



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

May 19, 2020

Subiksha Natarajan
Reckitt Benckiser LLC.
D/B/A Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054

Subject: Label Amendment – New marketing claims and slight revisions to directions for use
Product Name: White
EPA Registration Number: 777-128
Application Date: December 20, 2019
Decision Number: 558706

Dear Subiksha Natarajan,

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

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.

Page 2 of 2
EPA Reg. No. 777-128
Decision No. 558706

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Tara Flint via email at flint.tara@epa.gov.



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

Enclosure

<< FRONT PANEL >>

ACTIVE INGREDIENTS:

Alkyl (40% C12, 50% C14, 10% C16) 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: 100.00 %

KEEP OUT OF REACH OF CHILDREN

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

(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. 777-128

No.:

EPA Est. No.:	777-MO-001 (Y) (YY)	61203-MA-001 (Y) (YY)	54487-GA-001 (Y) (YY)	777-GA-001(Y) (YY)
	11525-IL-001 (Y) (YY)	33590-MA-003 (Y) (YY)	498-IL-001(Y) (YY)	777-PO-001 (Y) (YY)
	13891-IN-001 (Y) (YY)	475-MO-001 (Y) (YY)	11525-RI-001 (Y) (YY)	777-IL-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)	777-MO-002 (Y) (YY)	312-WI-003 (Y) (YY)	66397-OK-001 (Y) (YY)
	777-POL-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)
(See) (bottom) (or) (side) (for) (Lot) (I) (Date) (code)

<< BACK PANEL >>

Questions? (telephone graphic symbol)

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

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

(US Patents: www.rb.com/patents)

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

(Made in {insert country}) © RB {insert year}

(IMPORTANT: For directions for use and first aid instructions in Spanish, please call 1-877-843-382.)



HEALTH • HYGIENE • HOME

Company Logo (Reckitt Benckiser) (rb) (Reckitt Benckiser Professional)

Contains no phoshates

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

ACCEPTED

05/19/2020

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under

EPA Reg. No. 777-128

<< NOTE: Any claim may appear on either FRONT / BACK panel in bullet / paragraph format – Unless otherwise noted. >>

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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 place holder for a number between 0 to 104.
The term "Y" is a place holder for a character A – Z.

<< FRONT / BACK PANEL – Option text Continued >>

<< INTRODUCTORY 6-mos. CLAIMS – will only appear on graphic label for the first 6 months product is on shelf >>

(New) (and / &) (Improved) (Now with) (Formula) (Fragrance) (Longer lasting^{††}) (Gentle(r) ^{††}) (Strong(er) ^{††})
(Scent) (Easy Grip Bottle)

<< PACKAGING CLAIMS >>

\$X Off (your next) (with your) purchase of (x) Lysol® Laundry Sanitizer) ((41) (X) fl. oz. or larger) (Case value 1/100 of 1¢)

X fl. oz. (size) (bottle) (with) (easy to use) (grip) (dosing cap)

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

Buy X Get X Free

Child resistant cap

(Convenience)(Convenient) size

Cut (only) (with) (scissors) to open

(Do) (not) (puncture) (tear) (rip) (open)

(Easy) (Convenient) (Simple) to (use) (handle) (grip) (dosing) (measuring) (cap)

Free sample

(More than) X% Free

No mess dosing cap

Not for retail sale

(Now) (Sanitize) (Good for) X(x) (More^{††}) loads

(Offering) (you) (Now with) X% (fl. oz.) (x) (Free) (Bonus) (More^{††}) (Off) (Liquid) (Loads)

(Only) use scissor(s)

Open carefully

Pour with confidence

(Same)(Great) (look) (and / &) (feel) (performance)

(Save) (now on) (\$X off) (X%) (your next) ({insert Lysol® brand name}) (with your) (purchase of Lysol® Laundry Sanitizer)

