

777-118

1/20/2012

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



Office of Pesticide Programs

JAN 20 2012

Reckitt Benckiser LLC
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, N. J. 07054-0225

Attention: Lisa Dreilinger, PhD

Product Name: Edelweiss – Wipes
EPA Registration No. 777-118
Your Email Dated December 20, 2011

The Agency has determined that the phrase "Power and Free" is permissible as part of the additional brand names that was submitted along with the Master product labeling on December 20, 2011. The graphic and the proposed additional brand names are acceptable.

A stamped copy the "accepted" Master product label is enclosed for your records

If you have any questions concerning this letter, please contact Martha Terry at (703) 308-6217.

Sincerely,

Marshall Swindell
Product Manager 33
Regulatory Management Branch 1
Antimicrobials Division (7510P)

<< Front Panel >>

ACTIVE INGREDIENT:

Hydrogen Peroxide 1.10%

OTHER INGREDIENTS: 98.90%

TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN

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

7" x 5 3/4"	7" x 8"	7.5" x 7.5"	7 1/2" x 10"	8.5" x 10"
7.0" x 7.0"	7.0" x 8.0"	7.5" x 8"	7.5" x 10"	10.4" x 8.3"
7.0" x 7.5"	7.5" x 6.3"	7.5" x 8.25"	8" x 5 3/4"	(__ x __) inches
7" x 7.5"	7.5" x 7"	7.5" x 8.3"	8" x 5 3/4"	(__ x __)

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

Does not include weight of dry wipe
Includes weight of absorbent (wipe) (cloth) (__ OZ.) (__ LB. __ OZ.) (__ g)

<< Front / Back Panel >>

EPA Reg. No.:	777-118	8791-MO-1	008251-WI-005
EPA Est. No.:	777-NJ-2	052631-NJ-001	70930-PA-001
	777-IL-1	41925-WI-001	50757-WI-1
	777-POL-01		

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

<< Back Panel >>

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

For ingredient information, (www.rbnainfo.com) (website)
(Not for sale or use after (date)) (Do not use after (date)) (Exp (date)) (Expires (date))

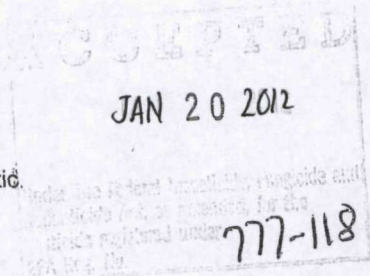
Made in U.S.A. ©RB{year}

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

Contains no (phosphates) (phosphorus) (ammonia) (silicones) (Chlorine Bleach)

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

Company graphic logo



<< Back Panel - Optional text >>

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

Recycle Symbol

Important facts (about this product):

Important: For directions for use in Spanish, please call 1-877-843-3817

Learn more about (the importance of good hygiene habits) (and) (the appropriate use of disinfectants) (in good hygiene)

(and the many ways that Lysol® is promoting good hygiene habits) (for your family and community) go to

www.spreadinghealth.com

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

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The product label must identify the specific bacteria, virus, fungus & mold.
The term (x) is a placeholder that represents a number between 1 and 99.

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<< NOTE: 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)
- (Improved) (More) (Better) (cleaning) (power) (performance)
- (Improved) (New) (Formula) (package) (packaging) (opening) (lid) (cap)
- New (colored) (wipe) (cloth)
- (New) (improved) (long lasting) (longer lasting) (lighter) (refreshing) (softer) (fragrance) (scent)
- (New) (improved) (stronger) (thicker) (better) (revolutionary) (innovative) {insert pattern / texture – See Pg. 17}
- (New) {insert pattern / texture – See Pg. 17} cleans (picks up)
- (New) {insert pattern / texture – See Pg. 17} for (better) (easier) cleaning
- (New) {insert pattern / texture – See Pg. 17} that traps (and locks) (more) (messes)
- (New) (wipe) (cloth) {insert pattern / texture – See Pg. 17} (traps) (locks) (locks in) (picks up) (more) {insert soils / allergens – See Pg. 16}
- (New) tougher (wipe) (cloth) (for tougher cleaning) (for your tougher jobs)

<< FRAGRANCE CLAIMS >>

- Citrus Sparkle Zest (Fresh) (Clean) (Scent)
- Cool Spring Breeze
- Crisp Mountain Breeze
- Fresh Citrus Sensation
- Oxygen Splash

<< PACKAGING CLAIMS >>

- (x) more (extra) (wipes) (cloths) (free)
- (x) (Multi) (Pack) (Canister) (Package)
- 2 (for) (in) 1 Pack (!)
- 2-Go
- 2x value (!)
- (3) (Canisters) (packages) (Each) (Total)
- X (Wipes) (Cloths) for the price of x (!)
- 100% More (!)
- (x)(%) More (Wipes) (Cloths) (when compared to (x) ct canister)
- (X)(%) Free (Cloths) (Wipes)!

