

777-126

5/22/2014

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



Office of Pesticide Programs

Reckitt Benckiser LLC
Morris Corporate Center IV
399 Interpace Parkway
Parispany, NJ 07054

MAY 22 2014

Attention: Keshia Carswell, Esg

Subject: **Angel**
EPA Registration No: 777-126
Notification Dated: April 23, 2014

This will acknowledge receipt of your notification, submitted under the provisions of the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA)

Proposed Notification

- Addition to Marketing Claim

General Comments

Base on a review of the submitted material, the following comments apply:

The Notification dated April 23, 2014 to add the "**Addition to marketing claim to the master label**" is acceptable. A copy of this letter has been placed in your file.

If you have any questions concerning this letter, please contact Zebora Johnson at (703) 308-7080.

Sincerely

Zebora M. Johnson
Information Management Specialist
Regulatory Management Branch I, Team 33
Antimicrobial's Division (7501P)

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**EPA**United States
Environmental Protection Agency
Washington, DC 20460☐ **Registration**
☐ **Amendment**
☒ **Other**

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 777-126	2. EPA Product Manager Marshall Swindell	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
Company/Product (Name) Angel	PM# # 33	
5. Name and Address of Applicant (Include ZIP Code) Reckitt Benckiser LLC. D/B/A Reckitt Benckiser Morris Corporate Center IV 399 Interpace Parkway Parsippany, NJ 07054-0225 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section - II

- ☐ Amendment - Explain below. ☐ Final printed labels in response to Agency letter dated _____
- ☐ Resubmission in response to Agency letter dated _____ ☐ "Me Too" Application
- ☒ Notification - Explain below. ☐ Other - Explain below

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

Addition of the following marketing claims to the master label:

- Bubbles so you know it's working
- No bleach harshness
- (Swipe)(Swipes)
- Up to (X)(month)(months)(days)(of)(taps)(swipes)(wipes)
- (Wipe)(Wipes)

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged In:

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

3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container Various	5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product
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6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____
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Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)

Name Keshia Carswell, Esq.	Title Regulatory Operations Lead	Telephone No. (Include Area Code) 973-404-2995
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Certification

I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.

Signature: 	Title: Regulatory Operations Lead
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Typed Name: Keshia Carswell, Esq.	Date: April 22, 2014
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6. Date Application Received
(Stamped)

April 22, 2014

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504-P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac yard
2777 S. Crystal Drive
Arlington, VA 22202
ATTN: Marshall Swindell, PM-33

Reference: Product File Name: Angel
 EPA Registration #: 777-126
 Notification: Addition of Marketing Claims

Dear Marshall Swindell:

Reckitt Benckiser LLC (d/b/a Reckitt Benckiser) would like to submit a notification in accordance with PR 98-10 to add the following marketing claims to the master label:

- Bubbles so you know it's working
- No bleach harshness
- (Swipe)(Swipes)
- Up to (X)(month)(months)(days)(of)(taps)(swipes)(wipes)
- (Wipe)(Wipes)

In order to support this notification, the following documentation is included:

- EPA Form 8570-1
- Red-lined version of the updated master label (two copies)
- Clean version of the updated master label (one copy)

If there is any other information that the agency needs to complete this submission, please feel free to contact me directly at 973-404-2995 or via email at rbna@rb.com. Thank you for your assistance with this registration action.

Sincerely,



Keshia Carswell, Esq.
Regulatory Operations Lead
Reckitt Benckiser
Encl.

<< Front Panel >>

ACTIVE INGREDIENT:
Hydrogen Peroxide: 0.88%
OTHER INGREDIENTS: 99.12%
TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN.

NET	14 FL. OZ.	(414 mL)		32 FL. OZ.	(1 QT.)	(946 mL)
CONTENTS:						
	16 FL. OZ.	(1 PT.)	(437 mL)	40 FL. OZ.	(1 QT. 8 FL. OZ.)	(1.18 L)
	17 FL. OZ.	(1 PT. 1 FL. OZ.)	(502 mL)	64 FL. OZ.	(2 QTS.)	(1.89 L)
	22 FL. OZ.	(1 PT. 6 FL. OZ.)	(650 mL)	128 FL. OZ.	(1 GAL.)	(3.79 L)
	24 FL. OZ.	(1 PT. 8 FL. OZ.)	(709 mL)	144 FL. OZ.	(1.125 GAL.)	(4.25 L)
	26 FL. OZ.	(1 PT. 10 FL. OZ.)	(739 mL)	X FL. OZ.	(X PT. X FL. OZ.)	(X mL)
	28 FL. OZ.	(1 PT. 12 FL. OZ.)	(828 mL)	(3) 32 FL. OZ.	(1 QT.) 946 mL	Total: 96 FL. OZ.
						(3 QT.) 2.84 L
	29.3 FL. OZ.	(1 PT. 13.3 FL. OZ.)	(866 mL)			