(Save) (\$X)(X%) (off) (on any) (X) (multi-pack) (pack) (of) (Gerber onesies® (brand) (one piece) (underwear)) ({insert Lysol® brand name}) (with your purchase of Lysol® Laundry Sanitizer) ({insert Gerber products graphics})

(See) (Check) (Refer to) (back)(bottom)(reverse) (for) (savings) (coupons) (details) (on) ({insert Lysol® brand name})

(Try) (Try Me) (Try Me Out)

Unique design

Use X(%) (fl.)(oz) (x) less per load for the same (trusted Lysol®) result

(With) Dosing cap

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}

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Good only in the U.S.A. Manufacturer's Coupon Void where prohibited

<< FRAGRANCE CLAIMS >>

Beach	Bloom(s)	Blossom(s)	Blush
Breeze	Chamomile	Clean	Cotton
Crisp Linen	Energy	Fields	Flower(s)
Fresh	Fusion	Garden	Herbal
Hibiscus	Island	Lavender	Lilac
Lily	Linen	Mango	Meadow
Mediterranean	Mountain	Oasis	Orchard
Paradise	Petals	Retreat	Sky
Sport	Soft(ly)	Sport	Spring
Sunshine	Tranquil	Tropical	Wave
White			

Available in {insert fragrance claims}
(Free) (and / &) (Gentle) (Natural) (No) (Scent) (Sport) (Unscented) (Fragrance) (Variant)
(No) Fragrance (Free) [Note to reviewer: This claim must only be used for approved formula without fragrances]

<< MARKETING CLAIMS – General >>

0% (bleach)(,) (fragrance(s))(,) (and / &) (dye(s))
(100%) (Free) (of)(from) (fragrance(s))(perfume(s)) (and) (clear) (of) (dye(s)) [Note to reviewer: This claim must only be used for approved formula without fragrances]
Achieve(s) (true) freshness
Approved to ({insert claims from Sanitization Section}) ({insert claims from Disinfection Section})
Bacteria (and / &) (germ) fighting formula
Bedding and towels collect germs**
Bleach free (formula)
Chlorine free
(Clean(s)) (and / &) (Sanitize(s)) (Disinfect(s)**) without the harshness of (chlorine) bleach
Clean(s) and fresh(ens)
Clean (fresh) (fragrance) (scent)
Cleaner smelling scent
Color safe
(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)
Diapers blow out
Does not (include) (contain) ({insert components – See Appendix 3})
Dye free (formula) [Note to reviewer: This claim must only be used for approved formula without dyes]
Easy, Effective (Use)
Foot sweat is sock sweat
Free from (chlorine) bleach
Free from (perfumes)(fragrances) [Note to reviewer: This claim must only be used for approved formula without fragrances]
Free of (fragrance(s)) (and / &) (clear) (of) (dye(s)) [Note to reviewer: This claim must only be used for approved formula without fragrances]
Free From ({insert components – See Appendix 3})
Fresh (clean) (scent)
(Fresh) (Sanitized***) clothes (laundry) (equals)(=) (happy) babies