- Bonus (Economy) (Great) (super) (mega) (trial) (value) (refill) (Size) (Pack)
- Bonus Pack 35% More Wipes (Cloths)! (110 (Wipes) (Cloths) for the price of 80) (30 Wipes Free!)
- (Buy __ Get __ Free!) (Total _____ Wet Wipes) (1 x 28) (1 x 35) (__ x __)

- Convenient
- (ct) Wipes (Cloths)!
- Disinfection (Value) pack
- Dispenses one (wipe) (cloth) at a time
- Easy open (easy fill)
- Easy to carry around the house
- Economy size
- Extra Value at no Extra Cost (!)
- Fills (x) (ct) (size) (wipe) (canisters) (package) (packages)
- Free (Lysol®) (Disinfecting) Wipes
- Free (Lysol®) (For) Free
- Limited time value (pack)
- Mega Value Pack
- Mega Value Size
- More value less packaging (vs. {insert number} count (product name))

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<< PACKAGING CLAIMS – continued >>

More value, same price
More (Wipes) (Cloths) (!) (x)ct
On the Go
Pack
Pull Up Here
Pop-Up-Cap
Super Size
To Go
Tub Pack
Use in (x) ct (canister) (pack) (package)
Value (larger) (super) (jumbo) size

<< MARKETING CLAIMS >>

(Clean & Simple) (Complete Clean) (Disposable) (Easy to use) (Effective) (Everyday cleaner)
(Everyday use) (Great) (H2O2) (Household) (Lysol® Brand) (Modern) (Modernity) (OxySimple) (Pleasant fragrance)
(Power & Clear) (Ready to use) (Revolutionary) (Simple Power) (Strong)
(Touch-Ups) (Versatile) (Wipe) (Wipes) (Wiping)

(All in one) (All in one Complete) (All Purpose) (Everyday) (General Purpose) (Multi Action) (Multi Clean)
(Multi-Purpose) (Multi-Surface) (Triple Action)

(Clean) (Cleaner) (Cleaning) (Deodorizes) (Disinfect) (Disinfects) (Disinfectant) (Disinfecting) (Cloth) (Cloths) (Wipe)
(Wipes)

(Antibacterial) (Antibacterial Action) (Bactericidal*) (Bactericide*) (Deodorizer) (Deodorizes) (Disinfectant) (Disinfects)
(Germicidal**) (Virucidal†) (Virucide†)

<< WIPE CONSTRUCTION / SIZE CLAIMS >>

(x) times the size
(x) (times) (bigger) (larger) (than) (a) (your) (regular wipe)
x% larger wipe

(Absorbent wipe)
(Absorbent) wipe traps and locks soils – (grime) (scum) {insert soils – See Pg. 16}
(Absorbs) (Traps) (Grabs) (Locks) {insert soils – See Pg. 16}
(Durable) (and) (super) (absorbent)
(Extra) (thick) (wipe) for (stubborn) (tough) (bathroom) (toilet) messes
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. 17} cleans (picks up) (traps) (locks) {insert soils / allergens – See Pg. 16}
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 cloths
Large strong wipe, (can be used on floors) (and all over the house)
Microlock Fibers (fiber) (weave) (grooves) (pattern)
Non abrasive wipe
Non scratch wipe
Our (thickest) (strongest) wipe (so far) (ever)
Perfect Size for (Kitchens) (and) (Bathrooms) (and) (Bedrooms) (and) (Toilets)
Self sudsing wipe
Soft (&) (Strong) (Durable) (and) (Flexible) wipe

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<< WIPE CONSTRUCTION / SIZE CLAIMS – continued >>

Specially formulated (foamy) wipe
(Strong) (durable) (thick) (large) (larger) (tough) (wipe)
Strong (enough) (so) (you can) clean your (entire) (kitchen) (bathroom) with less wipes
Strong (so) (you can) pick up more messes
Strong (so) (you can) use it on more surfaces
Strong wipes 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
Thick wipe for touch-up cleaning
Thick(er) Wipe
Tough (wipe) (cloth) (for tough cleaning) (for your tough jobs)
(With) (interlocking) ({insert pattern / texture – See Pg. 17}) (pattern) (for) (cleaning) (performance) (power)
(With) (interlocking) ({insert pattern / texture – See Pg. 17}) (pattern) (that traps and locks more messes)
With Micro-Lock fibers