<< Front / Back Panel >>

EPA Reg. No.: 777-126
EPA Est. No.: 777-NJ-2 777-OH-1 09019-OH-1
8791-MO-1 777-IL-1 09019-OH-2
058455-IN-1 11525-IL-1 09019-OH-3
777-POL-001

See bottom or side (for Lot / Date code)

NOTIFICATION
Date Reviewed: 5/22/14
Reviewed By: [Signature]

<< Back Panel >>

Contains no phosphates.
This bottle is made of 25% post-consumer recycled plastic.
Questions? (1-800-228-4722) (1-800-677-9218) (1-800-xxx-xxxx)
For ingredient (and other) information: www.rbnainfo.com (website)
Distributed by: Reckitt Benckiser, Parsippany, NJ 07054-xxxx
Made in {insert country} ©RB{year}
Company graphic logo



<< Back Panel – optional text >>

Recycle symbol

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®)

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 200.

<< Back Panel – optional text-continued >>



[[Use your phone to] go here -and/or- scan [[the] tag
-or- [this] code] to learn -or- get -or- see [more] uses
"or" information [on how-to-use [This Product]] -or-
[how-to] tips -or- [how-to [-use]] videos]

<< 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 >>

(New) (New & Improved) (Complete) (Formula) (Formulation) (Fragrance) (Scent)
(New) (Sprayless) (Unique) (Design)(Dispensing) (Reduces Overspray)(No Overspray)

<< FRAGRANCE CLAIMS >>

Citrus Sparkle	Cool Lavender	Mountain Fields
Oxygen Splash	Spring Breeze	(Fresh) (Clean) (Scent)

<< PACKAGING CLAIMS >>

(Bonus) (Bonus x%) (Bonus x oz.) (x% Discount) (x% More Free) (x oz. Free)
(x oz. at x oz. Price) (x oz. for the x oz. Price) (x oz. at the Price of x oz.) (x oz. for the Price of x oz.)
(More than) (Over) (x # of squirts per bottle) (x # of sprays per bottle) (x # of uses per bottle)
(Economy) (Great) (Mega) (Multi) (Super) (Trial) (Value) (Pack) (Refill) (Size)
(Money back guarantee)(Satisfaction Guaranteed)
(Take the Lysol® Challenge) (Try it yourself) (or) (Get your money back)
Free (Dispenser) (Refill) with purchase of (refill) (dispenser)
This (X) (Ounce) (Container) is equal to (X) (uses) (wipes) (quick) (touch ups) (cleaning) (occasions) (cleanse) (dabs) (taps)
(sprays)
Refills X Times
40% more* (vs. *10 oz size)
Save (X%) (per ounce)
The Container contains no metallic parts
X (More) (Dispenses) (Free) (per bottle)
X (More) (Uses) (Sprays) (per bottle)X Refill=(X Dispenses) (X Dispensers)

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<< Front or Back Panel-PURCHASE / SCHOOL SUPPLY PACKAGE CLAIMS >>

Back to school (item) (special) (value) (limited time) (limited edition) (pack) ⁽¹⁾
Back to school Supply Value Pack ⁽¹⁾
(Buy) (x) for Daycare (Center)/(x) for Home ⁽¹⁾
(Buy) (x) for Teacher / (x) for Home ⁽¹⁾
(Buy) (x) for Home / (x) for Teacher ⁽¹⁾
(Buy) (x) for Kitchen / (x) for Bath / 1 for Living Room
(Buy) (x) for School / (x) for Home ⁽¹⁾
(Buy) (x) for Home / (x) for School ⁽¹⁾
(Buy) (x) for Home / (x) for Office
(Buy) (x) for Office / (x) for Home
Get ready for back to school ⁽¹⁾
Great value for back to school
(Important) school supply checklist (item) ⁽¹⁾
(Key) Back to school shopping list (item) ⁽¹⁾
School Supply Pack ⁽¹⁾

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

<< MARKETING CLAIMS >>

(Clean & Simple) (Complete) (Complete Clean) (Easy) (Easy to use) (Everyday Cleaner) (Everyday Use)
(Effective) (H2O2) (Modern)(Multi-Action) (Multi-Clean) (Multi-Purpose) (Multi-Surface)(Triple Action) (Ready to
use)(Streak-Free) (Ultra) (Versatile) (with Hydrogen Peroxide)

(Beautiful) (Bright) (Brilliant) (Glistening) (See-through) (Sparkling) (Streak-Free) (shine) (Streak-free) formula
(Antibacterial) (Antibacterial Action) (Germicidal**) (Virucidal†)

