



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

August 18, 2017

Arjun Channi
Senior Regulatory Associate
Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, N-Y 07054-0225

Subject: Notification per PRN 98-10 – To update label language
Product Name: White
EPA Registration Number: 777-128
Application Date: July 20, 2017
Decision Number: 531727

Dear Mr. Channi:

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

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

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

If you have any questions, you may contact Emilia Oiguenblik by phone at 703 347 0199, or via email at Oiguenblik.emilia@epa.gov or Eric Miederhoff by phone at 703 347 8028, or via email at Miederhoff.eric@epa.gov.

Sincerely,

A handwritten signature in blue ink, which appears to read "John Hebert", is positioned above the typed name.

John Hebert, Chief
Regulatory Management Branch 1
Antimicrobials Division (7510P)
Office of Pesticide Programs

<< FRONT PANEL >>

ACTIVE INGREDIENTS:

Alkyl dimethyl benzyl ammonium chloride	0.960%
Octyl decyl dimethyl ammonium chloride	0.720%
Dioctyl dimethyl ammonium chloride	0.288%
Didecyl dimethyl ammonium chloride	0.432%

OTHER INGREDIENTS: 97.600%

TOTAL: 100.000%

KEEP OUT OF REACH OF CHILDREN

DANGER: See (side) (back) panel for additional precautionary statements.

NOTIFICATION

777-128

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

08/18/2017

(NET CONTENTS:) 41 FL. OZ. (1 QT. 9 FL. OZ.) 1.21 L 90 FL. OZ. (2 QT. 26 FL. OZ.) 2.66 L
X FL. OZ. (X PT. X FL. OZ.) X mL X FL. OZ. ((X QT.) (X PT.)) (X FL. OZ.) X L

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-128

EPA Est. No.:	777-MO-001(Y) (YY)	61203-MA-001(Y) (YY)	54487-GA-001(Y) (YY)	777-POL-001(Y) (YY)
	11525-IL-001(Y) (YY)	33590-MA-003(Y) (YY)	498-IL-001(Y) (YY)	777-IL-001(Y) (YY)
	13891-IN-001(Y) (YY)	475-MO-001(Y) (YY)	11525-RI-001(Y) (YY)	777-GA -001(Y) (YY)
	69209-MA-001(Y) (YY)	777-PA-001(Y) (YY)	58996-MO-001(Y) (YY)	475-PA -001(Y) (YY)
	74291-MO-001 (Y) (YY)			

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

(Beginning of) (batch) (lot) code indicates EPA (Est.) (Establishment) (#) (No.) (Number)

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

<< BACK PANEL >>

Questions? (Call:) (1-800-228-4722) (1-800-677-9218) (1-xxx-xxx-xxxx)

For ingredient (and other) information, www.rbnainfo.com

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

Made in {insert country} © {year} RB

Contains no phosphates

This (bottle) (container) is made of 25% post-consumer recycled plastic.

Company graphic logo



<< 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) (&) (Improved ^{††}) (Now With) (Formula) (Longer Lasting Scent^{††}) (Gentle(r) Scent^{††}) (Strong(er) Scent^{††}) (Scent) (Easy Grip Bottle)

<< PACKAGING CLAIMS >>

(Bonus) (Great) (Trial) (Trial Size) (Value) (Super) (X) (Twin) (Savings) (Pack) (Size)

Buy X Get X Free

Child resistant cap

(Convenience) (Convenient) size

(Easy) (Convenient) (Simple) to (use) (handle) (grip)

Easy pour (bottle) (container) (with dosing cap)

