The Power of Lysol
 (This product) is a new (household) refresher that both eliminates odors and kills (99.9% of) (odor causing) bacteria on (household) (hard non-porous) (surfaces) (at the source) to freshen up your home!
 To(-)Go (anytime)
 Versatile Formula

<< USAGE CLAIMS >>

Dispenses a (super)(fine)(soft) (fresh) mist (with) (fresh) (nature) (inspired) (scents) (fragrances)
 For (hard non-porous) (surfaces)
 (For) use (on) (in) ({{insert household use sites}} {{insert hard non-porous surfaces}})
 (For) use on (Hard non-porous) surfaces (and) (in the) (air)
 Freshens (the air)
 (Uses) (features) (a) (Non-aerosol)(propellant-free) (spray) (system)(soft)(fresh)(fine)(mist)
 Over x use sites (around the home)
 (Suitable)(Great) (Ideal) (to) (for) (use) (on) (Hard non-porous surfaces) (all around the) (home) (house) (and) (in
 the air)
 Suitable (on) (for) ({{insert household use sites}}) ({{insert hard non-porous surfaces}})
 (This product) (sanitizes) the following (Hard non-porous surfaces) ({{insert household use sites}}) ({{insert hard
 non-porous surfaces}})
 (This product) is approved for use (in) (on) ({{insert household use sites}})({{insert hard non-porous surfaces}})
 Up to x uses (applications) per bottle
 Use this product (in) (under) (around) (on) ({{insert household use sites}}) ({{insert hard non-porous surfaces}})
 (Use to) (control(s)) (kill(s)) (and) (&)(odor causing) bacteria*** on (Hard non-porous surfaces) (at the source)

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.

<< DEODORIZING CLAIMS >>

(Controls) (Kills) odor-causing bacteria (on hard non-porous surfaces)
(Controls) (Neutralizes) (Eliminates) (the toughest) (tough) (pet)(urine) (odors) (smoke) (Garbage) (Bathroom)
(Kitchen)(Wet Dog) (or) odors (caused by bacteria) (without just masking them)(never just masks them)
(Delivers) (leaves) (a) (surprisingly) (long) (lasting) (nature-inspired) (freshness) (and) (fresh) (light) (scent)
(fragrance)
Deodorizing by killing (odor-causing) bacteria on (hard non-porous) (surfaces)
Deodorizes with (new) (a) (fresh)(surprisingly)(light)(pleasant) (clean) (nature-inspired) (fragrance) (scent)
Does not just (cover up) (mask) odors(.) (this product) eliminates them at the source leaving behind a (light)
(pleasant) (fresh) scent
Effective (to kill) (odor causing bacteria) (on multiple) (Hard non-porous surfaces) (such as) ({insert household
use site}) ({insert hard non-porous surfaces})
(Eliminates) (Neutralizes) (tough) (the toughest) (odors) (bacterial odors) (odors caused by bacteria) (at the
source) (on) (hard non-porous) (surfaces) (and) (in the air)
Eliminates) (Neutralizes) (tough) (the toughest) (odors) (in the air from odor causing bacteria)
(Eliminates) (Neutralizes) (tough) (the toughest) (bacterial) odors (on hard non-porous surfaces) (and) (kills) (odor
causing bacteria) (at the source) (and) (leaves a fresh scent for a fresher home)
(Eliminates) (Neutralizes) (kills) (tough odors) (bacterial odor) (odor causing bacteria) (on hard non-porous surfaces)
(at the source)
Eliminates odor-causing bacteria (and) (leaves your home smelling fresh and clean)
Eliminates odors and freshens (Hard non-porous surfaces) (in) (the air)
Freshens (Air) (and)(the home) (and) (neutralizes)(eliminates)(odors)
(Is approved to kill) (Kills) bacteria (at the source) (on) (hard non-porous) (surfaces) that cause odors in the
air
Kills (tough) odor-causing bacteria (on) (Hard non-porous surfaces) (at the source (and leaves) (your home
smelling) (fresh)(fresh and clean))
Kills (odor-causing bacteria) (at the source) (and) (leaves) (a light fresh (scent)(freshness))
Kills (tough) (odor causing bacteria) (on) (Hard non-porous surfaces) (such as) (like) ({insert household use sites})
{insert hard non-porous surfaces})
Kills (odor causing bacteria) on {insert hard non-porous surfaces}
Odor (fighter) (eliminator) (elimination) (neutralizer)
Perfect for eliminating your toughest odors (at their source)
Proven to (eliminate) (neutralize) tough odors (including) (pet) (urine)(odors) (smoke) (Garbage) (Bathroom)
(Kitchen)(odor) (Wet Dog)(and more))
(This product) Eliminates (the toughest) (tough) (bacterial) odors (at the source) (on hard surfaces) (by killing the
bacteria that cause them) (with a) (fine)(mist)
(This product) (is) (specially formulated to) eliminate odors ((from) {insert household use sites} ({insert hard
non-porous surfaces}))
(This product) kills bacteria at the source that cause odors in the air
To eliminate odors use (this product) around {insert household use sites}
(Up to) (X) hour(s) freshness (odor reduction) (odor) (elimination) (neutralization) (control) (in the air)
Use (this product) every day throughout your (house) (home) to eliminate odors caused by bacteria