(Clean) (Cleaner) (Cleans) (Cleaning)
(Degreaser) (Degreases) (Grease releaser)
(Deodorize) (Deodorizer) (Deodorizes) (Deodorizing)
(Disinfect) (Disinfects) (Disinfectant) (Disinfecting)

(Cuts) (Cuts through)(Destroys) (Dissolves) (Eliminates) (Penetrates)
(Removes) (the following) (tough) (the toughest) (even the toughest) (stubborn) (everyday)
{insert sites / surfaces / soils – see Pg. 12} (without streaking) (and) (with no bleach)

(Effective) (Effectively) (Effortlessly) (Fast) (Fresh) (Good) (Great) (Maximum Cleaning Power) (Nice)
(Scratch and Sniff) (Smell) (Smelling) (Smells)

(Decorative) (Dispenser) (Matches) (Décor) (Leave on counter) (Leave it out) (No need to clear your counters)
(Comfort)(Easy (to) Grip) (Easy (to) Store)(Ergo)(Ergonomic)
(Controlled) (Convenient) (Dispenser)(Dispensing) (No Drip) (Sprayless)

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<< MARKETING / FORMULATION CLAIMS >>

For a complete clean, (this product) (is) (an) (will) (has) {insert any below listed claim from pages 2 - 9}
Always Tip Top (clean) (with Lysol Tap Top™)
A convenient way to (clean) (disinfect) (and) (deodorize)
(A) (Modern) (Quicker) (way) (to) clean
Always (there)(ready)(within arms reach)(ready to clean)(ready for you)(at your fingertips)
Antibacterial ({insert sites / surfaces – see Pg. 12}) (surface) cleaner
Better than ever on {insert soils – see Pg. 12}
Better cleaning than (paper towel and water)(sponge)(rag)(towel)
(Bleach free*) (*no chlorine bleach)
Bubbles so you know it's working
Helps prevent cross-contamination of bacteria*
(Cleaning)(Disinfecting) at your finger tips
Cleans (up to) X (more)(square feet)(of) (counters) (countertops)
Cleans (and shines) (and smells) (great)
Clean (when the mess happens) (with less) (up messes with one hand)
Combines (streak-free) cleaning with antibacterial action
Contains (effective) (fast-acting) (grease cutters) (cleaning agents)
Contains the cleaning liquid of (X) wipes
Control where you put your cleaner
Convenient (disinfecting)(and)(cleaning)(sanitizing)(pump top)
Convenient ({insert surfaces – see Pg. 12}) (kitchen) (and) (bathroom) (surface) cleaner
(Daily) (Everyday) clean
(Designed) (to) clean(s) (everday) (tough) messes
Designed (to) (stay) (be placed) (sit) (on) (for) (the) (Kitchen) (and) (or) (Bathroom) counter(s)
Disinfectant at (the palm of your hand) (your finger tips)
Disinfection for your (kitchen) (and) (bathroom) (home)
Disinfects (and) (deodorizes) (hard, non-porous surfaces)
Does not contain (chlorine) bleach
Don't hide your cleaner (anymore)
Easy to use (formula) (formulation) (refill)
Easy
(Easy) (&) (Convenient) way to clean (and disinfect)
Effective cleaning without harsh chemicals
Make every wipe count
For a better (kind of) clean
(For) (a) deep (down) clean
For everyday (use) (usage) (touch-ups)
For multiple cleaning (tasks)
Free from bleach*(*no chlorine bleach)
Get a true clean (with) (this product)
Gives you multiple cleaning actions (-) (removes) (eliminates) (cuts through) ({insert soils – see Pg. 12}) (and) (deodorizes)
Helps keep your home cleaner
Helps prevent the spread of germs** on hard, nonporous surfaces
Helps prevent the spread of cold and flu viruses†
Improving your paper towel
Just a tap (to top up your cleaning)
Keep cleaning under control
(Keep) (Leave) (it) (on the counter) (out) (so its ready to go)(so you are always ready to)(clean)(disinfect)
Leaves a (long-lasting) (fresh) (clean) scent
Leaves a (whitening) shine

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<< MARKETING / FORMULATION CLAIMS-continued >>