<< MARKETING / FORMULATION CLAIMS >>

A clean you can smell
(A) Friendly (cleaner) (cleaning (Wipe)
An efficient way to clean
Cleans as well as a(n) (all purpose) trigger (and a paper towel)
Cleans (disinfects) (eliminates odors)
Cleans more surfaces (with just one wipe)
Cleans (well) (Great) (fantastic) (smells) (great) (fantastic)
Contains (just enough) (cleaning) ingredients for (those) (your) (everyday) touch ups
Deep clean (and disinfect) (!)
Deep Down Clean!
Delivers a Complete Clean
(Does not) (will not) (no) (scratch(ing) (your surfaces)
Does not contain (chlorine) bleach
(Doesn't) (does not) (create) (leaves) (no) (strong) (harsh) (chemical) (residue) (fumes)
(Effective) (cleaning) (disinfecting) has never been (faster or easier) (more convenient).
(Effectively) works on (many) (most) (a wide range of) (household) (kitchen) (bathroom) (hard non-porous surfaces)
Efficacious cleaner (without compromise)
Eliminates the need to push (the) dirt around
(For) (deep) (cleaning) (scrubbing) (plus surface cleaning)
For when a regular (wipe) (cloth) (just) can't get the job done
Free from bleach
Free of harsh chemical residue
(Fresh) (Clean) (Gentle) (non Harsh) (great) (nice) (Good) (smell)
(Fresh) (Clean) Scent!
Friendly to your surfaces
Gives (a) (deep) (deeper) (clean) (than a mop)
GO ahead Wipe (!)
Heavy (light) duty (jobs)
Helps you finish (cleaning) fast (quickly)
Hydrogen Peroxide becomes active (and) (creates) (foam) (micro bubbles) (to eliminate stains) (and kill 99.9% of germs**)
It (foams) (and) (bubbles) so you know it's working
Leaves a (whitening) shine
Leaves less streaks than before
Leaves no (annoying) (harsh) (chemical) (scum) (residue) (film)
Leaves (no residue) (a streak free shine)
Leaves nothing behind (except) (but) (the) (smell) (of) (clean) (shine)
(Leaves) (virtually) (no) (dull) (film) (sticky) (residue)
<< MARKETING / FORMULATION CLAIMS – continued >>

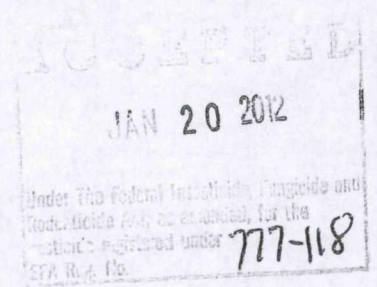
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Leaves (virtually) (no) residue
Leaves your {insert surfaces / sites – See Pgs. 16-17} (fresh) (clean) (virtually streak free) (shine)
Leaves your {insert surfaces / sites – See Pgs. 16-17} with a (fresh), (clean) scent
Leaves your (bathroom) (toilet) (kitchen) (fresh) (clean) (and) (sparkling) (shiny)
Leaves your home (kitchen) (bathroom) (toilet) {insert surfaces – See Pgs. 16-17} (fresh) (clean) (and) (virtually) (streak-free) (shine)
Leaves your home (shiny) (clean) (fresh) (and) (fragrant)
Leaves your (home) (toilet) (house) (office) (fresh) (clean)
Leaves your (house) (bathroom) (kitchen) (floor) fresh and clean
(Leaving) (Leaves) (nothing behind) (but) (except) (a) (fresh) (clean) (scent)
Low Streak (Formula)
Lower-Streak Formula
(Lysol®) (an) expert (in disinfection) for over 100 years
(Lysol®) disinfecting for over 100 years
(More) effective at cleaning your challenging everyday messes
No bleach harshness
(No bottles), (no sponges), (no mess).
No (gloves) (masks) (goggles) (protective eye wear) (necessary) (needed)
No harsh (chemical) (residue)
No more (Chlorine) bleach
(No more) (eliminating) pushing dirt around
No more (pushing) (scooping) {insert soils – See Pg. 16} (around)!
No need for gloves ({insert pictograms – See Pg. 18})
No need for protective eye wear
(No) (Non) (Chlorine) (bleach) (fumes) (or) (residue) (free) (harshness)
(No) (non) (harsh) (Chlorine) (bleach) (fumes) (or) (chemical) (residue) (free)
No (sticky) (tacky) (residue) (film)
No (streaky mess) (or) (powdery residue)
Powerful (cleaner)
Same (wipe) (roll) you (find) (buy) in (Lysol®) canisters
Shine like new
Specially formulated (wipe) for the (bathroom) (toilet)
Strong (effective) cleanser (that is not harsh)
Strong effective cleanser with (non chemical) (great) scent
Tackles (tough) cleaning jobs (all around the house)
Take control over allergens (in your home) with Lysol® {insert allergen – See Pg. 16}
The Power of Lysol®
(This product) is (also) great on the "go" (in {insert sites – See Pg. 17})
Tough cleaning power (for your difficult) (for your most challenging) (messes) (jobs) (stains)
Trusted heritage (of) (hydrogen peroxide) (H2O2)
Uses no unnecessary chemicals
(Virtually) streak free (formula)
(Visible) clean
(Wipes) works in a kind way
With (Hydrogen Peroxide) (H2O2)
Without leaving any (harsh) (chemical) residues
Works great (smells great)
Works on (large) (small) spills
You can see messes sticking to the wipes (– even) (dust) (dirt) (hair) (and) (crumbs)