Free Sample

(More than) X% Free

No mess dosing cap

Not for retail sale

Pour with confidence
(Sample) (Trial) (size) (pack)
Unique design
(With) dosing cap
X(%) (fl. oz.) (x) (Free) (Bonus) (More⁺⁺) (Off) (Liquid) (Loads)
Use X(%) (fl.) (oz) (x) less per load[†] for the same (trusted Lysol) result
(Now) (Sanitize) (Good For) X(x) (More⁺⁺) Loads
(Sanitize) (your) (baby's) (favorite) (clothes) {Insert fabric material(s) from Section titled "Fabric material types" in [Appendix 2](#)} (with {Insert product name}
(See) (Check) (Refer to) (back) (bottom) (reverse) (for) (savings) (coupons) (details) (on) {insert product name}
(Save) (now on) (\$X off) (X%) ({insert product name} (with your purchase of Lysol Laundry Sanitizer)
(Save) (\$X) (\$X off) (X% off) (on any) (X) (Multi-pack) (pack) (of) (Gerber onesies® (brand) (One Piece) (Underwear)) ({insert product name} (with your purchase of Lysol Laundry Sanitizer) ({Insert Gerber Product Graphics}))
\$X Off (your next purchase of (x) Lysol® Laundry Sanitizer product) ((41) (X) fl. oz. or larger)
Case value 1/100 of 1¢
Consumer and Retailer: LIMIT ONE (1) COUPON PER PURCHASE OF SPECIFIED PRODUCT AND QUANTITY STATED.
NOT TO BE COMBINED WITH ANY OTHER COUPON(S).
LIMIT OF TWO (2) LIKE COUPONS IN SAME SHOPPING TRIP. VOID IF REPRODUCED, PURCHASED, TRADED OR SOLD.
ANY OTHER USE CONSTITUTES FRAUD.
Consumer: You pay any sales tax.
Retailer: You are authorized to act as our agent and redeem this coupon in acceptance with (RB) (Reckitt Benckiser LLC) Coupon
Redemption Policy: face value 8¢
Send coupons to: Reckitt Benckiser LLC, Inmar Dept. #26600, 1 Fawcett Drive, Del Rio, TX 78840
Expires {Insert Date}
Good only in the U.S.A.
Manufacturer's Coupon
Void where prohibited

<< BOTTLE CAP PACKAGING CLAIMS >>

(Dosing) (Measurable) (Measuring) (cap)
x fl. oz. (size) (bottle) (with) (easy to use) (dosing cap)

<< FRAGRANCE CLAIMS >>

Clean	Lavender	Linen	
Crisp Linen	Lavender Field	Original	
Energy	Fresh Blossoms		(Fragrance) (Scent(ed)) (Breeze)(Bloom(s)) (Soft(ly))(Fresh)

Unscented
(Free) (and) (Gentle) (Natural) Scent
Fresh Meadow
(Sport(s)(y))
(No) Fragrance(Free)
(Spring)
(Cotton)

<< MARKETING CLAIMS – General >>

Mom tested Lysol approved
(Trust us to) care for your baby's {insert laundry surfaces from [Appendix 2](#)}
Life's (cutest) (adorable) moments can be messy
Use Lysol Laundry Sanitizer for (comfy) (soft) (adorable) (warm) (happy) (and) (clean) (sanitized^{***}) (fresh) (baby's) {insert laundry surfaces from [Appendix 2](#)}
(Fresh) (Sanitized^{***}) clothes (laundry) (equals) (=) (happy) babies
Lysol's (TLC) (care) for your (baby's) (clothes) {insert laundry surfaces from [Appendix 2](#)}
(Safe) (Suitable) (for) (the following fabric surface material(s):) {Insert fabric material(s) from Section titled "Fabric material types" on [Appendix 2](#)}
(Lysol) Trusted by (generations of) moms (for over X years)
Let us worry about baby's (mess) (messy) (clothes)
(Dilutable) (Easy to Use) (Pourable) (formula)
Bleach free