Leaves a (long-lasting) (fresh) (clean) scent
Leaves a (whitening) shine
(Leaves) No harsh (chemical) residue (on non-food contact surfaces)
Leaves no harsh chemicals behind
Leaves your {insert sites / surfaces – see Pg. 12} (with a) (fresh) (clean) (and) (fragrant) (scent) (sparkling) (shine)
(Less) (fumes) (overspray) then your trigger (spray)
Low Streak formula (!)
Made for your (kitchen) (or) (bathroom) (counter)
Make your paper towel better
Modern (design)(look)(cleaning solution)
(More) Controlled (way)(of) cleaning
Next generation of clean
No bleach harshness
(No) (Free of) harsh (chemical) residue
No harsh fumes
No mess (cleaner) (cleaning)
No more hiding your cleaners
No (more) (harsh) overspray
No need to clear the counters before using
No unnecessary chemicals
On the spot cleaning
One hand (One) (X) pump One clean (home)(kitchen)(bathroom)
One (handed) (touch) (cleaning)
One pump and you are cleaning
Out (so you won't forget to clean) (where you need it)
Power (up) your (wipe)(swipe) (dish rag) (sponge)(paper towel) (or) (dish towel) for cleaning
Powerful (cleaner) (cleaning) (easy clean) (and) (quick cleaning)
Press for success
Prevents overspray
Pump (and go) (it up) (power)
Pump up the (cleaning)(power)
Quickly deodorize
Ready to use (multi-purpose) ({insert surfaces – see Pg. 12}) (kitchen) (cleaner)
Reduce cleaning time
Releases powerful cleaning agents (on contact)
Shine(s) like new
(Sleek) (modern) (simple) (unique)(exclusive)Design
Small and compact
Space saver
Speed up cleaning
Stain remover
Stains disappear (before your eyes)
Starts cleaning on contact
Strong (effective) cleanser (that is not harsh)
Strong effective cleanser (with a) (non-chemical) (fresh) (scent)
Suitable for everyday use
Surface cleaner (with antibacterial formula)
(Swipe)(Swipes)
Tap and go
Tap for Tip Top cleaning
The cleaning power of a trigger spray (product) on a (wipe)(dish rag) (sponge) (paper towel) (or) (dish towel)
The easy way to (manage your) clean
(The) (Tough) (toughest) stains (instantly) disappear
There when you need it the most
(This product) (This product's formula) cleans and shines

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

(This product) will help (you) keep your {insert sites / surfaces – see Pg. 12} clean (and disinfected from bacteria*)
(Top)(Dispenser) fits your hand
Up to (X)(month)(months)(days)(of)(taps)(swipes)(wipes)
Watch {insert soils – see Pg. 12} (start to) (disappear) (dissolve) (right before your eyes)
Watch (the) (tough) (toughest) stains disappear
(Wipe)(Wipes)
With (Hydrogen Peroxide) (H2O2)
Without having to worry where chemicals land
Works great (smells great)
You (are in control) (control how much you need)

<< USAGE CLAIMS >>

A disinfecting (non-food contact surface) cleaner for use on {insert surfaces / sites – see Pg. 12}
An (effective) (antibacterial) (disinfectant) (disinfecting) cleaner for use (in) (the) ({insert sites – see Pg. 12}) (on) (the)
{insert surfaces / sites/soils – see Pg. 12}
Antibacterial cleaning action (on hard, non-porous surfaces) (in) (the) ({insert sites – see Pg. 12}) (for use on) ({insert surfaces / soils – see Pg. 12})
Cleans and disinfects ({insert sites / surfaces – see Pg. 12})
Clean before the stain sets in
Clean now (so less work later)
Clean with (one) (touch)(swipe)(wipe) (tap)
Effective (everyday) cleaner
Easy (/ Effective): Use (in the) ({insert sites – see Pg. 12}) (on) (the) ({insert surfaces / soils – see Pg. 12})
For (multiple) cleaning (tasks)
For (use in) (use on) {insert surfaces / sites – see Pg. 12}
For any hard, non-porous surface where (bacteria*) (germs**) are a concern
(Good) (Great) for (everyday) (household) (kitchen) (and) (bathroom) (your) (tough) (sticky) (messes) ({insert soils – see Pg. 12})
(Good) (Great) for (everyday) (multiple) (cleaning) (and) (for your toughest) (messes) (jobs) (tasks) (chores)
(Good) (Great) for everyday touch ups (and) (for your) (tough) (everyday) (household) (sticky) (messes) ({insert soils – see Pg. 12})
(Good)(Great)(Amazing) for (quick clean ups)(cleaning)(spot cleans)(wipe ups)(touch ups)(those little accidents)
(Great)cleaning on the go
Great for (everyday) (use) (in) (the) (around the) (home) (house) ({insert sites – see Pg. 12}) (on) (the)
{insert surfaces / soils – see Pg. 12}
Intuitive (to use)
Keep your (kitchen) (and) (bathrooms) ({insert sites / surfaces – see Pg. 12}) clean (every day)
Perfect for (everyday) use (on) ({insert surfaces / soils – see Pg. 12})
Quick cleaning on (the) ({insert surfaces – see Pg. 12})
Quick (kitchen) cleaning (made easy)
(Suitable) (Great) for use on (hard, non-porous) {insert surfaces – see Pg. 12}(in) (the) ({insert sites – see Pg. 12})
Stop cleaning with (a) (the) (dirty) (soapy) sponge
Stop spraying product (everywhere)(where you don't want it to go)
Tap to clean
Touch up (cleaning)(clean)
Use less than your normal cleaners
Use (this product) (on)(to clean) {insert surfaces / sites / soils – see Pg. 12}
Where to use: {insert surfaces / sites – see Pg. 12}
Works on a wide range of (surfaces) ({insert surfaces / sites / soils – see Pg. 12})
Works with a dry paper towel or (clean) sponge