<< USAGE CLAIMS >>

Also for use on floor mops
Appropriate for use on {insert surfaces – See Pgs. 16-17}
(Can be used on) (perfect) (for) large surfaces
Compatible with {insert surfaces – See Pgs. 16-17}
Effective clean (everyday)
Effective (disinfecting) for use in {insert sites – See Pg. 17}

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For everyday (use) (usage) (touch ups)
 For general (cleaning) (and) (disinfecting) (hard non-porous) (non-food contact) surfaces
 For Use in (Kitchen) (Bathrooms) (Bedrooms) (and) (All Around the House)
 For your tough (toughest) messes
 Good for (everyday) (cleaning) (touch ups) (and) (for your) (tough) (stubborn) (everyday) (household) (sticky) (messes) (grime) (stains) (insert soils – See Pg. 16})
 Good for everyday touch ups (and) (for you) (tough) (everyday) (household) (sticky) (messes) (insert soils – See Pg. 16})
 Good for your (tough) (everyday) (household) (sticky) (messes) (insert soils – See Pg. 16})
 (Great) (excellent) (for) (quick clean ups) (touch up cleaning)
 Great for (around) (insert sites / surfaces – See Pgs. 16-17}) (hard non-porous surfaces)
 Great for cleaning around the toilet
 (Great for) cleaning ceiling fan blades
 Great for dissolving (tough) spots
 Great for (everyday) (cleaning) (touch ups) (and) (for your) (tough) (stubborn) (everyday) (household) (sticky) (messes) (grime) (stains) (insert soils – See Pg. 16})
 Great for (everyday) (household) (sticky) (messes) (insert soils – See Pg. 16})
 Great for (everyday) use (in) (kitchens) (and) (bathrooms) (toilet(s) (restrooms) (around) (the) (house) (home)
 Great for everyday touch ups (and) (for you) (tough) (everyday) (household) (sticky) (messes) (insert soils – See Pg. 16})
 (Great) for (inside) (around) (insert soils / sites / surfaces – See Pgs. 16-17})
 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) (on) (under) (insert surfaces – See Pgs. 16-17})
 Great for use (in) (on) your (kitchen) (bathroom) (bedroom) (toilet) (and) (throughout) (all over) (the) (house)
 Great for use in your (dorm room) (class room) (office) (gym)
 Great for your (tough) (everyday) (household) (sticky) (messes) (insert soils – See Pg. 16})
 (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
 Perfect for (everyday) (cleaning) (touch ups) (and) (for your) (tough) (stubborn) (everyday) (household) (sticky) (messes) (grime) (stains) (insert soils – See Pg. 16})
 Perfect for (everyday) (household) (sticky) (messes) (insert soils – See Pg. 16})
 Perfect for everyday touch ups (and) (for you) (tough) (everyday) (household) (sticky) (messes) (insert soils – See Pg. 16})
 Perfect for use on (insert surfaces – See Pgs. 16-17})
 Perfect for your (tough) (everyday) (household) (sticky) (messes) (insert soils – See Pg. 16})
 Perfect (suitable) (great) for everyday (touch ups) (daily) (use) (cleaning) (all) (around) (the) (house) (home).
 Suitable for everyday use
 Suitable for use on (hard non-porous) (insert surfaces – See Pgs. 16-17})
 Suitable for use on (virtually) (most) (all) surfaces
 (Suitable) (ideal) (made) (perfect) (great) (for)(use) (in) (all around) (insert sites – See Pg. 17)
 (Suitable) (to give you the freedom) (to) (for) use (the product) (everyday) (and) (all) (around the house):
 The fast convenient way to (clean) (and) (disinfect) hard non-porous surfaces (anywhere you) travel
 The quick and easy way to (clean) (and) (disinfect) (the following hard, non-porous) (non-food contact surfaces) (anywhere you travel): (insert sites / surfaces – See Pgs. 16-17)
 (This product) (cleans and) disinfects the following surfaces (insert surfaces – See Pgs. 16-17)
 (This product) (is) (are) the (quick) (convenient) way to (clean) (and) disinfect (hard non-porous surfaces) your (household) (kitchen) (bathroom) (bedroom) (floor) surfaces
 Use (in) (on) (for) (all around) (insert soils / sites / surfaces – See Pgs. 16-17})
 Use (This product) as a (quick) (convenient) way to (clean) (and) disinfect (hard non-porous surfaces) your (household) (kitchen) (bathroom) (bedroom) (floor) surfaces
 Use (this product) on (hard, non-porous) surfaces where (insert allergens – See Pg. 16) may be a concern
 Use to disinfect (kitchen) (floor) (floors) (surfaces) (before) (after) (cooking) (preparing) (meals) (dinner)
 Use where you live, work and play

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<< CLEANING / DEODORIZING CLAIMS >>

(2)(3)(4)(5)X (the) (everyday) cleaning power
 (2)(3)(4)(5)X cleaning power (This product) has the cleaning power to remove (insert soils – See Pg. 16)