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Gentle on Fabrics, (Tough on germs**)
Gym clothes get smelly and sweaty
(Hard) (tough) on bacteria, gentle on fabrics
Has a (clean) (scent) (fragrance) (smell)
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) (clothing)(clothes)
(Just) add (this product) (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
Laundry (Sanitizer) (and / &) (Disinfectant**)
Let us worry about baby's (mess) (messy) (clothes)
Life's (cutest) (adorable) moments can be messy
Light scent
Lightly scented (formula)(fragrance)
Lysol® Brand
Lysol® Laundry Sanitizer ({insert Lysol® brand name}) is an (laundry) 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 (laundry) additive that kills 99.9% of
bacteria*** (to give your clothes)({insert laundry surfaces from Appendix 2}) (the hygienic clean you're
looking for)
(Lysol®) Trusted by (generations of) moms (for over X years)
Lysol's (TLC) (care) for your (baby's) (clothes) ({insert laundry surfaces from Appendix 2})
Made in (the) (USA)(!)
Made without ({insert components – See Appendix 3})
Millennial (tested)
Mom tested, Lysol approved(!)
(Does not contain) (No) Sodium Nitrite (free)
(No) Unnecessary (fragrance(s)) (or) (perfume(s)) (dye(s)) [Note to reviewer: This claim must only be used for
approved formula without fragrances]
No ({insert components – See Appendix 3})
No color fading (versus detergent alone)
(Now) (approved to) Disinfect(s)** (and) (freshens) Fabrics
(Now) Surprisingly Fresh (Scent)
Odor (defense)(eliminator)(elimination)
Pleasant (fragrance) (scent)
Proud to be American Produced with globally sourced ingredients
Safe for septic systems
(Sensitive)(Gentle) (laundry) formula for clothes
Septic safe
Smells fresh(er)
Socks get germ(y)
Socks (pick up)(accumulate) bacteria
Soft scent
Specially (designed)(formulated)(crafted)
Sport
(Contains) The power of Lysol®
(Trust us to) care for your baby's {insert laundry surfaces from Appendix 2}
Ultimate (hygienic) laundry experience
Unlocks Freshness
(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)(could) be transmitted between (garments)(clothes) in the same (wash)(load)
When you wash your (laundry)(clothes)(garments) in cold water, bacteria (can)(could) survive (and be transmitted

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between (garments)(clothes) in the same (wash)(load))
With (patented) odor (control)(eliminating)(eliminator)(neutralization) (technology)

<< MARKETING CLAIMS – Specific Seasons >>

<< BACK TO SCHOOL >>

(1) (2) (3) (x#) for Home (/) (1) (2) (3) (x#) for School ⁽¹⁾
(1) (2) (3) (x#) for School (/) (1) (2) (3) (x#) for Home ⁽¹⁾
(1) (2) (3) (x#) for Mom (/) (1) (2) (3) (x#) for (the) Teacher ⁽¹⁾
(1) (2) (3) (x#) for (the) Teacher (/) (1) (2) (3) (x#) for Mom ⁽¹⁾
(1) (2) (3) (x#) for Home (/) (1) (2) (3) (x#) for (the) Teacher ⁽¹⁾
(1) (2) (3) (x#) for (the) Teacher (/) (1) (2) (3) (x#) for Home ⁽¹⁾
(X)(%) free for (your) (school)(class) (and / &) (college)(university)
(An) (Important) school supply checklist (item)⁽¹⁾
Add (Lysol®) to your back to school (shopping list) ⁽¹⁾
(An) (Important) school supply checklist (item) ⁽¹⁾
Back to school (item) (pack) (supply) (value pack) ⁽¹⁾
Back to school back to clean(!)
Back to school (checklist)(essentials)(needs) (for) (disinfecting**)
Be ready for school with Lysol® at home
(x) Bonus box tops
(Buy) (Lysol) (give) (money)(cash)(\$ (to) (your) (school) (+X) (free) (for) (your) (school)(classroom) (BoxTops) (=)
(\$ (for) (computers)(text)(books)(playground)(equipment)(supplies) (and / &) (more)!)
Buy (x) Lysol (get) (x) (free) (earn) (cash)(\$ (for) (your) (school) (with) (every) (purchase)
Earn (X)(x) Box Top(s)(\$ for Education
Earn (x) bonus BoxTop(s)
For (Mom) (Mother) (School) (Teacher) (Classroom)
Free for (your) (class(room)) (and / &) (school)
Get ready for back to school
(Great)(Perfect)(Essential) for (school) (and / &) (home)
(Give) (back) (more) (\$)(money)(dollars) (to) (your) (school) (and / &) (local) (community) (only) (with) (Lysol)
Helps Mom
(Key) back to school shopping list (item) ⁽¹⁾
(Mom(!)) Be ready for back to school (with Lysol®)
More Cash for your school
No more clipping
Official Box Top(s)(\$ for Education Brand
(Over) (\$1,000,000)(\$1MM)(\$1MM+)(X\$) (donated)(earned)(contributed) (to) (your) (American)(local)
(schools)(classrooms) (with)(via) (BoxTops)
(Proud)(Exclusive)(Partner) (of)(with) (BoxTops)(BTFE) (for) Education
(Put Lysol®) On your back to school shopping list ⁽¹⁾
Put Lysol® on your school supply list ⁽¹⁾
Scan your receipt
(Teacher's) School Supply Pack ⁽¹⁾
Your teacher(s) love(s) Lysol®