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<< CLEANING / DEODORIZING CLAIMS >>

3X (thè) Cleaning Power on {insert soils – see Pg. 12}
4-in-1 Action (- saves you time)
(Better than ever) (cleaning) (and disinfection) for your (kitchen) (and) (bathroom) (floors)
Cleans ({insert sites – see Pg. 12}) {insert soils – see Pg. 12} (fast)(quickly) (to a streak-free shine)(without leaving a harsh chemical residue behind)
Cleans (everyday) (tough)({insert sites / surfaces / soils – see Pg. 12}) (food spill) (messes)(fast)
Cleans (and) (disinfects)(shines) {insert surfaces / sites – see Pg. 12}
Cleans as it deodorizes
Cleans (baked on food) (burnt on food) (baked / burnt on food) (stains) ({insert soils – see Pg. 12})
Cleans (disinfects) and removes (offensive) odors from {insert surfaces / sites – see Pg. 12}
Cleans surfaces to a streak-free shine (without leaving a harsh chemical residue behind)
Cleans the following {insert surfaces / sites / soils – see Pg. 12}
Cleans to a (brilliant) (streak-free) shine
Cleans (tough) (the toughest) (stubborn) (nasty) (household) (messes) (stains) (fast) (including) ({insert sites / soils – see Pg. 12})
Controls (odor-causing) (bacteria) (in the) (kitchen) (and) (bathroom)
Cuts {insert soils – see Pg. 12} (in) (on) ({insert sites / surfaces – see Pg. 12}) (fast)(quickly)
Cuts (through) (tough) ({insert sites – see Pg. 12}) {insert soils – see Pg. 12} (messes)}
Cuts (tough) {insert soils – see Pg. 12} and kills 99.9% of bacteria* (in) (the) {insert sites – see Pg. 12} (on) ({insert surfaces – see Pg. 12})
Cuts (tough) (household) (messes) (including) ({insert sites – see Pg. 12}) {insert soils – see Pg. 12}
Deodorizes (and freshens) (your) ({insert sites – see Pg. 12})
Destroys (baked on food) (burnt on food) (baked / burnt on food) (stains) (even the toughest)(tough) (the toughest) (stubborn) (nasty). ({insert soils – see Pg. 12}).
Destroys (stains) (on impact)
Dissolves (and) (lifts) {insert soils – see Pg. 12} (fast) (quickly) (right before your eyes)
Dissolves (even the toughest) (tough stains) (like) {insert soils – see Pg. 12}
Dissolves everyday {insert sites / surfaces – see Pg. 12} (messes) (and even {insert soils – see Pg. 12})
Easily removes (food) (stains) ((like) {insert soils – see Pg. 12})
Effectively cleans a wide range of surfaces {Insert surfaces from page 12:}
Effectively cleans (everyday (kitchen) messes) {insert soils from page 12}
(Effortlessly) Cleans the following: {insert surfaces / soils – see Pg. 12}
(Effortlessly) Removes (stubborn) (nasty)(stains) (the following:) ({insert soils – see Pg. 12})
Eliminates {insert soils – see Pg. 12} (without streaking)
Eliminates (odors from) odor-causing bacteria (in) (the) (kitchen) (and) (bathroom)
Eliminates (tough) (stubborn) (nasty) (stains)(bathroom) (and) (kitchen) {insert soils – see Pg. 12}
Even (the toughest) ({insert sites – see Pg. 12}) ({insert soils – see Pg. 12}) disappear (right) before your eyes
Immediate (fizzing) (bubbling) (action) (lifts away) (helps break down) {insert soils – see Pg. 12}
Kills (kitchen) (household) (odors from) (odor-causing bacteria) (tough odors)
Leaves {insert surfaces / sites – see Pg. 12} (surfaces) (clean) (deodorized) (with) (and) (a) (sparkling shine).
Neutralizes (odor-causing bacteria)(tough odors)
Oxygen formula (releases) (micro) (bubbles) (to) (that) (penetrate) (and) (dissolve) (tough) (stains) ({insert soils – see Pg. 12})
Penetrates (tough) (even the toughest) ({insert soils – see Pg. 12}) (stains (like {insert soils – see Pg. 12})
(Quickly) (Removes) (Cleans) the following: {insert soils – see Pg. 12}
Removes offensive odors from {insert surfaces / sites – see Pg. 12}
Removes (tough) (even the toughest) (everyday) (the following) {insert soils – see Pg. 12}
Specially designed (to penetrate) (to dissolve) (the toughest) (tough) (stubborn) {insert soils – see Pg. 12}
Starts to dissolve {insert soils – see Pg. 12} right before your eyes
(The) (Hydrogen Peroxide) (formula) releases (hundreds) (thousands) of micro bubbles (that penetrate to dissolve) ({insert soils – see Pg. 12})
Tough on (baked on food) (burnt on food) (baked / burnt on food) (greasy soils) (stains) ({insert soils – see Pg. 12})
Wipes away (everyday) (tough) {insert soils – see Pg. 12}