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(2)(3)(4)(5)X cleaning strength
 (2)(3)(4)(5)X (the) clean
 Clean with (just) (one) (1) wipe
 (Cleans) (dissolves) (soap scum) (and) (baked on grease)
 Cleans (even) (bigger) (tougher) (more) messes
 (Cleans) (removes) (tough) (grimy) (bathroom) (kitchen) messes (with little effort) (with little muscle power)
 (within seconds) (within minutes)
 Cleans (surfaces) (in) (one) (wipe) (swipe)
 Clean(s) with the power of Lysol® Brand Products
 Cuts {insert soils – See Pg. 16}
 Cuts grease (and grime)
 Cuts (through) (bathroom) (and) (toilet) (messes)
 Deodorizes (and) (freshens) your {insert sites – See Pg. 17}
 Dissolves {insert soils – See Pg. 16}
 Dissolves (everyday) (bathroom) (toilet) (kitchen) ({insert surfaces – See Pgs. 16-17}) (messes) (& even) (soap scum)
 (and) (hard water) (stains) ({insert soils – See Pg. 16})
 (Dissolves) (Penetrates) (and) (lifts)
 Dissolves (tough) (stubborn) stains
 Effectively cleans everyday messes
 Eliminates (Removes) (kitchen) (and) (bathroom) odors
 Foam micro bubbles work (hard) on (tough) (stains) ({insert soils – See Pg. 16}) (and) (is) (gentle on) (your) (bathroom)
 (toilet) (kitchen) (surfaces) ({insert surfaces – See Pgs. 16-17})
 Foam works (hard) on (tough) (stains) ({insert soils – See Pg. 16}) (and) (is) (gentle on) (your) (bathroom) (toilet) (kitchen)
 (surfaces) ({insert surfaces – See Pgs. 16-17})
 Foaming (micro bubble) action lifts off (tough) (stubborn) (stains) ({insert soils – See Pg. 16}) (without leaving a (harsh)
 (chemical) residue)
 Foaming (micro bubbles) lift off stains (without leaving a (harsh) (chemical) residue)
 Freshens {insert use site – See Pgs. 16-17}
 Freshens (while killing odor-causing bacteria)
 Gets up stuck-on messes
 Helps clean (away) (tough stains) (like) {insert soils – See Pg. 16}
 (Helps) eliminate odor-causing bacteria
 {insert soils – See Pg. 16} disappear(s) (in a flash)
 Leaves (household) (bathroom) (toilet) (restroom) surfaces sanitary
 Lifts stains (away)
 (Neutralizes) (eliminates) (kills) (odors) (from) (odor causing) bacteria
 (Neutralizes) (eliminates) (kills) (tough) odors (caused by bacteria)
 (One) (1) wipe (can be) used to clean messes
 One swipe and {insert soil / allergens – See Pg. 16} (is) (are) gone!
 Picks up (dirt) (crumbs) (and even) (hair)
 Removes (and cleans): {insert soils – See Pg. 16}
 Removes (oxidizable) (tough) (stains) ({insert soils – See Pg. 16})
 Removes stains on toilet seats and around the toilet (- leaving (a whitening) shine)
 Stain remover
 Swipe(s) away {insert soils / allergens – See Pg. 16} (in seconds) (with no effort)
 (The) (Hydrogen Peroxide) (H2O2) Formula releases (thousands of) (micro) bubbles that penetrate to dissolve
 ({insert soils – See Pg. 16})
 This product has the cleaning power to remove {insert soils – See Pg. 16}
 Tough on dirt (no (harsh) (chemical) (smell)
 Tough on (kitchen) (bathroom) (toilet) messes.
 (Traps) (and) (Dissolves) Challenging Messes
 Traps and Dissolves (your) (most) challenging messes
 Traps (&) (and) Locks (dirt) (dust) (crumbs) (hair)
 Traps (and) (N) Locks (Dirt), (Dust) (&) (hair)
 Traps (& Locks) (More) (Messes)
 Trap(s) (&) (and) Lock(s) more messes, even (dirt) (dust) (crumbs) (hair)
 Traps (&) (and) Locks (more) particles of (dirt) (dust) (messes) (crumbs) (hair)
 (Traps) (cleans) {insert soils – See Pg. 16}

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(Traps) (locks) (picks up) (cleans) (wipes off) {insert soils / allergens – See Pg. 16}
Watch the formulation (go to) (work) (lift) (lifting) (tough) (stains) (right before your eyes)
Wipe(s) away {insert soils / allergens – See Pg. 16} (in seconds) (with no effort)

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

Controls common household allergens††
Removes {insert allergens – See Pg. 16}
Removes {insert allergens – See Pg. 16} at the source
Removes allergens (all around your home) (on surfaces) with Lysol® {insert allergens – See Pg. 16}
Removes (more than) 95% of allergens {insert allergens – See Pg. 16}
Removes up to 90% of {insert allergens – See Pg. 16}

(This product) (Even) (Removes) (Traps) (Locks in) (Captures) (Picks Up) (up to) (90%) (of) (the following) (common household) allergens(††): {insert allergens – See Pg. 16} (found in) (associated with) (debris) (dirt) (dust) (lint) (on) (hard, non-porous) (surfaces).