Back To School claim Qualifiers – must appear before Directions For Use:

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

(x) Box Tops for (Education)

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

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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

(x) eBoxTops™ No Purchase Necessary see (side) (back) for details

You could win the (x) (golden) Box Tops

Enter this code online at (enter URL here) with code (x) and see if you've won

(x) prizes to win!

Worth (x) eBoxTops™

NO PURCHASE NECESSARY. MANY WILL ENTER AND PLAY, FEW WILL WIN. A PURCHASE WILL NOT INCREASE

YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES and D.C.

WHO ARE 18 YEARS AND OLDER AT THE TIME OF ENTRY WHO ARE MEMBERS OF BOXTOPS4EDUCATION.COM AND HAVE DESIGNATED A SCHOOL TO SUPPORT AT TIME OF ENTRY. MEMBERSHIP TO BOXTOPS4EDUCATION.COM IS FREE AND AVAILABLE AT WWW.BOXTOPS4EDUCATION.COM.

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here) Sponsor: (General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55440.) (Reckitt Benckiser, Parsippany, NJ 07054-0224)

(Buy) (X)(win)(a) (get)(X)(free) (trip)(prize)(donation)(box)(tops)(donate)(Kinsa®)(KinsaTM)(smart)(digital)(thermometer) (Apply)(Now) (to) (win)(get)(a)(free) (kinsa®)(Kinsa)(KinsaTM) (smart)(digital)(thermometer(s) (for) (your) (school)(family) (X) (devices) (available) (to) (schools) (help) (stop) (the) (spread) (of) (illnesses) (at) (yours)(your) (school)(community) (Get)(Free) (thermometers) (for) (the) (families) (at) (your) (school) (Our) (FLUency) (program) (applicants) (will) (get) (special) (access) (to) (Kinsa) (insights) (to) (see) (what) (illnesses) (are) (going) (around) (the) (community)(school) (One)(X)(Free) (Lysol®)(disinfectant(s)**)(Lysol)(+)(&)(Kinsa) (Buy)(X)(for)(home)(and)(X)(For)(School)(Class)(classroom)(teacher) (Your) (Proud) (partner)(support(er)) (of) (with) (Kinsa®) (Kinsa) (KinsaTM) (smart)(digital)(quickcare) (thermometer)(thermometers) (sponsor) (in) (partnership) (with) (Lysol®) donating) (X)(of) (thermometers) (to) (local) (schools)(communities)(classrooms)(and / &)(families) (Visit) (lysol.com) (to) (learn) (more) (to) (help) (reduce) (illnesses) (protect) (millions)(hundreds)(thousands) (of) (families) (Brought) (to) (you) (by) (Lysol®) (and / &) (Kinsa)(&)(Kinsa(TM)) (FLUency) (program) (Free)(for)(your)(class)(classroom)(school) (X)(%)(free)(for)(school)(class)(college) (Back) (to) (school)(.) (back) (to) (clean) (X)(+)(X)(Free) (=)(equals) (X)

<< USAGE CLAIMS – General >>

Can be used on (most) (fabrics)(clothing) (including) (white(s)) (and) (color(s)) ({insert surface from Appendix 2})

(Designed)(Suitable)(Formulated) (for) (to) (use) (on) ({insert brand partner brand name}) (athletic wear)(fabric)(cloth(es))(garment(s))(sportswear)(activewear) ({insert laundry surfaces from Appendix 2})