Chlorine free
Clean(s) and fresh(ens)
(Contains) 0% bleach (,) (so it's) (suitable) (to) (for) (use) (on) (with) (both) (white(s)) (and) (color(s)) (colored) (clothes) (clothing)
(Contains) (0%) (free from) (No) bleach (odor) (fumes)
Free from (chlorine) (bleach)
Fresh (clean) scent
Hygienically clean (and) (fresh) (laundry) (linens) (and) (clothes)
(It) Contains 0% bleach so it's suitable to use with both white(s) and (color(s)) (colored) (clothes) (clothing)
(Just) add Lysol® Laundry Sanitizer (insert Lysol® brand name) (to your normal wash(ing) routine) (after adding your detergent) (during the rinse cycle)
Just add to (wash) (rinse cycle) for hygienically clean laundry
Lysol® Laundry Sanitizer (insert Lysol® brand name) is an additive that kills 99.9% of bacteria*** (even below 30°C) (so you can be confident) (that your laundry is sanitized and hygienically clean) (with every wash) (every time) (whatever temperature you wash at)
Lysol® Laundry Sanitizer (insert Lysol® brand name) is an additive that kills 99.9% of bacteria*** (to give your clothes) (insert surfaces – See Appendix 2) (the hygienic clean you're looking for)
(Sensitive) (Gentle) (laundry) formula for clothes
(Contains) The power of Lysol®
Ultimate (hygienic) laundry (experience)
(Versatile) laundry sanitizer (formula) (product)
When you wash (your laundry) (at temperatures below) (X°C) (60°C) (X°F) (140°F) (in warm water), bacteria can survive, and (can) be transmitted between (garments) (clothes) in the same (wash) (load)
When you wash (your laundry) (at temperatures below) (X°C) (60°C) (X°F) (140°F) (in warm water), bacteria could survive, and (could) be transmitted between (garments) (clothes) in the same (wash) (load)
When you wash your clothes in cold water, bacteria can survive (and be transmitted between garments in the same (wash) (load))
When you wash your clothes in cold water, bacteria could survive (and be transmitted between garments in the wash same (wash) (load))
(Clean(s)) (Sanitize(s)) Without the harshness of (chlorine) bleach
(X) Box Tops for Education
Box Tops for Education and associated words and designs are trademarks of General Mills, used under (a) license. ©General Mills
Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been ((completely) (used) (finished) (emptied))
See back (or) (sticker) for details (or) (rules) (or) (instructions)
See details or rules or instructions [on] [back or sticker]
Go to boxtops4education.com for details
(x) Box Tops on (back) (side) (of) (pack) (label)
(x) eBoxTops™ No Purchase Necessary
(side) (back) for details You could win the (x) (golden) Box Tops
Enter this code online at (enter URL here) with code (x) and see if you've won
(x) prizes to win!
Worth (x) eBoxTops™
NO PURCHASE NECESSARY. MANY WILL ENTER AND PLAY, FEW WILL WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES and D.C. WHO ARE 18 YEARS AND OLDER AT THE TIME OF ENTRY WHO ARE MEMBERS OF BOXTOPS4EDUCATION.COM AND HAVE DESIGNATED A SCHOOL TO SUPPORT AT TIME OF ENTRY. MEMBERSHIP TO BOXTOPS4EDUCATION.COM IS FREE AND AVAILABLE AT WWW.BOXTOPS4EDUCATION.COM. VOID WHERE PROHIBITED. Instant Win Game starts (x/xx/xx) at xx:xx(am)(pm) ET and ends x/xx/xx at xx:xx(am)(pm)ET. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit (enter URL here) Sponsor: (General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55440.) (Reckitt Benckiser, Parsippany, NJ 07054-0224)

<< USAGE CLAIMS – General >>

Can be used on most (fabrics) (including) (whites) (and) (colors)
(Even) For use in (any) (cold) (warm) (and) (&) (hot) water (temperature)
Gentle on (most) (clothes) (delicates) (fabrics)
Gentle on (most) (whites) (light) (and) (&) (dark) clothes
(Just) add to (rinse) (rinse cycle) (routine) (fabric softener) (drawer) (compartment)
Proven to work at in rinse cycle temperatures as low as 20°C
Single (use) (dose) (package) (packet)

Suitable (to) (for) use on (most) (fabrics) (baby's clothes) (kid's clothes) (whites) (and) (&) (colors) ({insert surfaces from Appendix 2})
Suitable (on) (for) (most) fabrics ({insert surfaces – See Appendix 2})
Suitable for both (high efficiency) (HE) (and) (regular) (conventional) (washers) (washing) (machines)
Works (even) (at) (in) (low temperatures) (cold water)
For Standard (&)(and) (High Efficiency) (HE) Machines
Does not harm the flame-resistant capability of baby's sleepwear
Does not interfere with the (wicking) (moisture) (technology) (absorbency) of (high performance) (active wear) (sports wear) (gym clothes) (towels)
Does not (alter) (interfere) (harm) (damage) (shape) (fade) (color) (fiber(s)) (softness) (texture) (of) (clothing) (fabric) {insert laundry surfaces from Appendix 2}