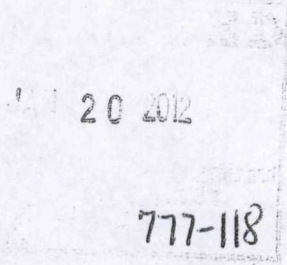
(This product) (Quickly) (Removes) (Traps) (Locks in) (Captures) (Picks up) (debris) (dust) (dirt) (lint) (that) (may) (contain(s)) (harbor(s)) (the following) (common household) allergen(s) (††): {insert allergens – See Pg. 16} (on) (from) (hard, non-porous) (surfaces).

(This product) removes (90% of) the following allergens: dust mite debris, pet dander and pollen particles (from) (timothy grass) (from non-porous hard surfaces).

(This product) removes the following allergens: {insert allergens – See Pg. 16} (from surfaces)

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

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



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<< DISINFECTION CLAIMS – continued >>

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

- * Kills (99.9% of) (Salmonella enterica) (Staphylococcus aureus) on hard, non-porous surfaces in 10 minutes.
- ** Kills (99.9% of) (Salmonella enterica) (Staphylococcus aureus) (Influenza A Virus (H1N1)) (and) (Rhinovirus Type 37) on hard, non-porous surfaces in 10 minutes.
- † Kills (99.9% of) (Influenza A Virus (H1N1)) (and) (Rhinovirus Type 37) in 10 minutes on hard, non-porous surfaces.
- 1 Kills Influenza A Virus (H1N1) on hard non-porous surfaces in 10 minutes.
- 2 Kills Rhinovirus Type 37 and Influenza A Virus (H1N1) on hard non-porous surfaces in 10 minutes.

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

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

<< STARTER KIT CLAIMS >>

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

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

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

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

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

66% more (surface) cleaning (power) (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) 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) (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

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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.

To Open Package: Open cap lid and remove cap from canister. Pull up wipe from center of the roll and push through opening cap. Replace cap on canister and slide wipe into smaller opening at front of cap. Pull wipe up and to the side to remove. After use snap lid securely shut to prevent moisture loss.

<< For pouch packaging >>

To Open Package: Peel back the front label slowly. Remove towelette (cloth) (wipe) (as needed) (and reseal pouch to avoid moisture loss). Reseal (pouch) (package) by firmly running thumb over the label. Throw away soiled (wipe) (cloth) when done.

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

<< Use directions for all packaging types >>

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

To Disinfect: Pre-clean surface. Use enough fresh (wipes) (cloths) to thoroughly wet surface. Surface must remain wet for the entire contact time. Allow to remain wet for 10 minutes. Allow surface to air dry. Toss dirty (wipe) (cloth) away. Rinse all food contact surfaces and toys with water after use.

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

To Disinfect Toys: Use only on pre-cleaned hard non-porous surfaces. Use enough fresh towelettes to thoroughly wet surfaces. Wipe surface and allow to remain wet for 10 minutes. Allow surface to air dry. Rinse thoroughly with water after use.

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

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ACCEPTED
JAN 20 2012
Under The Federal Insecticide, Fungicide and
Rodenticide Act, as amended, for the
product registered under
EPA Reg. No. 777-118

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<< USE DIRECTIONS – continued >>

To Disinfect Floors:

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

<< For convenience mop >>

To use with convenience mop:

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

<< ADVISORY STATEMENTS >>

Do not use (this product) on dishes, glasses, or utensils.
Do not flush (in toilet).
Do not use on unfinished, oiled or waxed wood, unsealed tiles or carpet.
For other surfaces, spot test in an inconspicuous area.
Not (intended) for personal hygiene.
Not recommended for (bare) (unfinished) (unpainted) (wood) (unsealed) (unwaxed) (vinyl) (natural) (marble) (or) (brass) (surfaces).
Unplug small electrical appliances before (use) (cleaning) (disinfecting) (with this product).

<< Additional ADVISORY STATEMENTS – Specific to Professional Branded products Only >>

<< Terminal Sterilant Statement – qualified metal surfaces >>

This product is not for use on critical & semi-critical medical devices or medical equipment surfaces.

<< Terminal Sterilant Statement – unqualified metal surfaces >>

This product is not to be used as a terminal sterilant / high level disinfectant on any surface or instrument that ⁽¹⁾ is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body; or ⁽²⁾ contacts intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to pre-clean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection.