Does not harm the flame-resistant capability of baby's sleepwear

Does not interfere with the (wicking)(moisture) (technology)(absorbency) of (high performance) (active)(sports) (wear) (gym clothes) (towels)

(Even) For use in (any) (cold) (warm) (and / &) (hot) water (temperature(s))

For (Standard) (and / &) (High Efficiency)(HE) Machines

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For single (dose)(use)
(For) (Sportswear)(Athletic wear)(clothes)(laundry)(fabrics)(garments)(!)
For use on {insert surface – see Appendix 2}
Gentle on (most) (clothes) (and) (or) (garments) (and) (or) (delicates) (and) (or) (fabrics) (and) (or) (whites) (and) (or) (light) (and) (or) (dark) (clothes)
(Just) Add to (rinse)(cycle)(routine) (fabric softener) (drawer)(compartment)
(Light scent) Suitable for (frequent) (daily) (everyday) use
Proven to work (at)(in) rinse cycle temperatures as low as 20°C
(Safe) (Suitable) to use on washable fabrics
(Safe) (Suitable) for washable fabrics
(Safe) (Suitable) to use on ({insert laundry surfaces from Appendix 2})
(Safe) (Suitable) for ({insert laundry surfaces from Appendix 2})
(Safe) (Suitable) to use (on) (all (linen) towel colors) (darks) (colors) (colored) (laundry) (clothing) (all color loads) (washable fabrics) (:)(cotton) (lycra) (microfiber) (nylon) (polyester) (spandex)
(Safe) (Suitable) for (all (linen) towel colors) (darks) (colors) (colored) (laundry) (clothing) (all color loads) (washable fabrics) (:)(cotton) (lycra) (microfiber) (nylon) (polyester) (spandex)
Single (use)(dose) (package)(packet)(sachet)
Suitable (for)(to) use on (most) (fabrics) (baby's clothes) (kid's clothes) (whites) (and / &) (colors) ({insert laundry surface from Appendix 2})
Suitable for both (high efficiency)(HE) (and / &) (or) (regular)(standard)(conventional) (washers)(washing) (machines)
(Suitable)(Designed)(Formulated) (for)(to) (with)(use) (on) (sweat)(moisture)(wicking) (technology) (fabrics)(fibers)(clothing)(active wear)(sportswear)(gym) (clothes) (sports) (uniforms)(yoga pants)(gym) (shorts)(shirts) (tank tops)(socks) (sports bras) ({insert laundry surface from Appendix 2})
(This product) is approved for use (in) (on) {insert laundry surface from Appendix 2}
(This product) Treats, it does not cover-up
Use (this product) (for) (in) (under) (around) (on) {insert laundry surface from Appendix 2}
Use with ({insert Lysol® brand name})
(Used) (Trusted) by (Moms) (Teachers)
Works (effectively)(even) (at)(in) (low temperatures)(cold water)

<< CLEANING & DEODORIZING CLAIMS >>

(X) weeks of freshness
Add a fresh (clean) scent to your laundry
(Advanced) (12) (hour) (odor) (freshness) (protection)
Conditions (and / &) (soften(s)) fabrics
Deodorize(s) in (just) one cap(ful)
Deodorize(s) (laundry machine) (and / &) (clothes) (with) (odor control) (technology)
(Deodorizes)(Neutralizes) (odors) by (killing) (eliminating) (removing) bacteria (at the source)
(Designed)(Formulated) to (remove)(eliminate) (heavy) (duty) odors (on) (active) (athletic) (sports) (wear) (clothing)
Don't mask odors, this product kills 99.9% of odor-causing bacteria
(Eliminates)(Destroys)(Neutralizes)(Removes) odors (for) (up) (to) (X hours) (on) (your) (clothing)(clothes) ({insert laundry surface from Appendix 2})
Eliminates odors on (soft surfaces)(fabrics) (by) (removing)(killing) (odor-causing bacteria) (for long lasting) (freshness)(fragrance)(scent)
(Eliminates) (Removes) musty odors from (towels) (wet) (forgotten) (clothing) (laundry) (left in the washer)
(Eliminates) (Removes) odors, don't (just) mask them
Fiber penetrating formula gets to the source (of odor) (laundry sanitization) by killing (99.9% of) odor-causing bacteria
Freshens laundry
Give your clothes the ultimate Lysol® experience
(Great)(Designed) for (eliminating)(removing) (odors)(odor-causing bacteria) (from) ({insert laundry surface from