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The term (x) is a placeholder that represents a number between 1 and 200.

<< DISINFECTION CLAIMS >>

Cuts tough dirt and grime and kills 99.9% of bacteria (in the bathroom) (in the kitchen) (on) ({insert surfaces – see Pg. 12})*
Disinfects (and removes offensive odors from) {insert surfaces / sites – see Pg. 12}
Effective against (:) {insert micro-organisms – see Pg. 11}
Eliminates (Kills) 99.9% of (household) bacteria (in 10 minutes)*
Eliminates bacteria from (kitchen) (and) (bathroom) ({insert surfaces – see Pg. 11}) (surfaces)*
Eliminates (Kills) germs (that ordinary cleaners don't)**
Eliminates (kitchen) (and) (bathroom) bacteria*
Freshens while killing bacteria*
Kills (99.9% of) bacteria*
Kills (99.9% of) bacteria and (&) viruses**
Kills (99.9% of) (Escherichia coli O157:H7 (E. coli)) (and) (Salmonella enterica (Salmonella))
(insert micro-organisms – see Pg. 12))
Kills (99.9% of) germs**
Kills (99.9% of) germs (including (the) cold and flu viruses on hard non-porous surfaces)**
Kills (99.9% of) the following (household) bacteria commonly found in (bathrooms) (kitchens) on hard, non-porous surfaces in 10 minutes:
{insert micro-organisms – see Pg. 12}
Kills (99.9% of) viruses and (&) bacteria**
Kills (99.9% of) viruses and (&) bacteria (including (the) cold and flu viruses on hard non-porous surfaces)**
Kills Avian Influenza A Virus on pre-cleaned (environmental) surfaces (in 10 minutes)
Kills bacteria and viruses on hard, non-porous (kitchen) (and) (or) (bathroom) surfaces in 10 minutes**
Kills (household) bacteria commonly found in (the) (kitchen) (and) (bathroom) (in 10 minutes)*
Kills (kitchen) (and) (bathroom) germs**
Kills (kitchen) (household) bacteria*
Kills more than 99.9% of bacteria and viruses**
Kills Viruses†
Reduces the amount of bacteria on a surface***
Removes bacteria*

<< 2009 PANDEMIC H1N1 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) 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 Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

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

- * Kills (99.9% of) (Escherichia coli O157:H7) (Pseudomonas aeruginosa) (Salmonella enterica) (Staphylococcus aureus) (Staphylococcus aureus [MRSA]) (and) (Streptococcus pyogenes) (on hard, non-porous surfaces) (in 10 minutes).
- ** Kills (99.9% of) (Escherichia coli O157:H7) (Pseudomonas aeruginosa) (Salmonella enterica) (Staphylococcus aureus) (Staphylococcus aureus [MRSA]) (and) (Streptococcus pyogenes) (and) (Rotavirus WA) (Herpes Simplex Virus Type 1) (on hard, non-porous surfaces) ((Avian Influenza A Virus) (Influenza A Virus) (Rhinovirus Type 37) [on hard, non-porous surfaces]) (in 10 minutes).
- † Kills ((Avian Influenza A Virus) (Influenza A Virus) (Rhinovirus Type 37) [on hard non-porous surfaces]) (Herpes Simplex Virus Type 1) (and) (Rotavirus WA) (on hard, non-porous surfaces) (in 10 minutes).

<< Additional CLAIMS / USE INSTRUCTIONS – Specific to Professional Branded products Only >>

NOTE: The terms *cafeteria*, *kitchen* and *break room* may be used interchangeably in any of the listed claims found throughout this document for Professional Use branded products.