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<< This page is for information purposes only >>

Bacteria & Virus			
<< Disinfection – Hard, non-porous surfaces >>			
Bacteria (10 minutes)	ATCC No.	Viruses (10 minutes)	ATCC No.
Pseudomonas aeruginosa	15442	Influenza A Virus (2009-H1N1) (Novel H1N1)	n/a
Salmonella enterica (Salmonella)	10708	Rhinovirus Type 37	VR-1147
Staphylococcus aureus (Staph)	6538		

Symbol Designation – used on product labels		
Single asterisk (*)	Bacteria * / Fungi	Used for identifying disinfection against specific bacteria or fungi
Dagger (†)	Viruses †	Used for identifying disinfection against specific viruses
Double asterisk (**)	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

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17/22

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

Soils / Odors: (Graphic – depicting soil)

Baby food	Dirt (greasy dirt)	Limescale	Pet odors
Bacon fat	Dried on food	Lint	Pet stain(s)
Baked on cheese	Dust	Makeup	Rust
Bathroom grime	Everyday messes	(Tough) Messes	Small spills
Bathroom messes	Fingerprint / Handprint	Mildew stains	Smears / Smudges
Bathtub rings	Food (residues) (particles)	Mineral stains	Smudges
Blood stains	Footprints	Mold stains	Soap Scum
(Burnt on) Food (stains)	Gravy	Mud	Stains
(Burnt on) Grease	Grease	Oil	Stains / Soils
Calcium stains	Grime	Outdoor grime	Sticky messes
Chicken juice	Hair dye	Pancake mix	Tea (stains)
Coffee stains	(Pet) Hair	Particles (residues)	Tomato sauce
Cooking splashes	Hard Water (stain)	Pasta sauce	(Dried on)Toothpaste
Cosmetic stains	Heel / Scuff marks	Peanut butter	Tough soil
Crayon / Pencil marks	Honey	Pen / Ink marks	Tough stains / soils
Crumbs	Jelly	Pet messes	Urine stains
Debris	Juice stains		Wine (stains)

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

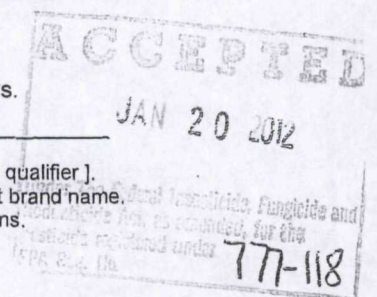
Hard Non-porous Surfaces: (Graphic – depicting surface / use site)

Appliance (exterior) (handles)	Floor (glazed tile)	Potty trainer (seats)
Baby carriages	(Laminate) (Laminated floors)	Rails
<u>Baked Enamel Tile</u>	Floor (linoleum)	Refrigerators exteriors
<u>Glazed Enamel Tile</u>	Floor (no-wax)	Remote Control
Baseboards	Floor (vinyl)	Shelves (drawers)
(Plastic) Bathtub (Tub)	Garbage Can (Pail)	(Non-wood) Shelves (shelving)
(non-wood) Bed frames	Glazed Ceramic Tile	Shower (door) (vinyl curtain)
(Plastic) Booster Seats	Glazed Porcelain Tile	Shower (Stall) (Area) (head)
(non-wood) cabinets	Glazed Tiles	(fittings) (hardware)
Changing Table	Highchair (non-food contact area)	(Kitchen) (Bathroom) Sink (Basin)
(Computer) Keyboards	Kitchen Surfaces	Sink (basin)
Computer (Mouse)	Light fixtures	Sports equipment
(Kitchen) Counter (Countertop)	Light switches	Stainless Steel ¹
Cribs (rails)	(Sealed marble) (Glazed marble)	Stove (Stovetop)
(Diaper) changing (Counters) (tables)	Metal blinds	Strollers
Diaper Pail	(Microwave) Oven	Table (Tabletop)
Door Knob (Handle)	Non-medical (chrome / stainless steel)	Telephones (phones)
Exhaust Fan (Hood)	(Non-wood) (Baby) (Furniture)	Toilet bowl exterior (Urinal)
Exterior of Toilets	(Non-wood) (finished) Cabinets	(Toilet) (Urinal) Exteriors
Faucet (chrome / stainless steel)	Outdoor Furniture (except	Toilet Seats
(Kitchen) (Bathroom) Faucet	Cushions and woodframes)	Vanity Top
Finished wood (furniture) (surfaces)	Painted woodwork	Washable Wall
(Bathroom) (Kitchen) Fixtures	Plastic Laundry Basket (Hamper)	Other hard, non-porous, non-food
Fixtures (chrome / stainless steel)	(Plastic) Toys ¹	contact surfaces
(Bathroom) (kitchen) floor		

¹ Non-Medical or Fixture

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

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

Surface Types: (~ Non-Medical or Fixture)

Aluminum	Glazed Ceramic	^ Plexiglas®
Chrome~	Glazed Enamel	Sealed (floors) (marble) (quartz) (stone)
^ Corian®	Glazed Porcelain	Sealed Granite
Crystal	(waxed) Linoleum	Sealed Terra Cotta
<u>(Baked enamel) (Glazed enamel)</u>	(non-waxed) Linoleum	Stainless Steel~
Fiberglass Fixtures	Metal	Tin
Finished Wood (floors)	Mirror	
^ Formica®	Plastic	
Glass	Plastic Laminate	