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The product label must identify the specific bacteria, virus, fungus & mold.
The term "x" is a place holder for a number between 0 to 104.
The term "Y" is a place holder for a character A – Z.

Appendix 2})
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)(children)(kid(s)) (messes)(sweaty) (gym clothes)(active wear)
(sportswear) ({insert laundry surfaces from Appendix 2})
Lasting (fresh) (fragrance)(scent)
Leaves a (clean) fresh scent
Leaves (clothes) (laundry) (towels) (sheets) (bedding) (laundry) smelling fresh (and) (clean)
Long-lasting freshness
Most detergents mask odors, this product (attacks) (eliminates) (odors) at the source
Our best odor (eliminator) (remover) (neutralizer)^{††}
(Our) (most) (powerful) (best) (strongest) odor (eliminator) (remover) (neutralizer) ^{††}
Prevents musty odors from forming on (wet) (forgotten) (clothing) (laundry) (left in the washer)
(Protects)(Helps)(Defends)(Avoid(s)) (your) (clothing)(clothes) from cross-contamination in the (washer)(washing)
(machine)
Regain your cloth/towel soft and fluffy feeling after wash
(Removes)(Attacks)(Stops) tough odors (at the sources)
(Removes)(Eliminates)(Neutralizes)(Powers through) (tough)(stubborn)(sports)(sweat)(workout)(body)
(odors)(stink)(smell(s))
(Removes)(Eliminates)(Neutralizes) (tough) (body) odors (at the source)
(Removes)(Stops)(Prevents)(Eliminates) odors caused by (perspiration)(mustiness)(food)(smoke)(pets) (and
other strong odors)
Removes static cling from fabric(s)
Removes stiff-feeling from fabric(s)
Seeks out and neutralizes tough odors (all the way down to the fibers where (the) tough odors are trapped)
Softens fabric(s)
True odor removal, not (just) a scent cover up
(Unlike laundry detergent) removes odor-causing bacteria from clothes (and machine)

<< ALLERGENS CLAIMS >>

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

<< SANITIZING CLAIMS – see Appendix 1 for (***) claim qualifiers >>

2-In-1: Softens and Sanitizes
2-In-1 Solution: Deodorize(s) and Sanitize(s)
(Also)(Kills)(Eliminates)(Removes) 99.9% of bacteria^{***} (in your laundry)
An effective laundry sanitizer^{***} (for use on {insert laundry surface from Appendix 2})
Dial down to cold, (still) kills 99.9% of bacteria^{***}
(Kills)(Removes)(Attacks) odor-causing bacteria^{***} (at the source)
Kills 99.9% of 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 from Appendix 1}
Kills 99.9% of bacteria^{***} to reduce the organisms 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 from
Appendix 1})
Kills 99.9% of bacteria^{***} you can't see ({insert organisms from Appendix 1})
(Kills) (eliminates) 99.9% of bacteria^{***} (without) (with 0%) bleach^{†††}

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Kills 99.9% of bacteria*** while remaining (gentle)(soft) on (your)(most)(fabrics)(clothes)
Prevents the spread of bacteria in your (laundry) (wash) (clothes)
(Rids) (sports)(wear)(synthetic) (fabrics)(cotton)(lycra)(microfiber)(nylon)(polyester) of
(smelly)(body)(odors)(bacteria***)
(Sanitizer)(Sanitizes) and softens
Sanitizes bacteria*** (in rinse (cycle)) (you can't see)
Sanitizes (laundry) (clothing) (even) in cold (water) (washes)(!)
Sanitizes (without) (with 0%) (chlorine) bleach
Sanitizes your laundry
(Soft) (gentle) 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 pneumoniae) (in your laundry) (in 16 minutes)