<< SANITIZING CLAIMS (Hard non-porous surfaces) >>

<< front / back panel claim >>

(Can) (be used) (For) (Use) (on) (to) (eliminate) (and) (kill) (sanitize) (sanitization) (of) (99.9% of bacteria***) (on) (Hard non-porous surfaces) (at the source)
Effective (to kill 99.9% of bacteria ***) (on multiple) (Hard non-porous surfaces) (such as) ({insert hard surface use site})
Kills (99.9%) (of) (household) bacteria in 5 minutes.***
Kills (Eliminates) 99.9% of bacteria***
Kills (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in (5) minutes.***
Sanitizes (Kitchen) (household) (bathroom) hard non-porous surfaces in 5 minutes.***
Sanitizes (Kitchen) (household) (bathroom) surfaces in 5 minutes.***
This product kills 99.9% bacteria on hard non-porous surfaces in 5 minutes***

<< back Panel qualifier >>

***Kills (Eliminates) 99.9% of (Enterobacter aerogenes) (and) (Staphylococcus aureus) (Staph) on hard, non-porous surfaces in 5 minutes.

***Kills 99.9% of (the following) (bacteria) in 5 minutes: (Enterobacter aerogenes) (and) (Staphylococcus aureus) (Staph)

***Kills 99.9% (of) (Enterobacter aerogenes) (and) (Staphylococcus aureus) (Staph) (commonly found) (in the kitchen) (on kitchen surfaces) in 5 minutes

9/11

<< USE DIRECTIONS >>

DIRECTIONS FOR USE:

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

Read the entire label before using the product.

General Use:

1. Remove green safety stopper to release trigger, and immediately discard the green stopper. THE GREEN STOPPER MAY POSE A CHOKING HAZARD.
2. Direct away from face and pull trigger at least (three) (3) times to start product flow.
3. For the perfect mist, keep pack upright and pull trigger firmly each time you spray.

For the Air:

To (Deodorize) (or) (Freshen): Spray the air in a sweeping motion throughout the entire room.

For Hard Non-porous surfaces:

To (Deodorize) (or)(Freshen): (Spray) (Apply to) surface until thoroughly wet. Wipe with a clean cloth or sponge.

To Sanitize: Pre-clean surfaces prior to use. Spray (the) (product) 2-3 (times) (pumps) (of the product) from a distance of 6 to 8 inches until thoroughly wet. Leave for 5 minutes before wiping.

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

<< ADVISORY STATEMENTS >>

<< Advisory Statement for hard Surfaces >>

Do not use on (eating / cooking utensils, glasses / dishes or cookware) (unfinished, oiled or waxed wood floors) (outdoor patio furniture cushions and pillows).