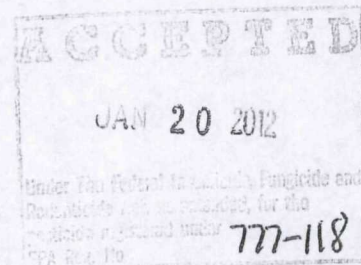
^ Corian® is a registered trademark of DuPont.
^ Formica® is a registered trademark of The Diller Corporation.
^ Plexiglas® is a registered trademark of the Atoglas Company

Patterns/Textures: (Graphic – depicting images)

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

Household Use Sites: (Graphic – depicting use site)

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



Business Use Sites: (Graphic – depicting use site)

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

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19/22

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

NOTE: This product meets the EPA's criteria of Toxicity Category IV by all routes of exposure. Therefore a Signal Word, Precautionary Language and First Aid Statement is not required in accordance to EPA Label Review Manual: Sections 7-2 and 7-10

<< Standard container >>

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

<< Pouch 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. Do not flush. Non-refillable container. Do not reuse or refill this container (package) (pouch). Discard empty (envelope) (pouch) (peel & reseal) (package) in trash.

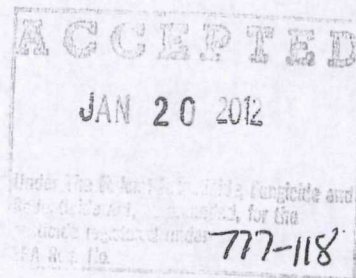
<< Refillable container >>

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

<< Non-refill 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. Do not flush. (Reseal) (Close) lid (package) between uses to retain moisture. Non-refillable (container) (package) (pouch). Do not reuse or refill this (container) (package) (pouch). Discard (bag) (pouch) (box) (container) (package) in trash or offer for recycling.

(Optional Pictograms – no gloves, goggles, face mask)

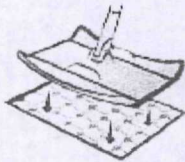


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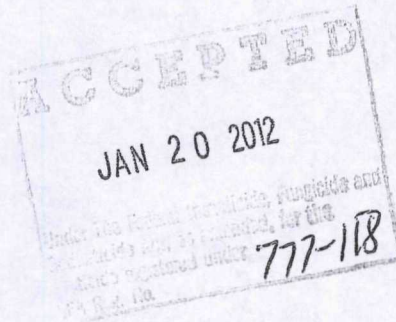
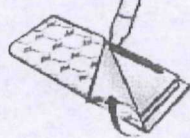
(Note to reviewer: The following are optional proprietary graphics)



Press & Go

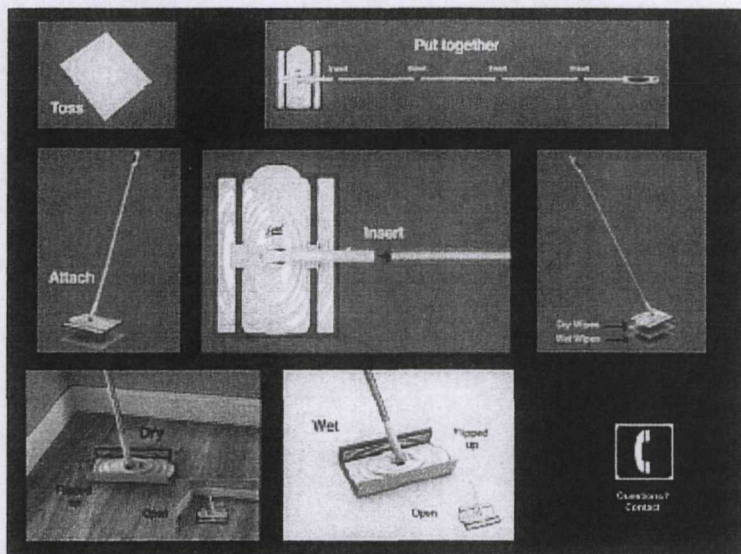


Wrap & Go



NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier].
The term "this product" used throughout this document may be replaced with the marketed product brand name.
To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.
The product label must identify the specific bacteria, virus, fungus & mold.
The term (x) is a placeholder that represents a number between 1 and 99.

21/22



ACCEPTED
 JAN 20 2012
 This product was reviewed by the EPA and
 is approved under 777-118

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier].
 The term "this product" used throughout this document may be replaced with the marketed product brand name.
 To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.
 The product label must identify the specific bacteria, virus, fungus & mold.
 The term (x) is a placeholder that represents a number between 1 and 99.



Above image is to help consumers know where to peel open the label/package to retrieve a cloth.



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

ACCEPTED
JAN 20 2012
Under the Federal Insecticide, Fungicide and
Rodenticide Act, as amended, for the
pesticide registered under EPA Reg. No. 777-118

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier].
The term "this product" used throughout this document may be replaced with the marketed product brand name.
To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.
The product label must identify the specific bacteria, virus, fungus & mold.
The term (x) is a placeholder that represents a number between 1 and 99.