(Hospital) (Institutional) (Industrial) (Commercial) (Professional) (Kitchen) (Cafeteria)
(Cleaner) (Deodorizer) (Disinfectant)
Formulated for (hospital) (institutional) (industrial) (commercial) (professional) use
Formulated for medical institution's (infection control program) needs
Meets AOAC Germicidal Spray products efficacy test standards for hospital disinfectants

Professional Use Sites:

Bathroom (Restroom)
Break Room
Cafeteria
Day Care Center
Dental Office

Doctor's Office
Health Care Facility
Hospital
Hotel / Motel
Kitchen

Nursing Home
Office Building
Physician's Office
Restaurant
School (College)

<< 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 is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body; or ⁽²⁾ contacts intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enters normally sterile areas of the body. This product may be used to pre-clean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection.

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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.

Before first use remove (outer carton) (outer wrapper) (outer label) (outer shrink sleeve) (Pull) (Tear) (down) (around perimeter of unit) on perforated strip

(To Operate:) To Unlock: (Push Down) (Twist) (top) (and) (rotate) (pump) (head) (counter) (clockwise) (to open) (to dispense)
To Lock: (Push Down) (twist) (top) (and) (rotate) (pump) (head) (counter) (clockwise) (to open) (to dispense) (Reverse this action) (Reverse unlock action)

To Refill: ((Remove) (outer) (plastic) (wrap) (shrink) (sleeve) (of) (original) (unit) by tearing along perforation). Remove cap (from refill). (Unscrew)(Remove) pump (from original unit). Place pump on refill and (screw to) tighten.

To Refill (Bottle) (unit): ((Remove) (outer) (plastic) (wrap) (shrink) (sleeve) of (original) (unit) by tearing along perforation) Remove cap (from refill). (Unscrew)(Remove) (pump) (from) (top) (of unit). Pour product from refill container and replace (top)(pump) (of unit) and tighten.

To Clean: (Apply) (product) (on) (wipe) (dish rag) (sponge)(paper towel) (or) (dish towel) (by) (pumping)(pushing) (dabbing) (tapping) (down) (top) (of) (unit) (once) (twice) (three times) (several) (a) (few) (x) (times) (to) (clean). Wipe surface. Rinse food contact surfaces with potable water.

To Disinfect: Pre-clean surface (Apply to surface until thoroughly wet.) (Thoroughly wet surface) Allow (surface) to remain wet for 10 minutes. (To disinfect heavily soiled surfaces, pre-clean surface using a fresh paper towel or sponge.)

To Disinfect Toys: Use only on hard non-porous surfaces. Pre-clean surface(s). (Apply to surface until thoroughly wet.) (Thoroughly wet surface) Allow (surface) to remain wet for 10 minutes before wiping. Rinse thoroughly with potable water after use.

<< ADVISORY STATEMENTS >>

For surfaces that come in contact with food: Use only on hard, non-porous surfaces and rinse thoroughly with water. Do not use on (eating / cooking utensils, glasses / dishes or cookware) (unfinished, oiled or waxed wood floors) (marble) (outdoor patio furniture cushions and pillows).

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

Will not harm most (kitchen) (floor) surfaces.

On painted surfaces test a small inconspicuous area first.

Rinse bathtub / shower surfaces with water after using product.

(Not recommended for) (This product is not for) use on (unfinished, oiled or waxed wooden boards) (non-sealed tiles) (carpeted floors) (natural) (marble) (brass) (acrylic plastic) (or) (finished wood surfaces) (vinyl) (insert surfaces – see Pg. 12) (because they may be water sensitive).

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

Bacteria & Virus			
<< Disinfection - Hard, non-porous surfaces >>			
Bacteria (10 minutes)	ATCC No.	Viruses (10 minutes)	ATCC No.
Escherichia coli O157:H7	(35150)	Herpes Simplex Virus Type 1	(VR-733)
Pseudomonas aeruginosa	(15442)	Influenza A Virus [H3N2] (Avian)	(VR-2072)
Salmonella enterica	(10708)	Influenza A Virus [H1N1] (Human)	(VR-1469)
Staphylococcus aureus	(6538)	Influenza A Virus [H1N1] (Novel)	n/a
Staphylococcus aureus [MRSA] (Methicillin Resistant)	(33592)	Rhinovirus Type 37	(VR-1147)
Streptococcus pyogenes	(19615)	Rotavirus WA	n/a

<< Fungicidal – Hard, non-porous surfaces >>	
Fungi (10 minutes)	ATCC No.
Trichophyton mentagrophytes	(9533)