<<DISINFECTING CLAIMS IN PRE-SOAK – see Appendix 1 for ()(††) claim qualifiers >>**

3-In-1: Softens, Sanitizes (and / &) Disinfects(**)(††)
3-In-1 Solution: Deodorize(s), Sanitize(s) (and / &) Disinfects(**)(††)
(Also)(Kills)(Eliminates)(Removes) 99.9% of (bacteria**) (viruses††) (and / &) (germs**) (in your laundry)
An effective laundry disinfectant** (for use on {insert laundry surface from Appendix 2})
Contains active to kill (bacteria)(germs)**
Dial down to cold, (still) kills (99.9%) of (bacteria**) (viruses††) (and / &) (germs**)
(Disinfectant)(Disinfects)** and softens (in pre-soak)
Disinfect** (for) X(x) (More††) loads (in pre-soak)
Disinfects** (without) (with) (0%) (chlorine) bleach (in pre-soak)
Disinfects** your laundry (in pre-soak)
Formulated to kill germs** that detergents may leave behind without the harshness of bleach
Helps reduce the spread of germs** through your treated laundry
(Kills)(Removes)(Attacks) odor-causing bacteria** (at the source) (in pre-soak)
Kills 99.9% of viruses (and / &) bacteria** (in pre-soak)
Kills 99.9% of (bacteria)(germs)** (including those) (that) laundry detergents (may)(can) leave behind
Kills 99.9% of (bacteria)(germs)** in rinse(cycle) (you can't see)
Kills 99.9% of (bacteria)(germs)** that could cause skin infections such as {insert organisms from Appendix 1}
Kills 99.9% of (bacteria)(germs)** to reduce the organisms from (clothing to clothing) (garment to garment) in the same (wash)(load)
Kills 99.9% of common bacteria** that could be found in laundry
Kills 99.9% of the following bacteria** (in 15 minutes) ({insert organisms and appropriate contact time from Appendix 1}) (in pre-soak)
Kills 99.9% of bacteria** you can't see ({insert organisms from Appendix 1})
Kills 99.9% of bacteria** (with 0%) (without) bleach†††
Kills 99.9% of bacteria** while remaining (gentle)(soft) on (your)(most)(fabrics)(clothes)
Kills 99.9% of (germs**) ((cold (and / &) flu) (viruses††)) (in pre-soak)
Kills 99.9% of (germs**)(bacteria) (and / &) (viruses††) (on) (soft surfaces)(fabrics) ({insert laundry surface from Appendix 2})
Kills Cold & Flu Viruses (in 5 minutes)†† (in pre-soak)
Kills H1N1 and Coronavirus which can cause the cold and flu†† (in pre-soak)
(Rids) (sports)(wear)(synthetic) (fabrics)(cotton)(lycra)(microfiber)(nylon)(polyester) of
(smelly)(body)(odors)(bacteria**)
Soft on (clothes)(fabrics)(laundry), tough on bacteria**
(This product) is a disinfectant for use in your laundry's rinse cycle (in 15 minutes) against Staphylococcus aureus and Pseudomonas aeruginosa** (in pre-soak)
(This product) Kills 99.9% of (Staphylococcus aureus) (and / &) (Pseudomonas aeruginosa)** (in your laundry) (in 15 minutes) (in pre-soak)

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<< 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.

(Read the entire label before using the product.)

[or ††]Presoak (to Disinfect)(Disinfection)(Disinfectant) (Directions):** Pour (two)(2) (caps) (capfuls) (150 mL) (each) (filled to (level) (line) (X)) into (1 gallon)(4 liters) (of) cold (86°F/20°C) water. Soak items for 15 minutes. Rinse thoroughly with clean water or machine wash as directed.