<< CLEANING & DEODORIZING CLAIMS >>

Conditions (and) (soften(s)) fabrics
Deodorize(s) (laundry machine) (and) (clothes)
(With) odor control technology
Freshens laundry
Give your clothes the ultimate Lysol® experience
Helps soften your clothes
It's Lysol® Clean(!)
Kills (lingering) (hidden) odors (including odors) (from) (in) (on) (your) (laundry) (formula) (diaper) (spit-up) (and) (food) (left behind) (by) (baby) (child(ren)) (kid(s)) (messes) (sweaty) (gym clothes) (active wear) (sportswear) {insert laundry surfaces from Appendix 2} while remaining gentle on) (the) {insert laundry surfaces from Appendix 2}
Lasting (fresh) (fragrance) (scent)
Long lasting freshness
Removes stiff-feeling on fabric
Regain your cloth/towel soft and fluffy feeling after wash
Removes static cling from fabrics
Softens fabrics
(Unlike laundry detergent) removes odor causing bacteria from clothes (and) (machine)

<< ALLERGENS CLAIMS >>

(Helps) Remove(s) allergens (from your laundry)†

<< SANITIZING CLAIMS >>

2-In-1: Softens and Sanitizes
2-In-1 Solution: Deodorize(s) and Sanitize(s)
An effective laundry sanitizer*** (for use on {insert surface – See Appendix 2})
Contains active to kill bacteria***
Dial down to cold, (still) kills (99.9%) bacteria***
(Also) (Kills) (Eliminates) (Removes) 99.9% of bacteria*** (in your laundry)
(Kills) (Removes) odor-causing bacteria***
Kills (99.9%) bacteria*** (including those) (that) laundry detergents (may) (can) leave behind
Kills 99.9% of bacteria*** in rinse (cycle)
Kills 99.9% of bacteria*** that could cause skin infections (such as) ({insert organisms})
Kills 99.9% of bacteria*** to stop the transmission from (clothing to clothing) (garment to garment) in the same (wash) (load)
Kills 99.9% (Staphylococcus aureus) (and) (&) (Klebsiella pneumoniae)*** that could cause skin infections
Kills 99.9% of common bacteria*** that could be found in laundry
Kills 99.9% of the following bacteria*** (in 16 minutes) {insert organisms and appropriate contact time – Appendix 1}
Kills 99.9% of the bacteria*** you can't see {insert organisms – Appendix 1}
(Sanitizer) (Sanitizes)
Sanitizes and softens
Sanitizes bacteria*** in rinse
Sanitizes bacteria*** you can't see

Sanitizes without (chlorine) bleach Sanitizes
your laundry
Soft on (clothes) (fabrics) (laundry), tough on bacteria***
(This product) is a sanitizer for use in your laundry's rinse cycle (in 16 minutes) against Staphylococcus aureus and Klebsiella pneumoniae
(This product) Kills 99.9% of (Staphylococcus aureus) (and) (&) (Klebsiella pneumonia) (in your laundry) (in 16 minutes).
Kills 99.9% of bacteria without the harshness of bleach†††
Kills 99.9% of bacteria while remaining (gentle) (soft) on (your) (all) (most) (clothes) (fabrics)

<< USE DIRECTIONS >>

(Peel here)

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

(For) Single Dose (use) (for) (all washing machine (types) (styles)):

Add (full) contents of (pack) (package) (sachet) to your fabric softener (drawer) (compartment) or directly to the rinse cycle.

For (Standard) (Top Load) Machine(s):

Add (150 mL) ((X) capful(s)) (each filled to (level) (line) (X) of the dosing cup) to the fabric softener (compartment) (drawer) (of the washing machine) or directly to your rinse cycle wash.