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

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<< 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)	Hard Water stains	Pet odors
Bacon fat	Dust	Heel / Scuff marks	Pet stains
Bathtub rings	Eggs	Juice / Wine stains	Rust
Beverage stains	Fingerprints	Lime scale	Smears / Smudges
Blood stains	Food odors	Mildew stains	Smoke / Smoking odors
Baked / Burnt on food	Food stains	Mold stains	Soap scum
Coffee	Gravy	Mud	Stains / Soils
Cooking odors	Grease (splatter)	Organic soils / stains	Tea
Cosmetic stains	Grime	Outdoor grime	Tomato sauce
Crayon / Pencil marks	Hair dye	Pancake mix	Toothpaste
Debris	Handprints	Pen / Ink marks	Tough soils / stains

Surface Types: (~ specify Non-Medical or Fixture)

Aluminum ~	Enamel	Glazed tile	Mirror
Chrome ~	^ Formica®	Granite	Plastic laminate
Copper	Fiberglass fixtures	Laminate	Sealed Marble
^ Corian®	Glass	Laminated Wood	Stainless steel ~
Crystal	Glazed ceramic	Linoleum	Vinyl
	Glazed porcelain	Metal / Tin	

^ Corian® is a registered trademark of DuPont.

^ Formica® is a registered trademark of The Diller Corporation.

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

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

Household Use Sites: (Graphic – depicting use site)

Basement	Family room	Kitchen	Outdoor area
Bathroom	Garage	Laundry room	Playroom
Bedroom	Home / House	Living room	Storage (area) (room)
Den / Study	Household areas	Mud room	Tool shed
Dining room		Nursery	

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

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NOTE TO REVIEWER: 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: Chapter 7.

<< PHYSICAL & CHEMICAL HAZARDS >>

PHYSICAL & CHEMICAL HAZARDS: Do not mix with other chemicals such as fire extinguishing agents.

<< STORAGE & DISPOSAL – Residential containers >>

STORAGE AND DISPOSAL: Store in areas inaccessible to small children. Keep Securely closed. Refillable container. Refill dispenser bottle only with this product. If not refilling, put in trash or offer for recycle , if available . Do not reuse this dispenser for any other purpose.

<< STORAGE & DISPOSAL – Commercial / Institutional / Industrial containers >>

STORAGE AND DISPOSAL:

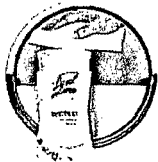
Do not contaminate water, food or feed by storage and disposal.

PESTICIDE STORAGE: Store in original container in areas inaccessible to children. Keep securely closed.

PESTICIDE DISPOSAL: To avoid waste, use all material in this container according to label directions. Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse (or equivalent). Follow pesticide disposal instructions for rinsate. Then discard in trash or offer for recycling, if available.

(Optional Dispenser Graphics Pictograms)



^aOn non-food contact surfaces:

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<<Alternate Brand Names>>

Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free CounterMate™ Multi-Purpose Cleaner with Hydrogen Peroxide
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free CounterMate™ Multi-Purpose Cleaner with Hydrogen Peroxide
Citrus Sparkle Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free CounterMate™ Multi-Purpose Cleaner with Hydrogen Peroxide
Oxygen Splash Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free CounterMate™ Multi-Purpose Cleaner with Hydrogen Peroxide
Cool Lavender Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free CounterMate™ Multi-Purpose Cleaner with Hydrogen Peroxide
Mountain Fields Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free CounterMate™ Bathroom Cleaner with Hydrogen Peroxide
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free CounterMate™ Bathroom Cleaner with Hydrogen Peroxide
Spring Breeze Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free TapTop™ Multi-Purpose Cleaner with Hydrogen Peroxide
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free TapTop™ Multi-Purpose Cleaner with Hydrogen Peroxide
Citrus Sparkle Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free TapTop™ Multi-Purpose Cleaner with Hydrogen Peroxide
Oxygen Splash Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free TapTop™ Multi-Purpose Cleaner with Hydrogen Peroxide Cool
Lavender Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free TapTop™ Multi-Purpose Cleaner with Hydrogen Peroxide
Mountain Fields Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free TapTop™ Bathroom Cleaner with Hydrogen Peroxide
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free TapTop™ Bathroom Cleaner with Hydrogen Peroxide Spring
Breeze Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free Multi-Purpose Cleaner with Hydrogen Peroxide Citrus Sparkle
Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free Multi-Purpose Cleaner with Hydrogen Peroxide Oxygen Splash
Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free Multi-Purpose Cleaner with Hydrogen Peroxide Cool Lavender
Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free Multi-Purpose Cleaner with Hydrogen Peroxide Mountain Fields
Scent
Lysol Brand Kills 99.9% of Viruses & Bacteria** Power & Free Bathroom Cleaner with Hydrogen Peroxide Spring Breeze
Scent

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