[Place Holder for Dosing Cap Graphics]

(For Odor Removal (Directions)) (To Remove Odors) (To Deodorize)

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

(For Laundry Sanitizer) (For Laundry Sanitization) (Directions))

(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) (Non-HE) (Non High Efficiency) Machine(s):

Add (150 mL) ((X) (cap(s)) (capful(s))) (each) filled to (level)(line) (X) of the dosing (cup)(cap)) 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)(HE)(Front Load) Machine(s):

Add (100 mL) ((X) (cap(s)) (capful(s))) (each) filled to (level)(line)(X) of the dosing (cup)(cap)) 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 >>

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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	Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a Poison Control Center or doctor for treatment advice.
If on skin	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 – Residential containers >>

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

<< Optional Graphic Images & Text>>



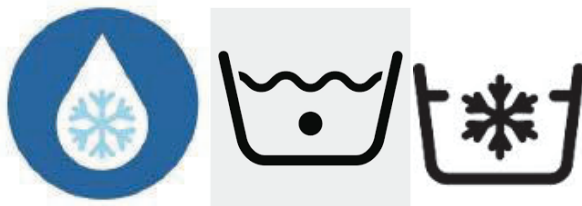
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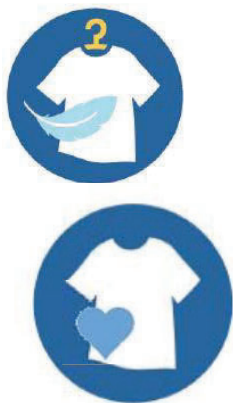
The word “Contains no bleach^{†††}” may appear within the 2 icons below (Claim approved previously – See pages 1-5)



The words “Works even in cold water” may appear with 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)



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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}
- †† (than) (vs.) {90 Fl. Oz Lysol Laundry Sanitizer Retail Size}
- ††† Chlorine Bleach

† (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).

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<< Disinfection – Viruses in pre-soak >>

†† Kills {insert 5 minute disinfection – viruses from Appendix 1} (on laundry surfaces) (in 5 minutes) in pre-soak.

<< Disinfection – Germs() , bacteria and/or virus in pre-soak >>**

** Kills (99.9%) ({insert 15 minute disinfection - bacteria from Appendix 1}) (and) ({insert 5 minute disinfection – viruses from Appendix 1}) in pre-soak.

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

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

Symbol Designation – used on product labels		
Double asterisk (**)	Germs (**)	Used for identifying disinfection against specific bacteria and viruses
Dagger (††)	Viruses ††	Used for identifying disinfection against specific viruses
Triple asterisk (***)	Sanitizes ***	Used for identifying sanitization against bacteria

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

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

<< 15–min Disinfection - Bacteria in pre-soak >>	ATCC No	<< 5-min Disinfection - Viruses in pre-soak >>	ATCC No.
Staphylococcus aureus	(6538)	(Avian) Influenza A Virus (H3N2)	(VR-2072)
Pseudomonas aeruginosa	(15442)	Human Coronavirus	(VR-740)
		2009-H1N1 Influenza A Virus (H1N1) Strain A/Mexico/4108/2009	(CDC-2009712192)
<< 15-min Sanitization – Bacteria on laundry >>		Influenza B Virus (Strain B/Hong Kong/5/72)	(VR-823)
Klebsiella pneumoniae	(4352)	Respiratory Syncytial Virus (RSV)	(VR-26)
<< 16-min Sanitization – Bacteria on laundry >>			
Staphylococcus aureus (Staph)	(6538)		

<<APPENDIX 2>>

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

Laundry surfaces: (Graphic – depicting surface)

(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

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Fabric material types

Cotton	Spandex	Microfiber
Polyester	Rayon	
Nylon	Lycra	

<< APPENDIX 3 >>

<< This product is free from the following components >>

Dyes	(Harsh) acids
(chlorine) bleach	(phosphates) (phosphorous)
	(Plastic) microbeads

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