Does not harm most (kitchen) (bathroom) surfaces.

On painted surfaces test a small inconspicuous area first.

Rinse all food contact surfaces with potable water.

Rinse bathtub / shower surfaces with water after using product.

This product is not recommended for use on (natural) (marble) (brass) (acrylic plastic) or (unfinished wood surfaces) (finished wood surface)

Test in an inconspicuous area prior to use

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

<< Hard non-porous surfaces >>

<< A. 5 Minute Sanitization against Bacteria >>

(ATCC# 6538)

Staphylococcus aureus (Staph)

(ATCC# 13048)

Enterobacter aerogenes

Symbol Designation – used on product labels:

Triple asterisk (***)

sanitizes***

used for all claims of sanitization listed in A above.

<< Household Use Sites - Graphic - depicting surface >>

All around the (house) (home)	Children's (kid's) room	Home / House	Nursery (Nurseries)
(Automobiles)-(car)-(truck)	Glosets	Home-(office(s))	Pet areas
(interiors)	Den / Study	(Home) Workshop	Playroom(s)
Attic	Dining Room(s)	Household (areas)	Storage (area) (room)
Baby's Room(s)	Dorm(s)	Kitchen	Virtually any area in the
Basement(s)	Family Room(s)	Laundry Room	(home) (office)
Bathroom (s)	Garage(s)	Living Room	
Bedroom(s)	Garbage areas	(cat's) Litter boxes	
Boats	High-touched areas	Mud Room(s)	

<< Hard Non-porous Surfaces: (Graphic - depicting use site) >>

Appliance exteriors	Glazed ceramic tile	Refrigerator / Freezer exterior
Bathtub (tub)	Glazed porcelain tile	Shelves (drawers)
Bed frame	Sealed granite	Shower (door) (curtain)
Cabinet (non-wood)	Grill (Bar-B-Que) exterior	Shower (stall) (area)
Chair (non-wood)	Highchair (non-food contact are)	Sink (basin)
Changing table (non-wood)	Light switches	Stainless Steel
Counter (Countertop)	Sealed marble	Stove (stovetop)
Crib (non-wood)	Metal blinds	Table (tabletop) (non-wood)
Diaper pail (non-wood)	Microwave exterior	Telephone
Door knob (handle)	Non-medical (chrome / stainless steel)	Tires
Exhaust (fan) (hood)	Outdoor patio furniture (non-wood)	Toilet bowl exterior (Urinal)
Finished wood (surfaces)	Oven (door)	Tools
Fixture (chrome / stainless steel)	Painted woodwork	Toys ¹
Floor (glazed tile)	Patio door	Vanity top
Floor (linoleum)	Piano keys	Washable (walls) (wallpaper)
Floor (vinyl)	Picnic table (non-wood)	Water fountain
Garbage (can) (pail) (container)	Plastic laundry (basket) (hamper)	Window (windowsill)
Glass topped furniture	Range hood (stove hood)	Windshield

¹ Use on toys requires a rinsing step after sanitization -see Directions for Use.

<< PRECAUTIONARY /FIRST AID / STORAGE – DISPOSAL INSTRUCTIONS >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

NOTE: First Aid statements may not appear in "box" format due to the smaller size of the label and room constraints.

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. Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	

<< STORAGE AND DISPOSAL LANGUAGE >>

<< Trigger bottle >>

STORAGE AND DISPOSAL: Store in areas inaccessible to small children. Keep securely closed. Refillable. Refill trigger bottle only with this product. If not refilling, discard in trash or offer for recycle. Do not reuse this trigger bottle for any other purpose.

<< Pourable container >>

STORAGE AND DISPOSAL: Store in areas inaccessible to small children. Keep securely closed. Non-refillable container. Do not reuse or refill this container. Discard in trash or offer for recycle, if available.