[Place Holder for Dosing Cap Graphics]

For (High Efficiency) (Front Load) Machine(s):

Add (100 mL) ((X) capful(s)) (each filled to (level) (line) (X) of the dosing cup) to the fabric softener (compartment) (drawer) (of the washing machine) or directly to your rinse cycle wash. (If total amount does not fit, add the remaining amount into the (compartment) (drawer) when rinse cycle wash begins.)

[Place Holder for Dosing Cap Graphics]

To Sanitize: add to rinse cycle and leave product in (contact) (rinse cycle) for 16 minutes.

<< ADVISORY STATEMENTS >>

Safety statements below refer to direct contact with concentrated product only and not with fabrics that have been washed
Not intended to be mixed with laundry detergents (in the main wash compartment) (or rinse cycle additives). Use this product in the rinse cycle exclusively.

Can be used on (most) (majority of) washable (fabrics) (materials). (Not intended for use on) (silk) (or) (wool).

Do not use on materials that cannot be washed in (a) washing machine(s).

If you have unusually sensitive skin or a serious skin condition, please consult your doctor before using this product

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

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

DANGER: Corrosive. Causes irreversible eye damage. Do not get in eyes or on clothing. Avoid contact with skin. Wear protective eyewear (goggles/safety glasses). Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco. Remove and wash contaminated clothing before reuse. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals.

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.• Call a Poison Control Center or doctor for treatment advice.
If on skin	<ul style="list-style-type: none">• Take off contaminated clothing.• Rinse skin immediately with plenty of water for 15-20 minutes.• Call a poison control center or doctor for treatment advice.
CONTACT NUMBER	

Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-800-677-9218) (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.
NOTE TO PHYSICIAN
Probable mucosal damage may contraindicate the use of gastric lavage.

<< STORAGE & DISPOSAL >>

STORAGE AND DISPOSAL: Store in areas inaccessible to children. Keep securely closed. Non-refillable container. Do not reuse or refill this container. Wrap and put in trash or offer for recycling if available.

<< SYMBOLS >>



The words "Contains no bleach^{†††}" may appear within the 2 icons below (Claim approved previously- [See pages 1-5](#))



The words "Works even in cold water" may appear within the 3 icons below (Claim approved previously- [See pages 1-5](#))



The words "Gentle on Fabrics" may appear within the 4 icons below (Claim approved previously- [See pages 1-5](#))



The words "Kills Odor-Causing Bacteria****" or "Kills odors" may appear within the 3 icons below (Claim approved previously- [See pages 1-5](#))



<<APPENDIX 1>>

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

†† compared to {Insert Brand Name}

††† Chlorine Bleach

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

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

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

*** Kills 99.9% of (Staphylococcus aureus) (and) (&) (Klebsiella pneumonia) on laundry (in 16 minutes)

This product has been test and found effective against the following micro-organisms:

Bacteria	
<< Sanitization against Bacteria on laundry >>	
Bacteria (15 Minutes)	(ATCC No.)
Klebsiella pneumoniae	(4352)
Bacteria (16 Minutes)	(ATCC No.)
Staphylococcus aureus (Staph)	(6538)

<<APPENDIX 2>>

<< LAUNDRY SURFACES– May be listed on product label in the singular or plural form >>

Laundry Surfaces: **[Graphic – depicting site]**

(Baby) (Kids) clothes	(Gym) (Sports) (clothes) (garments)	Polyester (garments) (clothes)	Towel(s)
Bath Rug	Linens	Polyester / Spandex (garments) (clothes)	Travel laundry
[Bedding] (Bed) Sheets	(Moist) (Sweaty) clothes (fabrics)	Rayon (garments) (clothes)	Undergarments (Underwear)
Blouses	Nylon (garments) (clothes)	Shirts	
Cotton (garments) (clothes)	Nylon / Polyester (garments) (clothes)	Socks	
Cotton / Polyester (garments) (clothes)	Pajamas	Swim wear	
Delicates	Pants	Synthetic fabrics (clothes)	
Fabrics [^]	Jeans	Onesie [®]	

[^]in direct contact with skin

Fabric material types

Cotton	Spandex
Polyester	Rayon
Nylon	